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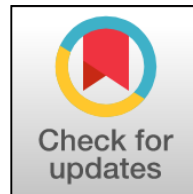
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## **The Importance of Language Contacts in the Field of Tourism**

### *Pentingnya Kontak Bahasa di Bidang Pariwisata*

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#### **Abstract**

Tourism is not only a way of spending citizens' leisure time, it has transformed into a mass communication practice, a significant social process. Cross-cultural tourism is the most widespread, its purpose is to get acquainted with a different natural, ethno-social and cultural reality. International experience in the field of effective use of the tourism potential of the regions is based on language relations. Our goal is to reveal the exceptional role of language contacts in the further development of tourism. When we talk about tourism, we always remember the country's economy. But we must not forget that along with the economy, the development of language contacts play an important role in tourism. The question is as follow: *Is there a need for specialists and consultants on cross-cultural relations in the field of tourism?* This need is certainly overdue. The tourism industry today is not just a haphazard sector. It is a complex conglomerate of relationships between different types of structures. These are tour operators that create a product for the end user, intermediary agents, travel agencies, air carriers, hotels and resorts, rental offices (from cars to country villas and apartments), security systems, etc. For successful interaction of all these structures and development of the industry as a whole, professionals in cross-cultural relations are necessary. The problem becomes more relevant when the interaction of cultures goes beyond one country or region.

## Introduction

It is impossible to imagine the development of international tourism without language contacts. Language contact is usually understood as speech communication between two or more language groups [1]. The life of the vast majority of the world's peoples does not take place in isolation, and contacts at any level of life - commercial, diplomatic, cultural, or simply good-neighborly - are recorded in words: sometimes international, sometimes known only to neighboring languages. [2]

The problem of tourism and language contacts is important in global countries. Even if, at the turn of the second and third millennia, it is becoming more and more obvious that language contacts paves the way for the expansion of tourism, mutual relations and interdependence of different countries, peoples and their cultures. This process covered various spheres of public life of all countries of the world.

An increased interest in the study of cultures of different peoples, publications on the topic of dialogues and especially conflicts of cultures, the creation of societies and associations that unite researchers of cultural problems - all this indicates increased interest in cultural problems. This is explained by the desire to enrich their culture with the experience and originality of others.

Of course, a lot has been written about problems in tourism. However, its aspects connected directly with language contacts and intercultural communication remain beyond the discussion. Therefore, we will try to approach this issue in this aspect. Intercultural communication as an activity involves the interaction of representatives of different cultures in the process of joint professional activities in tourism: as a part of the activities of multinational companies, partner activities of tour service providers and tour operators, and the activities of companies that receive and serve foreign tourists.

Before proceeding to their detailed analysis, it is necessary to consider the definitions of the concept of "tourism".

Tourism is one of the most modern and rapidly developing areas of development of society. Experts unanimously emphasize that tourism does not recognize borders. Having a long history, tourism, however, has not yet received a clear definition.

There is no consensus on the problems of interpreting the essence of tourism and its conceptual apparatus. Meanwhile, the issue of definitions, concepts, and terminology of tourism, is a necessary condition for understanding the phenomena and processes characteristic of tourism [3].

According to the conventional point of view, tourism (fr.tourisme-walk, trip) is one of the types of travel and is broadly understood as the movement of people in space (by transport or on foot) to some places, countries for the purpose of familiarization or recreation [4]. In some definitions, it is emphasized that tourism is a sport that is associated with group hikes aimed at physical hardening of the body (ibid., p. 817).

The above mentioned confirm the idea that tourism is a relatively young phenomenon on the one hand (it only became widespread after the Second world war), on the other hand, it is a phenomenon with deep historical roots, has been known since ancient times. These combinations also reflect the features of tourism development, in the history of which it is customary to allocate 2 stages [5][6].

The first stage has only one time limiting frame: it ends at the beginning of the XIX century. This is the period of elite tourism, the birth of specialized enterprises for the production of tourist services. This stage is usually defined as the prehistory of tourism. So, in ancient times, the main motives for travel were trade, education, pilgrimage, and treatment. In Ancient Greece, sports trips were born, when residents from all over the country gathered for the Olympic games. The early Phoenicians sailed across the Mediterranean to the shores of today's Syria and Lebanon, establishing colonies there and developing trade.

The second stage in the development of tourism begins in the XIX century and lasts until the beginning of the First world war. The main factors that determined the nature of this stage were:

- economic: the industrial revolution and rapid development of transport, which made it possible to quickly move large and small groups of people over long distances; the formation of various elements of the tourism sector (advertising, catering, professional hotel activities);
- social: the growth of the urban population, which contributed to the growth of the need for travel;
- political: asserting the rights and freedoms of the individual;
- cultural: popularization of tourist destinations in fiction, periodicals . This stage in the history of tourism is characterized by revolutionary changes in the development of transport, the creation of the first travel agencies.

### 1. *Tourism*



## 2. Questions of the Study

The current study seeks answers to the following questions. One of them is mentioned above.

- 1) What is the significance of foreign languages in the development of international tourism?
- 2) Is there a need for specialists and consultants on cross-cultural relations in the field of tourism?
- 3) Can tourism be considered as a system in which language contacts are of primary importance?

## Literature Review

The sphere of tourism is in contact with many areas of human activity, so the special literature related to this area is extensive and diverse: this includes works on tourism marketing, legal norms in the field of hospitality, advertising, innovation, and technology in the tourism industry. These issues are discussed in the works of Russian as: [5][7][8], as well as French researchers R. Amiru, M. Boyer, J. M. Orner and others. A large number of works are devoted to the French model of tourism [9][10][11][12][13]: it is known that France is the most visited country in Europe and the world, a country that embodies "beauty and luxury, refined taste and historical heritage of many eras, the mysterious charm of antiquity and the youth of modern generations" (<http://www.diplomatie.gouv.fr/fr/poHtique-etrangere-de-la-france/tourisme/evenements-et-actuaHtes-Hes-a-la-promotøon-du-tourisme/article/statistiques-du-tourisme>).

Issues related to the peculiarities of the language of the tourism sector are analyzed in a number of works that are mainly terminological or linguo-cultural in nature [14][15][16][17].

## Methods

The theoretical and methodological basis of the research is represented by a comprehensive approach to the analysis of facts, which implies mandatory consideration of any phenomenon in close relationship and interdependence with all elements that are part of a single text system. This paper uses descriptive (observation, interpretation, and generalization) method for analyzing the role of language contacts in tourism industry.

## Results/Discussion

We live in the 21st century, the age of international travel and the age of globalization. Today, there are about two hundred States in the world. Each country has its own history, culture and language. Today, there are a huge number of languages and dialects in the world, but only a few are the most important and valid. First of all, it is English, French, Spanish, Portuguese, Russian and Arabic.

Foreign languages are one of the most important factors in the development of international tourism. All of the above mentioned languages, except Arabic, are the main languages of Europe. English, French, and Russian are the main languages of the United Nations. About 60% of the African population speaks English, French and Arabic, and the total number of languages and dialects on the entire African continent exceeds one thousand. Spanish and Portuguese are the official languages of Latin America. Asia is a region of the world where approximately 60% of the world's population lives. This is a continent of contrasts. This is a continent with 47 countries, whose population speaks more than a hundred languages, including English, French and Arabic. At the same time, it is a region of exotic tourism, where many people from different countries of the world come to rest every year.

The concepts of "foreign languages" and "international tourism" are closely interrelated, affect the development of each other and are inconceivable one without the other. Indeed, international tourism implies a system of travel and tourist exchanges involving representatives of different countries and cultures, speaking a variety of languages. International tourism is one of the factors of global integration processes, and the tourism business has long become a significant sector of the economy.

When applying for a job in a travel company or in prestigious restaurant, hotel, etc. one of the first questions the employer to the applicant for a job will be like that: how many and which foreign languages do you speak?

Knowledge of a foreign language is important for specialists in almost any sphere of society's life, especially in the work of a tourism manager and a hospitality manager because it is a means of communication with representatives of a different culture, including in the field of international tourism and hospitality, specialists have to deal with tourists from around the world. Work with foreign clients require proficiency in a foreign language.

Knowledge of foreign languages is important for the further development of international tourism. The tourism industry is closely connected to foreign languages. Travel enthusiasts feel the need to speak at least one foreign



language. English is considered the main language of international tourism, because it had a serious impact on the development of international relations. English is an international language not only in the field of tourism, but also in the field of business, education and trade, science and technology. Regardless of what language is spoken in a particular country, the role of the English language remains significant, and along with its significance culture is also transmitted.

Today, at the beginning of the 21st century, international tourism is the fastest growing industry in the world. According to the reports, international tourist arrivals reached 1.035 billion in 2012, up from over 996 million in 2011, and 952 million in 2010 [18]. In 2011 and 2012, international travel demand continued to recover from the losses resulting from the late-2000s recession, where tourism suffered a strong slowdown from the second half of 2008 through the end of 2009. After a 5% increase in the first half of 2008, growth in international tourist arrivals moved into negative territory in the second half of 2008, and ended up only 2% for the year, compared to a 7% increase in 2007 [18][19][20]. The negative trend intensified during 2009, exacerbated in some countries due to the outbreak of the H1N1 influenza virus, resulting in a worldwide decline of 4.2% in 2009 to 880 million international tourists arrivals, and a 5.7% decline in international tourism receipts [21].

According to the World Travel and Tourism Council reports, some countries showing strong international travel and tourism growth between 2010-2016. ()

Rank	Country	Percentage
1.	Myanmar	73.5%
2.	Sudan	49.8%
3.	Azerbaijan	36.4%
4.	Qatar	34.1%
5.	São Tomé and Príncipe	30.1%
6.	Sri Lanka	26.4%
7.	Cameroon	25.5%
8.	Georgia	22.7%
9.	Iceland	20.0%
10.	Kyrgyzstan	19.5%

**Table 1.** Countries showing strong international travel and tourism growth between 2010-2016 (<https://en.wikipedia.org/wiki/Tourism>)

As can be seen from the table, Azerbaijan was ranked third among countries that showed strong international travel and tourism growth between 2010 - 2016. This shows that Azerbaijan is a multicultural society. At the same time, it emphasizes the widespread use of language contacts and intercultural communication with the countries listed in the table.

A foreign language for specialists of any profession is a means of communication with representatives of a different culture. This is especially important for specialists in the field of international tourism and hospitality, who have to deal with people from different countries of the world every day.

Today, it is not necessary to convince anyone of the need to teach intercultural communication. Freedom of movement, communication and exchange of information unites millions of people of different nationalities around the world.

Thus, we come to the conclusion that foreign languages are the most important factor in the development of international tourism. Today, there are a huge number of languages and dialects (only in Africa alone, their number exceeds one thousand), but if you know the most popular of them, you can travel to almost all countries, and also be able to understand the inhabitants of these countries and be understood by the local population. Therefore, knowledge of foreign languages is so important for the further development of international tourism. According to English language proficiency, Russia is ranked 48th, Azerbaijan 85th and Uzbekistan 95th ().

As noted above, international tourism is an industry in which millions of people of various nationalities live. This is the reason why knowledge of foreign languages and cross-cultural communications is very important in the work of a tourism and a hospitality manager.

Specialists in the field of tourism have to deal with solving problems of the communication plan not only in their native language, but also in a foreign language. Business meetings with foreign partners, working with foreign tourists as guides, interpreters, animators in foreign hotels require the employee not only to know a foreign language in a large enough volume, but also knowledge related to the culture and history of the country. Knowledge of customs and traditions, speech etiquette adopted in the country of business partners or tourists creates a positive emotional environment when communicating, contributes to a more complete understanding, which ultimately has a beneficial effect on the results of the work of the tourism manager, increases the prestige of

his company and, consequently, increases the profit of the enterprise.

Specialists in the field of tourism have to deal with problems of a communicative nature everyday:

1. business meetings with foreign partners,
2. correspondence,
3. employment opportunities in foreign travel agencies,
4. work with foreign tourists,
5. animation activities in foreign hotels,
6. the signing of contracts, negotiation of sales.

All this requires the employee of the tourism industry not only to know the language, but also knowledge related to the culture and history of the country. Knowledge of speech etiquette, customs, and customs adopted in the country of business partners creates a positive impression when communicating, disposes, and contributes to a more complete understanding, which ultimately has a positive effect on the results of partner communication, and increases the prestige of the company.

Qualified tourism professionals should not only help tourists overcome the language barrier, but also the cultural one. The cross-cultural barrier is much more dangerous and unpleasant than the language barrier and often leads to negative consequences. [22]. This is one of the reasons why Azerbaijan is in the first place in the table given below.

Rank	Country	Percentage
1.	Azerbaijan	46.1%
2.	Mongolia	24.4%
3.	Iceland	20.1%
4.	Cyprus	15.4%
5.	Kazakhstan	15.2%
6.	Moldova	14.2%
7.	Costa Rica	12.1%
8.	Georgia	11.2%
9.	Sri Lanka	10.7%
10.	Thailand	10.7%

**Table 2.** Countries that performed best in fastest growing tourism and travel industry in 2016 (<https://en.wikipedia.org/wiki/Tourism>)

It shows one more that a highly skilled personnel working in the field of tourism is aware of not only the languages of the peoples of the world, but also of their culture and traditions.

It is possible to conclude that intercultural communication as a professionally significant quality and competence of a specialist in international tourism activities. In order to effectively perform their professional duties, professionals in tourism field must have not only knowledge, skills and abilities in the field of intercultural communication, but also professional readiness. According to modern tasks and challenges of tourism development in a globalized culture, i.e. the level of knowledge, skills, and experience of the specialist in the tourism field of intercultural communication should correspond to the level of complexity of tasks, challenges, and problems.

It is necessary to consider tourism as a system in which language contacts are of paramount importance. Tourism activity is impossible without preserving the uniqueness of a particular culture and its bearers. At the same time, any intercultural communication is a kind of opposition of ethno cultural identities, including their mutual penetration. I would like to mention is one of the typical situation that occurs at an airport when reselling seats. According to the rules of the international Association of air carriers, a passenger who has a ticket with confirmed seats must be accepted by the airline staff on Board the aircraft and delivered to the destination indicated on the coupon. If two passengers end up in the same seat as a result of the resale, the case may end up being sad for the airline – since it has not fulfilled its contractual obligations. In this case, knowledge of intercultural communication will be useful.

How to behave with a customer when a flight is canceled or delayed? If the passenger's luggage is delayed or lost? Each air carrier has its own instructions on this matter. For example, when negotiating, it is important to understand the mentality of a different culture. So, in relation to a resident of Germany, it is desirable to show clarity, diligence, and inform them about the progress of the process in detail. Language proficiency must be supported by knowledge of the characteristic features of different ethnic cultures, subtleties of behavior from their representatives.

Thus, tourism becomes international. If we take into consideration the behavior styles of for example, Italian

managers and managers from China or Finland are strikingly different. Each of them has their own way of communicating, their own individual style, and experience of interacting with other people. Each of them has its own stereotypes, its own cultural values, and a minimum of knowledge about the culture of companions. Macro and micro cross-cultural conflicts are not excluded in this type of company. It is easier to overcome the language barrier than the barrier of rejection of their partner's culture.

## Conclusion

In conclusion, the current study aimed to explore the importance of language contacts in the field of tourism. We came to such a conclusion, summing up a few interesting features from the results of the study. First, tourism forms the most extensive sphere of conflicts between representatives of various cultures with their characteristic features of behavior, thinking, worldview, customs, traditions, and communication. Therefore, the problems of cross-cultural relations in tourism are particularly clear. There are cases when tourists from different cultures and peoples refused to fly in the same plane, go on the same bus, live in the same hotel, sit at the same table in a restaurant. Representatives of the host country also quite often show their dislike for tourists: discrimination, disrespectful attitude, neglect on the part of representatives of state structures, such as consular services, customs authorities, and the media, which, of course, negatively affects the development of the tourism industry.

The second, specialist in the field of tourism should be able to provide not only customer service, but also to shape the range of services to meet the cultural, cognitive, physical needs that best meet the wishes of the tourist, understand and take into account that the peculiarity of services in the field of tourism is the change of customer needs from the stage of purchase of the tourist product to the stage of using it.

Tourism workers should have a high degree of readiness to implement projects in the tourism industry, develop a tourist product based on modern technologies, make decisions in the organization of tourist activities, communicate effectively with consumers of tourist products, and apply innovative technologies in tourism activities.

Finally, tourism can be considered as a system in which language contacts are of primary importance. On the basis of language contacts, tourism is aimed at studying the culture of other peoples. Tourism is interested in peace and friendship between nations, as this is one of the conditions of its activity. International tourist exchanges contribute to the establishment of relations between countries and cultures.

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