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## TWO KEYS IN INTERCULTURAL COMMUNICATION: TOURISM AND PUBLIC RELATIONS<sup>1</sup>

### Abstract

Due to the increased social mobility communication and transportation facilities in the world has accelerated compared to previous years, and a new period has begun that more people and cultures have faced to face in more intense ways.

These developments in the world has been effective in the emergence of a multicultural character and people begun to have more desire to get to know other cultures. The multicultural nature of society, local, national and international level have engaged in efforts to promote their cultures . In this process importance of public relations has increased because of the development and promotion of tourism. As a result cultural recognition, public relations and more functions related to these issues have been used in tourism industry . Tourism and public relations mutually support and enrich the cultural mediators and both play important roles in intercultural communication which they have become the two bridges.

With the expansion and the categorization of tourism industry, a strong competition in the international arena has started. With this regard, reaching (contacting) customers has had a vital role to provide information. Thus, need for public relations practices emerged as cultural mediators which have been providing transitivity.

In this article; tourism and public relations impact on the development of intercultural communication and cultural global perspective will be put out.

**Keywords:** Intercultural Communication, Tourism, Public Relations.

## KÜLTÜRLERARASI İLETİŞİMDE İKİ KÖPRÜ: TURİZİM VE HALKLA İLİŞKİLER

### Öz

Dünyada iletişim ve ulaşım imkânlarının artmasına bağlı olarak toplumsal hareketlilik hızlanmış ve daha önceki yıllara göre halkların ve kültürlerin daha yoğun olarak yüz yüze geldiği bir dönem başlamıştır.

Bu gelişmeler dünyada çok kültürlü bir yapının ortaya çıkmasında etkili olmuş ve insanlar diğer kültürleri tanımak için daha fazla istek duymaya başlamıştır. Bu çok kültürlü yapıda toplumlar yerel, ulusal ve uluslararası düzeyde kendi kültürlerini tanıtmaya çabası içine girmişlerdir. Bu süreçte turizmin ve kültürel tanıma ve tanıtımın gelişiminde halkla ilişkilerin önemi artmış ve işlevleri daha fazla kullanılmaya başlanmıştır. Turizm ve halkla ilişkiler karşılıklı olarak birbirini destekleyerek geliştiren kültürel arabulucular olarak, kültürlerarası iletişimde önemli bir rol oynayan iki köprü haline gelmişlerdir.

Turizmin kategorileşmesi ve yaygınlaşmasıyla uluslararası alanda güçlü bir rekabet görülmeye başlamış, tüketicilere ulaşma ve bilgi verme hayati bir öneme sahip olmuştur. Böylece halkla ilişkiler uygulamaları bir ihtiyaç olarak ortaya çıkmış ve turizmle birlikte kültürel geçişliliği sağlayan kültür araçları olmuşlardır.

Bu makalede; küresel ve kültürel bakış açılarıyla turizm ve halkla ilişkilerin kültürlerarası iletişimin gelişmesine olan etkileri ortaya konulmaya çalışılacaktır.

**Anahtar Kelimeler:** Kültürlerarası İletişim, Turizm, Halkla İlişkiler.

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## 1. Introduction

Communication and transportation technologies that simplify and accelerate as a result of the extraordinary development of the world began to be perceived as a single space and the purpose of this condition the expression “globalization” concept began to be used. Globalization used to be Turkish equivalent of “globalization”, the economic content has emerged as a concept.

The concept of globalization on the one hand to the world community alike, accordingly, a single global culture, the emergence of the process, on the other hand communities, communities their differences and identification, expression process is used as (Keyman and Sarıbay, 2000, 1).

A different perspective, the concept of globalization, worldwide national identity, economy and boundaries have been resolved, the social life of the majority of global processes is determined by a single global culture emerge and eventually the world in a single place and the process is perceived as the purposes of trends as a whole have been defined. (Hirst and Thompson, 1998, 26).

As a result of globalization, the whole world of people and societies increasingly overlapping activities even entered even exceed the limits of the country. Travel, communications, finance, trade, sports, crafts and even popular music does not fit into the confines of a single country no longer has. Similarly, a lot of relations and activities, has gained an international qualification (Toulmin, 1999, 906).

## 2. Conceptual Framework of Communication Between Cultures

In a global world, people from different countries come together, goods and services and to exchange ideas and benefit from each other’s experiences are. All these experiences, people, ideas and relationships of the forms at the national level on an international scale and ways of thinking to a new relationship now shows that. Consequently all; economy, culture, law, education, politics and technology areas that extend beyond the boundaries of a process of interaction and communication is important (Çeken and others, 2008, 72).

In this context, intercultural communication, rinse frequently in recent years and is the subject of many studies is a very complex term. Culture is something that belongs to man. Thus, certain groups of people create cross-cultural communication is the communication between the cultural unit. This cultural unit company, community, school, class, gang, institutions, associations, race, sect, interest groups and so on. I might. (Erdoğan, 2008, 156).

Concept of culture, who came from the origin to the Latin CO “Culture” is derived from the word, and the team is used to mean mowing. (Doğan, 2007, 10) Culture, Turkish Language Institution “by the historical, social development created through all the material and spiritual values with them in creating the next generation to the transmission used in the human, natural and social environment of the dominance measure indicating the vehicles overall hars crops.” is defined as. (Turkish Language Association <http://www.tdk.gov.tr/index>. Accessed, 5 7 2014)

Intercultural communication in the fields of cultural and sub-cultural art, knowledge and experience with communication and interaction that occurs between individuals represent. The conceptual framework of intercultural communication as a discipline and interests over time, especially in terms of ethnic and racial differences in the internal sub-cultural groups have expanded to cover (Kim 2005, 555).

Intercultural communication and communication in different inter-communal and intercultural communication in the same community that exists in the micro intercultural dialogue based on the coexistence of different cultures in order to steer a path is considered to be monitored. (Suppan, 2008, 97-98)

Definitely not to be forgotten is this: culture, living and doing something, is not an entity that communicates. Engaged in intercultural communication “cultures” are not Those who are

the people who belong to the cultural unit. Intercultural communication between the activities of these people will tell you (Erdoğan, 2008, 156).

In the process of intercultural communication, individuals from different cultures as much information about each other's cultures if they have so they can select the correct and appropriate communication behavior and thus will also increase the effectiveness of their communication is expressed. (Bozkaya and Aydın, 2010, 32)

Contact people since the start of gregariousness symbolic messages that play a role in social interaction by mutual delivered some sense is the process of sharing between them (Telman and Unsal, 2005, 19)

Communication and culture 'symbolic exchange of meaning' to be in close contact with each other is generally accepted (Kartari, 1995). Such as culture, communication is first and foremost a fundamental anthropological experience; communication is to exchange it with the other. Contactless can not be considered as social or individual life, individual or social experience is the essence of all kinds of communication also requires the determination of the rules. There is no human society can not be communicating as Toplumsuz. In this sense, communication is both a reality and a cultural model (Tural, 2006, 123).

Communication from different cultures and sub-cultural system as influenced by the culture in question is affected by the communications. Globalization and technological development and increased communication between different cultures, new lifestyles, attitudes and teachings are caused to be transferred to other cultures. On the other hand communication complete the process used in the "gestures, the way you dress, posture, pictures, music, movies, graphics and drawings, signs, behavior and attitudes, colors, touch the tolerance level" such as, but also a culture that defines the elements of are also included . In this sense, the relationship between communication and culture is considered to be a cyclic process (Börü, 2007, 430- 431).

Cultural patterns, which facilitates the communication of people in the same culture, communications with members of different cultures can be an obstacle is from time to time (Ügeöz, 2003, 30). As a result of the interaction between culture and communication, including individuals that they learn how to communicate through culture and communication skills are acquired. With these skills and culture and cultural differences between countries, as well as learn to eliminate these differences (Susar, 2005, 15).

### 3. Public Relations and Cultural Communication

The importance of international public relations activities, as a result of globalization is increasingly emerging as a result of certain factors. These factors; developments in communication and transportation, and the increase in the number of multinational companies is the growing number of international agreements and organizations.

Public relations for the globalization of communication, new technologies, and international policies are affected by the sudden contact. Thus, new methods and properties of closed institutions are emerging and traditional communication open with new communities to survive are forced (Taylor, 2001, 637).

Contact the rapid developments in the field of institutions significantly affect international trade. In this way, multi-national organizations with representation in different countries more comfortable, able to communicate quickly and effectively. In particular, the widespread use of the internet in recent years and the increasing growth of international public relations has been influential (Okay and Okay, 2007a, 417).

To meet global demand, with a few large multinational companies is no longer possible to restrict. More small businesses, thanks to the Internet and communication technologies, such as satellite communications are in global competition (Sriramesh and Vercic, 2001, 104).

International public relations practices can be witnessed in every sphere. And private organizations, and public institutions often carry out these activities and even forced them to conduct themselves are feeling. (Okay and Okay, 2007a, 442).

Multinational companies in their public relations global understanding of the nature or for those companies developing solutions that increasingly intercultural community only messages do not propagate at the same time these communities their organization against how would react in advance to predict who can guide very little valuable information is available (Wakefield, 2001, 639 ).

International public relations, international communication and intercultural communication as an integral part of at least 4 different application areas include; international organizations (United Nations, the World Bank and the International Telecommunications Organization, etc.), intergovernmental relations (diplomatic recognition, agreement, alliance creation / distribution agreements, sanctions / embargo), transnational economic transactions (commercial investments, multinational companies' investments) and interactions between citizens of different nationalities (tourism, art, film / theater, through sport) (Culbertson, 1996, 2).

International public relations challenges encountered during activities, cultural background, language differences, differences in the structure of government and the media can be listed as. Public relations managers fully understand the nature of international public relations fail this challenge is another. Administrators "local tradition expanded international studies that only" the idea or international activities of public relations is very different and entirely from the general should avoid the idea that we had to leave. In this case, organizations are losing their reputation and global consistency in the communication process. Therefore, both approaches are doomed to failure; those who follow this approach because they misinterpreted are international public relations (Wakefield, 2001, 641-643).

To avoid the public relations disaster of international public relations experts - with the knowledge of intercultural practices should be guided. They should know that I will continue steady how communication and reputation of organizations all over the world are protected. At the same time, multinational corporations, transnational or the same country in different areas of public relations practice between the small differences and these small differences arising from misunderstandings on a global scale what creates problems that need to understand (Wakefield, 2001, 640).

Heath, assorted sounds and culture in a global world meet their expectations with regard to the Tower of Babel syndrome is a reminder (Heath, 2001, 625).

In order to achieve success in communicating with different cultures, ways to overcome the problems created by cultural differences activities previously shown to investigate the culture of the country or region, to be able to understand and empathize pass. Here is the most important task for senior managers and public relations specialists is decreasing.

#### **4. Tourism and Cultural Communication**

By highlighting the recognition of cultural interaction, tourism, tourists and other visitors, tourists and tourism enterprises in the process of hospitality, the host resulting from the interaction between state and society as a set of facts and relationships are defined (Kozak, 1996, 2).

The tourism sector in cross-cultural communication has become indispensable and very important. Intercultural communication, interaction between people belonging to different cultures and their meanings transfers, foreign perception, and cultural differences to explain issues such as observance of a study area. People training, business organizations, the diplomatic process, tourist trips, for reasons such as political and economic limitations have tended to come in contact with different cultures. Today at the meeting of cultures, communication language, meaning, it is important to establish cultural identity (Sezgin and Ünüvar, 2009, 292).

Tourism is a growing revenue of the countries on the other hand, people from different cultures get to know each other, allowing them to build bridges of love and tolerance is.

Cultures all over the world from region to region, varies from country to country because of cultural differences between countries, it is particularly important for international markets. Therefore, each country's traditions, customs, attitudes, habits and behavior, population growth, distribution, religion, language, race, social class, family systems, social values and norms, especially in international markets should be considered. (Accad, 1996, 275). Businesses entering international markets, countries must examine the cultural characteristics they possess, and should avoid making generalizations based on only economic characteristics (Swords and Typhoon, 2001).

Every society has its own set of cultural elements. People in the process of cross-cultural communication, behavior, unlike those of their community are in fear of such interpretation. People living in different cultures, similar issues could react differently in the face or conditions are observed (Sargut, 2001, 137). In communication individual counterparty's behavior, they do not know, unless you are said statements, showing the attitudes and behaviors of their cultural norms of signification prefer to, as they cross-cultural encounters communication conflicts for every moment there is expected to be (Selcuk, 2005, 2).

Tourism sector employees and customers from different cultures is, owned by reason of the different cultural values and beliefs sometimes can lead to misunderstandings and contradictions. This situation frustrated staff, an unhappy customer, can result in loss of work and time for business. To avoid such results, effective communication, service sector enterprises, increasing the quality of products is an important advantage to increase its kind. The first step in effective cross-cultural communication is to develop cultural sensitivity (Jandt, 2001, 43).

Cultural sensitivity improved employees' different cultures understand and try to recognize them negative feelings Avoid able to new experiences, a positive attitude towards the sustainability and new or different situations with other people being able to communicate issues be flexible in that they are observed. Similarly, employees who have developed communication skills in a multicultural business environment to have more long-term concession and professions leads to more love (Sizoo et al., 2005, 252).

Appealing to consumers from different cultures is one of the most important tasks of business managers; pure culture of his own country, then the culture of the countries where it operates in a very good way to analyze and ensure that business activities are organized accordingly (Özalp and Hops, 1995, 245).



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