## FAKULTI PENGURUSAN DAN INDUSTRI HALAL

| PROGRAM | Diploma in Tourism Management |
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| COURSE NAME | TOURISM COMMUNICATION 2 |
| COURSE CODE | DTS 4122 |
| CREDIT HOUR | 2 |
| SYNOPSIS | Focus on the development of effective presentation skills and report writing. It is designed to provide students with fluent public speaking and presentation skills using appropriate intonations, correct articulation and effective visual aids. It also provide students with knowledge and understanding of formats and techniques of writing reports. |
| COURSE STRUCTURE | |

| CHAPTER | TOPICS |
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| 1 | **Communication Fundamentals**<br><br>1.1 Eye contact<br>1.2 Posture<br>1.3 Distance and contact<br>1.4 Gestures & non-verbal quest<br>1.5 Expressions<br>1.6 Voice<br>1.7 Fluency<br>1.8 Timing<br>1.9 Content<br>1.10 Listening |
| 2 | **The Key Steps to an Effective Presentation**<br><br>2.1 Know your subject matter<br>2.2 Controlling nervousness and overcoming fear<br>    2.2.1 Know your audience<br>    2.2.2 Know the occasion<br>    2.2.3 Know your speaking environment<br>2.3 Develop a theme<br>2.4 Prepare your topic script<br>2.5 Brainstorm<br>2.6 Research<br>2.7 Prepare first draft<br>2.8 Select the proper visual Aids<br>2.9 Prepare a storyboard<br>2.10 Produce a visual |

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| | 2.11 Prepare written notes<br>2.12 Rehearse |
| **3** | **Basic Parts of a Presentation**<br><br>3.1 The Opening or Introduction (attention & interest)<br>3.2 The Body (desire)<br>3.3 The Summary (action)<br>3.4 The Question & Answer<br>3.5 The Closing |
| **4** | **Slide Presentation**<br><br>4.1 Introduction<br>4.2 Functions<br>4.3 Interface<br>4.4 Saving slides<br>4.5 Working with slides<br>4.6 Adding text<br>4.7 Changing text & font properties<br>4.8 Copy and paste<br>4.9 Paragraph formatting<br>4.10 Bullets<br>4.11 Spell-checks<br>4.12 Adding notes<br>4.13 Adding and inserting images<br>4.14 Showing presentation<br>4.15 Printing |
| **5** | **Handling Questions**<br><br>5.1 Say thank you<br>5.2 Repeat the questions<br>5.3 Answer in full and informative<br>5.4 Answer every question politely<br>5.5 Handling difficult questions |
| **6** | **Report Writing**<br><br>6.1 Determine the purpose<br>6.2 Identify the audience<br>6.3 Determine issues and topics<br>6.4 Collect information<br>6.5 Sort and evaluate Information<br>6.6 Organize material<br>6.7 Prepare report outline<br>6.8 Writing conclusion<br>6.9 Writing recommendations<br>6.10 Common faults |

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| | 6.11 Professional report<br>6.11.1 Layout<br>6.11.2 Font<br>6.11.3 Well organized contents list<br>6.11.4 Graphics |
| **References:** | 1. Alan Barker "Improve Your Communication Skills (Creating Success)" 2016 Kogan Page Ltd. |