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SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

## International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2021 Issue: 11 Volume: 103

Published: 30.11.2021 <http://T-Science.org>

QR – Issue



QR – Article



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## DEFINITION OF THE NOTION OF TOURISM DISCOURSE

**Abstract:** *Tourism discourse, in fact, is a fundamental form of intercultural discourse and requires a special approach to study. Various aspects of international tourism are considered mainly in the fields of scientific research in sociology, economics, history, philosophy. Linguistic coverage of the issues of tourist discourse is currently the least studied area of scientific research.*

**Key words:** *Tourism discourse, tourist speech, tour, tourism, tourist, TST, word formation, terms.*

**Language:** *English*

**Citation:** Qodirov, S. S. (2021). Definition of the notion of tourism discourse. *ISJ Theoretical & Applied Science, 11 (103)*, 1116-1118.

**Soi:** <http://s-o-i.org/1.1/TAS-11-103-127> **Doi:**  <https://dx.doi.org/10.15863/TAS.2021.11.103.127>

**Scopus ASCC:** 1200.

### Introduction

Tourism discourse is a special media and status-based institutional discourse. The peculiarity of this speech is its use in tourism. Involving the recipient in an alternative, recreational activity (knowledge, entertainment, wellness) contributes to the argumentative resources of the tourist speech. The exact result of the tourist speech is presented in the form of secondary written texts, the most common of which are the decoration of tourist brochures and brochures within the genres of speech

Discourse is a polysemantic linguistic term reflected in almost the same sense by some authors. The most important are: "1) consistent text; 2) verbal and non-verbal form of the text; 3) communication; 4) interconnected groups within the context of meaning 5) discourse - a written or oral expression [1]

From the point of view of our study, it is important to describe the discourse as follows. "Linguistic and extralingual parameters and representation are an integral unit of data that are distinguished by their relevance to similar topics, building principles, and the same pragmatic parameters [2]

In the linguistic literature, "people's communication", such as political, legal, sports, medical, etc., can usually be described as institutional

speech in a speech situation, belonging to one or more social groups [3].

Linguistic research devoted to the study of the peculiarities of communication in the field of tourism uses the term "tourist speech", which is a speech that takes place in a thematic field in the institutional context of speech. "Argumentative strategies of a lingvocognitive nature aimed at locating and promoting tourism and tourism through a special sub-view of advertising speech that combines different types of advertising services" [4]

According to VI Karasik, "any institutional discourse is distinguished on the basis of two systemic features: communication goals and participants" "The purpose of a tourist conversation is to manipulate the opinions of the recipients in order to "stimulate specific intentions and views, specific reactions" The main participants of the tourist conversation are the tour operator, host representative, consumer of tourist services (tourist), guide and others.

**The place and types of tourist discourse among other institutional discourse.** Basically, tourist talk has an advertising feature. However, by comparing advertising and tourism speech, you can find certain differences in verbal and non-verbal character. For example, standard advertising may not always offer appropriate images, tourist speech often uses, for example, time-tested attractions,

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photographs of the Castle of Toledo or the Holy Family Cathedral in Barcelona. The verbal attraction of the recipient is achieved, first of all, by the captivating titles of the name of the tourist program (*Scandinavian fairy tale, magnificent Italian, European musketry, etc.*).

The existing lexical, structural, and thematic features of tourist discourse texts allow them to be considered as a special information genre. Tourist conversation takes over new territories. As a result, Roberto A. Valdeon to be a part of the notion of "tourism" modern, "says [5]. As a result, the tourist speech, its non-linguistic basis, the linguistic basis may be available separately.

The following conclusions can be drawn by studying the semantic features of the terms "Tour", "tourism", "Tourist" in English and, accordingly, in Uzbek "tour", "tourism", "tourist". Definition of the term "tour" in the Oxford English Dictionary : "a going or traveling round from place to place, a round; an excursion or journey including the visiting of a number of places in a circuit or sequence; often qualified, as cycling, walking, wedding tour » [6] The Dictionary of Foreign Words gives the following definition of the Russian lexeme "tour": full action. "According to special dictionaries, this includes "complex tourist service, travel, travel, travel tickets, hotel, transport, excursion services and food services, visa issuance, insurance, etc.", "tourist travel with pre-planned parameters (route, terms, package of services); organized by a tour operator-firm at a single price [7]

The term "tourism" was first coined by the French writer Henri Stendhal (1783-1843).

The term "tourism" in English has a broader meaning than the term "tourism" in parallel in Russian. Let's compare: "tourism - theory and practice; travel for pleasure. Also, the work of attracting tourists and providing them with accommodation and entertainment; business activities [6.] " Dictionary of modern Russian literary language " according to: "tourism is a type of active recreation that is carried out for travel, cognitive purposes, etc." However, the words "tourist" and "tourist" can be considered equivalent.

**The main features of the terminology system in the field of tourism.** The terminology system of the tourism industry (TST) is constantly updated and developed. The first characteristic of TST is the borrowing of terms from other areas of activity, such as carrousel - airport conveyor belt, animation - animation, hospitality industry - hospitality industry, restricted goods - goods restricted in production or circulation, standby - reserve, stopover - stop short term. The second is the formation of specific terms, for example: back-to-back charter - round-trip charter, catering - catering, concourse - the main hall of the station, consolidator - consolidator, (unifying), inclusive tour - travel with payment for all services,

itinerary - guide, open-jaw mouse - definition of flight, redcap - carrier, time-share - limited form of property, tour package - tourist package [9].

A large proportion of tourist terms appear in national term systems by obtaining English-speaking lexemes or their separate lexical-semantic variants in the absence of analogues in national languages. Through transliteration, the word is partially assimilated into the host language system and is often defined internationally. For example: inclusive tour - inclusive tour, turopeyting - tour operating, fam trip - fam (iliarization) trip, cosolidator - consolidate, keytering - catering, pekij tour - package tour, kommitment - commitment, overbuking - overbook, affinity - affinity. As mentioned above, one of the reasons for this process is the lack of the term "analog" in the contact language. For example, *affinity* is an institution, educational institution, or group of employees of an organization that travels together and enjoys special privileged air fares, catering — going out or *holding* public events with food and beverages by food businesses in their area [ 9] A number of terms are written without translation into English. For example, bed & breakfast - with "hotel accommodation and breakfast" hotel service. Due to pronunciation difficulties, such concepts are rarely identified in the User's active dictionary. Thus, the main features of the terminology system of the tourism industry include the dynamic scheme of the system and its international character, the reasons for which are related to the acquisition of a large number of terms from other languages.

**Basic methods of word formation in tourism terms.** In the complex study of tourist speech, it is expedient to take into account the methods of formation of relevant terms. Among the terms in the Uzbek language, there are more than simple affixes ( *tourist, ticket, guide, visa* ) affixes ( *landing, carrier,* ). The most common examples of complex symbols as *flight attendants, restaurant, car business class* , Abbreviation of the word (*eco-tourism - ecotourism; boatel – hotel is used as a waterfront hotel or ship hotel*). this is the minimum view.

The main method of word formation for English and Uzbek tourist terms is the syntactic method. (departure lounge, baggage storage, cargo reception, exit path, storage chamber; departure (dispatch) schedule).

The most commonly used two-component attribute phrase in English and Uzbek is the most commonly used type of compound term. For example: flight attendant , entry visa , agency tour , *advertising tour, hand luggage, knowledge trip, world tour.*

The most effective way of word formation in English terminology in the field of tourism is a phrase. air-hostess (*stewardess*); campground- (*the camp*). English and Uzbek languages tourist point of view to consider the etymology of the terms should be noted that, following the route of the French symbols came

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into the English language. (*direction*); abolition (*annulment*); porter (porter); also in Spanish (cafeteria - *cafeteria*); in Swedish (smorgasbord - "buffet") and in Dutch (snack - *snack*).

The introduction of tourism terms in Uzbek is wider than in the English system of terms. These are, for example, English words - *Jep tour*; *business class*; *camp*; French words - *tourist*; *crew*; *restaurant*; *transfer* lexemes from Spanish are available

(*cafeteria*) from Latin (*cancellation, annulment*) from Dutch (*flight, flight*) from Polish (apartment) from Turkish (*caravan*) from German (*agent*). The formation of English and Uzbek terminology systems in the field of tourism is carried out in different ways, as a result of which English terminology is well organized and is still evolving in Uzbek, and at the same time many terms are coming from English.

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