

Foreign Country Research



You are the travel consultant for Apple, Inc. Employees often travel to foreign countries to conduct business for Apple, Inc. Your boss has asked you to research a foreign country with regards to its business and cultural aspects.

Your boss needs you to create a brochure that will help employees understand the country they are visiting.

You will need to find the following information about your country and construct a 2 page brochure (using Microsoft Publisher or Word) that details all of this information. You will be presenting this information to your boss and the rest of the travel division.

REQUIRED INFORMATION:

- Name of the Country and Geographic Description**
- Type of Economic AND Political System**
- Native Language**
- Infrastructure**
- Major Imports and/or Exports**
- Religion(s)**
- Business Greetings / Business Gestures/Public Behavior (example, hand shaking)**
- Eating (favorite foods/drinks for business meetings)**
- Business Dress**
- Business Gift Giving**
- Any additional information you think would be necessary for a person to do business travel in this country.**

Remember, a good brochure includes not only information, but pictures as well. The following websites may help you find some information – not all of them may work, and not all of them pertain to your research. The list continues on the back

- CIA WORLD FACT BOOK---<http://www.odci.gov/cia/publications/factbook/index.html>
- EXECUTIVE PLANET---www.executiveplanet.com
- INTERNATIONAL BUSINESS ETIQUETTE AND MANNERS---<http://www.cyborlink.com/>

- ETIQUETTE INTERNATIONAL---www.etiquetteintl.com
- AMERICAN EXPRESS TRAVEL---<http://www.americanexpress.com/travel/>
- ASIA TRAVEL---<http://asiatravel.com>
- AT&T WORLDWIDE TRAVELER---<http://www.att.com/traveler>
- BUSINESS TRAVEL ONLINE---<http://www.btonline.com>
- COUNTRY AND CITY TRAVEL GUIDES---<http://cyber.cclims.com/mall/travel/country.html>
- CYBER AIR BROKER---<http://www.valleynet.net/~produce>
- FLIFO CYBER TRAVEL AGENT---<http://yahoo.flifo.com>
- DESTINATION INFORMATION INTERNATIONAL---<http://www.sys1.com/travel/whertogo.htm>
- HOTELS AND TRAVEL ON THE NET---<http://www.hotelstravel.com/homepage.html>
- HOW FAR IS IT?---<http://www.indo.com/distance>
- INTERNATIONAL BUSINESS KIOSK---<http://www.webcom.com/one/world/>
- INTERNET TRAVEL NETWORK---<http://www.itn.net>
- TRAVEL SOURCE---<http://travelsource.com/index.html>
- TRAVELOCITY---<http://www.travelocity.com>
- THE TRIP.COM---<http://www.thetrip.com>
- WORLD FACTBOOK---<http://www.odci.gov/cia/publications/factbook/index.html>

**Foreign Country Research
Grading Rubric**

	Points Possible	Points Deducted
Name of the Country/Geographic Description	10	
Economic & Political System	10	
Native Language	10	
Imports / Exports	10	
Religion(s)	10	
Business Greetings/Gestures/Public Behavior	10	
Infrastructure	10	
Eating	10	
Business Dress	10	
Gift Giving	10	
2-page brochure, professional, no errors	25	
TOTAL	125	

**Foreign Country Research
Grading Rubric**

Name: _____

Hour: _____

	Points Possible	Points Deducted
Name of the Country/Geographic Description	10	
Economic & Political System	10	
Native Language	10	
Imports / Exports	10	
Religion(s)	10	
Business Greetings/Gestures/Public Behavior	10	
Infrastructure	10	
Eating	10	
Business Dress	10	
Gift Giving	10	
2-page brochure, professional, no errors	25	
TOTAL	125	

**Foreign Country Research
Grading Rubric**

Name: _____

Hour: _____

	Points Possible	Points Deducted
Name of the Country/Geographic Description	10	
Economic & Political System	10	
Native Language	10	
Imports / Exports	10	
Religion(s)	10	
Business Greetings/Gestures/Public Behavior	10	
Infrastructure	10	
Eating	10	
Business Dress	10	
Gift Giving	10	
2-page brochure, professional, no errors	25	
TOTAL	125	

