University of the Free State

Linguistics and Language practice

LANGUAGE AND TOURISM IN SOUTH AFRICA: INSIGHTS FROM THE XHARIEP

A dissertation submitted in fulfilment of the

Requirements for the Degree

Master of Linguistics

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ABSTRACT

The success of any tourism business depends on the ability to communicate effectively with customers. Competence in English is no longer adequate to find a job in the tourism industry. The aim of the study is to address the gap in research by investigating the interplay of language and tourist experiences by examining the link between pleasant tourist experiences and foreign language knowledge. The study draws on Halliday's (1994) Genre theory and Bhatia's (2004) Interdiscursivity theory in understanding the importance of language for tourism purposes. Furthermore, the Interdiscursivity theory enables one to analyse the discursive realities of the social world─ showing us that language forms part of the identity of a person and learning a new language cannot be isolated from the social context. For this purpose, the study employed both qualitative and quantitative research methods. The efforts of tourism businesses and their willingness to solve language barriers in the tourism industry were examined through semi-structured interviews with 15 tourism businesses inclusive of owners and managers. The interviews also determined the commitment of the tourism establishments at the Gariep Dam to accommodate the language needs of both local and international tourists. In addition to the qualitative data collected, quantitative data was obtained through 400 questionnaires from both domestic and international tourists at the Gariep Dam. The results identified a gap between tourism training institutions to match the skills needed by the tourism industry. There is a demand for foreign language skills to respond to the needs of the growing tourism industry. Despite the significant growth in foreign visitors, most tourism businesses are reluctant to appoint staff based on foreign language skills. In conclusion, the study argues that tourism businesses need to start paying attention to the language issue and that language barriers could have been solved if tourism businesses had clear written language policies in place. Lastly, foreign language skills should be considered as an employment criterion for employees in the tourism industry and businesses should provide foreign language training to existing staff.

DECLARATION

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Domestic/ International tourists

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CHAPTER ONE

INTRODUCTION

1.1   Introduction

In emerging economies, the tourism sector is regarded as a service sector with substantial potential to make contributions towards the economy generally and job creation specifically. In recent decades, many emerging economies especially in the developing world have resorted to tourism to supplement national incomes (Rogerson and Visser, 2004). South Africa is one such emerging economy in the developing world. However, against a backdrop of South Africa's peculiar history in which apartheid is the most notable aberration, apartheid's most noted impact on tourism was to dissuade international tourists from visiting the country and to give uneven access to citizens of the country to domestic tourist attractions on the basis of race (Verhoef, 1998; Pluddemann, 1999; Christopher, 2003). However, South Africa's democratic transition in 1994 was a watershed moment for the tourism sector because with admittance of South Africa into the comity of nations a few years before the transition, the country became more accessible and appealing to international tourists and access for domestic tourists to some of the country's premier destinations and attractions became a norm. Before the democratic transition, the country had an insignificant number of international visitors. After the transition however, government recognised that the tourism sector could contribute to economic and social empowerment and upliftment. In pursuit of this strategic national socioeconomic goal, Government spent vast amounts of resources to improve South Africa's tourism sector marketing infrastructure. This marketing infrastructure targeted both international and domestic tourists.

Over the last two decades the national government has been investing more than R1.6-billion in tourism annually, in comparison to the R81-million in 1994. This has led to new facilities being built and new policies have been adopted since 1994 to improve and develop the industry (Van Schalkwyk 2014). During the opening ceremony of the Tourism Indaba in 2014, Van Schalkwyk (Then South Africa's Minister of Tourism and Environmental Affairs) enumerated that the total international arrivals 20 years ago, together with tourist arrivals, stood at a measly 3.6 million.

During the last twenty years that also coincides with South Africa's democratic era; these arrivals have increased with a further 300% to reach approximately 15 million last year of whom 9.6 million were tourist arrivals (Van Schalkwyk 2014). According to Brophy (2016:6) "there were 1 435 879 foreign arrivals to South Africa, with an estimated 1 345 087 visitors" in March 2016. Data from Stats SA (2014) showed that there is an on-going growth from European markets with double digit growth in 2013 from three of our major markets in the region, i.e., Germany (14.2%), France (10.3%) and Italy (10.6%).

A study conducted by China's National Tourism Administration and the United Nations World Tourism Organization in 2015 reported that China is South Africa's most largest tourism market and hardily outspent the United States and other developed countries. The results recorded 120 million overseas trips in 2015, which means that one in every 10 international travellers was from China. "The United Kingdom continued to be the key source of overseas arrivals in the first quarter of 2016. UK arrivals increased from 129 220 in 2015 to 147 639 in 2016, a growth of about 14.3 %" (Stats SA 2016:10). The latest statistics from the latest satellite account data (2013) revealed that the tourism industry directly contributes R93-billion, or 3%, towards the GDP (Gross Domestic Product) – up from an estimated R9-billion, or 1.7%, of GDP in 1994. In addition, where direct jobs in the tourism sector previously stood at a projected 230 000, or 1.9%, of the total in 1994, tourism presently is responsible for over 610 000, or 4.6%, of direct job opportunities in the country.

South Africa has done exceptionally well in terms of tourism to such an extent that currently tourism contributes 10% to GDP and has created 1, 5 million job opportunities (Sawubona, 2016). The relevance of interrogating the intersections of language and the services and hospitality industry generally and the intersection of language and the tourism sector specifically is to be found in the recognition language is a resource that can, and often does, impact on optimisation of messaging, products and experiences; the three core pillars of the tourism industry. The tourism industry is made up of six main sectors namely Accommodation/hospitality, Attractions, Food and Beverage, Transport, Meetings, Exhibitions and Special Events (MESE) and Tourism Services (Tourism Tattler 2016). Each main sector consist of different sub-sectors and the accommodation sub-sector such as hotels, guesthouses, B&B and lodges will be included for the purposes of this study. Tourism and language are interrelated and is therefore important to study the nature of the relationship that exists between the two disciplines.

The work of Henderson (2005) suggested that language affects almost all aspects of human life and that language barriers are more critical during intercultural service encounters such as the tourism industry. Basic language skills are important for effective communication in the tourism industry. The work of others such as Bobanovic and Grzinic, (2011) suggested that for communication purposes it is essential to find a mutual language between supply and demand. As a result of globalisation, it has become increasingly important for employees in the tourism industry to enhance their language skills to be able to meet the demand of tourists (Bobanovic & Grzinic, 2011). Good communication skills are crucial when serving tourists. In the service industries such as tourism verbal skills are more important to satisfy the needs of tourists. Authors such as Kay and Russette (2000) argue that in tourism business practice verbal communication skills are more in demand that written communication and suggested that both categories are rated high. Khuong (2015) concluded that strategic competency is shaped by the mastery of verbal and nonverbal skills reduce communication breakdowns in service industries. Understanding the nature of the relationship between language and tourism is the purpose of the study.

Research by Manaliyo (2009) concluded that tourists from non-English speaking countries face language barriers in South Africa and this affects their experiences negatively in the country. The results indicate that the majority from tourists from non-English speaking countries show an increasing interest in learning foreign languages compared in comparison with tourist from other countries (Manaliyo 2009). It is clear that not all tourists regard language barriers as a negative experience but many tourists utilised this opportunity to learn a foreign language. Manaliyo (2009) argues that only less than a quarter of all interviewed tourists from non-English speaking countries visiting Cape Town are monolingual. The results obtained from the study indicated that these tourists are unable to communicate with service providers in Cape Town. For effective communication in many instances, translators and body language were employed by all non-English speaking tourists to break down communication barriers in Cape Town (Manaliyo, 2009). In addition, Reinstein (2016) concluded that language continues to be a main obstacle especially for Chinese tourists visiting South Africa. According to Chinese tourists, they experience South Africa as under prepared to service tourists in their native language which forces them to travel to South Africa being accompanied by their own tour guides (Reinstein, 2016). According to Reinstein (2016:10) "most of the Chinese tourists who visit Africa are not that well-spoken in English".

Dai Bin, President of the China Tourism Academy, voiced his opinion in a Chinese newspaper saying that: "unlike Europe and the US where there are lots of Chinese tourist guides and signs written in Chinese, it is rare to see Chinese signs in Africa" (2013:06). It is evident that language barriers remain an obstacle for many Chinese customers to visit this continent. Like other industries, the tourism industry has to market its products to existing and potential customers. As tourism is viewed as a strategy for poverty alleviation in many urban areas, especially in developed countries, destination advertising has become competitive (Singh & Formica, 2007). Successful marketing needs proper planning and analysis of data and information obtained from the tourists who frequent the destination and those who do not (Bloom, 2005).

To sell and advertise tourism products to non-English-speaking tourists in South Africa there is a necessity for a *lingua franca* between hosts and non-English speaking tourists to reduce language obstacles (Manaliyo, 2009). The quality of services in the tourism industry depends on interaction between service providers and consumers. Indeed, this interaction is an opportunity for tourists to experience native customs and culture (Snepenger et al., 2003). Despite the language barriers faced by non-English speaking tourists during their visit to South Africa they still return to the destination each year. The latest data from Stats SA (2016) indicates that China is South Africa's largest market, followed by the United States with 14.6%, Germany 14, 2%, Italy 10, 6% and lastly, the fifth largest market France with 10, 3%. According to Manaliyo (2009) the majority of tourists, visiting South Africa from English speaking countries travel on their own whilst almost every tourist from non-English speaking markets such as France, China, and Germany take organised trips. Language barrier was pointed out to be the primary motivation why these tourists from non-English speaking countries choose organized tours (Rogerson & Visser, 2007b).

Most research done on sociology and politics of language in South Africa post democratic transition has focused mainly in the education sector because of the critical role of the sector in society. Researchers have given very little attention on the impact of language on the services sectors in South Africa such as tourism. For the effectiveness of the tourism industry, businesses depend on communication to establish strong relations with tourists (Manaliyo, 2009). In addition, Johann (2014) argues that it is extremely important for the tourism industry to build long-term relationships with the tourists and tourism service providers, since tourist products are composed of several services delivered by suppliers.

A report by Tourism & More (2005) concluded that tourism is fundamentally a communication business that built on relationships. The tourism industry, not only depend on communication between the staff and client, boss and tourist but also within the tourism framework. "Tourism is an information intensive industry in which organisations rely heavily on communication with tourists through various channels to market and promote their products and build customer relationships" (Pan & Fesenmaier, 2006:43). In addition, George (2011) argues that communication is an essential factor for any service related business, but over the years it has taken a leading role in tourism.

It is only through effective communication that we can convince tourists that we can offer them a tangible experience, to escape from their ordinary life. This factor could affect the choice of a holiday destination and satisfaction of stay (Manaliyo, 2009). Tourism and language are closely related and therefore cannot be studied separately. This interlink between the two different sectors involves communicating with tourists from across the world and using a language to make tourists feel at home. According to Snepenger and others this type of interaction is an opportunity for tourists to experience native customs and culture (Snepenger *et al*., 2003). The tourism industry needs to be attentive to cultural sensitivity and the ability to discern variation in cultural practices is very important in destination marketing (Neelankavil & Mummalaneni and Sessions, 1995). Tourists do not only visit the country to experience the awesome tourist attractions, but adequate knowledge of the tourist native language is also viewed as an advantage for employees in the tourism industry. Indeed, the tourism industry appreciates the existence of cultural and linguistic diversity among its members including tourists (Jafari and Way, 1994).

Due to globalisation and the significant growth in tourism, all tourism managers and employers were forced to interact across linguistic boundaries (Lauring, 2008). Nortjé (2015) articulated in a study entitled "Language – Unique Selling Point or Barrier?" that linguistic diversity is critical in the tourism industry. According to Nortjé (2015) linguistic diversity indeed has become a valued skill in the tourism industry, not only with regards to the content of promotional material and in establishing and maintaining good relations with the clients. In order for the tourism industry to flourish, it is essential for staff to master excellent communication skills to communicate with customers. This will lead to customer satisfaction and positive word of mouth, as tourists will continue to return to the destination.

This appreciation is reflected through encouraging people working in the tourism industry to learn foreign languages. Nortjé (2015) argues that it is ideal to consider language when employing tourism staff, when generating promotional material and when communicating with your visitors– "even a few choice phrases will go a long way in creating a memorable experience for your guests".

The industry takes the initiative to ensure that foreign guests express themselves and communicate their needs in their native languages (Marshall, 1996; *Travel Trade Gazette* UK & Ireland, 25 January 2008). With tourism becoming a booming industry and international tourism demand increases all stakeholders such as accommodation establishments, restaurant owners, travel agents, tour operators and tour guides are required to be multilingual to service tourists (Travel and Tourism 2015). Radisson hotels also introduced worldwide toll-free numbers by which potential and existing guests can make reservations in their own language (Laura, 1993). In case an organisation opts to train its existing staff, this may be either on-the-job or off-the-job training (Mazzullo, 2001). Nortjé (2015:6) acknowledge that it is almost impossible to "accommodate the world's 7,106 languages, but should rather target those countries that visit South Africa frequently based on your market research, then communicate to those existing upcoming tourist markets in their native language". Nortjé (2015) further proposed that tourism businesses can by not only translating their website but also ensuring the content is cultural-specific by offering translated descriptions for reviews, payment options and reservations. English clearly still dominates the tourism industry in terms of public signage and promotional material (Nortjé, 2015). Research has shown that foreign languages are predominantly used by tour operations and travel agencies unlike the tourism industry such as accommodation and food and beverage mainly rely on English (Nortjé, 2015).

Authors such as Cañas &Pérez (2014) argue that multilingualism skills are key in a globalized word and that English is no longer sufficient. The ability of staff in the tourism industry to converse with tourists in their native languages is extremely important if the industry wants to progress. Besides speaking tourists' languages and creating a friendly environment for both service providers and guests, communicating with customers in their languages is an opportunity for staff to improve their own performance (*Travel Trade Gazette* UK & Ireland, 25 January 2008; Vaughan and Woodhall, 1998).

Furthermore, language skills give the organisation a competitive advantage to differentiate itself from other organisations that offer similar products (Vaughan and Woodhall, 1998). This will ensure that tourists will return to the same tourism business every time, spreading positive word of mouth to the friends and family back home. As a result more tourists would want to visit this business and profitability will increase.

A report from Stats SA (2013) indicated that South Africa received most of its visitors from non- English speaking countries with Germany (14.2%), France (10.3%) and Italy (10.6%) and China was recently declared as South Africa's largest most largest tourism market. It can thus be postulated that understanding of languages other than English is essential. There are a number of factors that play a role in order for a country to be a favourite destination for tourists. Tourists do not want to experience the different tourist attractions and facilities only they also want to be treated well and right (Manaliyo, 2009). In support of this, Cañas & Pérez (2014) claim that if a company has more access to foreign language skills, they are better prepared to attend to customers' needs. In many instances being multilingual is regarded as an advantage when applying for a job in the tourism industry and a bonus when individuals are equipped with foreign language skills. The interaction between the client and the service provider is critical. Employees in the tourism industry are not expected to be fully conversant in a foreign language, but are at least able to construct basic expressions in the language of the tourists. Nortjé (2015: 21) points out that we can all relate to how a simple "hello, how are you' in your mother tongue can bring a smile to your face when in a foreign country".

1.2　　　History of the Gariep Dam

Fig 1.1 Gariep Dam signage

Gariep Dam, the town was constructed during the 1960s. Effectively it is one of the earliest towns in the country (Dept. of Water Affairs and Forestry, 2008). The town was initially built to provisionally accommodate labourers involved with the construction of Gariep Dam. The Dam was first known as the Hendrik Verwoerd Dam before 1994. It is located on the Orange River. Today, the town has developed as an established town with a small population. The "largest water storage reservoir in South Africa, the Gariep Dam, is located on the Orange River between the Northern Cape and the Free State just 30 kilometres east of Colesberg" (Human Science Research Council, 2003:11). The great Orange River development, which was underway in 1928, gave rise to the then Hendrik Verwoerd Dam (Human Science Research Council, 2003*)*. Gariep Dam and other towns in the district areas were built during the early 1960's. In line with apartheid policy of segregation (Madiba, 1999; Dondolo, 2002), Gariep Dam was divided into two areas, the rural and the city area. People who were classified as white during the apartheid era were allowed to live in the city area while all non-whites were instructed to live in the rural area in Gariep Dam.

The rural area became known as Oranjekrag and housed 3500 people who were all involved in the building of the dam wall (Human Science Research Council, 2003). The construction of the dam was completed on 31 August 1969.

Fig. 1.2 Gariep Dam under construction in 1972

Fig. 1.3 Gariep Dam in 2014

With the fall of apartheid, the name Verwoerd was no longer suitable for the dam. The name was formally changed to Gariep Dam on 4 October 1996 (Human Science Research Council 2003). Gariep is Khoekhoe for "river", the original name of the Orange River (*Human Science Research Council, 2003*). Today the Free State town has the largest man-made dam in South Africa and a popular tourist destination that attracts more than 60 000 visitors per year from across the world (Reservation Stats, 2015). Gariep Dam has become a popular tourist destination and offers bed-and-breakfast and self-catering accommodation facilities to both local and international tourists. With outstanding surroundings for the sport of gliding, Gariep Dam has presented many global gliding championships (Human Science Research Council, 2003). The Nature Reserve in the Gariep Dam is a "game haven on the northern shore of the dam and the Free State's largest nature reserve, boasting the largest population of springbok in the country" (*Human Science Research Council, 2003:06*). Gariep Dam is also a hotspot for popular outdoor activities such as boat rides; water sports enthusiasts and the perfect sleepover to break the journey between Cape Town and Johannesburg.

"On its northern border lies the 11 000-hectare Gariep Dam Nature Reserve, stocked with a large variety of buck and a bird list of about 220 species" (Human Science Research Council, 2003:25). All towns located in that district of the province in which the Gariep Dam is found is named after the dam and is similarly called *Xhariep*, spelt in the San way. The word Xhariep translates to "great water" in the San language. "The known 165km Gariep Route runs around the dam and it includes a stop at the 80km Oviston tunnel that is one of the longest of its kind in the world" (*Human Science Research Council,* 2003:32*). The Gariep Dam 13 kilometres long of passages and hall contains. These spaces can be utilised for events that can accommodate up to 400 people. Various excursions can be organized but must be booked well before the time. Gariep Dam offers a variety of adventure activities for adrenaline junkies such as quad biking, fly-fishing, paintball, 4x4 trails, river rafting, and horse riding and at different locations on the shores of the dam.
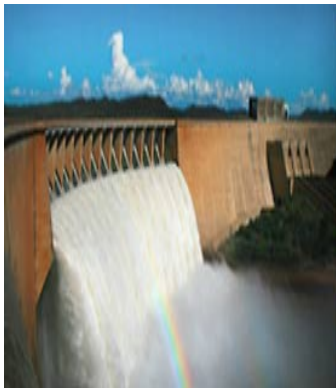
Fig. 1.4 tourist activities at Gariep Dam

Fig 1.5 Overview of the forever resort
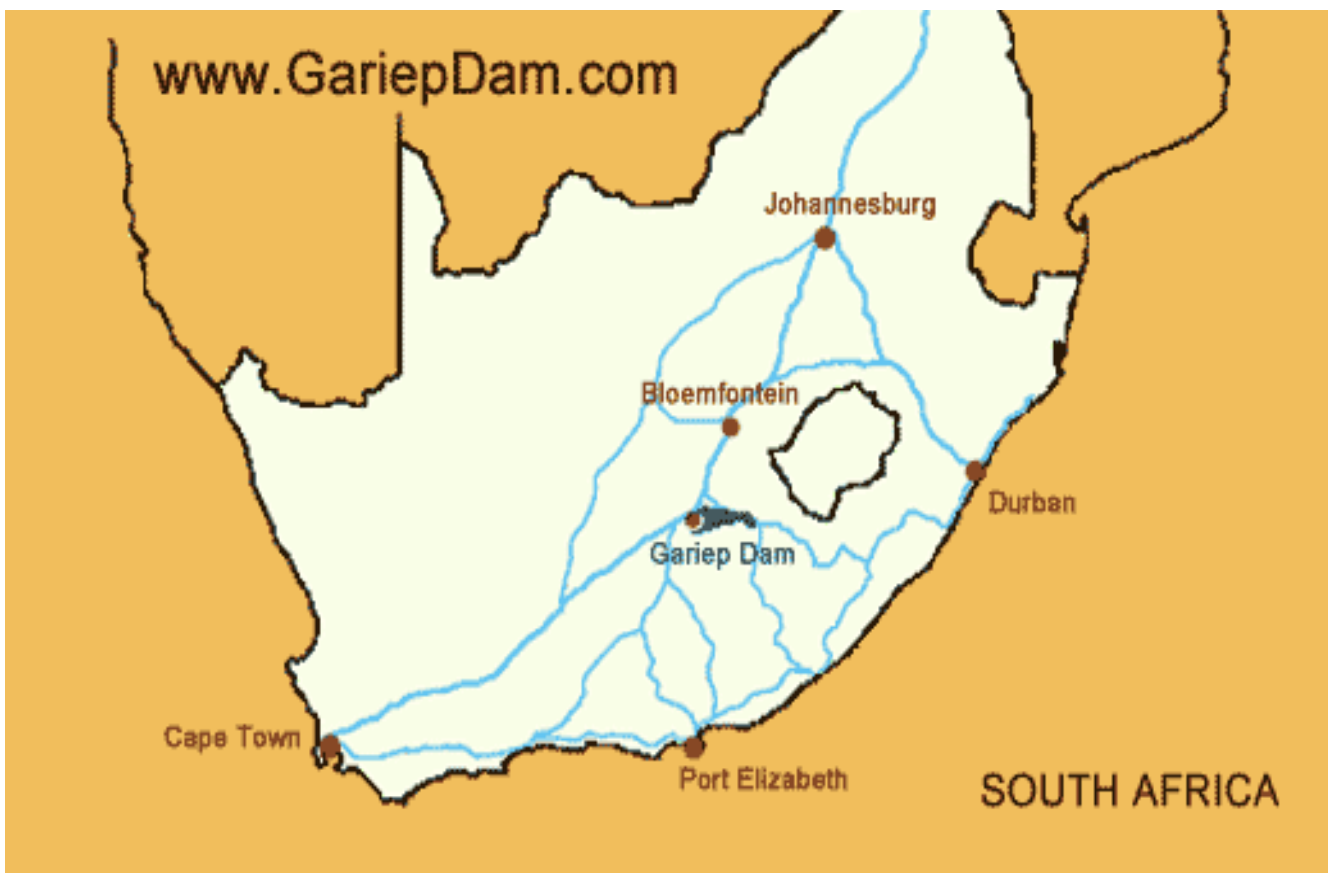
Fig 1.6 Position of Gariep Dam in South Africa

1.3 Preliminary overview of relevant literature

In order to understand the complex relationship between language and tourist experience it is necessary to provide an overview of the relevant literature. The different themes and ideas developed on the basis of how "understanding the role of language, organisations can improve the coordination skills (Karsten, 2006: 195; Chen *et al.*, 2006: 679), operate better new technology (Thitthongkam & Walsh, 2010b), develop customer satisfaction and have effective management in the tourism industry" (Dickson & Huyton, 2008: 199). Domke-Damonte (2001: 35) and Nurden (1997: 39) referred to Willy Brantdt, a former German Chancellor who once commented, "If I am selling to you, I speak your language. People cannot comprehend what someone else demands if people cannot converse to other people on their own terms" (Domke-Damonte, 2001: 35; Frievalds, 1995:25). "This indicates that language creates greater interest (Maclean, 2006: 1377). It is a significant factor that influences competitivenesss" (Thitthongkam & Walsh, 2010b). So, it is extremely critical for an organisation to have communicative skills all over the organisation (Buck & Likely, 2009). Communication is the significant bond between result and action in tourism organisations (Chen *et al.*, 2006: 680; Donellon *et al.*, 1986). Daft and Wiginton (1979) defined the connection between language and tourism organisational management. The above statements effectively sum up the crucial role that language plays in the tourism industry. After touching upon customer satisfaction and the role of language, the aim of the literature review highlight the research gap with regards to the study of language in relation to the discipline of tourism. This is true specifically with respect to tourism experience, and there is a need to address this gap because of the noteworthy linkage between discourse and tourism. The literature is discussed under the following themes.

1.3.1 Customer satisfaction

In order to understand what compromises tourist satisfaction is one of the most appropriate fields of research for the industry (Petrick 2003; Prebensen, 2006), as pleased tourists tend to transfer their positive experience to third persons as well as repeating their holiday (Hallowell 1996; Kozak & Rimmington 2000; Pizam 1994; Alén, Rodrígues & Fraiz 2007; Opperman, 2000). The literature reveals that the extent of tourist satisfaction with a specific holiday is the result of different factors (Peter & Olson, 1996), which were usually measured as a comparison between tourist's perception of the products, and services he receives and the

expectations created before and during his holiday (Barksy & Labagh, 1992; Bigné & Andreu, 2004; Chon& Olsen, 1991). In addition, (Crystal, 1989:121) argues "that language creates customers' satisfaction, which will lead to competitiveness. Competitiveness cannot happen without ability to handle well with customers". Mihaela (2014) regards customer satisfaction as the cheapest form of promoting tourism products and services and believes that through positive word-of-mouth as a result of customer satisfaction will recommend the business to friend and family.

He further argues that for tourism businesses to remain competitive in a globalized industry they need to evaluate their services and identify aspects that influence customer satisfaction (Mihaela 2014). Foreign language plays a part in helping customers who face obstacles in communication (Cotton *et al*., 2007), particularly in terms of communication with multi-national businesses and businesses in another country. Thitthongkam (2010) proposed that understanding the kind of language required and the extent to which understanding of it is required is a significant managerial skill. He further argues that "apart from advantages for employees, customers can also expect advantage from sophisticated language use as they can obtain the required appropriate products or services" (Thitthongkam 2010:1). For example, with the productive foreign language communication, customers get what they order. "In contrast, for the unproductive foreign language communication, the customers might face a confusing-problem or do not get what they order which seems small, but it can be the high-risk if it happens too often" (Thitthongkam, 2010:1).

1.3.2   Promoting intercultural communication

Intercultural expertise and different know-how abilities include the ability to bring the culture of origin and the foreign culture into contact with each other (Sindik & Božinović 2013). Language therefore becomes the true indicator of a culture and people's value systems. Language is the most fundamental medium of human communication, subsequently we express information, thoughts, feelings, attitudes and so many other things (Petrovska, 2010). "So, communicative competence without the existence of awareness of cultural dimensions in the use of any language is not complete" (Sindik & Božinović, 2013:123))." In the "process of learning a new language it is important to be aware of its cultural aspect(s), because the knowledge of other cultures helps a learner to learn a certain language and to assess cultural values of that language" (Ellis, 2005; Williams & Burden, 1999, *in* Luka, 2007:124).

According to Byram (2000, *in* Luka, 2007:123), "intercultural competence includes attitude, knowledge, interpretation and related skills, various discovery and interaction skills, as well as critical awareness of culture or political education". "At the same time this competence includes the knowledge of one's own nation and culture, and the awareness of its values as well as the necessity of their preservation" (Luka, 2007:123). If we transmit this into the field of tourism and hospitality, and attempt to differentiate what is significant to "know about the language that hotel and restaurant employees use, we will soon realize that it is not only the knowledge of the grammar and vocabulary that they need to apply but they need to be conscious of the importance of the socio-cultural aspect as well (or, as some linguists call it, its pragmatics)" (Petrovska, 2010:121).

1.3.3   Roles of language

During the last decades, the role of language has advanced from an emerging concept to an increasingly worldwide function in tourism businesses. Language is regarded as being common to the tourism businesses. "The success of tourism is based on the ability to interact productively with international tourists or customers, suppliers, and government officials" (Sizoo & Serrie, 2009). The role of language in tourism businesses has not yet to be completely examined, however, it can be concluded that language is essential to the creation of network and to the tourism organisational management (Bonache & Brewster, 2001; Lauring, 2007). "Ignoring the important roles of language may lead to loss of resources and limitations to tourism organisational and managerial development due to the lack of communication and knowledge sharing" (Lauring, 2007: 255). To carry out the task, tourism organisations need to communicate across linguistic (Dowling & Welch, 2004; Lauring, 2007). Consequently, tourism language can be defined as an obligatory communication means. "It impacts the organisation's ability to control international activities" (Marchan-Piekkari *et.al.,* 1999:1).

1.3.4   Effective tourism organisational management

Language plays an authoritative role in tourism organisation. It enables communication between staff of headquarters and subsidiaries. It generates capabilities to develop customers' satisfaction, to improve and maintain skills of tourism staff, to motivate international tourists, and to increase better understanding on demand and culture.

Consequently, staffs with language skills are becoming increasingly essential for tourism organisational management. "The total quality management (Freely &Harzing, 2003: 37) generates quality service (Baum &Nickson, 1998: 75; Eraqi, 2006: 469), reduces costs, and creates more satisfied customers or international tourists" (Su *et al.*, 2008: 809). Language skills training are a way that can lead to excellence service (Thitthongkam & Walsh, 2009).

Language is a source that includes daily practice and almost all other aspects of human life. "The higher of language input, the higher the level of tourism organizational management effectiveness" (Kim & Hancer, 2010"89). In tourism organisational management, language also plays the role as a negotiated source of power. "Moreover, language is to be understood as something used by and for power" (Collins, 2003:586). "It is analysed as a tool, which is employed to improve the effectiveness of organizations, particularly, in tourism organisational communication" (Collins, 2003:587; Westwood & Linstead, 2001).

1.3.5 Language policy and tourism businesses

Language is used as an explicit manifestation of the power relations between the individuals and groups involved. Thus, the practise of language policies use should be part of tourism organisations. "Language should be a policy for tourism businesses" (Dhir & Goke-Pariola, 2002; Lauridsen, 2008; Spolsky, 2004; Tange & Lauring, 2009: 218). "A language policy can be defined as the systematic activities and efforts done in a company or organisation with the purpose of supporting the goal of the company" (Simonsen, 2009: 203). Simonsen (2003), Bergenholtz and Johnsen (2006:105) divide language policy in two overall groups: "General language policy and specific policy. General language policy involves the language selection in an international context; the language selection in groups, companies and organisations; the language selection in a national or regional context; language selection in a national context in relation to language teaching. Specific language policy involves general recommendations on how to enhance communication in a certain language".

1.3.6. Options for managing language problems

Language obstacles have been acknowledged in tourism businesses (Chen *at al*., 2006). Language or communicative problems can lead to "negative consequences and misunderstanding" (Freely & Harzing, 2003: 41) which will further lead to "incorrect tourism

business decisions, to an inability to follow up mail inquiries by phone". The potential international tourists will walk away" (Domke-Damonte, 2001: 37). Consequently, tourism organisations need to consider and focus to the language issue. It is important for businesses to have staff development programmes in place to develop their language competency (Nolan *et al.*, 2010; Thitthongkam & Walsh, 2009). Language proficiency is compulsory for business. It is advantage for both informal and formal communication (Tange & Lauring, 2009: 218). Therefore, "the development of communicative competency in tourism business is critical for tourism management to be successful" (Domke-Damonte, 2001: 37). Ability to communicate is necessary (Rogers, 1993) for Thai tourism organisational success in tourism markets. "Some companies have organised in-house language training facilities, ready to adapt to change, will provide organisations with competitive advantage" (Domke-Damonte, 2001:38). According to Domke-Damonte "organisational management involves foreign language, organisational management strategies, and human resource support" (2001:39),

1.4 Statement of the Research Problem, Questions and Hypotheses

Tourism connects people from diverse language backgrounds around the world. Research has shown that most of South Africa's international visitors come from non-English speaking countries such as France, Germany, Italy and China. The interplay that exists between language and tourism has been neglected by researchers and has not been fully investigated. Notwithstanding, the central role of communication during host and tourist encounters, there is a hiatus of research-based insights on how the South African tourism industry accommodates the language needs of non-English speaking tourists. It is essential to investigate if customers are struggling to communicate their needs or even get required information concerning tourism products or services in South Africa. The study acknowledges that this chance would permit the researcher to understand the extent of the commitment of tourism businesses to accommodate local and foreign languages. The aim of the study is to address this gap in research that would analyse the interplay between hosts and tourists by examining which group should be bilingual to communicate effectively. Consequently, the research will also analyse the languages used in both print and electronic marketing material which is a very significant tool used to sell their products to tourists. Marketing material is read by a diverse audience and very often is the only link tourists have with a destination and if it is not convincing enough, tourists will choose to go to other destination.

1.5.1   Research questions

The research questions that further focus the research problem are:

(a) Why is language important in the tourism industry in South Africa?
(b) Does the South African tourism industry cater for the language needs of local and foreign tourists?
(c) How do tourism businesses in the Xhariep region of the Free State province in South Africa use language(s) to promote their tourism products to local and foreign tourists?

1.5.2   Statement of Research Hypotheses

The following research hypotheses guided the study:

(a) Language is important for the tourism industry in South Africa.
(b) The South African tourism sector caters for the language needs of tourists (domestic and international tourists) to an extent.
(c) Tourism businesses in the Xhariep have employed multilingual staff and makes use of different languages in their marketing material to promote the province locally and internationally.

1.6   Aim and Objectives of the Study
1.6.1   Aim

The aim of the research was to examine the relationship between language and the tourism industry with a specific focus on the Gariep region of the Free State Province of South Africa.

1.6.2   Objectives

The core objectives of the study are:

(a) Explain why language is important in the tourism industry

(b) Investigate whether South African tourism industry caters for the language needs of local and foreign tourists

(c) Document how the tourism businesses in the Gariep use languages to promote their tourism products to local and foreign tourists.

1.7 Preliminary Overview of Research Design and Methodology

Research design answers to the question: what kind of study/research, whereas research methodology answers to the question: how was the study done? Detailed discussions of these two aspects of the research reported on this thesis are presented in chapter three. The purpose of the discussion in this section is to provide a summary of the research design and methodology use in the study. In line with an observation by Gee (2011:11) "any method always goes with a theory" the research design and methodology used in the study are deeply rooted in the mix of theories that informed the study as already outlined.

1.7.1 Preliminary mention of research Design

The study was an evaluative ethnographic study. Detailed discussion of the research design is presented in chapter three.

1.7.2 Preliminary mention of research methodology

The study used both qualitative and quantitative methods (Gay, Mills & Airasian, 2011) including purposeful sampling, in-depth literature reviews, interviews and questionnaires. Data was analysed through content/discourse analysis whereas quantitative data was analysed through descriptive and inferential statistics.

1.8 Significance and implications of the study

The research report not only points out that the importance of good communication in the service industries such as the tourism sector but also contributes insights into understanding how languages promote tourism products through relationship marketing; domestically and internationally. These insights have the potential to inform policy and practice in service sectors such as the tourism sector in South Africa and possibly elsewhere.

Furthermore, insights from the study can play a vital role in guiding the service industry in general and the tourism sector specifically to develop appropriate language policies to augment their marketing and profit seeking ventures. Most literature in the linguistic field has largely focused on the education sector given the critical role of the sector fulfils in society. Very little research has explored the role of language in the tourism experience, this research seeks to close research scarcity related to the study of languages by tourists, or tourist language-learning, and it importance to tourism experience. This study contributes to the literature in the field of applied linguistics by examining the critical role language plays in the tourism industry. Subsequently, language is an essential component during host and tourists encounters and also an important determining factor of positive tourist experience. Furthermore, this research will also highlight the important role of language in marketing South Africa as a preferred tourist destination amongst international visitors. If tourists are satisfied with the services received in the country they will recommend South Africa as a tourist destination to friends and family back home which will be an enormous economic benefit for the industry and the country. Finally, the research reported in the study has the potential of contributing insights to the training of service sector workers generally and tourism sector workers specifically, especially when the training in question is on marketing and communication.

1.9 Outline of the rest of the thesis

Chapter 2 presents the literature review and theoretical framework. Chapter 3 outlines the research design of the research reported in the thesis and research methodology used to collect and analyse data in the research. Chapter 4 presents data analysis and a discussion of the research findings. Chapter 5 presents the conclusions of the research and recommendations arising from the study as well as further issues; the latter being pertinent issues identified in the course of the study bit which lie beyond the objectives of the study.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

To have an understanding of the complex relationship between language and tourist experience it is necessary to delve into the relevant literature. Research on language and tourism is scattered across work in educational tourism, language proficiency in tourism and tourism cultural experience. This chapter aims to provide an overview of the existing international literature, which has investigated various aspects of language and tourism. After touching upon factors that determine customer satisfaction and the role of language as a unique product offered by the destination sets the context for understanding the various aspects of the industry. An analysis of the debates around language as a competitive advantage over other destinations will follow with a detailed discussion on how language creates greater interest and is regarded as a significant factor that influences competitiveness. Further issues under consideration are the role of language in promoting effective management in tourism businesses and the imperative role of language policies in tourism businesses and recommends that language policies should form part of tourism businesses. Lastly, the chapter highlights the view that language barriers have been recognised in tourism businesses and will focus on the negative consequences that could result in misunderstanding and that businesses need to reflect and focus more on the language issue through staff development programmes.

2.2 Literature review

The aim of the literature review is to address the research gap in terms of the study of language in relation to the discipline of tourism. This is true specifically with regards to tourism experience, and there is a need to address this gap because of the important linkage between discourse and tourism. The dominant themes and ideas developed on the basis of "how understanding the role of language, organisations can improve the coordination skills (Karsten, 2006: 195; Chen *et al.*, 2006: 679), operate better new technology (Thitthongkam & Walsh, 2010b), develop customer satisfaction and have effective management (Dickson & Huyton, 2008: 199) in the tourism industry".

"People cannot understand what someone else demands if people cannot communicate to other people on their own terms" (Domke-Damonte, 2001: 35; Frievalds, 1995:25). This indicates that language creates greater interest (Maclean, 2006: 1377). It is a significant factor that impacts on competitiveness (Thitthongkam& Walsh, 2010b). "Communication is the important connection between consequence and action in tourism organisations" (Chen *et al.*, 2006: 680; Donellon*et al.*, 1986). Daft and Wiginton (1979) defined the relationship between language and tourism organisational management. The above statements effectively sum up the crucial role that language plays in the tourism industry. Consequently, literature in this study will revolve around the abovementioned issues.

2.2.1 Customer satisfaction

Satisfaction was defined as "the degree to which one believes that an experience evokes positive feelings" (Rust & Oliver, 1994:112). Several authors have contended that "satisfaction was considered as a collective evaluation of individual experiences" (J. Lee, Kyle, & Scoot, 2012:756). Indisputably, satisfaction is one of the most appropriate variables when examining tourist behaviour, as it impacts on the selection of destination, the consumption of services and products, and the decision to return. (Jang & Feng, 2007; Kodak & Rimmington; 2000). For this reason tourist satisfaction has been a priory subject of research in recent years (Kodak, Bigné & Andreu, 2003; Tsiotsou & Vasiotsi, 2006). Diverse understanding or theories have studied this variables in the literature of tourism. Prominent of them is the disconfirmation paradigm (Oliver, 1980; Oliver & Disarbo, 1988) which states that tourists have previous expectations before receiving the service which they compare with the perceived outcome of the service. In a sense we can quote the works of Baksy & Labagh (1992) Bigné & Andreu, 2004, Chon (1989), Chon & Olsen (1991) or Pizam & Milamn (1993), amongst others.

Yao Yuan (2013) has noted that the literature on tourist satisfaction was originally based on the larger concept of customer satisfaction found in general marketing contexts. Oliver's (1980) "expectancy disconfirmation model is one of the most commonly adopted approaches for understanding consumer satisfaction in literature" (Hsu, Chiu, & Ju, 2004; Kivela, Inbakaran, & Reece, 1999; Montfort, Masurel, & Rijin, 2006; Phillips & Baumgatner, 2002; Santos & Boote, 2003; Yen & Lu, 2008; Yi, 1990).

The "theory proposed that consumer satisfaction is a function of expectation and expectancy disconfirmation" (Oliver, 1980:460). "In the purchasing process, consumers compared the actual performance with their expectation of a product, and the gap between the two determines satisfaction" (Oliver, 1980:460). "The theory was also commonly applied in the study of tourist satisfaction, which was explained as the result of the discrepancy between pre-travel expectation and post-travel perception (C-F. Chen & Chen, 2010; Huh et al., 2006; J. Lee & Beeler, 2009; Pizam & Milman, 1993; Yoon & Uysal, 2001). Nevertheless, Tse and Wilton 1988:155) proposed reinforcement to the expectancy disconfirmation theory". They proposed that customer satisfaction could only be associated with the actual performance. The research by Yuan (2013:80) "emphasized that pre-visit expectation should not be considered as a persuading factor of satisfaction because tourists may have no prior knowledge of or experience with the destinations".

In a highly competitive market, "being able to offer an attractive tourist destination suggests having a deep understanding the motives of (i) that lead to a tourist to choose one particular destination amongst all options, (ii) the activities available to the tourist at the destination, and (iii) the degree of satisfaction he receives with the product" (Jang & Feng, 2007:106). In this sense the casual relationship between motivations, activities executed at the destination, the tourist satisfaction have only been hastily discussed both theoretically and empirically (Yoon & Uysal, 2005). Several authors have contended that positive experience is what "drives satisfaction for a tourist is one of the most relevant areas of research for the tourism industry (Petrick 2003; Prebensen, 2006) as satisfies tourist tend to transmit their positive experience to other and to repeat their visit" (Alén, Rodriguez & Friaz, 2007; Hallowell 1996; Kozak & Rimmington 2000; Pizam 1994; Opperman, 2000:111). Michaela (2014) argues that for tourists to return, the services should exceed their expectation, which will lead to satisfaction. In addition, Michaela (2014) believes that more profitable for tourists to return rather than to attract new ones because the satisfied tourist will be loyal customer "free spokespersons" for the business.

Most research has focused on the positive experiences of tourists, but very little research conducted focused on the contributing factors to those positive experiences. Taking the contrary view Peter & Olson (1996) has argued that the level of satisfaction with a specific holiday is the outcome of different influences, which are generally measured as a comparison between the tourist's perception of the products, and services he receives and the expectations

generated before and during the trip. Michaela (2014) noted that consumer satisfaction is not universally compelling; and that researchers over the years concluded that people recognize and assess quality service satisfaction differently, based on: cultural background, previous experiences and other outside influences that the tourism business has no control over. Michaela (2014) confirms that tourists coming from developed countries have higher expectations of quality services at a tourism business, compared to those from developing countries that have lower expectations regarding. It is important for tourism service providers to determine the needs and expectations of tourists coming from diverse cultural backgrounds to prevent factors, which could result in failure (Michaela, 2014).

Tourists will research a particular destination before the actual trip and will therefore have a pre-conceived idea about a particular destination based on website photos and others experiences. Choosing a holiday is a sensible decision process which involves different factors (Mcgehee, Loker- Murphy & Uysal, 1996): the tourists feel the need to travel and looks for "product" which may initially offer the utmost satisfaction to fulfil that need. During such a process, tourists may feel 'pushed' by internal and emotional factors, as well as attracted by the characteristics by the destination and the accessibility of activities (Crompton, 1979; Dann, 1977; Uysal & Jorworski, 1994). A particular interesting part of this debate is whether outside sources of motivation have a bigger effect than internal sources of motivation on the level of tourist satisfaction (Yoon & Uysal, 2005). The challenge for the research done in this field lacks on focussing on the external and the internal factors that contributes to tourist satisfaction. Very little research has outlined those specific factors that attract tourists to a destination. Language can be regarded as an external factor that draws tourists to a particular tourist's destination. If tourists learn that a destination offers a "home away from home" by speaking their own language, they will definitely go and visit that destination.

Oliver (1980) report similar results and suggests that tourist initially form an expectation prior to purchase, and then form perceptions about the presentation of the consumed product/service after a period of initial consumption. He further argues that tourists will make up their minds on their degree "of satisfaction based on the extent to which their expectation is confirmed through comparing the actual performance of the product/service against their initial expectation of the performance" (1980:144). As a result, satisfied tourists will form repurchasing intentions.

Studies such as Albayrak and Caber (2015) argue that even satisfied customers will seek services from other businesses if they know they have other options available. Results from their study indicates that between 65% and 85% who switch businesses claim that they were satisfied or very satisfied with the services of the former business (Albayrak & Caber, 2015).

Likewise, when customers have confirmed their expectation that a website is reliable, they will be more interested to repurchase from the same website. Oliver (1997:213) "defines customer loyalty as a deeply held commitment to re-purchase or re-patronize a chosen product/service consistently in the future, thereby initiating repetitive same brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour". The research conducted by Albayrak and Caber (2015) defines customer loyalty as the probability of repeat visits, referring friends and family, strong spokesperson and publicity. In addition, they argue that especially in the tourism industry it is important to have 'real royal" customers because they offer a huge competitive advantage in the international market (Albayrak & Caber, 2015). Lee and Lin (2005) proposed that expectation encourages online purchasing and influence customer attitudes towards purchasing from e-retailers. "Loyalty contributes to the on-going process of continuing and maintaining an appreciated and important relationship that has been created by trust" (Chaudhuri and Holbrook 2001:44).

This study contributes to the literature by providing an incorporating vision of the interactions that exists between the role of language and customer satisfaction. Truong and Foster (2006) define customer satisfaction in the tourism industry as the "conformity" between tourist expectations and the character of the tourist destination. If tourists received excellent services and treated well, they will definitely return to the destination and spread positive word of mouth to their friends and family. Language generates customers' satisfaction (Crystal, 1989), which will lead to competitiveness. Competitiveness cannot occur without the skill to handle customers well. This simply means that if tourists get assistance in their language, they will feel at home and will not hesitate to return to the same destination. Such tourism businesses have a competitive advantage over other businesses and will attract more tourists than other businesses. Language are being sold as a private commodity to tourists, this factors distinguish one tourism business from another. For the purposes of this study foreign languages are regarded as languages that are not spoken in South Africa languages (Bailey, 2014).

Crystal (1989) has noted that language is a significant contributing factor to customer satisfaction. "Any foreign language can be used in business depending on customers and the nature of the business and market involved" (Crystal (1989:78). "Foreign language plays a role in supporting customers who face communication obstacles (Cotton *et al*. 2007:88), especially in terms of communication with multi-national businesses and companies outside a country". "Understanding the type of language required and the degree to which understanding of it is required is an important managerial skill" (Thitthongkam, 2010:221). Foreign language skills in tourism businesses should be added advantage for employees to meet the requirements to be permanently employed in the tourism industry. On the other side, knowledge of foreign language skills in the tourism industry can be used as a selection criterion for employees to qualify for promotion in tourism businesses.

Apart from the benefits for employees, customers can also expect to benefit from sophisticated language use. In tourism businesses it not necessary for employers to master a foreign language completely but should rather be conversant in the basics of that language when welcoming tourists at a destination, a simple greeting such as 'hello', 'how are you'. "Are you enjoying your stay" can bring a smile to your face when in a foreign country (Nortjé, 2015).They can find the necessary products or services. For instance, with the productive foreign language communication, customers get what they order. Tourists from non-English speaking countries such as Germany and Italy might have very limited knowledge of the English and very often their poor pronunciation of English might be mistaken for other words which might be offensive to the listeners, often resulting in conflict. "The literature has analysed tourists from a wide range of contexts: cultural trips (Ross & Isho- Ahola; 1991); depending on the characteristics of the tour (Hsieh et al.; 1994); certain aspects of the tourist programme (Heide et al., 1999) and principally, research into tourist satisfaction with the chosen destination" (Chon & Oslen, 1991; Danaher & Arweiler, 1996; Joppe et al., 2001; Kodak & Rimmington, 2000). It is obvious that most research has focus on measuring the level of tourist satisfaction. On the other hand, analysis of the course that generate such as extent of satisfaction is much limited.

"In this sense, if satisfaction is a process, linked to needs, motivations and characteristics of the service offering, we need to study in greater depth the antecedents behind such evaluation and restrict ourselves, simply to its assessment, otherwise we would be limiting ourselves to

the capacity to understand the clients' emotional experience during their interaction with the service providers" (Gountas & Gountas, 2007:165).

Most research indicates that the reasons that drive travellers are what determine the activities that those tourists will do at their destination (Chang- Humg, Eagles & Smith, 2004; Pearce, 1988). However, a study conducted by Mehmetoglu, (2007) in the flied of 'nature' tourism discloses that motivation and the activities executed by tourists at their destination should be analysed independently. Furthermore, much of previous research has taken up the independence between tourist characteristics and motivation or attributes of the destination for granted (Nicolau & Mas, 2006). Ahn, Ekinci, and Li, (2011) explore the theoretical link between physical attribute performance and the perceived performance of the functional attributes of a destination, such as the quality service, location, and physical attractiveness. "The critical role of attribute performance in determining satisfaction has been widely discussed and supported by several studies" (Kozak & Rimington, 2000; Meng et al., 2008; Pizam, Neumann &Reichel, 1978; Voon & N. Lee, 2009). Pizam et al. (1978) "were among the pioneer researchers, who proposed that the measurement of tourist satisfaction should be based on identifying and measuring the dimensions of destination performance. Furthermore, the same consideration should be given to each attribute because the perception of any of the attributes could lead to satisfaction or dissatisfaction with the general travel experience" (Pizam et al., 1978: 221).

The study by Meng et al.'s (2008) investigated the three pointers of satisfaction for a resort destination, where assessment of attribute performance was noted as the most important indicator. The inclusion of attribute performance under customer satisfaction clearly indicates the important influence of attributes on tourists' overall satisfaction during their stay. Against this background, the significant role of attribute performance has implied that a destination should provide well-designed attributes, such as high-quality products or services, to satisfy tourists (YaoYuan, 2013). If a destination is aware of tourist expectations and preferences on destination attributes it will be easy for them to satisfy the needs tourists. "Therefore, attention should be given first to identify what characteristics play the determinant role in affecting satisfaction (Caber, Albayrak, & Matzler, 2012; Pizam et al., 1978). In the context of a heritage destination, efforts were made to identify the attributes of cultural heritage elements that could affect overall experience satisfaction".

Studies conducted by Pizam and others (1978) lacks to explore all the various dimensions of attribute performance that contributes to the tourists overall satisfaction of a destination. This research intend to address the gap to investigate all attribute performance such as language which is a significant factor that contributed to tourists overall satisfaction as a destination. It is almost impossible to account for tourists overall satisfaction at a destination by excluding language as a significant attribute performance account.

2.2.2 Promoting intercultural communication

"Tourism literature and intercultural communication literature commonly regard language as a constraining element for intercultural communication" (e.g., Cohen, 2004; Edgell, & Haenisch, 1995; Gmelch, 1997; Kim, 2004:201). "In particular, the language gap in overseas travel has been studied as a constraint for intercultural communication between visitors and hosts (Cohen, 2004; Edgell & Haenisch, 1995:88), and it has also been interpreted as an obstacle in the approach to learning about the local culture" (Gmelch, 1997:79). "The research that has studied guests and hosts' intercultural communication through perceptions of tourists/visitors found that they experience role conflicts, quietness, and defensiveness during their international visits because of cultural differences, including lack of language fluency" (e.g. Cushner & Karim, 2004; Hottola, 2004; Yoo & Sohn, 2003). Foreign language skills play a role as a means to understand other cultures (Walters, 1990). It has become evident that by acknowledging the diverse cultures of tourists are valuable in running tourism businesses. According to Sindik & Božinović (2013) the world opens widely to encounter people from diverse cultures and understanding the customer's culture helps organizations to cope with conflicts arising from cultural barriers or differences.

"The proficiency in multiple foreign languages is a basic assumption for successful communication in tourism. Intercultural skills and different know-how skills include the ability to bring the culture of origin and the foreign culture into relation with each other" (Sindik, & Božinović, 2013:123). These developments also support Menike & Pathmalatha (2015) claim that access to intercultural skills also helps develop cultural sensitivity and the ability to identify and use a variety of strategies to contact those from other cultures. A study conducted on languages report similar results and suggests that "those strategies should also include the capacity to fulfil the role of cultural intermediary between one's own culture and the foreign culture and to deal effectively with intercultural misunderstanding and conflict

situations as well as the ability to overcome stereotyped relationships" (Common European Framework of Reference for Languages, 2001:28). Bobanović (2013:3) reports similar results and suggest that "intercultural competence is generally referred to as an skill to see and appreciate differences in one's own and other people's culture, to accept them and react accordingly (in conversation and behaviour, treating people in a way which is not offending or insulting to the members of other cultures)".

In addition, Luka's (2007:187) work suggested that simultaneously, "this competence includes the knowledge of one's own nation and culture, and the awareness of its values as well as the necessity of their preservation clearly point out that if we transfer this into the area of tourism and hospitality, and try to distinguish what is important to know about the language that hotel and restaurant employees use, we will soon realize that it is not only the knowledge of the grammar and vocabulary that they need to apply but they need to be aware of the importance of the socio-cultural aspect as well (or, as some linguists call it, its pragmatics) (Although their grammatical and their lexical competence of a foreign language may be outstanding it still can cause cultural misunderstanding, or a final failure in communication with native speakers". Petrovska (2010) concludes that this disappointment may be a result of lack of understanding of cultural differences between the two (or more) societies, or the effect of their mother tongue and direct transfer of meaning in the other language. "They simply may not know how to handle cultural differences or how to see what they are in the first place" (Petrovska, 2010:155).

A recent study by Menike & Pathmalatha (2015) provides evidence that "learning another language gives the learner the ability to step inside the mind and context of that other culture. They further argued that without the ability to communicate and understand a culture on its own terms, true access to that culture is barred" (Menike & Pathmalatha, 2015:79). The study concluded that it is "evident that in the field of tourism and hospitality, alongside the communicative language skill it is particularly important to also develop the intercultural proficiency, or the ability of successful communication between members of different cultures" (Menike & Pathmalatha, 2015:80). For current employees, some businesses will provide foreign language courses to improve their language skills so employees can use them more effectively. Furthermore, foreign language plays a part as a means to understand other cultures (Walters, 1990). There is a general agreement that foreign language proficiency is a component of graduates' global skills set (Dlaska, 2013).

The purpose of studying other languages is to prepare graduates to function in a multilingual environment and in global business. Graduates need foreign languages to communicate with people of various nationalities (Sangpikul, 2009). "In the global working environment in which the tourism industry operates, competence in a foreign language is highly valued (Leslie & Russell, 2005:198), and should hence be included as one of the most important outcomes of a tourism-training program". In support of this, Zehrer & Möllenlechner (2009) proposed that curriculum developers should design a curriculum that produces graduates with competencies that enables them to work in a dynamic and versatile such as the tourism and hospitality industry. It is important for the tourism curriculum to be flexible to meet the expectations and requirement of the industry (Zehrer & Möllenlechner 2009).

Sindik and Božinović, (2013) clearly points out that it is also important to state that in today's globalised world, tourism and mobility have a significant and important role, where intercultural contacts contribute to the development of intercultural dialogue. It is evident that learning a new language cannot be done without considering the cultural part. "Working in a culturally diverse environment is always a challenge, so it is not surprising that the lack of cultural knowledge and language ability, as well as a difficulty to adjust to the local culture, are major contributing factors" (Briscoe & Schuler; 2004; Dowling & Welch, 2005). Therefore, learning about other cultures, becoming mindful of cultural differences, and having competence in cross-cultural communication is a requirement for tourism managers (Ko & Yang, 2011). Culture is who we are and our cultural backgrounds influence everything we do at all times and in all places (Boakari, 2004). We learn about and live our local cultures through the processes of socialization and acculturation that originate in childhood (Ko & Yang, 2011). Now, in order to be efficient in a different culture, we need to appreciate its morals, norms, beliefs, and behaviour patterns and learn to adjust to them as much as possible (Ko & Yang, 2011).

As Ramnani (2009) puts it, it makes reasonable sense to master a language through engagement in the culture of the place where the language is spoken locally, but limited research has touched upon the significance of tourism in perfecting linguistic skills. She further argues that, "since communication is a vital part of tourism, it can be speculated that language significantly affects the tourist experience when the tourist language is different from the local language, and there might be a lot that is lost in translation" (Ramnani, 2009:43).

Various scholars have defined tourist motivations and tourist expectations in differing ways. Ramanani (2009) proposes that this is especially applicable to international travellers (students or others) who are also referred to as culture tourists. Featherstone (2002: 1) "describes a culture tourist as someone who is keen to learn about culture of others". "Language learners as cultural tourists share some of the characteristics of Cohen's (1979:57) experimental and existential tourists in finding comfort in another culture, although their physical and psychological base lies in their home culture".

As Kennett (2002) clearly points out that when it comes to people who pursue experiences, there is a fragment of experienced tourists, which means for at least more than a week, and immerse themselves in the culture of the place. Ramnani (2009:104) noted that tourists prefer to travel to destinations where the culture differs; where "they spend time in distinctly non-touristic settings, like with local families ensconced in the language and culture of the hosts, thus interacting intimately with them". They have little visibility unlike other culture tourists, and they confidently reject a tourist label for themselves (Kennett, 2002). Their goals are more of an educational nature, with linguistic, cultural, and personal dimensions (Ramnani, 2009). Although the ways the student-travellers express their views about and interest in experiencing cultural authenticity do not always include the term "cultural authenticity" (Ramnani, 2009). According to the student- travellers interviewed by (Ramnani, 2009) defines culture as a society's traditions; its food; its language; its learning, the nuances, not just of the language but what's behind that, so you are learning the rules behind why it is people act a certain way; and sort of just enveloping oneself in the everyday lifestyle, is experiencing the culture of a place. This research reached a conclusion that language is not only a huge part of these interactions but also that of the culture itself and that cultural authenticity is best experienced by reaching out to the local people, trying to mimic the local lifestyle, and experiencing what they knew every day (Ramnani, 2009).

As Ramnani (2009) argues that, since communication is a crucial part of tourism, it can be speculated that language largely affects the tourist experience when the tourist language is different from the local language, and there might be a lot that is lost in translation. Unlike other industries, tourism does not view cultural and linguistic diversity negatively but as an opportunity to attract tourists (Yang and Wall, 2008). Indeed, the tourism industry appreciates the existence of cultural and linguistic diversity among its members including tourists (Jafari and Way, 1994).

This appreciation is reflected through encouraging people working in the tourism industry to learn foreign languages. Bobanović (2013) noted that literature on intercultural services marketing seems to argue against the concept of the social identification theory. "While the social identification theory proposes that not being able to identify with other cultural groups leads to negative consequences, studies on intercultural services argue that customers change their service evaluation criteria and tend to be more understanding in intercultural service encounters" Bobanović (2013:3). For example, Strauss and Mang (1999) state that customers do not perceive inter-cultural encounters to be more problematic than intercultural encounters. Warden et al. (2003) agree with this notion and states that customers are more forgiving of service failures in the context of intercultural encounters. However, it is notable that these studies do not examine the emotional and cognitive mechanisms that customers may go through when interacting with inter-cultural service providers (Manaliyo 2009).

2.2.3 Roles of language

Linguistic skill has become a valuable asset in the tourism industry-not only focusing on the advertising material but also in establishing good relations with the tourists (Nortjé, 2015). Lauring (2007:118) defines "successful tourism organisational management relates to the ability to manage the communication crossing language". It is fundamental for staff in the tourism industry to communicate with tourists in their own languages to flourish in the industry and also to ensure customer satisfaction (Nortjé, 2015). A study carried out among hotels in the USA affirmed that the best way to respond effectively to the international tourism is to staff the tourism industry with multicultural and multilingual employees (Jafari and Way, 1994). In 2000, a study conducted in Spanish hotels revealed that a language skill was one of the competencies in which managers had to improve to increase customers' satisfaction. A similar study also carried out in 2003 showed that demand for training on languages was ranked in 3rd place; this demand was predicted to rank one place higher following computer training hotels (Agut, Grau and Peiró, 2003). In addition, Manaliyo's, (2009) work suggested that depending on the availability of resources in individual organisations, some organisations may choose to recruit bilingual/multilingual employees or train a few of their existing workers.

During the past years, the role of language has advanced from a developing concept to a progressively universal function in tourism business organisations.

Language is seen as being common to the tourism businesses. The success of tourism is centred on the ability to interact effectively with international tourists or customers, suppliers, and government officials (Sizoo & Serrie, 2009). The "role of language in tourism businesses has not yet to be fully investigated, however, it can be concluded that language is crucial to the creation of network and to the tourism organisational management. It is an element of the effective organisational management" (Bonache & Brewster, 2001; Lauring, 2007). "Overlooking the important roles of language may lead to loss of resources and limitations to tourism's organisational and managerial development due to the lack of communication and knowledge sharing" (Lauring, 2007: 255). By acknowledging the importance of language, tourism businesses will flourish as result of recurring business and hands-on managerial structures that acknowledge tourist cultures. To execute the task, tourism organisations need to communicate across linguistic boundaries (Dowling & Welch, 2004; Lauring, 2007).

Language is a structure of verbal or non-verbal symbols that can communicate thoughts, feelings, and experiences (Daft & Wiginton, 1979; Hollander, 1971). "Understanding the role of language, organisations can "improve the coordination skills (Karsten, 2006: 195; Chen *et al.*, 2006: 679), operate better new technology (Thitthongkam & Walsh, 2010b), develop customer satisfaction and have effective management (Dickson &Huyton, 2008: 199) in tourism industry". Research such as Luka & Donina 2012; Zehrer & Mössenlechner, (2009) revealed that foreign language proficiency, communication and decision-making abilities are regarded as essential skills to be employed in the tourism and hospitality industry. Reinstein (2016) argues that language remain a main barrier particularly for Chinese tourist visiting South Africa. The results obtained from the study concluded that South Africa is not adequately prepared to converse with tourists in their native language which is the reason why Chinese tourists travel to South Africa, accompanied by a tour guide. In the USA for example, certain Hilton hotels have a policy of hiring employees who speak various languages (Manaliyo, 2009). Radisson hotels also introduced worldwide toll-free numbers by which potential and existing guests can make reservations in their own language (Laura, 1993). In case an organisation opts to train its existing staff, this may be either on-the-job or off-the-job training.

Nortje (2015) points out that logically it is impossible to accommodate 7,106 languages in the world and proposed that we target those countries where South Africa received most of its visitors identified by market research and communicate with existing and new markets in

their own language. His research suggests that tourism businesses are not limited to only translate their websites but also ensuring that the content is local and appropriate for the culture Nortje (2015). In addition, tourism businesses can also include detailed translations for payment options, bookings and reviews Nortje (2015). On the other hand, organisations may hire translators who may work full-time or part-time (Mazzullo, 2001). Research by Cañas and Pérez (2014a) concluded that most tourism businesses in Spain do not have any kind of foreign language program regarding training and recruitment. In addition, more than half of tourism businesses admitted that it is a necessity for their staff to master additional foreign languages in a short period (Cañas & Pérez, 2014a). In his research, Bosch (2014) claims that for tourism industry to benefit from the economy, businesses need to be familiar with the language of their customers (Bosch, 2014). Manaliyo's (2009) has noted that in a country where there is a shortage of multilingual employees in the labour market, some tourism organisations prefer to recruit immigrants. An example is South Africa where African immigrants from French speaking countries work as translators, tour guides in the tourism industry and as French language teachers (Vigouroux, 2005). Manaliyo (2009) clearly points out that in preparation for the expected influx of international tourists during the forthcoming 2010 FIFA World Cup; South Africa was working very hard to break language barriers before this mega event.

Although South Africa adopted a multilingual strategy with eleven official languages, the country believes that being multilingual in foreign languages will open doors for international tourists (*Business Day*, 2 October 2003.23) Different tourism organisations in the country want their workers to become multilingual. In 2006 for example, a group of thirteen South African tour guides went to China to learn the language and culture in preparation for the flow of Chinese tourists during 2010 FIFA World Cup (*Daily Dispatch*, 2 August 2006). In 2008, another group of tour guides from Eastern Cape Province went to learn Mandarin and other foreign languages. The Province also trained 17 tour guides to speak German and 12 tour guides to speak basic French (*Daily Dispatch*, 23 January 2008). Currently many tourism organisations recruit people with knowledge of the industry coupled with foreign language proficiency. For this reason individual people supplement their qualifications with language skills to increase opportunities of winning job interviews. Indeed, many people in the tourism industry use foreign language proficiency as a strategy of advancing their careers (*Travel Trade Gazette* UK & Ireland, 25 January 2008).

It is essential for tourists to have an understanding of the host culture such as host language to show appreciation for other cultures. Consequently, in tourism, language can be labelled as a compulsory communication means. (Thitthongkam & Walsh, 2009). "It influences the organisation's ability to control international activities" (Marchan-Piekkari et. al. 1999:167). Tourism businesses with little access to international languages limit themselves from international cultures, activities and will be unable to satisfy the international needs of tourists. Henderson (2005) argues that language affects almost all aspects of everyday life, there is a need to emphasis more on communication obstacles by researchers and practitioners involved in international business and management. Do we cater for the language needs of international tourists and how do we address language barriers in the tourism industry? This is a profound question that this research will attempt to answer; very little research done in this field had tried to answer this question. Lauring (2007:136) investigates the role tourism organisational management and noted that "language also plays the role as a negotiated source of power".

Bobanović, (2013) proposed that tourism businesses need to understand the role of foreign languages as it will be advantageous to them to assist in the understanding of conversations, communications and consultations between practitioners and foreign customers. Rasouli and others (2008) argues that practitioners can operate businesses more successful with the use of foreign languages and their foreign customers will feel more relaxed. Foreign language skills are essential when communicating with international tourists and very little research has focused on this aspect. The issue of language barriers is particularly crucial during intercultural service encounters. Intercultural service encounters may be affected not only by cultural differences but also by language obstacles. During intercultural service encounters, where the client and the service provider are from diverse cultures, are very common in the service sector, especially in the U.S. (Czinkota & Ronkainen, 2002).

Several authors explored the significance of foreign language skills in businesses. In "business administration, foreign language plays several roles, such as a role in internal (Marchan et al., 1997; Marschan-Piekkari et al., 1999; Davies, 2000) and external communication (Davies, 2000; Leslie and Russel, 2006), a role in having a chance to get a good job, and a role as a means to understand other cultures". Who should be multilingual-host or guests?

This was the question (Manaliyo, 2009) attempted to answer in the title "Tourism and Multilingualism in Cape Town: Language practices and policies". He concluded that multilingualism should be practised in all tourism sectors to meet customer satisfaction. By doing so, tourism businesses need to adopt language policies to sell tourism products using tourist's native languages. Despite its importance, the language needs of international tourists visiting South Africa and the impact of language barriers on the tourism industry largely been a missd opportunity in academic research. Research conducted in the 1990's on foreign language versus second language learners, Dornyei (1990) reported that the main reason language learners learn a second language is for purposes of travel Dornyei (1990).

Language is not merely a means of communication, but also associated to an individual's identity (Lauring, 2008) therefore these obstacles may effect various factors of the service experience. Basala and Klenosky (2001) argue that "tourists who pursue familiarity, security or reduction of perceived risk when they travel are less likely to visit countries where they are not able to speak the local language, and concluded that fluency in the destination' language was a factor of some people's choice to visit". This supports Cohen and Cooper's (1985) assertion that mass tourists will generally travel to destinations where their native language is also spoken. However, it can definitely be contended that Cohen's (1979) individual mass tourists, explorers and drifters, and Smith's (1989) unusual tourists, off-beat tourists, and explorers, are more likely to be open to the challenges of travelling to places where their own language is not spoken.

Studies such as Ting-Toomey (1999) have revealed that the "culture shock" tourists experience when travelling abroad is likely to turn into a positive, satisfying motivation. In addition, Pearce's (2005) reached a conclusion that "culture shock" is regarded as an enhancer of tourist intercultural skills. The uniqueness of their research rests on the focus given to the language gap and intercultural inexperience of the travellers as positive rather than negative attributes in the intercultural exchange between guests and hosts. In a recent paper titled: "The role of language in shaping the international cultural tourism experience of student –travellers", Ramnani (2012) interviewed thirteen American students who were sent on study-abroad programmes to peruse their studies in a foreign country, where the host language is not English. Different student-tourists travelled with different motivations. Most of the students interviewed indicated that they have never travelled outside the United States and wanted to experience something different (Ramnani, 2012).

The study concluded that almost everyone desired to meet new people and learn about a new culture; different from the one they were acquainted with. This study supports the findings by Ramnani (2012) of the importance of language with regards to communication and interaction between people, and that language holds a very significant place in the experience of and participation in, the culture of a place. Language learning was involved in all the cases, whether before or during the program, or both. Most students chose countries that they have never visited before, either to expand or the master the host language (Ramnani, 2012). "As seen in all the cases, the different travel motivations, affected each of their decisions to travel to specific destinations. Common motivations included (a) escape from boredom, (b) desire to experience a new country, (c) learning another country's language through immersion, (d) desire to learn about another culture" (Ramnani, 2012:41).

Student-travellers that had a strong interest in understanding a place's culture were also more inspired to meet and interact with locals, reach out to the local people, and try to imitate the local lifestyle. "Whereas the length of their stay motivated as well as enabled them to get a closer look at the local culture and way of living, their knowledge of the local language enhanced their insight into the lives of the locals" (Ramnnai 2012:37). The research by Ramnnai (2012) enumerates that tourist cultural experience in the host language does not always result in language barriers, but rather an opportunity to embrace the host language and create a unique experience. Although the study refers to students, it is important to bear in mind that students are also tourists in a foreign country. Bobanović (2013:126) comments that "good quality communication, particularly verbal communication, between hosts and tourists who come from completely different national or regional cultures can help maintain good relationships and will influence visitors' perceptions of the overall quality of the service, which have a direct influence on visitors' future destination choices". Tourists will definitely return to the destination if their culture is being appreciated in the host country.

 Bobanović (2013) explore the theoretical link between tourism graduates with excellent foreign language communicative proficiency and improving their employment opportunities within this sector and will be more competent and qualified in the cross-cultural encounters. The importance of foreign language skills in the tourism industry has been neglected in research and its valuable contribution has not yet fully being explored. Tourism contributes up to 10% of the Gross Domestic Product in (GDP) in South Africa.

This indicates that tourism should be highly valued in the country as it contributes to the economic development. Consequently, effective communications is important for communicating to customers and intermediaries (Bobanović, 2013). For tourism businesses to attract the target market, foreign languages are used in promotions, invitations and service provision (Bobanović, 2013). Also, foreign languages are important in making a first-impression on tourists. In a globalised world, the very first impression of a destination is often what tourists see on a website, brochures and magazines. If this marketing material does not convince or grab their attention, a tourist can make a decision to visit the destination. Frequently, with backpackers, accommodation offers are in foreign languages. Consequently of a good first impression, international tourists and visitors will possibly come back again to visit the country.

2.2.4   Effective tourism management

Karsten (2006: 195) defines "tourism organisational management as ideas containing elements of management approach grounded in a value basis, and equipped with language". "Tourism organisational management is a method of planning, organising, controlling (Nothhaft, 2010: 127) and leading to accomplish the tourism organisational goal such as the satisfaction, the effectiveness of delivering the needs, wants and expectations (Kaur & Bhalla, 2010: 6) of the international tourists". "Tourism organisational management is based on communicative action" (Karsten, 2006: 195). "It focuses on the basics of business (Eraqi, 2006), including finance, human resources (Dowling & Welch, 2004), an organizational culture, organizations' structures, job functions, role responsibilities, and accountability". The tourism organizational management also includes problem solving, marketing, training staff, teamwork, accounting, and developing policies and actions for their employer, and management. It includes technology (Vatanasakdakul *et al*., 2010), excellent staff training (Litz & Litz, 2009), and corporate social responsibility (CSR) (O' Higgins, 2009). People who are responsible are expected to have skills in interpersonal communication (Henshaw, 2009) and decision-making (Drewery-Brown, 2010).

Furthermore, there is still an enormous gap in research on how access to foreign languages and culture will enhance the effectiveness on management in tourism businesses. Several authors investigated the role of language in effective management in tourism businesses.

They further argue that language skills training are a way that will lead to quality service (Thitthongkam & Walsh, 2009). It is found that language role is related to tourism organizational management. Sizoo & Serrie (2009) claim that success of the tourism organizational management is based on the skill to interact productively with international tourists or customers, suppliers, and government. "In addition, the research conducted by Johnson & Valente (2009: 72) concluded that it is common that people produce errors which will affect comprehension and that miscommunications and conflict can result in damaged relationships, lost business, unsatisfied customers and frustrated employees".

The aim of tourism organizational management is overall quality management (Kim et al., 2010), which should be a consequence from management, strategic planning, tourist focus, human resource focus, process management and informational analysis (The et al., 2008). "The total quality management (Freely & Harzing, 2003: 37) generates quality service (Baum & Nickson, 1998: 75; Eraqi, 2006: 469), decreases costs, and generates more satisfied customers or international tourists" (Su et al., 2008: 809). It helped determine how we think, and what we see (Draft & Wiginton, 1979; Silverman, 1971). Based on this evidence, it is concluded that as long as the role of language is measured for the tourism organisational management, positive organisational management will result in an increasing of the international tourists. Literature point out that training and development programs often deal ineffectively with the potential conflicts that result from interactions (Sizoo & Serrie, 2009).

Furthermore, Sizoo and Serrie (2009) proposed five training exercises to advance tourism organisational management proficiencies. *First exercise*, interviewing is utilised. One employee is expected to interview another employee that he/she is not familiar with. According to Sizoo and Serrie (2009) the aim of the study is to give familiarity and to generate skills, to develop employees to overcome anxiety about getting to know other employees. It is suggested that the employees to be interviewed should be new arrivals. *Second exercise*, incident is used. Each employee defined misunderstanding situations. Employees learned to accept the mistakes, and developed a mastery of suitable behaviour in similar situations in the future. *Third exercise,* news is used. Each employee described a piece of news from newspaper, from television or from the Internet, which is complex in tourism organisational management adapting. Each employee writes an analysis of factors affect successfulness or unsuccessfulness in solving tourism organisational management. It built analytical skills.

The employees will develop into acquainted with tourism organisational management. *Fourth exercise*, skit is used. Each employee is assigned to one of several groups or departments. The groups are charged with planning, writing, and performing in front of other groups. It build skills and emotional commitment. *Fifth exercise*, it involves events. Each employee participate in organisational activities such as sporting events, going to seminars, etc. It involves getting employees together (Sizoo & Serrie, 2009).

The employees learn to work with others. These five exercises prepare the employees to be ready to face the situations that they may face in the future. In support of this, Barnhart and Walker (2010) also approve the submission of the five-stage organisational management. They involve assessing the need, developing know-how profiles, identifying high performing employees, developing the high performers, and evaluating the progress. In addition, the research by Thitthongkam & Walsh, (2009) suggests that language plays a vital role in tourism management and that it facilitates communication among staff of headquarters and subsidiaries. "They further argue that it creates abilities to improve customers' satisfaction, to enhance and maintain skills of tourism staff, to motivate international tourists, and to increase better understanding on demand and culture. Subsequently, personnel with language skills are becoming more and more necessary for tourism organisational management. "The total quality management (Freely & Harzing, 2003: 37) generates quality service (Baum & Nickson, 1998: 75; Eraqi, 2006: 469), reduces costs, and creates more satisfied customers or international tourists" (Su *et al.*, 2008: 809).

2.2.5 Language policy and tourism businesses

Surprisingly, very little academic research has investigated the usefulness of language planning and policy in the tourism field despite the significant role of policies in the industry. The adoption of written languages policies by tourism businesses can minimize language barriers in the tourism industry. "Language must be a policy for tourism businesses" (Dhir & Goke-Pariola, 2002; Lauridsen, 2008; Spolsky, 2004; Tange & Lauring, 2009: 218). A language policy can be defined as the "systematic activities and efforts done in a company or organisation with the purpose of supporting the goal of the company" (Simonsen, 2009: 203). Bergenholtz and Johnsen (2006) split language policy in two overall groups: General language policy and specific policy.

According to Bergenholtz and Johnsen (2006) general language policy involves the language selection in an international context; the language selection in groups, companies and organisations; the language selection in a national or regional context; and language selection in a national context in relation to language teaching.

Spolsky (2004, 2006) defines language policy as comprising of language practices, language principles, and language management. Language management, which may also be theorized as language planning, is composed of management of language settings, language cultivation, and language education (Spolsky 2004, 2006). Language is used as a specific expression of the power relations between the individuals and groups involved. A number of language policy researchers have discussed the language needs of business (Hagen 1988; Ingram 1986, 1996; Lambert 1990; Phillipson 2001), while virtually all of the scant literature on what a framework for corporate language policy would look like has been conducted by human resource management scholars and published in business management journals. As Thomas (2007) argues this lack of attention in the academic literature is surprising, since corporate language policy (presumably) affects everyone, either directly or indirectly, who works in or will working a corporation. Language presents particular resources and challenges in multilingual organizations. Research conducted by Thomas (2007) explored the different reasons to study language policy in businesses. His research suggested that is that corporate language policy (presumably) affects everyone, either directly or indirectly, who works in or will work in a corporation.

According to Thomas (2007) the third reason to study business language policy is because language needs of businesses have a direct effect on the language policy decisions of governments, both in the area of social justice and in educational policy. Specific language policy includes general recommendations on how to optimise communication in a certain language. "Language is seen as being common to the organisation community, as a social resource (Tange & Lauring, 2009: 218), to social media (Buck & Likely, 2009), and having a common language makes it easier to communicate functional expertise. It is used to transfer knowledge" (Spring, 2006: IV). "Fair and enforceable policies can help empower employees by providing them with freedom" (Kolman, 2010: 8). Policies, when crafted properly, can help in organisational management (Maclean, 2006; Tange, 2009) and cost savings, plus reduce time-consuming problems.

"Research such as Kolman, 2010: 9; l Porter, 2003) points out that the Thai tourism industry was international competitive in tourism market, however the collaboration across the industry was weak" (Vatanasakdaku e*t al*., 2010: 11). To improve the collaboration, the Ministry of Tourism and Sports need to have more focus on technology and clear policy for organisational management. It will encourage more information collaboration. Paying attention to the role of language in tourism organisational management might also provide the advantage in managerial setting. According to Freely & Harzing (2003: 45), language is "considered to have important benefits for tourism organisational management such as facilitating of official reports and facilitating of informational communications".

The study by Thomas (2009) is noteworthy in that it combines that adherence to language policy can be associated with language discrimination. In the 1990s cases of employee discrimination related to language policy were reported in the tourism industry in the USA (Cacas, 1995; Higley, 1997). Taking the contrary view, Manaliyo (2009) has argued that tourism organisations in Cape Town give employee's freedom to communicate in any language regardless languages used in these organisations. The study by Manaliyo (2009) concluded that no discrimination based on language policy exists in Cape Town because there is no tourism organisation in the city that has implemented a clear language policy. During his observations at tourism businesses in Cape Town, he noticed that employees in multilingual tourism organisations in Cape Town are allowed to communicate in any language when serving customers or talking with his/her co-workers (Manaliyo 2009). Thus, allowing employees to communicate in any language of their choices is in line with UNESCO's declaration on cultural rights to freedom of expression and the dissemination of his/her work in a language of his/her choice as declared by (UNESCO, 2003). In addition, Higley (1997) discouraged language policies that prevent employees to communicate in their own languages because these policies discourage employees from talking to each other.

Manaliyo (2009) clearly points out that lack of proper tourism-related language policy is a challenge that needs to be dealt with seriously in the tourism industry across the world. He further argues that there is no influence from the government; some tourism organisations in one state or nation may adopt different languages policies depending on their target markets. This should not come as a surprise; most tourism businesses are privately owned, giving the Government very little or no opportunity to interfere or make decisions regarding language policies in the business.

Manaliyo (2009) claims that other tourism organisations may even operate without language policy at all. Contrary to this, Cañas and Pérez, (2014) found that tourism businesses with an existing foreign language policy confessed that they need additional foreign language training. In business, owners and managers reported that they had experience language barriers with foreign tourists as a result and believe they had lost business. The fact that South Africa have eleven official languages makes it difficult for tourism businesses to have a clear language policy and adhering to it.

What is a clear language policy? What language should be included in the language policy of tourism businesses and which languages should be excluded? These are questions that tourism managers and owners are confronted with. It is almost impossible to expect tourism businesses to include all eleven official languages and consider foreign languages in their language policy. An example in the literature is a US hotel (Boston Harbor) that promotes language diversity but has no language policy (Higley, 1997). In his study Manaliyo (2009) identified that similarly in Cape Town, there are some tourism organisations that encourage multilingualism practices without language policies. Manaliyo (2009) noted that even though there are tourism organisations that claimed to have language policies, these are not implemented formally: they are not written anywhere in the organisation.

These organisations do not have specific languages and they use any foreign languages when serving tourists provided they have an employee who can speak to them. Taking the contrary view, Manaliyo (2009) argues that they do not even consider foreign language ability as a criterion for a person to be employed or promoted. In his research one interviewee commented that the organisation considers work experience rather the foreign language proficiency (Manaliyo 2009). It is evident that despite the importance of language policies in tourism businesses, very few businesses adopt language policies, and no tourism business has successfully implemented a language policy. Generally, most tourism service providers who adopt multilingualism practices mentioned that they only use foreign languages so as to increase their market shares. In his research titled "Language Policy in Multilingual Organizations", Thomas (2007) attempted to answer some of the abovementioned questions.

Thomas (2007) explains that for an international organization to have an operational language policy, it must judiciously consider its linguistic needs and be able to develop and capture the linguistic knowledge of its staffs to overcome communication obstacles.

Firstly, tourism businesses need to consider the language needs of their target markets and then adopt language policies accordingly. Research has shown that South Africa's largest markets are from non- English speaking countries such as China and France and Germany (Stats SA, 2013). For South Africa to flourish as a tourist destination, adopting language policies to suit the language needs of the abovementioned countries is inevitable. It is apparent that the South African tourism industry cannot respond to the diverse language needs of the target market in English. If these tourists have the choice to communicate in their native language at the tourist destination or any other language which has more usage, they surely feel at home in the destination. Do we cater for the diverse tourist needs of the target markets? This is one of the key questions that this research will attempt to answer.

A recent report by the Department of Tourism and Environmental Affairs (2015) announced that the department now have an official language policy for tourism in place. The department chose three official languages namely: English, Sepedi and IsiZulu for communication purposes. To communicate in a particular language, expenses and circumstances will be considered to decide which language to use in a situation. Furthermore, the department proposed that English would be used to conduct business while request to make use to translation or interpreting services in any language other than the official languages was postponed till further notice (Department of Tourism and Environmental Affairs (2015). Generally, it is much easier to communicate verbally to everyone about a language policy in a business, but to put it on paper and implement it is not such a straightforward process.

The study by Turcato (2007) is noteworthy as it does not propose a well-developed foreign language policy for tourism businesses but points out that the lack of translated resources available for foreign tourists to use. The non-existence of language policies gives the impression that we are not willing to accommodate foreign tourists and that such an initiative is out of reach (Turcato, 2007). Consequently, implementing a language policy might not be feasible, but the point of the research is to point in the right direction this research points in the right direction and hopes to bring a change Turcato (2007). The work of Turcato (2007) suggests that there is a need for translated information in more than one language offered to the public. In his paper, Turcato (2007) translated a body of information on the Cradle of Humankind into French that was previously only available in English. By doing this, his research paved the way forward regarding language policymaking.

Despite the fact that French is not an official language, his case study on translation practice is aligned with the requirements of the South African constitutions in relation to language policy. Thomas (2007:83) has "noted that in fact, companies who do accept such an approach may encounter legal and social problems if employees are required to speak the language at places and times when there is no legitimate business reason for doing so". Many employers choose a monolingual language policy for their organizations in the belief that such a policy will benefit the functioning of the organization" (Thomas, 2007:83). Roffer and Sanservino (2000), "in a report on the legality of monolingual English only policies in the United States, indicate that the most often stated reasons for adopting such a policy are to reduce ethnic tension, develop employees' proficiency in the corporate language, increase supervisor effectiveness, improve workplace safety, and improve efficiency" (Roffer and Sanservino, 2000:94).

2.2.6.   Options for managing language problems

Language obstacles have been recognised in tourism businesses (Chen *at al*., 2006). "Language or communicative problems can lead to negative consequences and misunderstanding (Freely & Harzing, 2003: 41) which will further lead to incorrect tourism business decisions, to an inability to follow up mail inquiries by phone". "The potential international tourists will walk away" (Domke-Damonte, 2001: 37). Thus, tourism organisations need to consider and pay attention to the language issue. "It is advantage for both informal and formal communication" (Tange & Lauring, 2009: 218). "Therefore, the development of communicative proficiency in tourism business is critical for tourism management to be successful" (Domke-Damonte, 2001: 37). Ability to communicate is compulsory (Rogers, 1993) for Thai tourism organisational success in tourism markets. Some companies have organised in-house language training facilities. "Ready to adapt to change, will provide organisations with competitive advantage" (Domke-Damonte, 2001:38). According to Domke-Damonte (2001: 39), "organisational management involves foreign language, organisational management strategies, and human resource support".

The research by Dhir and Góké-Paríolá (2002) suggest that MNCs must always "think global, act local". This includes being conscious that multiple languages are important to the organization for different reasons.

They further state: "The adoption of a language policy that would specify what language would be used in what context within a corporation may provide greater strategic advantage" (Dhir & Góké-Paríolá (2002: 249). "Researchers in corporate language policy continue to point out the competitive advantage that comes with respect of the language and culture of foreign markets" (Ingram 1992, 1996; Garcia & Otheguy, 1994; Dhir & Góké-Paríolá 2002). Part of this respect comes from attempting to manufacture products that meet local needs and values but part of this respect comes from making. In their research Marschan-Piekkari et al. (1999) offer the novel recommendation that MNCs create an international human resources management position of language officer. Thomas (2007:84) propose that a language "officer would also be involved in allocating resources for the acquisition of language in training programs, assigning personnel to global roles, and the appropriation of language skills through recruitment". "In addition, the language officer would also keep track of repatriated employees and utilize their foreign language skills both formally and informally through mapping out and disseminating knowledge of speech networks within the organization" (Thomas, 2007:84).

Marschan-Piekkari et al. believe that by creating a language officer position, MNCs would be showing an awareness of and commitment to the value of linguistic knowledge within the organization. In addition, the work of Thomas (2007:85) suggested that with "regard to language training, it is important for an organization to determine what methods work best to create the proper balance of employees who speak the operating languages and how those employees are distributed within the organization". Marschan-Piekkari et al. (1999), in summarizing the power implications in the choice of a common corporate language in MNCs, look at the resulting career options of new and existing employees in subsidiaries. Their research explore the theoretical link that those with some degree of competence in the common corporate language often have available to them increased opportunities for training and are more likely to receive international assignments (Marschan-Piekkari et al. 1999). Such international assignments are necessary for career advancement in most MNCs. They argue that employees without competence in the common corporate language must find a way to develop their language skills, often without the assistance of the organization for which they work. If they do, they may be offered additional training (Marschan-Piekkari et al. 1999:384). "However, if they do not acquire the common corporate language, employees are destined to stay local and have little opportunity for career development".

In particular, language training offers opportunities for businesses (who are usually not in the business of second language teaching) to improve partnerships with institutions of higher education. In order for such partnerships to improve, however, close cooperation between higher education and business will oblige each to pay close attention to the practical needs of the other. As Ingram (1992, 1996), Fixman (1990), and others have so often pointed out, language training programs as they are traditionally run in higher education have rarely highlighted the practical language skills that are most beneficial to a business environment. Thomas (2007) has noted that due to the exceptional character of each MNC, language-training partnerships might be developed that directly addresses issues surrounding socialization into the particular linguistic culture of the target company.

Thomas (2007) further argues that in other words, partnerships between universities and MNCs could be tailored to the particular language training strengths of the university and the particular needs of the business organization. Thomas (2007:96) clearly point out that "language standardization in organizations refers to status planning and involves decisions as to what language is to be used in boardroom discussions, international communications, research reports, internal documents and memos, manuals, training programs, and daily operations". "The choice of promoting a particular language to the status of a common corporate language has many advantages from a management perspective", according to Marschan-Piekkari et al. (1999:101). "A common corporate language standardizes conventions for reporting and sharing information between foreign units of the MNC, reduces the potential for miscommunication, and improves access to corporate documents. It also can improve informal communication between units" (Thomas, 2007:85).

2.2.7   Conclusions on literature reviewed

It is evident that language is crucial for the growth of the tourism industry. Language and tourism are inseparable and can never be studied in isolation. In the service related industries such as tourism we are expose to different cultures every day and a lack of cultural knowledge may often result in miscommunication. The repercussions for the tourism industry are deeply rooted, decreased in sales; very few tourists will actually return to the same destination and will spoil the overall image of the destination. It is significant to note that when people learn a new language they need to be aware of the cultural aspects of that language. By doing so, a person will have access to the cultural values of that language and to

some extend understand the behaviour of tourists. Surprisingly, very little has paid attention to the effects of language barriers on tourist satisfaction. It was mentioned that in the tourism industry, tourist's satisfaction is a very vital component. The extent of tourist's satisfaction plays an exceptional role in upholding the image of a country as one top tourism spot. South Africa's largest tourism market is from non- English speaking countries such as China, Nederland and Germany. How is it possible for the tourism industry to satisfy the needs of the target market if we promote and sell promote our products in English regardless of the languages spoken by tourists from their target markets? To address this problem, tourism business should be forced to employ multilingual employees to respond to the diverse language needs of the target markets.

Foreign language skills should be view as an essential criterion when applying for a job in the tourism industry. Furthermore, tourism businesses should adopt language policies that promotes multilingual and guide employees on which languages to use when serving customers. Recent research showed that the deepness of tourist satisfaction during a particular trip is as a consequence of several factors (Peter & Olson, 1996) these factors are labelled as a comparison between the tourist's perception of the services and the products they would receive and, the expectations that they have before and during their holiday (Barsky & Labagh, 1992). As Phipps (2006) puts it, even though there is literature in the study of language education and language acquisition, the context of languages learned for and by tourists is almost untouched. This study also supports the opinion of Phipps (2006) that emphasized that tourism, being the multilingual and intercultural phenomenon and the world's largest industry, that tourist language-learning justifies its own place in tourism and linguistic literature and research.

Despite the importance language enjoys in the tourism industry, there is evidence that tourists desire to learn to speak the host language. Students on a study programme in foreign country confirmed the increasing desire on the part of tourists to interact with the hosts in the local language. People travel to a country with a sole purpose of learning the host language in their natural environment. Besides the language, it is also important to learn about the lifestyle of the people, their food habits and the way of life.

2.3   Theoretical framework

The study is anchored in two broad theories, namely genre theory and interdiscursivity.

2.3.1   Genre theory

Genre theorists such as Swales (1990) and Bhatia (1993), have been "contributory in stirring English for Specific Purposes (ESP) in the direction of a more sociorhetorical view of genre, or as Bawarshi (2003:23) specified: away from a container view of genre as only transparent and innocent conduits that individuals use to package their communicative goals". Miller redefined genre as "typified rhetorical actions based in recurrent situations" (1984:159). This definition was supported by Bawarshi (2003: 22) who believes that genre theory is especially significant in inspiring an appreciation of how people "enact and are enacted by (genres)". The definition of Bazerman (2007: 9) was an expansion of the definition of other scholars: Genres are regarded as "frames for social action". "Genre scholars today tend to view genre as more contextual than simply textual, dynamic than static, varied than monolithic, and interesting in its shaping of and being shaped by people" (Bawarshi, 2003; Bhatia, 2004:28). Bearing in mind the recent developments, Swales (2004) argues that the idea of genre serves us most productively as metaphor.

The definition proposed by Johnstone (1997) and Master (2000) expanded on the purpose of genre theory "from the better known English for academic purposes (EAP) and occupational purposes (EOP). The latter including business, medicine, law, but also such fields as shipbuilding and aviation to the more specific-mission-oriented ESP that Master (1997:134) has labelled English for socio-cultural purposes, for example, for AIDS education, family literacy, and citizenship, or for those with highly specialized needs, such as learners who are incarcerated or who have a disability". Waters (1987) believes that "genre theory can be seen for those who are at all familiar with the approach to English language teaching known as English for specific purposes, or ESP (also known as LSP1), the descriptors likely to spring to mind probably include such terms as needs-based, pragmatic, efficient, cost-effective, and functional: a view of ESP encapsulated" by Hutchinson and Waters (1987:8) in the statement, Tell me what you need English for and I will tell you the English that you need". Systemic Functional Linguists such as Halliday (1994:2) refers to genre theory as a sophisticated theory of language concerned with the relationship between language and the functions it

uses to perform in social contexts. "In this view, language consists of a set of systems from which users make choices to most effectively express their intended meanings, and this fits neatly with ESP's aims to demystify the academic and professional genres that will enhance or determine learners' career opportunities" (Halliday (1994:4).

The genre theory proposed by Halliday (1994) will be used for the present research study, given the significant role of language in social contexts. This theory interlinks with the objectives of the study which explains the important role of language in the tourism industry. Although the study by Johntone & Master also focus on the use of language but their study place more emphasis on English for academic purposes (EAP) and occupational purposes (EOP), including other fields such as medicine. Master (1997) has labelled the usage of English for such purposes "English for socio-cultural purposes". The theory of Halliday (1994) is consequently more relevant to the resent study.

2.3.2 Halliday's Language and its Context model

According to Halliday language use must be central during social contexts; not just the usage of English but any language. In this model Halliday demonstrated that language in general cannot be regarded a good or bad but depends on the appropriateness based on the inappropriate to the context of use. Furthermore, he argues that the function of language (used for) is far more important than the structure of language (composition thereof). Halliday's model is significant for this study as it analyse the relationship between language and the function it uses to perform in social contexts and in this case it can clarify the academic and professional genres that will improve or determine learners' career opportunities in service industries such as tourism.

2.3.2   Interdiscursivity

Bhatia & Swales's (2004:34) definition of interdiscursivity redefines genre as a "configuration of text-external and text-internal factors, highlighting, at the same time, two kinds of relationships involving texts and contexts". Swales (2004:34) believes that "this interrelationships between and across texts, focusing mainly focusing mainly on text-internal properties, are regarded as intertextual in nature, whereas interactions across and between genres, resulting primarily from text-external factors, are seen as interdiscursive in nature".

Bhatia (2004:33) proposed a "three space multidimensional and multi-perspective model for analysing written discourse, underpins the importance of context in genre theory". "The three overlapping concepts of space, which includes textual, socio-pragmatic (incorporating both genre-based discursive and professional practices), and more generally, social, help a discourse analyst to focus more appropriately on one or more of these three dimensions of space to analyse and interpret professional discourse" Bhatia (2004:33). To build on this definition Bhatia (1995, 2004) "explores the cases of interdiscursivity in business advertising, news reporting and legal documents, as well as in public administration and bureaucratic communications". According to Bhatia (1995:35) , "the phenomenon of mixing private intentions with socially recognized communicative purposes is characteristic of and widely used in a number of professional domains, resulting in a mixing and often blending of genres".

The definition of Scollon (2000, 2002:43) differs from that of Bhatia because he "combines interdiscursive analysis with ethnographic research that locates discourse as a part of a wider set of social practices in the familial local context of Hong Kong". In his study of news "discourse and identity, Scollon (2002:43) "applies the methodological interdiscursivity as a means of paralleling or engaging directly in the interdiscursive relations". He suggests that the "social practices in news discourse produce complex levels of interdiscursivity" (Scollon 2000, 2002:45). "In view of these complexities and polyvocalities, he points out that the social construction of identity in news discourse is a highly interdiscursive process" (Scollon, 2002"44). Fairclough's (1999) definition take interdiscursive analysis as an effective key to identifying obstacles to the resolution of social problems. He further introduces the new term "interdiscursivity" to replace "constitutive intertextuality" (Fairclough, 1999).

In his research on interdiscursivity, Sarangi (2000:103) focus between "various discourse types in the case of genetic counselling". According to him, "genetic counselling is constituted in three critical moments: information giving, advice seeking, and decision making, each of which is related to certain discourse types" (Sarangi, (2000:103). "He claims that there are strategic motivations behind appropriations and conflations of these different discourse types and we should appeal to institutional contexts and socio-political changes to account for them" (Sarangi, 2000:104). The definition by Wodak (2001:107) "touches upon interdiscursivity from what she calls the discourse-historical approach, studying the interdiscursive relations in texts in order to shed light on her critical analysis of social

problems such as racism, bureaucratism, and sexism, etc". "She proposes to tie interdiscursivity to transformational recontextualization and historical change and at the same time to focus on the potential interdiscursive relations through mixing of new genres" (Wodak, 2001:106).Jianguo's (2011:106) "interpretation of interdiscursivity, on the other hand, can be better achieved by tracing the specific ways of meaning generation from the four focal points of context, structure, dynamics, and salience, while at the same time taking into account the variability of interdiscursivity". "Various kinds of communicative functions are realized when the interpretation of interdiscursivity is successfully completed" (Jianguo, 2011:106). The definition proposed by Bhatia (2004) will be used in the present research study, given the significance of context in genre theory. This links up well with tourist and host encounters which is very often a complex context to communicate. Despite the fact that Fairclough & Scollon's definition was able to link interdiscursivity to a broader set of part social contexts; the research of Bhatia highlights two kinds of relationships which involves both texts and contexts. The definition proposed by Bhatia is therefore more applicable to the current research study because of the focus on explicit relationships between and across discursive and professional practices as well as professional cultures. In addition, it is also helpful to understand the complexities of professional genres, which are applicable to professional, disciplinary, institutional as well as workplace contexts.

Bhatia's three space multidimensional and multi-perspective model

According to Bhatia (2004:103) the "three space multidimensional and multi-perspective model includes textual, socio-pragmatic (integrating both genre-based discursive and specialized practices), and in general, social, help a discourse analyst to focus more appropriately on one or more of these three dimensions of space to evaluate and understand professional discourse". Bhatia shows that helpful to understand the complexities of professional genres, which are applicable to professional, disciplinary, institutional as well as workplace contexts. This module is important because acquiring a new learning a new language cannot be isolated from the social context without considering the cultural aspect. It is extremely important to consider the socio-cultural background of tourists if tourism employees are required to learn foreign languages. This can assist tourism businesses to make appropriate and cultural relevant comments when interacting/assisting foreign tourists.

RESEARCH DESIGN AND METHODOLOGY

3.1   Introduction

The chapter presents the research design and methodology used in the study.

3.2   Research design

The proposed study is an evaluative ethnographic study. Since the early 1980s, ethnographic research designs have been advocated in programme evaluations as well as the social sciences because traditional research approaches, mainly developed in economics and industry, have largely failed to satisfy those involved in programmes and their evaluations. Further, traditional research approaches have failed to explain success or failure of innovations or even define success or failure adequately. This is largely because constructs and models lacking meaning for participants and users of final research products have been used on evaluation designs. This state of affairs has led to scenarios whereby goals being assessed are only significant to the researchers and programme planners and not programme participants. In the final analysis, evaluation reports have addressed very few if any of the questions deemed important to participants. Ethnographic research strategies have come to be advocated to correct these deficiencies. At the heart of this research design is a commitment to capture analytic descriptions or reconstructions of lived reality in order to delineate shared beliefs, practices, artefacts, knowledge, and behaviour of some group of people (Le Compte 1982: 387). As will be elaborated on the following section, key to this research design are the following research methods:

(a) Interactive methods
(b) Participant observation
(c) Key informant interviewing
(d) Career histories
(e) Confirmation surveys
(f) Projective devices

The evaluative aspect of the research design adopted in the study alludes to a commitment to carry out an appraisal or a judgement about the phenomena under consideration, i.e. language in the tourism industry.

3.3 Research methodology

The study used both qualitative and quantitative methods (Gay, Mills & Airasian, 2006). Qualitative methods allow us to gain a deep understanding of the motives behind human behaviour (Barbour, 2008). This study employed qualitative interviews as the main source of data. The interviews were structured in two ways: firstly, face-to-face interviews with tourism businesses (hostels or guesthouses) and secondly, semi-structured interviews with both domestic and international tourists were conducted in the Gariep Dam. The following brief discussion presents different aspects of the research methodology used in the research reported in the thesis.

3.3.1 Sample area

Gariep Dam in the South West of Free State was chosen as the sample area to determine which measures are in place to market tourism products to local and foreign tourists. The reason for this choice is because Gariep Dam is a mature tourist destination and a well-established holiday choice in the central part of South Africa. Secondly, the tourism businesses frequently interact with tourists and therefore regarded as a key informant based on their direct and first-hand experience with tourists. Just like other holiday destinations, seasonality is also a huge factor in the Gariep Dam. Figures indicate that Gariep Dam (Forever resort) receives a total of 51 000 tourists (domestic and international tourists) during low seasons in the tourism industry. During high peaks seasons (Eastern weekends, school holidays and festive seasons), Gariep Dam receives a total of 74 000 tourists per year (Reservation Statistics, 2016).

3.3.2 Sampling method

400 tourists (domestic and international) from across the world were interviewed during their stay at the Gariep Dam.

The rationale for this sampling is because all people visiting the Gariep Dam are both local and international tourists that travels frequently and will be able to account if language is a barrier when visiting the Gariep Dam. In place of sampling theory, the tourists were selected on the basis of their random availability to participate in the study, and based on whether their profiles fit the sampling requirements for choosing them (Li, 2000). Tourists visiting the Gariep Dam come from diverse language backgrounds with different proficiency levels in foreign languages as well as South African official languages. The Gariep Dam (Forever resort) use both Afrikaans and English in their information brochures issued to tourists on their arrival (See appendix B).

The following specific criterion was used to determine subjects included in the sample: They should:

(a)   Be 18 years and older
(b)   Have a basic understanding in English and Afrikaans
(c)   Must be tourists (domestic or international) who visit the Gariep Dam regularly.
(d)   Operate fully as accommodation establishments on the Gariep Dam.

3.3.3   Sample size

Mouton (1996:132) defines a sample as "elements selected with the intention of finding out something about the total population from which they are taken". The target population for this study are those tourists that visited the Gariep dam during the peak seasons in 2016. A convenient sample "consists of subjects included in the study because they happen to be in the right place at the right time" (Polit & Hungler 1993:176). Tourists visiting the Gariep Dam between January and September 2016 can be regarded as a convenient sample as their visit was not pre-empt but rather a coincidence. A total of 400 participants that visited the Gariep Dam between the high peak seasons agreed to participate in this study. A total of 70% of tourists interviewed for this study were domestic tourists and 30% were international tourists. All 15 respondents from the tourism establishments in the Gariep Dam were selected to partake in this study. The tourism businesses in the Gariep Dam is an example of a purposive sampling, all tourism business had have an equal chance of being selected to participate in the study.

The findings of the Central Statistics Office (2008:6) claims that there are more than 82,100 small businesses in the tourism sector, of which almost half (47%) are family owned and most of them employs less than ten people.

3.3.4   Data collection

The data in the questionnaire were collected between January and September 2016 during high peak season in the tourism industry. The reason for this is because the high peak season in the tourism industry is associated with a high influx of tourists at different holiday destinations. Although the study was conducted during the high peak season it will not impact the results, questionnaires will only take longer to complete during low season because less tourists visit that time of the year. Data collected for this study involved a sample of 400 completed questionnaires from tourists of whom some were domestic tourists (South Africa) and others were international tourists (different countries around the world). The same type of questions was asked for both domestic and international tourists. Respondents were not aware of this questionnaire and were not informed prior to their visit. An inform consent form was sent to the manager of the Gariep Dam (Forever resort) to request for permission to interview the tourists. The questionnaire was completed anonymously to provide truthful and sincere answers. Four unemployed matric graduates from Gariep Dam were trained by the researcher as fieldworkers and were used to disseminate questionnaires. They were instructed to wait upon completion of questionnaires and were remunerated for each completed questionnaire. Semi structured interviews were used to collect data from tourism service providers, mainly hotels and guesthouses at the Gariep Dam.

Interviews with all respondents were scheduled two months in advance. All 15 respondents were interviewed during the visit to the accommodation establishments. The interviews with respondents were conducted in both Afrikaans and English in July 2016 and each interview ranged from 30-60 minutes on an average. The tourists visiting the Gariep dam were appropriate for this sample mainly since it was felt that their experiences can account for the significant role of languages in the tourism industry. In addition, they can also shed more light on the perception of the importance of language skills in the tourism industry to ensure positive tourist experience in the South African tourism domain.

The tourists set included travellers who fit different language proficiency in different languages ranging from basic language to advanced language skills.

Questionnaires

"Interviews are a key tool in understanding and making sense of this world and its people" (Jennings, 2005:99). A self-administered questionnaire was used to determine the commitment of service providers to ensure the positive experiences of tourists during their stay at the Gariep Dam. "The information obtained through a questionnaire is similar to that obtained by an interview, but the questions tend to have less depth" (Burns & Grove 1993:368). The questionnaire for this study was adopted from a similar study conducted by Manaliyo (2009). The questionnaire was structured in two ways; the first questionnaire was a self-administered tool, distributed to all tourists (domestic and international) that visit the Gariep Dam and the second questionnaire was a semi-structured interview distributed to all 15 accommodation establishments at the Gariep Dam. The extent of their efforts and willingness to solve language barriers in the tourism industry was examine by a questionnaire In addition, the questionnaire also used to determine the commitment of the tourism establishments at the Gariep Dam to satisfy the language needs of both local and international tourists.

A pilot study was conducted with 10 questionnaires at the Gariep Dam and four respondents queried why the questionnaire was not available in Afrikaans. The questionnaire was translated from English into Afrikaans and is now available in both languages to accommodate Afrikaans speaking tourists visiting the Gariep Dam. To guarantee the steadiness and accuracy of the content, another master student (Linguistics), who speaks both English and Afrikaans, was requested to translate the questionnaire from the Afrikaans version into English. The self-administered questionnaire for tourists was divided into 30 structured questions. The first 10 questions requested general information from tourists such as home language and how frequent they visit the Free State. The next set of questions from number 10 to 20 focus on the linguistic competence of tourists where they were expected to evaluate their competencies in English and secondly, the usefulness of translation services in the Free State if any available, lastly the steps taken by the manager to resolve a communication breakdown. In the last set of questions from number 21 to 30 tourists was expected to state if language barriers had spoilt their tourist experience in the Free State,

elaborate on the usefulness of different language usage in marketing material and public signage, and lastly state what they have lost as a result of language barrier. The questionnaire is provided in Appendix C.

The second questionnaire was distributed to all 15 accommodation-providing establishments at the Gariep Dam. This is a semi-structured questionnaire, divided into four sections of questions, which examine the importance of knowledge of foreign languages in the tourism industry. The semi-structured interviews were conducted on a face-to-face basis with respondents on the business premises with the written permission of the respondents. A number of issues related to tourism and language were explored with service providers in these interviews. The first section of the questionnaire was based on background information where participants had to respond to the number of years they have been operating and the number of employers, employed in the business. The second section was based on the language practice where the participants had to list the languages use to communicate with tourists and have to account for the role they play in helping employees to learn foreign languages.

Respondents were also expected to elaborate on whether they consider foreign language skills as criteria when recruiting employees. Further, they were expected to comment on the availability of translation services offered at the establishment. In the third section, respondents had to rate the effectiveness of the implementation of a language policy in the establishment, if there is one available. In addition, they were expected to identify the challenges in executing the language policy and if employees are allowed to use languages that are not recommended in the policy. In last section participants had to give a detailed account of the types of marketing tools used to advertise their businesses and the languages they use for each tool. The questionnaire is provided in Appendix D.

Interview Questions

The following interview questions were designed to be open-ended, permitting participants to speak spontaneously. The questions were all in line with the purpose of the study. These questions were intended to obtain information about preparedness of the tourism industry to cater for the language needs of domestic and international tourists.

- Apart from recruiting bi/multilingual employees, what else does your business do to market your products to non-English-speaking tourists?
- What challenges does your organisation face in implementing or executing your language policy?
- Have you ever received any complaints from tourists about language barriers, if so, how did you accommodate these tourists?

3.4 Data analysis

A grounded theory approach (Babbie, 2007; Glaser & Strauss, 1967; Strauss &Corbin, 1998) to data analysis was undertaken since the study was exploratory, and the data collection appeared to specify emerging patterns and themes. These patterns and themes were found to be agreeable to effective consolidation by means of an organized and scientific approach to analyse and organize data, while simultaneously allowing for originality in the process (Strauss & Corbin, 1998). This approach is exceptionally appropriate for this study. Concepts identified to be conceptually similar in nature or related in meaning were grouped into categories (Strauss & Corbin, 1998). Even though the opinions, comments and suggestions of the respondents were quite distinctive, there were several frequent common responses that were found to direct the attitudes and making of these tourist experiences. This provided sufficient opportunity for usage of inductive reasoning strategies (Babbie, 2007) to report the findings in terms of the role of language as a contributing factor of positive experiences of tourists. The study implemented the four-step constant comparative method proposed by Glaser and Strauss (1967) mainly because it allowed for various themes to be evaluated and grouped into isolated and compact categories. Such categories pointed to dominant themes that were eventually combined to propose an understanding of the phenomenon under study (Babbie, 2007).

Data from interviews were digitally recorded and written down for analysis. Different methods were used to strengthen and enhance the strength of the data, this includes note taking during the interviews. Memoing (Strauss & Corbin, 1998) using Microsoft excel programme applied during the interview process and sustained throughout the data collection and analysis stages. The memo includes detailed analytical written notes, code notes, and served as the preliminary organization and consolidation of the raw data present in the recorded interview, researcher's interview transcripts and reflective journal.

The analysis process was devised as 'flexible, iterative, and continuous" (H & R. Rubin, 1995:43 as cited in Ramnani 2012). These memos were then used to categorise the data in the form of dominant themes in an excel spread sheet. The responses of each tourist were analyse for recording participants experiences mainly focusing on the usefulness and availability of translations services offered, language usage in marketing material, participants linguistic competence, the nature of the language barriers experienced and lastly the effectiveness of road signage in different languages.

The next step in this process was to process and integrate the first classifications and produce new ones as diverse subcategories became evident from the analysis. For example the general category "language barrier" was now consolidated to reflect the tourist's attitude towards using the same tourist facility in the future. Linkages among linguistic competence of tourists, travel frequency, language barriers experiences, translation services offered, language usage in marketing material, helpfulness of road signage in travel in own language became apparent as each respondents description was analysed thus signifying unique complex inter-relationships and common exclusive classification was unnecessary. "The initial and subsequent more focused coding was achieved throughout the process of analysis" using Glaser & Strauss (1967: 102) constant comparison method.

3.5   Validity

The validity of an instrument is the "extent to which an instrument measures what it is intended to measure"e (Polit & Hungler 1993:448). To accomplish content validity, questionnaires included a variety of questions on the extent to which languages contribute to the overall positive tourist experiences in the tourism industry (Polit & Hungler 1993:250). All questions were informed by the literature review and the theoretical theories of interduscursivity and Genre theory thus ensuring that they represent the significant role of language and culture in the tourism industry. The content of both questionnaires were consistent with the study at hand. The researcher personally conducted the semi-structured interviews during a face-to-face meeting with accommodation establishment owners and managers. Fieldworkers completed all questionnaires for tourists during their holiday at the Gariep Dam. Both questionnaires were completed in the presence of the fieldworkers and the researcher. The reason for this is to avoid tourists leaving with questionnaires without returning it and tourists giving the questionnaires to others to complete on their behalf.

The validity of the questionnaires was ensured in the consistent administering and storing of the questionnaires. The questions were put together in basic language and avoiding ambiguously in understanding the questionnaire. After a pilot study was conducted both questionnaires were translated from English into Afrikaans upon request of Afrikaans speaking tourists and business owners/ managers. For validation purposes the questionnaires were referred to a researcher at CUT and Statistical Consultation Unit at UFS.

The aim of the questionnaire was clearly explained to the respondents by the fieldworkers before completing the questionnaire. An informed consent was sent to the business managers and owners clarifying the aim of the study and the rationale for their inclusion in the sample. This study complies with external validity. Burns and Grove refer to "external validity as the extent to which study findings can be generalised beyond the sample used" (1993:270). It was relatively easy to get respondents for this study, because Gariep Dam is convenient gathering place for tourists with easy access to them. All tourists were eager to participate in the study. If the number of tourists requested to participate in study does not match the number of tourists who completed the questionnaires, the findings can therefore not be generalize for the whole population. The number of people who were approached and decline to participate in the study should be reported so that threats to external validity can be judged (Ramnani 2012). "As the percentage of those who decline to participate increases, external validity decreases" (Burns & Grove 1993:270).

3.6   Ethical considerations

Conducting a research of this nature, not only requires knowledge and commitment, but also truthfulness and integrity. In this case this was justified to consider and protect the rights of human subjects. To comply with the ethics of this study, the identity of respondents were not revealed and their participation was totally confidential. Ethical Clearance was granted by the Research Ethics Committee at the University of the Free State (UFS) to conduct this research (See appendix E). "When subjects are promised confidentiality it means that the information they provide will not be publicly reported in a way, which identifies them" (Polit & Hungler 1995:139). Furthermore confidentially was also sustained by not disclosing the identities of the respondents when recording or publishing the study. No personal details were requested from respondents to complete on questionnaires.

Burns and Grove define "anonymity as when subjects cannot be linked, even by the researcher, with his or her individual responses" (1993:762). The researcher assured the anonymity in the study by not expecting the name and contact details of the respondents in the questionnaire. An inform consent was emailed to all tourism businesses and the Gariep Dam, requesting their approval to participate in the study.

Permission was granted by the *LED*/Tourism Officer in the Xhariep District Municipality and the manager of the Forever Resort to conduct the research (See appendix F). Tourists interviewed at the Forever Resort were informed about the purpose of the study, why they are a suitable sample for the study and to rest assured that no risks are involved. "Subjects consent was obtained before they completed the questionnaires" (Burns and Grove 1993:776). The respondents were informed about their choice to either voluntary participate or refusal to participate without any consequences. Details of researcher were made available to direct any enquiries or complaints. "Dishonest conduct includes manipulation of design and methods, and retention or manipulation of data" (Brink 1996:47).

CHAPTER FOUR

FINDINGS AND DISCUSSION

4.1   Introduction

The purpose of this chapter is to present the findings from in-depth interviews and questionnaires that were undertaken with both tourists and tourism business owner/mangers in the Gariep Dam. In particular, the results are captured and analysed from a total of 15 in-depth interviews and 400 questionnaires that were distributed to tourism business managers/owners and tourists. The central research questions that led the study evaluated the importance of language in the tourism industry, with a focus on the commitment of the South African tourism industry to cater for the language needs of local and foreign tourists and to what extend does the Xhariep district region use language(s) to promote their tourism products to local and foreign tourists. The findings are in line with recent research by Menike and Pathmalatha (2015) that suggests that there should be a focus on effective development of tourism industry, with an emphasis on enhancing multilingual competence, which is important for intercultural interactions such as the tourism industry. This observation supports Khuong (2015) assertion that tourism graduates with excellent foreign language skills can improve their job opportunities within this industry and will be more skilful and qualified to handle cross-cultural encounters.

The research problem of the study was to address the gap in research carried out on the intersections of language and tourism in South Africa. To this end, this study supports the viewpoint of Phipps (2006) that seeks to highlight that tourism as a multilingual and intercultural phenomenon and as one of the world's fastest growing industries; tourist language-learning deserves its own place in tourism and linguistic literature and research. Discussions and analysis from the collected data are presented in two phases: Firstly, the questionnaires for tourism businesses are analysed and discussed and secondly, responses from both domestic and international tourists are analysed and discussed. The discussions focus on the objective of the research study: the role that language plays in the tourism industry with the focus on the Xhariep district.

Findings for the tourism businesses are divided into five sections: (1) background information on the tourism businesses, (2) recruitment of multilingual employees for tourism businesses, (3), Adoption of language policies for tourism businesses, (4) language barriers encountered in tourism businesses, and (5) languages used in advertising/marketing material. On their part, findings on both domestic and international tourists are divided into four sections: (1) tourist demographics, (2) language proficiency of tourists, (3) electronic accommodation bookings, (4) complaints about language barriers by tourists, (5) the usefulness of multilingual staff (6) the usefulness of marketing material, in tourism businesses.

4.2   FINDINGS

4.2.1   Responses from business owners/managers

4.2.1.1 Background information on the tourism businesses

From the 15 in-depth interviews with tourism businesses, 46.67% were with managers and 53.33 % were with owners of the tourism businesses. The findings from the 15 in-depth interviews revealed that most tourism businesses are relatively small and are either run by an appointed manager or the owner is in charge of the business. The reason for this could be because most of the businesses are micro to small businesses that are family owned. Results indicate that most tourism businesses (87%) are micro businesses that employ less than ten people and only 13% are small businesses that employ between 30 and 50 people. There are medium to large tourism businesses in the Gariep Dam that employs between 50 and up to 250 staff. This is because all the accommodation establishments in the tourism industry are small businesses. Given the small size of such business, they are often finically-ill equipped to employ more staff and utilised their perfect location to provide a tourism product with a personal touch to a nichte market.

This supports the results of the Central Statistics Office (2008: 6) who claims that there are more than 82,100 small businesses in the tourism sector, of which almost half (47%) are family owned and most of them employs less than ten people. The nature of such businesses allows them to supply quality tourism products to tourists and can hastily respond to customer needs and expectations. The work of many researchers recommended that small businesses lead the tourism and hospitality industry (Morrison 1998; Page et al. 1999; DTI 2003; Bastakis et al. 2004).
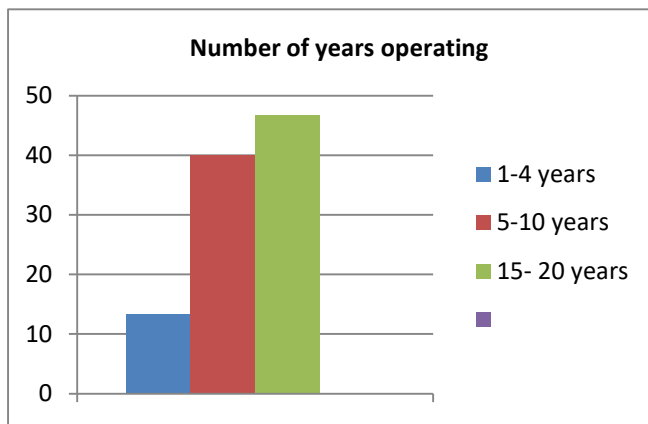
Figure 1: Number of years in business

According to the data (Figure 1), most of the tourism businesses have been operating for a very long time. Only 13% of the businesses are new to the industry with less than 4 years in existence while a significant number of businesses (40%) have been in business for at least ten years. Almost half of all the tourism businesses (47%) have been operating between 15 to 20 years. Most tourism businesses in the Gariep Dam are well-established accommodation establishments and have managed to build up a good reputation for themselves over the years. The reason why most tourism businesses have been operating for such a long time is because they can easily achieve customer satisfaction as a result of their personal encounters with the guests. Given the nature of such businesses, they can sustain themselves because they are financially sustainable and do not prioritised profit maximisation compare to larger hotel groups. Most tourism businesses (73%) indicated that they largely depend on tourists returning to the accommodation establishment to sustain their business. Almost all business owners pointed out that they rely on positive word of mouth as a marketing tool to sustain their businesses.

Responses such as: "Tourists leave me messages saying that they will see me in December" (Owner 1), "70% of my tourists are old customers while 30% of my customers are sleeping over for the first time at my guesthouse" (Owner 2), and "All my guests who slept over this weekend were "referrals" (Owner 3) support these observations. Over the years tourists proved to be very loyal to the businesses by sleeping over at the same accommodation every time they visit the Gariep Dam. Tourism business owners stated that they have established good relations with the tourists to such an extent that tourists do not even book in advance if they are passing through the town.

They only phone the owner to inform him or her that they are on their way. The results confirm the argument by Mihaela (2014) that it is more profitable for a business to keep a client than to attract a new one, purely because a pleased customer will become loyal and act as a spokesperson for the business. This is in line with studies such as Veasna and Huang (2013) who pointed out the strong linkage between "loyalty and positive word-of-mouth" at a destination.

4.2.1.2 Recruiting multilingual employees for tourism businesses

All tourism businesses admitted during the interviews that it is not a priority for the business to employ multilingual employees. This could be because most tourism businesses are small and do not see the need to employ staff with foreign language skills because they have never experienced language barriers and tourists always return to the business. The results revealed that only one business owner (7%) is German speaking and communicates with tourists in German. More surprisingly, only one tourism business (7%) uses African languages to communicate with tourists. Most tourism businesses (95%) only use Afrikaans and English to communicate with customers regardless of whether tourists understand these languages. It is evident that Afrikaans and English are the two dominant languages used in tourism businesses in Gariep Dam to communicate to tourists as indicated in Figure 2. The findings of this research explain the existing problem in the tourism industry, namely, the lack of foreign language skills of tourism employees to communicate effectively with non- English speaking tourists (Khanh, 2012; Thao, 2012; Vi, 2010).
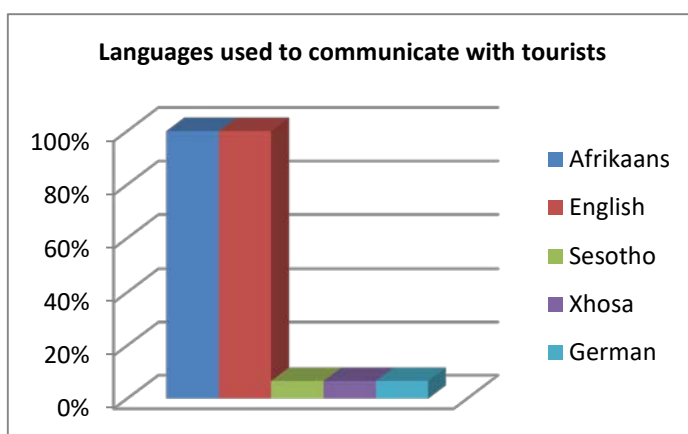
Figure 2: Languages used in tourism businesses

The respondents revealed that the core staffs employed in tourism businesses are bilingual; who only speaks Afrikaans and English and only the semi-skilled workers such as cleaners,

porters, kitchen staff and gardeners speaks African languages. Despite the growing interest of blacks to participate in tourism activities, business owners do not make any effort to employ staff from the African languages or send existing staff for training. All the business owners responded that they do not consider foreign language skills when appointing staff, but consider other skills such as communication and people skills. Some tourism businesses (40%) realised the importance of employing people who are able to converse with tourists in their native language but also acknowledge that they will have to pay them more for assisting with interpersonal translation and interpreting services.

This implies that tourism businesses do not want employ people with foreign language skills because they must be paid higher and should they be employed permanently in the business. A business owner and a manager who observed that supported this observation by stating: "I once employed a deaf employee at my guesthouse, and the tourists were very fond of her. She was able to communicate with them using sign language and we did not experience any communication barriers" (Owner 4) and "The business is too small to offer translation and interpreting services" (Manager 1), respectively. The results revealed that more than half of all the tourism businesses (53%) are star graded by the Tourism Grading Council of South Africa (TGCSA). This means that the businesses was accredited by the Grading Council who believes that the businesses have met all the requirements set out by the TGCSA to operate as an accommodation establishment. This comes as no surprise because the (TGCSA) does not consider language skills as a grading criterion and as a minimum requirement for accommodation establishments (TGCSA, 2011).

All African languages forms part of the eleven official languages in South Africa, in recognition of African languages in the tourism industry, the South African government urges international tourists to appreciate these languages by learning common words and phrases to use when interacting with locals (South Africa, 2002). Luddy (2008) examined the need for foreign language skills in 21st century communications when all people don't speak English. He argues that English fluency is not sufficient in a multilingual world and businesses need to comprehend that they need foreign languages to compete when trading internationally (Luddy, 2008).

Nortjé (2015) believes that "the ideal is to keep language in mind when employing staff, when developing your marketing material and when conversing with your guests – even a few choice phrases will go a long way in creating a memorable experience for your guests." Thill and Bovee (2005) reported that running a successful business highly depends on the ability to communicate with tourists in their own languages. Authors such as Leslie & Russell (2005) suggested that due to the fact that the tourism industry operated globally, foreign language skills are critical and should therefore form part of the core curriculum of any tourism program.

4.2.1.3 Support offered to staff to learn foreign languages

All the owners and managers indicated that the business provides no training or any help to employees to learn foreign languages. The businesses make no effort to learn foreign languages or train existing staff to learn foreign languages. The reason for this is because they think the business is too small to offer translation and interpreting services and the business is not financially viable to provide such training. Most tourism businesses do not see the need to get language training because they do not regard language as a barrier in the business. The lack of enthusiasm of the tourism businesses to employ and train multilingual staff could be the result of the notion that English can be use a *lingua franca* all over the world. It is important for tourism businesses to develop their individual language management strategy by choosing from a variety of language measures. This can be achieved by using locals who are proficient in the target languages, secondly through adopting and implementing language policies with a focus on language training and recruitment.

This supports the findings of a recent study by Noach (2015) who argues that Americans have an advantage over the rest of the world's population because two of the country's most common languages are ranked amongst the world's most common languages. The finding supports the reluctance of Americans to take foreign language courses. Manaliyo (2009) disputed the supremacy of English by arguing that in the past English was perceived as a global *lingua franca* but presently English is losing its superiority. A study in 2015 by the Modern Language Association noted a significant decrease in the total number of American students who pursue a foreign language other than English with 100,000 between 2009 and 2013.

One American student responded that it is far more beneficiary for him to do an economics course than a French course. The results of a study conducted by German linguistic expert, Ulrich Ammon revealed the three most widely spoken languages and the most language learners globally are (1) Chinese (French) and (3) Spanish. His research suggested that despite the status of languages, if time is not a constraining factor; English will continue topping world rankings in the near future. Some businesses have already started to offer in – house training for languages. However, should tourism businesses decide to offer training, they may either offer "on-the-job or off-the-job training" (Manaliyo 2009: 50).

Contrary to this, Mazzullo (2001) argues that businesses can employ translators who either work permanently or on a contract basis. Countries that experience a shortage of multilingual staff in the tourism industry, such as South Africa can recruit immigrants who can speak foreign languages (Manaliyo 2009). This supports the study by Vigouroux, (2005) who pointed out that South Africa recruits immigrants from French speaking countries and employ them language experts such as translators, French language teachers and tour guides in the tourism sector. In a recent article Cañas and Pérez (2014) point out that multilingualism promotes business and that the availability of foreign language skills in a company simply means that the better prepared the business is to respond to customers' needs.

4.2.1.4 Adopting and implementing language policies for tourism businesses

A small number of tourism businesses (13%) claims to have a language policy in place, but when asked to present a copy of the language policy, such a language policy was not written anywhere. From the data, 87% of businesses do not have a formal language policy. These businesses have not adopted a formal language policy for the business and all of them use Afrikaans and English to serve the tourists. Most of the tourism businesses do not have staff that can speak foreign languages and do not see the need to employ staff based on their foreign language skills. The findings showed that tourism businesses claim that they acknowledge the importance of multilingual practices but do not adopt formal language policies (Figure 3).The business owners reported that they do not use foreign languages as a criterion to appoint staff and all the staff appointed is only conversant in Afrikaans and English. It is clear Afrikaans and English dominates tourism businesses in the Free State. This is no surprise because all the tourism business owners and managers were white Afrikaans-speaking.

Businesses with language policies
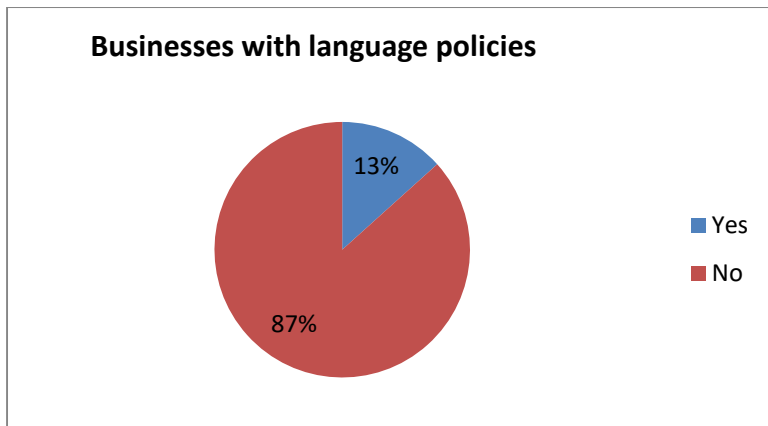
Figure 3: Number of businesses that implements language policies

The findings of this study brought into focus the lack of proper tourism and hospitality language policy as a gap in the tourism and hospitality business that requires serious attention in the South African tourism industry. Very little research has been done to analyse the effectiveness of language policies in the tourism and hospitality industry. Therefore, the research findings reported in this chapter argue that as a result of globalisation there is a need for tourism businesses to adopt formal language policies to respond to the language needs of tourists who may originate from across the world.

Free State Demographics
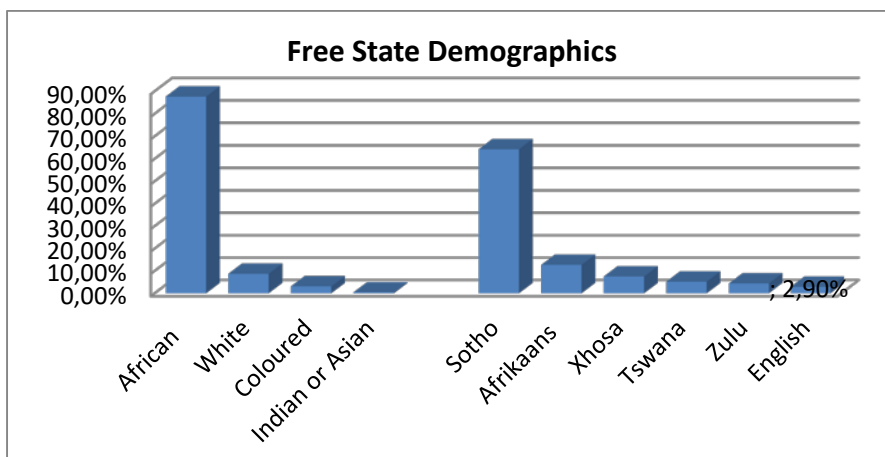
Figure 4: Free State language demographics. Source: Census 2011

Afrikaans is the second widely spoken language in the Free State (12.7%) and English has the least number of speakers (2.9%). Surprisingly, most of the people staying in the Free State are Sesotho-speaking (64.2 %) but Sesotho is not used in tourism businesses to communicate with tourists (Figure 4).

All of the businesses responded that they use English to communicate with overseas tourists despite the fact that not all international tourists can speak English. One manager commented that Afrikaans and German are close to one another and that the business use Afrikaans to communicate with German tourists and they understand one another. Most tourist businesses could not produce records of the countries from where they receive most of their tourists. It became clear during the interviews that businesses were unable to identify their target markets. Almost all business owners reported that their businesses are too small to employ staff with foreign language skills despite the steady influx of foreign tourists.

The success of the tourism industry fundamentally depends on the ability of staff members to service tourists in their native languages. Greeting and serving tourists in their preferred languages will make them feel welcomed and tourists will definitely return to the same destination. The reason for excluding all other African languages such as isiXhosa, Setswana and isiZulu in tourism businesses is because they are targeting Afrikaans and English speaking tourists. Despite the fact that white people only make up 8.7% of the total population they still dominant in the tourism industry in the Free State. Business owners believe that all international tourists visiting South Africa are conversant with English. Once again this proves the ignorance of tourism services providers towards other foreign languages and their speakers.

This finding supports an earlier finding by, Manaliyo (2009) who argues "uncertain target markets may lead to customer dissatisfaction and loss of business by refusing or referring customers because of language considerations". It is important to point out that it almost impossible to satisfy the cultural needs of tourists without knowing where the tourists come from. Due to increased globalization, tourism businesses are increasingly being forced to acknowledge the diversities that exist around the world by respecting and appreciating the differences (Božinović and Sindik 2013). This view is confirmed by tourism businesses that often use English in all marketing material where there are fewer native of English if any (Cleveland and Laroche, 2007). Employers claim that if they include foreign languages as part of the recruitment criteria they limit themselves to getting less than 5 per cent of their prospective employees. To solve this problem, "employers prefer to recruit foreign nationals" (Leslie and Russell, 2006:1402).
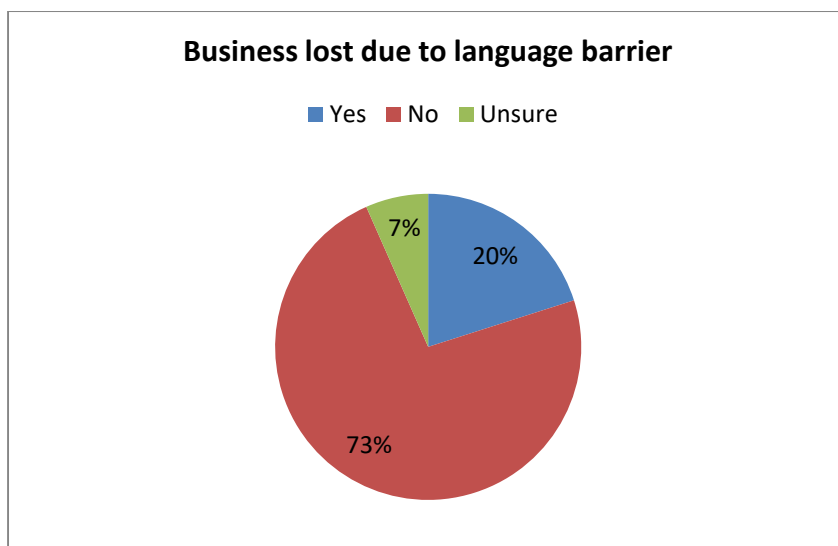
Figure 5: Businesses that admitted they lost business due to language barriers

The majority of businesses in the study (73 %) reported that they have never lost any business as a result of language barriers (Figure 5). Some owners and managers (20%) stated that they experienced some misunderstandings with foreign tourists because of language barriers and they believe they have lost business as a result. Very few businesses (7%) claim that they were not sure if they had lost business due to language barriers. Most managers however, admitted that when a tourist guide accompanies tourists during their stay at the accommodation establishment, they could communicate directly to the tour guide because he can speak English. In such instances, tourists choose to give business to competitors and are likely to convince friends and family not to use the services of the business in which their language needs were not catered for. Tourists from non-English speaking tourist might decide to stay away from destinations such as the Gariep Dam out of fear that they will experience language barriers.

If tourism businesses do not pay attention to the language issue by learning the language of their target markets, tourists may as well choose other destinations and tourism business may lose business. The inability of tourism service providers to communicate with tourists in their own language can lead to mistrust and misunderstandings. Tourist from non-English speaking tourist might decide to stay away from destinations such as the Gariep Dam out of fear that they will experience language barriers. On the other hand, Miraldo (2016) argues that if you know the language of the hosts you are able to solve all confrontations successfully and handle situations with comfort, "like ordering a meals in restaurants, asking for and

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understanding directions, finding accommodation and perhaps negotiating cheaper prices, as well as meeting and talking with natives, to name only a few". These findings further corroborate observations by Manaliyo (2009) who posed the question: Who should be multilingual hosts or tourists? In this regard, one can question the practicality of teaching foreign tourists local languages. This all depends on the tourist. If tourists do not want to learn local languages, they cannot be forced to do so. For tourism service providers to respond to the diverse language needs of tourists it is important for them to employ staff with foreign language skills or offer to train existing staff. By communicating with tourists in their own language they are creating and welcoming environment and make them feel special.

4.2.1.5 Challenges faced in implementing or executing language policies

The results proved that adopting a language policy for tourism businesses is beneficial to both the business and the tourists but there are many challenges faced by owners in successfully implementing (multilingual) language policies. Most tourism businesses voiced their opinions about the lack of control and support from the Government. If the Government is not involved in tourism businesses they may adopt a language policy to suit the needs of the target market. Once tourism businesses acknowledge the significance of using languages to promote tourism products, the businesses adopted formal language policies, which specify the recommended languages to be used by staff when communicating with tourists or their co-workers.

Scholars such as Thitthongkam and Walsh (2010) argue that language is a tool used to express power relations between different individuals and therefore language policies should be implemented to specify the recommended languages when communicating with tourists. On the other hand, businesses that have an existing language policy disclosed that they do not always adhere to the policy and they need additional language training (Cañas and Pérez 2014). When implementing such language policies, employment policy became biased, often favouring people with linguistic skills to service tourists (Smith, 1977). The policies restrict staff to communicate only in the recommended languages in the workplace. During the 1990s the USA for example experienced a significant increase in court cases of employment prejudice concerning English only language policies (Cacas, 1995; Higley, 1997).

Several hotels refuse to employ non-English speaking staff (Cacas, 1995) while other prohibits their staff to communicate in their native languages with colleagues (Higley, 1997).

4.2.1.6 Language barriers encounter in tourism businesses

The results showed that most tourism businesses (73%) claim that they had never encountered any language barriers in their businesses (Figure 5). Tourism owners responded that most foreign tourists visiting Gariep Dam understand English and those who do not use sign language and hand signals to communicate with employees at the accommodation establishment. One manager pointed out that if he speaks slower non-English speaking tourists are able to understand what he is saying. In extreme cases when tourists struggle to understand what they are trying to say, they go and show them what they need to do or see. The results emphasised the importance of tourism businesses to be acquainted with foreign languages to avoid miscommunication, ensure repeat visits and the growth of the business.

"Tourists cannot speak English but they can communicate their request in writing to us"

(Front Office manager 2)

"Germans understand Afrikaans so we communicate in Afrikaans"   (Manager 3)

The above statement agrees with the findings of Bobanović (2013) in a research paper titled "Foreign language skills in Business Communication in Croatia" who discovered that many tourists can only speak their own home language, German, Russian, Czech or Hungarian. The findings indicated that tourists cannot speak English well and written requests are sent in poor English with many grammar and spelling errors Bobanović (2013). The findings showed that in some cases, the respondents were not familiar with Russian or Hungarian and was not sure how to respond to the tourist requests; some were not even sure how to interpret the message in English, because they did not understand the language. The manager responded that they couldn't blame the tourists for his poor language abilities because it is not his responsibility to speak English well (Bobanović 2013). The study concluded that the shortage of language skills of tourism employees is regarded as a barrier to communication and advised businesses that experienced frequent language barriers to encourage staff to learn foreign language.

As Lauring (2007) points out that a successful tourism business is about the skill to manage the communication during intercultural dialogue. A European study on "foreign language needs of small and medium enterprises" revealed that almost one-fifth of 1,300 businesses interviewed to have loss to business due to a lack of language skills (Domke-Damonte 2001; Lester 1994).

4.2.1.7 Languages used in advertising/ marketing material

The researcher found that English and Afrikaans dominates all marketing material for all the tourism businesses collected in the Gariep Dam (Figure 6). The interviews revealed that more than three quarters (81%) of all print and electronic advertising material is only available in English (Figure 6). Despite the fact that the Gariep Dam receives a great deal of foreign tourists all businesses only Afrikaans and English in their promotional material to sell their product to tourists. Information on accommodation rates of the Gariep Dam is only available in English (Appendix A). General tourist information on the Gariep Dam is only available in Afrikaans and English (Appendix B). Most brochures (90%) are only available in English (Figure 6). The reason for the large number of promotional material in English is because the brochures and flyers are only available at tourist's destinations and not at the tourist origin.
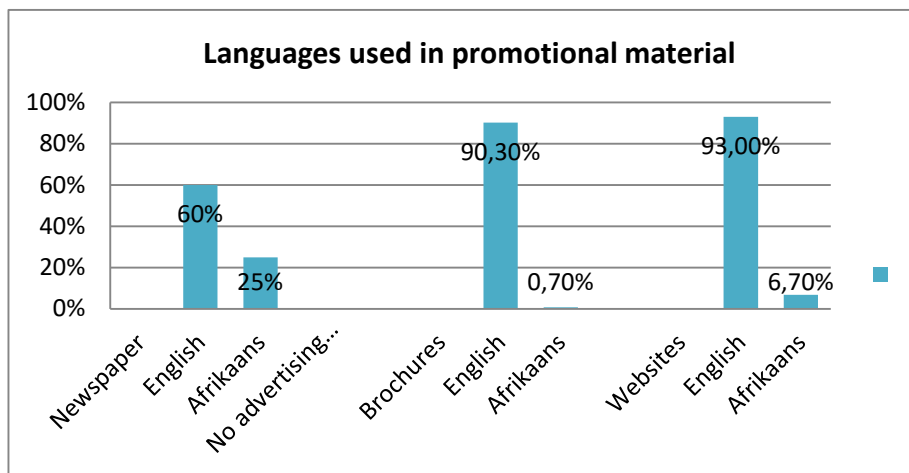
Figure 6: Languages used in advertising material

More than half of all tourism businesses (60%) in the Gariep Dam use Afrikaans to market their businesses online, which is an official South African language. None of the surveyed tourism businesses used foreign languages in their printed and electronic promotional material to promote their products to tourists (Figure 6).

English is mainly used on websites to offer information to tourists in comparison with other promotional material results show that the number of websites (Figure 6). The results indicate that 93% of accommodation establishments advertise their businesses on websites in English while a smaller number (6.7%) still use Afrikaans websites such as "lekker slaap" to advertise their businesses. The reason for this could be that most people around the world have access to internet and websites are their connection with South Africa. Despite the increase in foreign arrivals in the Gariep Dam, the tourism businesses still do not see the importance of including foreign languages in their promotional material. Therefore, this paper argues that it is inevitable for tourism business to adapt their printed and electronic promotional material to suit the language needs of the target tourist population. In many instances the internet is the first impression a tourists has of a tourist destination and often first impressions lasts.

Brochures are particularly very effective because it is pocket-friendly, cheaper, informative and interesting (Walsall 2014). Traditionally, brochures have been the main marketing tool used by tourist destinations (Singh and Formica, 2007). Most studies analysing the role of brochures in distributing information confirm that brochures continue to play a significant role in destination marketing. This supports the assertion of Walsall (2014) who believes that brochures is part of a primary sources of the traditional printed marketing period, regardless of the fast growing status of online advertising techniques. According to Nortje (2015) the tourism industry is an information intensive sector where the businesses depend heavily on communication with customers through different means to advertise and market their products and establish customer relationships. Despite the fact that English is the universal language of business, research tends to differ. Coh (2015), vice president of Net-Translators Ltd noted that only about 15% of the world's population converse in English either as a home language or second language. Research has shown that it appears that the majority people around the globe search in their native tongue (Coh 2015). In addition, he further argues that a tourist's travel experience often begins on the Internet.

This support the research of Sozonova (2014) that around 40% of the world population are connected to the internet today, compare to 1995 when it was less than 1%. The number of people with internet access has improved significantly from 1999 to 2013, where the first billion users was recorded in 2005, the second billion in 2010 and the third billion in 2014

(Sozonova 2014). A study conducted in 1997 by Nunberg & Schütze revealed that 80% of the content of the World Wide Web (www) was available in English.

4.2.1.8 Multilingual public signage

English and Afrikaans clearly still dominate other languages when it comes to public signs and promotional publications. The results of the study shows that Afrikaans and English still lead when it comes to public signs and printed and electronic marketing material used by Tourism businesses in Gariep Dam in comparison with other languages (Figure 7). Surprising, public signs do not include any African language such as Sotho as they are the largest population in the Free State and the majority of speakers (Figure 4). The results indicated that no foreign languages are used in any of the promotional material used to market the businesses. In the tourism industry both verbal and non-verbal means of communication are extremely important to communicate effectively with customers.

Figure 7: multilingual public signage

Very often communication skills are very important to communicate with customers and due to the nature of the tourism industry, non-verbal communication is the first contact businesses have with their customers (Walsh and Bunchapattanasakda 2011). The presence of multilingual signs at tourist establishments adds considerably to customer satisfaction (Maloney, 2004). A recent study conducted by China National Tourism Administration and the United Nations World Tourism Organization (2015) reported that China is officially South Africa's most largest tourism market.

The study revealed that due to the lack of Chinese signs and tourist guides in South Africa, many Chinese might stay away from South Africa. The study found that in Europe and the United States there are plenty of Chinese tourist guides and public signage written in Chinese compared to Africa where it is uncommon to see signs written in Chinese. During a newspaper interview (2013), Dai Bin, president of the China Tourism Academy suggested that, in order to solve these problems African countries need to pay attention to the language issue by putting up more Chinese signs at tourist destinations such as hotels and airports.

Figure 8: multilingual public signage

The overwhelming dominance of public signs is only available in Afrikaans and English (figure 7&8). In many instances public signs and promotional material are the only clue tourists have to find a destination, and if it is written in a language they do not understand they will easily get lost. It is for this reason that this paper argues that tourism businesses need to include foreign languages in their tourists signs due to the significant growth in tourist arrivals in South Africa.

In a recent article Nortje (2015) voiced that foreign languages are mainly used by tour operations and travel agencies while the hospitality and the tourism industry, such as accommodation and food and beverages, mostly depend on English. In support of this Henderson (2005) argues that because languages dominates all aspects of life there is a need for researchers and practitioners involved in tourism to address this gap and pay more attention to language barriers.

Figure 9: monolingual public signage

Figure 9 is a typical example of a monolingual tourist signage that only offers information in English. By including multilingual languages in public signs can assist non-English speaking tourists who find themselves in monolingual tourism businesses. Tourism business owners need to understand that not all foreign tourists can speak English.

This supports the findings of other authors that English is becoming a prestige language now, with "the pluralisation of its users and forms, and the significant role of English in various international cultural and economic arenas" (Marlina, 2013, pp. 4-5), English is becoming "the global language" (Crystal, 2003: 1) or "a lingua franca" (Seidlhofer, 2007:137).

Figure 10: Chinese public signage

The inclusion of Chinese on the tourist sign is to inform the public about the collaboration between the two Governments (Figure 10). It is only in exceptional occasions that public sigs are also available in foreign languages such as in figure 10. The public sign is available in both English and Chinese so that English Speaking visitors can also understand the content. According to the surveyed accommodation establishments in the Gariep Dam the main purpose of tourist signs is mainly to give directions and instructions to tourists.

In 2012, the Chinese Government offered the Agriculture department in the Free State a substantial amount of money to take over the fishing breeding station. The Chinese Government manage the Agricultural Technology Demonstration Centre in the Gariep Dam where they breed fish and export the fish to other countries. In addition, Castro (2006) believes that the use of foreign languages in tourism establishment also helps to strengthen relations with customers. According to Grosse (2004) tourist establishments use foreign languages for various reasons such as to communicate the services offered, supply information and to information and to convince customers to purchase services. When a business succeeded in making a good impression on foreign tourists, visitors will most probably return to the country for a second visit.

4.3   FINDINGS

4.3.1   Responses from both domestic and international tourists

4.3.1.1 Tourist demographics

The results revealed that the majority of tourists (70%) visiting the Gariep Dam are South Africans (Figure 10). A smaller number of tourists (30%) visiting the Gariep Dam are overseas visitors (Figure 10). The reason for the significant tourist participation is due to the fall of all the movement restrictions in the country. Everyone, including international tourists are now allowed to undertake holidays in the country.
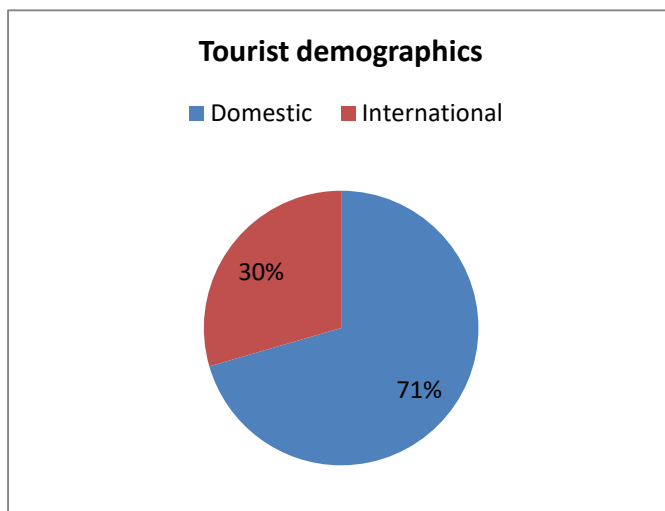
Figure 10: Tourists visiting the Gariep Dam

The reason for the increase in tourism participation is because during the apartheid regime black people were oppressed and were not allowed to participate in any tourist activities due to the movement restrictions in the country. All tourism related businesses and activities were owned and control by whites (Rogerson and Visser, 2004). Previously, the tourism industry protected exclusively the wishes and benefits of white South Africans to such an extent that heritage tourism was only associated with "white heritage" and neglecting the rest of the country's heritage (Goudie et al., 1999 cited in Nemasetoni and Rogerson, 2007). This changed shortly after 1994 when the country noticed a significant growth in domestic tourists Black Africans had access to all tourist facilities (Rogerson and Lisa, 2007).

The end of Apartheid opened doors and prospects for Black Africans who were excluded from tourism development. After 1994 the Government realised the tourism potential of the country and started to market the destinations aggressively to both International and domestic tourists. Tourists took advantage of the peace and democratic transition to visit black townships which had become 'no-go' areas for international tourists (Nemasetoni and Rogerson, 2007). Visiting black townships emerged as a new tourism market with prospects for tourism growth in new South Africa (Nemasetoni and Rogerson, 2007; *Economist* London, 12 March 1994). The significant influx of tourists to South Africa is due to the fall of apartheid and the result of the abolishment of all apartheid laws and restrictions by marketing the country as a successful tourist destination. Prior to 1994, South Africa only received European tourists who mainly came to visit family and do businesses (Rogerson and Visser, 2007b).

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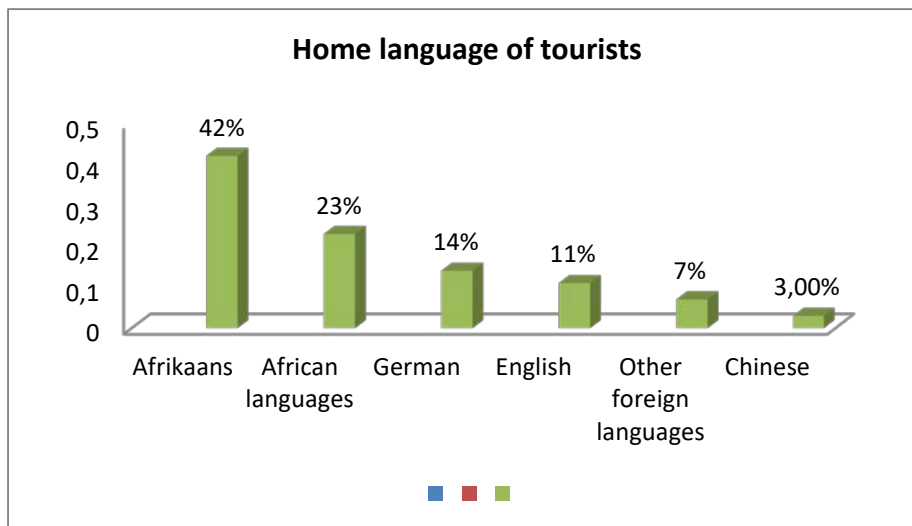
Figure 11: languages spoken by tourists

A large number of South Africans (%) visiting the Gariep Dam is Afrikaans speaking (41%) (Figure 11). This comes as no surprise because 25% of tourism businesses advertised their businesses in Afrikaans newspapers (figure 6). The majority of tourism business owners and employees in the tourism industry in the Gariep Dam are Afrikaans speakers. Afrikaans is a popular language in the Free State and is widely spoken by many black South Africans in the Free State. English dominates both electronic and printed material with 60% newspapers, 90% brochures and 93% of websites displayed in English (figure 6). It is evident that both Afrikaans and English still dominate the tourism industry. This indicates that the tourism industry is only targeting certain groups of people by excluding other languages. Surprisingly, no attempt is made to translate any promotional material in any African language, despite the growing interest in participating in tourism activities (figure 11). The usage of African languages might dominate in tourism businesses in townships or in businesses owned and managed by black South Africans. Gariep Dam receives a great number of foreign visitors with 14% German-speaking, 3% Chinese and 7% speaking other foreign languages (figure 11).

The results of the research revealed that Germany is Gariep's largest foreign market but yet only 1% of surveyed tourism businesses use German to communicate with tourists. Most of the tourism businesses in the Gariep Dam use only South African languages including Afrikaans and English to communicate with foreign tourists. Despite the adoption of eleven official languages in the country, English still seems too dominant the tourism industry.

Banerjee (2014) suggested that the reason for this is because English is the universal travel language Tour operators and travel agents mainly use foreign languages (Manaliyo 2009).
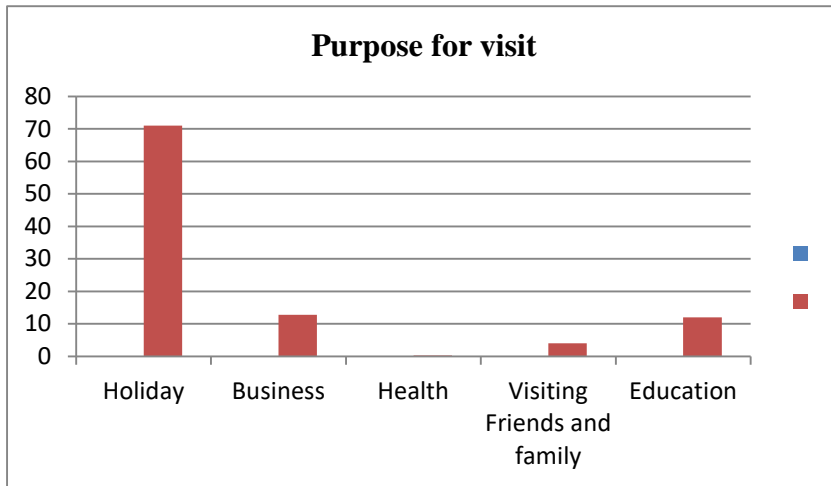
Figure 12: reasons for visiting the Gariep Dam

The result of the study revealed that the majority of the tourists (71%) who undertake trips to the Gariep Dam, visits for holiday purposes (figure 11). Nowadays only 13% of tourists travel to the Gariep Dam for purposes of business and 12% of tourists visit for educational purposes (figure 12). The results indicate that South Africans who make use of organised tours do not travel for holiday purposes but rather educational and business purposes. Educational trips include excursions for primary school learners include while businesses trips include organised workshops, training sessions, conferences, meetings and teambuilding exercises.
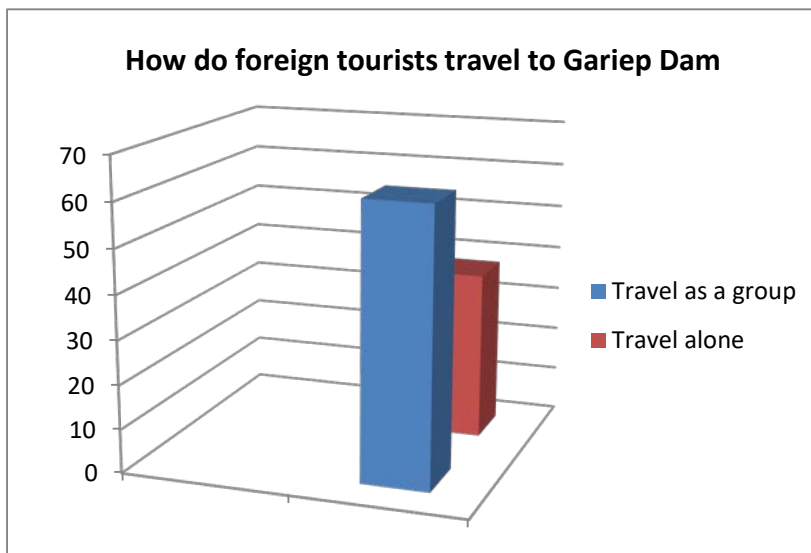
Figure 13 how do foreign tourists travel to the Free State

Most of the foreign tourists travelling to Free State travel as a group (62%) and a small number of tourists travel alone (38%) (Figure 13).The findings proved that most overseas tourists travel in a group. The results showed that most foreign tourists resort to organised tours when visiting the Free State. The reason for this choice was clear but a few did indicate that to overcome language barriers in the country, they feel safer around a group of people. Most South African do not make use of tour operators to arrange their holiday trips, because they are familiar with the country and do not fear any language barriers. Furthermore, the results indicated that most of these tourists travel as a group, accompanied by a translator. The group is always accompanied by a tour guide who speaks English and also acts as a translator at the same time. Accommodation owners in the Gariep Dam admitted that they prefer tourists travelling as a group with a translator because then they can communicate with the translator. South Africans undertaking an independent holiday to the Free State makes their own travel arrangements as groups either with friends or family.

Some tourists responded (19%) that they have such good relations with accommodation establishments that they do not make prior accommodation booking at the Gariep Dam, but instead just show up and most tourists (62%) indicating that no one was involved in the planning of their trip. Tour operator and travel agents target foreign tourists to arrange their holiday trips because they are able to speak their language. This could be the reason why so many foreign tourists make use of tour operator to organize their tours because they are not familiar with the environment and to avoid language barriers. Unlike accommodation establishments, it is very difficult for tour operators to supply their tourism products without the knowledge of foreign languages. The role of tour operators is to offer information, a narrative account about the visited site and to take photos of places and people.

Research conducted on the impact of language differences confirmed that language barriers between host and tourists impact the way tourists travel in South Africa. (Rogerson and Visser, 2007b).
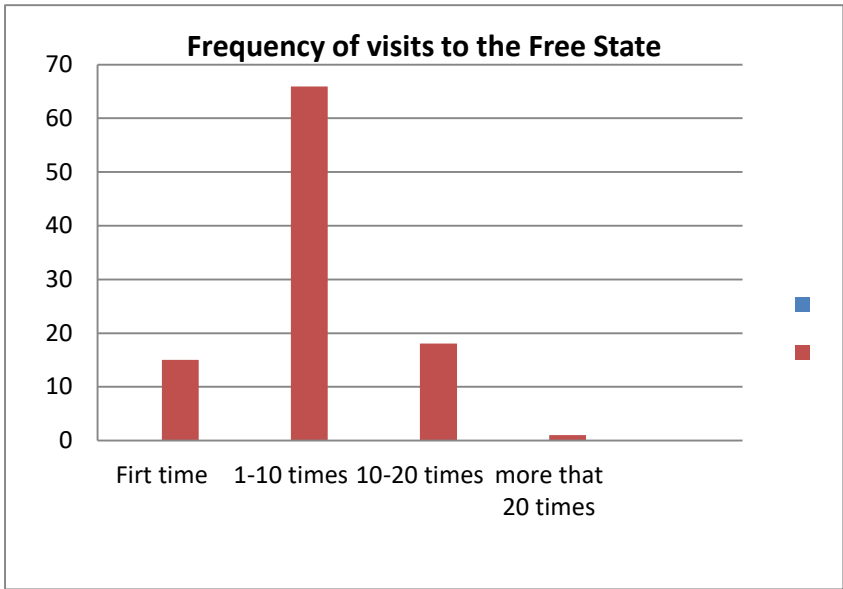
Figure 13 Frequency of visits for both domestic and international tourists

It is evident that Gariep Dam is a popular tourist's destination for both domestic and international tourists. Most tourists (66%) return to the Gariep Dam for a second holiday and most of the tourists have visited the Dam between 1- 10 times (figure 13). Very few tourists (15%) have visited the Gariep Dam for the first time during the time the study was conducted. Despite the language barriers tourists faced at the Gariep Dam, they still return to the destination for their next visit. Tourism is all about exploring and discovering new paces and that could be the reason why most tourists do not return to the same destination unless there is something that they do not find elsewhere. Previous research suggested that a language barrier together with the new destination could be reasons why tourists decide to stay away from non- English speaking countries (Manaliyo 2009).
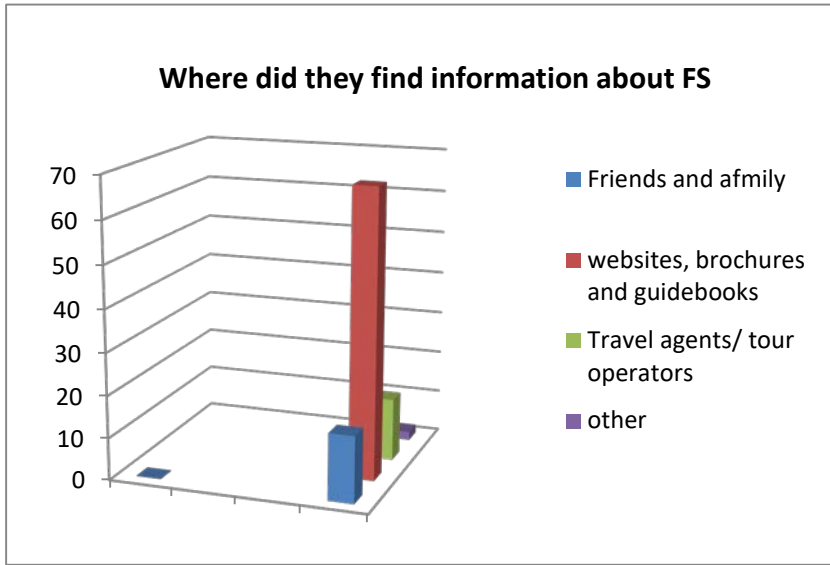
Figure 14 where did they obtain information about Free State

Most of the tourists (68%) visiting the Gariep Dam use promotional material such as websites, brochures and guidebooks to find information about the destination (figure 14). A large number of tourists (26%) admitted that their friends and family was involved in their holiday arrangements and some of them (16%) disclosed that they obtained information about the Free State from friends and family (figure 14). Very few tourists (6%) visiting the Gariep Dam make use of the services of travel agents and tour operators to plan their holiday. In most cases it is mainly foreign tourists that make use of the services of tour operators and travel agents. South Africans who resort to organised tours go on educational tours and business trips.

This finding agrees with the results of Bussel (2015) who argues that it does not matter who your target tourists are, loyal tourists are not born but they are rather influence by their environment, experiences and expectations. She further points out that it is only once tourists share their experiences of products that it becomes word of mouth marketing. This supports the results of (Wan, 2002; Pan and Fesenmaier, 2006) who believe that the Internet is the most powerful tool for tourists to search for information about buying tourism products. From the perspective of tourism business owners is far cheaper to attract old customers than attracting new customers (Shoemaker & Lewis, 1999). Bussel (2015) points out that satisfied customers will lead to positive word of mouth marketing. If tourists had a positive travel experience they will share personal account with friends and family back home that are planning their next holiday (Bussel 2015).

4.3.1.2 English proficiency of tourists: Understanding

The results of the study indicates that the majority of tourists visiting the Gariep Dam understands English, more than half of the tourists (54%) have a good understanding, 30% have a very good understanding and only 16% regarded their understanding as poor (figure 15). The fact that tourists understand English does not mean they can speak and write it properly which does not illuminate language barriers. The assumption that English is a world language is not only common amongst tourism businesses but also amongst other tourists. Understanding a language is extremely significant as lack of knowledge could lead to misinterpretation. By communicating with tourists in their native language will make them feel safe, confident and at home in a foreign country.

This paper therefore argues that it is essential for tourism staff to have foreign language skills to be able to converse with tourists from another country. Banjernee (2014) argues that different tourists have different levels of understanding of English; when staff introduces words that they are not familiar with, they might get confuse. He suggests that staff should speak slower, but not too loud, as customers who do not understand your concepts do not have a hearing deficiency. The tourism in general regards English as the most important language for communication purposes (Express Travel World 2010).
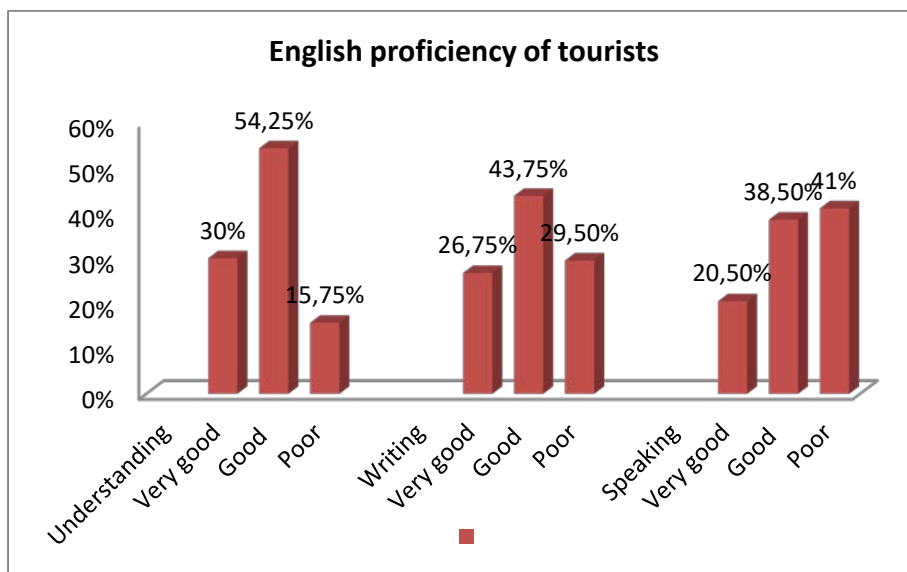
Figure 15 English proficiency of both domestic and international tourists

"Most people should be able to manage English adequately" (Tourists 1)

The lack of English proficiency of ESL tourists can also be viewed low literate in as far as their English is concern. Banerjee (2014) argues that ESL tourists do not battle with reading and writing but listening and speaking English as well. The fact that English is used as a medium of communication by most staff in the accommodation sector makes it difficult for ESL tourists to communicate effectively (Banerjee 2014).

4.3.1.3 English proficiency of tourists: Writing

The results revealed that most tourists are able to write English (70%), with 27% of tourist who regards their writing as very good, 41% writes good English and 30% of tourists rated their writing in English as poor (figure 15).

Writing perfectly in English is not a compulsory skill for tourists to have, but should be a prerequisite skill for staff as they are expected to write dawn orders. Contrary to this Benerjee (2014) that writing skills is essential for tourists as they are expected to communicate expected services and products in writing such as ordering food and drinks, negotiating reasonable prices, request assistance etc.

4.3.1.4 English proficiency of tourists: Speaking

The results indicates that more than half of tourists (59%) visiting the Gariep Dam are able to speak English, only 20 % speaks English very well, 39% regards their speaking as good and 41% rated their speaking abilities in English as poor (figure 15). Speaking a language is the most important aspect of communication. The ability to speak a language well is very important as it enables to communicate emotions, needs and required services clearly. The inability to speak proficiently can lead to misunderstandings, dissatisfied tourists leaving a destination frustrated.

This finding contradicts the results of Benerjee (2014) who believes that speaking is not that important and proposed that there are alternative ways to communicate other than speaking. (Benerjee (2014) suggested that non-verbal commination is also very effective to request services such as hand gestures and body language. His research recommended that when tourists want to order food but struggle to communicate the type of meat wanted, they should "moo like a cow; flap your arms like a chicken, swim like a fish" (Benerjee 2014: 1999). He further suggested that tourists should also try drawings and that took a meter taxi to the castle in Rajasthan, but the driver did not understand what he was trying to say and he drew a castle, although the driver laughed but took him to the castle.

4.3.1.5 Electronic accommodation bookings

The findings revealed that technology plays a critical role in the travel and tourism industry. The results indicate that more than half of the tourist (54%) interviewed made use of the Internet to make accommodation bookings (figure 16). The reason for this could that that most people around the globe have access to internet and distance is no longer a barrier to make travel arrangement. The results also showed that a small number of tourists (21%) still make use of travel agents to book their holidays.

This proves that the number of tourists using travel agents is decreasing because with Internet access tourists can book their own holidays from the comfort of their own home. Furthermore, the findings also showed that senior domestic tourists without access to Internet prefer phoning (5%) the accommodation establishment and others do not make any prior bookings (19.3%).
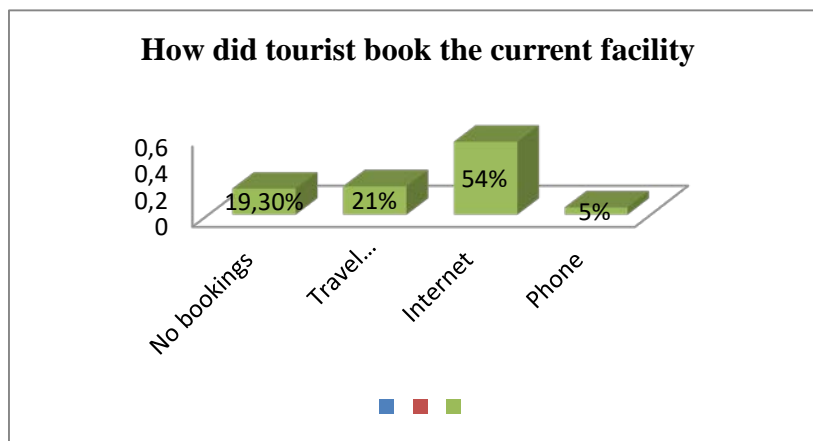
Figure 16 how did tourists book the current tourists facility

The finding prove that Internet has become the main source of destination information amongst these key markets and has supressed traditional means of information on tourist destinations. According to Mundhe and Jadhav (2011), the easy access to information has produced a new type of travel consumers, who are independent and choose to select their holidays personally online, instead of using travel agents. This supports the findings of (Gracés et al., 2004) that clients in the tourism industry may even commence their complete holiday search online and also book online. This supports the argument of Chung and Law (2003) that the contribution of third parties such as tour operators / travel agents in the holiday arrangement have reduced because tourists can now book a hotel room from their own computers and get immediate confirmation. Many research paid exceptional attention to the role of Information Technology (IT) in the tourism industry (Mundhe and Jadhav, 2011; Doolin, Burgess and Cooper, 2002; Litvin, Goldsmith and Pan, 2007; Frías, Rodriguez and Castañeda, 2008). Given the nature of tourism products it is intangible and cannot be tested before the time, the internet has become an important source of advertising and disseminating the product. (Beeton, 2001; Doolin, Burgess and Cooper, 2002). Their research revealed that the majority of people with access to Internet worldwide are from three of the world's largest tourism markets- USA, UK and Germany (Mundhe and Jadhav 2011).

In addition, he claims that access to Internet assisted tourism businesses and destinations to disseminate information and online booking services to a large number of consumers worldwide at a much lower price (Mundhe and Jadhav 2011). On the other hand, the work of Law, Leung & Wong, (2004:104) argued that travel agents are still needed because they offer personalised services specially in providing advice to tourists with a" personal touch".

4.3.1.6 Availability of translation services in tourism businesses

All the respondents (100%) pointed out there are no translator and interpreters available at the establishment at any time you need to use the services. Almost half of the tourists (44%) confirmed that there is no translator or interpreter available at the accommodation establishment. More than half of the tourists (52%) interviewed responded that they do not need any translator and have managed to communicate effectively thus far without such services. Only 1 tourist (0, 25%) responded that he/she mad use of translation services at the establishment. Most tourists (83%) could not account for the usefulness of translations services at the establishment as they feel that the services were not applicable to them. A small number of tourists (6%) confirmed that the translation services were very useful in the Free Sate while a larger group (11%) opposed the usefulness of translations services in the province.

Figure 16 If English is a barrier how you communicate with the staff

The manager confirmed that the accommodation establishment do not offer formal translations/interpreting services to tourists. He further pointed out that the establishment is too small to offer translation services and only in very rare cases do they find people who cannot speak English. The above confirms the tourism industry's reluctance to hire multilingual staff that will be able to offer translation services to tourists. Sozonoza (2014) argues that translation services are necessary in the tourism and hospitality industry to respond to the needs of their customers.

4.3.1.7 Complaints about language barriers

The findings of the study revealed that most tourists (94%) interviewed have never complaints about a language barrier to the manager of the establishment. The results revealed that most of the tourist visiting the Gariep Dam does not regard English as barrier during their visit (figure 16). Despite the fact that English is the mother tongue of only 14% of the tourist population visiting the Gariep during this study, almost all them was able to communicate their required services and products (figure 11). The reason for this could be that the staff was patient and went out of their way to try and understand what tourists are communicating. A significant amount of tourists (31%) responded that they used their little knowledge of English to communicate with staff while other tourists (19%) commented that they use sign language to communicate with staff. A very few people (6%) admitted that they have complaints about a language barrier to the manager. The fact that tourists were able to get their desired products and services and had an overall positive experienced at the destination, they did not regard it as a barrier because they were able to use gestures to communicate. Most tourists (97%) visiting the Gariep Dam commented that they were not expecting to face a language barrier in the Free State, while a small number of tourists (4%) responded that they were expecting to face a barrier in the Free State. Most tourists (70%) confirms that they do not use the same tourist facility each time they visit the province, and a smaller number of tourists (30%) responded that they do make use of the same tourist facility each time. This could be because most tourists are adventurous and likes to explore as many destinations as possible. This was confirmed when most tourists (99%) of tourists revealed that language barriers is not the reason why they do not visit the same tourists facility during their next visit. This was once again proved when almost everyone (99.5 %) responded that language barriers did not spoil their tourists experience in the Free State.

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The results contradict the findings of (Banerjee 2014) who claims that language barriers are common during cross-cultural encounters, where tourists and the host both speak different languages. The study by Prachanant (2012) investigates the practicality for tourism staff to learn new language and argues that will never fully learn a language; it will be associated with improper pronunciation, difficulty in recognizing foreign accents and incorrect grammar. He also commented that in Thailand staff in the tourism industry were encouraged to learn foreign languages but have acquired very little language skills and they assist tourists "using gestures or by asking tourists to write down what they needed" (Prachanant, 2012, p. 124). He further suggested that tourism businesses should be more conscious of cultural diversity during encounters with tourists by developing an understanding of how people can communicate with each other across cultural and language barriers (Banerjee 2014). Jimeno (2015) argues that as a result of language barriers foreign tourists do not return to the same tourists destination but instead flock to other destinations where they offer tour guiding services to non-English speaking tourists such as Germans, Japanese and Chinese.

4.3.1.8 The usefulness of multilingual staff in tourism businesses

Most tourists interviewed believes that by recruiting multilingual staff can be very useful for a tourism business with (24%) of tourists responded that is will be very helpful and (67%) commented that it will be useful to recruit multilingual staff. A very few tourists (1%) did not think it will helpful to employ multilingual staff while the rest (8%) was not sure if the use of multilingual staff would be helpful. The results revealed that there is a need for tourism businesses in South Africa to recruit multilingual staff due to the growing number of foreign visitors. The work of many researchers (Horng and Lu, 2006; Lafrenz, 1991; Wang, 2001; Wenyuh, 2012) explores the theoretical link between good services and good language skills. The study by Poon & Low (2005) concludes that good language proficiency of employees is the most significant factors of tourist's satisfaction. Selke (2013) believes that foreign language skills form an essential component in delivering service of a high standard in tourism businesses. In support of this Bardi, (2011) points out that it should be the responsibility of managers in the tourism industry to assist their employees to communicate with tourists. In addition, he further stated that such an accomplishment is easy to achieve and argues that key employees in star graded accommodation establishment (management, administrative staff, head waiters and house-keepers) should be fluent in a language that is the same as the majority of foreign visitors.

Figure 17 job advertisement of forever academy recommending English as a passed subject

A recent job advertisement by the Forever Academy to train people to work in the tourism industry only highlighted English as an entry requirement to be accepted into this programme (figure 17). No foreign languages were included in the criteria to train people to work in the tourism industry. Furthermore, the advertisement clearly pointed out that all lecturers and job training will be conducted in English. Tourism businesses do not even consider any other South African languages other than English as recruitment criteria to employ tourism staff. By excluding foreign languages as recruitment requirement to train tourism workers means that tourism businesses only target domestic tourist and not foreign visitors. Given the nature of the tourism industry, people with diverse skills are needed and most employees on learn their career through job-related training.

The research by Selke (2013) suggests that the employment of multilingual staff has a huge benefit for a tourism business. He further claims that accommodation establishments such as hotels and guesthouses that accommodate tourists from other countries very often hire staffs that are fluent in more than two languages. The research of other scholars Dittmer & Griffin, (1997:336) confirms that such employees can be of much help to tourists who cannot speak English. Language proficiency in three or more language is the driving force of the tourism economy (Selke 2013). In his research, Selke (2013) contested the assumption that language competence is only meant for an elite few students who attended University. He argues that language proficiency is not only for the privileged university graduates but also is important for the semi-skilled workers with a secondary education.

4.3.1.9 The usefulness of multilingual marketing material in tourism businesses

Helpfulness of multilingual tourist information
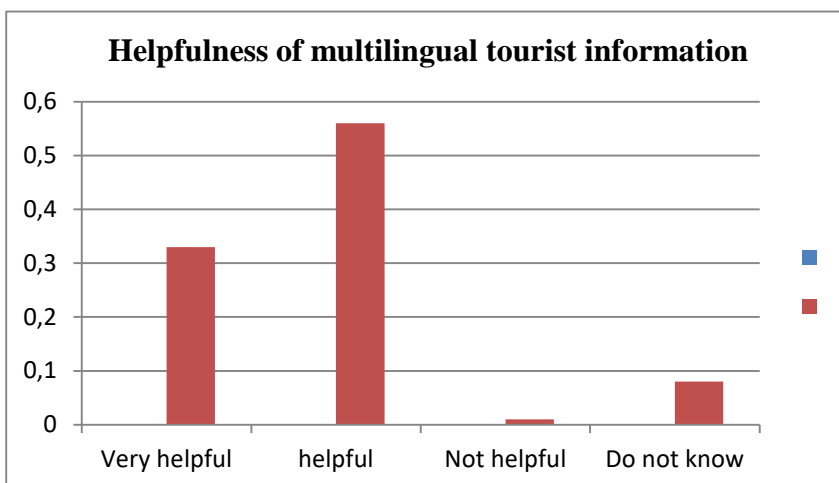
Figure 18 tourists perception of multilingual tourist information such as book guides, brochures, menus and newspapers at tourist's destinations

The result of the study showed that most tourists (89%) interviewed believes that multilingual information found in book guides, brochures, menus, and websites would be helpful to tourists (figure 18). Very few people (2%) do not think that translating tourist information brochures into different languages would be of any help and a bigger group of tourists (9%) are not sure whether multilingual tourist information would be useful (figure 18). The reason for this could be that most information available on websites and other marketing material is only available in English and not all tourists speak English. Based on the findings from the respondents there is a need for all tourism marketing material to be translated into different languages.

Poncini (2002) reports that due to globalisation, advertising material is very often read by a diverse audience and even if some of their primary target markets are English speaking, the rest of the tourist population might come from different cultures, linguistic background and geographical location. He further argues that in spite of the language choice in brochures and other advertising material, factors such as local culture, traditions and geography should be included even if the visitors have the same linguistic code (Poncini 2002). The work of Seaton and Alford (2002) disputed the practicality of international promotional material and suggested that there is no need for excessive global marketing the increase in internet use suggested that information in English will continue to attract audience from diverse cultures. Skibitska (2015) confirms that English has generally being accepted as the lingua franca in international tourism and regards it as an unlimited source as far as world languages are concern.

The research by Turcato (2007) aimed to explain the reasons for the lack of informative material available for non-English speakers. Interestingly, the Constitution makes provision for the adaption of multilingualism to the language needs of the people in the province; this means that the language spoken by most of the population in the particular province should be used by Government Departments and Municipalities as the medium of communication. Turcato (2007) proposed that the Constitution should be adaptable to multilingualism, not only to the language needs of a province, but also the language needs of foreign visitors in the province. The adoption of elven official languages in the Constitution by the newly elected Government in 1994 was to address the uneven status of previously neglected languages.

Historically, Afrikaans higher status in the South Africa and was used by most State Departments as a means of communication, while African languages were neglected and marginalised. Given the linguistic background of the country, Turcato (2007) is mindful that his recommendation might not solve the problem of shortage of information in different languages at tourist destinations and supports the assertion that South African languages should be given first preference. He suggested that the availability of marketing material in different languages will significantly enhance the tourist experience of the visitor if the information is available in his language, on condition that the translation is done following the correct translation methods and that the new material is suitable for the needs and culture of the target audience (Turcato 2007).

This also supports the viewpoint of Sozonoza (2014) that all tourism businesses such as tour operators, travel agents, hotel owners, travel agents, and tourist guides, requires qualified translators to translate tourist information to suit the needs of their clients. His research paid special attention to the need for quality-translated information (Sozonoza 2014).

Sozonoza (2014) emphasised the importance that translated websites should be user-friendly for tourists to make hotel reservations and advice tourism businesses to avoid popular translations tools which often can result in confusion and unhappy clients. His research proved that translated marketing material in different languages does attract more tourists and that it will and it will overturn the business from "slow" to "busy", and such material include brochures, catalogues, posters, newsletters, magazines, tourist guides, restaurant menus and general documents and correspondence. In line with this, Poncini (2002) also agrees that translation of marketing material is a complicated process and to make matters worse translators need to make critical choices— whether to keep a culture-specific term in the original language or "translate" it. Based on the above it is essential to be conscious of the cultural aspects of a language when people learn a new language and to have cultural specific knowledge when translating tourist information for visitors.

It is for this reason that Poncini (2002) argues that culture specific terms for example the names of traditional dishes might not have an equivalent in the target language, which tourists from foreign countries might not be recognised by tourists and will not show appreciation. The research of Taylor (1998) supports this claim and points out that the situation becomes more problematic as a result of cultural differences between tourism concepts used in different countries and that the ideal of one universal term is not always appropriate and can be ambiguous when it comes to tourist terms. He used to example of the term *standard rooms* which may differ between different hotels in different countries; even hotels in the same country might use different terms. The work of international scholars (Gotti, 2006; Nigro, 2006; Mocini, 2005) concluded that the language used in tourism can definitely be regarded as a "specialized discourse". In their research, Raveli and others (1998) noted that some tourist destinations at times clearly define technical terms while other destination do not provide any definitions which makes it difficult for tourists to have access to the culture. It is evident that the translation of tourist information into various foreign languages is not a straightforward process and it is imperative for translators to have cultural background knowledge of the target language to understand the various concepts.

4.4 SUMMARY OF FINDINGS

The main objective of the study was to determine why language is important in the tourism industry. This objective was met in chapter four when the researcher pointed out the critical role of language plays in the tourism industry. The finding of the research corresponded with literature that language is regarded as an important means of communication in the tourism. The inability of tourism service providers to communicate with tourists in their own language can lead to mistrust and misunderstandings. Reluctance of tourism businesses to pay attention to the language issue by learning the language of their target markets, tourists may result in loss of business as tourist might choose other destinations. The researcher recommended that in order for tourism businesses to pay attention to the language issue they should develop and implement written policies that specifies which language to use when serving tourists. This should not only be the responsibility of tourism businesses only but the Tourism Grading Council of South Africa (TGCSA) should govern language policies by including language proficiency as a criterion to be graded.

The second objective was to investigate whether South African tourism industry caters for the language needs of local and foreign tourists. This objective was achieved when the respondents admitted that it is not a priority for their businesses to employ multilingual employees. The results revealed that most employees in tourism businesses only speak Afrikaans and English. The fact that tourism businesses pointed out that they will have to pay higher salaries if they do appoint employees with foreign language skills shows their reluctance to accommodate the language needs of foreign tourists. In addition, respondents also indicated that they offer no training or assistance to employees to learn foreign languages. The researcher firstly identified a gap between the number of tourism graduates and the need for tourism graduates with foreign languages skills. Consequently, the researcher recommended that institutions offering tourism as a course should offer foreign languages such as German as a compulsory module in tourism programmes. In addition, businesses should and offer house- training to existing staff recruit staff based on their language proficiency.

The third objective of this study was to document how the tourism businesses in the Gariep use languages to promote their tourism products to local and foreign tourists. This objective was met in chapter four, when the results revealed that Afrikaans and English dominates all

marketing material of all the tourism businesses in the Gariep Dam. The results further indicated that (81%) of all print and electronic advertising material is only available in English. This shows that tourism businesses only target Afrikaans and English tourists in their marketing material. This also gives the impression that the tourism businesses are not committed to accommodate the language needs of local and international tourists.The researcher recommended that tourism establishments should conduct market research to determine their largest foreign market and translate websites and marketing material such as brochures, menus, directions and guidebooks into the languages of their target market.

4.5 CONCLUSION

The purpose of the study was to examine the role of languages in the tourism industry and the importance of languages from the viewpoint of both the tourists and the tourism businesses. The finding of the study proved that for any tourism business to flourish they need to communicate with tourist in their own language. The success of any tourism business depends on how well they communicate with tourists in foreign languages. Globalisation has forced tourism establishment to adopt foreign languages when communicating with tourists. The research showed that all tourism owners only use Afrikaans and English in verbal and non-verbal communication with tourists despite the overwhelming number of foreign visitors in the Gariep Dam. Most managers use English to communicate with foreign visitors and still believe that each and every overseas tourist can speak English. The assumption that English is a global language was disputed in the study as many findings showed that English is starting to lose its prestige status. Nortjé (2015) believes that ideally tourism businesses should be mindful of language when employing staff, when developing your promotional material and when communicating with your guests – even a few choice phrases will go a long way in creating a memorable experience for your guests."

There is a need for tourism businesses to employ staff with foreign languages skills. Almost all tourism businesses do not prioritise to appoint staff based on language proficiency as they feel that they would limit themselves to get the perfect candidate. In addition, business owners also pointed out that their businesses are too small to offer interpreting services and that they will be expected to pay higher salaries based on their skills. To solve this problem, tourism businesses prefer to employ foreign nationals (Leslie and Russell, 2006:1402).

Most businesses confirmed that they do not consider language proficiency as a requirement but prefer other skills such as *people skills* and *communication* as criteria to appoint people. The surveyed businesses do not offer any support to staff to learn new languages while the work of many scholars suggest that it is the responsibility of employers to assist staff through "on-the-job or off-the-job training". Research has shown that English is the most significant foreign language to perform duties effective in the tourism industry. It is critical for tourism employees to develop communication and foreign language proficiency skills when entering into the intercultural dialogue. Acquiring foreign language skills is beneficial for tourism staff as it improves their chances to get a job in the tourism industry.

Manaliyo (2009) in his research raised the question of whether tourists or the host should be bilingual. Many studies believe that tourists should learn the basics the host language to communicate while other studies questioned the practicality of this and concluded that the host should be bilingual as they are serving the tourists. The host population is not expected to learn tourist languages fully but by greeting visitors in their own language will definitely make them feel welcome and return to the same destination. As a result tourism businesses will lose customers and "international tourists will walk away" (Domke-Damonte 2001: 37). This problem can easily be avoided if tourism businesses have formal languages policies in place.

Most tourism businesses do not have a written language policy available for the businesses and those businesses who claim to have language policies in place are not written anywhere. If tourists are happy with the services at a destination they will remain loyal and will spread positive word of mouth to friends and family back home. The research proved that lack of host language proficiency is not the reasons why tourists do not return to the same destinations, but due to the fact that tourists are adventurous people and enjoy exploring, they prefer visiting as much destinations as possible. Many tourism businesses do not regard language as a barrier and therefore do not pay attention to this issue. Some tourism businesses pointed out that they prefer a tour guide who speaks English always accompanies tourists travelling in a group as the group. They believe it is easier to welcome groups as the tour guide acts as a translator for the group. Despite the shortage of employees with foreign language skills employed in the tourism industry, there is also a lack of promotional material such as brochures, menus, book guides and websites available in foreign languages.

Most websites and promotional material only advertised their business in English. Included is also a lack of multilingual public signage in the Gariep Dam to give instructions to tourists when they are lost, most public signage is only available in Afrikaans and English.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1.1 Introduction

The aim of this chapter is to summarize the main findings of the research and make recommendations. The first part of the chapter is based on the objectives of the study and the methods employed to achieve the analysis. A detailed summary of the key results will be described. The second part of the chapter will propose recommendations to key stakeholders in the tourism industry such tourism business owners, training institutions and Government and for future research.

5.1.2 Conclusion

The three objectives of this study were: (a) explain why language is important in the tourism industry, (b) investigate whether South African tourism industry caters for the language needs of local and foreign tourists and (c) document how the tourism businesses in the Gariep use languages to promote their tourism products to local and foreign tourists.

In-depth literature reviews and surveys were used to accomplish the first objective. Very little research has explored the important role of languages in tourism and the influence and the impact of the shortage of language proficiency of tourism employees. The lack of foreign language skills in the tourism industry is not regarded as a problem which explains the lack of attention and concern given by researchers. Given the nature of the tourism industry, it is inevitable for language not to play a central role. Tourism businesses communicate frequently with tourists from diverse backgrounds and language is needed to enhance the communication process. The results revealed that most business owners acknowledge the importance of language in the tourism industry but do not make effort to employ staff based on language skills. The finding revealed that English still continue to dominate all forms of communication in the tourism industry- both verbal and non-verbal.

The findings indicates that 40% of tourists visiting the Gariep Dam are not English speaking and rates their English as poor. English continue to dominate all form of communication in the Gariep Dam, despite the fact that only 11% of tourists visiting the destination are English speaking. Afrikaans and English seem to dominate the tourism industry in Gariep Dam and all other languages are neglected. Despite the obvious language barriers faced by these tourists as a result of their poor English speaking skills most of them commented that they do not experience any language barriers when visiting the Gariep Dam and makes use of gestures and body language to communicate with staff which also forms part of the linguistic repertoire. Language plays an important role during host and tourists encounters. If the host and guests do not have a language in common they might struggle to communicate required services and products.

Questionnaires and in-depth interviews were used to accomplish the second objective. The results revealed that the tourism industry do not cater for the diverse language needs of tourists at all. Tourism business owners show reluctance to appoint staff with foreign language proficiency because of the assumption that English is used as a Franca lingua in the tourism industry. All managers commented that they do not consider foreign language skills as an employment criterion and provides no training or any help to employees to learn foreign languages. It is high time tourism businesses start paying attention to the language issue. The findings revealed that all tourism businesses in the Gariep Dam do not encourage existing staff to acquire foreign languages by offering in-house training or any rewards. The current situation in the tourism industry will only improve if the tourism businesses start to employ multilingual staff or provide foreign language training to existing staff. Despite the growing interest of blacks to participate in tourism, tourism businesses do not use African languages to communicate with them. To respond to the shortage of multilingual staff in the tourism industry, businesses can recruit immigrants who can speak foreign languages. Ironically, most tourism businesses do not include foreign languages as a requirement when advertising tourism vacancies.

Most tourism businesses acknowledged that they will now be expected to pay higher salaries for the foreign language skills of staff, while others do not see the need why they have to hire people based of foreign language skills. Tourism businesses appoint staff according to the practical skills needed for the jobs such as people skills, communication, problem solving and decision making skills and believes that these are the most important skills needed to perform

in the workplace. Recent job advertisements placed electronically by the Forever Resort Academy only highlighted English as a requirement for the job and did not make mention of any foreign language skills. The fact that the Forever Resort Academy is a training institution, one would expect that they would train students to have foreign language skills needed in the industry. Contrary to this, the job advertisement clearly indicated that all lecturers and job training will be conducted in English. The Academy is the most relevant structure to teach foreign language skills as they equip students with the necessary skills needed to work in the tourism industry. Both tourists and hosts are expected to learn new languages to ensure improved communication. Tourism staff is required to learn new languages as they serve different tourists but it is almost impossible for them to acquire a new language fully as their speech will be characterised by improper pronunciation, difficulty in recognizing foreign accents and incorrect grammar. Eventually, staffs will have to make use of gestures to communicate with tourists because of their limited language skills acquired. On the other hand, tourists are expected to learn the basics of host language such as greetings to communicate effectively with staff but are not obligated to do so as they can visit a destination where their languages are spoken.

Given the characteristics of a tourist, they like travelling and enjoy exploring new destination and would like to see as much destinations as possible. The Gariep Dam remains a preferred tourist's destination for many tourists as most visitors return to the same destination for a second holiday. Tourists making use of tour operators services also pointed out that they resort to tour operators not because they fear language barriers but rather because of they are not familiar with the environment and feel much safer moving around in groups. A few tourists indicated that they obtained tourists information from friends and family back home that convinced them to choose the Gariep Dam as a holiday destination. This means that the previous visitors were satisfied with the services and as a result now spread positive word of mouth about the business. By excluding foreign languages as recruitment to train tourism workers means it is not a priority for the institution to have multilingual employees. Tourism businesses do not any alternative means of communication available if tourists do not speak the language spoken in the business. All accommodation establishments responded that they do not offer formal translation/interpreting services to tourists because the business is too small to offer translation services and only in very rare cases do they find people who cannot speak English.

Notwithstanding, the lack of lingua Franca in the tourism industry many tourist feel they do not need any translator and have managed to communicate effectively thus far without such services The issue of language barriers could have been solved if tourism businesses had clear language policies in place. Most tourism businesses do not have a written language policy available for the businesses and those businesses who claim to have language policies in place are not written anywhere. Many tourism businesses show resistance to develop and implement language policies in their businesses. Almost all tourism businesses believe that this is due to the lack of control and support from the Government. The lack of involvement of the Government allows tourism businesses to adopt any language policy suit the needs of the target market. This proves that multilingualism is the responsibility of individual tourism businesses and not a Government initiative.

Consequently, the Tourism Grading Council of South Africa (TGCSA) that is responsible for grading tourism accommodation establishments do not consider language skills as a requirement to grade establishments. Presently, all tourism businesses do not practice multilingual and do not service tourists in their preferred language, but rather in the language preferred by the business. This means that the industry do not regards the lack of foreign languages in the tourism businesses as a barrier to communicate with foreign visitors or that they are not targeting foreign tourists. The way forward would be for tourism businesses to identify their target markets and serve them in their preferred language. The research showed that Germany is the largest foreign market, visiting the Gariep Dam but surprisingly one accommodation establishment used to communicate with German speaking tourists. All the other tourism establishments claim that Afrikaans is dialect of German and therefore Germans are able to understand Afrikaans. They only use Afrikaans to communicate with German tourists and have never experienced any language barriers with them. Most tourism businesses indicated that they prefer to host foreign tourist groups as the group is always accompanied by a tour guide who speaks English. They pointed out that in such cases they can directly communicate with the tour guide who also act as a translator for the group.

Once tourism businesses start to acknowledge the significance of using languages to promote tourism products, they will be forced formal language policies which specify the recommended languages to be used by staff when communicating with tourists or their co-workers. Acquiring foreign language remains an immense economic benefit for the tourism industry.

Most tourists confirm that they do not use the same tourist facility each time they visit the province, and a smaller number of tourists (responded that they do make use of the same tourist facility each time. From the interviews it became apparent that language barriers were not the reason why tourists do not return to the same.

In-depth interviews and marketing material were used to accomplish the third objective. The findings revealed that Afrikaans and English dominates all forms of marketing material to promote tourism products to tourists. Important information on accommodation rates is only available in English. The internet seems to be the most common form of marketing in the tourism industry. Most tourism businesses advertise their products online in English (93%) while a small number of tourism businesses use Afrikaans to market their businesses online. The reason for this could be that most people around the world have access to internet and websites are their only link with South Africa. Although many studies contested the prestige status of English, the tourism industry still regards English as a lingua franca to conduct business. This is evident in the number of English websites and tourist information used to sell products to foreign tourists. Most tourists make use of websites and promotional material such as brochures, travel magazines and guides to obtain information on the Gariep Dam, which is all in English. This is not a surprise because most indicated that they are able to read and write English well, but struggles to speak it.

Although the availability of marketing material in different languages will significantly enhance the tourist experience of the visitor it is proved that it is not always s a straightforward process to translate tourist information into different foreign language. This becomes a challenge as translators are expected to be aware of the cultural specific knowledge when translating tourist information for tourists into the target language. They need to make critical language decisions such as whether to keep a culture-specific term in the original language or "translate" it and what to do when the target language might not have an equivalent for a term. Furthermore, English also seem to dominate public signage that is supposed to give direction to tourists when they get lost. Most tourists also indicated that public signage on route to Gariep is not very clear and details and tourists missed the turn off and many times they find themselves in Colesberg that is 50 km away from Gariep Dam.

5.1.3 Recommendations

The conclusions of this study proposed five recommendations. Firstly, the study identified a gap between the number of tourism graduates and the need for tourism graduates with foreign languages skills and therefore recommends that is important for institutions offering tourism as a course to collaborate with the industry to determine the needs of the job market. As a result, more practical orientated training programmes should be introduced to bridge the gap between college graduates and the workplace. Exchange programmes for tourism students to enhance international practical experiences should be developed, given the nature of the tourism industry that expects staff to be acquainted with different cultures and languages. This can be achieved through collaboration with international institutions offering tourism as a programme. Furthermore, one compulsory foreign language should be incorporated into each tourism course. Most tourism training programmes do not include any foreign language in the syllabus and it is imperative for all tourism students to be introduced to a foreign language during their course of study to prepare them for the needs of the industry. A foreign language such as German should be offered in all tourism programmes. Practical experiences should not only be limited to South Africa, but students should be given to opportunities to explore abroad.

The results of this study will assist to develop the training needs expected of employees in the field of tourism. It is important for tourism businesses to develop the present staff through on the job training to enhance their language skills and it should be done with an accredited institution that will award a certificate. Secondly, all tourism establishments should consider the language as a critical issue and need to pay attention to it. It is suggested that all tourism businesses should develop and implement their individual language policy that specifies which language to use when serving tourists. The language policy should be written somewhere and all employees should be familiar with it. All the tourism businesses were not able to produce a written document but some claim to have a language policy but not traced it. As a result tourism businesses were not able to account for the success of implementing such policies. Tourism businesses often fail to implement language policies because of the lack of control and support they get from the Government. Important stakeholders such as the Tourism Grading Council of South Africa (TGCSA) that grades tourism establishments should govern language policies by including language proficiency as a criterion to be graded.

The South African Constitution makes provision for the adaption of multilingualism to the language needs of the people in the province; this means that the language spoken by most of the population in the particular province should be used by Government Departments and Municipalities as the medium of communication. It is therefore recommended that the Constitution should be adaptable to multilingualism, not only to the language needs of a province, but also the language needs of foreign visitors in the province. To address the language need of the province, students should be able to choose one African language of their chose when studying towards a tourism qualification.

Thirdly, there is a need for multilingual tourist information and therefore encourages the translation of marketing material offered to tourists into more languages other than English. Tourism establishments should conduct market research to determine their largest foreign market and translate websites and marketing material such as brochures, menus, directions and guidebooks into the languages of their target market. Both electronic and printed advertising material is equally important to communicate information to a diverse group of tourists. The fact that English was generally accepted as the lingua franca in tourism explains the shortage of multilingual tourist information available to tourists. By translating tourist information into foreign languages does not mean that the industry will neglect South African languages but there is a need to attract more foreign visitors to the country as the industry already has a well-established domestic market. Everyone has the right to be serves in the language of their choice. The marketing of tourist information into different languages will enhance the tourist experience of the visitor. Translation should be done on the condition that the correct translation methods are employed and professional translators are employed. The translated tourist information should be suitable for the cultural needs of the target audience.

Fourthly, Tourism businesses should recruit staff based on their language proficiency. The success of any tourism business depends on how well they communicate with their customers. If they fail to communicate well with customers, they will lose customers as tourists will make use of businesses where their needs are being met. Tourism businesses acknowledge that if they employ staff based on foreign language skills, they will be expected to increase their salaries while other feels that their business so too small to offer translation services. This indicates that tourism businesses are not prepared to pay higher salaries which will contributes significantly towards professionalised the industry.

This could be the reason why the tourism industry is regarded as a low paid profession and most students avoid tourism as a career choice. Most of the times, tourism businesses recruit semi-skilled staff with a secondary education who do not expect to earn a lot of money. Even tourism training academies do not introduce any foreign languages in the tourism programmes that they offer but points out that English as a passed school subject is an entry requirement at the academy. As a result, prospective candidates are discouraged suitable candidates from choosing foreign language as a career path. By offering foreign languages as a compulsory module in tourism programmes and offering in house- training to existing staff would be a strategy to attract more international tourists and address the language needs of more tourists.

Lastly, tourism businesses need to communicate with tourists in their language preference. English continues to dominate all forms of communication in the tourism industry, despite evidence that most visitors comes from non-English speaking countries. The tourism industry receives a large number of tourists from Asian countries such as Japan and China in addition to German tourists and should start to accommodate such tourists by learning their languages. A great number of tourists regard their English speaking a poor which makes it difficult for them to communicate their required products and services clearly. This lead to misunderstandings and out of dissatisfaction tourists will leave a destination being frustrated. This could be the reason why a number of tourists responded that they are not sure what they have lost due to language barriers. They were just simply unhappy with the service they got. Although very few tourists indicated they have experienced language barriers and have complaint about it to the manager, not tangible solutions were put forward to resolve language barriers.

Despite the fact that all staff has the right to communicate in the language they prefer for the purposes of job security, they need to lean new languages to perform their job. Employees needs to make an effort to learn new languages as they are the ones to serves customers from different linguistic backgrounds Employers need to award incentives such as cash bonuses or promotion to multilingual employees. This strategy will promote multilingualism in tourism businesses and overcome language barriers. This will enhance the image of the destination and become an even more popular destination.

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Appendix A – Tourist information on accommodation rates only in English

2016 LEISURE RATES
A FOREVER RESORT

ACCOMMODATION

UNIT DESCRIPTION	TYPE	MIDWEEK: SUNDAY-THURSDAY LOW SEASON	WEEKENDS & LONG WEEKEND EXCL: MAY-AUG 01-09 OCTOBER HIGH SEASON	18 Mar-04 Apr 16 09 Dec-08 Jan 17 PEAK SEASON
Luxury 1 Bedroom Chalet (1 Double bed-Max 2 Guests)	DCD2	1035.00 Snr:N/A	1220.00	1350.00
2 Bedroom Chalet (1 Double & 3 Single beds-Max 5 Guests)	SCD4	1035.00 Snr: R725.00	1220.00	1350.00
Luxury 2 Bedroom Chalet (1 Double & 2 Single beds & Dbl - Max 4 Guests)	PCD4	1265.00 Snr:N/A	1425.00	1565.00
3 Bedroom Chalet (1 Double & 4 Single beds-Max 6 Guests-2 bathrooms)	SCD6	1210.00 Snr:N/A	1365.00	1515.00

Senior Citizen's/Pensioner's Rate LOW SEASON – Applicable to a maximum of 4 x South African Senior Citizens sharing a two bedroom chalet (SCD4), during midweek, out of season, excluding weekends, public & school holidays. Should any of the sharing guests not be a senior citizen or pre-school child, normal public rate will apply. Senior Citizen's Rate is not applicable to group reservations without General Manager Approval, are subject to availability in the relevant rate category and are net and non commissionable.

Luxury Sites- Senior citizens discount only applicable during winter months midweek, rates are subject to availability.

CARAVAN & CAMPING

UNIT DESCRIPTION	UNIT TYPE	LOW SEASON		PEAK SEASON	
Power Camping Site Max 6 people per site allowed	PS	R120.00 per site per night & R50.00 per person per night		R160.00 per site per night & R60.00 per person per night	
1 x Person		170.00	130.00	220.00	
2 x Persons		220.00	180.00	280.00	
2 x Persons		220.00	180.00	280.00	
3 x Persons		270.00	230.00	340.00	
4 x Persons		320.00	280.00	400.00	
5 x Persons		370.00	330.00	460.00	
6 x Persons		420.00	380.00	520.00	
Luxury Power Camping Site Max 6 people per site allowed. Private ablution facilities	LS	R 170.00 per site per night & R50.00 per person per night SNR:MAY-AUGUST ONLY		R 240.00 per site per night & R60.00 per person per night	
1 x Person		220.00	170.00	300.00	
2 x Persons		270.00	220.00	360.00	
3 x Persons		320.00	270.00	420.00	
4 x Persons		370.00	320.00	480.00	
5 x Persons		420.00	370.00	540.00	
6 x Persons	Camping Long Stays (PS): R3700.00 30 days 420.00 pensioners excluding peak season. 600.00				

NB: PS are closed during winter period (MAY- AUGUST) only LS are available
STRICTLY - NO PETS OR QUAD BIKES ALLOWED
Tel: +27 (0)51-754 0045 / Fax: +27(0)51-754 0135 / E-mail: gariep@foreversn.co.za
Central Reservations: +27(0)12 – 423 5600
www.forevergariep.co.za
Rates are subject to change with out prior notice* Errors & omissions excluded & Terms and Conditions apply

Appendix B: General tourist information only in Afrikaans and English

RULES & REGULATIONS FOR GARIEP, A FOREVER RESORT:

- Only appropriate swimwear allowed the pool.
- No private music or music played from vehicles allowed between the chalets, the day around the pool.
- Food, cigarettes and drinks of any kind are prohibited in the pool.
- Fireworks are strictly forbidden.
- For the sake of the children, pedestrians and wild animals, please adhere to the 20km/h speed limits posted at all times.
- No loud music allowed on the resort. Please take other guests around you into consideration by making sure your music and any noise are at an acceptable level. No music allowed after 22h00. Please respect your neighbours, surroundings, nature and wildlife.
- Please use the provided braai areas.
- Dangerous weapons must be declared at reception.
- No pets of any kind allowed within the resort.
- The use of Quad/off-road bikes is prohibited.
- Persons and vehicles leaving the resort may be subjected to random searches.
- Please help preserve and protect our environment and use dustbins provided in the chalets, campsites and around the resort for your refuse.
- Drunk and disorderly conduct will not be tolerated.
- Breaking any of the above rules and regulations can lead to your eviction the resort.

REELS & REGULASIES VIR GARIEP, A FOREVER RESORT:

- Slegs aanvaarbare swemdrag word toegelaat in swembad.
- Geen privaat musiek of musiek gespeel vanuit voertuie word toegelaat tussen die rondawels, by die dagbesoekers en swembad area nie.
- Vuurwerke is streng verbode.
- Ter wille van kinders, voetgangers en wilde diere, hou asb by die aangeduide 20km/h spoedgrense ten alle tye.
- Geen harde musiek word op die oord toegelaat nie. Neem die ander gaste rondom u in ag en verseker u musiek en enige ander geraas is op 'n aanvaarbare vlak. Geen musiek toegelaat na 22h00. Respekteer asseblief u buurman, omgewing, natuur en die wild.
- Gebruik asb die braai areas wat beskikbaar gestel is.
- Gevaarlike wapens moet by ontvangs geopenbaar word.
- Geen troeteldiere word in die oord toegelaat nie;
- Die ry van vierwiel motorfietse is streng verbode.
- Persone en voertuie wat die oord ingaan of verlaat is onderworpe om deur soek te word van tyd tot tyd.
- Dronkenskap en wanordelike gedrag sal nie geduld word nie.
- Ons vra u hulp om die skoonheid en natuur te bewaar so maak asseblief gebruik van die vullisdromme voorsien by die rondawels kampeerterrein, en op die oord vir u algemene vullis.
- Die breuk van enige van hierdie reëls en regulasies mag lei tot u uitsetting uit die oord.
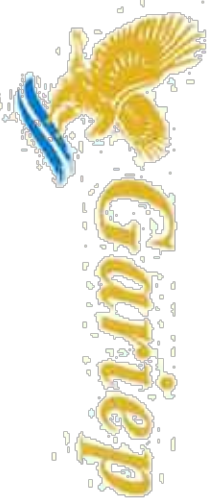
Reception	07h00 – 19h00
Quenna Bistro	
Mon - Sat	07h00 - 22h00
	07h00 - 10h00
Sunday	12h00 - 22h00

SAPS Gariepdam	051 754 7100
Pharmacy	
(Gariep Abancidou)	
After Hours Emergency	051 754 0162
Qualicare	072 233 9054
Ambulance Response	083 498 4067
Manne Dipico	
Hospital Colesburg	051 753 9300
Medi-Clinic	
Bloemfontein	051 404 6666
Family Doctor Centre	
Colesburg	051 753 0701
After Hours Doctor	051 753 0701

EMERGENCY NO: 051 754 0045

Complaints after 19h00 must be reported at the Security Office at the the Main Gate.
After hour security number: 051 754 0045

Gariep Dam Forever Resort: 13 May 2016

Department of Language Practice and Linguistics
Research project: Language and Tourism in South Africa: Insights from the Xhariep
Questionnaire for Domestic/ international tourists

Date of survey: ____/____/_____

1. Country/province of origin_____

2. What is your home language? _____

3. How many days are you expecting to be in South Africa(*Provide number of days)* **days_____**

4. How did you travel coming to Free state?
☐ Travel as a group
☐ Travel alone

5. What is the reason for your visit?
☐Holiday
☐Business/ Conference
☐Health
☐Visiting friends/relatives
☐Education

6. How many times have you visited South Africa/ Free State before?
☐First time
☐2-5 times
☐6-10 times
☐More than ten times

7. Do you use the same tourist facilities each time you visit the Free State
(e.g. hotel, restaurant, museums…)
a☐Yes ☐No

8. How did you book for a tourist facility you are currently using?
☐No booking have been made

☐Booking via travel agency/tour operator
☐Booking via Internet
☐Booking via others (*specify*_____

9. Besides travel agent/tour operator, who else was involved in your travel arrangements?
☐No one
☐Friends/relatives
☐Employer
☐Other (*specify*)------------------------

10. Where did you find information about Free state?
☐Friends and relatives
☐Websites, brochures, guide books…
☐Travel agencies/tour operators
☐Others (*specify*)------------------------------

11. If you used websites, magazines, brochures… to find information about Free state, which languages were used in those publications?

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------------------   -------------------
------------------   -------------------

12. Which languages do you speak?

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13. If you can speak English, how do you rate your English?

	Very good	Good	Poor
Understanding			
Writing			
Speaking			

14. If you see English as communication barrier in Free state, how do you communicate with tourism service providers?
☐Use a translator
☐Use signs or little English I know
☐Use other means (*specify*) ---

15. In case a translator has been used, where do you get him/her?
☐Within tourist facilities
☐I use a hired translator or a friend
☐Other places (*specify*) ---

16. Do you get a translator within tourist facilities any time you need him/her?
☐Yes   ☐No

17. Do you pay extra charges for translation services if you a translator from within tourist facilities?

☐Yes   ☐No

18. Have you ever complained about language barriers to any manager/supervisor from tourist facilities you are using?

☐Yes   ☐No

19. If yes, which action did the manager/supervisor take to resolve communication break down?

_____
_____

20. Were you expecting to face a language barrier in Free State?

☐Yes   ☐No

21.If yes, which measurements did you take to break down a language barrier in Free State?

_____
_____

22. Do you wish to use the same tourist facility (e.g. hotel, museum, restaurant, airline, tour operator…) during your next visit in Free state?

☐Yes   ☐No

23. If no, is a language barrier one of your reasons why you will not use the same tourist facility during your next visit?

☐Yes   ☐No

24. Were translation services helpful during your stay in Free state?

☐Yes   ☐No

25. Did language barrier spoil your experience in Free state?

☐Yes   ☐No

26. Do you think it could have been helped you if information found in book guides, newspapers, brochures, menus, and websites is offered in different languages? (*Tick one*)

☐Very helpful
☐Helpful
☐Not helpful
☐Do not know

27. Do you think it could have been helped you if there were translators or some staff within tourist facilities who are able to speak your language(s)? (*Tick one*)

☐Very helpful
☐Helpful
☐Not helpful

☐Do not know

28. Which consequences do you suffer because of language barrier Free State?
☐No consequence
☐Loss of money/property
☐Insecurity
☐Other (*specify*) --

29. Is public signage (signs used to give directions and instructions) found in some tourist facilities in Free state useful?
☐Yes   ☐No

30. If no, do you think if directions and instructions are provided in different languages, it could have been helpful to you?
☐Very helpful
☐Helpful
☐Not helpful
☐Do not know

Please provide your comments/suggestions concerning language use in the tourism industry in Free state

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Source: Manaliyo (2009)

Department of Linguistics and Language practice
Research project: Language and Tourism in South Africa: Insights from the Xhariep
Questionnaire for Tourism businesses

SECTION A: BACKGROUND INFORMATION

Name of business: _____
Interviewee's position:_____
Date of interview: ___/___/___

1. What type of tourism business is your organisation in? (Please tick one)
☐Food and beverage☐Accommodation Attraction_____
☐Transport☐Support services (e.g. local tourism office, municipality)

2. How long has your business been operating?
(*Please provide number of years*) _____

3. How many employees does your business employ?
(Provide number of employees) _____

SECTION B: LANGUAGE PRACTICE
4. Which languages do your business use to communicate with tourists/ customers

_____   _____
_____   _____
_____   _____
_____   _____

If languages mentioned above do not include foreign languages such as *French, Dutch, German, Italian, Chinese* **… go to question 15.**

5. Do you have any bi /multilingual employees (people who can speak the above foreign languages) employed in your business? If any, please indicate the languages and the number of

_____ _____
_____ _____

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6. Is it a priority for your business to recruit bi/multilingual staff?
☐No.   ☐Yes

7. Do bi/multilingual employees have an advantage over other individuals when applying for a job at your business?
☐Yes   ☐No

8. Are bi/multilingual employees permanently employed in your organisation?
☐Yes, they are permanently employed
☐No, they are not permanently employed
☐Some of them are permanently employed.

9. Did you employ these bi/multilingual employees because of their foreign language ability?
☐Yes   ☐No

10. What role does your business play to help employees learn foreign languages? (*Tick one*)
☐The organisation provides no help
☐The organisation provides rewards/incentives
☐The organisation provides in-house foreign language training (*specify languages*) --
☐The organisation provides after work foreign language training (*specify languages*) --
☐Others --

11. Do bi/multilingual employees assist guests in any interpersonal translation?
☐Yes ☐No

12. If yes, does your organisation charge tourists for personal translation services?
☐Yes☐No

13. Are translators always available in your organisation?
☐Yes☐No

14.Apart from recruiting bi/multilingual employees, what else does your business do to market your products to non-English-speaking tourists?
_____
_____
_____
_____

SECTION C: LANGUAGE POLICY

15. Does your business have a language policy?
☐Yes   ☐No

If your answer is NO go to section D

16. Which language policy does your organisation follow?
☐Monolingual policy
☐Bilingual policy
☐Multilingual policy

17. When did your business implement the language policy you have selected in question 15?
_____

18. How often are African languages used in your organisation to assist customers/tourists? Sesotho, Afrikaans, Xhosa, Zulu Others
☐Very often
☐Often
☐Seldom
☐Not at all

19. What are recommended languages in your language policy? (*If some local languages are also recommended in your policy, please include them*)
_____   _____
_____   _____
_____   _____
_____   _____

20. Are employees allowed to speak/use languages other than the recommended ones?
☐Yes☐No

21. If no, are there any consequences for an employee who speaks languages other than recommended ones?
☐Yes ☐No

22. Do you follow the same language policy when providing written messages?
☐Yes   ☐No

23. Is the language policy successful in your organisation?
☐Not at all
☐To some extent
☐Completely successful

24. Does your language policy limit the tourist market(s) you can target?
☐Yes☐No

25. What challenges do your organisation face in implementing or executing a language policy?

_____

SECTION D: GENERAL INFORMATION

26. Have you received any complaints from tourists about language barriers
☐Yes ☐No

27. If yes, how did you accommodate these tourists?
_____
_____

2**8. Have you ever lost business due to a language barrier in your business?**
☐Yes☐No   ☐Unsure

29. Do you advertise your business?
☐Yes   ☐No

30. Which languages do you use in advertising/marketing your product?
☐In newspapers: _____
☐In brochures: _____
☐On a website: _____

Thank you for your assistance

Source: Manaliyo (2009)

Appendix E: Ethical Clearance approval letter from UFS

Faculty of the Humanities

21-Jun-2016

Dear **Miss Hass**

Ethics Clearance: **Language and tourism in South Africa: insights from the Xhariep**

Principal Investigator: **Miss Atrimecia Hass**

Department: Linguistics and Language Practice (Bloemfontein Campus)

APPLICATION APPROVED

With reference to your application for ethical clearance with the Faculty of the Humanities. I am pleased to inform you on behalf of the Research Ethics Committee of the faculty that you have been granted ethical clearance for your research.
Your ethical clearance number, to be used in all correspondence is: **UFS-HSD2016/0735**

This ethical clearance number is valid for research conducted for one year from issuance. Should you require more time to complete this research, please apply for an extension.

We request that any changes that may take place during the course of your research project be submitted to the ethics office to ensure we are kept up to date with your progress and any ethical implications that may arise.

Thank you for submitting this proposal for ethical clearance and we wish you every success with your research.

Yours Sincerely

Prof. Robert Peacock

Chair: Research Ethics Committee

Faculty of the Humanities

Appendix F – Informed Consent Form

REQUEST FOR PERMISSION LETTER

(Local Tourism Authority)

Request for permission to conduct research at the Xhariep Dam

Language and Tourism in South Africa: Insights from the Xhariep

02 March 2016

Kelebogile Mothladi

Department of local tourism

Xhariep District Municipality

Trompsburg

0824049325, kmothladi@localtourism.co.za

Dear Mrs. K Mothladi

I, Atrimecia Hass am doing research with Dr. M. Mwaniki, a senior lecturer in the Department of Linguistics and Language practice towards a MA in Linguistics at the University of the Free State. We are inviting you to participate in a study entitled "Language and Tourism in South Africa: Insights from Xhariep".

The aim of the study is to determine if the South African Tourism industry caters for the language needs of local and domestic tourists. . You are regarded as the key informant based on you direct and first-hand experience with tourists. Your company/ organisation have been selected because you frequently interact with tourists. The study will inform the relevant tourism stakeholders about the significant interplay that exist between tourism and language. Tourism businesses will become conscious of the language needs of both local and international tourists.

The researcher has taken the responsibility to ensure that the rights and welfare of participants in research are protected and that studies are conducted in an ethical manner. The following steps was taken to protect the rights and welfare of the respondents ─ interviews will be scheduled well in advance and business owners/ managers had the choice to partake to refusal to participate in the study. All respondents will complete the questionnaires anonymously. Confidentiality will be maintained by not requesting the name of the business in the questionnaire. Respondents will not be forced to complete the questionnaire and the identity of respondents is never revealed.

While I greatly appreciate your participation in this important study and the valuable contribution you can make, your participation is entirely voluntary and you are under no obligation to take part in this study. If you do choose to take part, and an issue arises which makes you uncomfortable, you may at any time stop your participation with no further repercussions.

Feedback based on the findings on the study will be send via email to all tourism businesses in the Xhariep Dam.

Yours sincerely

AB Hass

Atrimecia Bernadate Hass

Student researcher