



## Linguistic peculiarities of touristic discourse

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### ABSTRACT

The following article first defines the term touristic discourse. It also aims at investigation of touristic discourse in terms of linguistic features. Furthermore, the importance of analyzing touristic discourse and urgency to create the linguistic base of it has been emphasized.

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## Turistik diskursing lingvistik xususiyatlari

### ANNOTATSIYA

**Kalit so'zlar:**

rivojlanish,  
sayyohlik sanoati,  
reklama,  
lingvistik o'ziga xos  
xususiyatlar,  
turistik diskurs,  
tushunchalar.

Quyidagi maqola birinchi navbatda turistik diskurs atamasiga ta'rif beradi. Shuningdek, u turistik nutqni lingvistik xususiyatlari nuqtai nazaridan o'rganishga qaratilgan. Bundan tashqari, turistik nutqni tahlil qilishning ahamiyati va uning lingvistik bazasini yaratish dolzarbligi ta'kidlangan.

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## Языковые особенности туристического дискурса

### АННОТАЦИЯ

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**Ключевые слова:**

развитие,  
индустрия туризма,  
реклама,  
языковые особенности,  
туристический дискурс,  
концепты.

В данной статье впервые дается определение термина «туристический дискурс». Он также направлен на исследование туристического дискурса с точки зрения языковых особенностей. Кроме того, подчеркивалась важность анализа туристического дискурса и актуальность создания его лингвистической основы.

The active development of the tourism industry today has become an incentive to create accompanying advertising and informative-reference texts. This could not fail to attract the attention of philologists and advertising specialists. Now active research of tourist discourse is being carried out in all directions:

- ✓in the pragmatic (studying the ways of argumentation, advertising strategies),
- ✓in the cognitive (identifying the groups of concepts on which the discourse is based, describing individual concepts, highlighting the main set of conceptual metaphors),
- ✓linguistic and cultural (the influence of postmodernism),
- ✓comparative (identifying national differences in the tourism discourse).

The relevance of the chosen topic is ensured by the fact that, despite the multiplying number of works devoted to tourism discourse, the issue of its typological status has not been resolved, the set of linguistic and non-linguistic codes, communication strategies and tactics used within it has not been exhaustively named, and all the more, its distinctive linguistic features have not been fully analyzed.

The object of research in this work is a tourist discourse, objectified in the form of printed texts, films and the contents of Internet sites of the corresponding thematic orientation. The methods of coding and transmission of knowledge used in the field of tourism, communication strategies and tactics, including their linguistic embodiment, distinctive linguistic features of tourist discourse is urgently important. The methodological basis of the research is an inductive empirical approach, which involves the collection of facts, their description and systematization, combined with an anthropocentric approach that considers language through the prism of the human factor.

In the last twenty years, the term “discourse” has begun to be actively used in linguistics, as well as in a number of humanities, such as philosophy, sociology, psychology. Different approaches to the study of discourse are largely explained by different interpretations of this concept. Since discourse, in particular tourism, is a socio-cultural and linguo cultural phenomenon, it is necessary to take into account the entire set of circumstances that contributed to its emergence, namely, belonging to a certain social and linguistic community in a certain historical period, “social dialogue taking place through and through social institutions between individuals, groups and organizations, as well as between the very social institutions involved in this dialogue”.

Thus, cultural tourism as an institutional discourse is currently in a paradoxical situation from the point of view of cultural linguistics: on the one hand, cultural tourism (discourse) claims academic status as an object of research, on the other hand, the terminological corpus of cultural tourism is not yet relevant. In other words, at the present stage, the discourse of cultural tourism preferably functions in the field of other discourses, representing an evolutionary perspective for future linguistic semiotic studies of human recreational activity. Tourism and travel industry have become an integral part of life modern society. Since all the changes taking place in society are directly reflected in the language, it seems obvious, that in the modern world there is a special

language serving the sphere tourism. By studying its categorical status and specific features, we deal with this part of our work. Travel discourse is relatively new direction of linguistic research. Its research is being carried out by O.R. Bondarenko, M.G. Vokhrysheva, V.A. Maslova, E.E. Menshikova, S.A. Pogodaeva, N.A. Tyuleneva, N.V. Filatova. The tourist discourse as a specialized type of speech is easily recognized by the following factors:

- specific topic, format, text structure, lexical, syntactic and semantic constraints
- high frequency of certain constructions, the use of certain symbols, special characteristics,

The following parameters of the tourism discourse have been identified:

- participants: seller (travel agency) – client (tourist); guide – excursionist;
- place: travel agency office, tourist bus, museum, virtual space, text space;
- goals: making a profit – getting an excursion and tourist services;
- key concept: tourism;
- strategy: positive strategy.

➤ material: a wide range of topics, including regional geography, historical, information, temporary organization of the tour, hotel business, transport, security, food;

➤ varieties and genres: depending on the transmission channel information can be divided into oral and written varieties tourist discourse.

Thus, the tourism discourse is an independent type of institutional discourse serving a specific area related to the life of society and possessing its own language. Tourist discourse linguistically is an independent discourse of a hybrid type. It combines the features of normative-rhetorical and creative discourses, giving rise to innovations of a pragmatic and linguistic nature. In the pragmatic aspect, the tourist discourse is characterized by a combination of strategies of dominance of the subject of speech and cooperation with the addressee. Dominance is ensured by a combination of the strategy of self-presentation of the subject of speech as an expert with the introduction of authoritative points of view (polyphony) that complement his vision of the object.

Cooperation is carried out through dialogization, de-automation of speech perception by the addressee, the formation of an emotional mood in him, harmonization of the ratio of figurative and factual forms of knowledge translation. The inventory of means of influencing the addressee, used in the tourist discourse, significantly exceeds that described in classical rhetoric. In particular, among the interrogative sentences in addition to rhetorical figures, there are tools for modeling the speech and non-speech behavior of the addressee, as well as means of involving the addressee in communication. The inventory of the means of influencing the addressee of the tourist discourse is an open set, it continues to grow due to the individual author's innovative techniques.

Tourist discourse has close attention to language with artistic speech, which consists in metalanguage reflection, especially in interest in etymology, and in language games, as well as concern for de-automation of speech perception. A feature of the tourist discourse is the high density of passive lexicon means – terms, historicisms, ethnographicisms, exoticisms contributing to the expansion of cultural competence. The concept of “discourse” appeared in linguistics relatively recently. It is “speech flow, language in its constant movement, absorbing all the diversity of historical era, individual and social characteristics of both the communicant and communicative situation in which communication takes place. In discourse the mentality and culture are reflected nationally, universally, and individually, privately”.

There are two main points of view on typological status tourist discourse:

- tourist discourse is an independent linguistic phenomenon, and advertising is a part of it
- tourist discourse is a part of advertising discourse

Travel discourse has a conversational style that allows for a more intimate atmosphere and intimate tone of communication. The discourse under study, as noted, includes intercultural communication, therefore, tourist texts represent a certain, peculiar environment, where the formed ideas and images concerning the national character of different peoples. It should be noted that in linguistics, a genre is understood as a set of such characteristics of a text, as a manner of depiction, a generally recognized speech form, traditional ways of building speech and combining speech units adopted by society. The genres of tourism discourse can be represented as follows:

➤verbal, which depend on the speech-behavioral situation and on the circumstances under which verbal communication takes place (dialogue with the tour operator; guided tour, etc.);

➤non-verbal genres are written or printed varieties of tourist texts (brochures, booklets, travel guides and tourist guides, encyclopedias).

Travel discourse implies the communication of people who do not belong to a particular social group or linguistic community. Despite this fact, the communicants have a clear understanding of the genre features of the tourism discourse, as well as the organization and methods of exchange. Tourism, as an established popular culture, is aimed at meeting such needs people like rest, getting new experiences and getting away from routine and stress. Tourists show a willingness to immerse themselves in a different culture and a new environment, which creates a certain model of perception of reality. The tourist guide is intended to provide extensive information about the mentality, culture, various everyday features. A special linguistic genre of tourist discourse appears as a visiting card of the country. As a rule, any guidebook includes the following sections such as historical facts; cultural events and holidays; sights with their description; information about the location, map; excursion programs; cost and time tours; contact information. The most important intention of the tourism discourse is to increase the attractiveness of tourism as a kind of leisure, in turn, the promotion of tourism services is implemented through “extremely positive attraction”.

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