

ADVANCED LECTURE MATERIAL

Course Title: Hospitality and Tourism Business Communication

Week 4 Topic: Written Business Communication in Hospitality and Tourism

Prepared by: Prof. Alia Amor D. Uy, MBA

Lesson Overview

Written communication plays a major role in the hospitality and tourism industry. Hotels, airlines, restaurants, resorts, travel agencies, and tourism offices regularly use written communication to exchange information, maintain records, coordinate operations, and communicate with customers. Unlike oral communication, written communication provides permanent documentation that can be reviewed, stored, and referenced later. Because of this, written messages must be clear, accurate, organized, and professional.

In hospitality and tourism, written communication is used for:

- reservations and confirmations,
- customer inquiries,
- complaint handling,
- internal communication,
- reports and documentation,
- marketing materials,
- schedules and notices, and
- business correspondence.

Professional writing reflects the credibility and professionalism of an organization. Poorly written messages may create misunderstandings, confusion, customer dissatisfaction, and negative impressions.

This lesson focuses on the importance of written communication, professional email writing, memoranda, business letters, report writing, and customer-oriented business writing.

Importance of Written Communication

Written communication is important because it provides documentation, clarity, consistency, and professionalism in business operations.

In hospitality and tourism, written communication helps organizations:

- communicate information accurately,
- maintain records,
- coordinate operations,
- provide customer service,
- avoid misunderstandings, and
- support decision-making.

Written communication is especially important because hospitality organizations handle large amounts of information daily. Employees must communicate professionally with guests, coworkers, supervisors, suppliers, and business partners.

For example, reservation confirmations help ensure that guest booking details are properly recorded. Incident reports help management review operational problems and improve service quality. Emails allow organizations to communicate quickly and professionally with customers and staff. Because written communication reflects the image of the organization, employees must ensure that messages are professional, respectful, organized, and easy to understand.

Examples of Written Communication in Hospitality and Tourism

Written communication is used in many forms, including:

- Emails
- Memoranda
- Business letters
- Reports
- Incident documentation
- Reservation confirmations
- Schedules and notices
- Customer correspondence
- Marketing materials

Each form serves a different purpose depending on the communication situation.

Business Emails

Emails are among the most commonly used forms of written communication in hospitality and tourism organizations. Hotels, travel agencies, airlines, and tourism offices use emails to communicate with guests, confirm reservations, respond to inquiries, coordinate staff, and provide updates.

Professional email writing is important because emails often create formal impressions of the organization.

Guidelines for Professional Emails

1. Use Clear Subject Lines

The subject line should clearly state the purpose of the email.

A clear subject line helps the receiver understand the message immediately.

Example:

“Reservation Confirmation for June 15, 2026”

Poor subject lines such as “Hello” or “Important” are too vague and unprofessional.

2. Use Professional Greetings

Emails should begin with respectful greetings.

Examples:

- “Dear Mr. Santos,”
- “Good afternoon, Ma’am,”
- “Dear Valued Guest,”

Professional greetings create a respectful and courteous tone.

3. Be Concise

Business emails should be direct and organized. Avoid unnecessary details or long explanations.

Readers should easily understand:

- the purpose of the email,
- important information, and
- any required action.

Concise writing improves clarity and professionalism.

4. Maintain Professional Tone

Professional emails should use respectful and polite language.

Avoid:

- slang,
- informal abbreviations,
- overly emotional language, and
- rude expressions.

Even when handling complaints or stressful situations, professionalism must always be maintained.

5. Proofread Messages

Before sending emails, employees should check:

- grammar,
- spelling,
- punctuation,
- formatting, and
- accuracy of information.

Errors in emails may create negative impressions and reduce organizational credibility.

Example of a Professional Email

From: reservations@abchotel.com

To: angelareyes@gmail.com

Date: July 10, 2026

Subject: Reservation Confirmation for July 20–22, 2026

Dear Ms. Reyes:

Good day.

Thank you for choosing ABC Hotel for your upcoming stay. We are pleased to confirm your reservation details as follows:

Reservation Name: Angela Reyes

Check-in Date: July 20, 2026

Check-out Date: July 22, 2026

Room Type: Deluxe Queen Room

Number of Guests: 2 Adults

Confirmation Number: ABC2026-4587

Please be advised that check-in time starts at 2:00 PM, while check-out time is at 12:00 NN. Complimentary breakfast and free Wi-Fi access are included in your reservation.

If you have special requests, such as airport transfers, early check-in, or dietary preferences, please let us know in advance so we may assist you accordingly.

Should you have further questions or concerns, feel free to contact us at +63 912 345 6789 or reply directly to this email.

We look forward to welcoming you to ABC Hotel and providing you with a pleasant and comfortable stay.

Best regards,

Elyse D. Uy
Reservations Officer
ABC Hotel
reservations@abchotel.com
+63 912 345 6789

Memoranda

A memorandum, commonly called a memo, is a formal written communication used within an organization. In hospitality and tourism organizations, memoranda are commonly used to announce schedule changes, remind employees about policies, provide operational instructions, and communicate important updates between departments.

Unlike business letters, memoranda are intended for internal communication only. Because of this, memos are usually shorter, more direct, and focused on specific workplace concerns.

A professional memorandum contains several important parts that help organize information clearly and professionally.

Parts of a Memorandum

1. To

The “To” section identifies the recipient or department receiving the memorandum.

This part tells readers who the memo is intended for. The recipient may be:

- an individual employee,
- a specific department,
- a group of staff members, or
- the entire organization.

Examples:

- To: Front Office Staff
- To: Housekeeping Department

- To: All Employees

The “To” section helps ensure that the correct people receive and read the memorandum.

2. From

The “From” section identifies the sender of the memorandum.

This section includes the name and position of the person preparing or sending the memo. It helps employees identify the source of the information and understand who is responsible for the announcement or instruction.

Examples:

- From: Maria Cruz, Front Office Manager
- From: Human Resources Department
- From: General Manager

Including the sender’s position also adds professionalism and authority to the memorandum.

3. Date

The “Date” section shows when the memorandum was written or released.

Including the date is important because memoranda often contain time-sensitive information such as meeting schedules, operational updates, policy reminders, or announcements.

The date also helps organizations maintain proper documentation and records.

Example:

- Date: June 15, 2026

Employees can use the date to determine whether the information is current or updated.

4. Subject

The “Subject” section states the main topic or purpose of the memorandum.

The subject line should be short, direct, and specific so readers can immediately understand the purpose of the memo.

A clear subject line improves readability and helps employees quickly identify important information.

Examples:

- Subject: Updated Work Schedule
- Subject: Staff Meeting Reminder
- Subject: Revised Uniform Policy

Vague subject lines may confuse readers and reduce communication effectiveness.

5. Message Body

The message body contains the complete information, announcement, instructions, or reminder being communicated.

This is the main part of the memorandum. The message body should be:

- clear,
- concise,
- organized,
- professional, and
- easy to understand.

The body of the memo may include:

- announcements,
- schedule changes,
- instructions,
- reminders,
- explanations, or
- operational updates.

When writing the message body, employees should avoid unnecessary details and focus only on relevant information.

For important instructions or announcements, the message should clearly explain:

- what happened,
- what changes are being made,
- when the changes will take effect, and
- what employees are expected to do.

Example:

“Please be informed that the staff meeting scheduled for Friday will be moved to 2:00 PM at the conference room. All department supervisors are expected to attend.”

This example is clear, direct, and professional.

Example of a Memorandum

MEMORANDUM

To: Front Office Staff

From: Maria Cruz, Front Office Manager

Date: June 10, 2026

Subject: Updated Staff Meeting Schedule

Please be informed that the staff meeting scheduled for Friday will be moved to 2:00 PM at the conference room.

Thank you.

Business Letters

Business letters are formal written communications used for external correspondence. In the hospitality and tourism industry, organizations use business letters when communicating with customers, suppliers, government agencies, partner companies, schools, travel agencies, and other organizations.

Business letters are important because they represent the professionalism, credibility, and image of the organization. Unlike casual messages or internal memoranda, business letters follow a formal structure and use professional language.

Hospitality and tourism organizations commonly use business letters for:

- responding to customer concerns,
- requesting information,
- confirming partnerships,
- handling complaints,
- applying for employment,
- making reservations,
- coordinating with suppliers, and
- communicating with government offices.

Because business letters are formal documents, they must follow proper formatting and maintain a respectful and professional tone.

Characteristics of Effective Business Letters

Effective business letters should be:

1. Clear. The message should be easy to understand. Readers should immediately know the purpose of the letter.
2. Concise. Business letters should avoid unnecessary details and focus only on relevant information.
3. Professional. The tone and language should remain formal, respectful, and courteous.
4. Organized. Information should follow a logical structure so readers can easily understand the message.
5. Accurate. Details such as names, dates, schedules, and information must be correct.

Basic Parts of a Business Letter

A professional business letter usually contains the following parts:

- Sender's Address
- Date
- Receiver's Name and Address
- Salutation
- Body of the Letter
- Closing
- Signature
- Sender's Name and Position

These parts help organize the letter properly and improve professionalism.

Common Types of Business Letters

Different types of business letters are used depending on the communication purpose.

1. Inquiry Letters

Inquiry letters are written to request information regarding services, products, reservations, schedules, pricing, or business matters.

In hospitality and tourism, inquiry letters are commonly used by:

- travel agencies requesting hotel rates,
- customers asking about tour packages,
- organizations requesting event quotations, or
- guests inquiring about reservations and amenities.

The purpose of an inquiry letter is to obtain clear and accurate information.

Characteristics of Inquiry Letters

Inquiry letters should:

- clearly state the information being requested,
- maintain a polite and professional tone,
- explain the purpose of the inquiry, and
- provide necessary details for clarification.

Example Situation

A travel agency sends a letter requesting hotel accommodation rates for an upcoming corporate event.

Sample Inquiry Letter

ABC Travel and Tours
San Fernando, Pampanga
June 15, 2026
Sales Department
Grand Horizon Hotel
Makati City

Dear Sir/Ma'am,

Good day.

We would like to inquire about your group accommodation rates for 30 guests scheduled from August 10–12, 2026. We are particularly interested in room availability, conference facilities, and meal package options.

We would appreciate it if you could send us your current rates and package inclusions.

Thank you, and we look forward to your response.

Respectfully,

Elle D. Uy
Operations Manager

2. Complaint Letters

Complaint letters are written to express dissatisfaction regarding services, experiences, or operational issues.

In hospitality and tourism, complaint letters may involve:

- delayed services,
- reservation problems,
- poor customer service,
- billing concerns,
- transportation delays, or
- unsatisfactory accommodations.

The purpose of complaint letters is to formally communicate concerns and request corrective action or resolution.

Important Parts of a Complaint Letter

A professional complaint letter should clearly explain:

- the problem,
- important details related to the incident,
- the effect of the issue, and
- the expected resolution or action.

Even when expressing dissatisfaction, the letter should remain respectful and professional.

Example Situation

A hotel guest writes a complaint letter regarding delayed room preparation.

Sample Complaint Letter

June 20, 2026

Customer Service Department

ABC Hotel

Quezon City

Dear Sir/Ma'am,

I would like to express my concern regarding the delay in the preparation of my reserved room during my stay on June 18, 2026.

Although my reservation indicated a 2:00 PM check-in time, I was informed to wait an additional hour before the room became available. This caused inconvenience after a long trip.

I respectfully request that this matter be reviewed to help improve guest service and avoid similar situations in the future.

Thank you for your attention to this concern.

Sincerely,

Anna Cruz

3. Response Letters

Response letters are written to reply to customer inquiries, complaints, requests, or concerns.

In hospitality and tourism, response letters are very important because they demonstrate professionalism, accountability, and customer care.

Organizations use response letters to:

- answer inquiries,
- resolve complaints,
- provide explanations,
- confirm requests, and

- maintain positive customer relationships.

Characteristics of Professional Response Letters

Professional response letters should:

- acknowledge the concern or inquiry,
- apologize when necessary,
- explain solutions clearly,
- provide accurate information, and
- maintain professionalism and courtesy.

The tone should remain calm, respectful, and customer-oriented.

Example Situation

A hotel manager responds to a guest complaint regarding delayed check-in.

Sample Response Letter

June 22, 2026

Ms. Angela Reyes
Quezon City

Dear Ms. Reyes,

Thank you for bringing your concern to our attention.

We sincerely apologize for the delay you experienced during your check-in on June 18, 2026. We understand the inconvenience this caused, especially after your long journey.

Please be assured that we have already discussed the matter with the concerned department to help prevent similar situations in the future.

We value your feedback and appreciate your understanding. We hope to have the opportunity to serve you again with improved service.

Respectfully,

Maria Cruz
Front Office Manager
ABC Hotel

4. Application Letters

Application letters are formal letters submitted when applying for employment, internship programs, or training opportunities.

In hospitality and tourism, application letters are commonly used when applying for positions such as:

- hotel staff,

- front office associate,
- tour guide,
- restaurant staff,
- flight attendant,
- tourism officer, or
- internship trainee.

The application letter introduces the applicant and explains their qualifications, skills, experience, and interest in the position.

Characteristics of Effective Application Letters

Application letters should:

- introduce the applicant clearly,
- state the position being applied for,
- explain relevant qualifications and skills,
- express interest professionally, and
- maintain formal and respectful language.

A well-written application letter creates a positive first impression on employers.

Example Situation

A tourism student applies for an internship position at a hotel.

Sample Application Letter

June 25, 2026

Human Resources Department
Grand Horizon Hotel
Makati City

Dear Sir/Ma'am,

I am writing to express my interest in applying for a Hospitality Internship position at your hotel.

I am currently a third-year Bachelor of Science in Tourism Management student and would like to gain practical experience in hotel operations and customer service. I believe that my communication skills, professionalism, and willingness to learn will allow me to contribute positively to your organization.

Attached is my résumé for your review. I would greatly appreciate the opportunity for an interview.

Thank you for your time and consideration.

Respectfully,

Juan Dela Cruz

Report Writing

Reports are formal written documents used to provide information for decision-making. In hospitality and tourism, reports help management evaluate operations, identify problems, monitor performance, and improve service quality.

Examples of reports include:

- incident reports,
- sales reports,
- housekeeping reports,
- financial reports,
- guest feedback reports, and
- operational reports.

Characteristics of Effective Reports

1. Accurate. Reports must contain correct and factual information.
2. Organized. Information should follow a logical structure and proper format.
3. Clear. Reports should use simple and understandable language.
4. Objective. Reports should focus on facts rather than personal opinions.
5. Professional. Reports should maintain formal language and proper formatting.

Example Scenario

A hotel manager sends an email regarding schedule changes.

Professional Example

Dear Team,

Please be informed that the staff meeting scheduled for Friday will be moved to 2:00 PM at the conference room.

Thank you.

Best regards,

Maria Cruz
Front Office Manager

Guidelines for Effective Business Writing

To improve professionalism and clarity in written communication, hospitality professionals should:

- use simple and direct language,
- organize ideas clearly,
- avoid unnecessary words,
- use proper grammar and punctuation,
- maintain professional tone,
- focus on customer needs, and

- review messages before sending.

Good business writing should always be:

- clear,
- concise,
- courteous,
- complete, and
- professional.

Customer-Oriented Writing

Hospitality and tourism writing should always consider customer needs and satisfaction.

Customer-oriented writing means:

- using polite language,
- providing helpful information,
- responding respectfully,
- addressing customer concerns clearly, and
- creating positive impressions through written communication.

The goal is not only to provide information but also to maintain positive relationships with customers.

DISCUSSION QUESTIONS

1. Why does professional writing influence customer trust?
2. How can poor writing damage organizational reputation?
3. Why is accuracy important in hospitality communication?
4. How do written messages affect customer experience?
5. Why should hospitality employees avoid emotional language?

ADVANCED ANALYSIS: CUSTOMER-ORIENTED WRITING

Customer-oriented writing focuses on guest needs and experiences.

Professional hospitality writing should:

- Be respectful
- Be solution-oriented
- Provide clear information
- Demonstrate empathy

Poor customer writing may:

- Upset guests
- Escalate complaints
- Damage relationships

CASE ANALYSIS 1

Situation

A guest receives an email confirmation containing incorrect reservation dates.

Questions

1. What communication failure occurred?
2. Why is proofreading important?

3. How might the guest react?
4. How can organizations prevent such errors?
5. What professional response should be sent?

CASE ANALYSIS 2

Situation

A hotel employee responds rudely to an online complaint.

Questions

1. What professional standards were violated?
2. Why should complaint responses remain respectful?
3. How may this affect online reputation?
4. What would be a better professional response?

PRACTICAL ACTIVITY: EMAIL WRITING

Instructions

Students will create professional hospitality emails.

SCENARIOS

1. Reservation confirmation
2. Guest inquiry response
3. Complaint response
4. Event announcement
5. Internship application

REQUIRED COMPONENTS

Students must include:

- Professional subject line
- Respectful greeting
- Organized body
- Professional tone
- Proper closing

PRACTICAL ACTIVITY: MEMORANDUM WRITING

Situation

The hotel management changes the staff orientation schedule.

Student Task

Prepare a professional memorandum containing:

- TO
- FROM
- DATE
- SUBJECT
- BODY

PRACTICAL ACTIVITY: COMPLAINT RESPONSE LETTER

Scenario

A guest complains about delayed room preparation.

Student Task

Write a professional response letter that:

1. Acknowledges the concern
2. Apologizes professionally
3. Explains corrective action
4. Ends positively

REPORT WRITING EXERCISE

Situation

A guest slipped near the swimming pool area.

Student Task

Prepare an incident report including:

- Date and time
- Location
- Description of incident
- Actions taken
- Staff involved

Students must:

- Remain objective
- Avoid opinions
- Focus on facts

CRITICAL THINKING DISCUSSION

Topic:

“Why is written communication considered a critical professional skill in hospitality and tourism industries?”

Students should discuss:

- Customer satisfaction
- Organizational reputation
- Operational coordination
- Legal documentation
- Crisis communication
- Professionalism
- Service quality

SYNTHESIS

Written business communication is an essential professional competency in hospitality and tourism industries. Effective written communication requires:

- Clarity
- Professionalism

- Organization
- Accuracy
- Respectful tone
- Customer-oriented thinking

In hospitality industries, every written message becomes part of the guest experience and reflects the professionalism of the entire organization.

References:

Bovee, C. L., & Thill, J. V. (2021). *Business communication today* (15th ed.). Pearson.

Guffey, M. E., & Loewy, D. (2023). *Essentials of business communication* (12th ed.). Cengage Learning.

Walker, J. R. (2021). *Introduction to hospitality* (8th ed.). Pearson.