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H. M. Chepurda, L. M. Chepurda**TOURISM AND INTERCULTURAL COMMUNICATION: INNOVATIVE ASPECT**

The article describes the role of intercultural communication in tourism, identifies global trends in tourism development, analyzes intercultural communication in general, in conceptual content. It is established that the professional and applied component of intercultural communication in tourism is the conceptual basis of tourism activity. It creates the preconditions for the interaction of representatives of different cultures on the initial stage and in the subsequent planning, organization and implementation of joint professional activities in tourism. The article examines the role and place of intercultural dialogue on factual material, analyzes the factors, components and competences, intercultural dialogue, determines the influence of education, language, cultural institutions on the development of the phenomenon under study.

The purpose of the study is to discover the aspects of intercultural communication and its points of contact with tourism and hospitality.

This paper attempts to expand the understanding of the sustainable-responsible tourism discourse emphasizing advances in scientific and practical knowledge which fits the theoretical and practical nature of the present research. Being based on ongoing research and academic thinking on sustainable and responsible tourism development, this research engages academic knowledge and action research approach. It means that this methodology focuses on the critical thinking from both sides (academic and practical), whether through academic papers or work experience with the tourism industry in designing sustainable tourism development strategies towards intercultural communication and monitoring the implementation process.

Keywords: *globalization of tourism business, intercultural communication in tourism, intercultural dialogue, intercultural interaction.*

Introduction. Tourism has been and remains an important form of intercultural contact. Successful intercultural communication is closely linked to tourism, affects its sustainability. Intercultural communication in tourism reflects not only the search for cultural unity, but also the tendency to preserve cultural identity, so tourism can be considered as a form of intercultural contacts, as a mean of enriching cultures.

Intercultural communication and sustainable tourism researches, documents and actions have recently been accompanied by the notion of responsible tourism. The modern trend towards sustainability and intercultural dialogue has been studied and accepted by many researchers.

Objective. The purpose of the study is to discover the aspects of intercultural communication and its points of contact with tourism and hospitality.

Methodology. This paper attempts to expand the understanding of the sustainable-responsible tourism discourse emphasizing advances in scientific and practical knowledge which fits the theoretical and practical nature of the present research. Being based on ongoing research and academic thinking on sustainable and responsible tourism development, this research engages academic knowledge and action research approach. It means that this methodology focuses on the critical thinking from both sides (academic and practical), whether through academic papers or work experience with the tourism industry in designing

sustainable tourism development strategies towards intercultural communication and monitoring the implementation process.

Tourism and intercultural communication discourse. Globalization processes change not only politics and economics, but also the nature of human communication, which takes on new forms and challenges. The proliferation of international contacts leads to an interest in intercultural communication as a scientific and practical field that is currently experiencing a dynamic development worldwide.

The term intercultural communication refers to the exchange of knowledge, ideas, thoughts, concepts and emotions between people from different cultures. The process of intercultural communication is a specific form of activity, which requires knowledge of foreign languages, material and spiritual culture of another religion, values, people, etc. It collectively determines the behavior of communication partners. Only the combination of these two types of knowledge, language and culture, ensures effective and productive communication, serves as the basis for effective intercultural communication. The goal of intercultural communication is to develop intercultural competence, the necessary knowledge of different peoples and cultures, in order to avoid inter-ethnic and intercultural conflicts and to establish comfortable conditions of communication in different spheres and situations in life.

The hospitality and tourism industry is known for its culturally diverse workplaces and companies. So, intercultural communication is an integrative component of tourism and hospitality training and education. This training is based on developing professional and methodological competencies, social and communicative competences, personal competencies, activity and action-oriented competences.

Professional and methodological competencies in successful intercultural communication and professional training include:

- language competences;
- tourism-related knowledge;
- fundamentals in management;
- fundamentals in finance;
- fundamentals in law and economics;
- fundamentals in information and communication technologies;
- applying and using information to specific contexts;
- skills and competences in written communication;
- rhetorical skills;
- conceptual skills;
- problem solving skills.

Social and communicative competencies in professional training and intercultural communication include:

- social and team skills;
- social networking skills;
- adaptability skills;
- proactive communication skills;
- skills for conflict resolution;
- persuasion skills;
- active listening;
- ability and willingness to change;
- overall communication abilities.

Personal competencies in intercultural communication and professional training include:

- intercultural skills;
- emotional intelligence;
- self management;
- self motivation and willingness to learn;
- personal commitment;
- self reflection;
- empathy;
- ability to work under pressure.

Activity and action-oriented competences in professional training and intercultural communication include:

- innovative spirit;
- creativity;
- determination and goal orientation;
- decision-making abilities;
- assertiveness;
- initiative and pro activeness.

Intercultural communication is closely linked to tourism, since tourism has been and remains an important form of intercultural contact. Intercultural communication in tourism reflects not only the search for cultural unity, but also the tendency to preserve cultural identity, therefore tourism can be considered as a form of intercultural contacts, as a mean of enriching cultures.

The processes of globalization in the world, educational European integration of Ukraine cause the expansion of borders and the convergence of cultures, which contributes to the rapid development of tourism. In a world without borders, the problem of intercultural communication, in particular in tourism, becomes particularly relevant. Due to the intensification of intercultural interaction, new types and forms of communication are opened, the main condition for the success of which is mutual understanding, tolerance and respect for different cultures. So, there is a need to train tourism professionals capable of communicating effectively with representatives of other cultures.

The cultural aspect of intercultural communication and training: culture encompasses the entire spectrum of human heritage in the historical development of civilization, from folklore-mythological representations and national customs to works of art and in general the peculiarities of the life of different peoples. It also contains many components that provide complete social comfort for a person. However, if the cultural code is a mean of materializing cultural preferences and habits, then the cultural context is a place and time, an indivisible continuum that determines and provides for the life of the culture. The traditions of culture are unshakable, so the intercultural interaction must tolerate the features of life, traditions, art, beliefs of other peoples.

The psychological aspect interacts closely with the linguistics, especially when it comes to communicative styles or professionally predetermined situations of communication with foreigners (Sheeran, P., Webb, T. L., 2016).

Professional-applied aspect includes the fields of application of knowledge in intercultural communication. At present, intercultural management is actively developing, which aims to teach the basics of intercultural communication to professionals working in the field of international business or multicultural teams.

Intercultural communication as a factor of global information and communication space: even today, tourism is a modern fundamental instrument of communication between people, between natural and artificial systems, man and society, man and power. In the modern era of globalization and intercultural communication, tourism as a cultural-creating

force of social being is the result of a long historical evolution, and has a sufficiently developed and independent character that allows it to be regarded as an active cultural-creative force that influences social processes. In historical retrospect and today, tourism has not only been an instrument of cultural dialogue that entails the formation of a cultural community of countries and peoples, but there is also a need for dialogue between cultures. Tourism is a tool for the formation of cultural awareness and serves as the basis for a rational culture (Hofstede G., 2011).

Tourism is a transdisciplinary area that brings together many different fields of expertise – economics, management, foreign languages and cultures. But according to Airey, «tourism is a victim of its own success», because «the very things that have made it successful, particularly its vocationalism and multidisciplinary, are the very things that may stand in the way of its full development and recognition as a serious field of study» (2014: 14), so it may be considered a broad and all-encompassing activity. On the other hand, tourism is often considered as an «industry» or an «economic sector», rather than a group of activities, it contributes to the understanding of tourism as a source of income, revenue and profit.

It could be scrutinized in several aspects (Fig. 1).

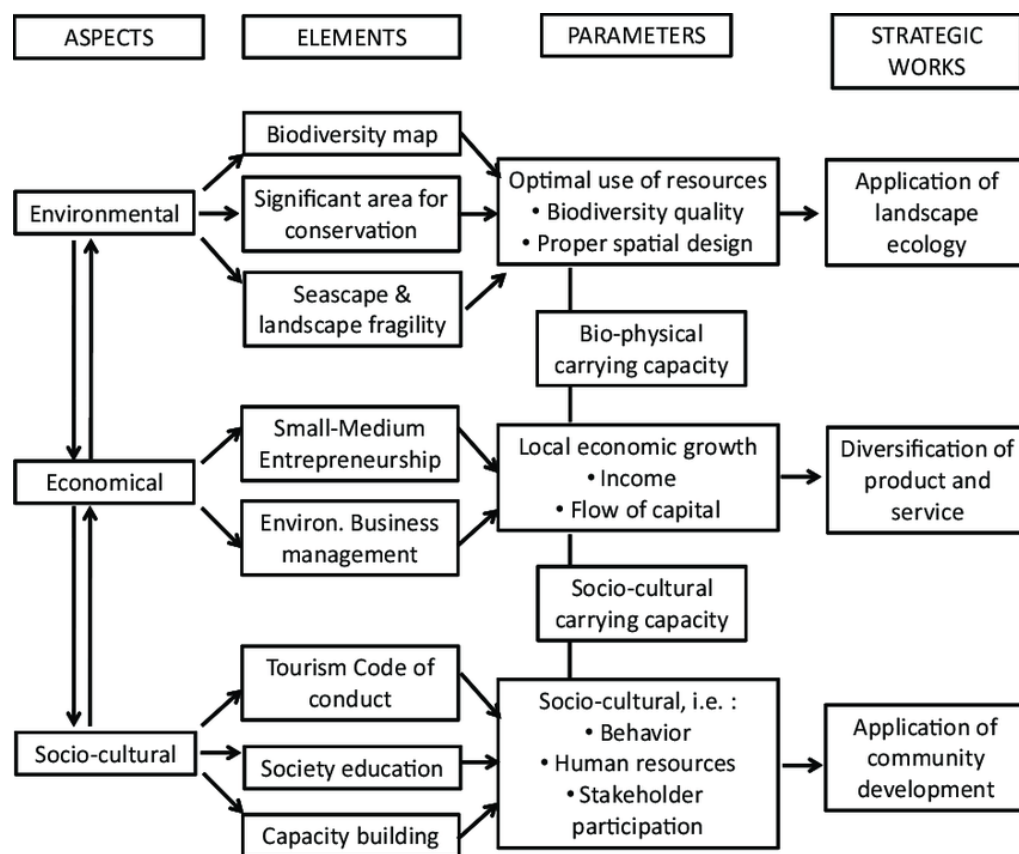


Figure 1 – Aspects, elements and parameters of the tourism field

Tourism is a service industry where visitors from different nationalities and cultures contact with host cultures. As the tourism industry becomes more culturally diverse, future tourism and hospitality managers should understand their customers from different cultural backgrounds. Culture has a significant impact on tourism policy, planning, development, management and marketing. A host country presents itself through many cultural factors such as entertainment, food, drink, work, dress,

architecture, handicrafts, language, religion, education, humor, all forms of the arts and hospitality, tourism not only promotes knowledge and understanding among international travelers, it also builds a favorable image by providing an enjoyable and comfortable experience that is essential for repeat visitation. Tourism also has become a mean of promoting international cooperation, cultural relations and economic stability.

The relationship between cultural background and communication to increase understanding of intercultural workplaces in the hospitality and tourism industry: tourism professionals' linguistic and intercultural skills have been identified as pivotal assets towards upgrading the quality of the service they provide and contributing to successful communication and intercultural dialogue.

Cultural activities are the means of intercultural communication. Motivated cultural tourist gets cultural tourism experiences through:

- architectural and archaeological treasures;
- historic or heritage sites, monuments and landmarks;
- festivals or events;
- culinary activities;
- museums and exhibitions;
- national parks and wildlife sanctuaries;
- religious venues, temples and mosques.

Most people in this group have a:

- higher education background;
- medium to high income;
- considerable interest in culture;
- considerable interest in social and environmental issues.

Motivated cultural tourists like to be prepared before going on holiday. Experiencing and learning about local cultures is their main travel purpose. They study the destination thoroughly and like to see and learn as much of it as possible. This group is quite demanding, but at the same time it is a mover of intercultural communication in tourism.

More commonly, communication losses in business are the result of economic losses and they strongly depend on communities' interaction in the sphere of tourism and hospitality. There are several types of interaction. Retreatism means avoiding contact with tourists. Tourists' behavior may often be insulting for locals, making them avoid these invaders. Some tourists also tend to interfere in personal life of locals, resulting in resistance. It can be passive with gossiping and stereotyping, or aggressive with protests and even violence. Boundary maintenance means limiting interaction with tourists. Revitalization, on the contrary, means embracing tourism in order to develop community. Of course, the same community may prefer different types of interaction, and can often be divided based on people's preferences.

Intercultural communication is connected with the concept of socially responsible tourism and sustainable tourism. The mission of responsible tourism policy is to make travel and tourism industry more caring. Responsible tourism takes a variety of forms, it minimizes negative economic, environmental and social impacts; generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry; involves local people in decisions that affect their lives and life changes; makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity; provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues; provides access for people with disabilities and the disadvantaged; is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence (Reynolds, D., Rahman, I., 2014).

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

Conclusions and further research. Taking into consideration the international character of tourism activities, we can say that intercultural communication in tourism is a process of communication of representatives of different cultures, it is a component of interaction for the purpose of organizing and conducting tourism business as well as knowledge of different cultures. Modern tourism business is carried out in a multicultural environment, so it is an integral part of every direction of activity in tourism and hospitality, from creation of tourist product, its information support and realization, to establishing a quality process of tourist services.

Intercultural communication in tourism is not only limited to professional-oriented communication in foreign languages in order to convey professional information to a foreign interlocutor, while adhering to elements of linguistic etiquette, though we agree that language proficiency etiquette, norms of use of verbal and non-verbal means of communication, features of their application in other national cultures facilitates the establishment of a trusting and friendly relationship with business partners, employees and consumers.

Formation of intercultural competence is one of the main tasks of training specialists in tourism and hospitality industry.

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ТУРИЗМ ТА МІЖКУЛЬТУРНА КОМУНІКАЦІЯ: ІННОВАЦІЙНИЙ АСПЕКТ

У статті розкрито роль міжкультурної комунікації в туризмі, визначено глобальні тенденції розвитку туризму, проаналізовано міжкультурну комунікацію у загальному понятійному змісті. Встановлено, що професійно-прикладна складова міжкультурної комунікації в туризмі виступає концептуальною основою туристичної діяльності. Вона створює передумови для налагодження взаємодії представників різних культур на початковому етапі і в подальшому плануванні, організації та здійсненні спільної професійної діяльності в туризмі.

У статті досліджуються роль і місце міжкультурного діалогу на фактичному матеріалі аналізуються чинники, складові та компетентності міжкультурного діалогу, визначається вплив освіти, мови, культурних інститутів на розвиток досліджуваного феномена.

Метою дослідження є виявлення інноваційних аспектів міжкультурної комунікації та її зв'язку з туризмом та індустрією гостинності. У статті робиться спроба розширити розуміння дискурсу стійкого та відповідального туризму на основі теоретичних та практичних здобутків, що відповідають теоретичному та прикладному характеру цього дослідження. Виходячи із сучасних праць та академічного погляду на сталий та відповідальний туризм, це дослідження залучає академічні знання та академічний підхід до подальших напрацювань у цьому напрямі. Методологія дослідження орієнтована на критичне академічне мислення, і прикладне, завдяки досвіду роботи авторів в туристичній індустрії, при оцінці розробки стратегій сталого розвитку туризму, що пов'язаний з міжкультурною комунікацією та моніторингом процесу її успішного застосування.

Розглянуто концептуальне трактування туризму як діалогічної форми взаємодії культур.

Ключові слова: *глобалізація туристичного бізнесу, міжкультурна комунікація в туризмі, міжкультурний діалог, міжкультурна взаємодія.*

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