

The Role of Faculties of Tourism and Hotel Management in Developing the Etiquette and Communication Skills for Students within the Educational Community

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Abstract

Personality development is a cautious and continuous effort of individuals to inculcate attributes like positive attitude, etiquette and positive body language in their personality so that they achieve new heights in Tourism Industry. Tourism industry is a people to people, intangible and glamour's industry which demands professionals which have a right blend of hard skills and soft skills. So, we must Focus on the importance of the role of tourism studies department of faculties of tourism in developing students' skills within the educational community as a prelude to their dealings in the tourism work, with another perspective: tourism education and capacity building for Employment. For the purposes of this paper, we will focus on Development tourism service etiquette and communication skills for the students such as listening and speaking skills, body language, eye contact, feedback and also, the importance of the development of these skills not only through scientific material, but also practical training through educational tourism companies within the tourism colleges.

Problem of study: Although the teaching of theory scientific materials in departments of tourism studies for the development of students 'skills and capacity-building as a prelude to their dealings in the tourism work like study (Etiquette and the Protocol), but it did not achieve the desired goal to develop students' skills in proportion to the tourism labor market.

Key words: etiquette skills, communication skills, service quality, tourism department

Introduction

Tourism industry is labor intensive and labor carries several layers of meaning in international tourism. For an international visitor labor is the confrontation with the local culture. Another aspect of labor is its aesthetic representation. The tourism labor is differentiated from other sectors as "aesthetic labor" (Ilina, 2005). Therefore, tourism labor's physical appearance, sight, sound, touch, and smell are all important elements of the interactive service process. This aesthetic value of labor in tourism results different criteria of selection; elegance and having good communication skills with a good outlook can be as important as technical skills or professional training (Penfold, 2014).

The bases of dealing considers as one of the most important points that can attract the tourist to be as a permanent customer in certain tourist's places than the other and the tourists themselves will convince their relatives and friends according to the cool and nice treatment from the reception and the employers to come and visit these places and the result for that good treatment the tourist's institution will be continue and at the same time get high profits that can stand strongly against the other Competitors (Abbas, 2010).

Protocol and etiquette are very old concepts. A protocol is simply a set of rules which have to be followed in the course of some activity. Etiquette has connotations with terms such as civility, politeness, know-how of life, good manners while protocol is basically divided into two areas; official protocol and diplomatic protocol. Etiquette or good manners are unwritten laws of the society. In earlier times protocol and etiquette rules were believed to be part of lives of rich people who did not have to work. But developments in cultural level of societies and lifestyles have increased the number of people paying attention to these rules.

When defined Etiquette most simply means: good manners right conduct respect, good manners, and good behavior we project in our social settings be it office, friends or family (Studio, 1999).

Generally, this study attempts to fulfill the following objectives

- 1- Clarifying the soft and hard skills generally.
- 2- Spotting light on the concept of etiquette & communication skills and how to minimize barriers of communication to have effective communication.
- 3- Shedding light on the importance of these skills in tourism and travel industry.
- 4- Evaluating the role of faculties of tourism and hotel management in developing these skills to their students.
- 5- Illustrating the importance of the development of these skills in the educational community.
- 6- Identifying the influences weakness of these skills on the loyalty, satisfaction of tourists and effect on quality of Egyptian tourism product.

In addition, this study provides a frame of recommendation concerning developing students' skills in proportion to the tourism labor market.

Literature Review

Tourism is an industry that sells intangible experiences. Communication is vital to the success of tourism businesses since it is only through the effective use of communication that tourism marketers can offer to customers' tangible cues about those intangible experiences. Also, while communication is an essential component in the conduct of any service business, it has got an overarching role in tourism.(George,2011)

According to a study conducted by the Stanford Research Institute, Harvard University, and the Carnegie Foundation, 85% of your professional success is attributed to your social skills, or polish and only 15% from your technical knowledge. (Crotts,2011) Hence, the trends and skills needs in tourism.

According to the US department of Labor, it is estimated that of the total time we spend in communication, 55% is devoted to listening. Listening, of course, is the polite thing to do. It is not just a skill, but an art and as it turns out... a lost art.

Statistics also show that a lack of communications skills can account for as much as 80% of the reason people do not get ahead in their jobs...there is etiquette to communication and it starts with the art of listening (<http://www.charlestonschoolofprotocol.com>, accessed4/1/2017)

Hard skills & Soft skills

In today's competitive environment in order to become successful a student needs to learn a right balance of two set of skills. These two skills are – Hard skills and Soft skills. Hard Skills: "Hard" skills are also called Technical skills. These skills help us to perform well in the job. Schools do a good job of teaching, reading, writing subjects like science, math and other "hard" skills. In the world of work, "hard skills" are that basic technical or administrative procedures which are prerequisite to perform a job. We can learn these from books or from hands-on experience. For example, hard skill for a teacher is comprehensive knowledge of



his/her subject. These skills are typically easy to observe, quantify and measure. They are also easy to learn (Soft skills for tourism & travel industry-II)

According to Dennis Coates “Hard skills...are typically easy to observe, quantify and measure. They are also easy to train, because most of the time the skill sets are brand new to the learner and no unlearning is involved” (Klaus, 2009).

Soft Skills: in fact, these soft skills are directly related to your personality and will help you to develop a personality suitable for travel and tourism industry.

Soft skills are also called People Skills. These are desirable qualities for certain forms of employment that do not depend on acquired knowledge, rather they include common sense, the ability to deal with people, and a positive flexible attitude (Seetha, 2013). In addition, “soft skills refer to the cluster of personality traits, social graces, and facility with language, personal habits, friendliness, and optimism soft skills complement hard skills, which are the technical requirements of a job” (<https://en.wikipedia.org/wiki/Etiquette>, accessed 16/12/2016). Examples of soft skills include communication skills, problem solving skills, teamwork capability, negotiating skills, self-management, time management, conflict management, cultural awareness, responsibility, etiquette and good manners, courtesy, self-esteem, sociability, integrity/ honesty, empathy, work ethic..) (Rasmani et al., 2017).

In tourism and travel industry soft skills have special relevance. Rather we can say that expertise in soft skills is a basic requirement to become a part of this industry. This is mainly due to some special characteristics of this industry:

- Tourism industry is a people based industry. Different people like transporters, travel agents, tour guide and many more jointly play a very key role in making the final product and delivering it to customer. Here soft skills facilitate them to work together and serve the customer happily.
- Also, tourism is an activity that people undertake during leisure and happy time.
- It means soft skills of people working in tourism industry contribute towards happiness and satisfaction of tourists more than the tourist destination

Etiquette & Good manners

Etiquettes is a code of behavior that delineates expectations for social behavior according to contemporary conventional norms within a society, social class, or group. The French word etiquette, literally signifying a tag or label, was used in a modern sense in English around 1750. Etiquette has changed and evolved over the years. It is essential for an individual to behave in a responsible manner acceptable to the society. People around us must not feel embarrassed by our behaviour. One should not behave irrationally or illogically in public. (Sriprabha, 2016). Webster defines it as "the forms, manners, and ceremonies established by convention as acceptable or required in social relations, in a profession, or in official life. Some business organizations have administrative manuals in which acceptable codes of behaviour are listed. Etiquette is respect, good manners, and good behaviour. It is not just each of these things, but it is all of these things rolled into one (Hoover, 2013)

Etiquette may be wielded as a social weapon (Tong, 2003). Practicing good manners, knowing how to behave in a given situation, knowing how to interact with people (Yongqing, 2006). Prospective and future employers expect it. Proper etiquette helps you make a great first impression and stand out in a competitive job market (Practicing Proper Etiquette, 2010).

Manners are a term usually preceded by the word good or bad to indicate whether or not a behavior is socially acceptable. Every culture adheres to a different set of manners, although a lot

of manners are cross-culturally common. Manners are a subset of social norms which are informally enforced through self-regulation and social policing and publicly performed. They enable human 'ultra-sociality' by imposing self-restraint and compromise on regular, everyday actions. (DeLong, 2007)

There is a difference between etiquette and politeness:

- Politeness is an attitude of mind, and as such, it may exist in anyone.
- Etiquette is the outward expression of politeness reduced to a set of formal rules, which are current in a society.

It is interesting to note that a person may be polite, in the heart, yet may show in every movement an ignorance of the rules of etiquette, and offend against the laws of society. You may find him with his elbows on the table, or laughing too loudly, or tilting back his chair (<https://corporatecoachgroup.com>, accessed 1/1/2017)

The basic forms of etiquette vary depending on a number of factors such as living conditions, historical traditions, cultural mindset and ethnic customs. During a visit, there are always interpersonal contacts including contacts between tourists, tourists between tourism staff, and tourists between local residents of the host country. These contacts are diversified in nature, we need "etiquette" to manage our behavior, enhance mutual understanding and friendship (Penfold, 2014).

Tourism industry must provide tourists with quality service etiquette in addition to the provision of tangible products and services such as transportation services, accommodation services and recreational facilities. Quality customer service etiquette aims to help tourism services staff to understand the different types of protocol, courtesy, manners and ceremony. Therefore, quality customer service etiquette is one of the essential factors for tourism industry in meeting the customers' demand for service satisfaction which means the personal attribute, behavior and attitude of the frontline staff will affect the customers' experience in the consumption of products or services (Su, 2017).

Communication skills is a key to soft skills

The English word 'communication' is derived from the Latin noun 'Communis' and the Latin verb 'Communicare' that means 'to make common, to transmit, or to impart' (Mcpheat, 2010). Communication is a key element in any human activity. Communication is a learned skill. However, while most people are born with the physical ability to talk, not all can communicate well unless they make special efforts to develop and refine this communication skill (Juliana, 2016).

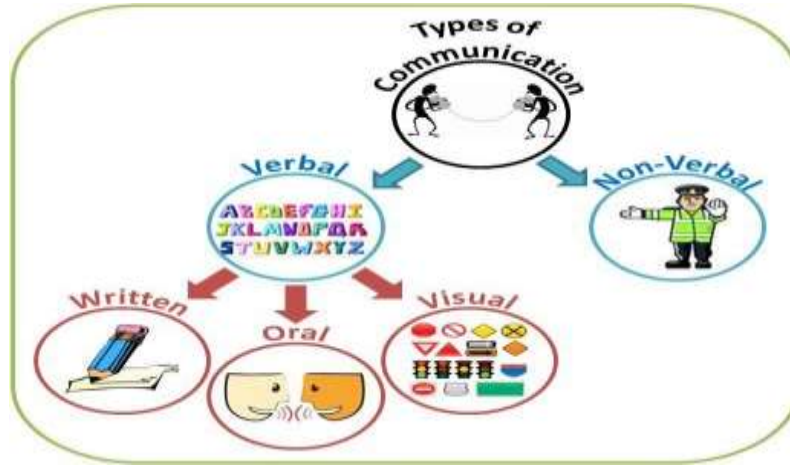
In simple words, communication is the activity in which we share any idea, feeling, opinion and information between two or more persons in a way that both parties have common ground of understanding. Thus, in communication three aspects are of utmost importance – transmission of message, listening/receiving of message and common understanding of message among parties involved. The transmission can be done in many manners like by words -spoken or written, by body language or signs. And understanding means that both parties receive same meaning of the desired message in their mind and that can be confirmed with the help of feedback. When understanding is achieved only then communication is complete. Communication means interactive with others (Joshi, 2015).

Tourism is an industry that sells intangible experiences, communication is vital to the success of tourism businesses since it is only through the effective use of communication that tourism

marketers can offer to customers' tangible cues about those intangible experiences, it has got an overarching role in tourism (George, 2011).

The Type of communication skills

Figure 1: Types of Communication



(https://www.pinterest.com/dj_mastergroove/communication-comes-in-many-forms, accessed 5/12/2016)

- 1- Verbal Communication: What you say and how you say it, it is essential to be able to use the spoken word to get your point across simply Verbal communication involves using speech to exchange information with others. We usually communicate verbally in face-to-face conversations such as; meetings, interviews, conferences, speeches, phone calls etc (Julian, 2016).
- 2- Nonverbal Communication: Nonverbal communication is much more difficult for many people. It consists of body language, listening skills, the cues that are given off while listening to someone else speak, handshake, posture, eye contact, facial expressions, confidence.

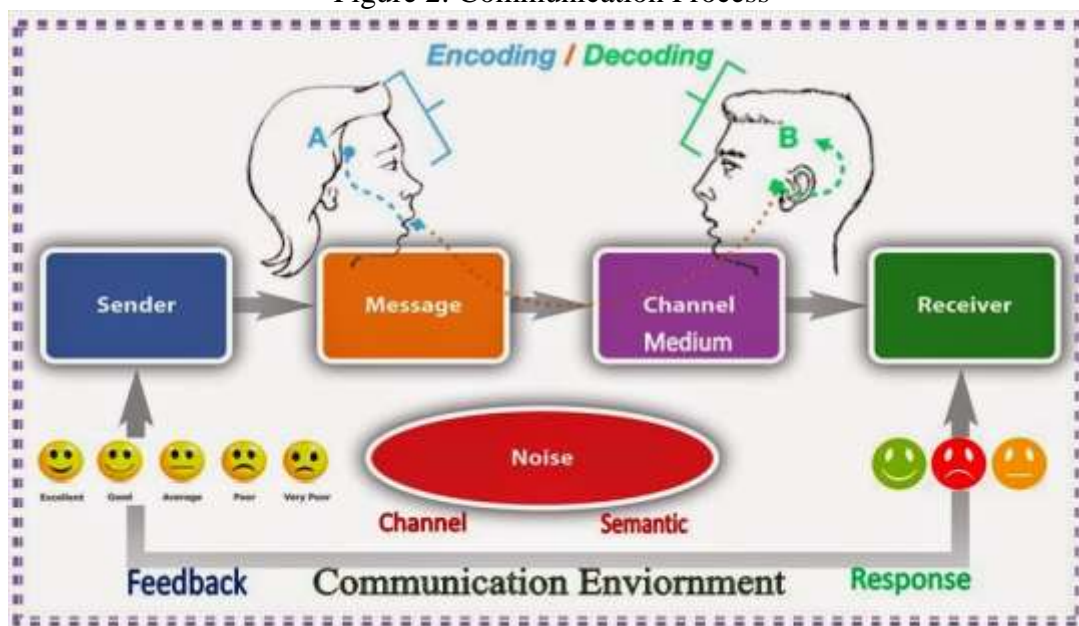
So, it is also referred to as body language. It uses some signs such as facial expressions, gestures, eye movements, distance, touches, postures, body movements, appearance, sound, etc. Non-verbal communication may be affected by the genders, ages, relations and cultural backgrounds of the communicating parties (Mcpheat, 2010).

Also, Written Communication: One often overlooked area of communication is the written word. Proper spelling, grammar usage and a professional way of imparting information are important competencies that must be mastered. Written communication that is poorly worded, misspelled or full of errors detracts from the overall message that is being imparted. This is even more vital when dealing with the public through written communication (Contreras, 2013).

The Communication Process Model

The process of communication is a continuous, creative and two-way process where sender and receiver keep changing their roles. (<https://blog.udemy.com/types-of-communication>, accessed 20/12/2016)

Figure 2: Communication Process



<http://internetmarketingagb.blogspot.com.eg/2015/10/efficient-communication-requires-much.html>, accessed 15/1/2017

Communication is about getting a message across to the customer. But we don't always manage it. Effective communication is when a message is received and understood. It takes time and effort to develop good communication skills and sometimes our messages are not clearly heard by the receiver due to 'noise' that impedes the message. (Penfold, 2014)

Methodology

Data collection

The collected data is both quantitative and qualitative in nature that is including interviews and questionnaires. Quantitative data were gathered by employing interviews with human resources management and two questionnaires; the first one targeted a convenient sample (about 50) from academic staff in tourism department (lecturers, assistant professors and professors) at faculties of tourism and hotel management (Helwan, Fayoum, Suez Canal, Alexandria, Sadat city, Luxor, El minia, Elmansoura Universities). According to the supreme councils of universities (2016), there are about 118 staff in tourism department. This means that the study targeted Nearly 50% of the total Population. Totally (42) questionnaires were collected. This questionnaire was divided into four section. The first section of the questionnaire consists of questions about demographic details (academic degree, university). The second section is related to know if there any curricular about etiquette and communications skills in tourism studies department in faculties of tourism and hotel management, the name of it and to know also if there any practical exercises to develop these skills for students within checklist (Class room activity, play role, Online quizzes and discuss, co-curricular activities, and others) and the importance of Practical exercises to learn skills. The third section is related to know the influences of teaching these skills on the success of students' jobs and why, which was investigated the influences of teaching these skills by using a five-point Likert scale ranging from (1=strongly disagree) to (5=strongly agree). The fourth section in the questionnaire is related to the influences of these skills on tourism and travel industry (loyalty to deal with special company, Encourage tourists to repeat

visit to Egypt, and on quality of Egyptian tourism product), which was investigated by using a five-point Likert scale ranging from (1=strongly disagree) to (5=strongly agree). The survey was applied in the period from December 2016 until January 2017

The second questionnaire targeted a convenient sample (about 150) from Egyptian students in fourth year tourism department and graduates that work in different sectors in tourism and travel companies and airports, totally (122) questionnaires were collected. This questionnaire was divide into four section. The first section of the questionnaire consists of questions about demographic details (gender, age, university, current position). The second section included questions that evaluate the importance of studying etiquette and communication skills in faculties of tourism and hotel management, and the importance of Practical exercises to learn skills, which was investigated by an evaluation check list using a five-point Likert scale ranging from (1=strongly disagree) to (5=strongly agree). The third section in the questionnaire is related to evaluate the rank of students' personal communication and etiquette skills, which was investigated by an evaluation check list using a five-point Likert scale ranging from (1=poor) to (5=excellent). The fourth section is related to the influences these skills on tourism and travel industry (loyalty to deal with special company, Encourage tourists to repeat visit to Egypt), which was investigated by using a five-point Likert scale ranging from (1=strongly disagree) to (5=strongly agree). The survey was applied in the period from December 2016 until January 2017

Qualitative data were also collected by using interviews, held with 10 of human resources management in tourism and travel companies and airport to evaluate the communication and etiquette skills of graduates' students from faculties of tourism and hotel management and ways to improve these skills before graduating.

Data Analysis

The collected data have been analyzed using Validity tests (Average arithmetic, Standard deviation, Sample direction, Overall average for all variables) were used to prove the validity of the data collected and accordingly of the study objectives is proved.. In the other hand, Cronbach-Alpha was used to verify the reliability of these tests and he reliability of these tests is strong.

Based on the research purposes, the results of data analysis for two questionnaires were as follows:

Table 1: Sample Demographic Profile for staff

Variables	Variable Categories	frequency	Percentage
Academic degree	Lecturer	25	59%
	Assistant professor	12	29%
	professor	5	12%
university	Helwan University	15	36%
	El fayoum University	9	22%
	Suez Canal University	3	7%
	Alexandria University	6	15%
	Sadat city University	3	7%
	Luxor University	1	2%
	El minia University	3	7%
	El mansoura University	2	4%
Total questionnaires were collected		42	

Survey respondents (in the section one of questionnaire one) were most lecturer (59%), and most of responds from Helwan university (36%) that have the biggest number of staff. A more complete demographic profile of the respondents is provided in Table 1.

Table 2: The importance for training students on practical exercises about Etiquette and Communication skills in their faculties

variable 1	Sample size	Average arithmetic	Standard deviation	percentage	Sample direction
lecturer	25	1.8	0.8	36	Agree
assistant professor	12	1.58	0.86	31.6	strongly agree
professor	5	1.4	0.49	28	strongly agree
overall average		1.69	0.8	33.8	strongly agree

Table 3: Developing excellent communication & etiquette skills is the key to student success

variable 2	Sample size	Average arithmetic	Standard deviation	percentage	Sample direction
lecturer	25	1.8	0.8	36	Agree
assistant professor	12	1.58	0.86	31.6	strongly agree
professor	5	1.4	0.49	28	strongly agree
overall average		1.69	0.8	33.8	strongly agree

Table 4: Developing excellent communication & etiquette skills is affecting on quality of Egyptian tourism product

variable 3	Sample size	Average arithmetic	Standard deviation	percentage	Sample direction
lecturer	25	1.16	0.46	23.2	strongly agree
assistant professor	12	1.17	0.37	32.4	strongly agree
professor	5	1.2	0.4	24	strongly agree
overall average		1.17	0.43	23.4	strongly agree

Table 5: use etiquette and communication skills with tourists help to earn their loyalty to deal with specific company and to repeat visit to Egypt

variable 3	Sample size	Average arithmetic	Standard deviation	percentage	Sample direction
lecturer	25	1.4	0.63	28	strongly agree
assistant professor	12	1.58	0.76	31.6	strongly agree
professor	5	1.8	0.75	36	agree
overall average		1.5	0.7	30	strongly agree

According to survey answers for sample study of academic staff (questionnaire one) show that:

- There is a curricular about etiquette skills (etiquette and protocol) in tourism studies department in faculties of tourism and hotel management (67%), and other faculties where there are no curricular about etiquette and communications skills in tourism studies department (33%).

- Survey respondents from staff (in the section two of questionnaire) were most strongly agree with the importance of studying etiquette and communication skills in faculties of tourism and hotel management, and also were most strongly agree (overall average with 33.8%) with the importance of Practical exercises to learn skills. Table 2
- According to survey answers for sample study of academic staff (in the section three of questionnaire) show that the most confirmed on the strongly agree (59.6%) influences of teaching these skills on the success of students' job. and others agree (36%). Table3
 And some respondents assign the reason to "tourism is a communicative industry in the first place" and other to "know how to communicate with their customers that are different customs and traditions".
- Also survey respondents from staff were most strongly agree with the importance of developing excellent communication & etiquette skills affecting quality of Egyptian tourism product (overall average with 33.8%) and strongly agree (overall average with 30%) in help to earn their loyalty to deal with specific company and to repeat visit to Egypt. Table 4,5

Table 6: Overall average between all variables of study for academic staff

	Sample size	Average arithmetic	Standard deviation	Sample direction
Variable 1	42	1.69	0.8	strongly agree
Variable 2	42	1.69	0.8	strongly agree
Variable 3	42	1.17	0.43	strongly agree
Variable 4	42	1.5	0.7	strongly agree
overall average		1.51	0.73	strongly agree

The validity of the hypotheses depends on the arithmetic average of the respondents' response to the independent variable. The importance of the practical exercises for the students and the dependent variable is the job performance of the graduates returning to the "Likert Five" scale, the importance of practical training for students is very strong for graduates according to respondents' answers for academic staff (with overall average between variables in Table 6) .

Table 7: Sample Demographic Profile for students

Variables	Variable Categories	frequency	Percentage
Gender	Male	74	61%
	Female	48	39%
Age	20-22	66	54%
	23-25	43	35%
	More than 26	13	11%
Current position	Student	69	57%
	Graduate	53	43%
Total questionnaires were collected		122	

Survey respondents (in the section one of questionnaire two) were most male (61%), more slice age in the sample was 20-22 (54%), and most of them are students (57%). A more complete demographic profile of the respondents is provided in Table 7.

Table 8: Student opinion of studying etiquette and communication skills in them faculty

variable 1	Sample size	Average arithmetic	Standard deviation	percentage	Sample direction
student	69	1.39	0.6	27.8	strongly agree
graduate	53	1.3	0.54	26	strongly agree
overall average		1.35	0.57	27	strongly agree

Table 9: could improve your communication skills in your faculty with Practical exercises to learn skills

variable 2	Sample size	Average arithmetic	Standard deviation	percentage	Sample direction
student	69	1.39	0.6	27.8	strongly agree
graduate	53	1.3	0.54	26	strongly agree
overall average		1.35	0.57	27	strongly agree

Table 10: Developing excellent communication & etiquette skills is the key to your success and on good quality of Egyptian tourism product

variable 3	Sample size	Average arithmetic	Standard deviation	percentage	Sample direction
student	69	1.65	0.7	33	strongly agree
graduate	53	1.36	0.48	27.2	strongly agree
overall average		1.52	0.63	30.4	strongly agree

Table 11: use etiquette and communication skills with tourists help to earn their loyalty to deal with specific company and to repeat visit to Egypt

variable 4	Sample size	Average arithmetic	Standard deviation	percentage	Sample direction
student	69	2.01	0.58	40.2	agree
graduate	50	2.04	0.56	40.8	agree
overall average		2.03	0.57	40.6	agree

According to survey answers for sample study of academic staff (questionnaire one) show that:

- Survey respondents from students and graduates (in the section two of questionnaire) were most strongly agree with the importance of studying etiquette and communication skills in them faculty Table 8, and also were most strongly agree (overall average with 27%) with the importance of Practical exercises to learn skills and improve their communication skills. Table 9
- According to survey answers for sample study of students and graduates (in the section three of questionnaire) show that the most confirmed on the strongly agree (30.4%)

influences of teaching these skills on the success of students' job. and on good quality of Egyptian tourism product. Table 10

- Also survey respondents from students and graduates were most agree (overall average with 40.6%) with the importance of developing excellent communication & etiquette skills help to earn tourists loyalty to deal with specific company and to repeat visit to Egypt. Table 11

Table 12: Overall average between all variables for students

	Sample size	Average arithmetic	Standard deviation	Sample direction
variable1	122	1.35	0.57	strongly agree
variable2	122	1.35	0.57	strongly agree
variable3	122	1.52	0.63	strongly agree
variable4	122	2.02	0.56	agree
overall average		1.56	0.65	strongly agree

The validity of the hypotheses depends on the arithmetic average of the respondents' response to the independent variable. The importance of the practical exercises for the students and the dependent variable is the job performance of the graduates returning to the "Likert Five" scale, the importance of practical training for students is very strong for graduates according to respondents' answers for students and graduates (with overall average between variables in Table 12).

Table 13: Check list of selected criteria to evaluate students' personal communication & etiquette skills

Criteria	
<ul style="list-style-type: none"> • rank your personal communication skills • I know what I mean but I can't explain it • Need to set clear goals and targets for others to achieve • Need to be able to transfer information accurately • Believe that problems are often caused by miscommunication • Want more confidence in expressing your Ideas 	<ul style="list-style-type: none"> • The power of your own voice • Can successfully present and justify ideas in a formal discussion. • Responds and interacts adequately with other speakers. • The features of an acceptable presentation. • Can handle complex questions with relative ease. • Good knowledge of etiquette skills

Also in this regard an evaluation of the respondents from students (in the section three of questionnaire) that depends on a check list of (12) selected simple criteria (Table 13) to evaluate themselves and each criteria was rated on five Likert scales (1=poor, 5=excellent), and these selected criteria to evaluate students' personal communication & etiquette skills such as (Interaction professional, Presentation, language, quality, listening skills...). According to the most of students and graduates, evaluate themselves fair in the most of these criteria and good in others.

Finally, the results of reveal that there is an agreement among the two questionnaires of staff and students (in section four) regarding to the great influences of communication & etiquette skills on tourism and travel industry specially on the loyalty to deal with special company, Encourage tourists to repeat visit to Egypt, and on quality of Egyptian tourism product.

Based on the research purposes, the results of data analysis for interviews were as follows:

According to interviews with HR managers to evaluate the rank communication and etiquette skills of graduates' students from faculties of tourism and hotel management the most of the opinions see that the most of graduated from faculties of tourism and hotel management need more specialized training courses to be able to deal with tourists professionally, bad or good situations with customers, respond in a timely manner, Moreover, Good grooming is essential, Smile and make eye contact.

A respondent gave comments such as: *"First Impressions It takes 30 seconds for a person meeting you for the first time to form impressions about you, your character, and abilities. You never get a second chance to make a first impression"*, *" The tourism employees from newer graduated are face a major problem when they are in contact with foreign tourists"*, *" Students without proper tourism education threaten the service quality"*.

Also, the respondent revealed that the ways to improve these skills before graduating with practical sessions. The most of them (80%) refers to the importance of cooperation between faculties and tourism sectors in order to recover tourism Service and all companies need to have a service recovery plan to make things right. Some refers to the significance regular meetings to discuss a new occupations and future skill needs for the tourism labour sector at least once a year.

Results & Recommendations

The results of the study showed:

- 1) The results reveal that there is an agreement among the field studies (two questionnaire and interviews) regarding the importance of learning communication and etiquette skills in all tourism department in faculties of tourism and hotel management, in addition to the importance of doing practical activities within community educational. Communication and etiquette rules are more important in tourism service industries than other industries.
- 2) The most of tourism department in faculties of tourism and hotel management teach only a curricular about etiquette skills called (protocol and etiquette) such as Helwan University, El fayoum University, Luxor University, El minia University..., but other faculties don't teach because there is no related curricular in its internal regulations.
- 3) Although there is a curricular of protocol and etiquette in some faculties, there is not any practical hour in their internal regulations (it is theory material according to internal regulations).
- 4) The results reveal According to check lists answers (table3) of academic staff that there are a few practical exercises in a curricular (etiquette and protocol) were most class room activities and rarely play role.
- 5) The results reveal that there is an agreement among the field studies (selected criteria in table 4 for students to evaluate themselves and interviews with manager) regarding the lacks of qualified graduates with good skills, so many companies in the tourism & travel industry facing this problem.

- 6) The lack of effective cooperation and miscommunication between tourism department in faculties and tourism & travel agency to achieve these skills for students within their educational environment and it led to negative influence on the Human resources development of this sector.
- 7) Also, there is an agreement among the field studies (questionnaire for students and interviews) regarding the influences of teaching these skills on the success of students' job, all these skills make students employable for tourism industry and help us to achieve new heights in the tourism industry.
- 8) The results reveal that there is an agreement among the field studies (two questionnaire and interviews) regarding the great influences of communication & etiquette skills on tourism and travel industry specially on the loyalty to deal with special company, Encourage tourists to repeat visit to Egypt, and on quality of Egyptian tourism product.
- 9) The “secret” of influencing others and building long term tourism relationships -key to the sustainability of tourism – is to understand that we must first gain tourist trust and respect, so etiquette & communication skills are a series of activities designed to enhance the level of customer satisfaction.

Recommendations

- 1) The Modification of internal regulation to be able to develop the Interpersonal skills for faculties of tourism and hotel management graduates within educational communities. (add curricular of communication & etiquette skills, add practical hours).
- 2) Our curricular need to blend practical skills with essential etiquette & communication with tourists and cultural theory to give students the opportunity to pursue specialized areas of tourism communications and services.
- 3) We should be faculties with diverse backgrounds and skills that reflective of the dynamic nature of communication and find opportunities to learn through internships to living and working in multicultural and international settings.
- 4) Making the agreements of cooperation with serious and professional travel and tourism agency to link educational curricula with practical reality at tourism labour market and transfer their expertise to students.
- 5) Activate the role of Egyptian Travel Agencies Association (E.T.A.A) in developing tourism education and training programme within academic year for students Capacity Building for Employment.
- 6) Using new techniques in learning and development activities for making students able to know everything about these skills from the first year in the faculty, according to the study the most of faculties teach curricular (protocol and etiquette) at fourth year academy.
- 7) Doing practical activities within groups after each session, practical sessions in communication & etiquette skills will reflect active participation during the academic years and measure of their abilities. Activities such as:
 - Choose three countries of the world – from Asia, Africa, Europe and the Middle East and identify different one skill of etiquette for each one. This activity will help you understand the differences and things you need to be aware of in travelling and deal professionally in these countries.

- Make a list of some of the challenges service staff might face in dealing with foreign guests or visitors.
- Assessment sheet used by checklist to observe skills for students.
- What happen if you use positive or negative communication and guess the result: such as talking skill (talking is not only about what you say but also about how you say it).

What happen if	Results	
1- Speak clearly. 2- Keep the volume moderate.	✓ Customers will understand you well. ✓ Your voice will be reasonable level for customer.	SO YOU SHOULD DO
1- Let your sentences trail off. 2- Use a sharp tone. 3- Speak too fast. 4- Speak too slowly.	✓ Your customers might think you are uncertain. ✓ You could sound aggressive. ✓ Customers may not be able to keep up. ✓ You could sound patronizing.	SO YOU SHOULD NOT DO

- 8) Using different ways in practical sessions in tourism department such as: class room activity, play role, Online quizzes and give assessments (if you need to create online quizzes <http://www.questbase.com/solutions/quiz-maker.aspx>), co-curricular activities, give students some books related to these skills and discuss...
- 9) It is necessary to handle our students to how work on improving the soft skills especially influencing skills, Verbal communication (talking, listening, questioning, writing), and Non-verbal communication (using body language, personal hygiene & grooming)

Conclusion

Employees in tourism industry are often in an international and multicultural work atmosphere. When there are cultural differences, sometimes there are cultural shocks as well. For this reason, adaptation to other cultures and developing a flexible attitude is necessary.

The ideal tourism employee should always keep positive attitude, get pleasure from serving to people. A good mix of technical and professional knowledge with social skills can increase job satisfaction. In tourism business, manners and behaviors of the personnel are as important as the function they realize.

This study is carried out in order to provide an insight into the needs, functions and problems of developing students' communication and etiquette skills within the educational community as a prelude to their dealings in the tourism work, with another perspective: tourism education and capacity building for Employment. Also, the importance of the development of these skills not only through scientific material, but also practical training through educational tourism companies within the tourism colleges.

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