

SPECIFIC FEATURES OF THE LANGUAGE OF THE TOURISM INDUSTRY IN LINGUISTICS

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Annotation The tourism industry boasts a unique and dynamic linguistic landscape, shaped by its multifaceted nature and diverse stakeholders. This research delves into the specific features of the language used within the tourism industry, exploring its distinctive characteristics from a linguistic perspective. This article explains the specific features of the language of the tourism industry in linguistics.

Tourism is one of the most important economic and social phenomena of modern society. It is the third fastest growing industry in the world (after the oil and automobile industries). It is rather difficult to define the term "tourism" briefly and at the same time completely due to the variety of functions performed by it and the large number of forms of manifestation. Czech researchers Drobna D., Morakova E., in their study, state that "tourism is the activity of a person traveling in their free time for a certain period outside of their permanent place of residence for purposes other than business in the visited place"³⁰.

Uzbekistan has a huge potential in the tourism industry. There are about 7,000 historical sites in the country, most of which are included in the UNESCO World Heritage List. Despite the huge potential, the tourist infrastructure of Uzbekistan does not meet modern requirements. Contribution that the share of tourism in the country's GDP, the service sector of the tourism industry, and the provision of employment do not correspond to the global average.

Before starting to explore the language of the tourism industry, it is necessary to focus in general terms on the essence of this area of human activity. The language of

³⁰Drobna, D. – Morakova, E.: Cestovní ruch pro střední školy a pro veřejnost. Fortuna, Praha 2004 pp.12.

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the tourism industry is special, as it uses a large number of tourist terms and phrases, as well as the use of various languages.

This language uses a lot of words and expressions related to recreation, travel and tourism, such as "tourist route", "gastronomic tour", "eco and ethnotourism", "room booking", "travel agency", etc.

Also, the language of the tourism industry includes many phrasal verbs that are used to describe various actions, for example: "**check in**", "**check out**", "**drop off**", "**pick up**" etc.

In addition, the language of the tourism industry uses many abbreviations, such as "**WiFi** - Wireless Fidelity», «**UAI** (Ultra All inclusive)», «**SAI** (Superior All inclusive)», «**SAIVIPS** (Superior All Inclusive VIP Service) ", etc.

As a rule, the language of the tourism industry uses a simple and understandable language, so that foreign tourists can easily understand information and connect with local residents.

Forming it becomes possible, cited by researchers D. Drobna, E. Morakova, who focused on the fact that, there are a lot of other definitions of this term in their research. For example, we can say that "tourism- is a journey beyond the boundaries of a permanent place of residence for any purpose other than earning money and changing a permanent place of residence, as well as meeting social needs (recreational, business, political, educational, etc.) associated with the need to move masses of people in space. According to the UN definition adopted in 1954, tourism- is an active recreation that affects the promotion of health and physical development of a person, associated with movement outside of a permanent place of residence"³¹.

In the materials of the World Conference on Tourism, held by the WTO in 1981 in Madrid, the following definition is given: tourism is one of the types of active recreation, which is a journey made to explore certain areas, new countries and combined in a number of countries with elements of sports. In 1993, the United Nations Statistical Commission adopted a broader definition: tourism is the activity of

³¹<http://ru.wikipedia.org/wiki/%D0%A2%D1%83%D1%80%D0%B8%D0%B7%D0%BC>,

individuals who travel and stay in places outside their normal environment for a period not exceeding one consecutive year for recreation, business and other purposes³².

We consider it that, it is necessary to provide research data on the development of international tourism in Uzbekistan.

The President of the Republic of Uzbekistan signed a decree "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan". According to this decree, tourism is given the status of a strategic sector of the economy³³. The main attention is paid to turning it into a powerful sphere of sustainable growth of the state economy, effective use of the tourism potential of the regions, increasing the impact of tourism on improving the standard of living and prosperity of the population.

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Uzbekistan is rich in objects of cultural and historical heritage, which are considered the property of world civilization. The state takes care of the careful preservation of historical sites in accordance with the Law of the Republic of Uzbekistan "On the Protection and Use of Cultural Heritage Objects":

State administration in the field of protection and use of cultural heritage objects is carried out by the Cabinet of Ministers of the Republic of Uzbekistan, the Ministry of Culture and Sports Affairs of the Republic of Uzbekistan, the Uzarkhiv Agency under the Cabinet of Ministers of the Republic of Uzbekistan and local state authorities³⁴.

³² <http://ru.wikipedia.org/wiki/%D0%A2%D1%83%D1%80%D0%B8%D0%B7%D0%BC>

³³ Закон Республики Узбекистан № ЗРУ-576 от 29 октября 2019 года «О науке и научной деятельности» <https://www.lex.uz>.

³⁴ Mirziyoyev Sh. M. Symbol of national identity and state independence // Narodnoe slovo. 2019. –№ 218

The State Committee of the Republic of Uzbekistan for Tourism Development was established by Presidential decree. The Committee performs a number of tasks and functions to radically reform the industry.

Uzbekistan has been a member of the World Tourism Organization (UNWTO) since 1993, is a full and full member of the UNWTO, and has assumed all the obligations of this organization. The UNWTO Barometer announces statistics for all member States every year.

Exporting visitors is considered the most important component of Travel & tourism. In 2017, 1,857,000 international tourists visited Uzbekistan, showing an increase of 4.6%. The forecast for 2027 is 3,903,000.

There are other definitions, and each of them reflects different aspects of tourism. The diversity of definitions is connected with the duality of the inner nature of tourism itself. On the one hand, tourism is a special case of travel – a sphere of consumption that meets public needs (for example, recreational, educational, resort needs, the need for implementation-culture and sports, contacts with people, etc. On the other hand, it is an integral part of the national economy, representing activities for the production of a tourist product (this includes various services: for example, transport, hotel services, food services, travel agency services, work of guides, etc.). It is quite difficult to find the line between the goals of travel and the goals of tourism but, but you should distinguish between these concepts³⁵.

From the above, it is clear that tourism is a communicative sphere in which vocabulary from various fields meets and intertwines: in addition to its own tourist terminology, i.e., terminology from this vocabulary also includes words from topography, architecture, arts, history, culture, religion, science, technology, sports, hobbies, and so on³⁶.

During our research, we have revealed new borrowed vocabulary, that reflects the language of tourism industry: (*all inclusive, catering, tax free*);

³⁵ Drobna D. – Morakova E.: Cestovní ruch pro střední školy a pro veřejnost. Fortuna, Praha 2004.

³⁶ <http://rata.aplex.ru/razdel/razdel126.asp>, отобразено 28.1. 2008.

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- types of transport (*airbus, ecletromobile*);
- placement (*suite, apartment, patio, hostel*);
- nutrition (*pizzeria, BBQ, steak, hot dog, hamburger*);
- new types of free time activities (*SPA-center fitness center, aquapark, music hall*);
- sport activities (*diving, hiking, snowboard, squash, tracking*);
- type of entertainment (*black jack, casino, shopping*) and so on.

Linguists pay attention to the increase in the number of words of foreign origin borrowed primarily from the English language. However, it cannot be said that at present only the trend towards internationalization is being shown. In each language, it is counteracted by various equalizing tendencies – first of all, the tendency to nationalization (the formation of words from their own sources). Especially exoticisms and foreign language inclusions are functioned in the language of tourism industry a lot and are often used in their original form and transmit the cultural realities of other countries and peoples (*gondola, pita bread, salsa, pesto, pizza*).

In conclusion, due to the growing presence of international contacts and the expansion of tourism in recent years, the trend towards internationalization is also manifested in the form of an increase in exoticism in connection with learning the realities of foreign countries. This is information from the field of culture, folk art, customs and features (products, dishes, drinks). These words are expanded with the help of mass media and direct contacts of residents from different countries during travel and business trips, etc.

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