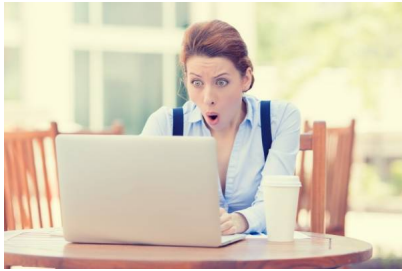


# WRITTEN COMMUNICATION TIPS FOR TRAVEL INDUSTRY PROFESSIONALS



To fulfill most of our goals, both in personal and professional life, we need to learn the art of communicating adequately. Nowadays, because of the advance of technology, writing has taken the leading role in communication. Every travel and hospitality professional understands how much they need to communicate through writing.

Whether it is for feeding a blog, [essay writing cheap](#), launching a content marketing strategy, preparing press releases, or writing the texts of your travel and hospitality website, there is an inescapable command: you have to write well.

This means respecting the rules of spelling, syntax, and punctuation, organizing ideas properly, writing in a simple and understandable way, and avoiding useless information.

Everyone who has had to confront corporate writings knows that these requirements are not usually met. If you want to build good image of your company, follow these writing tips.

## **Think About What You Are Going To Write First**

Planning is the success of all text and essay writing. Yet, many make the mistake of ignoring this step. Before sitting down to write, make sure you have something to say and define how you want to express it. At the same time, do not focus on the words, but on the [ideas you want to convey](#). Do you want to describe the experience in a hotel? How about that lovely small city? Understanding your goals would help you articulate them better.

## **Do Not Neglect Punctuation**

To provide fluent writing, use punctuation correctly. Distinguish the comma and the period sign and do not forget the semicolon. A misplaced comma or a misplaced period can completely change the meaning of an idea. Remember that if you are tempted to write a comma, think about whether you can replace it with a period.

## **The Fewer Words, the Clearer It Will Be**

Do not write in two words or more what you can express in one. Yes, that is about that!

## **Do Not Use Unnecessary Synonyms**

It will always be preferable to refer to a doctor as "doctor". Do not use gimmicky words like "medic". Using this kind of unusual terms makes text comprehension difficult. If you want to use synonyms and you have exhausted all options, repetition is preferable.

## **Respect the Logical Order of the Sentences**

Writing has its science and in it the formula is: "subject, verb and complement". That is the order of a sentence. If it is respected, the text will be much clearer. There is no point being poetic where you

are required to be direct.

### **Do Not Abuse Numbers**

Many figures in the same paragraph confuse the reader. That is why the most advisable is to distribute the numbers throughout the text. Tell us about the guest house you recommend, and sprinkle some numbers here and there, if you have to. Just don't go too far.

### **Avoid Ambiguity**

Adjectives that are used in a text must be clear to all. For example, a word that is too big for one person may be fine for another. Due to the relativity of concepts, adjectives should be used only when they bring something that is being transmitted to the message. Only use words when they will help make things clearer, not to mystify things some more.

### **Revise Your Writing**

When you finish writing a text, always check if there are misspelled words, repetitions of ideas, if all the points you want to treat have been touched and if the writing expresses what you want.

Simple Tip: Reread what you have written as if you were a reader who knows nothing about the subject. Is it understandable? Great, you can keep going. Do you have any questions? Rewrite it until you find the simplest formula.

### **Ask Someone Else to Read It**

Before publishing a text, ask someone you trust to give you feedback on the writing and become your "editor". This way you will know if what you wrote is understandable, and if there are points to reinforce or further explain.

### **Write Daily**

Writing is a matter of practice. It's almost like a muscle that you have to train every day, because otherwise it atrophies. Make your writing a habit. It is not necessary to write 10 pages, but have a diary or blog where you write some ideas or thoughts every day. This will help you improve greatly.

With these tips, you will be able to get better fast. Another option is to hand this over to professionals who can get your essay writing cheaply done. Not only will you get premium service, you will also be able to learn from their style.

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