

Tourism In Communication and Types of Tourist Language

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Abstract

Tourism is one of the massive phenomena, which includes from year to year millions of people all over the world, thus constituting one of the branches with economic importance that provides advanced countries with millions of dollars' income.

Tourism in general plays a very important role on developing countries such as the Albania. Tourism nowadays is considered as a priority and main branch, which will provide the economic development of the country and the improvement of the popularity's lifestyle welfare.

The purpose of this study is to present the Tourism development with its strong and weak points. So we highlight; the tourism in communication and the relationship with others, the cultural tourism, how to persuade a potential tourist, the functions and the types of tourist language.

Our goal is to demonstrate how the overall analysis of these issues may improve the integration between development and conservation of heritage, not only to meet the challenges of emerging trend in cultural tourism, but mainly to keep heritage alive, diversify its uses and enhance its ability to improve the quality of life of the contemporary society.

Increase of investments in infrastructure, marketing, human resources, management of natural assets, preservation of historic places, etc. is to be considered.

Activities must be planned, necessary measures and investments that each touristic attraction and cultural offer to accomplish the required standards and willingness to enter the trade.

Keywords: Development, persuade, relationship, contemporary society, issues, trend, trade