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<td>Author(s)</td>
<td>Tong, Suit Chee.</td>
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Communication Process And Principles:
Some Applications To Travel And Tourism Communicators

By

Tong Suit Chee
PATA/AMIC Asian Communicators Training Workshop

Communication process and principles: Some applications to travel and tourism communicators

by Tong Suit Chee

1. Definition, role and elements of Communication

2. Problems in Communication

3. Understanding the communication process
   - Lasswell's model

4. Communication noise

5. Developing persuasive communication
   - Sender
   - Message
   - Medium
   - Receiver

6. Key principles

7. Two case studies

Current issues and future developments in travel and tourism communications

by Tong Suit Chee

1. Growth in intra-Asian tourism with Asians travelling in Asia
   - need to understand their interests in targeting messages
   - need to review communications strategies

2. Boom in Asian media - print and electronic
   - need for communicators to understand their cultural context, use of different languages and operations
   - need to know the Asian media better

3. Competition will continue to grow and be more intense
   - need to be focused, targeted and creative in communications
   - networks are becoming important

4. Different pace of technology advancement in Asia
   - need to understand what works and what doesn’t in different countries
   - Working your way around the challenges
15 MAY 92

To: Renton de Alwis
    PATA -- Singapore

Fm: Joe Yogerst
    c/o Pacific Traveller
    Hong Kong

Dear Mr de Alwis:

Further to our conversation of last week, I would like to present you with a brief outline of my workshop presentation at the PATA/AMIC conference. Having not done this sort of thing before, I don't know if this outline is exactly what you are looking for, but I'll try my best.

SOURCING & RESEARCHING A TRAVEL ARTICLE

1) Home or Office Resource Materials

   a. reference books, bibliographies & video tapes
   b. newspaper & magazine clipping files
   c. maps and brochures
   d. taped or written interviews

2) Secondary Research

   a. Libraries (public, university & newspaper)
   b. Bookshops
   c. National tourist offices and hotel/airline public relations

3) Primary (Field) Research

   a. interviews
   b. guides
   c. local media (newspapers, magazines, TV etc)
   d. personal observation and exploration
WRITING THE TRAVEL FEATURE STORY

1) Finding a story angle
   a. geographical focus
   b. historical focus
   c. human interest focus

2) Story Format
   a. choosing & creating a style
   b. first person singular versus other formats
   c. outlining & organizing your story
   d. the first paragraph
   e. dealing with writer's block
   f. using quotes and interviews
   g. avoiding plagiarism
   h. ending the story

3) Working With Writers & Editors
   a. how to approach magazine & newspaper writers/editors
   b. dealing with guide book writers & publishers
   c. special writer/photographer promotions
   d. corporate books
   e. in-hotel and inflight magazines
Dear Renton,

"Business Communications in a unique operating environment - Hong Kong"

Outlines:

a) Why bother with Public Affairs/Public Relations
b) Aims and Objectives
c) Keeping of records
d) Methods of Communication
e) A successful campaign - based on an environmental theme
f) Conclusions

JRT/mp