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Title	Case study : communication process and principles
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Citation	Case study : communication process and principles. (1992). In AMIC-PATA Asian Tourism Communicators Training Workshop : Singapore, Jun 8-9, 1992. Singapore: Asian Media Information & Communication Centre.
Date	1992
URL	http://hdl.handle.net/10220/1436
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**Case Study :
Communication Process & Principles**

PATA/AMIC Asian Tourism Communicators Training Workshop

Communication process and principles

Case Study 1 - Singapore

There are two different views of Singapore - one is a Singapore which is a metropolis with the best airport in the world, top hotels, great shopping and a variety of cuisines; an Asian city with modern comforts; a city that works; Asia's top convention city; a garden city, Instant Asia and a gateway to Asean.

The other view is that it is a city without soul, boring, sterile, an authoritarian state, a country with too much government control and little freedom of the press, over-regulated, stifling, no night-life or entertainment to boast of.

If you are the national tourist organisation, how would you use persuasive communication to achieve your objective of bringing more visitors to Singapore. Using the communication process, please define your speaker's position, your key message/s, your receiver and medium of communication. Please include the type of "noises" that will likely obstruct your message/s to your receiver.

Case Study 2 - Vietnam

War-weary, Vietnam is awaiting for the US trade embargo that has been in place since 1975, to be lifted soon. The embargo has isolated the country economically, cutting Hanoi off from international development aid, and keeping away billions of dollars in foreign investments.

However, Vietnam has been opening its doors to other investments and tourism. These include businessmen and visitors from Japan, Taiwan, South Korea, Hongkong, Thailand, Singapore, Malaysia, Australia and France who go to explore business opportunities.

Several Asean countries are already looking at tourism-related projects such as hotels and resort developments while Singapore Airlines, Malaysia Airlines and Garuda Indonesia are now operating regular flights to Vietnam. Tour packages for businessmen and tourists are also being promoted actively by Vietnam and travel agents in the region.

Businessmen packages include business investment briefings, appointments with business houses, tours to Ho Chi Minh City, Hanoi and tourist attractions such as the Cu Chi tunnels. Tourists can pick various packages ranging from four to eight days covering the key cities.

If you are the national tourist organisation for Vietnam, describe how you position Vietnam and the kind of persuasive communication you would use to attract businessmen and tourists to the country. Apply the principles of communication.