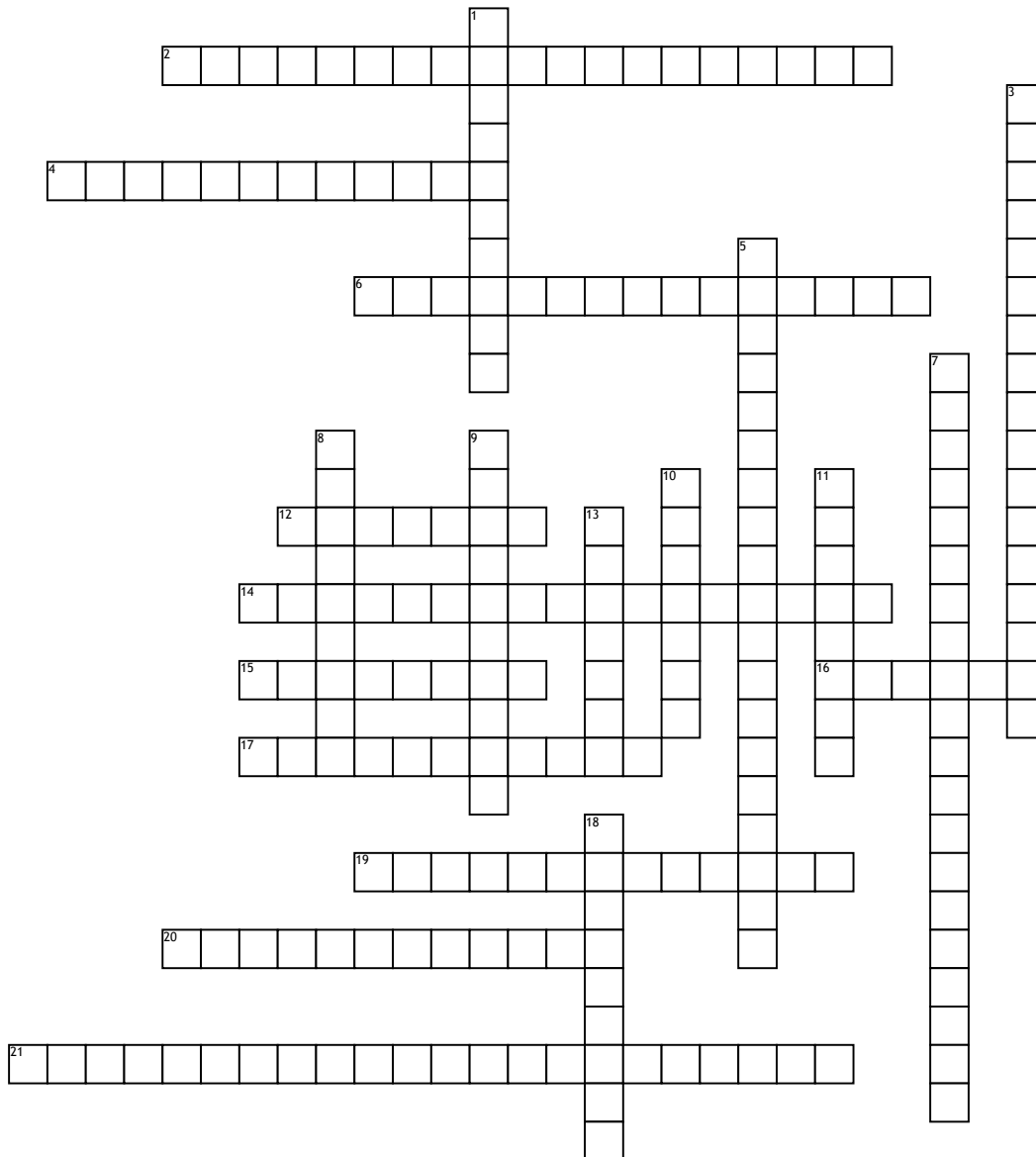


Operate in a Culturally Diverse Hospitality Industry



Across

2. Help to make Jamaica as a preferred travel destination; identify new and emerging consumer groups; cultivate new relationships with travel agencies and disseminate timely and useful marketing information to its offices and travel partners worldwide.

4. An area in the workplace which is in the view of the public. These areas normally comprise restaurants, bars, reception.

6. An art of observing and listening to what is said, then repeating what you have heard to the speaker to show understanding.

12. Ongoing activity, a series of actions that has neither beginning nor end.

14. Other staff, workers and colleagues from within the business.

15. A telephone command which is used to place caller on hold and then diverted.

16. A system of moral principles; the rules of conduct recognized in respect to a particular class of human actions or a particular group or culture.

17. The reception and entertainment of guest, visitors and strangers.

19. A two-way process of sending and receiving message to create a common understanding

20. Also called sign. any of several visual-gestural systems of communication, especially employing manual gestures, as used among deaf people.

21. Occurs when message are sent using symbols, gestures and body language.

Down

1. This usually involves providing accommodation, food and beverage to customers for a profit.

3. Developing sensitivity and understanding of another ethnic group. This usually involves internal changes in terms of attitudes and values.

5. Occurs when message are sent or received orally or in writing.

7. A tourist who travels outside his own country of residence either without or within a defined geographical region.

8. A group or people working together to successfully complete a specific task within a specific.

9. The formal means used by a business to take and record incoming telephone messages for relaying to staff or guests

10. The behaviours and beliefs characteristic of a particular social, ethnic, or age group.

11. Involves communication is anything that negatively affects, stops or interrupts the communication process.

13. Any person who visits country/place for more than twenty-four hours but less than a year for variety of reasons.

18. Generally defined as acknowledging, understanding, accepting, valuing, and celebrating differences among people,