

Health Threats 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 Business English 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 GlobalSun Resorts Ltd. Following a Norovirus Outbreak in the Maldives*

Abstract:

This crisis communication strategy addresses a recent norovirus outbreak at a premium resort chain in the Maldives. Using advanced Business English and situational crisis communication theory (SCCT), this report develops internal memos, public-facing press releases, and stakeholder letters. Emphasis is placed on cross-cultural tone management, rapid response logistics, and maintaining global brand trust.

Key Health Threat Focus:

- Contagious disease outbreak (norovirus)
- Health and hygiene protocol breakdown
- Impact on guests' physical safety and brand reputation

Communication Deliverables:

- Internal memo on outbreak response to staff
 - Public press release announcing safety measures
 - Stakeholder letter to reassure travel agencies and investors
 - Justification of tone/style choices via SCCT
 - Consideration of cultural reactions to illness, blame, and trust
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Assignment Draft 2: Proposal and Pitch Document

Title: *Cross-Border Health-Safe Tourism Corridor Between Italy and Greece: A Proposal for Pandemic-Resilient Travel*

Abstract:

This proposal presents a collaborative tourism initiative between Italy and Greece to establish a pandemic-resilient travel corridor. The project emphasizes health screening protocols, contactless travel infrastructure, and wellness tourism strategies. The proposal uses persuasive Business English to secure funding from EU tourism health funds and regional stakeholders.

Key Health Threat Focus:

- Post-COVID-19 travel safety
- Public health infrastructure in tourism
- Economic impact of reduced traveler confidence

Proposal Components:

- Executive summary
 - Health risk management framework
 - Financial justification for screening systems
 - Stakeholder email in appendix
 - Culturally appropriate language around health literacy
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Assignment Draft 3: Intercultural Communication Audit

Title: *Audit of Health Communication Across the International Branches of EcoQuest Adventure Resorts*

Abstract:

This audit investigates inconsistencies and challenges in the communication of health and safety protocols across EcoQuest Adventure Resorts' international branches. The report identifies discrepancies in hygiene policy translations, tone mismatches in emergency signage, and confusion caused by culturally insensitive messaging during dengue fever outbreaks in Southeast Asia.

Key Health Threat Focus:

- Vector-borne diseases (dengue, malaria)
- Communication clarity in health protocols
- Cultural misalignment in risk messaging

Audit Elements:

- Sample signage and health info sheets reviewed
- Linguistic and tonal analysis of training manuals
- Recommendations to align tone and clarity
- Application of Hofstede and linguistic accommodation theory
- Strategies for inclusive and professional Business English usage