

COURSE SYLLABUS

Course title: Business Communication in Tourism Organisations

Study programme and level:

Tourism Enterprise
Management, 1st / Bachelor's
degree study programme

Content (Syllabus outline):

1. Introduction to business communication in tourism theory
 - A first look at communication theory
 - The communication processes in tourism organisations.
2. Communication skills
 - Verbal and non verbal communication
 - Interpersonal and digital communication
 - Business Etiquette
 - Social responsible organisational communication
3. Management of business communication in tourism organisations
4. Business meetings and discussions
 - Business negotiations
 - Public speaking and presentations.
 - Internal communication.
5. Cross-cultural communication in tourism organisations

