



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

TOURISM COMMUNICATION

Unit Wise One Marks

UNIT I

Key Cards – Guide Books – Reports – Letters – Dialogues – Face-to-Face – Telephone

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.

UNIT II: LISTENING & SPEAKING SKILLS

Dialogues – Role Plays – Accents – Tourism Ads – Extempore – Debates – Seminars – Discussions

1. In class, we act out **role plays** like booking a hotel room.
2. Practicing **dialogues** helps with realistic tourist–guide interactions.
3. Exposure to a **wide range of accents** sharpens listening comprehension.
4. **Tourism advertisements** teach persuasive language and highlights.
5. An **extempore** talk challenges you to speak spontaneously.
6. Engaging in **debates** sharpens argumentation and clarity.
7. **Seminars** delve deep into topics with expert input.

8. **Group discussions** foster teamwork and idea exchange.

UNIT III: WRITING SKILLS

Letters – Fax – Memos – Notices – Circulars – Announcements – E-mails

1. A formal **letter** is used for official correspondence with clients.
2. Some offices still send documents via **fax**.
3. Internal policies are often communicated via **memos**.
4. A **notice** is posted to inform staff of events or changes.
5. A **circular** is distributed to announce new services company-wide.
6. **Announcements** may be made over PA systems or in meetings.
7. Professional **e-mails** are essential for modern business communication.

UNIT IV: SPECIFIC ROLE RESPONSES

Hotel Enquiries – Room Booking – Room Service – Attraction Explanation – Complaint Handling

1. Hotel reception handles **enquiries at a hotel reception** professionally.
2. Guests complete the **booking a hotel room** process with help from staff.
3. Room service must **take orders** promptly and accurately.
4. A skilled guide should be able to **explain an attraction** engagingly.
5. Effective **complaint handling by a guide** ensures guest satisfaction.

UNIT V: PACKAGE PREPARATION

Agency List – Conferences List – Negotiation – Itinerary – Route Map

1. Creating a detailed **travel agency list** helps clients choose services.
2. Organizing events requires a comprehensive **conferences list**.
3. **Negotiation with tourists** ensures customized and satisfactory packages.
4. A well-designed **itinerary** outlines travel schedules and activities.
5. A **route map** visually supports the trip plan and navigation.

Unit Wise 2 Marks

UNIT I – Tourism Communication

Q1: Define a “guide book.”

A: A guide book is a printed or digital resource that provides detailed information for tourists about attractions, directions, historical context, and travel advice.

Q2: What is the purpose of a report in tourism?

A: A report documents the details of a tour, including itinerary, feedback, issues encountered, and recommendations for improvement.

UNIT II – Listening & Speaking Skills

Q1: List two benefits of using role plays in tourism training.

A: They provide a realistic simulation of tourist–staff interactions and allow participants to practice dialogue and problem-solving in a safe environment.

Q2: Why is exposure to a wide range of accents important?

A: It improves comprehension and communication effectiveness with international tourists.

UNIT III – Writing Skills

Q1: What is a memo and when is it used?

A: A memo is a short internal document sent within an organization to communicate policies, updates, or reminders.

Q2: How does a circular differ from a notice?

A: A circular is distributed to a broad internal or external audience to convey official announcements, while a notice is usually posted for staff or public awareness of specific events or changes.

UNIT IV – Role-Based Responses

Q1: What key information is needed to book a hotel room?

A: Guest’s name, arrival/departure dates, room type, payment method, and any special requests.

Q2: Mention two best-practice steps for handling a visitor’s complaint.

A: Listen actively and empathetically, then respond promptly with a suitable solution.

UNIT V – Package Preparation

Q1: What is an itinerary and why is it important?

A: An itinerary outlines the sequence of activities, locations, and timings for a trip, helping both guide and tourists stay organized.

Q2: Why is preparing a conference list crucial for a travel agency?

A: It ensures all potential conference venues, dates, and logistical details are organized and available to clients.

Cross-Unit Common Question

Q: Name two barriers to effective communication.

A: Physical barriers, language barriers, attitudinal barriers, and gender barriers are all common obstacles

Unit Wise 5 Marks

UNIT I – Tourism Communication

Q: Explain the role and importance of telephone conversations and face-to-face communication in the tourism sector.

A:

- **Telephone Conversation:**

- Enables quick and direct exchange of information (e.g., booking rooms, answering inquiries).
- Requires clear pronunciation, appropriate intonation, and active listening—this ensures that customer requirements are clarified, confirmed, and issues resolved efficiently
- Critical components include polite greetings, stating your name and position, and asking clarifying questions.

- **Face-to-Face Communication:**

- Builds rapport through personal connection, allowing non-verbal cues (gestures, expressions) to complement language.
- Enhances trust and understanding during check-ins, guided tours, and complaint handling.

UNIT II – Listening & Speaking Skills

Q: Discuss how role plays, extempore speeches, and exposure to a wide range of accents help develop effective speaking skills in tourism training.

A:

1. **Role Plays:** Simulate real-world interactions such as hotel bookings or complaint resolution—develop confidence and problem-solving skills in safe, guided practice.
2. **Extempore Speeches:** Demand quick thinking and spontaneous expression, improving your ability to address tourists' questions or unexpected scenarios on the spot.
3. **Exposure to a Variety of Accents:** Helps staff understand tourists from diverse linguistic backgrounds—crucial for effective communication and service quality.

UNIT III – Writing Skills

Q: Compare and contrast the function and format of a memo, circular, and notice in a tourism organization.

A:

- **Memo:**
 - Internal communication tool; concise and direct for departmental updates or policy changes.
- **Circular:**
 - Broader audience—distributed to all staff or external partners to announce new services or events.
- **Notice:**
 - Publicly posted announcement (e.g. on a notice board) to inform guests or employees about events, changes, or alerts.
- **Format Highlights:**
 - Memo: Subject line, concise body, internal recipients.
 - Circular: Formal header, clear purpose, broad distribution.
 - Notice: Bold heading, brief content, date, contact info.

UNIT IV – Role-Based Situations

Q: Outline the steps a guide takes to handle a guest complaint during a tour effectively.

A:

1. **Listen Actively:** Allow the guest to fully explain the issue without interrupting.
2. **Empathize:** Show understanding and validate their concerns.
3. **Clarify:** Ask questions to fully grasp the specifics of the problem.
4. **Resolve:** Offer immediate solutions within your authority or escalate to a supervisor
5. **Follow-up:** Confirm the guest's satisfaction and ensure corrective measures are taken.

UNIT V – Package Preparation

Q: What are the key components of a well-structured travel itinerary and why are each important?

A:

A quality travel itinerary must include:

1. **Day-by-Day Schedule:** Specifies timing, activities, and transport to keep the trip organized and predictable.
2. **Accommodation and Meal Plans:** Ensures bookings and expectations align, reducing guest anxiety.
3. **Attractions and Activities:** Details what will be experienced, adding value and clarity for tourists.
4. **Logistics & Transport:** Addresses travel time and mode between points, avoiding confusion
5. **Special Instructions:** Includes visa guidance, contact details, or safety advisories—essential for traveller readiness.

Unit Wise 10 Marks

1. Key Cards, Guide Books, Reports, Letters, Dialogues & Telephone Conversations

Q: 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.

A:

Written tools like **key cards** serve both functional and security roles, while **guide books** offer tourists rich, structured destination information—travel history shows they retain a significant place even in the digital age due to their experiential and aesthetic value. **Reports** provide structured feedback and performance analytics, supporting continuous service improvement. **Letters** remain the most formal channel for official inquiries and bookings.

Oral tools form the heart of interpersonal communication. **Face-to-face conversations** allow non-verbal cues and rapport-building—critical for managing expectations and resolving issues. **Telephone conversations** empower quick explanations and booking confirmations, with clarity and active listening being crucial.

Dialogues, whether scripted or spontaneous, enable personalized resolutions. When combined effectively, these tools nurture trust, deliver efficient service, and form strong customer relationships, cementing service excellence in tourism.

2. Listening & Speaking Skills: Dialogues, Role Plays, Accents, Ads, Extempore, Debates, Seminars & Discussions

Q: Explain how interactive speaking and listening exercises—such as role-plays, extempore presentations, and exposure to diverse accents—contribute to communicative competence in tourism.

A:

Interactive exercises are vital in building tourism communication skills. **Role-plays** simulate real interactions—booking inquiries, customer complaints—helping learners develop confidence, quick thinking, and empathy. **Dialogues** serve as structured rehearsals for common service scenarios.

Exposure to a **wide range of accents** strengthens comprehension and reduces miscommunication—essential given the industry's global clientele

Advertisements, when analyzed in class, sharpen persuasive communication skills and awareness of promotional language.

Extempore speeches train staff to articulate instantly—handling tourists' unexpected questions or emergencies. **Debates and seminars/group discussions** promote articulacy, polite persuasion, cultural awareness, and collaboration—qualities indispensable to service excellence in tourism .

3. Writing Skills: Letters, Fax, Memos, Notices, Circulars, Announcements & E-mails

Q: Compare the structure and uses of internal (memo, notice, circular) and external (letter, fax, e-mail) written communications in tourism organizations.

A:

Internal communications:

- **Memos** are concise, targeted messages used within the organization—ideal for policy updates.
- **Notices** are posted communications for staff or guests (e.g., event announcements).
- **Circulars** are more formal and broader, often disseminated organization-wide or to external partners.

External communications:

- **Letters** remain formal for client correspondence, booking confirmations, and partnerships.
- **Faxes**, though fading, are still used in certain regions or situations.
- **Emails** are now dominant—fast, traceable, and ideal for both internal and external correspondence.

Well-structured writing ensures clarity, professionalism, and organizational coherence—essential for delivering quality service and maintaining brand image

4. Role-Based Communication: Hotel Enquiries, Room Booking, Room Service, Guided Explanations & Complaint Handling

Q: Describe the communicative steps involved in efficiently handling tourist enquiries, room bookings, room service orders, attraction explanations, and complaints in hospitality.

A:

1. **Hotel enquiries:** Practice active listening, courteous greeting, and accurate information delivery for bookings and local recommendations.
2. **Room bookings:** Gather guest name, dates, preferences, payment details; confirm back via verbal repetition or written documentation.
3. **Room service:** Listen attentively, repeat the order, clarify details, and confirm delivery time to avoid mistakes.
4. **Attraction explanations:** Use engaging and informative language, supplemented by storytelling and non-verbal cues for interest and retention .
5. **Complaint handling:** Use active listening, empathy, clarification questions, offer solutions promptly, and confirm satisfaction—key to recovery and retention .

5. Package Preparation: Agency List, Conferences, Negotiation, Itinerary & Route Map

Q: Evaluate the preparatory elements—travel agency listings, conference lists, client negotiation, itineraries, and route maps—required to design a well-organized tourism package.

A:

- **Travel agency list:** Compiles vetted service providers—accommodation, transport, guides—to ensure reliability and credibility.
- **Conference list:** Helps manage B2B events by collating venue options, capacities, and logistics.
- **Negotiation:** Tailors proposals to customer needs (budget, duration, preferences), building rapport and perceived value.

- **Itinerary:** A detailed schedule with timings, activities, rest breaks—crucial for efficiency, expectation alignment, and smooth execution.
- **Route map:** Visual tool aiding navigation, time planning, and personalized guidance—enhancing customer confidence and satisfaction.

Together, these components offer structure, clarity, and adaptability, resulting in memorable, well-coordinated travel experiences.
