

Chapter II

Literature Review

2.1 Definition of Communication

Communication is a common activity that everyone does. It involves in transmitting messages through talking to one person and another. This is stated based on Walker and Miller (2011), communication is a term that involves the sending or receiving of messages. Also, it can also be a word-of-mouth message that are often seen in our daily lives such as instructions given in the working environment or even an announcement in a meeting. Not only through verbal but also through written form such as memo, letter or etc.

The term communication comes from the word '*communicare*' which means 'to share' in Latin. It is explained by Richard West & Lynn Turner that communication gets one person into the same direction. In this context it means that, communication is done with ideas shared leading to common understanding for one person to understand one another.

Referring on the saying of a psychologist, Hovland (cited in Richard West & Lynn Turner, 2010) said that communication is "the process of which an individual (the speaker) transmits a stimulus, that can be referred as verbal symbols to modify the behaviour of other individuals; in other words, the receiver."

Communications are also done in organizations. The term is often known as organization communication. It is defined as "The sending of messages from the top of an organization down—usually the same message to everyone." (Walker and Miller, 2011) This is where information from the managerial level to entry level staffs are being delivered. The messages may involve something about the policy announcement from the directory level or even something related in the whole organization.

2.2 Language

Language is a shared system of verbal and non-verbal symbols explained by Richard West & Lynn H. Turner (2010). He added that as language is learned, a person will start being exposed towards the social norms and culture which are related within them. Added by Harnish, Robert M., et al. (2010) that a language is often defined as a conventional system for communication, a system for conveying messages.

Language is inseparable also because it is a tool in communication. It is confirmed by key differences website (January 8 2018) that language plays an important part as every living being communicates through a language.

2.3 Types of Communication

There are several mediums that can be used to deliver a message from a person to another. Either it is physically visible or non-visible. Types of communication have some varieties, it can be through symbols, sign language or abbreviations that only the related person will know. (Wambui et al., 2012)

There are two types of communication used in the communication channels. They are verbal and non-verbal communication. (Wambui et al., 2012).

Referring to (Wenbin Nah in Wambui et al., 2012), it explains there are two communications that fall under verbal communication; oral or spoken communication and written communication. Oral communication is where spoken words are used such as conversations between colleagues / friends, speeches, presentations, television reports etc.

Secondly, in written communication, communication is done in written forms; can be both handwritten or printed form. Examples of written communication are messages through social media applications like Line or WhatsApp and etc. letters and memo are also the forms of written communication.

Moving on to non-verbal communication. There are several aspects which is involved in non-verbal communications; body language, appearance and sound. As stated in the statement of McConnell, in Wambui et al., (2012) that non-verbal is about the behaviour aspects other than spoken words. Such as a person's expression when speaking, intonation of voice, body language etc.

To conclude, in the hospitality industry involves all about communication. Both in the usage of non-verbal and verbal communication. The modes communications carried out in the hotel industry are; briefings, internal meetings between the managerial level or directorial level, log book, e-mails, phone calls and etc. These modes of communication all involves the verbal and non-verbal communication.

2.4 Effective Communication

Effective communication is often heard to be use in an organization, daily lives and etc. Retrieved from the site communication theory, explains that it is a process of spreading information with two or more people with a specific aim. Messages are being transfer and received efficiently without the intentional meaning to changed.

Dr. Suchi Sharma and Mrs. Rachna Sharma (2015) confirms the effective communication that includes on attentive listening, non-verbal communication, the skill of handling different kinds of situations and able to understand a person's emotions. Communication skills also depended on a person's skill in delivering their desired ideas and thoughts.

In the development of an effective communication, it is now easily done with the aid of advancements in technologies. Not only communications done by mouth but can be done through the help of technology. Such as mails, social media, texting and many more. It is also mentioned by Dr. Suchi Sharma and Mrs. Rachna Sharma that now because of the evolution of technology, there are some changes to the administrators, that they are expected to perform more responsibilities related on educational development, curriculum development and etc.

2.5 Communication Models

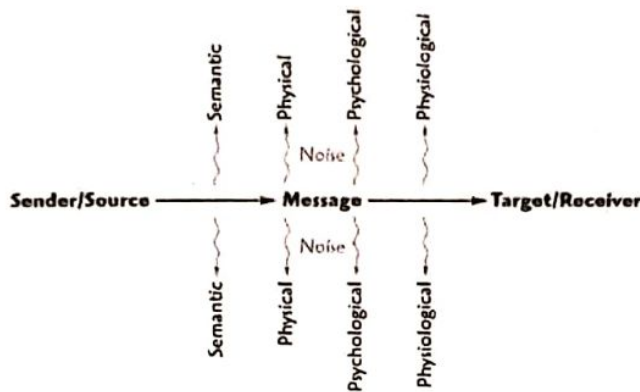


Figure 2.5.1: Linear Model of Communication

Source: Adapted from Shannon & Weaver (as cited in Richard West & Lynn Turner, 2010)

When message is being delivered it is passed through a source and receiver. While the message is being delivered by the sender, there are channels of communication before the message reached the recipient. When communicating is done, noise does also take place. Explained by Harnish, Robert M., et al. (2010) that noise is defined as “the distortion of channel not intended by the source.” (p.12)

A message is well received when a feedback is done. Also mentioned by Harnish, Robert M., et al. (2010) that feedback is “communication passed to the sender by the receiver.” In interactional communication, having feedback is necessary as explained by the figure below. (p.12)

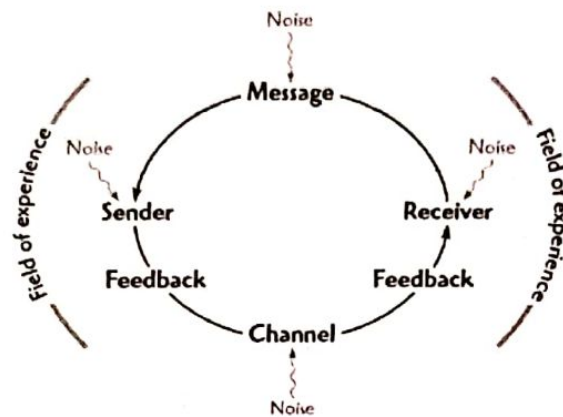


Figure 2.5.2: Interaction Model of Communication

Source: Adapted from Shannon & Weaver (cited in Richard West & Lynn Turner (2010))

Interaction model of communication is the relation between a sender and receiver having two-way of communication. This is where feedbacks from receiver is passed to the sender. Having two way of communication this allows communicators know that their message is well-understood and received.

2.6 Communication Channels

It is defined as technical part in a communication process that allows information to be transferred from sender to the receiver. It includes all different components in the transfer of information such as body language, codes, technical devices and etc. The understanding of communication channels consists of 3 parts, they are; reliability, speed and effectiveness. (Sanina, Anna & Balashov, Aleksey & Rubtcova, Maria & Satinsky, Daniel. 2017, p.253)

2.6.1 Reliability

It is the measure where the channel will function and the message content that will be delivered will have the intended meaning. It also depends on several factors the distribution channel disturbances, information received to the sender, the presence of feedback from receiver or the communication skills used or the

channel used in the communication. The difference of cultural or organizational may affect in the reliability and results in communication barriers.

2.6.2 Speed

Speed is where how fast the result of message is received. In other words, how the message response is being received. In the era of technology, information is being transferred easily and in a fast process. Example that includes in the technology, social media.

2.6.3 Effectiveness

This is where the messages are transferred in the proper usage of communication channel. Channels of communication is important especially in organizations in order for the organization to run effectively. In this case when messages are transferred have to compare about how long the time will require when the message is transmitted. It is to increase its reliability, speed and effectiveness of message being transferred from sender to receiver.

2.7 Barriers of Communication

In achieving effective communications, there are times messages or information are not properly delivered to receivers, this is caused by some barriers that can be found in effective communication. Explained by communication theory that there are several kinds of barriers, also confirmed by Eisenberg, E. M., Trethewey, A., Greco, M. L., & Goodall, H. L. (2010) and Richard West & Lynn Turner (2010).

First, physical barriers or noise. It involves on time, space, place and etc. So, when communicating, must be aware of when it takes place, whether it is done at an appropriate situation, be aware of noisy places as it will not be effective as many noises are involved in the surrounding. Physical barriers emphasise more in the influences of reception of the message.

Secondly, semantic barriers, this refers of a choosing or words, choice of words must be according to the context and in the ability of the receiver's understanding.

Thirdly, Psychological barrier refers to a communicator's prejudices, biases, and predispositions toward another or the message. In other word it explains that psychological cognitive influences on reception of message

Fourthly, Physiological barrier refers to the biological influences on the communication process. For example, it exists if receiver or a speaker is ill, fatigued, or hungry. Physiological barrier is where the biological influences on reception of message.

2.8 Communication in Multi-Culture Environment

Multi-Culture environment is where people of different backgrounds are gathered in a working place. Most places know have applied a multi-culture environment to develop a more open-minded thinking among the staffs.

Cross cultural interaction is said to be an opportunity according to Walker and Miller (2010), they explained about how it is a great chance for the team to build a diverse group. Different ways of knowledge and thoughts shared among the team will be beneficial when a person encountered a similar thing that someone in the team has been through before. Thus, skills will be developed from there onwards.

In a multi-cultural environment, people of different backgrounds are gathered. Therefore, a person must be careful and aware of what they are saying since some cultures may have a different way of communicating. Such as, countries like America; they will prefer to communicate in a closer distance and eye contact is very important aspect in their communication. However, Asian countries may have the thinking that it might be rude to stare with a person and talking in a louder voice may not sound polite and other different way of communication with different backgrounds.

Multi-culture communication also has some difficulties to overcome. It is stated by Hussain, Shafaat. (2018), the difficulties to overcome are, language

barriers, stereotypes, cultural relativism, cultural shock, non-verbal communication and etc. It is confirmed by Jenifer, RD & Raman, GP. (2015), that language barriers is mostly the common problem in a multi-cultural organization. This is because the staffs will most likely encounter speakers of other languages. Thus because of some are not fluent in that language, they are not able to convey their actual intention.

2.9 Communication in Front Office Department

Communication in the front office is one of the important departments to interact with. Not only to know about details on guests but also internally messages shared between hotel staffs.

This is stated by Ahmed Ismail that, communication with front office department is one of the most vital in the hotel industry. This is due to; it makes staffs aware of the arrivals and departures of the certain time. Moreover, being alerted of the occupancy level of the certain day in the hotel. Making the staffs especially the front desk clerk and bell staff what to do, what is going to happen and when to expect about the certain guest arrival. Particularly, in group arrivals, one of the most hectic and dynamic time of the hotel. Not only because of the amount of person is a matter but also the details that certain group is a trivial thing to the front office department. Such as, what time is the arrival, check-in process, etc.

Furthermore, since front desk operates 24 hours, there's a requirement of communication mediums for informing the other staffs or managers of the other shifts. The thing that impacted the front office is the pass on log. It is a book where managers write notes that is used to pass over to the other managers. Such as if a notice about a guest is going to arrive late so the night staffs will aware of their late arrival.

Communication to other department is also trivial thing to the front office department. Especially the team work between the front office department and the housekeeping department. That is why, the time of guest arrival is needed to be well informed in both front office department and the housekeeping department.

2.10 Framework of Thinking

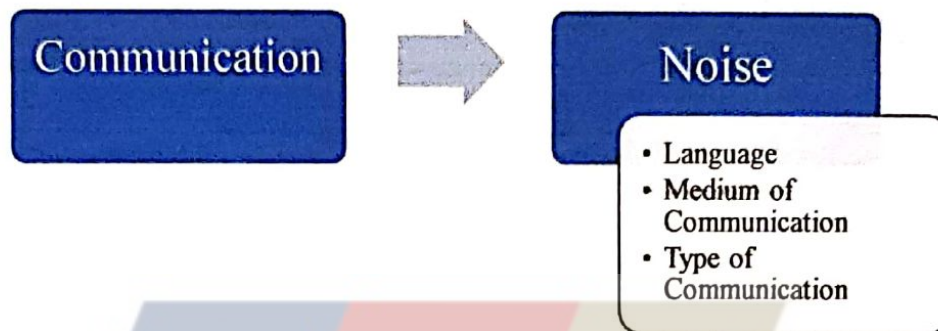


Figure 2.8 Framework of Thinking

Theory by Eisenberg, E. M., Trethewey, A., Greco, M. L., & Goodall, H. L. (2010a) and Richard West & Lynn Turner (2010b).

Effective communication can be achieved if barriers of communication are overcome. From the figure that has been made above, this is to explain that communication problem may arise as a result of noises or in other words, barriers. In the figure, it is explained that noises can be formed by several factors. Firstly, language, such as the usage of language is the same or different that may cause miscommunications when delivering a message. Secondly, medium of communication. This is where when communication is made what channels are used when the communication is done. Whether it is by phone, mails or etc. thirdly, type of communication, as explained type of communication has two types verbal and non-verbal.