

Audio-visual communication

- ▶ It is a combination of sight and sound.
- ▶ Make use of written record also.
- ▶ It facilitates interpretations and ensure that message is driven home.
- ▶ Information transmitted through audio-visual retained much longer than any other means.
- ▶ It is found most suitable for mass publicity, mass propaganda and mass education.

Introducing communication
slideshare.net

What is Communication?

COMMUNICATION IS THE ART OF TRANSMITTING INFORMATION, IDEAS AND ATTITUDES FROM ONE PERSON TO ANOTHER.

COMMUNICATION IS THE PROCESS OF MEANINGFUL INTERACTION AMONG HUMAN BEINGS.

Importance and Process of Com...
slideplayer.com

Process of Communication (contd.)

Strengths and Weaknesses

▶ Verbal Communication:

Strength - Role of Body Language

Weakness - Not possible to give long list of directions

▶ Written Communication:

Strength - A proof of a communication

Weakness - Written words does not show a person's actual feelings

Types of communication

- For communication to be effective, the communicator has to be very careful and judicious in the choice of media, which will depend on various factors like urgency of the message, the time available, expenditure involved and the intellectual and emotional level of the receivers.
- All the media available can be broadly classified into five groups:
 - (i) Written communication.
 - (ii) Oral communication.
 - (iii) Audio-visual communication.
 - (iv) Computer-based communication, etc.

Introducing communication
slideshare.net

Importance of Communication

Effective Communication is crucial for all areas of life to maintain good relationship

- ▶ Between husband & wife
- ▶ Between parents and children
- ▶ Between teacher and students
- ▶ Between doctor and patient
- ▶ Between employer and employee
- ▶ Between colleagues
- ▶ Between every level of an organization
- ▶ Etc, etc

Importance and Process of Com...
slideplayer.com

1. Written communication includes Letters, circulars, memos, telegrams, reports, minutes, forms and questionnaires, manuals, etc.
2. Oral communication includes face to face communication, conversation over the telephone, radio broadcast, interviews, group discussions, meetings, conferences, seminars and speeches.
3. Visual communication encompasses gestures and facial expressions, tables and charts, graphs, diagrams, posters, slides, film strips, etc.

“COMMUNICATION IN HOSPITALITY INDUSTRY”



Communication in hospitality ind...
slideshare.net

Importance Of Communication Skill In Hotel Industry

- * Body Language
- * Way Of Talking
- * Attitude
- * Posture

MUST WATCH

▶ 3:48



Importance of communication sk...
youtube.com

IMPORTANCE OF COMMUNICATION

LET'S TAKE AN EXAMPLE OF HOTEL INDUSTRY

- COMMUNICATION IS LIKE AN OXYGEN FOR HOTEL INDUSTRY.
- TO MAINTAIN CERTAIN RULES & REGULATION THERE SHOULD BE PRESENCE OF COMMUNICATION.
- IF employees / boss WANT TO CONVEY HIS/HER ORDER TO THE MANAGEMENT SO IT NEED COMMUNICATION.
- SIMILARLY, IF SUBODINATE WANT TO CONVEY THEIR PROBLEMS OR ANY IDEA TO THEIR UPPER LEVEL IT NEED COMMUNICATION



Communication in hospitality ind...
slideshare.net

Importance of communication:

- 1) Communication is essential for planning & decision making
- 2) Communication helps bring about coordination:
- 3) Communication is essential for delegation & decentralization of authority
- 4) Communication helps develop managerial skills
- 5) Communication helps improve employee morale
- 6) Better understanding between the employee & employer: Communication is important for this factor.
- 7) Ensure greater job satisfaction
- 8) Communication is essential for effective leadership



its importance in front office
slideshare.net

HOW COMMUNICATION SHOULD BE IN HOSPITALITY INDUSTRY ?

- USE POLITE AND EFFECTIVE COMMUNICATION WITH GUEST/CUSTOMER.
- MUST HAVE GOOD COMMAND OF LANGUAGE AND ITS GRAMMAR.
- PRONOUNCIATION OF WORDS MUST BE CORRECT DURING COMMUNICATION.

IMPORTANCE OF EFFECTIVE COMMUNICATION IN HOTEL INDUSTRY:

No hotel can develop in the absence of effective communication – both internal as well as external communications. Besides, communication skills of the employees are given high weightage at the of appointment & promotion of employees.

1. Internal communication: It is basically communication within the hotel, i.e., transmitting information within the organization, its departments, sections, etc. & between the units of the same chain. This is possible only through an effective network of communication. It is important for maintaining coordination & avoiding embarrassing situations between the various departments & between the departments of the hotel & the management. Effective communication creates an atmosphere of mutual trust & confidence, & also a spirit of understanding & cooperation. The employees know what exactly is expected out of them & the management is aware of the potentialities & limitations of the employees. It is of 3 types:



Characteristics of Hospitality Industry

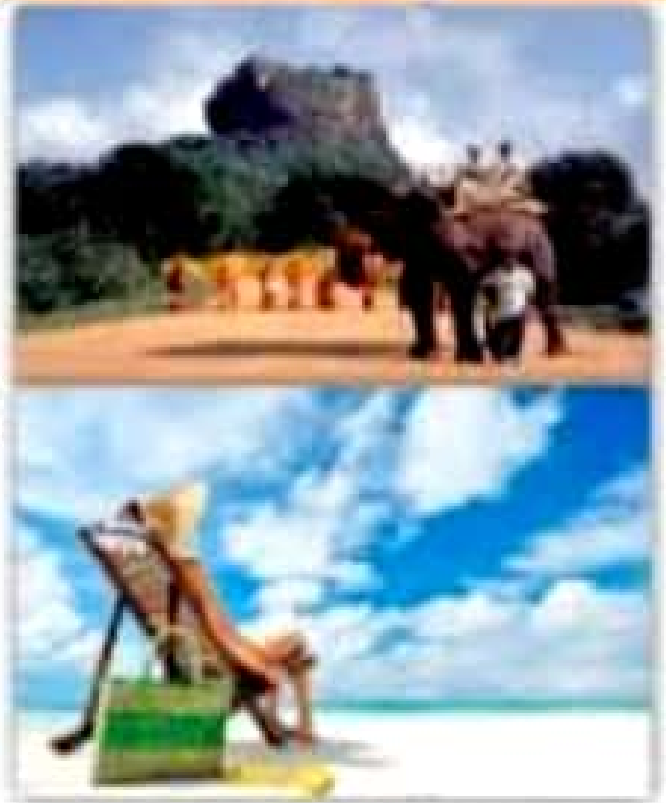
☞ Inseparability

☞ Perishability

☞ Labor-intensive

☞ Repetitive

☞ Intangibility



Tourism & Hospitality Managem...
slideshare.net

Why is it important to communicate well?

- Organizations and business are built on **People**
- Communications is the **Glue** that binds the organization together
- If people don't **communicate** and engage, the **organization** falls apart
- If we can't communicate internally, how will we communicate with customers, partners (externally)?

People + Communications = Organization & Business

Workshop on Internal Communic...
slideshare.net

Nature of Communication

- Two Way Process.....
- Knowledge of Language.....
- Comprehension.
- Message in Communication
- Communication through gestures
- Omnipresence
- Continuous process.

10/17 Monday, 10/17/2011

Communication
slideshare.net

Interpersonal Communication

- An interactive process between two people that involves sending and receiving messages, verbal and non-verbal

Factors causing interpersonal communication to fail

1. Conflicting or inappropriate assumptions
 - We make assumptions about what is being said and we need to be sure we understand and are understood

NON-VERBAL COMMUNICATION

Non-verbal communication makes no use of the words, sentences, grammar and other structures that associate with spoken and written language.

Non-verbal communication skills includes

- eye contact
- facial expressions
- body posture
- tone of voice
- proximity
- gesture

seminar communication
slideshare.net

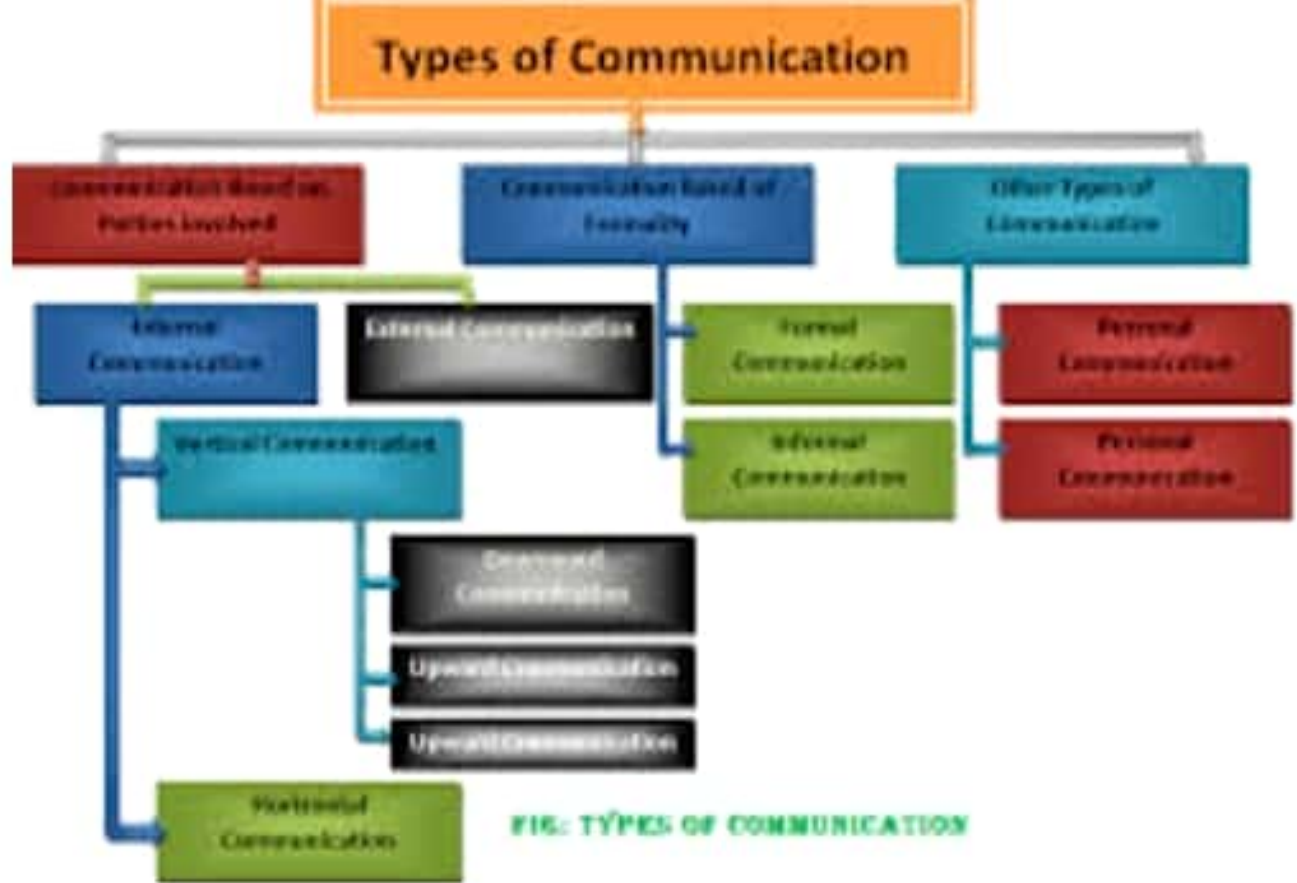
Advantages of formal communication

- Effective
- Provides close contact between members of the organization
- Control over the sub-ordinates and fixing in their responsibility.
- Flow of essential information in an orderly manner.

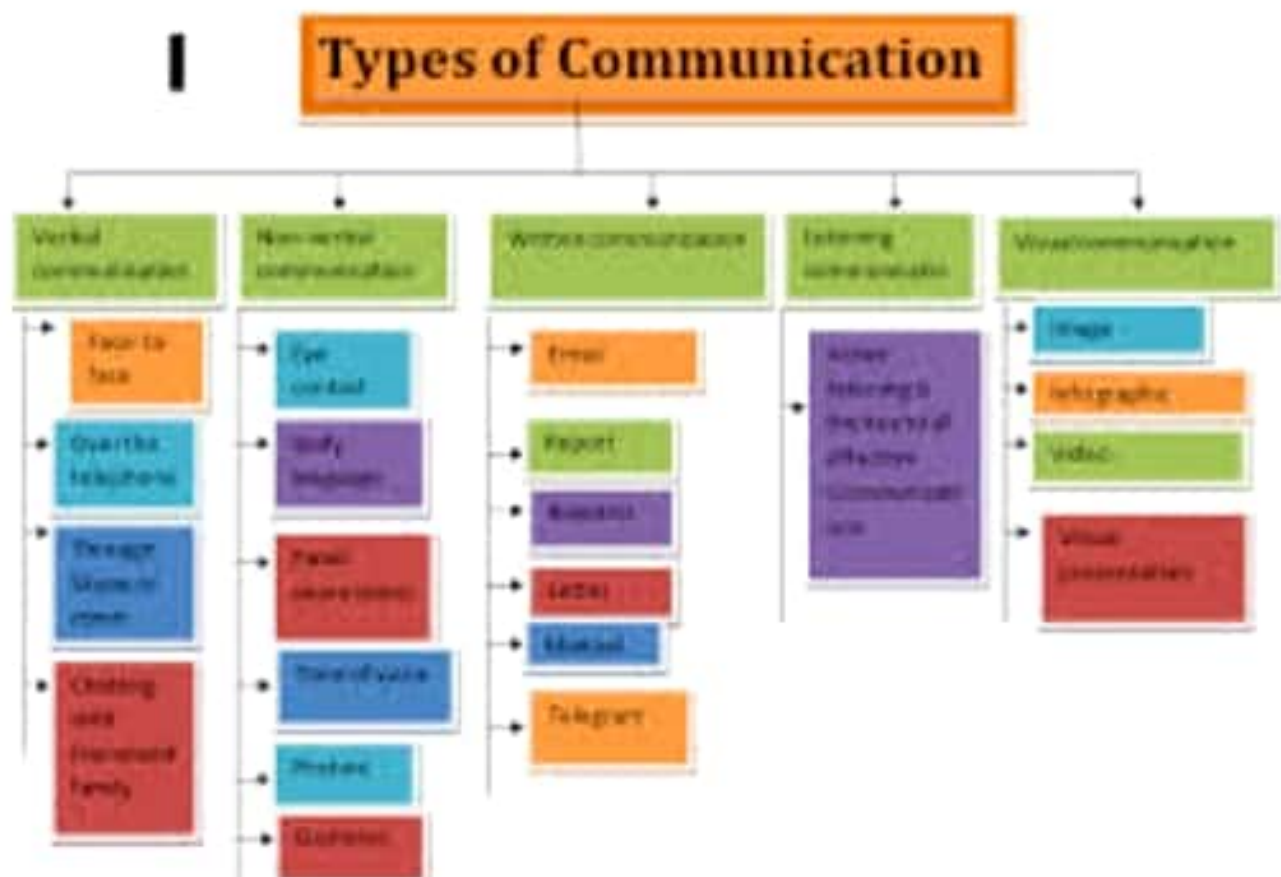
It is so easy to forget the import...
pinterest.com.au

Communication

- Efficient communication is **ESSENTIAL** to being successful in life.
- The biggest source of interpersonal problems is poor communications.
- The key to the communication process is to be **UNDERSTOOD**.



Types of communication | Classi...
thebusinesscommunication.com



* WHY DO YOU NEED COMMUNICATE WELL??

- ❖ Plays a very important role in the hospitality industry
- ❖ Communication is an integral part of service
- ❖ To avoid misunderstanding between department
- ❖ Easier to communicate about any guest problem or complaint
- ❖ Communication and speaking is a key to running a successful business or event
- ❖ Create a good impression in the mind of the customer
- ❖ Avoid to disappoint the customer
- ❖ Help to make repeat customer