

Basics of Marketing in Tourism and Recreation

Assignment Guidelines:

This assignment requires students to demonstrate advanced proficiency in. Students must produce a **strategic written analysis or communication plan** that applies in high-stakes, cross-cultural, and operationally complex situations.

The assignment must display clarity, tone, cultural appropriateness, persuasion, and technical precision tailored to the international business environment of tourism and strategic management.

Use **APA format** for all external sources cited.

Submission Format:

- **Written Report Only** (No presentations)
 - **Font:** Times New Roman, 12 pt
 - **Line Spacing:** Double
 - **Word Count:** 4000–5000 words
 - **Submission Deadline:** 28-07-2025
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Assessment Criteria:

- Mastery of Business English Style, Tone, and Register (20%)
 - Effectiveness of Communication Strategy (20%)
 - Application of Crisis or Intercultural Communication Theories (20%)
 - Structure, Logic, and Use of Evidence (20%)
 - Clarity, Grammar, and APA Referencing (20%)
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Formatting Guidelines:

APA Format:

Include in-text citations and a reference list in APA style.

Document Layout:

- **Font:** Times New Roman, 12 pt
- **Line Spacing:** Double
- **Margins:** 1 inch on all sides

Mandatory Sections:

- **Title Page:** Assignment title, student name, student ID
 - **Table of Contents**
 - **Abstract**
 - **Introduction**
 - **Literature Review** (focusing on Business English and communication frameworks)
 - **Methodology**
 - **Findings** (analytical or communicative content)
 - **Discussion**
 - **Conclusion**
 - **References**
 - **Appendices** (if applicable)
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Assignment Task – Choose ONE of the following written assignments:

Assignment Draft 1: Strategic Crisis Communication Plan

Title: *Crisis Marketing Communication Strategy for Alpine Adventures After a Misleading Social Media Campaign*

Abstract:

This assignment develops a crisis communication response for *Alpine Adventures*, a mountain resort company criticized for a misleading promotional video that created unrealistic expectations. The communication plan uses Business English strategies to preserve brand integrity and customer trust, while applying core marketing principles such as brand positioning, audience targeting, and ethical messaging.

Marketing Concepts Covered:

- Brand image and repositioning
- Ethical marketing and consumer trust
- Online reputation management

Communication Deliverables:

- Internal memo to marketing staff on content policy changes
 - Public statement apologizing and repositioning brand message
 - Investor letter clarifying brand recovery strategy
 - Use of SCCT to explain communication approach
 - Cultural awareness in responding to global audiences
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Assignment Draft 2: Proposal and Pitch Document

Title: *Marketing Proposal for “Revive & Roam” – A Wellness-Based Recreational Tourism Product for Gen Z Travelers*

Abstract:

This business proposal introduces “Revive & Roam,” a new wellness tourism product targeting Gen Z tourists in Southeast Asia. Using key marketing frameworks (4Ps, AIDA model, market segmentation), the proposal pitches an innovative marketing campaign to international travel investors. The tone is formal, persuasive, and customized to appeal to a cross-cultural business audience.

Marketing Concepts Covered:

- Target market identification (Gen Z, wellness travelers)
 - Product design and positioning
 - Pricing strategy and digital promotion plan
 - Email pitch to social media influencers (Appendix)
 - Cultural tailoring of messages to resonate with Asian and Western markets
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Assignment Draft 3: Intercultural Communication Audit

Title: *Audit of Marketing Communication Consistency in the Global Campaigns of WaveLine Cruises*

Abstract:

This audit examines how *WaveLine Cruises* markets its recreational offerings across different regions. It highlights challenges in aligning global brand messaging with local cultural preferences, particularly regarding adventure vs. relaxation marketing in Asia and Europe. Using marketing and intercultural communication theories, the report recommends improvements to tone, imagery, and messaging for stronger customer alignment.

Marketing Concepts Covered:

- Global brand consistency
- Cultural adaptation of promotional messages
- Tone, imagery, and slogan effectiveness
- Use of Hofstede’s cultural dimensions and branding theory
- Linguistic analysis of marketing copy