



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.