

## HOW TO WRITE A PROPOSAL

A proposal is a **formal** piece of writing that is addressed to a person of authority (such as a company president, a local mayor, the school principal) In a proposal you are asked to **"propose" ideas** for a project. The proposal evaluates the current situation and recommends a future course of action.

Main Outline:

- 1) Introduction (in which you state **why** you are writing the proposal, **what you will evaluate** and mention that you will **make recommendations**)
- 2) 2-3 paragraphs with subheadings
- 3) Conclusion (in which you summarise the main points of the proposal and make a recommendation on what further actions should be taken)

### USEFUL LANGUAGE FOR INTRODUCTIONS:

- The **purpose / aim** of this proposal is to **outline/discuss/ assess/ present** the future plans / ideas / the decision ....
- This proposal has been **drafted/ created** to **present /evaluate** ...

### USEFUL LANGUAGE FOR CONCLUSIONS:

- I **would** strongly **suggest/ recommend** that ....
- It would be **beneficial/ worthwhile / wise** to ....
- **The best way to proceed** would be.../ **The best course of action** would be ....
- There is **no doubt** that...
- It is **clear/ obvious/apparent** that ...

*Example:*

TOPIC: *"The local council wants to boost the local economy by attracting more visitors to your area, both from within the area and from abroad. The mayor has asked citizens to write a proposal on ways to attract more tourists and to outline ideas on how to improve local amenities in the area."*

## **Proposal to increase the level of tourism in the area**

### **Introduction**

The aim of this proposal is to provide ideas on how to unlock our area's tourism potential and outline strategies to improve amenities in order to ensure a fulfilling tourist experience.

### **Advertising**

Our area possesses abundant natural beauty, historical sites, and cultural attractions that have the potential to attract a greater number of tourists. However, at present it is still kept secret. I propose we remedy this situation by running an advertising campaign on television and social media. We could target overseas visitors in travel agencies abroad and also by broadcasting on foreign TV stations.

### **Improving amenities**

#### **1. Accommodation**

The shortage of affordable accommodation is a major drawback for visitors. Although we have 2 prestigious hotels in our town, they cater for wealthy visitors and there are not enough middle-priced hotels. One solution might be to encourage the development of diverse accommodation options such as eco-lodges and vacation rentals to cater to different preferences and budgets of tourists. Finally, I propose we look into the possibility of building a youth hostel just outside the town. This would provide suitable accommodation for young people who cannot afford hotel prices.

#### **2. Development of Tourist Infrastructure:**

The current tourist infrastructure is not well-developed. I suggest we invest in its improvement, including the construction of well-maintained walking trails, scenic viewpoints, and picnic areas. Ideally, we could enhance accessibility to key attractions by providing regular bus service to these areas and ample parking facilities.

#### **3. Cultural Events and Festivals:**

At the moment, there are not many cultural events that promote our unique culture and traditions. Therefore, it is crucial that we organize regular cultural events and festivals celebrating the rich heritage of our area. These events will not only attract tourists but also foster a sense of community pride and engagement among residents.

### **Conclusion**

This proposal will involve substantial initial expenditure. However, the income generated by higher levels of tourism will quickly offset this. I therefore hope my proposal will be given due consideration.