

UNIT 2

COMMUNICATION SKILLS FOR TOURISM SECTOR

PARTICIPANT'S MANUAL

BLOCK 1: SOFT SKILLS IN THE TOURISM SECTOR



Consortium



Number project: 2017-1-ES01-KA202-038574

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**INCLUSIVE
TOURISM**



COMMUNICATION SKILLS FOR ACCESSIBLE AND INCLUSIVE TOURISM SECTOR

List of contents

- Introduction
- Objectives of the unit
- 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

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1. INTRODUCTION



Introduction

Communication skills for accessible and inclusive tourism sector



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),



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Categories of communication:

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



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Categories of communication:

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

ACADEMIC AND ACTIVITIES RESUME SAMPLE

Annie Academic
1111 Reading Way
College Round, MD 12345
410-111-1111

SENIOR YEAR 2006-2007 Glenside High School
Cumulative GPA: 3.50 (Weighted) 3.50 (Unweighted)

Courses Taken Senior Year
English 12 Honors
Advanced Placement Statistics
Physics
Anthropology
Art II
International 101
Multiglobe II

Activities
Varsity Basketball
Varsity Volleyball
Multiglobe II

Leadership
Senior Class Board (SGA)
Homecoming Organization Committee
President - S.B.O.P.

JUNIOR YEAR 2003-2004 Glenside High School
Cumulative GPA: 3.34
State of Maryland State Scholar Athlete

Courses Completed and Grades Earned
English 11 Honors B
Modern World History B
Psychology B
Chemistry A
Spanish III Honors C
Multiglobe II A

Activities
Varsity Basketball (State All County Team)
Varsity Volleyball (State All State Team)
Multiglobe II

Leadership
Junior Class Board (SGA)
Homecoming Planning Committee
Vice President - S.B.O.P.



Introduction

Communication skills for accesible and inclusive tourism sector



Categories of communication:

- and also **visualizations** (graphs and charts, maps, logos and other visualizations can communicate messages).



Introduction

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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.



Introduction

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Effective communication involves minimising potential misunderstanding and overcoming any barriers to communication at each stage in the communication process.

Introduction

Communication skills for accessible and inclusive tourism sector



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.



Introduction

Communication skills for accessible and inclusive tourism sector



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.

Introduction

Communication skills for accessible and inclusive tourism sector



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 accesible 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 group.
- To learn how to solve a problems while working in a group.
- To learn how to communicate while at work.
- To know how to act at job interwiev.

3. FACE TO FACE SESSION



SESSION 1

AGENDA



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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 accesible and inclusive tourism sector

Guess who?



Introduction basic concepts of communication

Communication skills for accesible and inclusive tourism sector



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 accesible and inclusive tourism sector



Discussion

- What is communication?
- Who can communicate?
- What is important for good communication?
- How people communicate?

Introduction basic concepts of communication

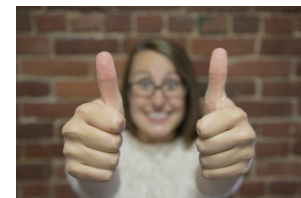
Communication skills for accesible and inclusive tourism sector



HOW DO WE 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



Introduction basic concepts of communication

Communication skills for accesible and inclusive tourism sector



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?





Activity 4

Communication origami



Introduction basic concepts of communication

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Activity 5

Telephone



Introduction basic concepts of communication

Communication skills for accesible and inclusive tourism sector



Discussion

- How did you felt 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

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Activity 6

Who's in front of you?



Verbal communication

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Activity 7

Power of body language



Verbal communication

Communication skills for accessible and inclusive tourism sector



Discussion

- How did you felt during activities?
- What is non verbal communication?



1.3. NON VERBAL COMMUNICATION

Non verbal communication

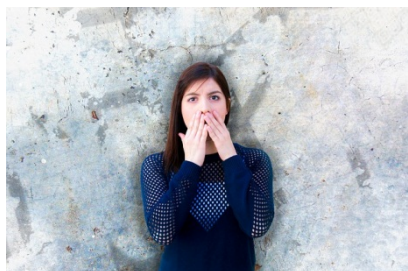
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NON VERBAL COMMUNICATION

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**.



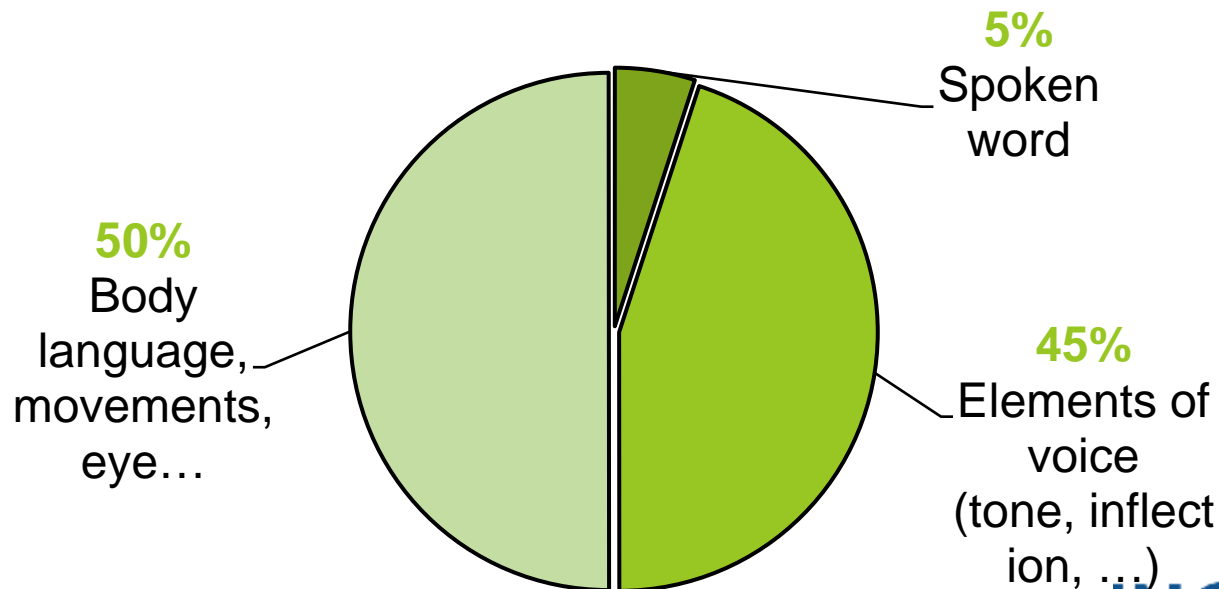
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Non verbal communication

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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. –



Non verbal communication

Communication skills for accessible and inclusive tourism sector



We need to be **aware of our body language** in order to ensure we are projecting the right message.



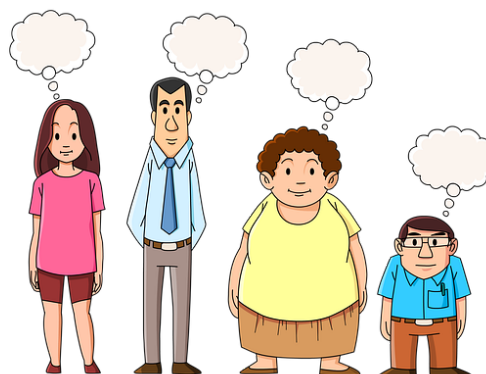
Non verbal communication

Communication skills for accessible and inclusive tourism sector



Activity 8

Sorting by height



Non verbal communication

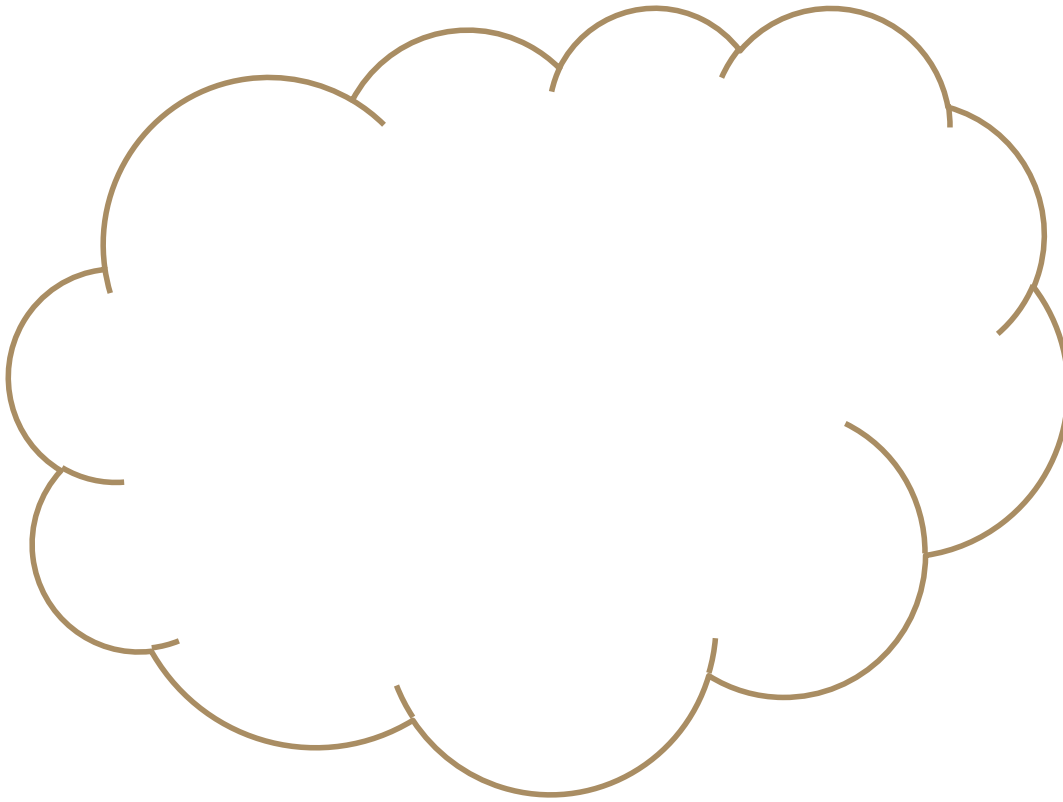
Communication skills for accesible and inclusive tourism sector



Discussion

- What are your opinion and comment on aspects such as the importance of good nonverbal communication?

Conclusions



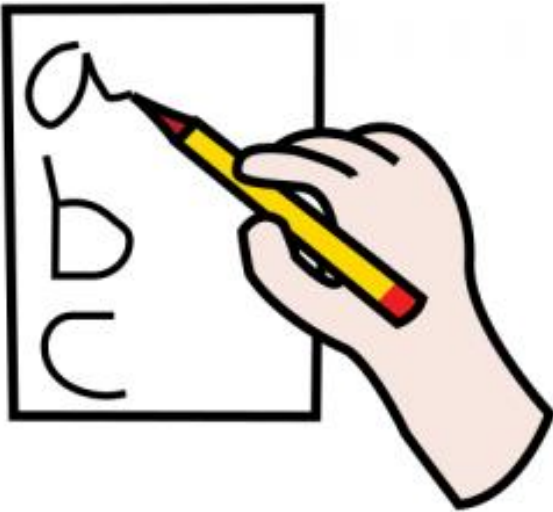


1.4. EVALUATION

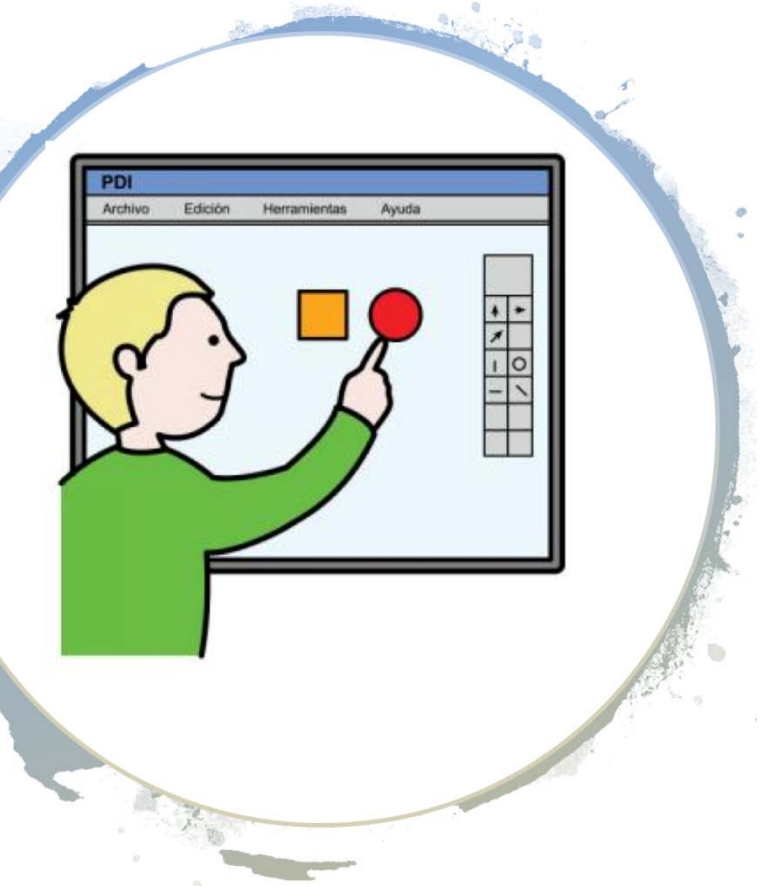
Evaluation

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Basic concepts of communication



SUMMARY OF SESSION 1



- ✓ Introduction of basic concepts of communication
- ✓ Verbal communication
- ✓ Non verbal communication

SESSION 2

AGENDA



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- 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

Introduction of appropriate and inappropriate communication

Communication skills for accessible and inclusive tourism sector

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?

Introduction of appropriate and inappropriate communication

Communication skills for accessible and inclusive tourism sector



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 and inappropriate communication

Communication skills for accessible and inclusive tourism sector



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.

Appropriate and inappropriate communication

Communication skills for accesible and inclusive tourism sector



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.



Usually, while talking in **workplace**, we use **formal language**, we **don't touch each other** and we **do not tell too much of personal information**.

Appropriate and inappropriate communication

Communication skills for accessible and inclusive tourism sector



Activity 3

Back to back communication



Appropriate and inappropriate communication

Communication skills for accesible and inclusive tourism sector



Discussion

- How did you felt while talking back to back?

Appropriate and inappropriate communication

Communication skills for accesible and inclusive tourism sector



EYE CONTACT AND BODY LANGUAGE



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 accesible and inclusive tourism sector



Discussion

- How did you felt 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).



Appropriate and inappropriate communication

Communication skills for accessible and inclusive tourism sector



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

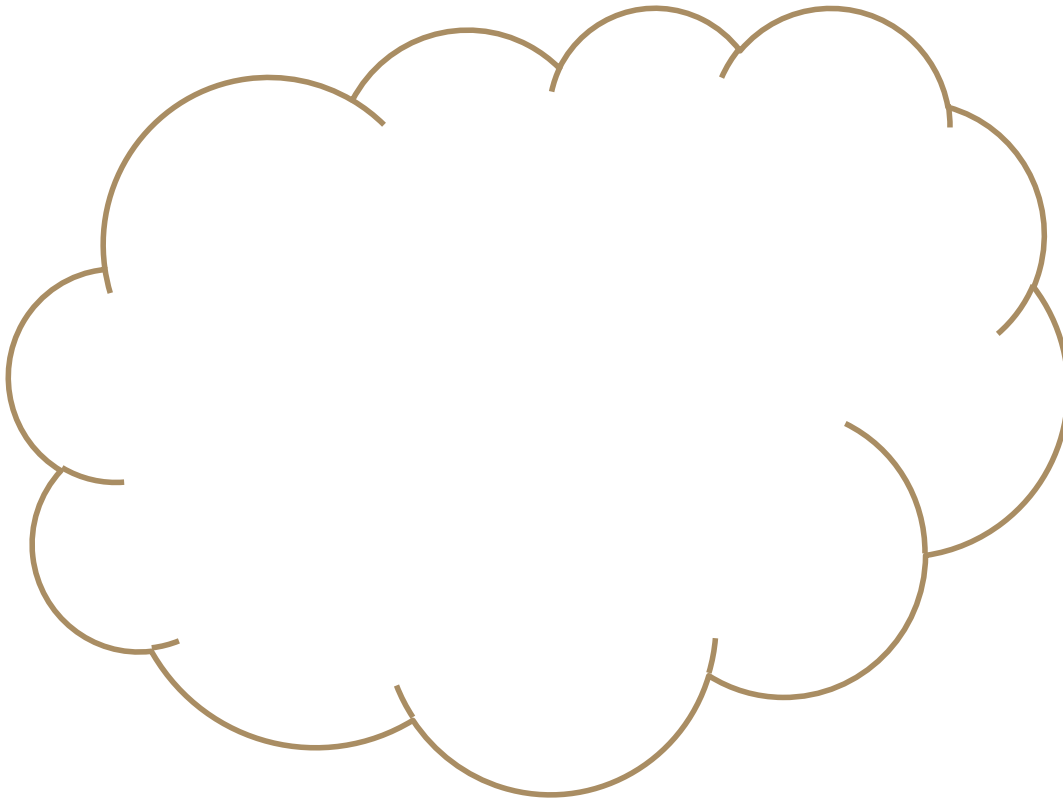
Communication skills for accessible and inclusive tourism sector



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



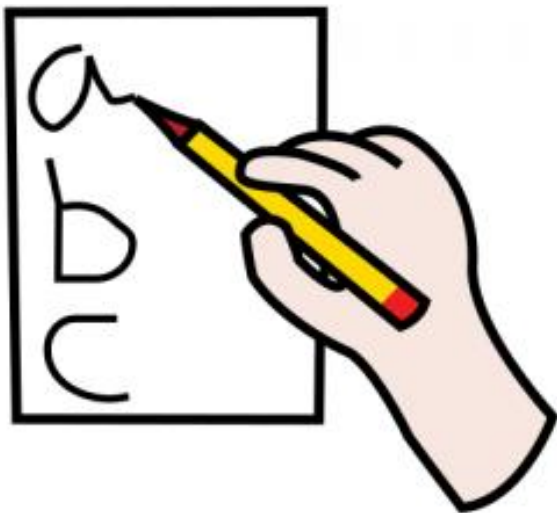


2.4. EVALUATION

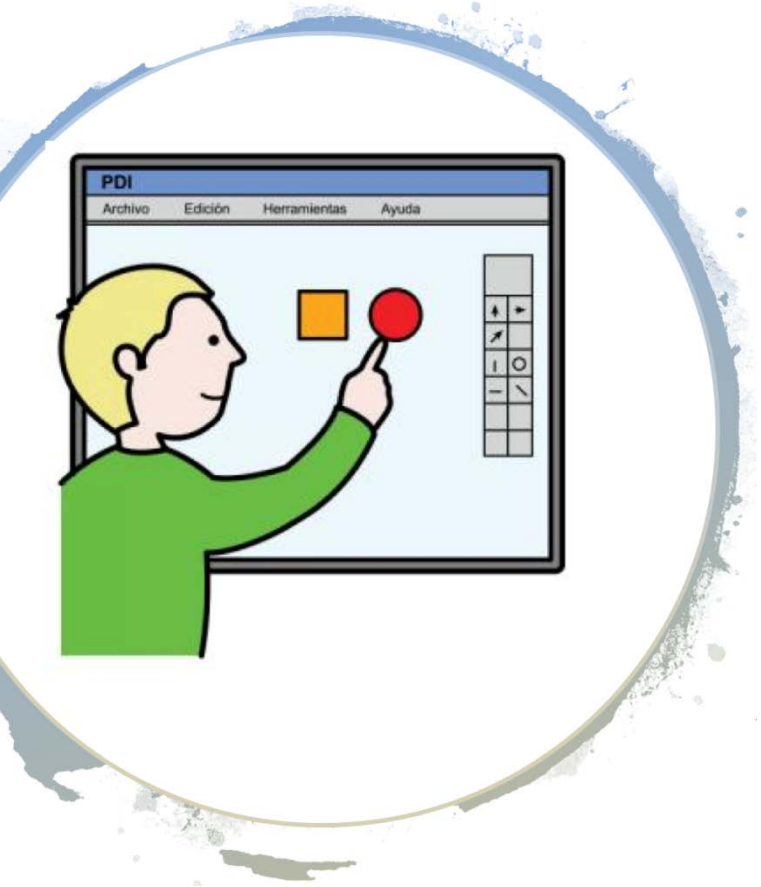
Evaluation

Communication skills for accessible and inclusive tourism sector

Appropriate and inappropriate communication



SUMMARY OF SESSION 2



- ✓ Introduction of appropriate and inappropriate communication
- ✓ Appropriate and inappropriate communication

SESSION 3

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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

Introduction to good communication in group and problema solving
Communication skills for accesible and inclusive tourism sector

Activity 1

Ice breaker *„Detective“*





Activity 2

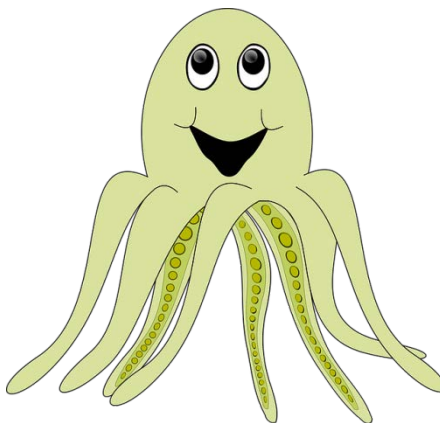
Fruit salad activity





Activity 3

Octopus pen





Discussion

- How did you felt 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?



COMMUNICATION IN GROUP

Groups are important because they **influence** the way in which people **experience and understand** the world.



Introduction to good communication in group and problema solving

Communication skills for accesible and inclusive tourism sector



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**.



Introduction to good communication in group and problema solving

Communication skills for accesible and inclusive tourism sector



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...





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?

Introduction to good communication in group and problema solving

Communication skills for accesible and inclusive tourism sector



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

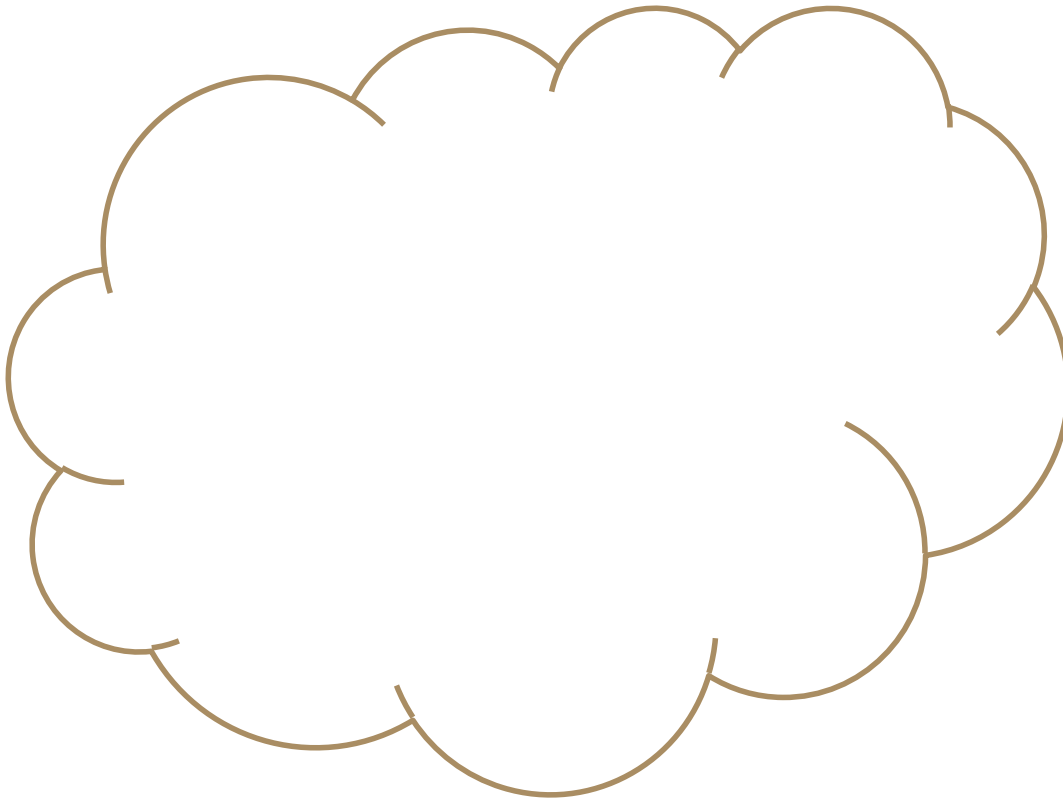




Any group has conflicts, topics that people do not agree on, different points of view on how to move forward with a task and so on. As a result, to be able to overcome any conflict that might arise, **a six step conflict resolution** will help to overcome the problem:

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



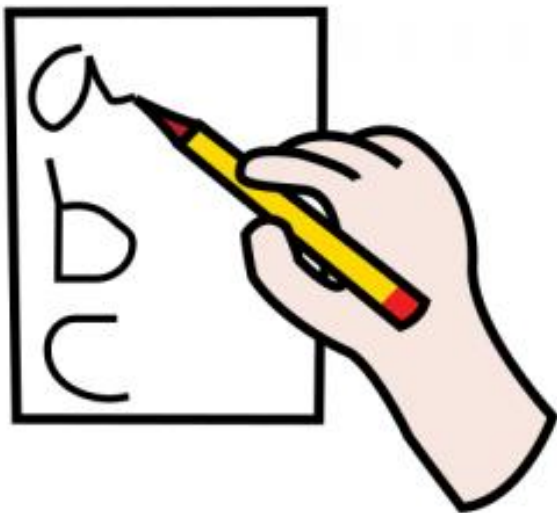


3.3. EVALUATION

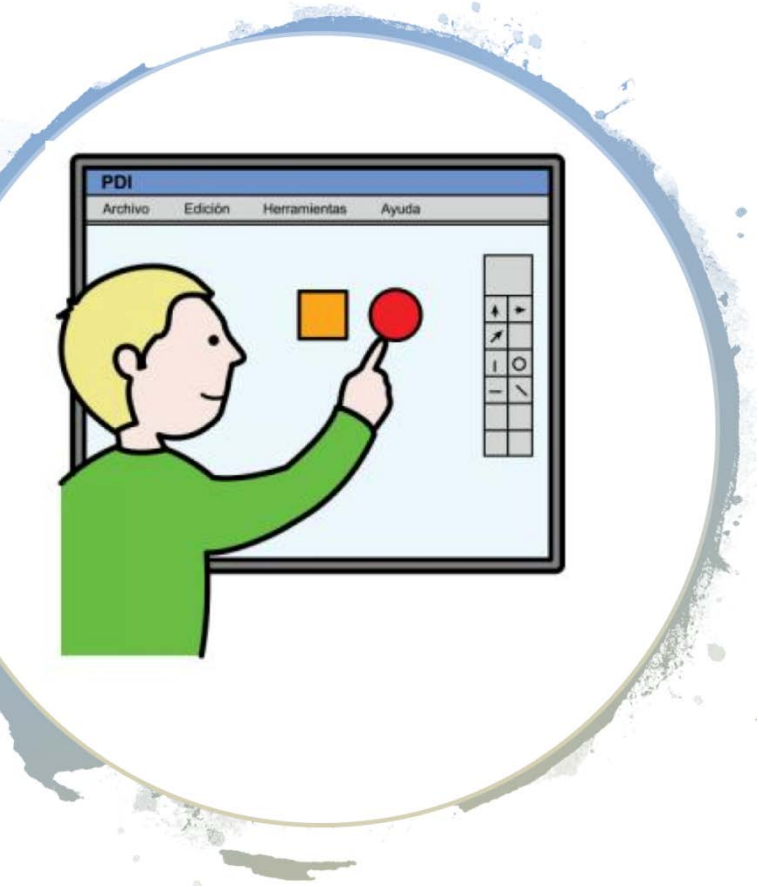
Evaluation

Communication skills for accessible and inclusive tourism sector

Communication in group and problem solving



SUMMARY OF SESSION 3



- ✓ Introduction to good communication in group and problem solving

SESSION 4

AGENDA



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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?

Introduction to communication at work and work interview

Communication skills for accesible and inclusive tourism sector



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

Job interview

Communication skills for accessible and inclusive tourism sector



JOB INTERVIEW

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



Job interview

Communication skills for accesible and inclusive tourism sector

For job interview is important:

- To get **suitable suit**, which is not too small or to 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.

Job interview

Communication skills for accesible and inclusive tourism sector



- **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 end 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 of yourself

Job interview

Communication skills for accessible and inclusive tourism sector



Activity 4

Job interview – role play



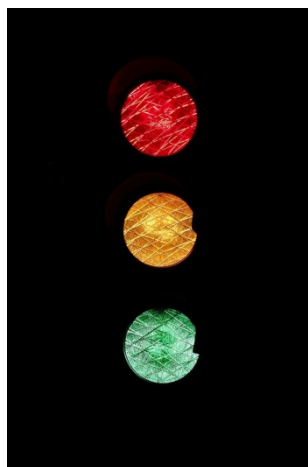
Job interview

Communication skills for accessible and inclusive tourism sector



Activity 5

Communication traffic lights

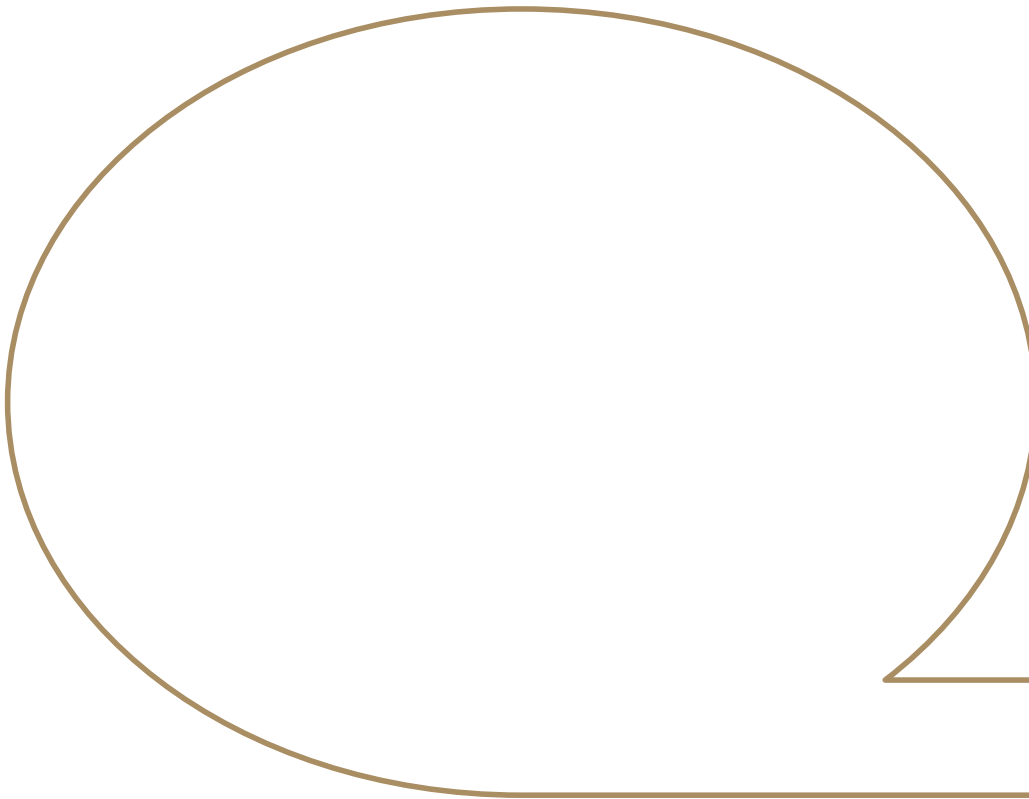


Job interview

Communication skills for accesible and inclusive tourism sector



Discussion



Job interview

Communication skills for accesible and inclusive tourism sector

Conclusions



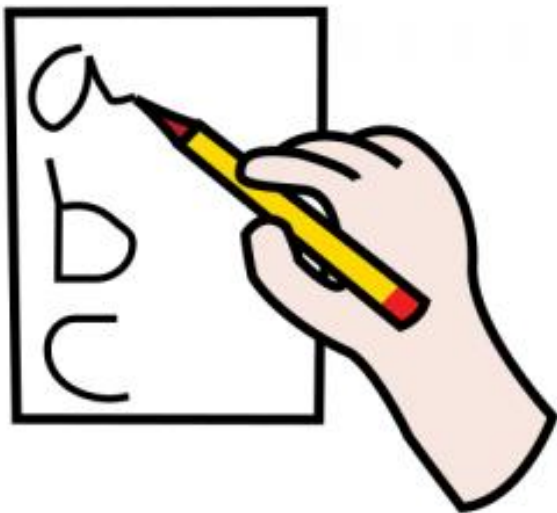


4.4. EVALUATION

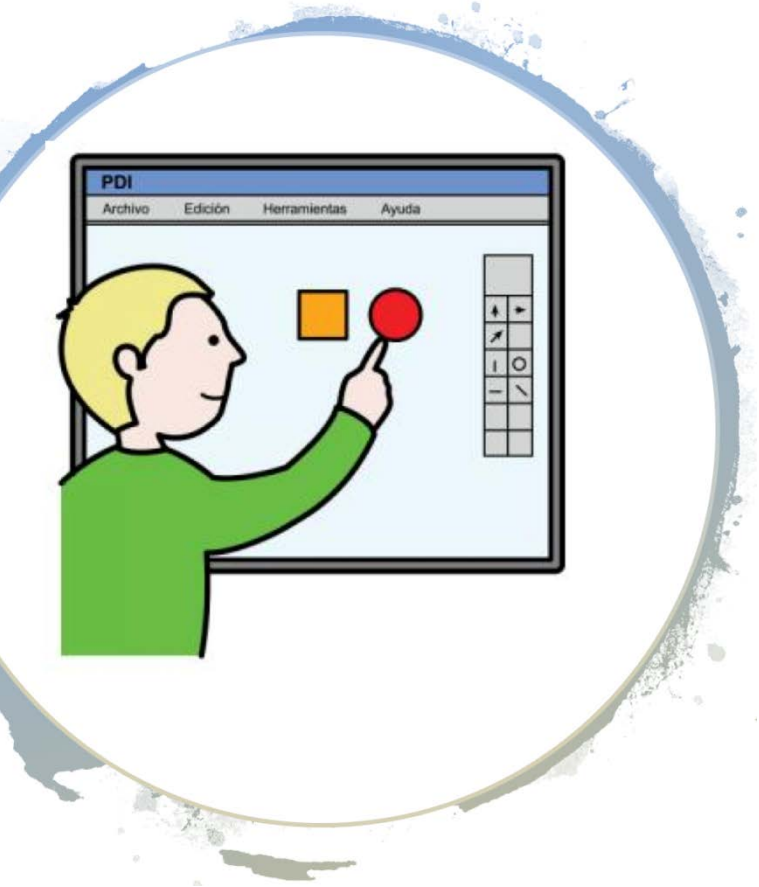
Evaluation

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

ONLINE SESSIONS

BLOCK 1: SOFT SKILLS IN THE TOURISM SECTOR



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UNIT 2: COMMUNICATION SKILLS FOR TOURISM SECTOR

Online session

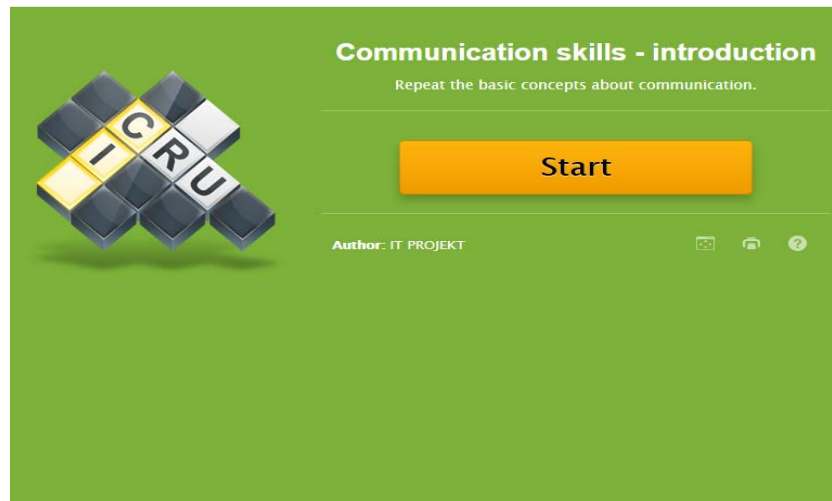


Activity 1

Introduction



Repeat the basic concepts about communication



Activity 2

Introduction



Repeat what you learned about communication.

The screenshot shows a game interface with a green background. On the left, there is a diagram with four squares (two white with orange borders, two grey) connected by lines and dots. The title 'Communication skills - introduction' is at the top right, followed by the instruction 'to repeat what you learned about communication.' Below this, a green box contains the number '2' and the text 'NUM. TRIES'. A large orange 'Start' button is in the center. At the bottom left, it says 'Author: IT PROJEKT'. On the bottom right, there are three small icons: a calendar, a briefcase, and a question mark.

Communication skills - introduction

to repeat what you learned about communication.

2
NUM. TRIES

Start


Author: IT PROJEKT

Activity 3

Types of communication



Match different types of communication with the pictures that represents them.



Communication skills - types of communication




Match different types of communication with the pictures that represents them. Describ or talk about each type of omunication.

2

NUM. TRIES

Start


Author: IT PROJEKT



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



Communication skills - 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 - what are

Show more

2
NUM. TRIES

Start

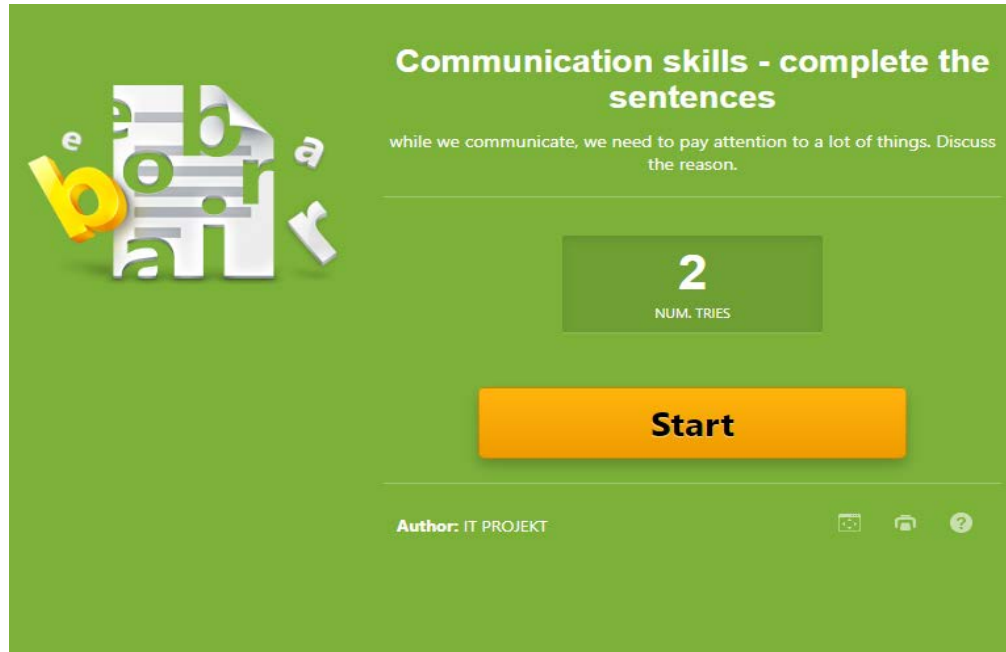
Author: IT PROJEKT



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

Icons for social media and help are visible at the bottom right.

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

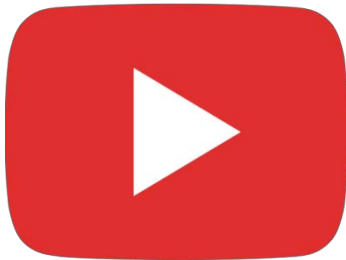
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