

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: Strategic Communication Plan for AI-Powered Tourism Services

Scenario:

You are the Communications Director for a multinational tour operator integrating AI-driven chatbots and automated email marketing across its global branches. You must create a comprehensive communication plan addressing internal staff training, customer adoption strategies, and cultural nuances.

Assignment Deliverables:

- Develop a written communication strategy using digital tools.
- Draft:
 - Internal training memo for staff in three culturally different regions
 - FAQ document for customers adapting to AI chatbots
 - Email marketing content for global campaigns
- Include a section on ethical concerns (e.g., data privacy, bias in AI)
- Highlight feedback collection mechanisms and metrics for success.

◆ **Option 2: Crisis Communication Response in a Digitally Connected Tourism Company**

Scenario:

A high-profile eco-resort brand faces a social media backlash over environmental misconduct. As the Head of Corporate Communications, you must manage the information flow, public perception, and employee reassurance through digital channels.

Assignment Deliverables:

- Crisis communication report using both traditional and digital platforms
 - Write:
 - A press release and CEO statement
 - A sample internal memo to staff
 - A social media response script (Twitter, Instagram, and LinkedIn)
 - Analyze how communication models (e.g., Shannon-Weaver, Schramm) apply to your plan.
 - Include digital listening tools and performance tracking recommendations.
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◆ Option 3: Future-Ready Communication Blueprint for Smart Tourism Destinations**Scenario:**

You're hired by a national tourism board to prepare a smart communication system for "Smart Destinations" using 5G, AR/VR, and multilingual AI tools.

Assignment Deliverables:

- Create a communication blueprint for:
 - Tourist information centers
 - Mobile apps and virtual tour guides
 - Multilingual emergency alert systems
- Include user personas, sample chatbot interactions, and visual mock-ups.
- Address accessibility, cultural inclusivity, and privacy regulations.
- Propose KPIs and cross-platform integration plans.