

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: Talent Development Strategy for Post-COVID Tourism Startups

Scenario: You are the HR Director for a startup hotel chain recovering from COVID-19 in South America. Your goal is to build a resilient workforce and reestablish staff loyalty.

Assignment Deliverables:

- Develop a talent rebuilding strategy focusing on gig workers, hybrid roles, and digital onboarding.
- Include sample social media job posts, rebranding EVP content, and AI-enabled staff performance dashboards.
- Provide recommendations for long-term resilience and wellness integration.

Option 2: Talent Pipeline for Sustainable Eco-Lodge Ventures

Scenario: A chain of eco-lodges in Africa needs a strategy to attract and retain local talent aligned with sustainability goals.

Assignment Deliverables:

- Design a talent pipeline framework including training modules, local partnerships, and incentive programs.
- Develop sample onboarding content, employee engagement surveys, and cross-cultural

mentorship plans.

- Emphasize DEI and green tourism principles.
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Option 3: Gamified Talent Development for Gen Z in Tourism

Scenario: A global travel brand wants to engage Gen Z employees through gamified talent development initiatives.

Assignment Deliverables:

- Propose a gamified talent development program (with learning stages, leaderboards, and virtual rewards).
- Include sample mobile app screens, feedback tools, and internal communication guides.
- Integrate AI-driven customization and inclusivity tools.

