

INTERCULTURAL COMMUNICATION IN THE GREAT SILK ROAD TOURISM REGIONS

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ABSTRACT

The article deals with the problems of intercultural communication in the Great Silk Road tourism regions, identifies ways of their possible solution, substantiates the role of intercultural communication in tourism, tourism education and science.

Key words: education, culture, nations, tourism, science, intercultural communications, Great Silk Road region.

1. INTRODUCTION

Any modern society is woven into a complex network of communicative processes. It's hard to imagine tourism without communication. In the field of tourism involved all types of communications that are known to mankind: from social to transport.

During the period of the scientific and technical, world civilization process, the active development of vehicles and the emergence of new technological capabilities, as well as the increasing openness of the borders between states, modern man received unlimited opportunities to contact with representatives of other cultures.

Currently, there is a clear interest in the study of cultures of different peoples, with researchers paying special attention to dialogues and conflicts of cultures. In our difficult time from the point of view of the dialogue of cultures, new opportunities, types and forms of communication are opening up, the main condition of which is mutual understanding, tolerance and respect for the culture of communication partners are the most significant problem of intercultural communication for future employees of the tourist industry, whose activities are directly related to representatives of other cultures (Martin, J. N. and Thomas K., 2013)

Every day, specialists in the sphere of tourism have to deal with the solution of communicative problems not only in their native, but also in a foreign language. Business meetings with foreign partners, correspondence, working with incoming tourists, animation activities in foreign hotels, signing contracts, discussing sales conditions, all this requires from the employee of the tourism industry not only knowledge of the language, but also knowledge



related to the culture, history of the country, with representatives which currently employs a tourism manager. Knowledge of speech etiquette, customs, adopted in the country of business partners creates a positive impression when communicating, has, promotes a more complete understanding, which ultimately has a positive effect on the results of partner communication, increases the prestige of the company. Qualified tourism workers should not only help tourists overcome the language barrier, but also cultural. The intercultural barrier is much more acutely perceived by representatives of cultures. It is much more dangerous and unpleasant language and often leads to negative consequences.

Intercultural communication is an adequate mutual understanding between two participants of a communicative act belonging to different cultures. Therefore, for employees of the tourism industry who are able to become intermediaries between cultures, knowledge of cultural traditions, customs, customs, as well as knowledge of a foreign language, is vital. Future employees of the tourism industry also need knowledge that would give them the opportunity, on the one hand, to orient themselves in the intercultural differences of peoples, to help conduct a dialogue with representatives of other cultures, and on the other hand, to represent their people and culture adequately in any communication situations (Jaworski, A. and Annette P., 2005).

2. IMPORTANCE OF TOURISM

An integral characteristic of tourists is their curiosity regarding the study of various parts of the world and the peoples inhabiting them; it forms one of the most powerful incentive tourist motives. Currently, historical and cultural tourism is developing quite actively. In Akhmet Yassawi University open direction of training specialists in historical and cultural tourism. After all, tourism is the best way to explore other cultures. The humanitarian significance of tourism lies in using its potential for personal development, its creative potential, and expanding the horizon of knowledge. The pursuit of knowledge - has always been an integral human need. Combining recreation with the knowledge of life, history and culture of another people is one of the tasks that tourism is fully capable of solving. The functions of tourism carry a great humanitarian potential, to see new regions or countries with their own eyes, to hear, feel, test for themselves, to discover new knowledge. Familiarity with the culture and customs of other nations enriches the spiritual world of man. That is why tourism is the fundamental basis of the process of development, preservation, strengthening of independent sovereignty and identity of the people. The identity of the paths of the historical evolution of culture and tourism predetermined the commonality of new methods of approach to their further development. In most countries of the world there is a process of democratization of culture and tourism, which are an integral part of the life of society. Tourism plays an important role in the development of a person's horizons, the acquisition of new knowledge and skills. In the preparation of specialists in the field of tourism should be formed in the future specialists communicative culture, creativity, the ability to apply theoretical knowledge in practice, which in turn makes them qualified. Each new generation of specialists in the field of tourism should increase the cultural potential of society (Hottola, P., 2004)

Tourism forms the most extensive sphere of conflicts of representatives of the most diverse cultures with their characteristic behavior, thinking, world view, customs, traditions, and communication. Therefore, the problems of intercultural communication in tourism are particularly pronounced.

Traditionally, intercultural communication refers to a special type of culture of representatives of various ethnic groups, characterized by the interaction of ethnic cultures, which are manifested in the ethnic identity, ethno-cultural complexity of personality, patience,



and in the pursuit of international consciousness in various spheres of public life. The components of intercultural communication are, first of all: ethnic identity, interethnic harmony, language of interethnic communication, as well as other elements.

The problem of mutual understanding between nations is now becoming increasingly relevant. As a rule, difficulties arise because of the clash of different cultures caused by different historical, political, economic, cultural differences. One of the most important and very complex social problems of the world community in all spheres of public life is the establishment and development of international intercultural contacts, connections, communication, mutual understanding (Piller, I.2017).

As historical experience shows, the majority of ethnic conflicts arise on the basis of ignorance, misunderstanding, rejection, and disrespect of the cultures of other nations. There are cases when tourists, representatives of different cultures and nations refused to fly on the same plane, to travel in a bus, live in the same hotel, sit down at a table in the restaurant. Representatives of the host country also often show their hostility towards our tourists. Such ignorance, of course, does not have to visit such countries. Recently, our tourists are increasingly faced with discrimination, disrespect, and disregard by representatives of government agencies, such as consular services, customs, and the media, which, of course, negatively affects the development of the tourism industry.

A large number of conflicts arise on the basis of adherence to different religions. A rather serious problem in our time is terrorism and a very turbulent situation in the world. The range of territories visited for the purpose of historical and cultural knowledge has narrowed which, of course, also inhibits the development of intercultural communications in tourism and is an unsolvable problem at the moment (Albu, C. E., 2015).

The content and results of diverse intercultural contacts largely depend on the ability of their participants to understand each other and to achieve harmony, which is mainly determined by the ethnic culture of each of the interacting parties, the psychology of peoples, the dominant values in one culture or another. In cultural anthropology, these relationships of different cultures are called “intercultural communication”, which means the exchange between two or more cultures, the products of their activities, carried out in various forms.

There are significant differences between cultures in how and what means of communication are used when communicating with people from other cultures. So, representatives of Western cultures pay more attention to the content of the message, what is said, and not what is said. For such cultures is characterized by the accuracy of the use of concepts, the logic of statements. For American culture, this type of communication is characterized as “short talk”. Most Americans use it in business communication. They ask questions that are not supposed to get answers. The individualism of American culture makes them speak out clearly and clearly, immediately put forward their arguments in order to provoke a reaction from the opponent. Representatives of Eastern culture tend to pay attention to the context of the message.

3. INTERCULTURAL COMMUNICATION

The content and results of intercultural communication are largely dependent on the values prevailing in any culture, norms of behavior, attitudes, etc. In the interrelation of culture and communication, there is a mutual influence on each other.

It is important to note the role of learning a foreign language in intercultural communication. Knowledge of the language of a business partner is always conducive to more trusting communication. But, it is not enough to know the language; you need to be able to use



it correctly. Learning a foreign language as a real means of communication is inextricably linked with the study of the social and cultural life of the countries of the studied languages. Direct communication with representatives of other cultures in their native language is a constant intercultural communication. (Bingöl, Z., 2014)

4. RESULT

Thanks to the experience of intercultural communication, we look at the world more widely and tolerantly to the cultural identity of other peoples. And if this is accompanied by a theoretical study of the phenomenon of culture, we not only get an idea of how to improve relationships with people, but really aware of the impact of their own culture on us, our worldview and behavior. Cultural education can not only minimize cultural shock and increase the experience of intercultural communication, but also contribute to the professional growth and effectiveness of the organization as a whole (Komninos, N., 2016). Cultural sensitivity should teach us that culture and behavior is a relative concept, and, therefore, we should be less categorical and more tolerant in human relations. In the past, many researchers perceived cultural differences as a barrier to communication and joint activities. Today, they recognize that if cultural differences are used wisely and correctly, they become sources of additional opportunities.

Today we are actively involved in all areas of intercultural communication, and therefore must be able to manage the processes taking place in multinational societies, must be aware of the influence of national and corporate culture on human behavior and be able to apply the knowledge and skills to achieve the best results of their activities.

Currently, the problems of intercultural communication, dialogue between cultures and representatives of different nations are particularly acute. And yet, there should be no conflict, there should be a dialogue; we should strive for this, despite the deterioration of relations with many countries of the world.

International tourism has always served and should serve, above all, the goals of unity, unity, understanding and peace between peoples and cultures. This is one of the main missions of international tourism. At the international and national level, efforts should be made to foster intercultural communication in tourism. Such measures include training of specialists in international tourism activities in the field of intercultural communications, which would provide specialized knowledge and skills that promote effective intercultural communication.

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