

Travelers and business people often come into contact with other cultures briefly. What are the main advantages and disadvantages of doing so?

Nowadays, many people all over the world as ~~a~~ tourists and businessmen go on a trip in order that they get familiar with other nations and cultures, besides their other purposes. From my point of view, not only is this communication beneficial for both tourists and local people, but also it will be effective in economic terms-~~of economic~~.

To begin with, there are some common activities that people do for their trip in advance such as surfing the net and gaining some information about the history and culture of their travel trips' destinations. It is obvious that learning other languages is one of the important advantages of these trips that help to boost international understanding of people. The communications between local people and tourists make it possible to explore some similarities in their culture. This issue will resolve some cultural differences among nations that have been the main reason of distances for many years.

Secondly, merchants because of their career ~~in-on~~ their trips pay attention to the potential of the community in order to make money. One of the best ways to reach this target is related to culture. When traders get familiar with the culture and customs of other countries they can find a new market for their products. For example, there are a lot of Chinese products in Iran on the basis of our cultural needs like some goods that are ~~contribute-associated with~~to Iranian festivals, ceremonies and much more besides. It is clear that Chinese merchants are quite familiar with the Iranian culture.

On the other hand, although the advantages of this issue outweigh the disadvantages, in my opinion one of the most important drawbacks is related to experience of people from other cultures over the trip that might be superficial. For instance, they may make generalization~~s~~ about what they have experienced that are not true. As whole I assume understanding of other cultures~~s~~ takes time and it is impossible only with one or two experiences~~s~~.

To conclude, communication~~ing~~ of people with each other through trips~~s~~ and raising awareness of people about other cultures - provided that the trips are not short - will be beneficial for people and societies, politically and economically.