



**Sandip Foundation's
Sandip Institute of Technology & Research Centre, Nashik
Department of Management Studies
Academic Year 2012- 13
Report on Guest Lecture**

Event Title : - Guest Lecture on “Communication Skills & Tourism Management ”

Date:- 09th January 2013

Conduction Duration: One Day

Venue: Mechanical Seminar Hall

Resource Person:

1.Mr Mazhar Shaikh

Coordinator : Prof Ruplai Kulkarni

Objective :

1. To Impart Knowledge Regarding the communication Skills & Tourism Management

About The Program:

Sandip Foundation’s, Department of Management Studies had organized Guest Lecture for MBA students on “Communication Skills & Tourism Management ”. The Guest Speaker was Mr Mazhar Shaikh .While addressing the students Mr Mazhar Shaikh said The hospitality industry is a very fast-paced environment that deals with people on a daily basis. Hospitality staff are not sitting behind a computer sending emails; they are interacting with customers every minute. Customers expect to receive exceptional service when staying at a hotel, visiting a restaurant, or flying on a plane. Without communication, this is not possible.

Communication is the exchange of information between people. You can imagine how hard it would be to land planes without the communication between air traffic controllers and pilots. There would be too many planes trying to land on the same runway. Similarly, it would be difficult to provide exceptional service for a customer

staying at a hotel without communicating with them about their expectations. Let's take a look at communicating with customers, communicating with staff and management, and other skills needed in the hospitality industry.

Outcome:

1. Students Understood what Skills & Knowledge required to excel in Tourism Management