

CORE COURSE XIV – COMMUNICATIONS AND PUBLIC RELATIONS

Unit I:

Relevance of Communication – Role of Communication in Travel and Tourism – Communication in Hospitality Industry – Nature of Hospitality Communication – Need for Communication – Channels of Communication.

Unit II:

Communication – Definition – Process – types – Channels of Communication – theories – models – barriers – Communication Tools – Advertising, Direct mailing, Sales promotion, Relations & Publicity and personal selling – principles of effective communication.

Unit III: Communication and Promotional Policy

Identifying target Audience – Determining the target sought – selecting the media – selecting the message – getting feedback

Unit IV: Public Relations & Product Promotion

Press relations – Product Publicity – Corporate Communication – Lobbying – Counseling

Unit V: Training of Guides/Sales Personnel

Motivation – Product Knowledge – Presentation Techniques – Public speaking skills – Interview method – Telemarketing – Telephone handling skills – customer relation skills.

Reference Books:

1. Chris Cooper, John Flether, David Gilbert and Stephen Wanhill, Tourism Principles and Practices.
2. Clark, Studying Interpersonal Communication, Sage Pub.
3. Jon & Lisa Burton, International Skills in Tourism and Travel Industry, Longman, Group Ltd.
4. Robert T. Reilly, Effective Communication in Tourism and Travel Industry, Delmar Pub.
5. Murphy, Hildebrandt & Thomas, Effective Business Communication, McGraw Hill.