

Certified Travel Counselor (CTC) Program

Skill Area: Professional Development Elective

Business Writing Skills



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Introduction

Overview

For busy travel professionals who do much of their work speaking on the telephone or in person, writing may not seem to be an important part of the job. In fact, your writing skills are one of the measures frequently used to evaluate your competency as a travel professional. If you have already developed the ability to communicate clearly and effectively in writing, consider this course an opportunity to hone those valuable skills. But for those of you who know that your writing could use some improvement, this course will provide practical suggestions.

This course is designed to provide a foundation for effective business writing. It is by no means an exhaustive study on what it takes to be a skilled writer. Rather, this information will set you on a path toward creating professional business communications. You will explore the fundamental elements of standard business correspondence such as memos and letters and more advanced writing projects such as reports, proposals, and press releases. We expect you to augment what you learn in this course with tips and information from other sources, such as knowledgeable colleagues and useful reference books. At the very least, we hope this course will remind you—in case you've forgotten—that good business writing is sometimes difficult, often necessary, and always essential for your success as a travel professional.

Learning Outcomes

After completing the readings and activities in *Business Writing Skills*, you will be able to

- Follow basic principles for effective business writing.
- Identify practical strategies for writing more effective e-mails, memos, and business letters.
- Write concise reports and proposals that get results.
- Use professional marketing communications to publicize your business efforts.
- Practice your writing techniques for more effective communication on the job.