
UNIT 24 PERSONALITY DEVELOPMENT AND COMMUNICATING SKILLS

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24.0 OBJECTIVES

After reading this Unit, you should be able to:

- develop those facets of your personality which are essential for the travel and tourism business,
- improve your skills of communication, both verbal and non-verbal,
- do your job more efficiently, and
- effectively project the image your company wants you to project.

24.1 INTRODUCTION

The travel and tourism business is unique in the hospitality industry in the sense that its products cannot be felt, touched or seen. They are only heard and experienced. Here you do not sell tangible products but rather sell ideas and services.

You also have to remember that this is a “service” industry, where the customer is always “supposed” to be right. You, therefore, have to highlight those aspects of your personality which will appeal to your customers and give you self-confidence. The development of communication skills will give a further boost to your personality. We have, in this Unit, outlined in a general fashion, some of the points which will make you and the “services” you offer, attractive to your customer.

It may appear, as you go through this Unit, that we are curbing your individual style and encouraging a stereotypical uniformity. But remember, your job is to project the image of the company/organisation in which you are working—an image which the company has invested a lot of money and effort to build up. Hence, a certain uniformity and conformity is required in order to project that image. The same would be the requirement in the case of your own enterprise.

24.2 PERSONALITY DEVELOPMENT: PHYSICAL ASPECTS

All of you have the experience of salespersons who sell various kinds of household

products from door-to-door. Do you first look at the product or at the salesperson? If the person is presentable, then you may talk further. But if the person is not presentable then you tend to make some excuse or the other for the person to go away. Similarly in tourism related business, you have to first present your personality before you can even present your ideas, services or products. Remember, that your customer seizes you up within the first forty-five seconds of meeting you and you never get a second opportunity to make the first impression. The first impression is the best and lasting impression, and it is here that you have to score. But in doing so you cannot afford to overdo or show-off. It has to be in a natural way i.e. a part of your personality. You should always keep this in mind that the first impression given by an employee of a company/organisation is also an impression about the organisation. For example a casual approach at the reception of a hotel may lead to the impression that services would not be good here.

So now let us take a look at some of the physical aspects which will help you improve or develop your personality.

24.2.1 Male

- 1) **Hair:** Your hair should be short and well-trimmed, with a style that suits your face. Long hair is not appreciated. In order to groom your hair, massage your hair once a week with warm oil; shampoo and condition it everyday. Avoid oiling your hair after the shampoo. Oil attracts dirt and grime and makes the hair look limp and unattractive.
- 2) **Shave:** To look fresh and tidy, you must shave everyday. Take a great deal of care when you shave to avoid nicks and cuts. Washing your face with hot water prior to applying the shaving cream will help to soften the hair of the beard and make shaving easier. you could use an after-shave lotion to refreshen you and soothe the skin. Make sure that the fragrance of the after-shave is not too strong.
If you keep a beard and/or a moustache, keep it well trimmed.
- 3) **Shirt:** A pastel shade or a white shirt is preferred and it should be long sleeved. It must be well tailored to give you a good fit and should match your tie, trousers and jacket. Make sure that the shirt has all the buttons, including the collar and cuff buttons. Above all, the shirt should be clean and well-ironed.
- 4) **Tie:** The tie should be well knotted and should stay fit at the collar. It should not be allowed to dangle like a noose around the neck. It's design and colour should match your shirt, trousers, and jacket.
- 5) **Trousers:** It should be simple and comfortable to wear, without any fancy trappings. It should match your shirt tie and jacket. Make sure that the trouser is properly tailored, clean and well-ironed.
- 6) **Jacket:** It must complement your shirt, tie and trousers. It should be properly tailored, clean and well ironed.
- 7) **Socks:** Wear socks that match your shoes and the rest of your attire. Make sure that you always wears socks and that you change them daily because they tend to stink.
- 8) **Shoes:** Your shoes may either be slip-ons or with laces. The design should be simple; avoid fancy designs. The colour of your shoes should match and complement the rest of your attire. It is always preferable to wear shoes that have rubber or synthetic soles and heels in order to prevent unpleasant noises. Make sure that you clean and polish your shoes everyday.

It may appear to you that we are suggesting that western attire is necessary in performing you duties. This is not so. In fact, it would be better if you wear the local clothes of the region in which you are working. Foreigners want to see the 'real' India in all its local colour. So do the domestic tourists while visiting another region. If you are catering to foreign/domestic tourists you must keep this factor in mind.

Of course, clothes are a matter of personal preference, and ultimately you should wear clothes in which you feel comfortable and which project your personality well.

24.2.2 Female

There is always a temptation for women to be flashy because the travel and tourism

business is also a show business. But you should remember that in your attire, elegance is the key to attraction.

- 1) **Hair:** If you have hair that is short or medium in length, brush it well so that it stays above your forehead and behind your ears. If your hair falls over your forehead, then you tend to constantly push your hair back. This can annoy your customers. If you have long hair comb it into a neat bun. Make sure you shampoo and condition your hair regularly. You may use a herbal conditioner like henna from time to time.
- 2) **Make-up:** It should be subtle so that it adds a charm to your face rather than give the impression that your face has been painted. Whatever you use, remember that your make-up should be in keeping with your face and personality, bringing forward the best features of your face in the most natural way.
- 3) **Perfume:** Just like make-up, if you wish to use perfume you must make sure that it is subtle and not over-powering. Therefore, avoid strong and heavy perfumes which may make your customers feel uncomfortable. You could use flowery fragrances made by well-known companies.
- 4) **Clothes:** If you are wearing a sari, a floral design with small flowers or a striped design with a matching blouse gives you an elegant appearance. The sleeves of your blouse should be about one inch above your elbows and the neckline should be sufficiently modest. When you drape your sari, it should stay in place with all its folds and creases. As an example, look at the air hostesses of Air India and Indian Airlines; you will observe how elegant they appear in this attire.

If you prefer a western style outfit, it is better to wear a business suit consisting of a skirt that reaches just below your knees, a matching short-sleeved plain or frilled blouse and a long sleeved jacket. Observe the uniform of the air hostesses of some of the reputed European airlines. Avoid western style dresses if you can do without them.

If you prefer to wear a **salwar-khameez**, it is preferable to wear a small sleeveless waist-coat with pleasant floral designs rather than wear a **dhupatta**, because a **dhupatta** has a tendency to fall over your shoulders even when it is pinned up.

- 5) **Footwear:** If you are wearing a sari or a salwar-Khameez then choose either sandals or slippers with heels not higher than six inches. If you are wearing a western outfit then wear skin-coloured stockings with matching closed shoes which have heels not higher than six inches. Wear footwear made of good leather.
- 6) **Jewellery:** Let the jewellery that you wear be simple and to the minimum. For ear rings, wear studs rather than long rings that dangle from the ears. Wear a thin, simple chain around your neck if you like, and a maximum of two thin bangles. Wear tasteful and well-made rather than junky jewellery.

If you wear ethnic jewellery, make sure that you are aware of the region to which it belongs, because customers could often ask you questions about it.

Several organisations may have their own uniform and you will have to follow the rules of dress specified by your organisation. For example every airline has its own specific rules and code of conduct.

Check Your Progress 1

- 1) What is the importance of first impression?

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- 2) Would you rather be flashy or elegant. Why?

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24.3 HYGIENE, HABITS AND FITNESS

In this section we deal with hygiene, habits and fitness.

i) Hygiene

Personal care and hygiene are important to us as individuals. They enable us to stay clean, neat and tidy throughout the day. In the travel and tourism industry, it is also a discipline demanded by your employers and customers. Hence, you need to cultivate the following practices:

- 1) Have a bath daily, if necessary, even twice a day. Wash your hair at least twice a week. During your bath pay special attention to places like the ears, nose and neck where dirt can accumulate. Use a soap and/or shampoo that suits your skin and hair.

In International tourism it is not only important to be efficient in your job, but to continue to have a fresh and healthy odour throughout the day. In a hot country like India, it is perhaps advisable to use a lightly fragrant deodorant which may help you feel and smell fresh.

- 2) Trim the nails of your fingers and toes regularly. If you use nail polish, then avoid gaudy colours and use pastel shades. Since your hands are on display all day long, see that your nail polish is not chipped and your hands are well manicured.
- 3) Wear a fresh set of clothes everyday, especially under clothes. Make sure that your clothes are well tailored to give you a proper fit and comfort, are clean, well ironed and properly worn so that you look elegant.
- 4) As already mentioned, it is essential for men to shave everyday. If you would like to keep a moustache, then it should be properly trimmed. This requires time and effort which you should adjust accordingly.

ii) Habits

Our habits are a matter of personal concern to each person, yet they should not irritate or annoy our customers. Some of the common habits that many people have are that of biting and cleaning dirty nails, pencil in your mouth, digging the nose, wiping perspiration, touching or scratching parts of the body—all in the presence of customers/clients. Be alert and conscious of these habits. If for any reason you must do it, then use the toilet for the purpose.

iii) Fitness

One of the important things we owe to ourselves which has a great effect on our personality development, is to keep fit and slim. To achieve a desired degree of fitness we need to eat a healthy diet and to exercise regularly.

The word 'diet' has almost become synonymous with losing weight. Strictly speaking it actually implies what one should eat to keep the body in perfect shape and fitness, but most of us immediately associate the word with eating programmes that are designed to shed weight. This is because excess body weight is probably the most common problem today.

Eating is dictated by hunger and appetite. Hunger is a basic urge that fulfils a physical need, while appetite can make you eat even when you are not hungry. Appetite is stimulated by the smell and sight of food, and not by physical need. There are also many compulsive eaters who feel the urge to eat when they are emotionally tense or upset, or even bored. Overeating is a means of compensating for their frustrations. So be ware of why and when you eat.

A certain degree of calorie consciousness and healthy eating habits go a long way in maintaining your health and figure. Healthy eating calls for intelligent selection of foods and preparations that satisfy both hunger and the palate. Including fresh fruit and raw vegetables in your diet provide many of the nutrients required for your body. It would be advisable to include them in all your meals.

Another important way to achieve and maintain a good figure is to exercise regularly. This not only enables us to lose weight, but gives firmness and tone to the muscles which makes the figure proportionate. Regular exercise also improves the general health. It improves the efficiency of the respiratory system and the heart; it increases energy and stamina, improves sleep and relieves mental tension. So devote atleast half-an-hour a day to either a regular routine of exercises (it could be yoga) or walking; jogging, running, skipping, cycling or swimming.

Adequate sleep (6 to 8 Hours) is very important to keep fit. The tourism and hotel business, as you know, is a "show business" where one is often hectically socializing. However, a disciplined life style will keep you fit and energetic for your job.

Check Your Progress 2

- 1) What is the link between fitness and personality?

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- 2) Why is it necessary to maintain hygienic conditions?

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24.4 COMMUNICATING SKILLS

Besides personal appearance, another important way in which your personality comes across is when you communicate with each other.

The word communication is derived from the Latin term **communicare** or **communio** both of which mean to share. Therefore communication is a process of sharing, transferring, or exchanging information, ideas, views and feelings between two or more persons.

Communication is the very essence of human interaction. In any sphere of life, it is difficult to get along without communicating with others. In the service industry, it is just impossible.

If you look at Figure 1, you will observe that in order to make communication effective, there must be a 'sender' and a 'receiver'; a message, a medium and a feedback. The sender sends the message to the receiver through a medium which may be oral, written or non-verbal. Similarly, the receiver responds to the sender's message by giving feedback to the receiver. This ensures that the receiver has:

- received the message, and
- either understood the message or has not understood the message, so she/he requires a clarification.

Without feedback, communication is incomplete.

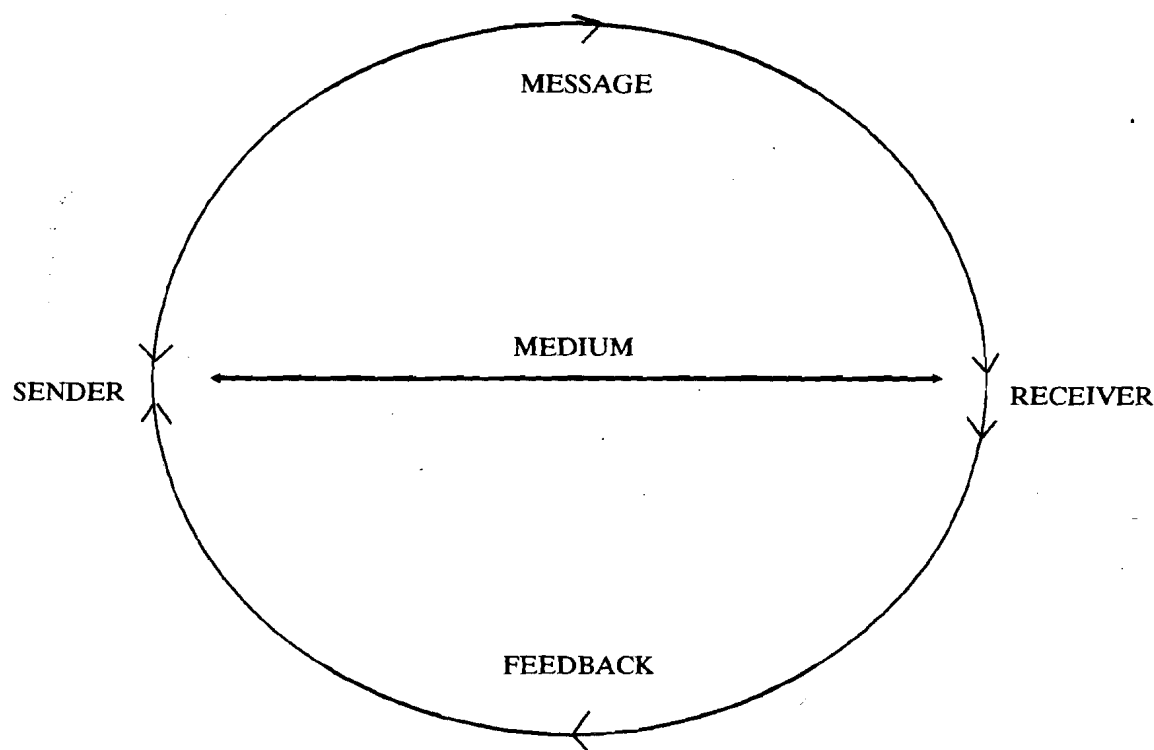


Fig. 1

24.5 LISTENING AND SPEAKING

Experts estimate that we spend about 11% of our time in writing, 15% in reading, 26% in speaking and 48% in listening (see Figure 2). But are you really listening? In the hospitality industry, it is essential to listen first and then to speak because listening involves hearing and understanding. When you listen first, you are then able to speak effectively because you have properly understood what the listener wants. Thereby your effort is to give total satisfaction to your customers.

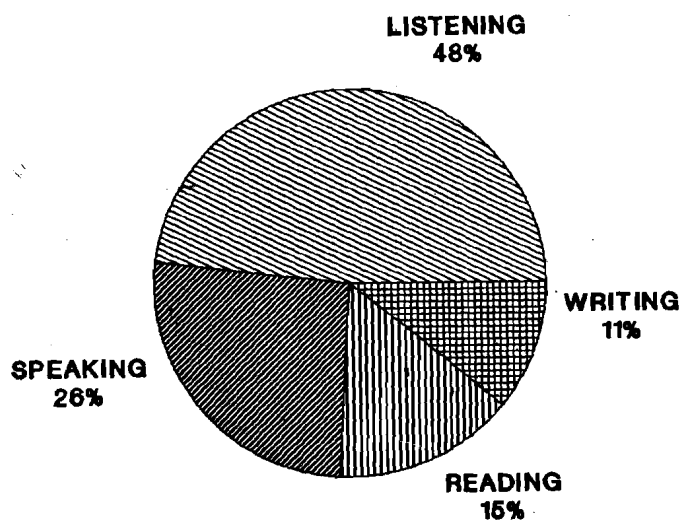


Fig. 2

Human nature being what it is, people are often prejudiced and biased. It is evident in the manner in which they communicate. This acts as a barrier and adversely affects your communication. Some of the common barriers are:

- 1) **Preconceived Notions:** At times you pre-judge people before they speak, thus allowing your opinions and ideas of them come in the way of what they are trying to say.
- 2) **Words:** Many words in English and in other languages have different meanings relating to the context of what is being said. You must be careful not to use words that may cause confusion in the receivers mind. So use words that are simple and easily understood.
- 3) **Poor Listening Skills:** Listening means understanding the speaker, not only hearing her/his words. So listen to what is being said. In fact, one of the pitfalls which people are prone to is mental dissipation or subconscious mind wandering. The only way to overcome this kind of mind wandering is through a determined effort to listen carefully.
- 4) **Stereotyping:** This is placing people into blocks and forming opinions about them e.g. Tourists want drugs; Businessmen are crooks; Workers create trouble, Politicians are shrewd; Youth are irresponsible. Take a positive approach towards people and what they say, and avoid such preconceived notions.
- 5) **Emotions or Feelings:** Anger, hate, jealousy, worry, sorrow could influence peoples' judgement and prevent them from thinking seriously and fairly. Hence, while on job avoid these negative feelings.
- 6) **Wrong Channels or Medium:** This is giving long messages over the phone or detailed messages verbally. The receiver may forget or get confused. Always be crisp and to the point.
- 7) **Poor Verbal Skills:** This is like speaking too fast or too slow, too loud or too soft or keeping a monotonous tone of voice. Often you are unable to articulate properly because your lips and facial muscles are tight. To be an effective speaker, your lips, facial muscles and articulating organs must all be flexible.
- 8) **Confusing the Message:** This is speaking without thinking of what you really want to say. This can confuse the receiver.
- 9) **No Rapport with Listeners:** Unable to arouse the listeners interest due to lack of involvement of the listener in the subject is another barrier.
- 10) **Unconvincing:** The speaker is, at times, not convinced about the subject or not sure about the facts or the purpose of the occasion. In fact, in this industry, as perhaps in most jobs, you must be aware of the rules and procedures and be able to explain and justify them. Sometimes you may feel that certain rules are being violated by a guest in a hotel for instance. How would you deal with this situation? A certain degree of firmness and professionalism should be used to deal with such matters. In fact you can be both polite as well firm at the same time. For example see this conversation:

"You are breaking rules you can't do this, we will throw you out of the hotel" (bad).

"Well sir, This is not acceptable to the management. Please don't do it, it might lead to unpleasantness" (good).
- 11) **Accepting Criticism:** Often you or the services you offer may be criticized by your customers. You must be able to accept criticism without being over-defensive or over-apologetic.

In order to avoid these pitfalls there are several things that you might attempt to do.

First of all you should enjoy communicating with others. At the same time you need to improve your poise and confidence. In the beginning you need to be conscious of the need to improve, yet you cannot appear self-conscious. Also remember, that the skills of communication are to be constantly developed and you keep learning through experience and interaction. Your aim should be to effectively communicate your ideas **clearly, confidently, creatively, interestingly and persuasively**. To be able to achieve this, you must know your job well, be sure of the rules and procedures and be well informed.

In the tourism industry, you are constantly interacting with all sorts of people, including

foreigners. They may need information about our country, its politics, people and culture. So make it a point to read the daily newspaper, magazine section of newspapers, travel magazines and other promotional literature from the tourist departments.

There is no harm in picking up books that train you to be a better listener and speaker. These books will give you certain points to self-improvement:

- develop a keen mental attitude,
- know and understand the people you have deal with,
- make your conversation polite, clear and interesting,
- enunciate your words clearly,
- be persuasive, forceful and direct without being authoratative, and
- empathise, i.e. develop the capacity for participating in the other person's feelings or ideas. In fact, this may be the most important ingredient for successful communications.

24.6 VOICE

The manner in which you use your voice not only helps you to develop your personality but also improve your customer relations. Here are some hints on how to use your voice effectively.

- 1) **Volume** : Just loud enough for your customers to hear. Not too loud for everyone else nearby to hear nor too soft for your customers to strain themselves.
- 2) **Pace** : You have to speak at the speed at which your customers can hear and understand what you are saying. If it is fast, they might have difficulty trying to catch up; if it is slow, it's boring.
- 3) **Pitch** : You should from time to time as the situation demands, change the pitch and tone of your voice. In this way you will command your customer's attention.
- 4) **Enthusiasm** : If you genuinely like your customers it will reflect in your voice. This will in turn involve your customer in whatever you are saying.

You cannot speak correctly unless you breathe correctly. Diaphragmatic breathing is the key to a pleasant and a well projected voice. Without diaphragmatic breathing, it is impossible to control your voice or to utilize its full range. Incorrect breathing is the origin of most speakers' troubles.

Here is an exercise which will help you breathe properly:

- 1) Put your hand on your stomach.
- 2) Breathe deeply. Your stomach and your hand should move forward.
- 3) Now exhale by pulling your diaphragm in. The diaphragm pushes against the lungs and forces the air out.

Don't think of the biological make-up of the voice, the throat, or the palates. Just imagine the air coming through a tube from the lungs and out your mouth. Repeat this exercise several times a day.

Check Your Progress 3

- 1) Mention three barriers that effect your communication.

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2) In what ways can you use your voice effectively?

24.7 TELEPHONE CONVERSATION

So far in this Unit, we have concentrated on face-to-face interactions. In the hotel and tourism business, however, telephone conversations play an important role: you may have to make room bookings over the telephone, give information or just take down messages. The fact that you cannot see the speaker or the listener on the other side of the telephone line makes a lot of difference to the language you use. In a face-to-face conversation you can see each other's reactions. The facial expressions and gestures give a cue to the feelings of the participants in the interaction. These extra linguistic features of face-to-face communication are missing when you speak on the telephone. You, therefore, have to be very careful in your speech on the phone so that nothing is missed by the listeners—or by you. You may often have to repeat things and speak very clearly so that important words are highlighted and the message received.

Again, in a face-to-face conversation one tends to be more spontaneous, while in a telephone conversation one uses certain set phrases.

Let's look at some of the telephone conversations given below:

Case-1 (good)

- Sunil : Good morning. 'The Residency Guest House'.
(working in (in a polite tone)
a guest house)
- Mr. Rashid : Morning. Could I speak to Mr. Gupta please? Room No. 7.
- Sunil : Hold the line sir
(brings out I'm afraid he's not in. Can I take down the message?
his pen and paper)
- Mr. Rashid : Could you tell him to call Harun Rashid at 684296.
- Sunil : Could I have your name again please?
- Mr. Rashid : Ah yes, it's Harun Rashid— H-A-R-U-N Rashid.
- Sunil : (Interrupting) and the no. Sir is 684296.
- Mr. Rashid : That's right.
- Sunil : He'll get the message sir.
- Mr. Rashid : Thank you.
- Sunil : You are welcome, sir.

Case-2 (bad)

- Sunil : Guest house
(in harsh tone)
- Mr. Rashid : Could I speak to Mr. Gupta in No. 7, (Sunil without any answer
connects Rashid to Gupta's room. Mr Gupta is not in. The Bell
keeps ringing. After some time Sunil comes back on the line).

- Sunil : He is out
- Mr. Rashid : In that case could I leave a message?
(Sunil shouts to another colleague)
O Ramesh pen dai yaar.
(he could have kept his hand on the receiver after telling Rashid to wait a second)
- Sunil : What is the massege?
- Mr. Rashid : Tell him to call Harun Rashid at 684296
- Sunil : OK OK
(keeps the receiver down)

As the case in telephonic conversation, while making announcements on the public address system also you have to be polite, to the point with an effective voice.

24.8 NON-VERBAL COMMUNICATION

In our communication, as much as 67% is being said without a word being spoken! This is done through body posture, gestures by hands, eye contact or facial expressions. This is commonly known as body language or non-verbal communication.

Posture: Posture plays an important role in our communication with people. So if you have to stand, stand in an upright position, avoid leaning on the counter or on the table because that looks sloopy.

If you have to sit, make sure that the trunk of your body is in an upright position, avoid leaning on the counter or on the table and keep your hands to yourself except for making gestures.

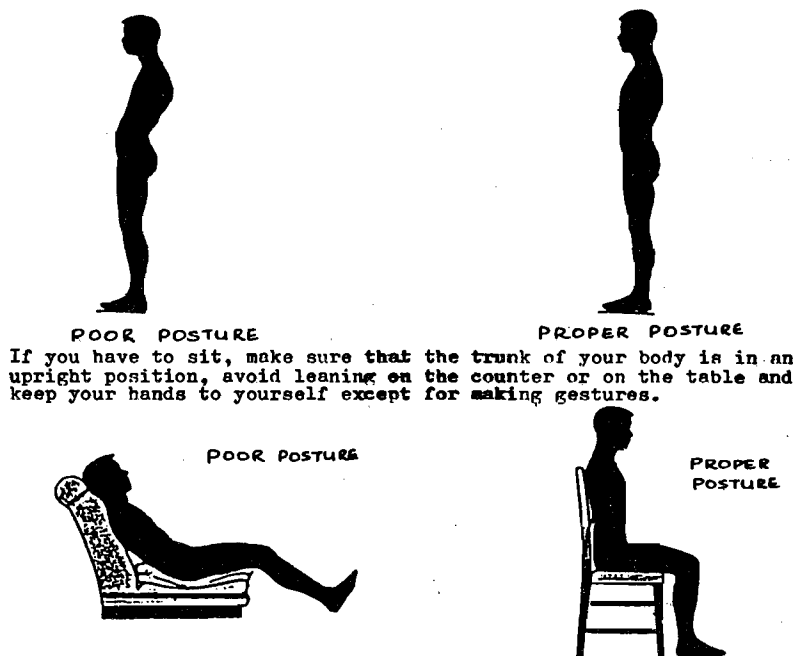
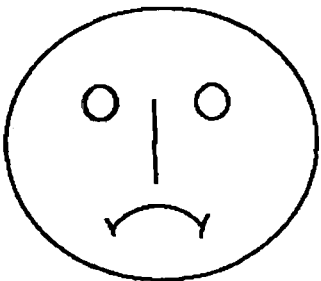
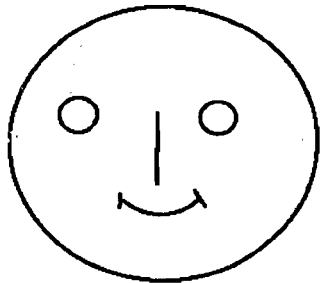


Fig. 3

Whether you are standing or sitting, the trunk of your body should be upright, you may relax below the waist.

Eye Contact: Of all parts of the human body that are used to transmit information, the eyes are the most important and can transmit the most subtle nuances. With our eyes we can often make or break another person. How? By giving her/him human or non-human status.

With your eyes you can exude friendliness and warmth to your customers. If you are



looking at one or two persons at a time you can look at them at the same time; but if you are dealing with three or more persons at a time, than make it a point to look at each one of them, so that each one participates in what you are saying.

Through eye contact, you can also judge how your message is being received and vary your communication intelligently.

Facial Expressions: Most of us go through our normal working life wearing a mask to cover our true feelings. For instance, we smile constantly because smile is a sign not only of humour or pleasure, but it is also an apology, a sign of defense or even an excuse.

You may have to sit down next to a stranger in a crowded restaurant. Your weak smile would say "I don't mean to intrude, but this happens to be the only vacant place."

You brush against somebody in a crowded street and your smile says: "I'm not really being aggressive, but forgive me anyway."

And so you smile your way through the day, though in fact you may feel angry and annoyed beneath the smile. This is our mask. But sometimes your mask slips up and the true feelings are revealed. While, it is, to some extent important socially to wear a mask, but if you genuinely like people your smile will be warm and enthusiastic, and this would make your customers feel good and comfortable in your presence.

Space: You must have noticed that you feel uncomfortable if a stranger stands very close to you while speaking to you. You perhaps feel that your "territory" has been threatened or breached. Dr. Edward T. Hall has studied how human beings use "space" to communicate certain facts and signals to other people. This is now known as the science of proxemics. He has come up with four distinct zones in which most people operate:

- 1) intimate distance,
- 2) personal distance,
- 3) social distance, and
- 4) public distance.

This distance may vary from culture to culture. However, we suggest that you maintain a social distance of four to seven feet while talking to your customers.

Check Your Progress 4

- 1) Fill in the blanks of the following telephone conversation.

Sumita : Good afternoon. 'Rahi Tourist Service'.
Promilla : Hello. I'd like to find out the best way to go to Machan National Park.
Sumita :
Promilla : Well, I'm a student, So I'll prefer the ordinary bus. What are the charges of the ordinary bus, anyway?
Sumita : Rs. 230/- return fare.
Promilla : Can I get cheap accomodation there?
Sumita :
Promilla : Could you help me book the room.
Sumita : Sure, would you like with attached bath? When do you wish to go anyway?
Promilla :
Sumita :
Promilla :
Sumita : You're welcome.

- 2) Mention the role of eyes in non-verbal conversation.

24.9 LET US SUM UP

In this Unit we have given you some practical tips on personality development. These will help you to perform your job more effectively. These include improvement and consciousness of:

- physical appearance,
- verbal skills, and
- non-verbal communication.

If you assimilate and practice what has been discussed, you'll soon find that you are able to do your job with a new poise and confidence.

24.10 KEYWORDS

Aggressive	: the quality of anger and determination in a person's character that makes her/him ready to attack other people.
Articulate	: the ability to express oneself easily and well.
Attire	: clothes that you wear on a particular occasion
Complement	: matching with each other to form a better whole
Compulsive	: difficulty to control one's behaviour
Curbing	: control or restrict
Deodorant	: a liquid or spray that you can use to hide or prevent the smell of perspiration on your body.
Diaphragm	a muscle between your lungs and your stomach. It is used especially when you breathe deeply.
(Mental) Dissipation	: a waste of mental energies
Elegance	: pleasing and graceful appearance
Emphathize	: the ability to share a person's feelings and emotions as if they were one's own
Enunciate	: pronounce each word clearly
Fragrance	: a pleasant or sweet smell
Manicure	: caring for hands and nails by softening the skin and cutting and polishing the nails
Tangible	: clear enough or definite enough to be easily seen.

24.11 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

Check Your Progress 1

- 1) Base your answer on the first para of Sec. 24.2.
- 2) Obviously elegance. Read Sub-sec. 24.2.2.

Check Your Progress 2

- 1) Take into account the aspects mentioned part (ii) of Sec. 24.3 Fitness adds to your personality and thereby the impression you create.
- 2) Unhygienic conditions can turn your customers/clients away. See part i) of Sec. 24.3.

Check Your Progress 3

- 1) Pick any three related to you from the 11 barriers listed in Sec. 24.5.
- 2) Base your answer on Sec. 24.6.

Check Your Progress 4

- 1) Check your answers with the counsellor.
- 2) They play an important role, often expressing your real feelings, likes and dislikes. Consult Eye contact in Sec. 24.8.

SOME USEFUL BOOKS FOR THIS BLOCK

David W. Howell	:	Passport, Chicago 1989.
Dharamarajan and Seth	:	Tourism In India, New Delhi 1994
Donal E. Lundberg	:	Tourist Business, New York 1990.
Victor T.C. Middleton	:	Marketing in Travel & Tourism, Oxford 1993.

ACTIVITIES FOR THIS BLOCK

Activity 1

Write a few points of the image you think your company wants to project.

Then think of your personality. What are your plus and minus points in projecting that image?

Activity 2

After reading Unit 24 what are the changes that you have made in your personal habits or attire in order to be better groomed? How has this helped you in your interactions with the others customers?

Activity 3

Observe yourself in your interactions with others (including your family members) for one day, Notice

- a) how much time do you spend in speaking and listening.
- b) your attitude towards strangers, each of whom represents a particular type or group,
- c) your fluency in speech, and
- d) your attitude towards criticism.

Activity 4

List the travel magazines/literature that you have read recently.

Activity 5

Pick two advertisements on TV that you like the most. Explain the reasons of your liking for them.

Activity 6

Prepare a brochure in about two hundred words on a destination of your choice taking into account attractions, history, natural surroundings, accommodation available, how to reach there, shopping places etc.

Activity 7

Write an essay on the merits and demerits of the opening up of the skies for private airlines in India.

Activity 8

Prepare advertisements for the following :

- 1) Cultural performance of Classical dances
- 2) Library catering to tourists
- 3) Theme dinner
- 4) Airline
- 5) Any historical monument
- 6) Travel Magazine
- 7) Conference facilities
- 8) Paying guest accommodation
- 9) Guide services
- 10) Package tour

India

A fantasy come alive



Much more for less

You can choose from a host of low-fare packages that take in a lot more than you ever imagined.

Discover India

21 days unlimited economy class air travel, anywhere in India. Only US\$ 400.

Common Interest Group

10% off for groups of 10 or more adults travelling together for a common interest. On all international sectors as well as connecting domestic services.

SAARC Group Excursion Fare

30% off for groups of 10 or more adults travelling together touching a minimum of three countries - Bangladesh, India, Maldives, Nepal, Pakistan and Sri Lanka.

Minimum stay at least two days in each country and at least 7 days for the itinerary. Maximum stay 21 days.

India Wonderfares

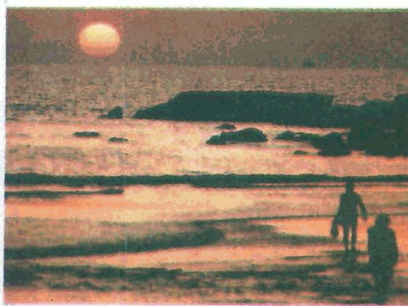
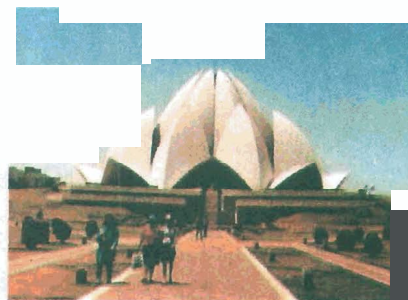
7 days unlimited economy class travel within North, South, East or West India. Only US\$ 200.

South India Excursion

30% discount on US\$ tariff for travel on specified South India Sectors.

Youth Fares

25% discount on US\$ tariff for those between 12 and 30 years of age. Applicable all the year round.



For Reservations/Information contact:
Indian Airlines, Central Space Control
Computer Centre, IGI Airport,
New Delhi - 110010. Tel: 5483327/5483950
SITA Code DELRMIC Cable: CENTRESERVE
or the nearest Air India Office or the
Government of India Tourist Office.



Sun-washed beaches. Snow-clad peaks. Blazing deserts. Timeless monuments. And eternal rivers. The fascination of India never ceases to lure you. Come discover its incredible charm with the only Airline that offers you all. With an all jet modern fleet of Airbus and Boeings and fares that continue to be **among the lowest in the world.**

Instant access to India

Travel agents around the globe and arrangements with over 120 airlines give you instant access to Indian Airlines computerised reservation facility.

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Discover our land with us.

ORISSA

The Land of Many Splendours



Beckons you
to unforgettable
memories

- Shimmering sands and rippling waves
- Enticing flora and fauna
- Swishing palms and caressing winds
- Monuments and traditions of a bygone era
- Gay & colourful fairs and festivals
- Exotic handicrafts
- Roaring falls amidst majestic peaks
- Aquasports and adventure
- Trekking the virgin lands
- Warm & friendly hospitality of the people.



IT'S SIMPLY IRRESISTIBLE

For further details please contact Government of Orissa Tourist Office

New Delhi: B/4, Baba Kharak Singh Marg, New Delhi-110 001, Tel: 344580, Gram: ORISSA TOUR, Telex: 031-61090 OTSMIN;

Calcutta: Utkal Bhawan, 55, Lenin Sarani, Calcutta-700 013, Tel: 24 3653, Gram: ORISSA TOUR, Telex: 021-4341 OGTOIN;

Madras: 838, Annasalai, Mount Road, Madras-600 002, Tel: 834090, Gram: ORISSA TOUR;

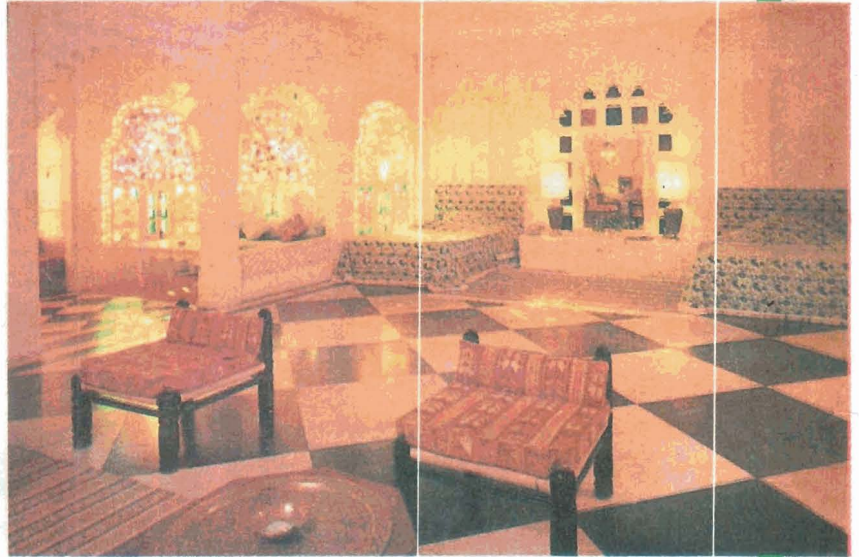
Bhubaneswar: Jayadev Marg, Bhubaneswar-751 002, Tel: 50099.



DEPARTMENT OF TOURISM
GOVERNMENT ORISSA
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HOTELS

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A Royal Service



Rambagh Palace Hotel, Jaipur



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