

CROSS - CULTURAL COMMUNICATION AS A TOOL FOR TOURISM PERSONALIZATION

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The article analyzes the possibility of using the cross-cultural communication theoretical foundations as a tool for travel services personalization. In particular, the application of Hofstede theory for the analysis of German culture and the role of stereotypes in the tourism industry are discussed.

Introduction.

Nowadays, the key advantage in the tourism industry is to provide positive emotions for clients at any point of contact or, in other words, customer focus. Currently, tourists from different countries are offered the same excursions in content. However, for people from different cultures, it is necessary to emphasize different historical and linguistic aspects. This article is devoted to the analysis of existing stereotypes and the application of the Hofstede business culture model to improve available excursions for German tourists.

In national science, tourism has always been interpreted as a factor of intercultural communication. However, practical results of scientific research have rarely been implemented. In Russia, the application of intercultural communications in tourism has been considered exclusively in the business communication aspect or in the business tourism context.

Main part.

Ethnocentrism is a unique feature of all the ethnic groups in the world. This is a certain psychological attitude to perceive and evaluate other cultures and the behavior of their representatives in terms of their culture. In most cases, this implies an attitude according to which one's own culture is superior to others. Most anthropologists believe that ethnocentrism is common to all cultures. It allows you to unconsciously separate the foreign culture beam from "their own", which contributes to the preservation of ethnic diversity.

One of the most striking manifestations of ethnocentrism is national stereotypes, some of which exist in the form of proverbs. A stereotype is always a sensorial perception, an image, resulting in creation of a certain ethnic character, which can be used in the tourism industry.

By analyzing German and Russian proverbs one can compose an ethnic character of German and Russian people and to some extent even neutralize existing negative stereotypes.

Moreover, it can be assumed that, in an unfamiliar environment, a person might look for features of his own culture in it. This mechanism can help mitigate cultural shock. A person better perceives new information if it is associated with already known facts and names. From all of the above, we can conclude that in excursions it is necessary to focus on the historical and cultural parallels between the cultures, about which and for which the excursion is being held.

Parallels between different cultures can be found by its various manifestations. Among the many terms and classifications, the following four types proposed by Gert Hofstede most successfully describe the culture: symbols, heroes, rituals, values.

Symbols are various words, gestures, images or objects that are of particular importance to culture beam. This category includes words of language or slang, as well as clothing, hairstyle, and other symbols that determine social status. The category of heroes includes people, living or dead, real or fictional, endowed with qualities and respected in this culture. The category of rituals is represented by certain collective deeds and actions, which often cannot be explained in terms of its practical

significance, however, are considered important and essential in terms of this culture. Therefore, their implementation per se is of value.

All of the above stated features, according to the Hofstede theory, are combined in a separate group called practices. This is the external layer of culture, which partly can be analyzed and used in practical activities.

Conclusions

The results of the study are used to create excursions for German tourists in the scale model museum «Petrovskaya Akvatoria». To form the ethnic character, proverbs and sayings from the dictionary of V.I. Dahl and A.E. Graf, which give an idea of how German and Russian people viewed each other in the 19th century, are analyzed.

To apply the G. Hofstede theory, the text of the excursion was improved by embedding it with authentic German proverbs (the category of symbols), with information about famous German people in Russia (the category of heroes), and some specific borrowed cuisine information (the rituals category).