

Business Tourism and Recreation

Assignment Guidelines:

This assignment requires students to demonstrate advanced proficiency in **Business English within professional tourism, hospitality, and crisis communication contexts**. Students must produce a **strategic written analysis or communication plan** that applies Business English 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 Communication Strategy for Coastal Escapes Ltd. in the Aftermath of a Fatal Water Sports Accident*

Abstract:

This paper outlines a comprehensive crisis communication plan for *Coastal Escapes Ltd.*, a multinational tourism operator specializing in marine recreational activities. Following a tragic jet ski accident resulting in a guest fatality, the report uses Business English to deliver key internal and external communications while analyzing tone, register, and cultural sensitivities across global markets.

Key Elements:

- Internal memo to staff (instructive, empathetic tone)
 - Public press release (transparent, reputation-preserving)
 - Stakeholder letter (strategic reassurance)
 - Use of SCCT to justify defensive vs accommodative tone
 - Consideration of international media coverage and cultural grief norms
 - English style tailored to diverse global readership
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Assignment Draft 2 – Proposal and Pitch Document

Title: *Business Proposal for a Transboundary Wellness and Adventure Tourism Corridor between Slovenia and Croatia*

Abstract:

This proposal introduces a joint tourism venture designed to link wellness spas in Slovenia with adventure sports resorts in Croatia. The document is structured to present strategic

rationale, objectives, and funding requirements using polished Business English and persuasive language aimed at European investors.

Key Elements:

- Executive summary with precise business vocabulary
 - Project overview, target markets, cultural significance
 - Financial and operational risk outline
 - Sample email to cross-border stakeholders requesting a partnership meeting
 - Cultural considerations (language barriers, regulatory differences)
 - Focus on persuasive tone and clarity in cross-cultural contexts
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Assignment Draft 3 – Intercultural Communication Audit

Title: *Audit Report on Intercultural Communication Challenges in the Global Operations of Zenith Adventure Hotels*

Abstract:

This report analyzes the effectiveness of intercultural communication across *Zenith Adventure Hotels*, a global brand offering luxury and eco-tourism packages. It explores miscommunications in internal training manuals and customer interactions, with strategic recommendations for improving clarity and cultural appropriateness.

Key Elements:

- Review of language used in training content across Asian and European branches
- Examples of poor cross-cultural email tone affecting team collaboration
- Recommendations based on Hofstede's Cultural Dimensions and Business English best practices
- Emphasis on inclusive language and active voice
- Application of intercultural theories to hospitality communication