

Proposals for written production

1 Design a one week's alternative package holiday to Italy, detailing the itinerary and activities.

2 Write an essay of about 300 words to explain the typical components of a package holiday, the destinations which are popular with Italian tour operators and any advantages or disadvantages of this type of vacation for the holiday makers.

3 Your online travel agency is launching a new Artificial Intelligence chatbot. Write a letter to hotel chains inviting them to sign up to the service. In your letter explain what information about potential customers the chatbot can generate and how this could help them customise the services they offer in their hotels.

4 Travel agents will always have an important role to play in the travel industry and won't be replaced by online booking websites. To what extent do you agree with this statement? Write an essay of about 300 words to explain your point of view, using your personal experience and other examples to support your ideas.

5 Your boss has asked you to analyse the communication methods used in your company. Write a report of about 300 words on the current methods used (letters, emails, face-to-face meetings, etc.) and then recommend new methods (social networks, video-conferencing, etc.), saying how they can improve communication and productivity.

6 How much do you use social networks and text messaging to communicate with people? What do you think are the advantages and disadvantages of this means of communication compared to talking face to face? Write an essay of about 300 words, giving your views on the topic.

7 You work in the marketing division of a large, national chain of business hotels. You strongly believe in the power of content marketing to make the company more visible and competitive. Write a report to your manager, outlining the importance of content marketing, some proposals for new content, and the benefits for the company.

8 Nowadays the Internet, and particularly social media sites, are full of videos, from private individuals, companies and organisations. For this reason, some people believe that they are, at best, a waste of time and, at worst, dangerous. Write an essay of about 300 words with your point of view, using examples from your personal experience.

9 Write an advert promoting a 'green' cruise. In your advert highlight the environmentally-friendly policies adopted aboard ship and the aspects of the cruise itinerary which aim to have a low environmental impact on the places passengers visit.

10 'Not many of the 25 million people enjoying the sea breeze on a cruise ship this year are likely to think about the air pollutants being emitted from the vessel.'

Do you agree or disagree with this statement? Who should take responsibility for pollution caused by tourism: the individual traveller, travel companies or countries? How should this be done? Write an essay of about 300 words to answer these questions.

11 'National Parks are fighting a war on three fronts: severe underfunding, climate change and a lack of diversity among their visitors.'

How far is this true for National Parks in your country and what would you do to resolve these problems? Write an essay of about 300 words.

12 Write a tourist brochure aimed at young people and families for an area of outstanding natural beauty in your country.