

# Seven C's of Communication for Smooth Sailing of Hospitality

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**Abstract**—Tourism has become a popular global leisure activity as well as a major source of income. The hospitality and tourism industry is accelerating at very fast pace. Any minor and major economical, environmental and social change affects this industry. Globalization is essentially a process by which an ever tightening network of ties that cut across national political boundaries connects communities in a single, interdependent whole, a shrinking world where local differences are steadily eroded and subsumed within a massive global social order (Mowforth & Munt, 1998). George William Curtis (1824-1892), said: "It is not the ship so much as the skillful sailing that assures the prosperous voyage." This article provides the importance of Language & Communication in the field of Tourism & Hospitality. No doubt our world has certainly become much smaller in the last several centuries as well as also getting bigger and more unpredictable. Cultural and geographical contexts still play a large part in shaping different societies and their methods of interaction with others. "There are no foreign lands. It is the traveller only who is foreigner" - Robert Louis Stevenson. Hence for students of tourism and hospitality industry, the need of an hour is to be proficient in the use of the global language and to be efficient in serving the needs of guests and tourists with the help of the international language.

**Keywords:** Globalization, English language, communication skills, training, sustainability

Theme: Hospitality Education

## 1. INTRODUCTION

The travel, tourism and hospitality industry today is a very dynamic and booming work sphere with great scope for the use of creativity, imagination and orientation on a global level. The tourism industry is one of the largest and most profitable industries in the world and contributes substantially to the foreign exchange. In dictionaries tourism is defined as 'Travelling for Pleasure' and a tourist as one who travels for pleasure. Recent researches on tourism postulates the three approaches in defining Tourism technical, economical and holistic. Tourism has experienced continued growth and deepening diversification over the decades to become one of the fastest growing economic sectors in the world [1]. World Tourism Organization states that Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a

key driver for socio-economic progress [Graham M.S. in his book 'Global Tourism' treats tourism as a sociological process, an art of promotion with a discourse of its own [2]

## 2. THE INFLUENCE OF GLOBALIZATION ON TOURISM

Tourism is one of the world's largest rewarding and multinational economic activities. It ranks among the top five export industries for 83% of countries. It involves the greatest flow of goods, services, and people on the surface of the earth, and it is, therefore, the most visible expression of globalization. Globalization has opened new opportunities for tourism development. It has facilitated growth in tourism through developments in electronic technology, communication, and transportation. The rapid spread of information technology has improved the efficiency of the tourism industry, its operations as well as the quality of services provided to consumers. It has also generated increased demand for new travel services, such as computerized hotel and car bookings, online reservation services, teleconferencing, video brochures, smart cards, and electronic funds transfer. The increasing use of the Internet in destination marketing, direct sales, and bookings has given rise to electronic tourism markets. The development of sophisticated websites has allowed for the direct dissemination of travel information to potential clients. The Internet has made travel products globally accessible at much lower costs. As a result, customer demand has become more technology and Internet-driven. In fact, the Internet has become the most sought-after amenity in hotel rooms, airports, travel information and entertainment centers, and educational institutions. The impact of technology and the Internet has dramatically affected all operations of the travel industry and significantly reduced the need for travel intermediaries.

These lines stated by Kofi Annan on globalization, rightly suits on tourism and hospitality industry, "We are at the service of the world's peoples and we must listen to them. They are telling us that our past achievements are not enough. They are telling us we must do more and how to do it better". The Millennium Report also says that the greatest challenge

we face today is to ensure that globalization becomes a positive force for all over the world's people, instead of leaving billions of them behind in squalor. Inclusive globalization must be built on the great enabling force of the market, but market forces alone will not achieve it. It requires a broader effort to create a shared future, based upon our common humanity in all its diversity". From the very inception of life, travel has fascinated man.

### 3. TOURISM AS A SERVICE INDUSTRY

The tourism industry revolves around with the services provided to the people: for example, a hotel provides lodging and a tour guide provides recreation. These are usually non tangible things. In comparison, a goods-based industry provides physical, tangible items to consumers. Tourism is travel for recreational leisure or for business purposes. Tourists have always travelled to distant parts of the world to see great buildings, works of art, learn new languages, experience new cultures, and to taste different cuisines. (Kumar Sunil, 2014)[3]. According to the World Tourism Organization, tourists are people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. One of the earliest definitions of tourism was provided by the Austrian economist Hermann Von Schullard in 1910, who defined it as, "sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region. Tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents, so far as they do not lead to permanent residence and are not connected with any earning activity (Hunziker and Krapf, 1941)[4]

### 4. TOURISM & COMMUNICATION

The language of tourism has its own essence. Tourism is an industry that sells intangible experiences through the hospitality services. There is now an established discourse, both in the popular imagination and in the academic research of English as a 'Global Language' of English being the pre-eminent language for international communication and thus an important, if not vital, element in the skill-set necessary for successful participation in 21st century society. (Crystal 2003)[5]

Communication is vital to the success of tourism businesses since it is only through the effective use of communication that tourism marketers can offer customers tangible cues about those intangible experiences. Also, while communication is an essential component in the conduct of any service business, it has got an overarching role in tourism. Tourists are individuals who want to escape from the routines of the mundane world. They want to experience 'the other' aspect of their selves not allowed to be expressed in the ordinary life settings. Such a

conceptualization of the tourism phenomenon gives us clues about the type of communication that will be appreciated by tourists. Leisure tourists, especially, would not want formalities of any sort. Hierarchically structured, grammatically proof, and elitist communication formats are known to engender aversion in the minds of them. While the aforesaid format may be somewhat acceptable among business tourists, even they want a pleasant air of informality in the treatment towards them. So, the key to success in communication with tourists is to exhibit by means of verbal and non-verbal means a relaxed attitude while ensuring that the same is not misconstrued as carelessness, recklessness, or unruliness. George. B, 2011[6]

### 5. COMMON LINK LANGUAGE: ENGLISH

In order to ensure the quality of hospitality Services' it is necessary to find common language between supply and demand sides. Since English has become an international language, it has become increasingly necessary for employees working in tourism and hospitality industry to develop the language skills to be able to fulfill the requirement of tourists. Furthermore, globalization has increased competition in tourism markets, and destinations are exposed to tough price competition on homogenized products by rivals worldwide Friedman, J.1995 [7]. Given these challenges and the desire by locals for sustainable tourism development, human resource development is critical to the success of tourism in many markets. There is a growing acknowledgement that economies of the 21st century need to be knowledge based rather than commodity based and be driven by knowledge development innovation and commercialization. (Ghisi, 2007)[8]. Intangible asset is a new concept invented by Karl Erik Sveiby, because the knowledge is immaterial, intangible and qualitative (Ateljević-Jureta, 2009)[9]. In today's tourism world only institutions with providing a platform for developing and producing the newly emerging globalized skills (management and language) can evaluate its potentials in the name of tourism.

### 6. ENGLISH AS A UNIVERSAL MEDIUM OF LANGUAGE

Communication skill is an important element of hospitality industry. With English increasingly being positioned as the pre-eminent language of international communication, Good oral and written communication skills are the top important skills for hospitality practitioners at different positions and levels. In today's postindustrial society, services have the greatest importance in meeting human needs. In the services sector, tourism plays an important role and it has been laid down by the British Council in their English for Specific Purposes also. The use of English gets started from the time, Brochure is laid out to facilitate the Travelers and Tourists. Professionals in this industry should know the various in and outs of the products & services where English could be used. Thus it is necessary to explore the discourse that promotes

English as a language for international development, and analyse the expectations and claims that are made about competence in the English language in the field of Travel and Tourism.

## 7. TEACHING AND TRAINING

Training is a crucial part of the Hospitality industry. Being a service industry, it deals directly with the clients and customers. A huge responsibility comes on the facilitator or the trainer to make students' aware about the:

- Concept of Communication
- Importance of Communication
- Different Communication styles
- Effect of cultural differences in Communication
- Usage of English Language & industry related vocabulary

In a recent survey of recruiters from companies with more than 50,000 employees, communication skills were cited as the single more important decisive factor in choosing managers. The survey, conducted by the University of Pittsburgh's Katz Business School, points out that communication skills, including written and oral presentations, as well as an ability to work with others, are the main factor contributing to job success. Given the potential for interesting and rewarding careers in this industry, many young people are looking for suitable courses which will help prepare them for careers in management within the tourism and hospitality industries. One of the major affect of the globalization has had on the way of communication. Communication is an inevitable part in the tourism industry, where the risks and consequences of misunderstandings are high, and so are the potential costs. Tourism Industry has a new horizon in becoming the biggest employer and by 2015 more than 125 million people will be employed in this sector. The accelerated growth in the sector made it as the most important industry all across the world. In spite of the increasing importance placed on communication skills, many individuals continue to struggle with this, unable to communicate their thoughts and ideas effectively – whether in verbal or written format. This inability makes it nearly impossible for them to compete effectively in the workplace, and stands in the way of career progression. Looking at the potential of the industry there is an urgent need and requirement of the training professionals according to the changes happening due to the globalization.

## 8. ESSENTIALS OF COMMUNICATION FOR DESIGN OF CURRICULUM

### 8.1. Correctness

Correctness in communication implies that there are no grammatical errors in communication. Correct communication has following features:

The message is exact, correct and well-timed. If the communication is correct, it boosts up the confidence level.

### 8.2. Completeness

The communication must be complete. It should convey all the facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly. This could very well used in the field of travel and tourism. A complete communication has following features:

- Complete communication develops and enhances reputation of an organization.
- A complete communication always gives additional information wherever required. It leaves no questions in the mind of receiver.
- Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.
- It persuades the audience.

### 8.3. Conciseness

Conciseness means wordiness, i.e. communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication. Concise communication has following features:

- It is both time-saving as well as cost-saving. It underlines and highlights the main message as it avoids using excessive and needless words.
- Concise communication provides short and essential message in limited words to the audience.
- Concise message is more appealing and comprehensible to the audience.
- Concise message is non-repetitive in nature.

### 8.4. Consideration

Consideration implies "stepping into the shoes of others". Effective communication must take the audience into consideration, i.e. the audience's view points, background, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience's needs while making your message complete. Features of considerate communication are as follows:

- Emphasize on "you" approach.
- Empathize with the audience and exhibit interest in the audience. This will stimulate a positive reaction from the clients and customers.

### 8.5. Clarity

Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. Clarity in communication has following features:

- It makes understanding easier.
- Complete clarity of thoughts and ideas enhances the meaning of message.
- Clear message makes use of exact, appropriate and concrete words.

### 8.6 Concreteness

Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. Concrete message has following features:

- It is supported with specific facts and figures.
- It makes use of words that are clear and that build the reputation.
- Concrete messages are not misinterpreted.

### 8.7 Courtesy

Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic. Courteous message has following features:

- Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message.
- Courteous message is positive and focused at the audience.
- It makes use of terms showing respect for the receiver of message.

These 7C's of communication surely will serve the specific purpose of this industry. The growth of tourism and hospitality professionals would be much higher as this industry depends mostly on communication. Incorporating these as a language module in the curriculum of hospitality and tourism professionals will give a boost to the industry worldwide. By incorporating these C's in the curriculum surely the performance of the tourism professionals will increase. It is a well known fact that the better we communicate, better the business would be. Communication has also become globalized. The current positioning of English as the global language means that it is essential for people dealing with tourists of any kind, anywhere. Thus the Specific English language Teaching is a must to the students' going to make their future in tourism and hospitality industry.

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