

Communication Skills for Tourism

Semester II

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UNIT - I

Introduction to Communication

- ▶ The word '*Communication*' is derived from the Latin word '*Communis*', which means *common*.
- ▶ Communication means sharing of ideas in common.
- ▶ It is simply the act of transferring information from one place, person or group to another. Every communication involves at least one sender ,a message and a recipient.
- ▶ Communication is a two-way process and it is completed when there is some response from the receiver of in



Definition

- ▶ “Communication is the process of passing information and understanding from one person to another”

-Keith Davis

- ▶ “Communication is an exchange of facts, ideas, opinions or emotions by two or more persons”

-Newman and Summer

- ▶ “Communication is any behaviour that results in an exchange of meaning”

-Chappel and Read

- ▶ “Communication is an intercourse by words, letters, symbols or messages ; and is a way that one organization member shares meanings and understandings with another.

-Koontz and O. Donnel

Basic Elements of Communication

There are mainly three basic elements of communication and they are discussed below:

▶ **Sender:**

Sender is a person who conveys the message

▶ **Message:**

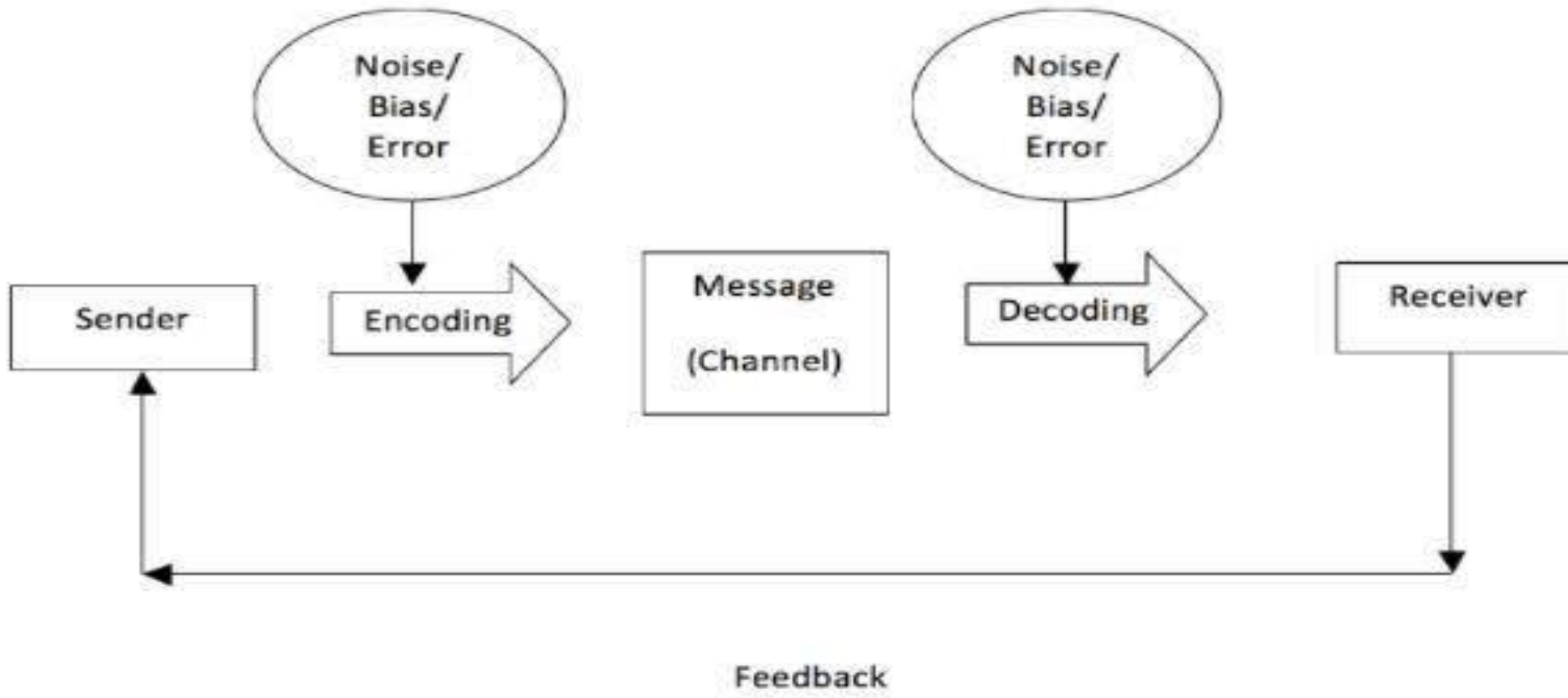
Message is the subject matters of communication.

There is no communication, unless there is message.

▶ **Receiver:**

Receiver is a person for whom the message is meant.

Process of Communication



Importance of Communication

The implementation of policies and programmes of management is possible through effective communication.

The importance of communication can be understood from the following:

- ▶ Smoothen the running of the enterprise
- ▶ Maximize the productivity
- ▶ Assist other function
- ▶ Job satisfaction
- ▶ Basis of leadership
- ▶ Establishment of Human Relations



Objectives of Communication

- ▶ To convey the right message
- ▶ Co-ordination
- ▶ To develop managerial skills
- ▶ To promote good industrial relations
- ▶ Effectiveness of policies

Advantages

- ▶ Speedy flow
- ▶ Clear words and languages
- ▶ Flexibility
- ▶ Proper co-ordination
- ▶ A leadership quality

Disadvantages

- ▶ Lack of planning
- ▶ Faulty translation
- ▶ Badly expressed messages
- ▶ Unqualified assumption
- ▶ Poor listening and premature evaluation

Conclusion

- ▶ Communication is very important in every places of business. It is an indispensable part of any management. Communication is the process of passing information and understanding from one person to another.
- ▶ It is a managerial skill based on human behavior and play the same role in an organization as the nervous system of the human body.
- ▶ It keeps the members of the organization informed about the internal and external happening.
- ▶ Thus communication plays a vital role in all areas of management and business.

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, layered effect. The central area is a plain white space where the text is centered.

**VERBAL COMMUNICATION
&
NON-VERBAL COMMUNICATION**

COMMUNICATION

VERBAL

- Face to face
- Telephone

NONVERBAL

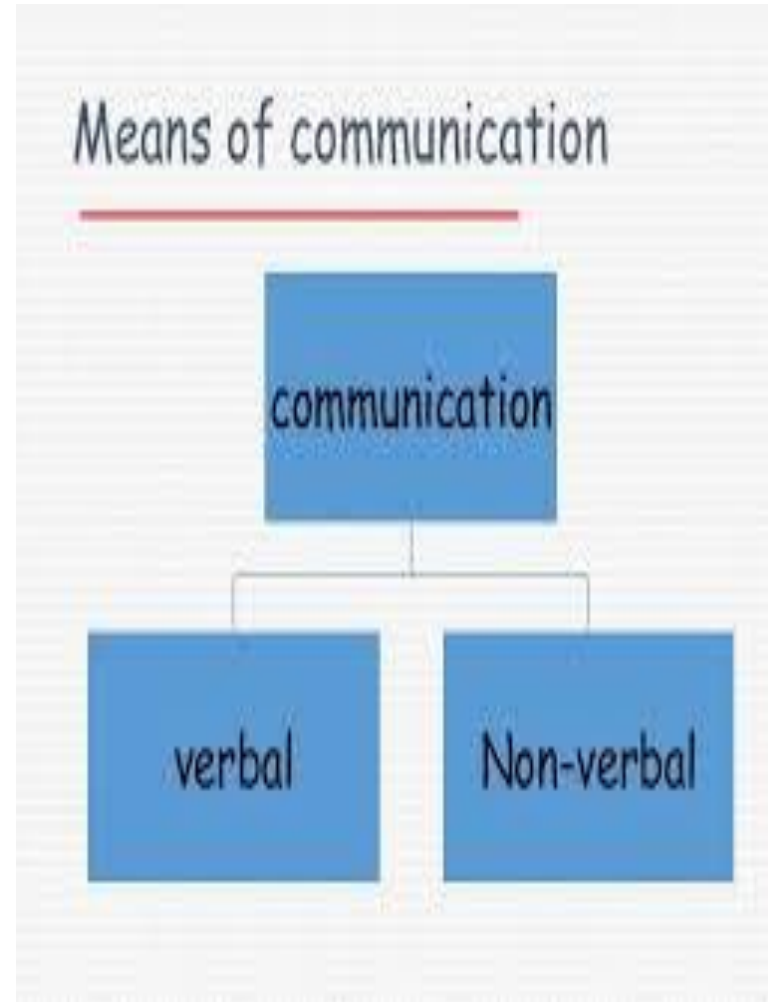
- Body Language
- Gestures

WRITTEN

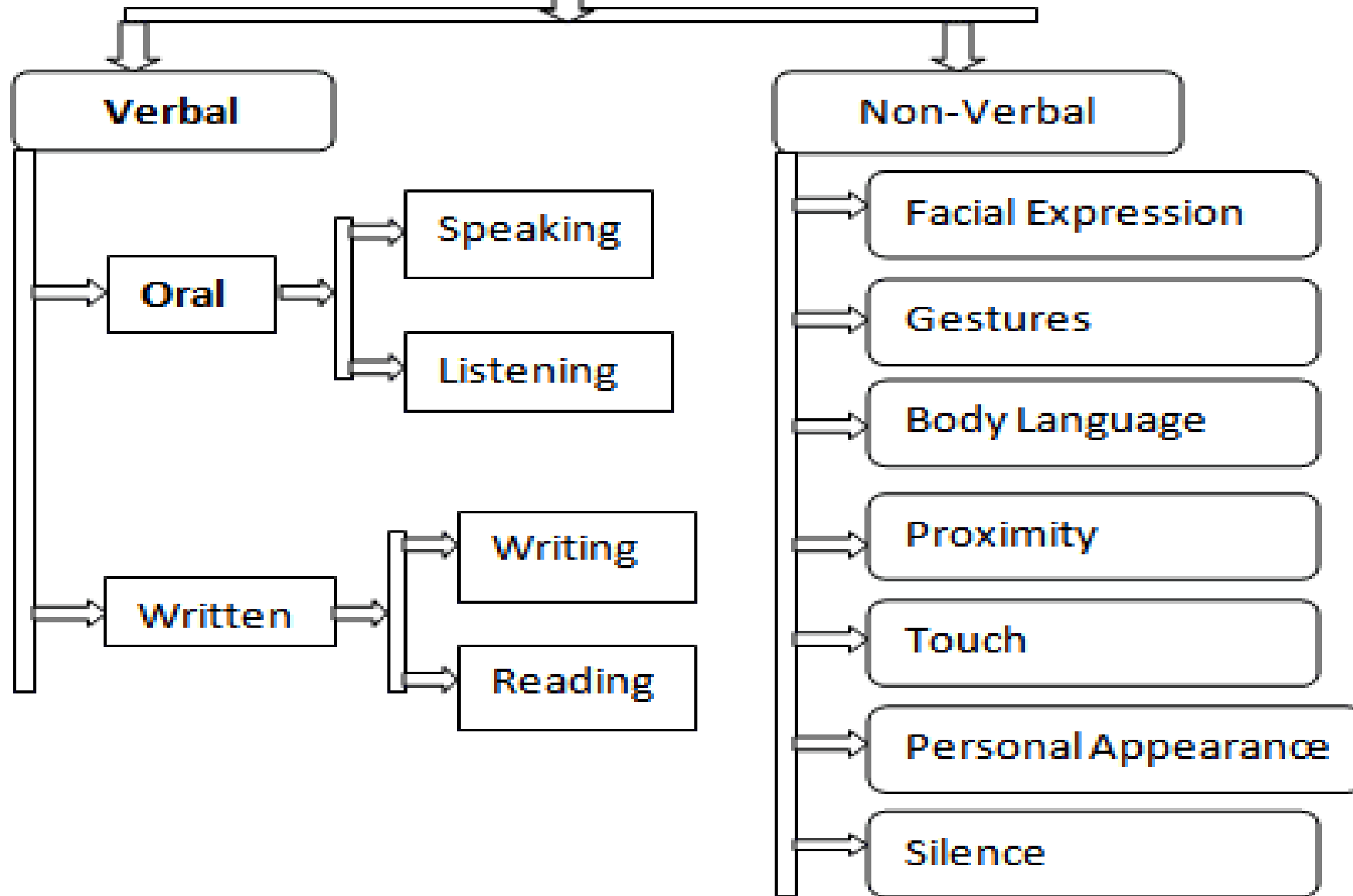
- Books/magazines
- Email

VISUALIZATION

- Graphs and Charts
- Maps



Communication Media



Verbal Communication

Words are used to exchange information, this can be in person or by telephone and can be written or oral

Written

- Reports
- Memos
- Emails
- Fax
- Illustrations

Types of oral

- ▶ Face to face
- ▶ Telephone conversation
- ▶ Dictating letters
- ▶ Group discussions
- ▶ Meetings
- ▶ Speech

Written Communication

Oral Communication

VERBAL COMMUNICATION

Is use of words to share information with other people.
It can be both spoken and written communication.



Verbal Communication (Oral)

- Oral communication , also known as verbal communication .
- It is more natural and informal.
- People spend 85% of their working time in communication. Of this:
 - 9% in writing
 - 16% in reading
 - 30% in speaking
 - 45% in listening.
- A manager should be able to converse effectively and convincingly.
- what matters is how you say it.

WRITTEN COMMUNICATION

Examples of Written Communication

- Notice Boards
- Memos
- E-mail
- Fax
- Texts
- Facebook
- Letters
- Reports
- Newspapers
- Websites
- PowerPoints



PROCESS OF VERBAL COMMUNICATION



NON-VERBAL COMMUNICATION

Is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, postures, and the distance between two individuals.

What is Nonverbal Communication?

- Overall, Nonverbal Communication is defined as **the process of using wordless messages to generate meaning.**
- The use of Nonverbal Communication can create a whole new meaning to a message.
- Sometimes, it takes Nonverbal Communication to relay a message in order to communicate it in a more understanding way.

Nonverbal Communication

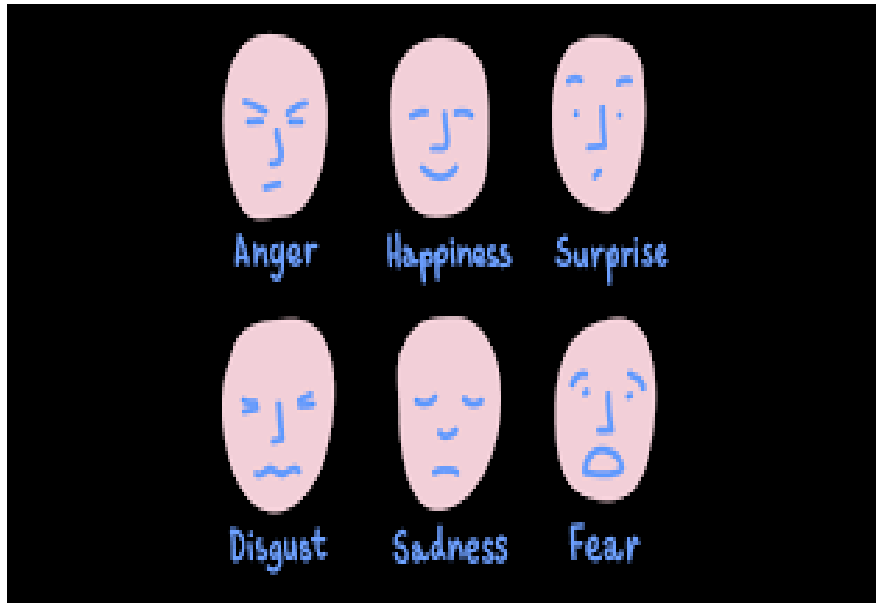
- a system of symbolic behaviors that includes all forms of communication except words.

Example: body language

- “The most important thing in communication is to hear what isn't being said.”

*- Peter F. Drucker
Austrian writer and editor*

EXPRESSIONS & SIGNALS



TYPES OF NON-VERBAL COMMUNICATION

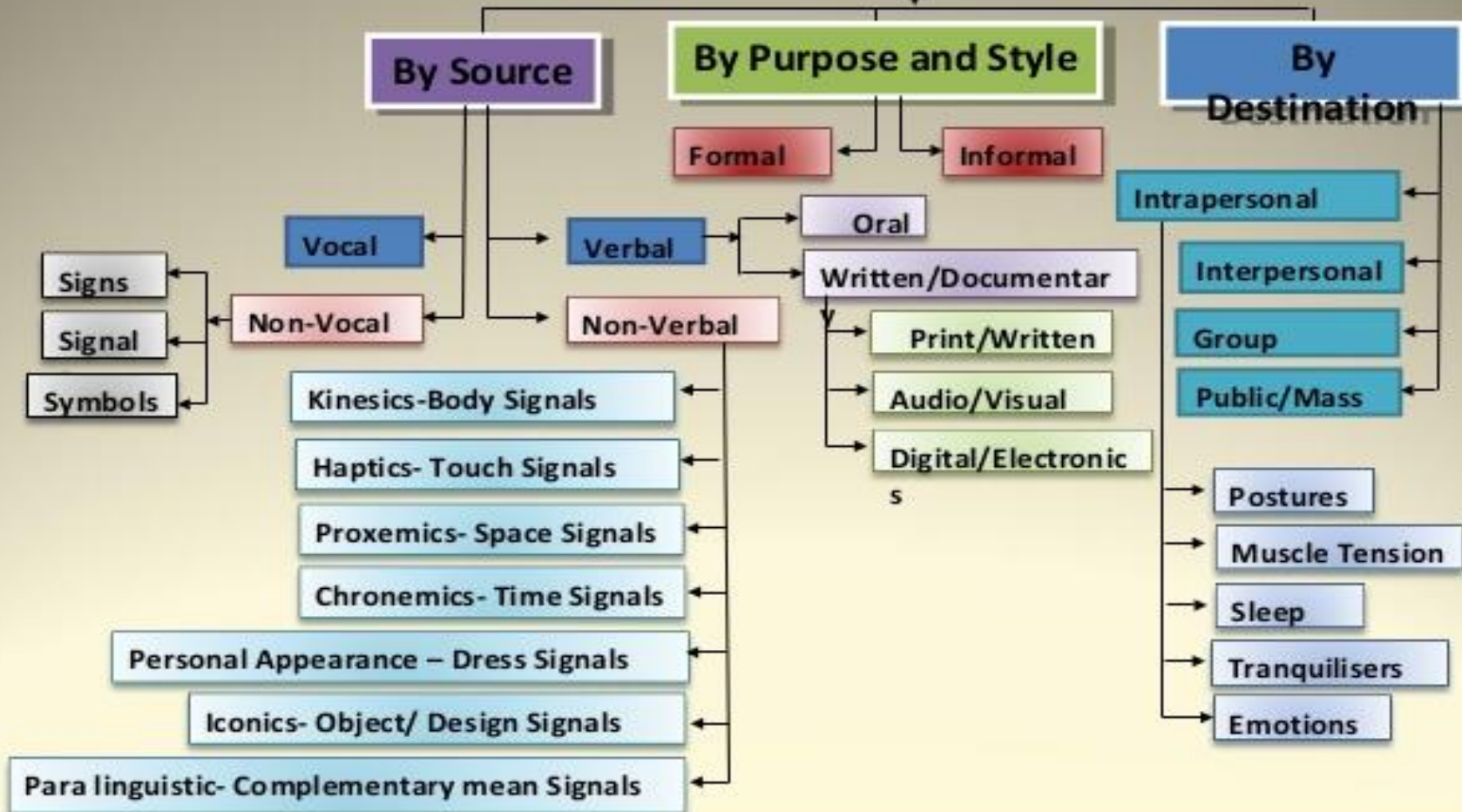
Types of Nonverbal Communication

- Kinesics
- Affect displays
- Eye Movements
- Physical Appearance
- Touch
- Paralanguage
- Proxemics
- Physical Environment



Types of Information Communication:

Types of Information Communication



Nonverbal elements :

Paralanguage, including voice quality rate, pitch, loudness, and speaking style

Prosodic features such as rhythm, intonation, and stress

Written texts have nonverbal elements such as handwriting style, spatial arrangement of words, or the physical layout of a page.

Principal areas:

- Environmental conditions
- Physical characteristics
- Behaviors of communicators during interaction.
- Culture

The importance of nonverbal communication

Your nonverbal communication cues

- ❖ the way you listen, look, move, and react
- ❖ tell the person you're communicating with whether or not you care,
- ❖ if you're being truthful, and
- ❖ how well you're listening.

When your nonverbal signals match up with the words you're saying, they increase trust, clarity, and rapport. When they don't, they can generate tension, mistrust, and confusion.

If you want to become a better communicator, it's important to become more sensitive not only to the body language and nonverbal cues of others, but also to your own.

Role of Nonverbal communication

- **Repetition:** It repeats and often strengthens the message you're making verbally.
- **Contradiction:** It can contradict the message you're trying to convey, thus indicating to your listener that you may not be telling the truth.
- **Substitution:** It can substitute for a verbal message. For example, your facial expression often conveys a far more vivid message than words ever can.
- **Complementing:** It may add to or complement your verbal message. As a boss, if you pat an employee on the back in addition to giving praise, it can increase the impact of your message.
- **Accenting:** It may accent or underline a verbal message. Pounding the table, for example, can underline the importance of your message.

Types

Facial expressions

Body movement and posture

Gestures

Eye contact

Touch

Space

Voice

Non-verbal communication helps people to:

- Reinforce or modify what is said in words.
- Convey information about their emotional state.
- Define or reinforce the relationship between people.
- Provide feedback to the other person.
- Regulate the flow of communication

How to interpret body language

- 1. Pay attention to the eyes.** Eyes give away a lot of information if you watch them closely.
- 2. Observe posture clues.** The way a person is standing or sitting while communicating reveals a lot about their interest in a conversation.
- 3. Look at arm position.** The position of the arms is another way of finding out if a person is interested.
- 4. Read the position of legs and feet.** The way a person places their feet on the ground shows their interest to the observer.
- 5. Examine facial expressions.** A person with tight lips, a furrowed brow or a frown on their face might be angry, confused or another negative emotion..

Ways to improve body language

You can follow the steps below to improve your nonverbal communication:

1. Take time to smile
2. Be energetic
3. Test your body language
4. Understand how your feelings affect you physically
5. Act intentionally in your nonverbal communications
6. Find and use other effective nonverbal communications

Interpersonal communication

Interpersonal communication is an exchange of information between two or more people. It also refers to social and emotional interaction between two or more individual in an environment.

It is also an area of research that seeks to understand how humans use verbal and nonverbal cues to accomplish a number of personal and relational goals.

Interpersonal communication research addresses at least six categories of inquiry:

- 1) how humans adjust and adapt their verbal communication and nonverbal communication during face-to-face communication;
- 2) how messages are produced;
- 3) how uncertainty influences behavior and information-management strategies;
- 4) deceptive communication;
- 5) relational dialectics; and
- 6) social interactions that are mediated by technology.

Types of interpersonal communication:

Verbal

Listening

Written

Non verbal

Importance:

The role of interpersonal communication skills in professional life is to instill a more positive culture and inspire others to join hands for common goals.

Enhanced teamwork. There's no 'I' in the word 'team'. Collaborative teamwork or the

'**We-ness**' among coworkers is the foundation of success for every organization.

And clear communication always helps you and your team build **trust** and **inspire** each other to **achieve common goals**.

Higher productivity A problem shared is a problem halved. You may break the ice with your team by discussing issues and asking them for their suggestions to find viable solutions.

Working together boosts trust and productivity without any deliberate effort, which is crucial for achieving short-term as well as long-term goals.

Intrapersonal communication

Intrapersonal communication is communication with oneself using internal vocalization or reflective thinking. Like other forms of communication, intrapersonal communication is triggered by some internal or external stimulus. Unlike other forms of communication, intrapersonal communication takes place only inside our heads. The other forms of communication must be perceived by someone else to count as communication.



Advantages:

1. Understanding yourself and your emotions.
2. Empathy and understanding others.
3. Good analytical skills.
4. Improved decision-making skills.

Disadvantages:

It includes an individual's internal thought process, rationalization, and reasoning.

Disadvantages of intrapersonal communication: -Since there is absence of a feedback, that is, the conversation is in a one-way flow, it could lead to the development of misconceptions and faulty assumptions



EXTRA-PERSONAL COMMUNICATION

This is the communication between humans and nonhuman entities. Example:-Dog ,Cat ,Trees ,Sea , etc.



Communication with plants

- In everyday life, sometime we find some persons, who have the habit of talking at with plants. Certain plants react to our touch, for example, touch-me-not plant (*mimosa pudica*).



Communication with animals

- In everyday life, we communicate with animals, we train them and they react according to our instructions and commands. For example, house dogs, horses, cats and monkeys etc.



Voice assistants

- Today, we know systems of artificial intelligence (voice assistant), such as Siri, Google and Cortana. They operate on the basis of principle: person the first asks a question, and then the voice assistant answers.



MASS COMMUNICATION



What is Mass Communication?

In simple words, Mass communication is to communicate to the groups of people – the masses...

How does this communication take place?
It is through the Media-TV, radio, internet, newspapers, magazine, etc.



WHY MASS COMMUNICATION



Gain communication & creative thinking skills



Ability to work in a wide range of careers



Immerse yourself in a fun & creative culture



Advantages of Mass Comm.

- It will help you in improving on your communications skills, letting you know how to communicate in a professional environment, how to write articles, how to be a better communicator etc.
- One get to learn about different industries like advertising and media in it.
- One can easily get into a Public Relations jobs or media related jobs after this degree.
- One can concentrate on specific areas like journalism, public relations and communication by studying Mass Communications



Barriers to Effective Communication

Physical Barriers

Market out territories, empires and fiefdoms into which stranger are not allowed closed office doors, barrier screens, and separate areas for people of different status

Perceptual Barriers

Internal barriers that occur within a person's mind when the person believes or perceives that the other person that they are going to speak with will not understand or be interested in what they have to say.

Emotional Barriers

One of the chief barriers to open and free communications is emotional.

The emotional barrier is comprised mainly of fear, mistrust and suspicion.

The roots of our emotional mistrust of others lie in our childhood and infancy when we were taught to be careful about what we said to others.

4. Cultural Barriers

When we join a group and wish to remain in it, sooner or later we will need to adopt the behaviour pattern of the group. These are the behaviours that the group accept as signs of belonging. The group rewards such behaviour through acts of recognition, approval and inclusion.

5. Language Barriers

Our language may present barriers to others who are not familiar with our expressions, buzz-words and jargon. When we couch our communication in such language, it excludes others. Understanding this is key to developing good public speaking skills and report writing skills.

6. Gender Barriers

There are distinct differences between the speech patterns of men and women.

7. Interpersonal Barriers

There are six ways in which people can distance themselves from one another:

1. Withdrawal

Withdrawal is an absence of interpersonal contact. It is both refusal to be in touch and time alone.

2. Rituals

Rituals are meaningless, repetitive routines devoid of real contact

3. Pastimes

pastimes fill up time with others in social but superficial activities.

4. Working

Work activities follow the rules and procedures of contact but no more than that.

5. Games

Games are subtle, manipulative interactions which are about winning and losing. They include "rackets" and "Stamps".

6. Closeness

The purpose of interpersonal contact is closeness.

Good interpersonal contact promotes honesty and acceptance.

Methods of achieving effective communication

1. Sound planning:

Unity of purpose is the first essential condition of coordination. Therefore, the goals of the organization and goals of its units must be clearly defined.

2. Simplified organization:

A simple and sound organization is an important means of coordination. The line of authority and responsibility from top to the bottom of the organisation structure should be clearly defined.

3. Effective communication:

Effective inter-change of opinions and information helps in resolving differences and in creating mutual understanding.

4. Effective leadership and supervision:

Effective leadership ensures coordination of efforts both at the planning and the execution stage.

5. Chain of Command:

Authority is the supreme coordinating power in an organization. Exercise of authority through the chain of command or hierarchy is the traditional means of coordination. Chain of command brings together the different parts of an organization and relates them to a central authority.

6. Indoctrination and incentives:

Indoctrinating organizational members with the goals and mission of the organization can transform a neutral body into a committed body. Similarly, incentives may be used to rebate mutuality of interest and to reduce conflicts.

7. Liaison departments:

Where frequent contact between different organizational units is necessary, liaison officers may be employed.

8. General staff:

In large organizations, a centralized pool of staff experts is used for coordination. A common staff group serves as the clearing house of information and specialized advice to all the departments of the enterprise.

9. Voluntary coordination:

When every organizational unit appreciates the working of related units and modifies its own functioning to suit them, there is self-coordination. Self-coordination or voluntary coordination is possible in a climate of dedication and mutual cooperation. It results from mutual consultation and team-spirit among the members of the organization.