



Business Communication in the Hospitality and Tourism Industry (BCHT)

Course Overview and Syllabus

Overview

In today's so-called "age of communication," the hospitality and tourism industry continues to face ongoing challenges in maintaining effective communication across all levels of service. As a people-oriented industry, hospitality thrives on meaningful connections—with guests, colleagues, and partners—and relies on clear, consistent, and courteous communication to deliver exceptional service.

The industry's success depends on a vast and diverse workforce, where day-to-day operations require a continuous flow of accurate, timely, and efficient information through the most appropriate channels. Constant interaction and coordination among employees are essential, and teamwork plays a critical role in meeting standards, satisfying guests, and exceeding expectations. Effective communication strengthens these connections—while poor communication can result in reduced productivity, guest dissatisfaction, and even workplace conflict.

Business Communication in Hospitality and Tourism focuses on the formal communication processes commonly used throughout the industry. The course emphasizes understanding communication channels, the mediums and tools used in professional settings, and how each can be applied effectively. It explores both verbal and nonverbal communication, the role of technology in modern correspondence, proper formats for business documents, and the fundamentals of public speaking.

By mastering these skills, students will be better equipped to communicate with confidence, professionalism, and purpose in any hospitality or tourism environment.

Getting Started!

Personalized World Campus Login

Your school faculty member will give you directions on how to register for your first course and add on more courses as you advance through the AHA World Campus program. You are only allowed one login. If, at anytime you forget your login, your faculty member can help you retrieve it.

On your first-time logging in you will be asked to complete additional registration steps. These steps allow you to create a password, select a student avatar picture, review our honor code and watch the World Campus Orientation. This orientation will help you learn about AHA, our overall course goals and how to navigate the system. Once you have watched the orientation in its entirety, you then will be given full access to the World Campus system and your courses.

Home Page

Each time you login to AHA World Campus, you will be taken to the homepage. This is where you can access your course, transcript, additional professional development activities and our daily "aha Moments" designed to inspire an **A**Amazing **H**ospitality **A**ttitude.

Help Desk

You will also find the Help Desk on the homepage. If you have any concerns or questions, please complete a Help Desk form and it will be sent to the AHA Training and Development team. Please allow 24 hours to receive a response.

Transcript

The Transcript tab allows you to view your current progress in all AHA World Campus courses and is also where you will find your course certificate upon successful completion of the course.

AHA World Campus Course Curriculum

Curriculum (AHA Course)

On the homepage you will find the curriculum tab up at the top navigation bar and in the box labeled **Get Ready**. Click on these tabs and you will be taken to your course to begin or continue. There are 10 HPC modules. Each module will contain the following activities, which are explained in more detail below:

- BCHT Seminars
- ✓ Seminar Assessment Quiz
- ✓ Skill Builder Activities
- ✓ Online Discussions
- ✓ “a ha!” Moments

Seminars

When you click on “Seminars,” you will find a corresponding seminar for each module. These are a series of self-paced, interactive sessions. Each seminar is voiced over, so make sure the volume of your computer is turned up. You can click pause at any time and replay a previous slide by using the seminar navigation system. We encourage all participants to take notes and use these as study material for the final exam.

Quizzes

Once you feel confident with the knowledge presented in the seminar, you are now ready to take the corresponding quiz. Click on “Quizzes” and select the quiz that is in the same Module folder as the seminar you watched. You will have **ONLY two attempts** to pass each quiz with a passing grade of **70%**. If you feel you need to retake a quiz, please discuss it with your school faculty member.

Skill Builder Activities

The skill builder activities allow students to put theory into practice and build on the knowledge and skills gained from the seminars. There will be a corresponding Skill Builder for each Module. Click on the Module and follow the instructions. **Each Skill Builder is worth 5 points**. Students receive 5 points for completing them and 0 points for an incomplete activity.

Online Discussions

The discussion forum allows students to reflect on their experiences and share these experiences with fellow students and instructors. There will be a corresponding Discussion for each Module and they are worth 5 points each. Click on the Module and reply to the various discussion posts. Students are required to post a reply and one response per discussion in order to earn the 5 points.

Examinations

One examination will be given for this course. The final exam will appear in Module 10 after you have finished with that module’s activities. Before taking your final exam, you will be asked to complete a course evaluation to help AHA further enhance our system and courses.

Please note that your final exam is automated and **ONLY** come on when you have completed **ALL** activities. Each module must have all green checkmarks in order for the final assessment to be activated.

Grading and Special Designation

A student must have a minimum grade of 70% to earn the AHA World Campus course certificate from AHA World Campus. **NOTE:** The AHA World Campus course grade may differ from your final school grade as your school may have a different grade criteria and percentage allocation. The grade from your school is the official grade that will be seen in your Transcript of Records. Students who receive a final grade of 93% or higher will receive a special citation from the American Hospitality Academy.

Your final grade in the course will be computed based on the following criteria and weight distribution, for a total of 100%.

Grading Scale

| | |
|-------------|---|
| Quizzes: | 25% |
| Final Exam: | 25% |
| Activities: | 50% (Online discussions and skill builders make up this percentage) |

“a ha!” Moments

At the end of each seminar, you will be asked to watch what we call an **“a ha!” Moment**. What is an “a ha!” Moment? It is a mini lesson within the lesson that allows you to reflect on what you have learned and inspires and motivates you to continue to embrace the **Amazing Hospitality Attitude!**

Career PREP- A virtual Career Guidance Center

Career PREP gives AHA World Campus participants the opportunity to gain additional professional development skills by creating a personalized “virtual” Career PREP Portfolio. Through engaging workshops and activities, you will have the opportunity to develop a Career PREP Portfolio to carry with you when you head out into the world. The four career prep badges include:

Service Excellence

The difference between ordinary and extraordinary is that little bit extra. Think about what type of guest service provider you want to be. Will you create positive and lasting memories in your guest interactions? Will you choose to make a difference? This workshop will show you how to deliver exemplary guest service in the workplace.

Smart Goals

The ultimate objective of goal setting is to be proud of the person you see when you look in the mirror. Your goals represent what is important to you, and what you want to get out of life. It is these goals that help motivate you to accomplish the things that matter.

Resume & Cover Letter

An excellent resume has the power to open doors. In this Career Prep workshop, you will learn the latest resume and cover letter techniques that will allow you to stand out and grab the attention of your desired employer. You will increase your chances for getting a great job in the field you love.

Interview Skills

This badge activity provides you the opportunity to personally practice the interview process by answering the Top 20 questions that applicants are typically asked during a job interview. Once you answer a question, sample answers are provided.

Describe the skills that are obtained by practicing public speaking opportunities and how they can transfer to your overall professional development.

Explain the three main parts of public speaking in terms of confidence, content and connection.

Describe the three main stages of a presentation and give a detailed explanation on how to implement each stage in developing a successful presentation.

List ways you may be asked to prepare presentations in the hospitality and tourism workplace.

Appendix 1

Module Descriptions and Learning Outcomes

M1 Business Communication Overview

In this module, you'll explore the foundations of business communication and discover how technology has transformed the way professionals connect, collaborate, and share information in today's fast-paced industry. You'll examine the key components of the communication process—the sender, message, medium, receiver, and feedback—and begin to see why communication is both complex and essential in every business setting. *After completing this module, participants should be able to:*

- Describe how communication has changed due to technology and business trends.
- Explain why effective communication is complex.
- Evaluate communication strategies in different business contexts to determine which are most effective.
- Design a communication plan that addresses complexity and leverages technology to improve clarity and effectiveness.

M2 Channels of Communication

We communicate in many different ways—through words, tone, body language, technology, and more. In this module, you'll learn about the four primary communication channels used in the workplace and explore the advantages and disadvantages of each. You'll also begin to practice when, how, why, and where to use these channels appropriately in various professional situations. *After completing this module, participants should be able to:*

- Describe the advantages and disadvantages of each communication channel.
- Explain how understanding the various channels enhances personal communication and professional development.
- Analyze scenarios to determine which channel is most effective for different workplace situations.
- Evaluate the effectiveness of congruency in workplace communication and propose strategies to strengthen it.

M3 Elements of Communication

Communication isn't about how well we speak, but how well we're understood. While words matter, our tone and body language often speak louder. In this module, you'll explore the common myths and the three key elements of communication—verbal, vocal, and visual—to better understand how messages are truly received. *After completing this module, participants should be able to:*

- Describe the three main elements of communication (vocal, visual, verbal) and give an example of each.
- Explain the statement "Communication is determined not by how well we say things, but by how well we are understood" in relation to your professional communication style.
- Analyze how the myths of communication may negatively affect workplace interactions.
- Evaluate your own communication style for effectiveness and propose strategies to strengthen clarity, congruency, and understanding.

M4 Enhancing Your Listening Skills

How well do you actually listen when someone is speaking. In reality, we usually talk more than we listen. This module define how listening can enhance your overall verbal and nonverbal communication skills and give you ways to practice while showing empathy in the industry. *After completing this module, participants should be able to:*

- Describe the three main elements of communication (vocal, visual, verbal) and give an example of each.
- Explain the statement "Communication is determined not by how well we say things, but by how well we are understood" in relation to your professional communication style.
- Analyze how the myths of communication may negatively affect workplace interactions.
- Evaluate your own communication style for effectiveness and propose strategies to strengthen clarity, congruency, and understanding.

M5 Public Speaking Part 1 Planning and Preparation

Public speaking can be intimidating, but understanding the three main goals of effective presentations—confidence, content, and connection—makes the process much easier. In this module, you'll learn step-by-step how to plan and prepare a successful business presentation, along with practical tools to enhance your message and engage your audience. *After completing this module, participants should be able to:*

- List ways you may be asked to prepare presentations in the hospitality and tourism workplace.
- Explain the three main parts of public speaking in terms of confidence, content, and connection.
- Describe the skills obtained through practicing public speaking opportunities and how they transfer to overall professional development.
- Analyze how different audience types (guests, colleagues, supervisors) affect your approach to confidence, content, and connection in presentations.

M6 Public Speaking Part 2 Delivery and Evaluation

Delivering a presentation can feel challenging, but with the right strategies, it becomes an opportunity to inform, inspire, and influence others. In this module, you'll learn how to confidently deliver a professional business presentation and evaluate its effectiveness to ensure your message has real impact. *After completing this module, participants should be able to:*

- Deliver a clear, confident, and engaging presentation
- Apply strategies to connect with and hold an audience's attention
- Use visual and vocal techniques to strengthen delivery
- Evaluate a presentation using specific criteria for content, organization, and delivery effectiveness

M7 Written Communication

Technology has dramatically changed the way we communicate in writing. From emails and text messages to reports and proposals, today's professionals must know how to adapt their writing style to fit both the message and the audience. In this module, you'll explore the five essential steps for effective writing and discover how to apply them across a variety of business formats. *After completing this module, participants should be able to:*

- Explain what transitions are and how they can enhance the understanding of the written word.
- Describe ways to strengthen business writing through the review and revise stage.
- Analyze examples of written communication in hospitality and tourism to determine strengths and weaknesses.
- Evaluate your own writing for clarity, tone, and professionalism, and create a revised business document that demonstrates effective use of transitions, structure, and revision techniques.

M8 Business Correspondence

In today's fast-paced workplace, emails and text messages are two of the most common forms of communication. Yet, they can also be the easiest to misunderstand. As a future hospitality professional, your written messages represent both you and your organization, making it essential to craft them with clarity, courtesy, and professionalism. This module will teach you how to compose effective emails and texts that build positive relationships, convey accurate information, and reflect a professional image. *After completing this module, participants should be able to:*

- Identify the key components of professional email and text communication used in business and hospitality environments.
- List the top tips for structuring the body of your email message.
- Identify the two necessary parts in the structure of an email.
- List the top five professional etiquette rules for texting in the workplace.

