

**INTERNATIONAL TOURISM AS A SUBSTANTIAL FORM OF LANGUAGE
INTERACTION AND INTERCULTURAL COMMUNICATION**

***O TURISMO INTERNACIONAL COMO UMA FORMA SUBSTANCIAL DE
INTERAÇÃO LÍNGUA E COMUNICAÇÃO INTERCULTURAL***

***EL TURISMO INTERNACIONAL COMO FORMA SUSTANCIAL DE INTERACCIÓN
LENGUAJE Y COMUNICACIÓN INTERCULTURAL***

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ABSTRACT: The article mainly attempts to investigate the issues of intercultural tourism and the role of the English language as the main international means of communication. To meet the aim of the study, research methods include theoretical analysis of international, national, regional and local acts as well as a comparative analysis of foreign and Russian language interaction and tourism. The article discusses issues related to international cultural exchange as well as processes that affect the development of cross-cultural communication in the context of globalization of tourism. The article reveals the importance of cross-cultural communication for international tourist activities and describes professional tourism education's main directions. The authors analyzed the development of tourism opportunities in the Republic of Tatarstan (Russia). Based on the results, the article's materials are useful for specialists in the tourism industry, teachers of educational institutions, and a wide range of readers.

Keywords: Intercultural communication. Tourism. Cultural globalization. English language.

RESUMO: *O artigo tenta principalmente investigar as questões do turismo intercultural e o papel da língua inglesa como o principal meio de comunicação internacional. Para cumprir o objetivo do estudo, os métodos de pesquisa incluem a análise teórica de atos internacionais, nacionais, regionais e locais, bem como uma análise comparativa da interação de língua estrangeira e russa e turismo. O artigo discute questões relacionadas ao intercâmbio cultural internacional, bem como processos que afetam o desenvolvimento da comunicação intercultural no contexto da globalização do turismo. O artigo revela a importância da comunicação intercultural para as atividades turísticas internacionais e descreve os principais rumos da educação profissional em turismo. Os autores analisaram o desenvolvimento de oportunidades de turismo na República do Tartaristão (Rússia). Com base nos resultados, os materiais do artigo são úteis para especialistas da indústria do turismo, professores de instituições de ensino e uma ampla gama de leitores.*

Palavras-chave: Comunicação intercultural. Turismo. Globalização cultural. Língua inglesa.

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RESUMEN: El artículo intenta principalmente investigar los problemas del turismo intercultural y el papel del idioma inglés como principal medio de comunicación internacional. Para cumplir con el objetivo del estudio, los métodos de investigación incluyen el análisis teórico de los actos internacionales, nacionales, regionales y locales, así como un análisis comparativo de la interacción y el turismo de lenguas extranjeras y rusas. El artículo analiza cuestiones relacionadas con el intercambio cultural internacional, así como los procesos que afectan el desarrollo de la comunicación intercultural en el contexto de la globalización del turismo. El artículo revela la importancia de la comunicación intercultural para las actividades turísticas internacionales y describe las principales direcciones de la educación turística profesional. Los autores analizaron el desarrollo de oportunidades turísticas en la República de Tartaristán (Rusia). Con base en los resultados, los materiales del artículo son útiles para especialistas en la industria del turismo, profesores de instituciones educativas y una amplia gama de lectores.

Palabras clave: Comunicación intercultural. Turismo. Globalización cultural. Lengua inglesa.

Introduction

In the 21st century the tourism industry has embraced all countries and continents, becoming the reality of a new global culture. Modern tourism turned into a personal's lifestyle in a post-industrial society. Because of this reason, it has become a mass cultural need and is gradually becoming a real opportunity for intercultural communication involving more and more social groups (Rosselló, *et al.*, 2020).

For centuries, tourism has been one of the most important forms of intercultural contact and affective means of mutual enrichment of various cultures. So we can say that the history of mankind is a history of travel. Such a unique role of strengthening the existing common cultural foundation deepened the spiritual and moral solidarity of mankind (Kyrylov, *et al.*, 2020).

Cultural contacts have taken place at all times and in all regions of the globe. Interaction between cultures is an integral part and an essential component of the cultural-historical process. The process of their qualitative transformation in the sense of global interdependence has begun. Cultural contacts continue to be stimulating original national development. There appears a factor in the process of global integration towards the formation of a unified system of international relations (Alexandrova, 2016; Zhang & Liu, 2019).

The objectives of the present study are as follows:

- to analyze the cultural aspect of foreign and Russian experience in organizing various types of tourism: cultural, educational, event, sports, as well as

business tourism;

- to clarify ways to promote the tourism product of the Republic of Tatarstan;
- to identify the impact of tourism culture on the development of culture, the psychology of communication and humanitarian education in general;
- to determine the role of the cultural and educational orientation of tourism in the formation of a “picture of the world”, which allows us focusing on strengthening mutual understanding, tolerance and expanding cultural exchange;
- to focus on the role of tourism as a phenomenon of cultures and cultural competence dialogue;
- to clarify the nature of the process of self- development of cultural systems in interaction with the structural units of a mutually enriching dialogue of cultural systems;
- to identify the role of the English language in the development of international communications.

Methods

Research Methods Include

theoretical analyses of national, international. Local and regional acts, documents and materials in the field of tourism, tourism culture, socio-cultural policy and tourism cultural studies; official laws and regulations of the RUSSIAN Federation, foreign sources and domestic literature on research topics, relevant materials of foreign and Russian periodicals;

- a comparative cultural analyses of foreign and Russian experience in organizing and functioning cultural, educational and other types of tourism;
- quantitative analyses of promotion of the tourism product of the Republic of Tatarstan.

Results and Discussion

In the era of globalization, tourism has become a mediator in intercultural and interpersonal communication. It “mixes” representatives of different races, cultures, ethnic groups, religions, views, social strata, habits and traditions, ages and sexes, acquiring the value of a “melting pot” image.

It is fair to say that tourism can no longer be regarded as a peripheral cultural phenomenon in the context of globalization. It should be noted that tourism is turning from a subcultural practice into a specific tourist culture. Having a powerful social and cultural impact on travel destinations and their components, it becomes the logic of cultural development. These principals are reflected primarily in the Global Code of Ethics for Tourism. It is the first article that approves the contribution of tourism to understanding between peoples and societies. Moving huge masses of people, creating powerful tourist flows and drawing more travelers, recourses and destinations into its orbit, tourism really has become a global multicultural, multiethnic and multi-confessional space. Any hotel is an example of a multicultural and multi-ethnic community. And here tolerance has become the main advantage, quality, characteristic an impact of tourism (Resolution, 2009; Zhang & Liu 2019).

It is obvious that the tourism industry is increasingly affecting the field of cultural studies. So culture is a heritage and a way of tourism activity. Tourism is a cultural mechanism of social dynamics. At the same time, the emerging tourism culture plays an important role in humanitarian education, aesthetics, economics, and cultural exchange. However, with all its universality and a positive cultural and educational program, tourism has its limitations: it cannot stop military conflicts, but it is able to strengthen mutual understanding and tolerance, expand cultural exchange and productive good-neighborly contact between people of different traditions, social and political structures. This once again confirms the relevance and importance of studying the culture of tourism (Abuzyarova & Takhtarova, 2016).

It also should be noted that the process of self- development of cultural systems involves the constant interaction of their structural units. It is possible subject to a mutually enriching dialogue of cultural worlds, each of which reveals its semantic depths and uniqueness in the area of cultural communication.

Having become a phenomenon of the 20th century, tourism continues to expand rapidly and strengthen its position as a sociocultural practice and a model of recreation, leisure and business. Also it concerns a system of international tourist relations and communications, the tourist market and large-scale industry as a whole and as a transnational and multicultural phenomenon in its nature. According to experts, the 21st century will be the century of tourism. The volume of international tourism has grown from

25.3 million people in 1950 to 1.6 billion in 2020. Therefore, in the context of

globalization of the world and fierce competition in the field of tourism, knowledge of a foreign language, especially English, is a necessary condition for professional demand and career growth of students of tourism specialties (Rosselló, *et al.*, 2020).

Nowadays, English is the main international communication tool and it is quite difficult to imagine the development of science, culture and education outside of international and intercultural communication. The importance of issues related to international cultural exchange is reinforced by the importance given to them by diplomats, politicians, businessmen and scientists all over the world. It is culture, due to its huge universal potential, that can become a unifying space where people of different nationalities, linguistic, religious, age and professional affiliations will be able to build their communication without any boundaries solely on the basis of mutual understanding (Smokotin, 2011).

The culture of the 20th – 21st centuries is increasingly acquiring an international character and is based on the dynamic process of cultural communication. Modern cultural ties are distinguished by a significant variety, wide geography, flow in various forms and directions. The process of democratization and transparency of borders give even greater importance to cultural exchange in the system of international relations, which unites peoples regardless of social, religious and political affiliation. Therefore, international communication is the key to enriching national cultures of different religions and countries of the world. The process of international cultural exchange is the basis for the development of civilization and an indispensable condition for moving along the path to progress (Kyrylov, *et al.*, 2020).

A significant influence on the development of intercultural communication was also made by scientific and technological progress which opened up new opportunities for communication; the establishment of new types and forms of cooperation, the main condition for the effectiveness of the processes is mutual understanding, tolerance and respect for the dialogue partner's culture (UNESCO'S General Conference, 2003).

It should also be noted that one of the most important areas of modern cultural exchange is international tourism. It has a significant place in modern society. Currently, tourism is becoming an important cultural, economic and political dimension. Tourism is a decisive means of understanding, expressing goodwill and strengthening relations between peoples. International tourism, of course, has become one of the most important forms of intercultural communication, as it gives people opportunities to get acquainted with the life of other peoples, their traditions, spiritual, natural and cultural heritage

(Cultural Heritage and Tourism Development, 2001).

The interests of economics and culture are closely intertwined in the tourism system. At the beginning to third millennium, tourism turned into a powerful planetary socio-economic and political phenomenon that has a significant impact on the world structure and politics of states and regions. It has become one of the most profitable businesses in the world, comparable in terms of investment efficiency with the oil, gas and the automotive industry.

Intercultural communication in tourism as an activity involves the interaction of representatives of different cultures in the process of joint professional activity in tourism: within the framework of the activities of multinational companies, partnerships of tourism service providers and tour operators, initiative and receptive tour operators, activities of the receptive community in receiving and serving foreign tourists. Intercultural communication as a condition and organizational principle of activity should be used in design and development of tourism products, the development of marketing communications, the planning and implementation of advertising and exhibition activities, the organization of the reception and service of foreign tourists in the territory hosting the ethnocultural or multicultural community (UNESCO'S General Conference, 2003).

Intercultural communication is a factor and quality criterion for a tourist product. This means that any tourist product positioned on foreign markets must meet the requirement of "interculturalism", taking into account the specifics of the culture of foreign tourists and the peculiarities of contacts between the cultures of the initiative and receptive communities.

Intercultural communication as a professionally significant quality and competence of a specialist in international tourism activities means that in order to effectively fulfill their professional duties, tourism specialists must possess not only knowledge and skills in the field of intercultural communication, but also professional readiness to act in accordance with the modern challenges and challenges of tourism development in the field of globalization of culture, i.e., the level of knowledge, skills and experience of a tourist specialist spine in the area of intercultural communication should correspond to the level of complexity of the tasks and problems.

At the same time, the analysis of scientific literature shows that at present it is necessary to observe the principal of interculturalism both in organizations of tourism activities and in professional tourism education (Davydenko, 2013). Tourism university

students should master the skills of correlation, comparison, understanding of cultural traditions, standards, value systems, habits, preferences, life styles of their and other ethnocultural communities, recognition and accounting of cultural stereotypes in tourism activities, as well as interacting prejudices communities. It is important not only the knowledge and skills that form the international competence of a specialist in the field of tourism, but also professional readiness for an independent search for ways and methods of intercultural dialogue.

In the context of our study, it should be noted the development of tourism in the Republic of Tatarstan. Tatarstan is becoming more popular among Russian and foreign tourists. An important factor in attracting guests is the rich cultural heritage and events (festivals, holidays, national and international tournaments, concerts of Russian and world stars sports championships, etc.).

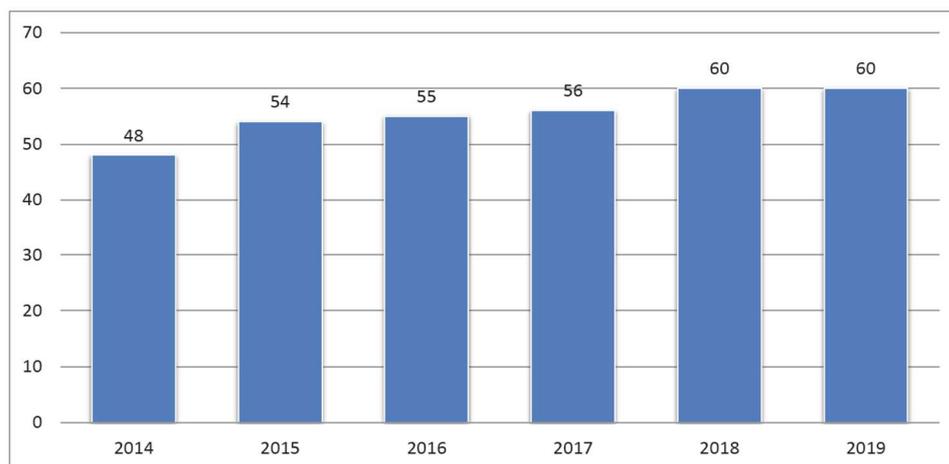


Figure 1. Average load of hotels in Kazan in 2014-2019 (in %).

Note. This figure demonstrates the analysis of the average hotel load in Kazan 2014-2019.

Eight higher education institutions prepare specialists for tourism industry in the Republic of Tatarstan. During 2019 educational institutions took an active part in tourism events organized by the State Committee of the Republic of Tatarstan. In this connection it should be noticed that students have practice on the basis of the leading Kazan hotels. A training program for specialists involved in tourism development was carried out at Kazan Federal University on the initiative of the State Committee for Tourism of the Republic of Tatarstan. The educational program was devoted to two topics – the formation of a tourist product and promotion of a tourist product in the media and social

networks.

The authors analyzed the average hotel load in Kazan 2014-2019 based on the official website of the State Committee for Tourism of the Republic of Tatarstan. The high average hotel load is explained by the general increase in tourist flow to the capital of Tatarstan (<http://tourism.tatarstan.ru/>). The analysis showed that the State Committee for Tourism of the Republic of Tatarstan is actively working to promote and popularize the tourism opportunities of the Republic of Tatarstan both within The Russian region and in the most prestigious foreign markets.

Knowledge of a foreign language, especially English, plays an important role. Knowledge of English for tourism is a very important factor. If you speak English, you get many benefits:

- I. communication with people around the world;
- II. conducting conversations in international chats and groups;
- III. the ability to travel around the world;
- IV. the opportunity to learn a lot of new and interesting things about the life and culture of other countries and nations (Kondratieva & Fakhrudinova, 2016).

Conclusion

The basis reason to make a detailed analysis of issues related to international cultural exchange is the development of cross-cultural communication in the globalization of tourism. The research has shown that the problem is considered one of the most important in the world. The emerging tourism culture plays a vital role in humanitarian education, aesthetics, economics, and cultural exchange. Due to its huge universal potential, it is the culture that can become a unifying space where people of different nationalities, linguistic, religious, age, and professional affiliations will build their communication without any boundaries.

Various aspects of intercultural communication are reflected in the scientific work of researchers: Kondratieva I.G. (2016), Fakhrudinova A.V. (2016),

Takhtarova S.S. (2016), Abusyarova D.L. (2016), Alexandrova, A.Yu. (2016), and others. However, analysis of scientific papers on this issue showed us that this problem is not sufficiently considered.

Thus, the training of specialists for international tourism activities, contact personnel of the tourism and hospitality industry in the current conditions of globalization cannot be considered adequate if it is not based on interculturalism. According to the

researchers, the effectiveness of international tourism education based on the principle of interculturalism should be associated with the ability and willingness of tourism and hospitality specialists and also tourism managers not only to ensure sustainable tourism development, sustainable forms and practices of management but also create conditions for interactions and mutual understanding between communities, their cultures, and heritage. The strengthening of foreign languages' role in the curricula of tourism universities, both in quantitative and qualitative indicators, will enhance and increase the effectiveness of intercultural communication in international tourism.

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