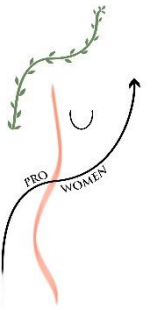




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ProWomen – Up-skilling Itineraries for Women as New Cultural Promoters to Enhance Territorial Heritage

M4: Communication and Marketing

Communication

[name of presenter]

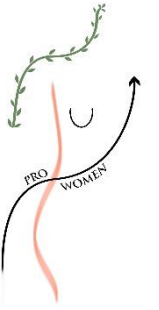
[Position and Organisation]

[Email address]



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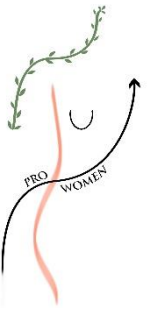


Goals for today:

Understanding:

- ❖ What is communication?
- ❖ Why is it important
 - in personal, social and professional life?
 - in the tourism sector?
- ❖ What is the process of communication?



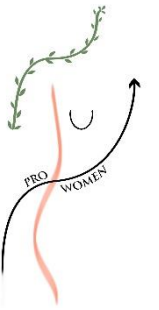


Definitions

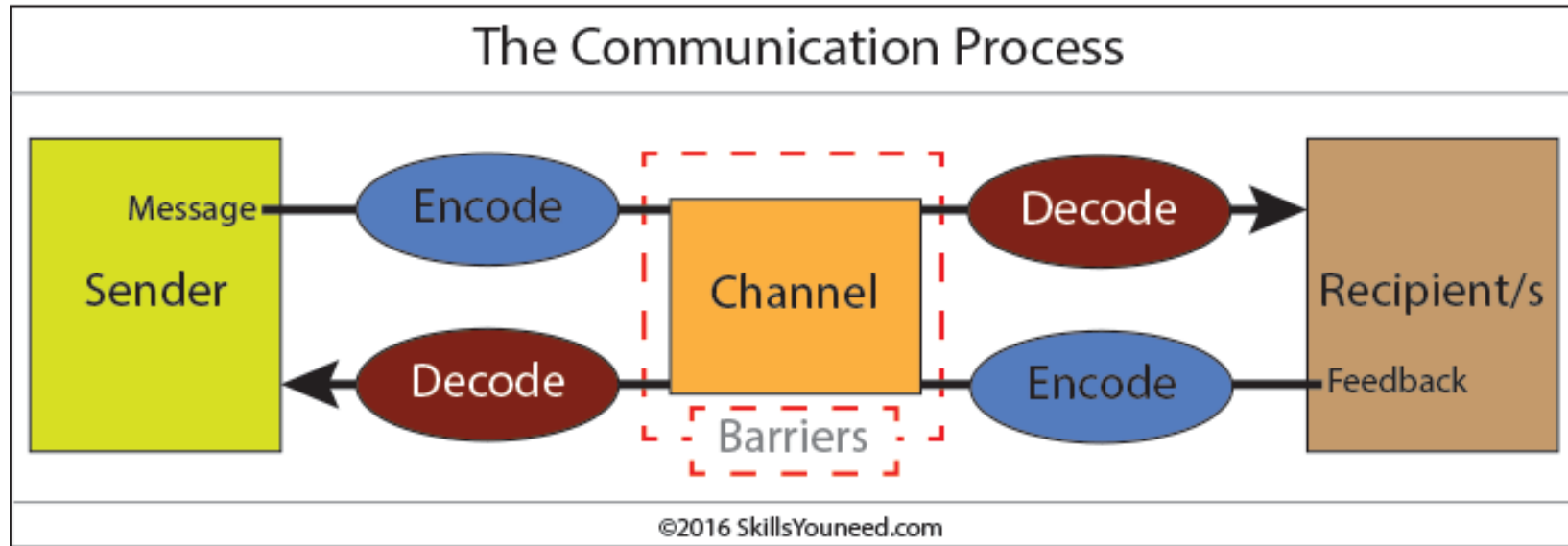
Communication is the act of transferring information from one place to another. It is the transmission of meaning from one person to another or to many people, whether verbally or nonverbally.

OTHER DEFINITIONS OF COMMUNICATION

- “Art of expressing ideas” (N. Webster, Lexicographer)
- “Information transmission science” (P. Watzlawick, Psychologist)
- “Social system shared between two or more people, each with its own expectations and interpretations” (M. Mizzau, Academic)
- “System of relations in a given context” (E. Goffmann, Sociologist)



How does communication work?



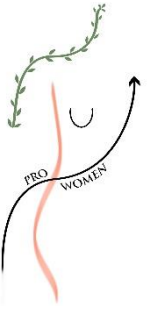
A message or communication is sent by the sender through a communication channel to a receiver, or to multiple receivers.

The sender must encode the message (the information being conveyed) into a form appropriate to the communication channel, and the receiver(s) then decodes the message to understand its meaning.



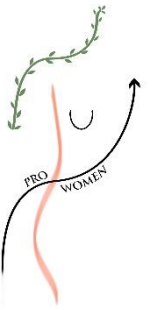
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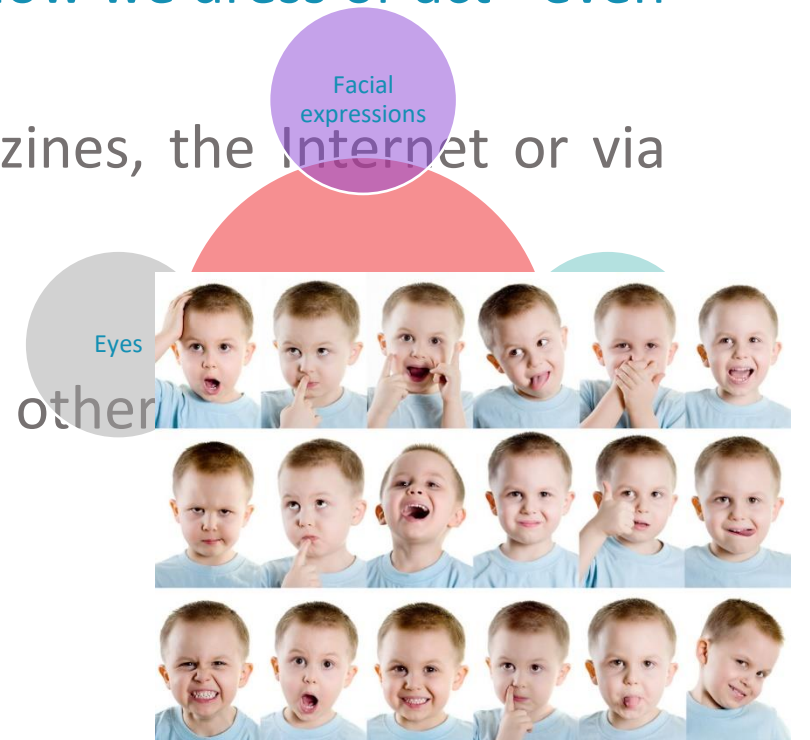
Misunderstandings can occur at any stage of the communication process!

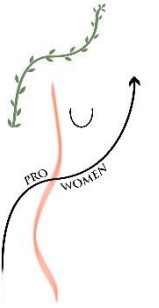
Could you give some examples of misunderstanding?



Categories of Communication

- **Spoken or Verbal Communication**: face-to-face, telephone, radio or television and other media.
- **Non-Verbal Communication**: body language, gestures, how we dress or act - even our scent.
- **Written Communication**: letters, e-mails, books, magazines, the Internet or via other media.
- **Visualizations**: graphs and charts, maps, logos and other communicate messages





How We Communicate

Verbal

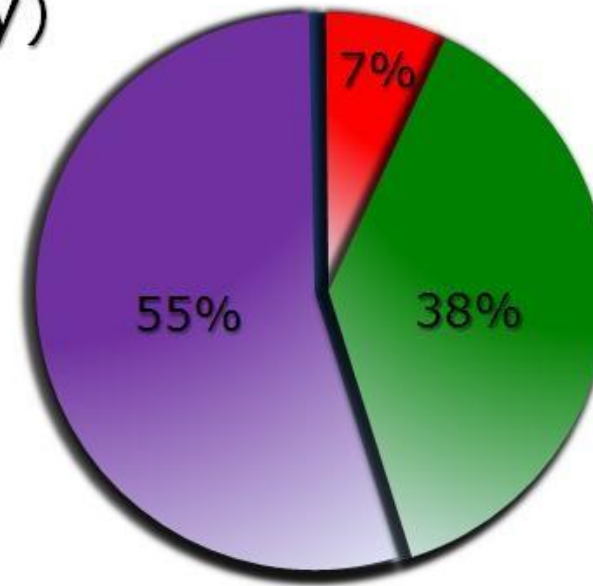
Words – (What we say)

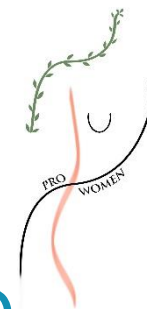
Para-verbal

Tone (How we say it)

Non-verbal

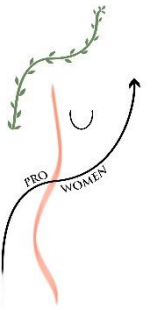
Our Expressions and actions





Not everything that is communicated gets to the recipient:

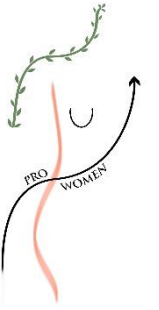




Elements of Circular Communication

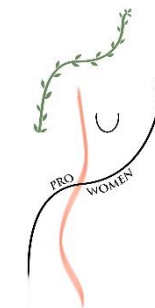
Communication is a circular process and its outcome is always a change of the parties involved in the process. The main elements that characterize the communication as a circular system are:

- MESSAGE: Meanings (content and relationship) to be sent to the interlocutor
- CODE: Languages, signs, symbols used during the communicative exchange
- DECODING: Operation of attribution of signs, symbols, languages to the mental meanings to be communicated
- CHANNEL: Means through which the message passes
- FEEDBACK: Return information to the issuer
- CONTEXT: Environment in which the communicative exchange takes place
- DISTURBS: Information not consistent with the message



Communication: Content and Relationship

- The transfer of a message activates the exchange of information content and at the same time starts a relationship between people.
- Content and relationship influence each other and condition the achievement of the PURPOSE and OBJECTIVES of the communication.

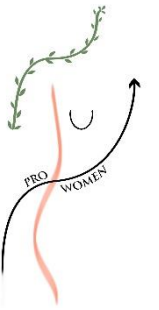


Goals of Communication

Setting your goal is the first in the communication process. Before wondering what to say, it is important to know:

WHAT DO I WANT TO ACHIEVE?

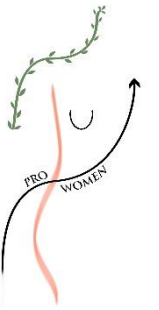




Goals of Communication

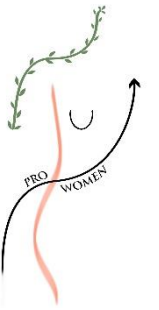
- The objective of communication is the expression of the result you want to achieve in interaction.
- The objective must be:





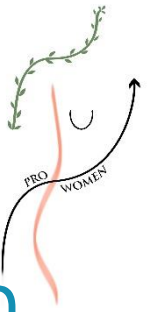
Common Barriers to Effective Communication

- **The use of jargon.** Over-complicated, unfamiliar and/or technical terms.
- **Emotional barriers and taboos.** Some people may find it difficult to express their emotions and some topics may be completely 'off-limits' or taboo. Taboo or difficult topics may include, but are not limited to, politics, religion, disabilities (mental and physical), sexuality and sex, racism and any opinion that may be seen as unpopular.
- **Lack of attention, disinterest, distractions, or irrelevance of topic to the receiver.**
- **Differences in perception and viewpoint.**
- **Physical disabilities such as hearing problems or speech impairment.**



Common Barriers to Effective Communication

- **Physical barriers to non-verbal communication:** Not being able to see the non-verbal cues, gestures, posture and general body language can make communication less effective. Phone calls, text messages and other communication methods that rely on technology are often less effective than face-to-face communication.
- **Language differences and difficulty in understanding unfamiliar accents.**
- **Expectations and prejudices which may lead to false assumptions or stereotyping:** People often hear what they expect to hear rather than what is actually said and jump to incorrect conclusions.
- **Cultural differences:** The norms of social interaction vary greatly in different cultures, as do the way in which emotions are expressed. For example, the concept of personal space varies between cultures and between different social settings.



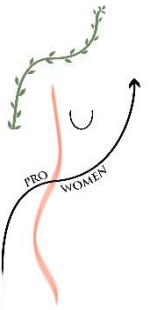
Why is communication important for tourism promoters?

- Tourism depends heavily on communication, for example, to communicate with customers about an attraction, professional communication with companies, or with other parties.
- In technological and media terms, **tourism communication** takes place in various forms, e.g. in printed media, television, radio, Internet, among others.
- By varying the media and the technological devices, the local attractions can be communicated to different kinds of visitors and tourists.



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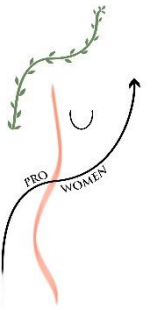
Let's play a game!

“Follow all instructions!”



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Reflection

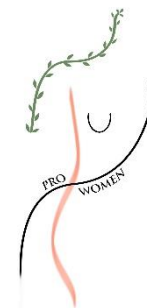
What are your thoughts on the session?
How did you feel during the game?





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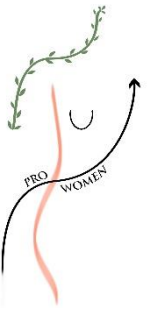
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[name of presenter]

[Position and Organisation]

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