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COMMUNICATION SKILLS FOR ACCESSIBLE AND INCLUSIVE TOURISM SECTOR
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• Face to face sessions.
  ▪ Basic concepts of communication
  ▪ Appropriate and inappropriate communication
  ▪ Communication in group and problem solving
  ▪ Communication at work and work interview
• Conclusions
1. INTRODUCTION
Communication is basically the act of transferring information from one place (or person) to another.
Introduction

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Categories of communication:

- **spoken or verbal communication** (face-to-face, telephone, radio or television and other media),
**Introduction**

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**Categories of communication:**

- **non-verbal communication** (body language, gestures, how we dress or act - even our scent),
Introduction

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Categories of communication:

- **written communication** (letters, e-mails, books, magazines, the Internet or via other media)
Introduction
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Categories of communication:

• and also **visualizations** (graphs and charts, maps, logos and other visualizations can communicate messages).
The process of interpersonal communication cannot be regarded as a phenomena which simply 'happens', but should be seen as a process which involves participants negotiating their role in this process, whether consciously or unconsciously.
Effective communication involves minimising potential misunderstanding and overcoming any barriers to communication at each stage in the communication process.
Communication is a hugely complex process and it is really difficult to have good communication if you do not have a prior knowledge about it.
The main goal of the following sessions is to present through different activities what the communication is, to offer to participant’s a chance to communicate in different ways, to emphasize what is appropriate communication, to present different rules of communication and problem solving, …

All of that is important for PwD in connection to their work, workplace and relations at work.
Communication at work is very important, because it allows companies to be productive and operate effectively and to achieve common goal.

Employees can experience an increase in morale, productivity and commitment if they are able to communicate up and down the communication chain in an organization.
2. OBJECTIVES OF THE UNIT
Objectives

Communication skills for accessible and inclusive tourism sector

- To know what a communication is.
- To distinguish between verbal and non-verbal communication.
- To distinguish between appropriate and inappropriate communication.
- To learn how to communicate in a group.
- To learn how to solve a problem while working in a group.
- To learn how to communicate while at work.
- To know how to act at a job interview.
3. FACE TO FACE SESSION
SESSION 1

AGENDA

1. Introduction of basic concepts of communication
2. Verbal communication
3. Non verbal communication
4. Conclusions
5. Evaluation
1.1. INTRODUCTION OF BASIC CONCEPTS OF COMMUNICATION
Introduction basic concepts of communication
Communication skills for accessible and inclusive tourism sector

Guess who?
Do you understand me?

Questions:
- How did you feel while I was talking?
- How could I be more understood? Demonstrate the right way.
- Why is this kind of speech important?
Introduction basic concepts of communication
Communication skills for accessible and inclusive tourism sector

Discussion

• What is communication?
• Who can communicate?
• What is important for good communication?
• How people communicate?
Most people think about speech when they think about communication but there are many other ways we can also use to communicate with each other:

- Facial expressions
- Gestures
- Pointing / Using hands
- Writing
- Drawing
- Touch
- Eye contact
- Using equipment e.g. text message or computer
EFFECTIVE COMMUNICATION

For communication to be effective we have to understand each other (speak the same language), have eye contact, appropriate volume, appropriate speed of speech …
Activity 3

Donkey, who is behind you?
Introduction basic concepts of communication
Communication skills for accessible and inclusive tourism sector

Activity 4

Communication origami
Activity 5

Telephone
Discussion

• How did you feel during activities?
• What is verbal communication?
1.2. VERBAL COMMUNICATION
Verbal communication
Communication skills for accessible and inclusive tourism sector

Verbal communication is a process of sharing information between individuals by using speech.

Individuals working within a business need to effectively use verbal communication that employs readily understood spoken words, as well as ensuring that the enunciation, stress and tone of voice with which the words are expressed is appropriate.
Verbal communication
Communication skills for accessible and inclusive tourism sector

Activity 6

Who’s in front of you?
Verbal communication
Communication skills for accessible and inclusive tourism sector

Activity 7

Power of body language
Discussion

• How did you feel during activities?
• What is non verbal communication?
1.3. NON VERBAL COMMUNICATION
Non-verbal communication is transmission of messages by a medium other than speech or writing.

Non-verbal communication includes pitch, speed, tone and volume of voice, gestures and facial expressions, body posture, stance, and proximity to the listener, eye movements and contact, and dress and appearance.
Research suggests that only 5 percent effect is produced by the spoken word, 45 percent by the tone, inflexion, and other elements of voice, and 50 percent by body language, movements, eye contact, etc. –
We need to be **aware of our body language** in order to ensure we are projecting the right message.
Non verbal communication
Communication skills for accessible and inclusive tourism sector

Activity 8

Sorting by height
Discussion

• What are your opinion and comment on aspects such as the importance of good nonverbal communication?
Conclusions
1.4. EVALUATION
Evaluation
Communication skills for accessible and inclusive tourism sector

Basic concepts of communication
SUMMARY OF SESSION 1

- Introduction of basic concepts of communication
- Verbal communication
- Non verbal communication
SESSION 2

AGENDA

1. Review of the contents
2. Introduction of appropriate and inappropriate communication
3. Appropriate and inappropriate communication
4. Conclusions
5. Evaluation
2.1. REVIEW OF THE CONTENTS
What do you remember from the previous session?
2.2 INTRODUCTION OF APPROPRIATE AND INAPPROPRIATE COMMUNICATION
Activity 1

Ice breaker

Freeze dance
Introduction of appropriate and inappropriate communication
Communication skills for accessible and inclusive tourism sector

Activity 2

Describe or demonstrate

Questions:
- How you communicate with your friends?
- How you communicate with family members?
- How you communicate at working place?
Discussion

• Why is each situation different?
• What are the expectations of each person?
• What would happen if you greeted your friends in the way you greeted co-worker?
• What would happen if you greeted an co-worker the same way you greet your friends?
• Which is appropriate communication on our job?
2.3 APPROPRIATE AND INAPPROPRIATE COMMUNICATION
Appropriate communication is a major key to success. When you meet a new group of people, you must watch and listen and be alert before you decide on the appropriate communication style.

You might greet old friends with a slap on the back and a tasteless joke, but you certainly wouldn’t greet a boss that way.
Usually, while talking in workplace, we use form language, we don’t touch each other and we do not tell too much of personal information.

When you talk to your friends or family, you can use casual language, touch them or be close to them, you can tell them secrets and personal informations.
Activity 3

Back to back communication
Discussion

• How did you feel while talking back to back?
Eye contact and body language influence communication between two people. It is harder to communicate if we do not see each other.
Appropriate and inappropriate communication
Communication skills for accessible and inclusive tourism sector

Activity 4

Long distance communication
Appropriate and inappropriate communication
Communication skills for accessible and inclusive tourism sector

Discussion

• How did you feel while talking on long distance?
Appropriate and inappropriate communication
Communication skills for accessible and inclusive tourism sector

PERSONAL SPACE

The **physical distance** between the persons in a conversation impacts the overall communication effectiveness. When we communicate, the **distance needs to be just right** (not too close, not too far).
Activity 5

Circles of personal space while communicating
Appropriate and inappropriate communication
Communication skills for accessible and inclusive tourism sector

Activity 6

Case analysis of communication
Appropriate and inappropriate communication
Communication skills for accessible and inclusive tourism sector

Discussion

• Why is personal space important?
• What is important to you while communicating with others regarding personal space?
• Which communication seemed appropriate and which not? Why so?
Conclusions
2.4. EVALUATION
Appropriate and inappropriate communication

Evaluation
Communication skills for accessible and inclusive tourism sector
SUMMARY OF SESSION 2

- Introduction of appropriate and inappropriate communication
- Appropriate and inappropriate communication
SESSION 3

AGENDA

1. Review of the contents
2. Introduction to good communication in group and problem solving
3. Conclusions
4. Evaluation
3.1. REVIEW OF THE CONTENTS
What do you remember from the previous session?
3.2 INTRODUCTION TO GOOD COMMUNICATION IN GROUP AND PROBLEM SOLVING
Activity 1

Ice breaker „Detective“
Introduction to good communication in group and problem solving
Communication skills for accessible and inclusive tourism sector

Activity 2

Fruit salad activity
Introduction to good communication in group and problem solving
Communication skills for accessible and inclusive tourism sector

Activity 3

Octopus pen
Discussion

• How did you feel during these activities?
• What is important about communication while we are working in a group of people?
• What if someone is thinking different than I and decides to make it different?
Groups are important because they influence the way in which people experience and understand the world.
The term "group communication" refers to the messages that are exchanged by group members. These are very important to groups because it is through the exchange of messages that group members participate, maintain the group identity, determine goals, motivate participation, and do the many things that keep the group intact.
While working in group, we need to use appropriate verbal and non verbal communication, we need to cooperate and compromise.
Activity 4
Make it Move
Activity 5

Make a Team With...
Introduction to good communication in group and problem solving

Communication skills for accessible and inclusive tourism sector

Discussion

• What is important for a good group communication and solving problems?
• How many ideas to move the item did you have?
• How did you choose the idea which you used?
Basic rules for a good communication in group:

• Team problems are everyone’s responsibility.
• You can assign roles.
• Every member participates.
• All ideas deserve discussion.
• Share the information, that are appropriate.
• Derogatory comments or put-downs are not allowed.
• Focus on one idea at a time.
• Listen and ask questions. Show that you are listening.
• Acknowledge Your Companion’s Feelings
Any group has conflicts, topics that people do not agree on, different points of view on how to move forward with a task and so on. As a result, to be able to overcome any conflict that might arise, a six step conflict resolution will help to overcome the problem:

1. All the group members have to listen carefully to each other.
2. Understand the different points of view that were discussed.
3. Be respectful and show interest in maintaining a good relationship with the group members regardless of their opinions.
4. Try to find a common ground.
5. Come up with new solutions to the problem or situation.
6. Finally, reach on a fair agreement that will benefit everyone.
Conclusions
3.3. EVALUATION
Communication in group and problem solving

Evaluation
Communication skills for accessible and inclusive tourism sector
SUMMARY OF SESSION 3

✓ Introduction to good communication in group and problem solving
SESSION 4

AGENDA

1. Review of the contents
2. Introduction to communication at work and work interview
3. Job interview
4. Conclusions
5. Evaluation
4.1. REVIEW OF THE CONTENTS
What do you remember from the previous session?
4.2 INTRODUCTION TO COMMUNICATION AT WORK AND WORK INTERVIEW
Activity 1

Ice breaker

“A great wind blows"
Activity 2

Communication at different places – role play activity
Discussion

- What is the difference while communicating with different groups of people?
People need to **adjust communication to the group** they are communicate with.

We can talk to our family members or friends about almost everything. We usually touch them, we can be close to them, we can hug or even kiss.

Our co-workers can also be our friends and we can also be close with them. But while we are in **working place**, we need to follow the **rules and behave appropriately**.
Introduction to communication at work and work interview
Communication skills for accessible and inclusive tourism sector

Even if guests are our friends, they come to place we work to get a kind of service. We need to respect that and behave in accordance with the rules. We can shake hands, and talk with them a little bit, but we are on workplace to work, and is not good to involve too much personal matters.

Also the other guests do not know with who we are friends, and it can bring up confusion situations for others.

For most of the time co-workers and guest are not in our close circle of friends, so we have to respect them and their privacy.
Activity 3

Observe and think
Discussion

• Which behavior was appropriate and which did not?
4.3 JOB INTERVIEW
A big part of working or getting a job is job interview.
Job interview
Communication skills for accessible and inclusive tourism sector

For job interview is important:

➢ To get **suitable suit**, which is not too small or too big, is clean and appropriate for such occasion.

➢ Before you go, **check** who is the boss, where the company is, what are their achievements … That informations will help the conversation to be more fluent.

➢ **Come in time**. It is better to come few minutes earlier. It is not okay to be late. Plan a trip a day before.
Shake hands correctly strong.
Look a person in the eyes.
It is okay to smile, but the smile needs to be sincere.

Present yourself. Tell them your name, why are you there.

They will probably ask you questions such as:
• What are your experiences.
• What are your weak areas.
• If they ask you to tell your weak areas, tell them honestly, but also tell them how can you compensate them.
• What are you good at?
• Tell your good personal qualities, strong areas, where you are good, why is a good choice to give you a job.
Job interview

Communication skills for accessible and inclusive tourism sector

➢ Do not be afraid to **ask questions**. That way you show your interest. You can ask questions such as:
  • *Can you tell me more about the schedule?*
  • *Do you enable promotion?*
  • *What exactly would be my job?*
  • ...

➢ Do not forget to say »**thank you**« at the and and shake hands.

➢ The **next day write them an e-mail**. Tell them you were glad that they gave you opportunity and that you hope to hear from them soon. In such way you remind them on yourself.
Job interview
Communication skills for accessible and inclusive tourism sector

Activity 4

Job interview – role play
Job interview
Communication skills for accessible and inclusive tourism sector

Activity 5

Communication traffic lights
Job interview
Communication skills for accessible and inclusive tourism sector

Discussion
Job interview
Communication skills for accessible and inclusive tourism sector

Conclusions
4.4. EVALUATION
Evaluation
Communication skills for accessible and inclusive tourism sector

Communication at work and job interview
SUMMARY OF SESSION 4

- Introduction to communication at work and work interview
- Job interview
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UNIT 2
COMMUNICATION SKILLS FOR TOURISM SECTOR

BLOCK 1: SOFT SKILLS IN THE TOURISM SECTOR

ONLINE SESSIONS
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UNIT 2: COMMUNICATION SKILLS FOR TOURISM SECTOR

Online session
Activity 1

Introduction

Repeat the basic concepts about communication
Activity 2

Introduction

Repeat what you learned about communication.
Activity 3

Types of communication

Match different types of communication with the pictures that represent them.
Activity 4

Ways of communication

Most people think about speech when they think about communication but there are many other ways we can also use to communicate with each other. Discuss each way of communication. Discuss the pictures.
Activity 5

Communication skills

Complete the sentences

Communication skills - complete the sentences

while we communicate, we need to pay attention to a lot of things. Discuss the reason.

2
NUM. TRIES

Start

Author: IT PROJEKT

INCLUSIVE TOURISM
Activity 6

Job interview

Communication skills - job interview

A big part of working or getting a job is job interview.

Sensitive: ☑ Upper/Lower Case
☑ Accents

Start

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