

ADVANCED LECTURE MATERIAL

Course Title: Hospitality and Tourism Business Communication

Week 1 Topic: Introduction to Communication in Hospitality and Tourism

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Lesson Overview

Communication is considered the lifeblood of hospitality and tourism operations. Hotels, restaurants, airlines, travel agencies, and tourism destinations rely heavily on efficient communication to provide quality customer service and maintain operational efficiency. In tourism settings, communication occurs between employees and guests, managers and staff, organizations and customers, and among multicultural groups.

The hospitality and tourism industry is service-oriented. Unlike products that customers can physically inspect before purchase, tourism services are largely intangible. Customers evaluate their experiences based on employee interactions, verbal and nonverbal communication, responsiveness, empathy, and professionalism.

This lesson introduces students to the fundamental concepts of hospitality and tourism business communication.

Meaning of Communication

Communication is the process of exchanging information, ideas, feelings, and messages between individuals or groups. It involves sending and receiving messages through verbal, nonverbal, written, or digital means.

Communication becomes effective when the receiver correctly understands the intended message of the sender.

In hospitality and tourism, communication serves several important purposes:

- Providing information to guests
- Assisting customer inquiries
- Managing reservations and bookings
- Solving customer complaints
- Coordinating workplace operations
- Promoting tourism products and services
- Building customer relationships

Without effective communication, tourism organizations may experience customer dissatisfaction, operational inefficiency, misunderstandings, and poor service quality.

The Communication Process

The communication process includes several important components:

1. Sender
The sender is the person who initiates the message.
Example: A hotel receptionist informing a guest about check-in procedures.
2. Message
The message refers to the information being communicated.
Example: "Your room is located on the fifth floor and breakfast is served from 6:00 AM to 10:00 AM."
3. Channel
The channel is the medium used to deliver the message.
Examples:
 - Face-to-face conversation
 - Telephone call
 - Email
 - Social media message
 - Hotel information system
4. Receiver
The receiver is the person who receives and interprets the message.
Example: The hotel guest listening to the receptionist.
5. Feedback
Feedback is the response of the receiver.

Example: "Thank you. What time is the swimming pool open?"
6. Noise
Noise refers to barriers that interfere with communication.
Examples:
 - Language differences
 - Loud environment
 - Poor internet connection
 - Misunderstandings
 - Emotional stress

Importance of Communication in Hospitality and Tourism

- Customer Satisfaction
Guests expect clear and professional communication. Employees who communicate effectively contribute to positive guest experiences.
- Workplace Coordination
Hotels and tourism organizations involve multiple departments. Communication ensures coordination between front office, housekeeping, food service, transportation, and management.
- Service Quality
Communication directly influences service delivery.
For example: If a guest requests extra pillows and the front office fails to inform housekeeping, customer dissatisfaction may occur.

- **Brand Image**
Employees represent the organization. Their communication reflects the professionalism and image of the company.
- **Safety and Security**
Clear communication is essential during emergencies, safety briefings, evacuation procedures, and crisis situations.

Characteristics of Hospitality and Tourism Communication

Hospitality communication is:

- **Customer-Oriented.** Employees prioritize guest needs and satisfaction.
- **Professional.** Workers maintain courtesy, respect, and professionalism.
- **Intercultural.** Tourism involves people from different cultures and languages.
- **Service-Focused.** Communication aims to create positive guest experiences.
- **Dynamic.** Employees communicate in fast-paced and changing environments.

Example Scenario

A tourist arrives at a hotel after a delayed flight. The guest appears tired and frustrated. The receptionist says:

“Good evening, Ma’am. Welcome to our hotel. I understand you had a long journey. Let me assist you with your check-in quickly so you can rest comfortably.”

This statement demonstrates:

- Empathy
- Professionalism
- Customer-oriented communication
- Positive service attitude

CASE ANALYSIS 1

Situation

A Japanese tourist feels uncomfortable because a hotel employee speaks too loudly and uses excessive hand gestures.

Guide Questions

1. Was the employee intentionally rude?
2. How do cultural differences affect communication?
3. What adjustments should tourism workers make?
4. Why is cultural sensitivity important in tourism?

CASE ANALYSIS 2

Situation

A foreign guest complains online because restaurant staff ignored dietary restrictions due to language misunderstanding.

Questions

1. What communication barriers are present?
2. How could the staff have prevented misunderstanding?
3. What impact may this have on business reputation?
4. How important is clarification in tourism communication?

CRITICAL ANALYSIS: COMMUNICATION FAILURE

Scenario

A guest arrives at a hotel but the room reservation was incorrectly recorded.

Students Must Analyze:

- Sender failure
- Channel failure
- Message inaccuracy
- Lack of feedback
- Operational consequences

Possible Consequences

- Guest dissatisfaction
- Refund requests
- Negative online reviews
- Brand damage
- Employee conflict

PRACTICAL EXERCISES

ACTIVITY 1 — ROLE-PLAY PERFORMANCE

Objective

Demonstrate professional communication skills in realistic tourism situations.

Situations

1. Delayed flight passenger
2. Angry hotel guest
3. Lost reservation
4. Foreign tourist asking for directions
5. Restaurant complaint
6. Emergency evacuation announcement

Evaluation Criteria

Criteria	Percentage
Professionalism	25%
Clarity	25%
Empathy	25%
Problem-Solving Ability	25%

ACTIVITY 2 — COMMUNICATION BARRIER IDENTIFICATION

Students identify communication barriers and propose solutions.

Situation	Barrier	Solution
Guest cannot understand accent	Language Barrier	Speak slowly and clearly
Loud lobby area	Physical Noise	Transfer to quieter area
Internet interruption during booking	Technological Barrier	Provide alternative communication
Angry guest misunderstands message	Emotional Barrier	Use empathy and clarification

ACTIVITY 3 — PROFESSIONAL RESPONSE WRITING

Students create professional responses for tourism situations.

Example Situation

A guest complains because airport transfer service arrived late.

Student Task

Write a professional verbal or written response demonstrating:

- Apology
- Empathy
- Professional tone
- Solution-oriented communication

REFLECTIVE DISCUSSION

Topic:

“How can communication determine the success or failure of a hospitality organization?”

Students should discuss:

- Customer satisfaction
- Service quality
- Brand reputation
- Teamwork
- Crisis management
- Cultural sensitivity
- Leadership communication

SYNTHESIS

Hospitality and tourism communication is both operational and emotional.

Operational communication ensures:

- Efficiency
- Coordination
- Accuracy

Emotional communication creates:

- Trust
- Comfort
- Positive memories
- Guest loyalty

Successful tourism professionals balance both forms of communication to create exceptional service experiences.

References

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