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THE RELATIONSHIP BETWEEN THE LANGUAGE OF TOURISM, TOURISM AND SOCIAL LIFE

Abstract: Tourism based on cultural issues is growing fast in recent years. This type of tourism promotes the diversification of demand and supply at destinations, while keeping and valuing the local culture. Improving our knowledge on cultural tourism could help to foster the sustainability of destinations. Despite efforts devoted to define the “cultural tourist”, attracts attention to the problems of teaching foreign languages for managers of the hospitality industry and tourism in Uzbekistan.

Key words: tourism, tourist industry, foreign language in tourist industry and hospitality, hotel, motel, sanatorium, resort, recreation, economy, services.

Language: English

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Introduction

Modern tourism is a global phenomenon of the twenty-first century, which is not only a form of recreation and leisure, but also one of the most active forms of communication among people, the development of new territories and a key sector of the economy. Tourism is characterized by the selectivity of spaces, depending on the characteristics and properties of the territory, and on modern motives of tourist and recreational activities. The modern needs of tourists underlie the formation of specialized territorial tourist and recreational systems, which change in space and time [2].

Up to the present time, tourism has become one of the leading sectors of the global economy. In this regard, Uzbekistan pays special attention to the modernization of the tourism industry, the development and improvement of the regulatory framework for the sustainable development of the industry, and the organization of services for foreign guests in accordance with international standards.

Foreign language in the hospitality industry is needed to assist foreign travelers. The hospitality industry - a service industry that sets to provide service to achieve the customers' satisfactions.

Customers are seeking for exceptional and customized service that fits them well. A made-to-measure service usually comes from organizing matters that the customers are used to, such as a guests favorite drink, preferred room type, and the spoken language is part of it as well. Of many tourists that travels, it is likely that they may not excel in the language of the foreign country that they are traveling to. In order to ensure the quality of hospitality services it is necessary to find common language between supply and demand sides. Since English has become an international language, it has become increasingly necessary for employees working in tourism to develop the language skills to be able to fulfil the requirements of tourists.

Analysis of Subject Matters

Language acts an essential part of success in hospitality, and has impacted the hospitality industry continuously. Not only has it influenced the method of marketing strategies or the methods of human resource management, it has also influenced the educational system as well. Many have come to realize that foreign language skills can be utilized in the industry to assist the foreign traveler,

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communicate with non-English speaking-employees and to work in non-English speaking countries [7].

Foreign language in the hospitality industry is needed to assist foreign travelers. The hospitality industry - a service industry that sets to provide service to achieve the customers' satisfactions. Customers are seeking for exceptional and customized service that fits them well. A made-to-measure service usually comes from organizing matters that the customers are used to, such as a guests favorite drink, preferred room type, and the spoken language is part of it as well. Of many tourists that travels, it is likely that they may not excel in the language of the foreign country that they are traveling to. If an accommodation that the customer is staying is not able to provide quality service because is-communication occurs frequently, the customer is likely to develop a negative opinion towards this certain hotel or restaurant. Therefore, the hospitality industries usually adapt ourselves to the customer's preference by providing multi-lingual service in order to support the customers' needs.

Tourism – is not just a hobby or fashion. This is the vital need of most normal people. At different times, the same thing attracted them in tourism: the romance of travel, and hence the escape from the ordinary, and even the possibility of informal communication. Each participant of such trips begins to feel like a discoverer and a trailblazer. Such trips help not only to form and enrich the person spiritually and physically, but at the same time helps to acquire new knowledge.

First of all, this is due to the fact that a person is completely immersed in the language environment. There is also the effect of immersion in the language environment, during the journey a person is constantly surrounded by native speakers. He hears natural speech in the street, in the store, on TV, reading the foreign press. In such conditions, the process of mastering the language is much faster and more efficient. There is an opportunity to conduct a conversation, for example, on the street with passers-by, in the store, at the ticket office, at the hotel.

On the other hand, during the trip, a wonderful opportunity to plunge into the culture of the country is provided, which helps to understand the mentality of the people, to become more familiar with its traditions and customs. As it can be seen real trips, in many ways contribute to effective teaching of foreign languages, allow improving the language practice, and also allow to get acquainted with the culture and history of the country of the studied language.

Language barriers have been mainly seen during speaking communication and professional situations. English is the most common-used language around the world and applies to the hospitality industry as well.

Furthermore, these language trainings help to develop a positive professional attitude, which will be

able to contribute to a positive impact on teamwork and in better service to the clients.

Research Methodology

Tourism is one of the unique tools of human culture, which helps to educate young people in the spirit of hard work and patriotism, honesty, loyalty, mutual trust, love for nature. There is also a great opportunity to cultivate mental and physical qualities such as courage, bravery, endurance, strength, determination in difficult situations[8].

The term "tourism" is variously defined in the literature: "Travel and recreation on a particular route, both for sightseeing and recreation, and for sports and general education." It means French tourism tour."

Tourism French tourismetour - rotation, travel "M., Given the growing development of tourism, the route of tourist trains has been further expanded. The Avesta says, "Everyone should know that his place is the most beautiful place in the world." Therefore, the nature and wildlife of Uzbekistan, one of the most beautiful places in the world, is unique. There are a lot of unexplored places in our country. Our country has a great deal of experience in organizing and conducting tourist trips. Today there is a need to further develop these practices and bring them up to date. Tourism is a pedagogical process with a wide range of socio-educational features.

We know that tourism is a multidisciplinary field, taking into account many practical areas, such as people's practical activities, social conditions, interest in natural landscapes, and so on.

The most basic types are:

1. *Hiking tourism.*
2. *Mountain hiking.*
3. *Rock conquest tourism.*
4. *Orientation tourism.*
5. *Rowing tourism on fast-flowing rivers.*
6. *Hiking in cars (auto, moto, bicycle, etc.).*

Admittedly, excursions are one of the most popular cultural events in the world. Areas such as viewing historical and cultural monuments, getting acquainted with their history, modern buildings, luxury houses, beautiful gardens, studying the traditions of nations are in the spotlight. In this case, the use of vehicles (transport), financial costs, accommodation and food, cultural services are the most important organizational activities. Public hiking is mainly organized in mountainous areas, rivers, lakes and reservoirs. The main purpose is to get acquainted with nature, to spend time in beautiful places, to eat, to exercise, to do various practical exercises. This industry also has its own organizational problems [5].

The cities of Uzbekistan, rich in geographical location and natural environment, as well as historical monuments, are very convenient for travel (hiking). Especially historical cities such as Samarkand,

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Bukhara, Khiva. The beauty and new beauty of modern cities such as Tashkent, Navoi, Gulistan attract the attention not only of the population of our country, but also of foreign countries. Green mountainous landscapes of the Fergana Valley, Chatkal, Nurata, Turkistan, Zarafshan ridges, health resorts in beautiful landscapes of the Surkhandarya oasis, sports facilities (camps) for schoolchildren, students and amateur travelers. serves as the most convenient addresses.

The factors and periods of tourism are directly related to social life, cultural life and labor processes. The oldest humans tried to create hunting and labor weapons for survival. In this way, they lived on the shores of mountains, rivers and lakes, hunted wild animals, trained them and used them in their labor. They set up certain signs (tours) in hunting grounds and places of rest, and when necessary, they came to these places to have a rest, organized various games and competed. Improvements in production and labor processes, and new ways of creating hunting and combat weapons have led people to go hunting and work far away, choosing the most convenient and good places to rest and even settle down. In this way, they built and used ships to hunt, travel, and explore rivers, lakes, and seas. It is known from history that Christopher Columbus visited the Americas (discovery) in this area, and various travelers visited India, Africa, Australia and other continents and countries.

In the second half of the 19th century, a number of Russian tourists, specialists (mainly the military) visited Central Asia to study its climate, natural resources, culture and other aspects. The first period of tourism development in Uzbekistan dates back to the first quarter of the last century. In 1925–1930, he founded a special tourist society, the Workers' and Peasants' Tourism Organization, under the Central Council of Trade Unions. The society was mainly engaged in organizing excursions of workers to different cities, acquainting students with historical monuments, exploring the country. The weekend also included mass activities such as hiking, skiing, and cycling around the city. Their main goals were physical training, hard work, and defense training. During World War II (1941–1945), special attention was paid to improving the topographic knowledge of students and workers during military training [3].

In the post-war years (1950s-1960s) at the initiative of the Central Trade Unions tourist clubs were established in all regions and their subdivisions.

Clubs began to organize sections, clubs, teams and competitions in tourism (hiking, mountaineering, cycling, etc.). Over the next 30–40 years (1955–1990), competitions were organized throughout the republics and regions (Central Asia, the Caucasus, the Baltic, the Urals, Siberia, etc.). Their program includes categorical hiking, crossing mountain trails and passes, crossing rivers, hanging on ropes, crossing

rivers and ravines, and using compasses to estimate places, lighting fires, and moving tents quickly (on time). There were multifaceted socio-educational aspects, such as installation, first aid to the injured, display of albums reflecting the activities of the team, song and dance competitions. It has become customary to hold such prestigious tourist events in primary communities (educational institutions, manufacturing enterprises, etc.) to one degree or another.

Public walks, city and historical sightseeing tours are mostly well organized in the lower communities. The national teams in the sections organized in the central cities and regions were engaged in mountaineering, cycling, etc., where special orientation training was organized. On this basis, the above-mentioned types have become a special sport. So tourism means travel. It combines a wide range of socio-educational and cultural processes, such as recreation, leisure, physical training, exploring the country, socially useful work, nature protection, preservation of natural balance, (ecology), scientific research. Organizational and managerial activities play an important role in their implementation. It should be noted that the means of tourism in this area are used in many countries around the world. Therefore, the specific historical development of tourism is directly related to the socio-economic, cultural and political activities of countries. The form of tourism includes excursions, travels, expeditions and hikes, and the content solves the most important tasks, such as expanding the scope of knowledge, development of intellect and training of physical fitness. includes doing. In general, tourism has a special educational value as an important tool of physical education to improve the health of people, increase their physical fitness.

For this reason, it is advisable for all residents to engage in this or that type of tourism. Foreign language has always been a great impact in the hospitality industry in general. It is obvious that over the past few decades, an increasing amount of hotel employees, hotel managers or even students in training have come to realize that the importance of excelling in a second foreign language. This highlighted professional attitude of learning a foreign language is majorly due to the fact that foreign language skills can be utilized in the industry for a variety of purposes [8].

Analysis and results

The importance of tourism in the study of a foreign language is confirmed by many studies over the years. Nowadays many books can teach us a foreign language. Tourism facilitates the study of a foreign language; it gives an opportunity to hear the correct real foreign speech. Tourism is an integral part of learning a foreign language. When a person who does not know the language comes to a foreign

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country, he is forced to speak a foreign language. At first, this person strains, but later even those who do not know the language at all can learn it in a short period. In addition, when a person is in a foreign country, he hears a foreign speech everywhere, which allows him to learn faster. The books have a lot of useful information, but it turns out that natural speech sounds quite different.

In the recent years, the world has seen an unprecedented increase in the number of people learning a foreign language. Some people claim that the reason to learn a foreign language is to travel or work in overseas countries. People are keen to learn a foreign language in order to travel or work in a foreign country. To be clear, in the last few years, globalization left a huge impact on the economy of all nations and promoted the growth of multinational companies. Therefore, the rise in the number of people working overseas resulted in an increase in the demand for learning a foreign language.

In addition, people need to learn foreign language if they want to travel to overseas countries.

For example, if people want to visit a foreign country, they have to learn basic conversations in the local language to communicate with native speakers in daily life.

Language tourism is different from language trips in very many different ways, and it can be a unique experience for many students opening new worlds to them. Students (or parents) should be very aware of their own goals and put them forward. Although English learning may not be as important in language tourism. Level if the program is well chosen and their interpersonal skills developed throughout the trip. It also helps to make students more mature and independent. Moreover, on top of these advantages, it can be great fun.

In conclusion, the number of people learning a foreign language has increased dramatically. There are several reasons for this. While some of these are work or travel related, others are purely personal or recreational in nature.

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