

Programme Name and Code: Master of Tourism and Travel Management (MTTM-24)

Course Name and Code: Tourism Communication (MTTM-05)

Semester: 1st

Objective: The fundamental objective is to help the students acquire and develop the written and oral communication skills necessary in the Travel Trade and understand the basic communication concepts in an organisation.

Block-1 Tourism Communication	
Unit-1	Communication: Definition, Need, Purpose and Process, Importance of Communication in Tourism Industry
Unit-2	Communication Networks, Directions of Communication and Types of Communication
Unit-3	Differences between Oral and Written Communication, Directions of Communication, Barriers and Gateways to Communication
Unit-4	Cross Cultural Communications, Concepts of Culture, Functions and Impacts of Culture on Communication, Important Expression in Cross-Cultural Communication
Block-2 Written Communication	
Unit-5	Principles of Business Communication, Process of Preparing Effective Business Messages,
Unit-6	Stages of Writing, Purpose of Written Communication in Professional Environment
Unit-7	Types of Written Communication, Reports, Proposals, Circulars, Memos, Noting, Agendas, Minutes and Drafting
Unit-8	Writing Letters, Business Letter Formats, Types of Letters, Telex Messages, E-mail Communication, Communication through the Internet
Block-3 Verbal Communication	
Unit-9	Listening: Definition, Types and Levels of Listening; Keys to Effective Listening
Unit-10	Effective Speaking: Essential Qualities of a Good Speaker, Appearance and Bodily Actions, Use of Voice, Use of Visual Aids

Unit-11	Telephone Handling: Need for favourable voice quality, Listening vs. Hearing, Handling Verbal Complaints,
Unit-12	Barriers to Effective Verbal Communications
Block-4 Non Verbal Communication	
Unit-13	Classification of Non-Verbal Communication: Kinesics, Proxemics, Time Language, Paralanguage, Physical Context
Unit-14	Body Gestures and Messages that are communicated through Gestures
Unit-15	Grooming Standards, Impact of Body Language in Tourism Industry
Unit-16	Assertive, Aggressive and Passive Behaviors

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.