



PUBLIC SPEAKING – A TOURISM TOOL?

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Abstract: This paper explores the role of public speaking as an effective communication tool in the tourism industry. The study highlights its importance in informing, persuading, and engaging audiences while supporting tourism development and promotion. Public speaking contributes to networking and partnerships, career development and leadership, community empowerment, destination marketing, and the improvement of tourist experiences. The findings emphasize that effective communication skills help tourism professionals build credibility, strengthen relationships, and create positive visitor interactions. The study concludes that public speaking represents a valuable and versatile tool with significant impact on tourism promotion, management, and visitor satisfaction.

• Introduction

Public speaking represents the process of communicating ideas, information, and emotions to an audience in an engaging and structured manner. It plays an important role in informing, persuading, inspiring, and entertaining listeners while improving communication and leadership abilities. Public speaking is also relevant for career development, confidence building, networking, and community impact. Furthermore, this skill can be developed through preparation, practice, and constructive feedback.

• Results and discussions

The analysis highlights the significant role of public speaking in tourism, where it supports communication, leadership, destination marketing, and storytelling. The findings show that effective public speaking contributes to networking and partnerships, career development, leadership skills, community empowerment, and tourist engagement. In addition, communication abilities help tourism professionals promote destinations, encourage sustainable tourism practices, strengthen stakeholder relationships, and improve visitor satisfaction through clear, interactive, and informative experiences. Furthermore, public speaking enhances cultural understanding, professionalism, and service quality within the tourism industry.

• Material and method

The study is based on articles and books addressing public speaking as both a general concept and a practical tool in tourism. The research uses the bibliographical method, involving the collection, review, and analysis of relevant academic literature in order to identify and evaluate the role of public speaking in the tourism industry.

• Conclusions

Public speaking represents an essential communication and strategic tool in tourism, contributing to collaboration, leadership, innovation, and destination promotion. It helps tourism professionals build trust, strengthen relationships, and create engaging and memorable experiences for tourists. Furthermore, public speaking supports sustainable tourism development by enhancing communication, identity, and visitor interaction within the tourism industry.

