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CROSS-CULTURAL COMMUNICATION IN TOURISM: UNDERSTANDING LANGUAGE AND CULTURAL DIFFERENCES

One of the key factors in the development of the Ukrainian hospitality industry, in particular tourism business in the international market is the knowledge and understanding of the culture of foreign partners, in particular, the peculiarities of cross-cultural communications and their impact on the quality of service. Cross-cultural communications in tourism activities are gaining significant relevance due to globalization and the growth of international tourism. Ensuring effective communication between tourists and hotel staff, restaurants and other hospitality industries is the key to providing high-quality service and gaining positive travel experience. Cultural

differences, diversity and increased awareness of them lead to a reduction in cultural conflicts and contribute to harmonious coexistence. Adaptation of services to the needs of different cultures and understanding their expectations become a strategic element of increasing the competitiveness of tourism enterprises, which also positively effects on their reputation and the level of customer satisfaction.

For tourism business communication processes are the basis of activity, a special role is played by intercultural or cross-cultural communication. The concept of "cross-cultural" is derived from the English word "cross" and "culture", which in all languages has the same meaning. Cross-cultural communication is communication at the junction or intersection of different cultures. Intercultural communication in tourism is the conceptual basis of tourism activity both in the conditions of multicultural external and multinational internal environment. It creates preconditions for establishing interaction between representatives of different cultures at the initial stage and further planning, organization and implementation of joint professional activities in tourism.

First of all, intercultural communication can be improved by increasing cultural awareness, using more understandable language, paying more attention to listening exercises, watching authentic films, TV series, podcasts in English. This eliminates problems with understanding and helps formulate thoughts more easily and simply. To improve cross-cultural communication in hospitality, more attention needs to be paid to such aspects as listening and body language. It is equally important to listen actively and attentively. Ask leading questions, confirm or refuse information, use body language to show your reaction.

Taking into account language aspects, such as language proficiency and proper use of language means can facilitate effective communication between tourists and local residents. Let the person know that you are really interested in the conversation and be friendly. It is also important to understand that not all communication takes place verbally, and you can also say a lot using body language or emotions. But to do this you should learn the peculiarities of the movements of different cultures, as doing something completely ordinary you can offend or even anger the guest. Always watch your expression. Your emotions should not be too vivid or provocative, but also not too gloomy and dim. Try to keep a light friendly smile, lift your eyebrows and do not break eye contact with the guest.

Even with good training and the right knowledge one should not forget about possible failures and misunderstandings in cross-cultural communication. We have to do everything we can to avoid it or minimize the offence. In order to avoid conflicts, be sure that you are aware of the culture

differences between you and your guest. Don't forget that you have to make concessions in the hotel. Also, if you understand that you offended the guest, be sure to apologize and compensate him for possible damage.

Even if you do not understand the peculiarities of foreign culture and for you it is unacceptable, do not let the guest know it. Respect the traditions of their country and culture. Treat guests equally, regardless of their language, race or nationality. In addition, an understanding of cultural peculiarities such as traditions, customs, etiquette is also important for successful interaction and avoidance of conflict situations. Taking into account linguistic and cultural differences also helps to enrich the tourist experience, giving tourists a better understanding and appreciation of the diversity and uniqueness of cultures and traditions of different countries. Thus, the development of intercultural communication in tourism contributes to the rapprochement and understanding between different cultures, which in turn contributes to the construction of a more harmonious and open world.

As a result of the study, we found that intercultural communication in tourism is extremely important for successful interaction between tourists and local residents. Understanding linguistic and cultural differences plays a key role in maintaining a positive travel experience and ensuring mutual understanding and respect between participants in the tourism process.

REFERENCES

1. Cross-cultural communication skills for excellence in hospitality [Electronic resource]. – Access mode: <https://lesroches.edu/blog/cross-cultural-communication-skills/> (Date of access 15.03.24)