



# SHRIMATI INDIRA GANDHI COLLEGE

Affiliated to Bharathidasan University  
Nationally Accredited at 'A' Grade (4<sup>th</sup> 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 .

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### 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 .

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#### 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.

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