



SHRIMATI INDIRA GANDHI COLLEGE

(Affiliated to Bharathidasan University)
Nationally Accredited at 'A' Grade (4th Cycle) by NAAC | An ISO 9001 : 2015 Certified Institution
Tiruchirappalli - 620 002

DEPARTMENT OF ENGLISH

COMMUNICATIVE SKILLS FOR TOURISM & HUMAN RESOURCE MANAGEMENT- 22ASBEEN1

One Marks

1. A guest uses a **key card** to open their hotel room.
2. Tourists consult a **guide book** for details on attractions.
3. A **report** summarizes a tour's events and feedback.
4. To inquire about tour pricing, one writes a **letter** to the agency.
5. A **dialogue between tourist and guide** helps clarify the itinerary.
6. A **face-to-face conversation** builds trust between staff and guests.
7. Booking via phone requires strong **telephone conversation** skills.
8. In class, we act out **role plays** like booking a hotel room.
9. Practicing **dialogues** helps with realistic tourist–guide interactions.
10. Exposure to a **wide range of accents** sharpens listening comprehension.
11. **Tourism advertisements** teach persuasive language and highlights.
12. An **extempore** talk challenges you to speak spontaneously.
13. Engaging in **debates** sharpens argumentation and clarity.
14. **Seminars** delve deep into topics with expert input.
15. **Group discussions** foster teamwork and idea exchange.
16. A formal **letter** is used for official correspondence with clients.
17. Some offices still send documents via **fax**.
18. Internal policies are often communicated via **memos**.
19. A **notice** is posted to inform staff of events or changes.
20. A **circular** is distributed to announce new services company-wide.
21. **Announcements** may be made over PA systems or in meetings.

22. Professional **e-mails** are essential for modern business communication.
23. Hotel reception handles **enquiries at a hotel reception** professionally.
24. Guests complete the **booking a hotel room** process with help from staff.
25. Room service must **take orders** promptly and accurately.
26. A skilled guide should be able to **explain an attraction** engagingly.
27. Effective **complaint handling by a guide** ensures guest satisfaction.
28. Creating a detailed **travel agency list** helps clients choose services.
29. Organizing events requires a comprehensive **conferences list**.
30. **Negotiation with tourists** ensures customized and satisfactory packages.
31. A well-designed **itinerary** outlines travel schedules and activities.
32. A **route map** visually supports the trip plan and navigation.

2 Marks

1. Define a “guide book.”
What is the purpose of a report in tourism?
2. List two benefits of using role plays in tourism training.
3. Why is exposure to a wide range of accents important?
4. What is a memo and when is it used?
5. How does a circular differ from a notice?
6. What key information is needed to book a hotel room?
7. Mention two best-practice steps for handling a visitor’s complaint.
8. What is an itinerary and why is it important?
9. Why is preparing a conference list crucial for a travel agency?
10. Name two barriers to effective communication.

5 Marks

- 1. Explain the role and importance of telephone conversations and face-to-face communication in the tourism sector.**
- 2. Discuss how role plays, extempore speeches, and exposure to a wide range of accents help develop effective speaking skills in tourism training.**
- 3. Compare and contrast the function and format of a memo, circular, and notice in a tourism organization.**
- 4. Outline the steps a guide takes to handle a guest complaint during a tour effectively.
What are the key components of a well-structured travel itinerary and why are each important?**

10 Marks

- 1. Discuss how written and oral communication tools—including key cards, guide books, reports, letters, dialogues, telephone and face-to-face conversations—enhance service quality in tourism.**
- 2. Explain how interactive speaking and listening exercises—such as role-plays, extempore presentations, and exposure to diverse accents—contribute to communicative competence in tourism.**
- 3. Compare the structure and uses of internal (memo, notice, circular) and external (letter, fax, e-mail) written communications in tourism organizations.**
- 4. Describe the communicative steps involved in efficiently handling tourist enquiries, room bookings, room service orders, attraction explanations, and complaints in hospitality.**
- 5. Evaluate the preparatory elements—travel agency listings, conference lists, client negotiation, itineraries, and route maps—required to design a well-organized tourism package.**