

## Barriers to Communication in Tourism Industry

Dr. Balasaheb Gopal Yadav

*I.C.S. College Khed, Dist -Ratnagiri, (Affiliated to University of Mumbai), (M.S.) India*

### Abstract

A key component of the tourism sector is language. It facilitates effective communication between travelers and tourism industry personnel. It would be difficult for travelers to communicate their needs, comprehend directions, or participate in cross-cultural interactions without a common language. Language serves as a medium of communication between individuals with disparate origins, enabling the sharing of thoughts and experiences. Moreover, language also influences how a place is perceived and portrayed. Travelers are more likely to have a good experience and form positive opinions of the location they visit when they can readily communicate with residents. However, a poor impression of a place can result from misunderstandings, dissatisfaction, and language obstacles. For this reason, funding language education and encouraging English proficiency in the tourism sector are essential to the industry's expansion and prosperity. A key component of the tourism sector is language. It facilitates effective communication between travelers and tourism industry personnel. It would be difficult for travelers to communicate their needs, comprehend directions, or participate in cross-cultural interactions without a common language. Language serves as important role in tourism industry.

**Keywords:** Barriers, Language, Tourism, Effective communication, sharing, misunderstanding, participate

There are many different forms of tourism within the tourism sector, and each has specific language requirements. To meet the unique demands of various sorts of travelers, tourism experts must have a thorough understanding of these linguistic requirements.

### 1 Leisure tourism:

When on vacation, leisure travelers usually look for fun and relaxation. For the purpose of providing information about tourist destinations, making activity recommendations, and helping with reservations, it is imperative that tourism staff speak fluent English. There are many

different forms of tourism within the tourism sector, and each has specific language requirements. To meet the unique demands of various sorts of travelers. Tourism experts must have a thorough understanding of these linguistic requirements.

### 2. Business tourism:

Conferences, meetings, and networking events are common reasons for business travelers to travel. Proficiency in English is crucial for tourism professionals in this field, as it allows them to efficiently connect with corporate clients, offer logistical assistance, and streamline business processes. There are many different forms of tourism within the

tourism sector, and each has specific language requirements. To meet the unique demands of various sorts of travelers, tourism experts must have a understanding of these linguistic requirements.

**Adventure tourism:** *Adventure tourists engage in activities such as hiking, mountaineering, and wildlife safaris. While English fluency may not be as critical in remote adventure destinations, it still plays a significant role in ensuring the safety and well-being of tourists. English-speaking guides can provide instructions, communicate in case of emergencies, and offer a more enriching experience.*

**Cultural tourism:** *Cultural tourists are interested in exploring the history, traditions, and heritage of a destination. English fluency is vital in this segment, as it allows tourism professionals to provide detailed information about cultural sites, organize guided tours, and engage in meaningful conversations about local customs and traditions.*

*Understanding the language requirements of different types of tourism is essential for tourism professionals to deliver personalized and tailored experiences to their customers.*

Thailand's tourism industry contributes significantly to the country's high-income levels and creates jobs necessary to transform rural areas into man-made and natural tourist destinations. Through the distribution and development of jobs, foreign currency poured into the nation. Therefore, rural societies could produce and distribute income through tourism services. Unfortunately, the communication barrier in English has been encountered by tourism professionals. English is widely recognized as an

international language and a means of knowledge sharing on a global scale. It is helpful for establishing positive relationships with foreigners and for commercial discussions. Enhancing English communication skills help to market Thailand as the country of smiles, excellent manners, and hospitality (Sodhhiban, 2010).

They have a wealth of exquisite natural resources and are situated across the Mekong River from Lao PDR. There is plenty that attracts and impresses foreign visitors to the Mekong River region of tourism. Around the banks of the Mekong River, they may discover more about the way of life of the locals. Furthermore, the shared past experiences that bind Thailand and the Lao PDR Vietnam's advantages serve as draw cards for travelers. Then, trade, investment, tourism services, and other forms of foreign business are developed (TravelMthai, 2014). It was evident that speaking English would be essential for communicating between foreign visitors and tourism service staff.

Consequently, miscommunications between tourism service staff and international visitors may occur. There are numerous aspects that contribute to Thailand's tourism industry, although communication in foreign languages is still scarce. (Kasikorn Research Centre, 2008). According to Chumtanti (2010, p. 1), English is the most effective language for fostering understanding among people. Foreign visitors believe that Thailand people are not proficient in the English language. This is the disadvantage that prevents the nation from being a popular tourist destination. Furthermore, Kalasin (2014) noted that hotel receptionists in Southern Thailand's tourist destinations

require all English language proficiency to be enhanced. Speaking and listening abilities were determined to be the top priorities since they are crucial for service delivery. The second numerous studies have been conducted on the subject of communication difficulties in the travel industry. According to Aldohon (2014), reading and writing are not as crucial as speaking and listening for 46 tourism police officers in Jordan. According to the specific criticisms, foreigners think they speak too quickly. According to Prachanant's (2012) research, speaking—rather than hearing, reading, and writing—is the most crucial skill for forty tourist workers.

The most common issues with using English for tourism are a lack of vocabulary, improper word choice and expression, and poor grammar skills. Speaking and listening were the most important language skills, according to Yotimart & Wongcha's (2019) interview with the Muang Tam Sanctuary's tourism staff. Furthermore, six facets of here have been reports of English communication issues in tourism services for well-known tourist destinations in Thailand (Shehu & Shittu, 2015; Rajpravit et al., 2015; Ka-kan-dee, 2017; Ka-kan-dee & Nonthapot, 2020). These statistics, however, are still scarce when it comes to the Upper Northeast's well-known tourist destinations. Thus, the purpose of this study was to investigate the challenges in English communication faced by tourist employees in the provinces of Loei, Nong Khai, Bueng Kan, Nakhon Phanom, and Mukdahan. This information would be helpful in formulating a plan to enhance the English communication skills of the tourism staff in this area.

RESEARCH DESIGNATION numerous studies have been conducted on the subject of communication difficulties in the travel industry. Aldohon (2014) found that the most crucial abilities to develop for 46 tourism polices in Jordan are speaking and listening.

It was discovered that English listening comprehension was a major issue for package tour salespeople and delivery employees of tour agencies, but it was only a modest issue for tour guides and business receptionists. The majority of challenges experienced by tourism staff include listening to English dialects from various nations, communicating quickly, and having a limited vocabulary. The outcomes supported the findings of Kalasin and Charumanee (2015), who discovered that the majority of communication requirements for providing services to international clients were related to English listening abilities. Furthermore, Sriwichai (2013) found that a possible contributing factor to the high general problem of listening skills was an inability to distinguish between distinct accents. Every country had distinct cultural variations and a wide range of accents. Therefore, tourist employees would need to sharpen their listening abilities. It was discovered that tour guides, package tour salespeople, and delivery personnel for tour agencies had a significant difficulty communicating in English. However, receptionists for accommodations businesses only had a moderate level. Most likely, they had issues with introducing, discussing, and providing information on travel. As a result, they were too shy to converse with foreign visitors. Another major contributing factor to the lack of confidence in speech was a restricted

vocabulary, poor grammar, and incorrect pronunciation accents.

Speaking, according to Tsitsopoulou (1992), is an information and role exchange between the speaker and the listener. This would help the audience comprehend any messages or concepts that the speakers were trying to convey. The ability to select appropriate language and words is a prerequisite for speakers. Samratin and Tayjasanant, as well as Pinpetch and Blom (2009) When it came to listening skills, there were no variations between the receptionists of lodging businesses, package tour salespeople, and tour agency delivery workers based on age. It did, however, demonstrate a notable variation in tour leaders. Different educational backgrounds had no bearing on tour guides' or tour agency delivery staff's listening issues; nonetheless, this effect was discovered in the receptionists of lodging businesses.

The listening skills of package tour salespeople, tour agency delivery staff, and business receptionists at lodging establishments were not influenced by years of work experience. However, it does important when it comes to tour guides. It was discovered that tour guides, package tour salespeople, and delivery personnel for tour agencies had a significant difficulty communicating in English. However, receptionists for accommodations businesses only had a moderate level.

Most likely, they had issues suggestions Based on the Research:  
1. To start and finish the process of resolving the English communication issues among tourism staff, the following suggestions for the pertinent parties can be helpful. In order

to plan ahead and establish guidelines for the development of personnel efficiency, the concerned agencies and business owners should make use of the data. This will enable them to speak confidently and fluent English with tourists.

2) Business owners ought to priorities issues with English communication, encourage trainings, or provide tourism staff members more training. Speaking and listening in English should be the primary focus, along with the fundamentals of how they work. When it came to listening skills, there were no variations between the receptionists of lodging businesses, package tour salespeople, and tour agency delivery workers based on age. It did, however, demonstrate a notable variation in tour leaders. Various educational levels did not reveal any suggestions for Further Investigation.

3. For more comprehensive data results, sampling from other districts within those specific provinces should also be the subject of future research. Diverse surroundings can give rise to distinct challenges and issues. These findings would be helpful for managing the situation and creating guidelines for more precise answers to any potential issues or roadblocks that might appear down the road. Suggestions Based on the Research To start and finish the process of resolving the English communication issues among tourism staff, the following suggestions for the pertinent parties can be helpful.

In order to plan ahead and establish guidelines for the

## Conclusion

English fluency is a game-changer in the tourism industry. It shapes the future of tourism by breaking down barriers, facilitating communication, and enhancing customer satisfaction. As the global tourism market continues to grow, investing in English fluency is essential for tourism professionals to stay competitive and provide high-quality service to their customers.

By embracing English fluency, tourism professionals can unlock new career opportunities, foster cultural exchange, and

contribute to a more inclusive and interconnected global community. Language barriers can be overcome through language training, translation services, cultural sensitivity training, and collaboration with local communities. In conclusion, English fluency is not only necessary but also beneficial for professionals in the tourism industry. So, seize the opportunity to enhance your English skills and embrace the future of tourism. Join TCEC (Teacher Coles English Corner) and explore our Business English Courses to guide you on your journey to success in the tourism industry.

## REFERENCES

1. Aldohon, H. I. (2014). English for Specific Purposes (ESP) for Jordanian Tourist Police in Their Workplace: Needs and Problems. *International Education Studies*, 7(11), 56-67.
2. Chumtanti, N. (2010). Analysis of English Usage Needs of Nursing College Students under Nursing Division, Office of the Permanent Secretary. Chonburi: Boromarajonani College of Nursing.
3. Kalasin, S., & Charumane, N. (2014). English Needs of Thai Hotel Front Desk Staff in Tourist Attractions of Southern Thailand. MA Thesis in Teaching English as an International Language,
4. Kasikorn Research Center. (2008). Hot Competition Among Language Centers to Welcome AEC Eye on Leaders Taking the Market Share. Retrieved October 9, 2019, from
5. Onnaum, W. (2012). The Communication Phenomenon in Digital Age. Retrieved January 8, 2019, from <https://tci-thaijo.org/index.php/apheitjournals/article/view/29741/25608>.
6. Prachanant, N. (2012). Needs analysis on English language use in tourism industry. *ProcediaSocial and Behavioral Sciences*, 66, 117-125. Language Communication Barriers among Tourism Services Personnel in the Upper Northeast, Thailand <http://www.iaeme.com/IJM/index.asp> 622
7. Pinpetch, S., & Blom, T. (2009). Development of cooperative Education in Tourism and Hospitality: Issues in the context of Thailand. *Thai Journal of Cooperative Education*.
8. Samrantin, N., & Tayjasant, Ch. (2009). Needs and Problems of English Usage Needs of Servers at Thai Restaurants in Seattle. *Research and Development Journal*, Loei Rajabhat University.

9. Shehu, H., & Shittu, K. O. (2015). The bridge to economic prosperity: the role of English language communication in Entrepreneurship. *International Journal of Humanities and Social Science*, 5(7), 189-195.
10. Sodbhiban, P. (2010). Intercultural Communication: A Factor for Developing and Promoting National Tourism. Retrieved February 26, 2019
11. TravelMthai. (2014). Isaan Travel, the Charm on Mekong River Bank. Retrieved January 8, 2019, from <https://travel.mthai.com/region/northeast/74387.html>.
12. Tsitsopoulou, E. (1992). Conversation Classes. In *English Teaching Forum*. New York: Oxford University Press.