The Strategies Employed by Iranian Tour Guides in Intercultural Communication: Implications for ESP and Tourism

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Data Collection Period: 2013

Method: Triangulation of multiple research techniques including questionnaires, semi-structured interview, and observation

The findings indicated that the tour guides chose appropriate affective strategies in a particular context, based on the roles, values, identities, and relationships with tourists. The tour guides used certain lingual and individual strategies in relation to the language and psychology. The findings of the study bear implications for training tour guides, ESP teachers in tourism courses, syllabus designers and may flourish tourism and the organizations such as Cultural Heritage Office in Iran.