

DTS-106
Tourism Communication

Programme Name and Code: Diploma in Tourism Studies (DTS-24)

Course Name and Code: Tourism Communication (DTS-106)

Semester: 2nd

Objective: This course will introduce learners to the role and importance of effective Communication in the workplace. It will also help learners learn the principles of Communication responsible for good interpersonal interaction.

Credits: 06

Block-1 Foundations of Communication Excellence	
Unit-1	Principles of Communication: Meaning and Definitions of Communication. Features, Objectives, Needs, Process and Types of Communication
Unit-2	Understanding Communication: Models, Importance, Oral vs. Written, 7C's: Models of Communication, Importance of Communication, Differences between Oral and Written Communication, 7C's in Communication.
Unit-3	Verbal Communication: Introduction, Definition, Features and Types of Verbal Communication.
Unit-4	Effective Verbal Communication: Advantages and Guidelines: Advantages of Verbal Communication. Guidelines for Effective Verbal Communication.
Block-2 Mastering Communication Dynamics	
Unit-5	Non-Verbal Communication: Definitions, Characteristics, Advantages & Disadvantages: Meaning and Definitions of Non-Verbal Communication, Characteristics, Advantages & Disadvantages of Non-Verbal Communication.
Unit-6	Non-Verbal Communication: Types, Tourism Impact, and Verbal Differences: Types of Non-Verbal Communication, Impacts of Body Language in Tourism Industry. Differences between Verbal and Non-Verbal Communication.
Unit-7	Barriers to Effective Communication: Physical, Language, Cultural, Emotional or Psychological, Socio-Psychological Barrier, Organisational Barriers, and Hierarchical Barriers.

Unit-8	How to Make Communication Effective: Two-way Communication, Strengthening Communication Network, Promoting Participative Approach, Appropriate Language, Credibility in Communication, Good Listening, Selecting an Effective Communication Channel etc.
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Block-3

Communication Mastery: Listening and Public Speaking

Unit-9	Listening: Significance of Effective Listening, Active Listening, Some Do's for Listeners and Some Don'ts for Listeners
Unit-10	Mastering the Art of Listening: Obstacles to Effective Listening, Guidelines to Effective Listening, How to Become A Good Listener
Unit-11	Public Speaking: Selection of the Topic, Audience Analysis, Researching and Planning the Speech, Organizing the Speech
Unit-12	Mastering Public Speaking: Tips for Effective Public Speaking, Developing Confidence and Overcoming Fear, Essential Qualities of a Good Speaker.

Block-4

Effective Group Interaction: Meetings, Conferences, and Group Discussions

Unit-13	Meeting: Meaning and Features of Meeting, Planning and Arrangements for Meeting, Guidelines for Attending a Meeting,
Unit-14	Conference: Meaning and Features of Conference, Different Types of Conferences, Planning and Arrangements for the Conference,
Unit-15	Group Discussion: What is observed in group discussion? What are the meaning and definitions of group discussion, features and types of group discussion,
Unit-16	Group Discussion Dynamics: Preparation for group discussion, group discussion process, category of topics discussion, and what is observed in group discussion? Guidelines to Improve Performance in Group Discussion, Overcoming Mistakes in Group Discussion.

Block-4

Professional Communication Essentials

Unit-17	Interview: Meaning, Features & Purposes, Types of Interviews, Successful Interview, Appearance & Dress. How to conduct yourself during the interview.
Unit-18	Written Communication: Introduction, Features, Advantages & Disadvantages, Writing an Effective Mail, Rules for Good Writing
Unit-19	Types of Written Communication: Reports, Proposals, Circulars, Memos, Noting, Agendas, Minutes and Drafting

Unit-20	Digital Communication: Using social media for business communication, Virtual meeting etiquette, Managing online reputation and digital presence
Unit-21	Tourism Business Communication Ethics: Ethical considerations in Communication, handling confidential information, Maintaining integrity in professional Communication

Suggested Readings:

- Murphy, H., Hildebrandt, H., & Thomas, J. (2017). Effective business communication. McGraw-Hill.
- Bovee, C. L. (2010). Business communication essentials. Pearson Education.
- Bovee, C. L., Thill, J., & Raina, R. L. (2017). Business communication today. Pearson Education.
- Raman, M., & Singh, P. (2012). Business communication. Oxford University Press.
- Geffner, A. B. (2016). Business English: The writing skills you need for today's workplace. Barron's Educational Series.
- Carnegie, D. (2019). The art of public speaking. Vayu Education of India.
- Reynolds, S., Valentine, D., & Munter, M. M. (2010). Guide to cross-cultural communications. Pearson.
- Pease, A., & Pease, B. (2017). The definitive book of body language: How to read others' attitudes by their gestures. Orion.
- Wilson, G. (2016). Body language. Icon Books.