

Міністерство освіти і науки України
Національний юридичний університет імені Ярослава Мудрого
Кафедра іноземних мов №1



Матеріали
Всеукраїнської науково-практичної Інтернет-конференції
**«Сучасне суспільство і наука:
актуальні дослідження молодих науковців»**
(конференція проводиться іноземними мовами)

27 травня 2021 р.

Харків

ОРГАНІЗАЦІЙНИЙ КОМІТЕТ

Голова оргкомітету

Гетьман А.П. – ректор Національного юридичного університету імені Ярослава Мудрого, доктор юридичних наук, професор, академік Національної академії правових наук України

Співголова оргкомітету

Сімонок В.П. – доктор філологічних наук, професор, завідувач кафедри іноземних мов №1 Національного юридичного університету імені Ярослава Мудрого

Члени оргкомітету

Лисицька О.П. – кандидат філологічних наук, доцент кафедри іноземних мов №1 Національного юридичного університету імені Ярослава Мудрого

Сергєєва Г.А. – кандидат філологічних наук, доцент кафедри іноземних мов №1 Національного юридичного університету імені Ярослава Мудрого

Сучасне суспільство і наука: актуальні дослідження молодих науковців. Матеріали Всеукраїнської науково-практичної Інтернет-конференції іноземними мовами / Національний юридичний університет імені Ярослава Мудрого / Харків: НЮУ ім. Ярослава Мудрого, 2021. – 251 с.

Матеріали друкуються в авторській редакції. Відповідальність за точність поданих фактів, цитат, цифр, прізвиськ тощо несуть автори.

© Національний юридичний університет імені Ярослава Мудрого

INTERCULTURAL COMMUNICATION AND CONFLICTS IN TOURISM

Kateryna Naumik-Gladka, D.Sc.,

Yelyzaveta Kurchynok,

Department of Tourism

Simon Kuznets Kharkiv National University of Economics

Nowadays, the topics of a conflict and communication have been widely disclosed in the scientific community. Communication, and as a result, intercultural communication is an integral part of touristic sector. The topic of intercultural conflict as a developmental factor has been studied for a lot but still is relevant, since with globalization comes the need for intercultural exchange in all spheres of life rises [1, 2, 3].

“Conflict has been acknowledged as an important aspect of modern management. Despite the negative effect of conflict, it can achieve productive outcomes, if managed effectively, such as improved relationships, more effective task completion and more creative problem solving and innovation. As the multicultural work force has become a reality due to business globalization and migration, cross-cultural conflicts caused more attention than usual in today’s organizations both domestically and globally ” - is said in Tong Yu and Guo-Ming Chen research [3].

Intercultural communication is settled as functionally conditioned communicatory interaction of people as carriers of discrepant ethnical communities, which is focused on penetration of cultural and communicative meanings, achieving common understanding taking into account and preserving the "national picture of the world", their mutual enrichment in sociocultural and spiritual terms. It is a far-reaching cognitive process related to overcoming negative stereotypes, forming a person's readiness for conversation and cultural communication.

Stella Ting-Toomey drew attention to the main causes of conflicts between cultures [4]: “Intercultural conflict frustrations often arise because of our lack of necessary and sufficient knowledge to deal with culture-based conflict communication issues competently. Our cultural ignorance or ineptness oftentimes clutters our ability to communicate appropriately, effectively, and adaptively across cultural lines. As the global economy becomes an everyday reality in most societies, individuals will inevitably encounter people who are culturally different in diverse workplaces and relationship-building situations. Learning to manage such differences mindfully, especially in intercultural conflicts, can bring about multiple perspectives and expanded visions in the conflict encountering process.”

Kandahura Kateryna used a scheme in her work about cross-cultural conflicts of appearing of intercultural conflicts that shows us that we can avoid such a conflict by managing influence, situation, also, check before possible sources of conflict and so on [5].

In connection with the increase of communication there is a need to establish global contacts, which includes not only overcoming the language barrier, however

furthermore the formation of readiness for international dialogue, considerate the cultural identity of others, recognizing the authenticity of another worldview and mastering an original conceptual picture, which allows understanding of social reality and culture.

Recent international socio-political and economical changes are of great interest to the culture of other peoples as a determining condition for the realization of the innovational potential of the individual and society, the form of asserting the identity of the public and the basis of spiritual wellness of the nation.

So, the conflict as a phenomenon can be a means of development and, as well, is an integral part of intercultural communication in tourism. When people or groups of people have different mentality, environment and cultural values, then there is a high probability of conflicts. In this case, it is important to be able to resolve such conflicts and through them develop culturally and emotionally. When working with foreigners, it is necessary to study the culture of colleagues or partners in advance in order to avoid conflicts.

References:

1. What are the Biggest Causes of Intercultural Conflict? – [Electronic resource] – URL: <https://www.commisceo-global.com/blog/causes-intercultural-conflict>.
2. Culture and Conflict / Michelle LeBaron – [Electronic resource] – URL: https://www.beyondintractability.org/essay/culture_conflict.
3. Міжкультурна комунікація в контексті діалогу культур/ Козак Алла / Наукові записки. Серія: філологічні науки. Л.: Вип. 118 – 2017.
4. Intercultural Sensitivity and Conflict Management Styles in Cross-Cultural Organizational Situations/ Tong Yu, Guo-Ming Chen. Intercultural Communication Studies XVII. – Vol. 2. – 2008.
5. Ting-Toomey, S. (2012). Understanding intercultural conflict: Multiple theoretical insights. In Jane Jackson (Ed.), The Routledge Handbook of Language & Intercultural Communication (pp. 279-295). New York: Routledge.
6. Cross-cultural conflicts: global dimensions/ Kandahura Katerynac// Foreign trade: economics, finance, law. – Vol. 3. – 2019.