

Labour Market 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 Communication Plan for BlueVista Resorts Addressing Allegations of Exploiting Migrant Workers in Seasonal Roles*

Abstract:

This assignment presents a crisis communication strategy following media reports alleging labour exploitation at *BlueVista Resorts*. The plan includes internal and external communication materials crafted in precise Business English. It also integrates labour market policy awareness, ethical HR communication, and international reputation protection.

Labour Market Focus:

- Migrant labour in seasonal tourism work
- Reputational risk from unfair labour practices
- Corporate social responsibility in HR communication

Communication Deliverables:

- Internal memo announcing investigation and training reforms
 - Press release outlining compliance with labour laws
 - Investor letter on ethical labour assurance plan
 - SCCT framework to balance denial/accommodation strategy
 - Culturally appropriate messaging across different labour source countries
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Assignment Draft 2: Proposal and Pitch Document

Title: *Proposal for a Cross-Border Talent Mobility Platform for the Alpine Tourism Sector*

Abstract:

This proposal outlines the development of a digital labour mobility platform for tourism employers in Switzerland, Austria, and Italy. The platform aims to connect employers with certified seasonal and multilingual professionals. The document demonstrates persuasive Business English tailored to EU funding bodies and strategic tourism investors.

Labour Market Focus:

- Talent shortages and seasonal demand spikes
- Skill-matching in recreational tourism sectors (ski resorts, wellness spas)
- Digital tools for workforce flexibility

Proposal Components:

- Executive summary and platform objectives
 - Analysis of labour gaps and market needs
 - Risk assessment and regulatory considerations
 - Appendix: sample funding appeal letter to an EU tourism body
 - Formal, investor-ready tone with cross-cultural sensitivity
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Assignment Draft 3: Intercultural Communication Audit

Title: *Audit Report on Multilingual Workforce Communication in the Operations of SunTrail International Travel Group*

Abstract:

This report analyzes communication issues in a multinational tourism company employing a diverse workforce across regional offices. Using intercultural business communication theory, the audit identifies gaps in onboarding communication, HR documentation, and customer service scripts affecting staff from Eastern Europe, Southeast Asia, and North Africa.

Labour Market Focus:

- Multilingual workforce challenges
- Onboarding and training communication gaps
- Retention risks tied to communication barriers

Audit Elements:

- Examples of unclear or culturally inappropriate internal documents
- Language register mismatches in staff manuals and HR policies
- Recommendations using Business English clarity standards
- Hofstede and intercultural sensitivity frameworks for improvement