

Advanced Business English for Tourism and Recreation

Assignment Guidelines:

This assignment requires students to engage with real-world communication scenarios in the tourism and recreation industry, focusing on the development of advanced business communication skills. Students are expected to demonstrate proficiency in written and spoken English through various formats.

The assignment will require extensive research into communication strategies, professional writing, and presentation skills, emphasizing the importance of clear, effective communication in global tourism settings.

APA format should be used for citing all external sources.

Submission Format:

Mixed media submission (report, presentation slides, video recording)

Font for written documents: Times New Roman, Size: 12, Spacing: 1.5

Word Count: 2000-2500 words for the written report

Presentation Length: 10-15 slides with accompanying video presentation (10 minutes)

Submission Deadline: April 4th, 2025

Assessment Criteria:

Quality of Business Writing (20%)

Effectiveness of Spoken English and Presentation Skills (20%)

Depth and Relevance of Research (20%)

Creativity and Realism in Scenario Solutions (20%)

Accuracy of Language and APA Formatting (20%)

Formatting Guidelines:

APA Format:

Include in-text citations and a reference list following APA guidelines for the written report.

Document Layout for the Report:

Font: Times New Roman, 12 pt.

Line Spacing: 1.5

Margins: 1 inch on all sides.

Mandatory Sections for the Report:

Title Page: Assignment title, student name, and student ID.

Table of Contents: Include section titles and page numbers.

Introduction: Outline the background, objectives, and scope.

Main Body: Organized under clear headings reflecting the chosen topics.

Conclusion: Summarize key findings and recommendations.

References: List all sources cited, in APA format.

Choose ONE of the following tasks:

Option 1: Tourism Marketing Campaign

Design a comprehensive marketing campaign for a new tourism destination or service. Your campaign should include a press release, customer emails, and advertising copy. Explain the language and strategies used to appeal to an international audience.

Option 2: Customer Service in Tourism

Develop a training module for customer service staff in a multicultural tourism setting. Include scripts for handling common customer interactions, complaints, and inquiries, emphasizing tone, terminology, and cultural sensitivity.

Option 3: Crisis Communication in Tourism

Create a crisis communication plan for a hypothetical situation in a tourism setting (e.g., natural disaster, health scare). Prepare press statements, FAQ for customers, and an internal briefing for staff. Discuss the choice of language and delivery methods.

suitable for diverse audiences.

Multimedia Requirements:

Prepare a video presentation summarizing your project. Discuss the rationale behind your communication strategies and demonstrate an example interaction or presentation relevant to your chosen task.

Submission Format: Upload the written report as a PDF, presentation slides as PPT or PDF.