Chapter 9
Multi–Cultural Communication is Essential for Tourism Industry: Global to Local Perspective

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ABSTRACT

Tourism is an industry that serve the international communities. Language plays an important role in global and local communication. A tourist travels to various destinations due to the fact that it is of environment, social, cultural, and religious importance. No tourist chooses a destination due to the language, but often tourists consider language a barrier for travel and tourism. This chapter explores the diversity in culture in terms of language used for communication both oral, written, and body language in the context of global to local.

INTRODUCTION

Tourism is socially, psychologically, and economically important activity and there is a substantial diversity among tourists, places, culture and environment. So it is extremely important to have an effective communication between the tourist of diverse backgrounds as well as the local area tourism service providers from different areas and regions. So it is pre-requisite that socio-cultural services particularly treat oral and visual communication is important to facilitate tourists and the tourism industry. Tourist visits various places for recreation towards pleasure and enjoyment, social

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visits towards meeting friends and relatives etc. The tourist destination consists of places in their local settlement or any other places in the world. People who travel for recreation from their regular places of living to other places in the local or in global consists of diversity.

The diversity is seen from the perspective of: (a) tourist; (b) the places of visit; (c) mobility pattern; (d) health and safety; (e) culture and status, and; (f) information and communication. The tourists diverse within characteristics such as multi-cultural, multi-lingual, gender, age, religion, caste, income, occupation, interest, nationality etc. The tourist places are diverse in terms of: (a) natural environment such as natural setting-sea shore, hills, water bodies, desert, forest, and; (b) man-made environment such as houses and buildings, artefacts and material, accommodation and infrastructure, food and dress, religious buildings and places, parks and playgrounds, village, towns, and cities etc. The diversity is seen from the multi-cultural characteristic background of the tourist expect to interact with the local people and business in the tourist destination. The language of the tourist may be local, regional, national and international but the host population may not be the same. Most often the communication becomes totally local language or sometimes a mix of local language and English in many countries. Sometimes the communication takes place through body language or pictorial means.

The growth of industry is not only viewed from the tourist flow, gainful economic development, infrastructure development etc, but also the means of communication particularly the language spoken between the tourist and the service providers. It could be personal or may be electronically. In tourism industry the people come in contact with the means of transportation - air, rail and bus stations and service, local reception area/tourist centres, hotels where the front office staff and inside services staff, the visiting places where the care takers, local petty business including footpath business, interpreters etc. So the communication plays very important role in the satisfaction of the tourist in turn development of the tourism industry. The reality is that there is a lack of trained and skilled persons at the tourist destinations. Is there any place in the tourism planning and policies on the inclusion of multicultural communication as an aspect of tourism development?

This chapter deals with the issue on importance of multi-cultural communication in promotion of tourism in global and local destinations. It is based on a review of literature and highlights the outcomes in terms of views, actions taken across the globe towards inclusion of multicultural communication particularly language in tourism development agenda. The end part of the chapter covers the way forward in terms of possible measures to improve the multicultural communication to promote tourism at the global and local levels. Further this chapter is divided in to four sub topics and discussed the aspects both qualitative and quantitative with suitable illustration such as tables and figures with its sources. The subtopics include: (a) tourism
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