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LINGUOCULTURAL DIMENSIONS OF INTERCULTURAL COMMUNICATION IN TOURISM

In today's globalized world, tourism has become one of the most dynamic areas of international interaction. It is not only an important economic sector but also a space for active intercultural dialogue, where people from different cultural backgrounds meet, communicate, and exchange experiences.

At the same time, communication in tourism cannot be considered neutral. It is shaped by cultural values, traditions, and specific ways of perceiving the world, all of which are reflected in language. For this reason, successful interaction between tourists and representatives of host communities depends not only on language proficiency but also on the ability to understand cultural differences.

This leads us to the concept of *linguocultural dimensions*, which highlights the close relationship between language and culture and emphasizes their combined role in the process of communication (Toliboyeva Abdulla kizi, 2026).

Modern tourism discourse is characterized by the active use of ***culture-specific terms, realia, and idiomatic expressions*** that reflect current global trends and lifestyle changes. These lexical units often do not have direct equivalents in other languages, which makes their translation particularly challenging and requires the use of flexible translation strategies. For example, the term *Instagrammable place*, which refers to a location that is visually attractive and suitable for sharing on social media. As this concept is culturally and technologically specific, it is translated descriptively as «місце, популярне для фото в соцмережах».

Symbolic meanings embedded in language represent an essential linguocultural component of tourism discourse. In many cases, words and expressions used in tourism communication go beyond their literal meaning and convey culturally specific associations, emotions, and values. For example, *off the beaten track*, which refers to

destinations that are far from popular tourist routes. The phrase carries connotations of authenticity and uniqueness. It is usually translated as «поза туристичними маршрутами» or «маловідоме місце», where the symbolic meaning is conveyed through adaptation rather than literal translation.

Pragmatic norms of communication represent a crucial linguocultural component, as they determine how meaning is conveyed and interpreted in specific communicative contexts. These norms include such aspects as politeness strategies, degrees of directness, tone, and the speaker's intention, all of which may vary significantly across cultures.

In tourism discourse, pragmatic norms are particularly important because communication often takes place between individuals with different cultural expectations. For example, English-language communication frequently relies on indirect politeness strategies, as seen in expressions like *Could you possibly help me?* or *Would you mind...?*. These forms are used to soften requests and maintain a polite tone. In Ukrainian, however, similar requests may be expressed more directly without being perceived as impolite. Phrases such as *You must visit this place* or *Don't miss this experience* function pragmatically as recommendations rather than strict commands. However, when translated literally, they may sound overly imperative in some cultures and therefore require adaptation.

Digital communication also reflects pragmatic differences. Reviews on platforms such as TripAdvisor or Google often include emotional and evaluative language, for instance: *Absolutely amazing experience!* or *Highly recommended!*. In some cultures, such expressive evaluations are expected and valued, while in others more neutral or restrained language is preferred.

In the context of tourism, communication is influenced by culturally specific norms of politeness, hospitality, and social interaction (Setiawan, 2023).

1) **Politeness Norms in Communication.** For example, in English-speaking cultures, communication is often characterized by informality and friendliness, as

reflected in expressions such as *Feel free to contact us* or *Call me John*. These phrases signal openness and equality in communication. However, in other cultures, such as Japanese or Korean, communication tends to be more formal and hierarchical, requiring specific honorific forms and polite expressions *We kindly ask for your cooperation*. In Ukrainian culture, communication is characterized by a balanced form of politeness that combines both formality and warmth. This is reflected in expressions such as *Будь ласка, звертайтеся* as well as in the use of respectful forms of address like *Пані Олено* or *Пане Іване*. Such linguistic choices demonstrate not only respect for the interlocutor but also a degree of personal attentiveness and hospitality.

2) Cultural Models of Hospitality. In Ukrainian culture, hospitality is traditionally associated with generosity, personal attention, and offering food or assistance to guests. This is reflected not only in everyday communication but also in tourism discourse through expressions emphasizing warmth and care, such as *You are always welcome!* or *Please, try our traditional dishes*. In contrast, in countries such as the United States, Germany, and the United Kingdom, hospitality is often expressed through efficiency, professionalism, and respect for personal space. In these contexts, service communication tends to be more neutral and task-oriented, as seen in phrases like *Your room is ready* or *Let us know if you need anything*. Here, the focus is on providing clear, reliable service rather than building emotional connection. At the same time, in Mediterranean countries such as Italy, Spain, and Greece, hospitality combines elements of both warmth and expressiveness. Communication is often more emotionally expressive, with phrases like *Welcome, my friend!* or *Make yourself at home!*, reflecting a culturally embedded openness and sociability.

3) Service Communication: Directness vs. Indirectness. For example, in countries such as the United States and Germany, direct communication and quick, efficient service are highly valued. This is reflected in clear and concise expressions like *Check-in starts at 2 PM*, which prioritize clarity and time management without additional softening. In contrast, in cultures such as the United Kingdom or Japan, communication tends to be more indirect and politer, often incorporating mitigating

language to avoid sounding too abrupt. For example, *You may check in after 2 PM, if that works for you* softens the message and creates a more considerate, customer-oriented tone. In Ukrainian culture, service interaction often reflects a combination of clarity and politeness. While direct information such as *Заселення з 14:00* is common, it may also be accompanied by additional polite or welcoming elements, for example, *Ви можете заселитися після 14:00, будемо раді вас бачити*, which adds a personal and hospitable tone.

These differences show that the same message can be expressed in various ways depending on cultural expectations, which may lead to misunderstandings. Therefore, effective intercultural communication in tourism requires not only linguistic accuracy but also cultural awareness and the ability to adapt messages to the target audience.

In this context, the translator plays a key role in intercultural communication in tourism, acting not only as a linguistic expert but as a cultural mediator. Positioned between source and target cultures, the translator bridges different worldviews, ensuring that meaning is understood in line with the audience's cultural expectations. By interpreting culturally specific meanings, the translator helps overcome cultural gaps. At the same time, they adapt the message to make it clear, relevant, and accessible, while carefully preserving the cultural identity embedded in the original text.

To achieve this, translators employ a range of strategies: **adaptation**, **neutralisation**, and **compensation**, each serving a distinct communicative purpose (Бойко, Ніконова, 2025).

Adaptation involves adjusting the message to the cultural norms and expectations of the target audience in order to ensure naturalness and relevance. This strategy is realized through both lexico-semantic transformations, such as modulation and generalization, and lexico-grammatical transformations, including transposition, addition, and descriptive translation. For example, the expression *Make yourself at home* is translated as «Почувайтесь як удома», preserving the communicative intention while adapting it to natural Ukrainian usage.

In contrast, **neutralisation** focuses on simplifying or reducing culturally specific and emotionally marked elements in order to enhance clarity and accessibility. This strategy is typically implemented through transformations such as concretization and omission. For instance, metaphorical expressions such as *hidden gem* are neutralized into «цікаве місце», and *taste the spirit of the region* is rendered as «скуштувати місцеву кухню», replacing symbolic meaning with a more concrete and universally understandable concept. The phrase *cozy family-run café* is simplified to «невелике кафе», omitting stylistic and cultural nuances.

Finally, **compensation** is used to preserve emotional, stylistic, or expressive elements that may be lost in other parts of the translation. It is typically realized through semantic calque, modulation, and addition. For example, *a charming little village* is translated as «затишне мальовниче село», where additional descriptive elements compensate for stylistic nuance. Similarly, *unique experience* is rendered as «досвід, який запам'ятається надовго», expanding the expression to maintain its persuasive impact. The phrase *warm hospitality* becomes «щира та привітна атмосфера», preserving the emotional tone through a shift in expression.

To conclude, linguocultural dimensions play a key role in intercultural communication in tourism. Effective communication requires understanding cultural differences, careful selection of linguistic means, and the translator's active role as a cultural mediator. In today's global tourism environment, it is essential to convey not only information but also cultural meaning. Therefore, integrating linguocultural competence into translation practice is not optional but necessary.

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