

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 28th, 2025

Assessment Criteria:

Quality of Business Writing (20%)

Depth and Relevance of Research (30%)

Creativity and Realism in Scenario Solutions (30%)

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: Communication Strategy for Digital Nomad Tourism Hubs

Scenario: You are tasked with developing a digital communication strategy for emerging tourism hubs catering to digital nomads.

Assignment Deliverables:

- Create communication materials including email flows, multilingual chatbot scripts, and web content.
- Provide onboarding info kits, co-working etiquette guidelines, and digital safety tips.
- Include localization and cross-cultural personalization strategies.

Option 2: Ethical Data Communication in Smart Hotels

Scenario: A global hotel chain wants to improve transparency about how guest data is used in its AI systems. Assignment Deliverables:

- Draft a guest communication package explaining data usage, privacy policies, and consent processes.
- Include email templates, hotel display posters, and multilingual voice assistant scripts.
- Discuss ethical dilemmas and mitigation strategies.

Option 3: Interactive Communication Blueprint for Augmented Reality Tourism

Scenario: A national park introduces AR-powered eco-tours and wants to ensure accessible, engaging, and safe communication.

Assignment Deliverables:

- Develop an AR communication blueprint including user flows, safety notices, and voice-guided experiences.
- Address accessibility (e.g., hearing/vision-impaired visitors), local languages, and environmental awareness prompts.
- Propose performance tracking and improvement loops.