

Інше (Туризм)

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## **TOURISM AS INTERCULTURAL COMMUNICATION**

**Summary.** *The article considers tourism as intercultural communication. It is shown that tourist communication as a multifunctional phenomenon is a powerful force of cross-cultural communication. It is concluded that tourism contributed to the formation of intercultural communication, a scientific paradigm about the idea of movement, mutual meetings and integration of different cultures.*

**Key words:** *tourism, culture, motivation, integration, intercultural communication.*

**Introduction.** In certain historical epochs, travels influenced the perception and structuring of a living space of an individual. They contributed to the emergence, formation and development of the cultural, economic, social, informational, and scientific realms of humanity. But starting from the past century, tourism as a mass phenomenon has become different significantly from travel as it has turned into a developed tourism industry. That is, in the present circumstances, tourism is gradually transforming into a global social phenomenon that influences all social institutions [2; 4]. States that pay special attention to the development of the tourism industry successfully solve social problems related to national revival. In particular, this includes improving the quality and standard of living of people, cultural growth, etc.

It should be noted that tourism began to manifest itself at the national and international levels of cultural interaction. In addition, as a complex, multidimensional and multifunctional phenomenon, tourism differs from migrations in consistency of aim and return. That is, tourism has become organized and communicative [2; 5]. Therefore, owing to the spatial movements of people, tourism is an example of the mastering and formation of universal intercultural communication, which is an urgent issue today.

**Problem statement.** The article aims to consider tourism as an intercultural communication and a multifunctional phenomenon.

**Results.** The theory of intercultural communication contributed to the formation of a scientific paradigm about the idea of movement, mutual meetings and integrations of different cultures. The analysis of scientific publications made it possible to identify the main areas of influence of intercultural communication: economy, politics, migration processes, work and study abroad, cultural and informational events, fashion, and tourism [7].

As far as intercultural communication is concerned, the concept of "communication" is defined by specialists not only as a means of conveying a message, a communications line, but also as communication, transfer of thoughts, as well as a path and connection of places. Cultural and educational, relaxation and extreme tourism corresponds to this level of communication. This level can include visiting holy places on major religious holidays, sporting events, carnivals, etc. That is, tourism makes it possible to cover all levels of intercultural communication [2; 4; 10].

It should be noted that tourism is a factor of the culture of international communication – cross-cultural communication, contributing to the intensification of international communication and mutual understanding [1; 8]. Cross-cultural communication, which unites the participants of the communication process (tourists), indirectly introduces to them the features of various public institutions to which the participants of the process belong. At the

same time, cross-cultural communication reflects not only the search for cultural unity, which arranges ideas about life, the introduction of "alien" into "own" world, but also the tendency to preserve cultural identity. It should be noted that the phenomenon of cross-cultural communication itself is a new system attribute of cultural communication, a multifaceted phenomenon of knowledge. This knowledge includes both individual and collective elements. In addition, the right to cultural personal and social self-determination is reflected. In particular, the subject of intercultural communication is the person himself. That is, interpersonal communication will remain prevailing taking into account that during any tour there are many unplanned contacts [9; 10].

One of the main problems during a trip is the perception of a foreign culture by tourists and, as a result, experiencing the so-called "culture shock". At the same time, a successful adaptation of a tourist will depend on external and internal factors. In particular, the most important factors of adaptation include the general level of culture and education of an individual [3].

It should be noted that tourists experience the state of culture shock in different ways. Its depth and duration is different due to various factors. Experience shows that it is much easier for today's young people who travel constantly to adapt in a foreign cultural environment than for older people who have gone abroad for the first time. At the same time, motivation for adaptation is very important. For example, students and emigrants, aiming to become "native", try to overcome not only language, but also cultural barriers between them and the indigenous communities as soon as possible [5; 9].

Therefore, it is important that the personnel of the travel company include specialists in intercultural communication. In this case, the interaction of cultures on a massive scale goes beyond the borders of the country or region [4; 6]. In particular, in educational institutions that train specialists in tourism, the specialty "specialist in intercultural communication" would be beneficial to develop. That is, to ensure the formation and development of the tourist

business, bringing it to the world level, it is necessary to train qualified specialists of the international tourism industry. A future specialist in intercultural communication needs knowledge both at the level of a manager in the area of tourism and knowledge of the peculiarities of traditions, corporate culture, and ethics of another culture.

Based on the above, we note that tourism can be considered as a driving factor, the cause of the communication process at the global level. At the same time, tourism manifests itself at all levels and in all types of intercultural communication [6].

**Conclusions.** As a form of intercultural communication, tourism contributes to the intensification of international communication and mutual understanding, and carries out a dialogue between cultures. At the same time, the possibility of access to cultural values is becoming available regardless of a person's place of residence and social status.

When considering the phenomenon of tourism as a communicative and cultural phenomenon, its main features should be distinguished. Firstly, as a way of personal development and self-actualization, tourism is aimed at the physical and spiritual improvement of a person. Secondly, tourism is a way of implementing cultural benefits. Thirdly, tourism represents a powerful impulse in the development of the economy at both local and global levels, which catalyzes the sector of employment.

In the tourism industry, the strategy of tourism, as one of the communicative vectors of development at the current stage, should be developed both in national concepts and in development roadmaps of the cities. In this case, it is necessary to develop international contacts that contribute to the creation of international tourist intercultural communication. This activity involves multifaceted internal and external phenomena and relations, and has a multi-purpose nature, which is the subject of further research.

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