



АКТУАЛЬНЫЕ НАУЧНЫЕ ИССЛЕДОВАНИЯ В СОВРЕМЕННОМ МИРЕ

СБОРНИК НАУЧНЫХ ТРУДОВ

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Сборник предназначен для научных работников и преподавателей высших учебных заведений. Может использоваться в учебном процессе, в том числе в процессе обучения аспирантов, подготовки магистров и бакалавров в целях углубленного рассмотрения соответствующих проблем. Все статьи сборника прошли рецензирование, сохраняют авторскую редакцию, всю ответственность за содержание несут авторы.

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СЕКЦИЯ: ТУРИЗМ И РЕКРЕАЦИЯ

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IMPORTANCE AND THE ROLE OF CROSS-CULTURAL COMMUNICATION IN TOURISM

Аннотация: Статья посвящена изучению межкультурной коммуникации в международном туризме и обсуждается важность понимания роли положительного контакта с туристом и, выявляет основные барьеры в межкультурной коммуникации.

Ключевые слова: межкультурная коммуникация, социальная интеграция, туризм, культура, барьер, разноразличия, международное событие.

Abstract: The article is devoted to the study of cross-cultural communication in the international tourism and discusses the importance of understanding the role of positive tourist-host contact and, identifies basic barriers in intercultural communication.

Key words: cross- cultural communication, social integration, tourism, culture, barrier, language diversity, international event.

"The most important formula for success - knowledge of how to communicate with people"

Theodore Roosevelt

Along with the rapid globalization of the time, the nations are increasingly paying attention to cross- cultural communication as an important component to success, both in life and in business. The role of communication in the life of every human being cannot be overstated. It is general knowledge that without communication there can be no single person, no human society as a whole. Communication - a core aspect in the big market of tourism and the key to social integration [1, 7 p.]. It is impossible to imagine tourism without communication. An integral feature of the tourists is their curiosity about exploring different corners of the world and their people it forms one of the strongest incentive tourist motives. Nevertheless, good communication is necessary for tourists in order to maintain personal interests and views, recreation, memory, intellectual and psychological satisfaction while traveling. As all types of communication involved in the tourism sector, from the social to the transport communication.

Traditionally, cross cultural communication - an adequate understanding of the two members the communicative act, belonging to different cultures. Therefore, tourism industry workers who are able to mediate between cultures, knowledge of

cultural traditions, customs, manners, as well as knowledge of a foreign language is vital. For effective cross-cultural communication in tourism, people have to realize the need for knowledge. Future employees of the tourism industry also need knowledge, which would give them an opportunity, on the one hand, to be guided in the cross-cultural differences between the nations, help to engage in dialogue with other cultures, on the other side, to represent their people and culture in all situations of communication. Possession of intercultural communication allows people to interact with a different culture, learn the subtleties of the other country and its mentality, values, language, and other features [2, 93 p.].

It is no secret that cross -communication promotes the formation and development of culture and society. The process of international cooperation, professional knowledge of intercultural communication becomes global importance. It is a necessary requirement for the tourism industry. This process is associated with interpersonal and organizational communication both within the organization and with the external environment. Cross- cultural communication serves as a communication link between members of different cultures as it plays an important role in the specialization of tourism and international services, which are involved in communicating with people from different parts of the world. For instance, there are more than two hundred nations in the world. These nations differ from each other by their history, culture, language, customs, appearances, the way of life and etc. All these factors have a direct impact to tourism. But the social condition in country, the behavior of host society, their attitude to tourists and the level of hospitality served and serves as one of the most needed pull factors to development of tourism all around the world.

According to the Travel & Tourism Competitiveness Index Ranking 2015, Spain accepted as the most tourism-friendly country visited by more than 60 million international tourists annually. Advantageously, there are several factors which attract tourists to certain destinations. The country, rich in cultural resources and entertainment, ranked high in natural and cultural resources. It also scored high in infrastructure, travel and tourism policy and conditions, the number of qualified and competitive staff in tourism and business travel. The integration of each factor provides a certain country with the positive results in every sector of economy especially Tourism Industry will develop finding its competitive place in the global marketplace.



Figure 1 - Factors that Influence the Destination Choice of Tourists
 (Compiled by the author)

Overall, Europe remains as the region with the most international arrivals per year, thanks in part to its rich cultural resources, world-class tourism service infrastructure, strong health and hygiene conditions, and—notably with the Schengen Area—high degree of international openness and integration with international tourists [3, 7 p.].

As the result of different analysis various views connected with the significance of cross cultural intercourse are stated and several suggestions are introduced for improving the level of services in hospitality.

a) After analyzing different internet materials major barriers are introduced in this article. Basic communication barriers in tourism often are lack of understanding of the importance of communication, improper installation of consciousness, language diversities, inaccurate assumptions in meaning, formality differences in communications, misinterpretations of body language, unfamiliar phrases in communications, stereotypes, poor construction of messages, poor memory, and the formation of a bad feedback means. In most cases, language poses a great barrier to communication between different cultures or communities. To overcome these barriers every single university and every tourism organization should give a serious attention to teach and master the professional etiquette of the staff. As an individual approach to tourists considering their background and characteristics shows the level of hospitality of one country or nation;

b) Between the cultures there are significant differences in how and what means of communication are used in dealing with other cultures. It is important to note the role of learning a foreign language in intercultural communication. Knowledge of the language of the guest, of tourists or business partner always sounds more trustful. But to know is not enough you need to be able to use it

properly. When preparing professionals in the field of tourism is necessary to form in the future tourism industry workers communicative culture, creativity, the ability to apply theoretical knowledge in practice, which in turn makes them qualified experts.

c) Recently business tourism is developing in high speeds, which has great importance in cross-cultural communication. It combines the corporate travel industry and industry of meetings. Tourism Industry and business tourism involve continuous contact with the foreign culture, so there is a need to study the cultural differences, stereotypes, psychological, verbal, non-verbal characteristics of society;

d) Due to the expansion of exhibition activities and different international events, intercultural communication has a significant impact on such professions of the tourism industry, as a guide and translator, tour guide. The important role of intercultural communication is manifested in the fact that the guide - translator and tour guide are in direct contact with the foreign culture. Employees of tourist activity should know all the subtleties of knowledge of foreign culture, business ethics, stereotypes, the principles of international business communication. In all tourism organization and in high schools different language and etiquette courses, hospitality seminars and forums, standards of tourist services should be taught and improved;

e) Workers in tourism sector should inform customer or tourist about travel product or place in a correct way. This entails knowledge of the intercultural communication. The fact is that, while selling a travel product or guiding a group of tourists from different decent tourism workers should provide correct information about the cultural characteristics, values, differences in the selected region by not forgetting tourist's background and interests.

Concluding, it should be emphasized, as in today's global marketplace, the ability to communicate multi-culturally and effectively is very crucial especially in Tourism Industry. Thus, the formation of communicative competence of specialists in the sphere of service and tourism industry - is the process of establishment and development of contacts between people, generating their needs in a joint venture or reaching mutually beneficial agreements and the importance of effective communication activities, despite the rapid development and introduction of new information technologies, remains still relevant. In addition, intercultural communication experiences helps tourists to know and to respect other cultures, simultaneously help them to appreciate of their own culture [4, 40 p.]. As good communication competence and knowledge is a key for success not only in Tourism but in every phase of life. It should be noted that, international tourism has always been and should be, above all, goals of unity, togetherness, mutual understanding and peace among nations and cultures. This is one of the main missions of international tourism. At the international and national level, should make efforts to promote intercultural communication in tourism. Such measures should include the training of international tourist activity in the field of intercultural communication that would provide the specialized knowledge and skills that contribute to effective cross-cultural communication.

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