

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

Submission Deadline: May 28 th, 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: Designing Nutrition Protocols for Space Tourism

Scenario: You are a dietitian consultant for a private company preparing short-term commercial space tourism missions.

Assignment Deliverables:

- Create 3 space-tourism-specific meal plans with calorie control, hydration, and nutrient density.
- Include astronaut diet research, safety standards, and psychological support through nutrition.
- Design communication templates for multilingual, low-gravity food instruction.

Option 2: Allergen-Free Diet Planning for Cross-Continent Cruise Routes

Scenario: As the Lead Nutritionist on a long-haul cruise across Europe and Asia, you need to create allergen-free and culturally respectful diets.

Assignment Deliverables:

- Provide weekly rotating menus with allergen labeling and substitute suggestions.
- Include protocols for kitchen hygiene, multi-language dietary request forms, and emergency food allergy response guides.
- Reference FAO/WHO standards.

Option 3: Nutrition Literacy Campaign in Developing Tourism Communities

Scenario: A UN-funded initiative is launching a tourism program in underdeveloped areas with limited nutrition knowledge.

Assignment Deliverables:

- Build a nutrition literacy campaign including visual leaflets, workshops, and staff meal planning manuals.
- Tailor materials for non-literate populations and local dietary habits.
- Include progress tracking tools and cultural food examples.