PG DEPARTMENT OF ENGLISH

Strategic Communication for Tourism & Hospitality

Add on course

Date of Event: 2025-26

Faculty-in Charge: Ms. Annie Sebastian/ Ms. Sreelakshmi K.

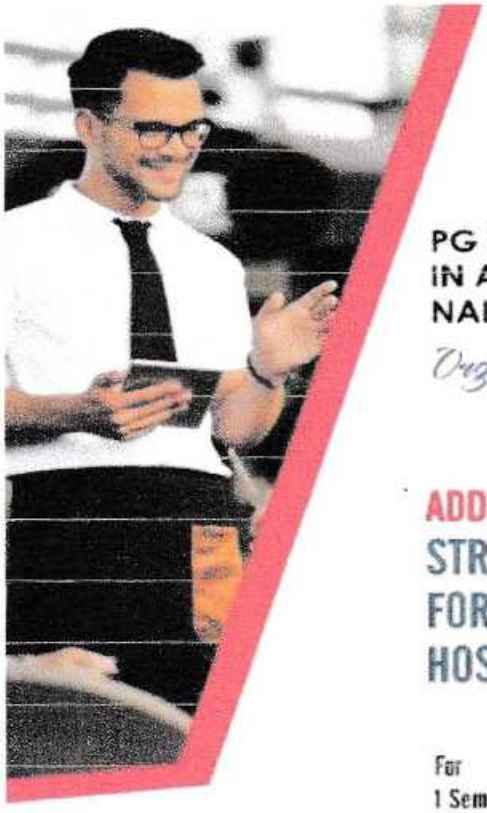
REPORT

STRATEGIC COMMUNICATION FOR TOURISM & HOSPITALITY

Add-on programmes are additional courses or activities designed to help students develop advanced skills and deeper knowledge, making them better prepared for the professional world. These programmes significantly enhance employability and pave the way for a rewarding career. In addition to improving technical and professional competencies, they also build confidence, which positively reflects in one's overall personality. Such supplementary courses strengthen students' portfolios and equip them with the essential skills required to begin working or even start freelancing soon after graduation. With this objective, the add-on course Strategic Communication for Tourism & Hospitality (NLA1AOP20) was offered to I Semester BHA, HMCA, HMCS A, and HMCS B students during the academic year 2025–26. The offline sessions, held in the respective classrooms from 9 July 2025, included both theory and practical components focusing on the four fundamental communication skills: Reading, Writing, Listening, and Speaking. The course proved highly informative and beneficial for the students.

Prepared by:	**Verified by:**	**Approved by:**
Ms. Annie Sebastian	Dr. Purnima.S. Kumar	Rev. Fr. Dr. Paulachan K. J.
Asst. Professor	HOD, English	Principal

BROCHURE



Naipunnya

PG DEPARTMENT OF ENGLISH
IN ASSOCIATION WITH
NAIPUNNYA INTERNATIONAL

Organises

ADD-ON COURSE ON
STRATEGIC COMMUNICATION FOR TOURISM AND HOSPITALITY

For
1 Semester HMCS A, HMCS B,
HMCA and BHA (HM) Students

Starts on 09-07-2025.

NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY (NIMIT)
(AUTONOMOUS)
(Affiliated to the University of Calicut. Accredited by NAAC with A++, ISO 9001-2015 Certified)
Pongam, Koratty East, Thrissur District, Kerala State, India, Pincode - 680 308

NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY
Naipunnya
Pongam, Koratty East
Thrissur District
Kerala 680 308

Syllabus

NLA1AOP04- Strategic Communication for Tourism & Hospitality

No. of sessions: 30

Programme Outcomes

PO1: Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO2: Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
PO3. Citizenship ethics, and sustainability: Demonstrate empathetic social concern and equity centered national development. Guided by ethics. Promoting social, economic and environment sustainability.
PO4: Use of computer skills: Use the knowledge of computers and information technology for data acquisition and data analysis in experimental investigations and in communication.

Course Outcomes

CO1: Students of the course will consistently provide guests with exceptional experiences by communicating effectively.
CO2: Students will demonstrate improved interdepartmental communication and collaboration, leading to streamlined operations, reduced errors, and enhanced guest services.
CO3: Students will exhibit the ability to handle crises, conflicts, and challenging situations with confidence and professionalism, resulting in guest safety, satisfaction and reputation protection.

CO4: Students will possess cultural competency, including the ability to communicate with diverse international guests and create an inclusive environment.

PO / CO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	1	3	3
CO2	3	3	1	3	3
C03	3	3	1	3	2
CO4	3	3	2	3	2

COURSE DESCRIPTION:

A. COURSE SUMMARY:

Module 1: 10 hrs
Module 2: 10 hrs
Module 3: 7 hrs
Module 4: 5 hrs

Total: 32 hrs

COURSE DETAILS:

Module 1: Customer-Centric Communication (10 hrs)

Understanding guest expectations, effective verbal and non-verbal communication, building rapport and creating a welcoming atmosphere, handling guest inquiries and special requests, developing empathy and active listening skills, responding professionally to guest feedback and service needs.

Module 2: Interdepartmental Collaboration & Team Communication (10 hrs)

Communication between major hotel departments such as Front Office, Housekeeping, Food and Beverage, Security and Maintenance, using appropriate communication tools and channels, streamlining processes to enhance guest services, coordinating tasks during events and peak operations, practising team etiquette, and applying collaborative problem-solving and decision-making strategies.

Module 3: Crisis Communication & Conflict Resolution (7 hrs)

Identifying potential crisis situations, responding calmly and professionally to emergencies, applying conflict resolution techniques for guest complaints and staff disagreements, handling challenging guest behaviours with empathy, using de-escalation techniques appropriately, and maintaining organisational reputation through responsible crisis communication.

Module 4: Multilingual & Multicultural Competency (5 hrs)

Using basic multilingual expressions for hospitality settings, applying cultural awareness in guest interactions, adapting communication styles to suit diverse international guests, demonstrating sensitivity to cultural preferences, and creating an inclusive and welcoming environment for guests from various backgrounds.

Reference Books

1."Hospitality Communication: Effective Communication for Hotels, Restaurants, and Clubs" by Lyle Sussman

2. "Effective Communication for the Hospitality Industry" by Denise Vaughn and Randy Vaughn

Time Table

Monday – 2: 15 p.m. – 3:15 p.m.

Class	Faculty
I Sem HMCS A	Ms. Sreelakshmi K
I Sem HMCS B	Dr. Purnima S. Kumar
I Sem HMCA	Ms. Emil George
I Sem BHA	Ms. Sabina George

Tuesday- 2: 15 p.m. – 3:15 p.m.

Class	Faculty
I Sem HMCS A	Ms. Sreelakshmi K
I Sem HMCS B	Dr. Purnima S. Kumar
I Sem HMCA	Ms. Emil George
I Sem BHA	Ms. Sabina George

Wednesday- 2: 15 p.m. – 3:15 p.m.

Class	Faculty
I Sem HMCS A	Ms. Sreelakshmi K
I Sem HMCS B	Dr. Purnima S. Kumar
I Sem HMCA	Ms. Emil George
I Sem BHA	Ms. Sabina George

Thursday- 2: 15 p.m. – 3:15 p.m.

Class	Faculty
I Sem HMCS A	Ms. Sreelakshmi K
I Sem HMCS B	Dr. Purnima S. Kumar
I Sem HMCA	Ms. Emil George
I Sem BHA	Ms. Sabina George

Friday- 2: 15 p.m. – 3:15 p.m.

Class	Faculty
I Sem HMCS A	Ms. Sreelakshmi K
I Sem HMCS B	Dr. Purnima S. Kumar
I Sem HMCA	Ms. Emil George
I Sem BHA	Ms. Sabina George

Geo-tagged Photos





Namelist

Sl.No	Name of the student	Class
1.	ABHIMANYU T. P.	1BHA
2	ADARSH K.A.	1BHA
3	ADEEP JAYAN	1BHA
4	ALBERT GODWIN E. J.	1BHA
5	ALBIN K. S.	1BHA
6	ALFRED DEVASSY	1BHA
7	ANDRIN K. SEBASTIAN	1BHA
8	ANEX JOLLY	1BHA
9	ANISH SEBY	1BHA
10	ANNRIYA	1BHA
11	ANSON ANTONY	1BHA
12	ASHWIN VINCENT	1BHA
13	ATHUL JOSEPH	1BHA
14	BINITO SAJU	1BHA
15	DINU DENNIS	1BHA
16	EBIN POULOSE	1BHA

17	FEBIN TOMI	1BHA
18	HARIKRISHNA BIJU	1BHA
19	JACKSON SAJI	1BHA
20	JERRY JAISON	1BHA
21	JESTIN JAISON	1BHA
22	JISHNU K. S.	1BHA
23	KARTHIK BIJU	1BHA
24	KASYAPH ANILKUMAR	1BHA
25	KIRAN MANI	1BHA
26	MUHAMMED YAZIN T.S.	1BHA
27	NAVAJITH LAL	1BHA
28	NAVIN K VINOD	1BHA
29	RANADEV N. R.	1BHA
30	RAPHAEL JENSON	1BHA
31	S. SREEHARI	1BHA
32	SHARON SANTHOSH	1BHA
33	SHERIN SHAJI	1BHA
34	SHONET SHONIJI	1BHA

35	SIBIN POULOSE	1BHA
36	SRI SOORYA KIRAN S.	1BHA
37	STEEPHEN SAMSON	1BHA
38	UDITH AJITH KUMAR	1BHA
39	SUMEGH MADHU	1BHA

Namelist

Sl.No	Name of the student	Class
1.	ABHAY SHAIJU	1HMCA
2	ABHIJITH RAJ	1HMCA
3	ABHISHEK SIJO	1HMCA
4	ADWIN V. A.	1HMCA
5	AIBAL SEBASTIAN	1HMCA
6	AJUL SHAJI	1HMCA
7	ALAN WILSON	1HMCA
8	ALDRIN BENNY	1HMCA
9	ALWIN JOSEPH JOHNSON	1HMCA
10	ALWIN SOJAN	1HMCA
11	ANEENA BIJU	1HMCA
12	ANN JULIE SANTHOSH	1HMCA
13	ANTONY BOBAN	1HMCA
14	ANWIN NEELAJ	1HMCA
15	ARATHYKRISHNA K. R.	1HMCA
16	ASHIK SHIBU	1HMCA
17	ATHUL KRISHNA JEEVAN	1HMCA

18	CHRISTO MARTIN	1HMCA
19	CHUNGCHUILIU KAMSUAN	1HMCA
20	HARIKRISHNA BIBIN	1HMCA
21	HEMAL V. JOSEPH	1HMCA
22	ISAC RAJU	1HMCA
23	J. NAVANEETH KRISHNA	1HMCA
24	JEESHAL P.M.	1HMCA
25	JEFFIN GIGI	1HMCA
26	JOYAL SATHEESH	1HMCA
27	JUDE XAVIER	1HMCA
28	MANUEL JOY	1HMCA
29	MOHAMMED NIHAL K.	1HMCA
30	NGACHANYO TAMANG	1HMCA
31	NIDHI KRISHNA P. S.	1HMCA
32	NOEL GEORGE	1HMCA
33	PAVAN K JOSHY	1HMCA
34	ROBIN BABY VARKEY	1HMCA
35	ROBIN JOY	1HMCA

36	SABITH A.B.	1HMCA
37	SACHIN K. WILSON	1HMCA
38	SAJIL SIJO	1HMCA
39	SAM MENACHERY	1HMCA
40	SAMUEL FRANCIS	1HMCA
41	SANDRA SHAJU	1HMCA
42	SEBASTIAN VARGHESE	1HMCA
43	SHREYA SIBU	1HMCA
44	SOLOMON JOSHY	1HMCA
45	SREEHARI T.R.	1HMCA
46	SREYAS P.S.	1HMCA

Namelist

Sl.No	Name of the student	Class
1.	A A JOSEPH SALVIN	1BSc HMCS A
2	ABAEL JOSHY	1BSc HMCS A
3	ABHIJITH KRISHNA A.D.	1BSc HMCS A
4	ABHILASH JOJI	1BSc HMCS A
5	ABHINAV C.S.	1BSc HMCS A
6	ABHISHEK SANTHOSH	1BSc HMCS A
7	ABIN THOMAS	1BSc HMCS A
8	ABINAND P. MANIKUTTAN	1BSc HMCS A
9	ADITIAN R.	1BSc HMCS A
10	AGSAR YASEEN N.A.	1BSc HMCS A
11	AJIL JOHNSON	1BSc HMCS A
12	AJO JOY	1BSc HMCS A
13	AKASH BINS	1BSc HMCS A
14	ALAN ANTONY GIJO	1BSc HMCS A
15	ALAN LEO	1BSc HMCS A
16	ALAN POULOSE	1BSc HMCS A
17	ALAN STABY	1BSc HMCS A

18	ALAN VARGHESE	1BSc HMCS A
19	ALBERT JOSHY	1BSc HMCS A
20	ALBERT K WILSON	1BSc HMCS A
21	ALBERT MITHUN	1BSc HMCS A
22	ALEX BABU	1BSc HMCS A
23	ALEX JOHNSON	1BSc HMCS A
24	ALEX JOSEPH SAJU	1BSc HMCS A
25	ALIAS A. M.	1BSc HMCS A
26	ALPHY BINU	1BSc HMCS A
27	AMAL ANTO	1BSc HMCS A
28	AMALKRISHNA K.J.	1BSc HMCS A
29	ANAND E.S.	1BSc HMCS A
30	ANGEL THOMAS	1BSc HMCS A
31	ANURUDH A. P.	1BSc HMCS A
32	ARJUN V.	1BSc HMCS A
33	ARUL SHAIJU	1BSc HMCS A
34	ARUN A.J.	1BSc HMCS A
35	ASHWIN BABY	1BSc HMCS A

36	ASHWIN BINTHOSH	1BSc HMCS A
37	AUGUSTIN MARTIN	1BSc HMCS A
38	AYUSH AMAN K.S.	1BSc HMCS A
39	AYUSH SUNIL	1BSc HMCS A
40	BEN JOHNSON	1BSc HMCS A
41	BENET SAJU	1BSc HMCS A
42	BENSON P. PAUL	1BSc HMCS A
43	BLESSAN BABU	1BSc HMCS A
44	CHARLES M. R.	1BSc HMCS A
45	CHRISTO JOMON	1BSc HMCS A
46	DARWIN E.S.	1BSc HMCS A
47	DARWIN SHIJO	1BSc HMCS A
48	DEVASWARAJ D.V.	1BSc HMCS A
49	DHIYON VIJU	1BSc HMCS A
50	EBY VINCENT K.	1BSc HMCS A

Namelist

Sl.No	Name of the student	Class
1.	GAUTHAM PANICKER	1BSc HMCS B
2	GENEVI CHONGNUNNEM	1BSc HMCS B
3	GLADVIN BAIJU	1BSc HMCS B
4	IDRIN MARTIN	1BSc HMCS B
5	JEEVAN JIMMY	1BSc HMCS B
6	JEFIN JOSE	1BSc HMCS B
7	JESS JOSEPH	1BSc HMCS B
8	JINSAN JACOB	1BSc HMCS B
9	JISTO BIJU	1BSc HMCS B
10	JOEL MARTIN	1BSc HMCS B
11	JOHN JOY	1BSc HMCS B
12	JOHNFFIN PAUL A.L.	1BSc HMCS B
13	JOS AIBEL	1BSc HMCS B
14	JOSEPH JOY	1BSc HMCS B
15	JOSEPH MATHEW	1BSc HMCS B
16	JOSTIN SOJAN	1BSc HMCS B
17	JOYAL SHAJU	1BSc HMCS B

18	JUSTIN P.JAISON	1BSc HMCS B
19	K.A. AGNEL	1BSc HMCS B
20	LENIN M. S.	1BSc HMCS B
21	MAXWELL MORRIS	1BSc HMCS B
22	MILAN BIJU	1BSc HMCS B
23	MILAN GEORGE	1BSc HMCS B
24	MUHAMMED FARZAN K.S.	1BSc HMCS B
25	NAVAROOP ASHOKAN	1BSc HMCS B
26	NIRON SURENDRAN	1BSc HMCS B
27	NOYAL K.J.	1BSc HMCS B
28	PRATHYUSH M.P.	1BSc HMCS B
29	RINSEM FEDERICK ZINGKHAI	1BSc HMCS B
30	RISHIL SEBASTIAN	1BSc HMCS B
31	ROBIN RATHEESH	1BSc HMCS B
32	ROSHIN P.JOSHY	1BSc HMCS B
33	SANJAY HARIPRASAD	1BSc HMCS B
34	SANNIDHANAN T. S.	1BSc HMCS B
35	SANU SABORE THOMAS	1BSc HMCS B

36	SAVIYO JOHNSON	1BSc HMCS B
37	SEBASTIAN VARGHESE	1BSc HMCS B
38	STEVIN N.D.	1BSc HMCS B
39	SUDHI RAJESH	1BSc HMCS B
40	SUHAIL IQBAL	1BSc HMCS B
41	SURYAKIRAN V.S.	1BSc HMCS B
42	TESSIN THOMAS	1BSc HMCS B
43	THEOPHIN SHAIJU	1BSc HMCS B
44	VAISHNAV SHAJAN	1BSc HMCS B
45	VYSHNAV RAJAN	1BSc HMCS B

CERTIFICATES

CERTIFICATE
—OF COMPLETION—

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Pongam, Koratty East, Thrissur District, Kerala State, India. Pincode : 680 308

This is to certify that

A A JOSEPH SALVIN

has successfully completed
an Add-on programme of 30 hours
on Strategic Communication for Tourism and Hospitality
during the academic year 2025-26
organised by the P G Department of English, NIMIT
in collaboration with Naipunnya International

Director
Naipunnya International

Principal
NIMIT

INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY
Naipunnya
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Pongam, Koratty East, Thrissur District, Kerala State, India. Pincode - 680 308

This is to certify that

ABAEL JOSHY

has successfully completed
an Add-on programme of 30 hours
on Strategic Communication for Tourism and Hospitality
during the academic year 2025-26
organised by the P. G. Department of English, NIMIT
in collaboration with Naipunnya International

Director
Naipunnya International

Principal
NIMIT

Add on course Feedback form

Strategic Communication for Tourism and Hospitality 25-26

Name : Aibal Sebastian Programme: 1st HMCA

1. How has the course fulfilled your expectations?

The course exceeded my expectations, ~~At~~ AEL also gave students a kind of revision in grammar which proved useful to a lot of students.

2. Were the instructional materials useful to you?

Yes, there were in depth explanations and advanced grammar which helped me elevate my language skills.

3. Do you think the course will help you to develop professionally?

Yes, this helps us to be more punctual in not only our writings, letters etc but also our speaking aspect which helps us develop professionally.

4. Was the course successful in creating an awareness about the history of English Language?

Yes we did talk about the history in class, creating awareness.

5. Rate your overall experience of the course.

The course proved to be fruitful in helping students be better in language skills.

6. Suggestions

Nil

Date: 23/09/2025

Signature

Add on course Feedback form

Strategic Communication for Tourism and Hospitality 25-26

Name : SOLOMON JOSHY

Programme: BSC HMCA

1. How has the course fulfilled your expectations?

   The classes were engaging and helped us to boost our confidence in handling the language.

2. Were the instructional materials useful to you?

   Yes, It was very useful for us.

3. Do you think the course will help you to develop professionally?

   Sure, It will help you to uplift your communication skills with clarity and precision.

4. Was the course successful in creating an awareness about the history of English Language?

   Yes, It was succesfull among the students.

5. Rate your overall experience of the course.

   Outstanding, hope that our institutions come out with more add on courses like these.

6. Suggestions

   No more suggestions, the way of lecturing was incredible and overall as a student well satisfied

Date: 23.9.25

Signature

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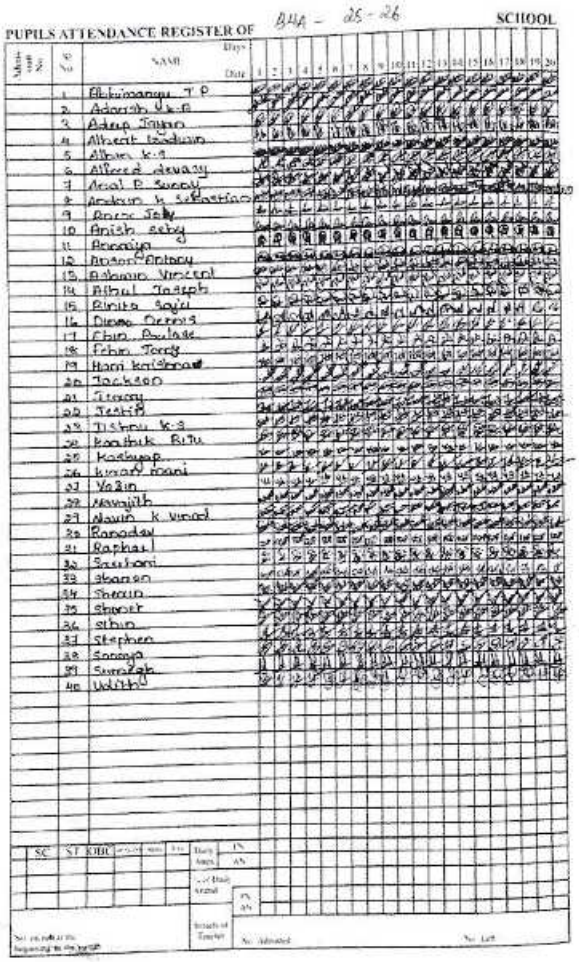
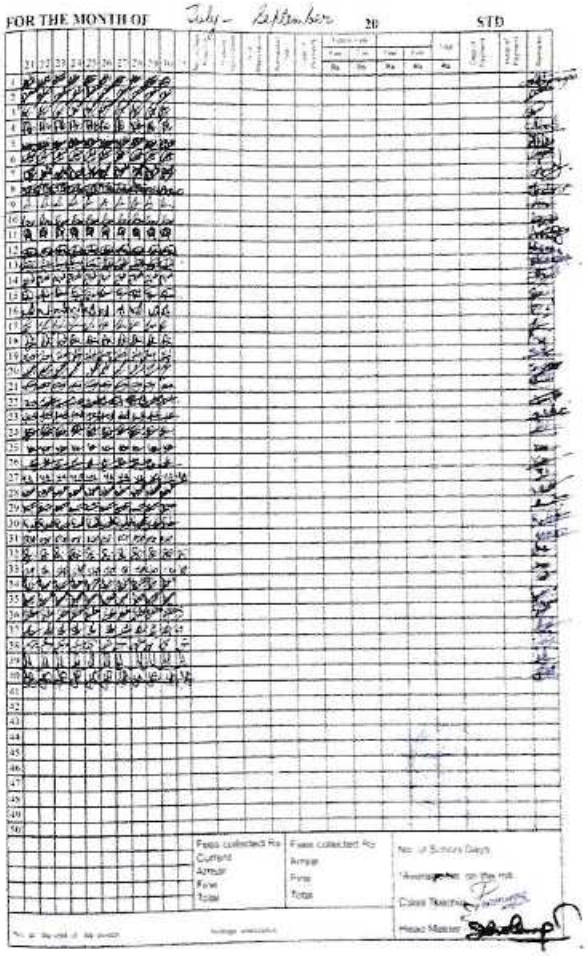
Kerala-680 308

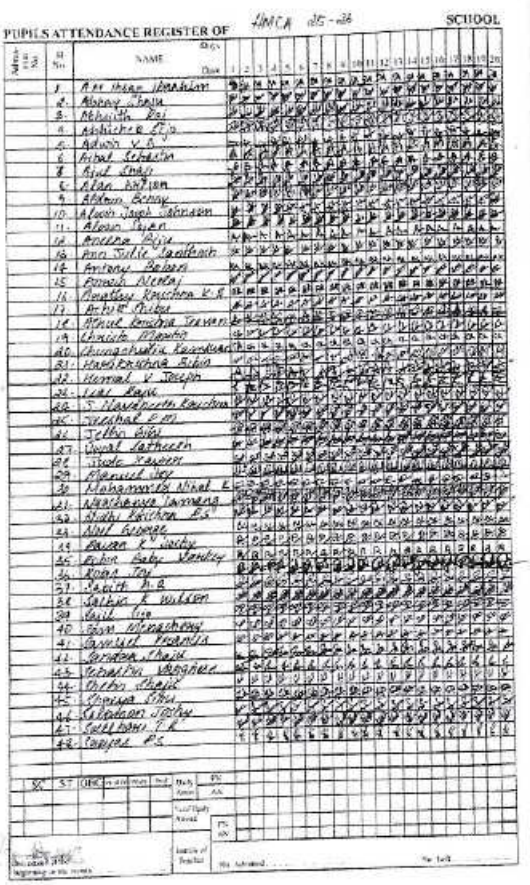
ATTENDANCE

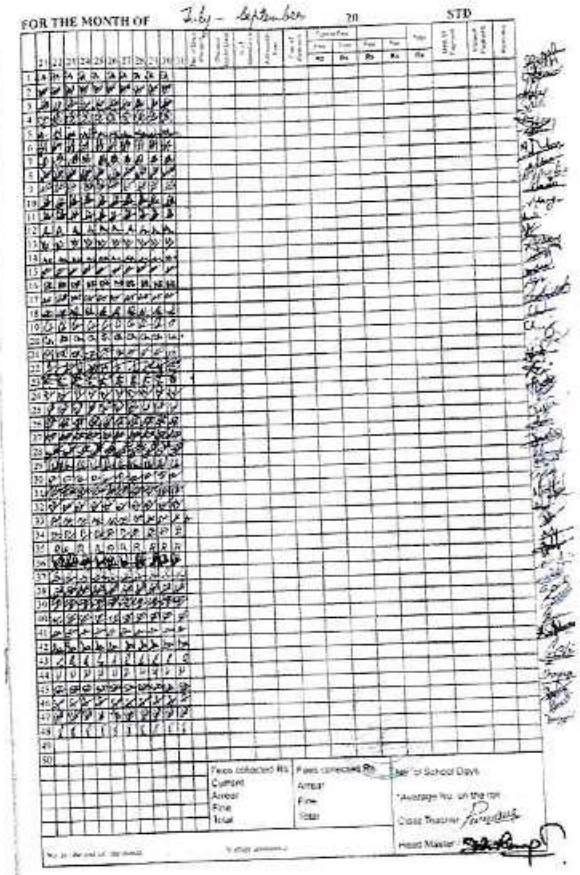

PUPILS ATTENDANCE REGISTER OF BHA - 25-26 SCHOOL


FOR THE MONTH OF July - September 20 STD



ATTENDANCE


PUPILS ATTENDANCE REGISTER OF MCA 05 - 06 SCHOOL


FOR THE MONTH OF July - September 20 STD

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to reach the unreachable
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Thrissur District
Kerala-680 308
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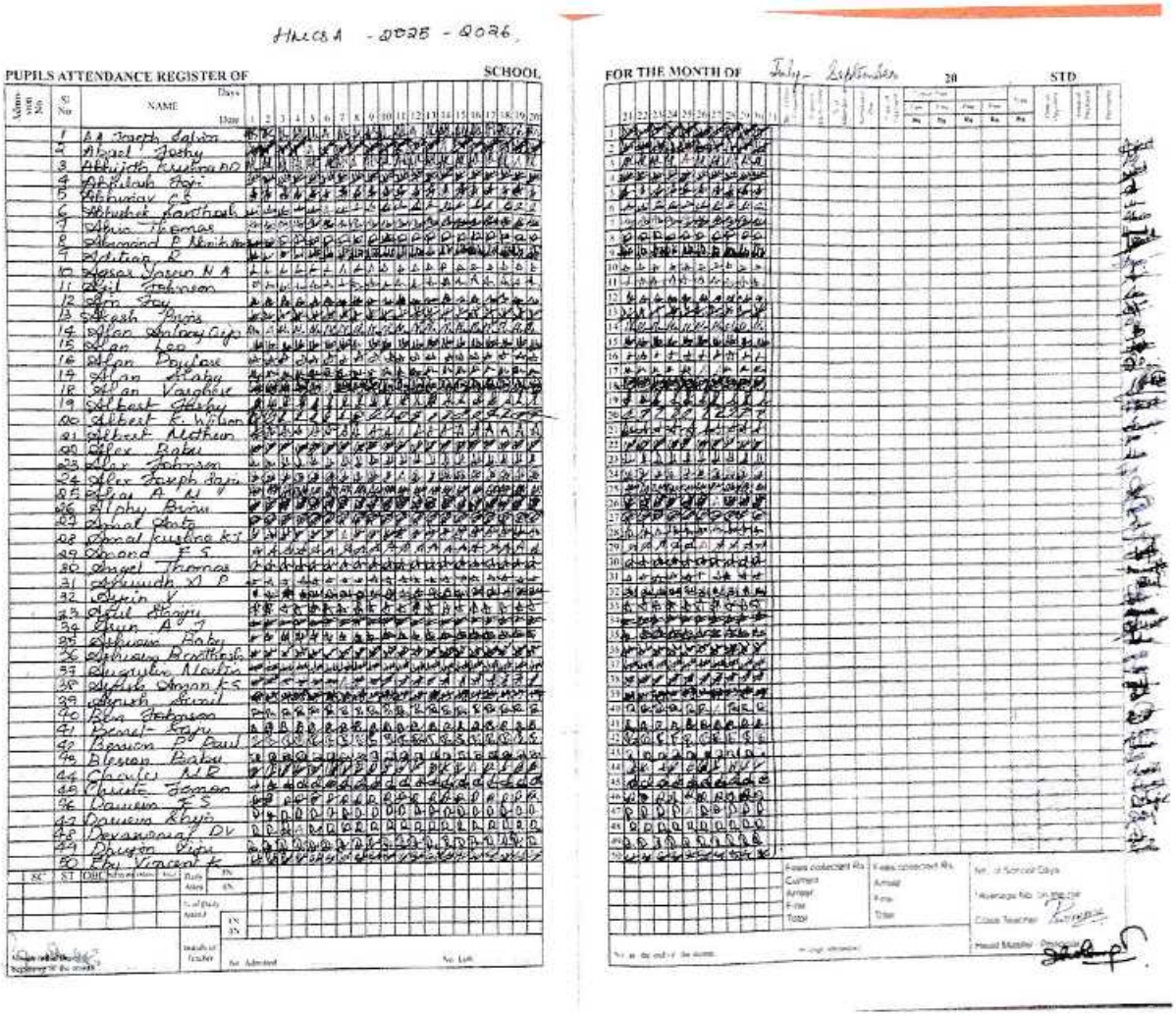
ATTENDANCE



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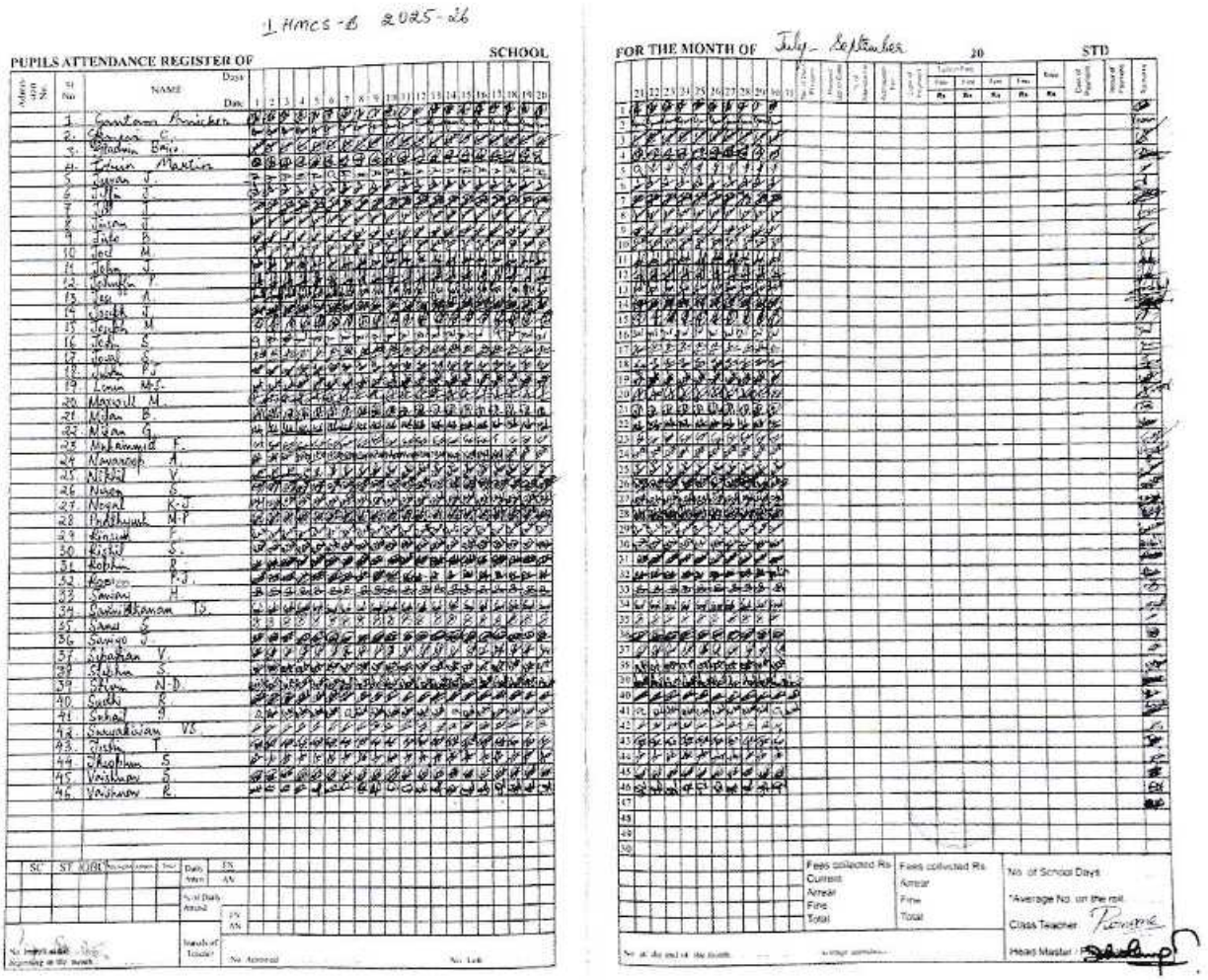

1 HMCS-B 2025-26

PUPILS ATTENDANCE REGISTER OF SCHOOL

FOR THE MONTH OF July - September 20 STD