



Article

Formation and Development of Tourism Language

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Abstract: This article discusses the formation and development of the language of tourism. This topic covers the processes of formation and development of the language of tourism. The language of tourism is interpreted as a special linguistic system that ensures effective communication between travelers, guides, hotel employees and specialists in the service sector. The abstract analyzes its historical roots, enrichment under the influence of globalization, the formation of terminological units and the features of its use in modern communication. It also provides information on the standardization of the language of tourism at the national and international levels, its role and importance in the development of intercultural communication.

Keywords: Tourism, Language, Travel, Tour, Service, Socio-Economic Development, Foreign Language

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1. Introduction

Tourism occupies an important place in the economy of modern countries, as it is an industry directly related to rich natural resources and unique cultural heritage. In recent years, there has been an increase in the number of tourist facilities that meet international standards, which indicates an increase in the quality of service. The socio-economic development forecasts for 2026–2028 confirm the stable and dynamic development of this industry and the increasing demand for qualified specialists [1]. At the same time, the education system is faced with the task of training specialists with professional and interdisciplinary competencies, including those with a good command of foreign languages. Professionally oriented foreign language courses serve to form not only linguistic, but also cultural competencies that ensure effective intercultural communication. This is especially relevant in the context of the rapid development of digital technologies, when traditional forms of communication are changing and tourist services are increasingly being provided through online platforms [2]. The study of linguistic and cultural studies allows for a deeper understanding of the national characteristics, mentality and values of different peoples. In this process, speech etiquette becomes not just a means of communication, but an important factor in cultural adaptation and the formation of a positive image of the country. It serves to overcome cultural barriers, strengthen mutual trust and understanding between representatives of different cultures. The modern tourist seeks not only relaxation, but also a culturally enriching experience. This requires a high level of intercultural competence from specialists in the field of tourism and hospitality. Studying foreign languages from the perspective of intercultural dialogue allows learners to perceive the world through a different cultural reality, as well as develop tolerance and empathy skills. In general, the formation and development of the “language of tourism” is directly related to globalization, digital transformation and the expansion of intercultural communication, and it is manifested as an important scientific direction that determines the linguistic and cultural foundations of tourist discourse [3][4].

Literature Review

Future specialists in the field of tourism should not only be able to freely use speech strategies, but also be able to communicate with representatives of different countries in the framework of respect and etiquette, observing cultural norms. This aspect is one of the main factors in professional success and sustainable development of the tourism industry. Linguistics is a humanistic science that studies the expression of the material and spiritual culture of ethnos, ethnic groups and humanity in general in language. This science reveals the function of language as a means of creating, preserving and transmitting culture from generation to generation [5]. The theoretical foundations of linguocultural studies were formed in the scientific views of W. von Humboldt. Among modern researchers, V.A. Maslova occupies a special place. She emphasizes the interdisciplinary nature of linguocultural studies and justifies its inextricable connection with linguistics, cultural studies, ethnolinguistics and anthropology [6]. He also suggests the use of various methods of analysis, including interpretative and psycholinguistic approaches. V.V. Krasnykh also puts forward a similar approach, defining linguocultural studies as a science that studies the reflection of culture in language and discourse. He pays special attention to the analysis of national worldview and linguistic consciousness, and relies on the S. Sapir – B. Whorf hypothesis and uses the linguocognitive approach. V.I. Karasik interprets this area as a scientific direction that comprehensively studies the relationship between language and culture. He places special emphasis on comparative analysis and indicates the background knowledge necessary for understanding cultural concepts, realities, and cultural differences as the main unit of research [7].

In general, the formation and development of the language of tourism is directly related to the formation of linguocultural competence, which is manifested as one of the main scientific and practical factors ensuring the effectiveness of intercultural communication [8].

2. Materials and Method

Linguocultural studies as a science is rapidly developing in many countries and is becoming an important scientific tool for analyzing language through the prism of culture, mentality and national values. In the context of globalization, foreign language and linguocultural competencies are of particular importance in various fields, in particular in the tourism system [9]. The communicative competence of a specialist in this field is not limited to knowledge of the language, but also includes the ability to take into account cultural, pragmatic and professional characteristics in the communication process. This is one of the main conditions for ensuring effective and intercultural correct communication in tourism activities. In general, the formation and development of the “language of tourism” is directly related to the expansion of linguocultural competence and its use in practical communicative processes [10]. In the tourism sector, intercultural communication is often carried out through an intermediary language, and the success of interaction directly depends on the level of possession of linguistic and cultural knowledge of the country. In such conditions, speech etiquette becomes one of the main factors, since even a highly educated person, if he is not a direct representative of this culture, may not always be able to fully understand its deep cultural content [11]. Therefore, through linguistic and cultural education, it becomes possible to achieve mutual understanding on the basis of the necessary conditions. Cultural tourism is of particular importance in the tourism industry. It is aimed at familiarizing oneself with the historical and cultural heritage, museums, monuments and traditions, and serves to preserve national identity, stimulate socio-economic development, and form a positive image of the region. At the same time, a competent, meaningful and creative presentation of cultural objects plays an important role in the development of tourist services [12].

3. Results and Discussion

The cultural identity of the region, the uniqueness of traditions and the authenticity of heritage are the main factors ensuring competitiveness in the tourism market. Scientific and business tourism is also developing rapidly, and professional events are being carried out in combination with cultural and educational programs, which serves to expand intercultural contacts. Also, the interest of tourists in toponymy also reflects the desire to understand the culture of the region more deeply. In general, the formation and development of the "language of tourism" is directly related to the integration of cultural codes, linguistic and cultural competence and communicative etiquette, and it is considered an important component of the global tourism discourse [13]. Tourism is understood as the departure of an individual from his permanent place of residence for a period of no more than 1 year without engaging in paid activities in a destination for health, educational, professional or other purposes. In many countries, tourism is a developed sector of the state economy. Because there is probably no person who does not want to travel to different countries [14].

Today, the world tourism market is about 9 trillion dollars. It is clear that every country needs to invest in its future and development. Every tenth of the world's employed population works in this field. That is why the most visible sector is the tourism sector. We all know that for several years the tourism sector has been developing all over the world. This tourism sector is bringing the domestic and foreign economy of each country to high levels. Each country is investing in this sector for its future and development. A business without investment will never develop, it will not be high in business. Tourism is one of the leading sectors of the world economy and is a promising sector that brings high income to the national economy. Tourism accounts for about 5% of the world's gross domestic product, in developed countries almost 10% of the population is employed in the tourism sector. The tourism sector is one of the sectors that has suffered the most from the COVID-19 pandemic. According to the World Tourism Organization, in 2020, international tourism fell by 72%, or \$1.1 trillion in tourism receipts, to the level of 1990. As a result, \$935 billion in export earnings were lost. As you know, our country has been closed to domestic and foreign tourists since March 16, 2020. As a result, more than 1,500 tour operators and 1,200 hotels have ceased their activities. Together with guides, national crafts, shrines and sanatoriums, catering, transport, etc., this has seriously affected the income of more than 250,000 people [15]. When it comes to tourism, the first thing we need to know is what this word means. Tourism - from the French tour - a walk, a trip, tourism - a trip, one of the types of active recreation. Tourism is understood as the departure of an individual from his permanent place of residence for a period of no more than 1 year, without engaging in paid activity in the place of destination for health, educational, professional or other purposes.

4. Conclusion

A tour operator is a developer of tourist packages, he is engaged in the development of tourist routes and the assembly of tours, ensures their implementation, organizes advertising, calculates prices for these routes, sells tours directly to tourists or through travel agencies. A tour operator provides tourists with the opportunity to choose one of various tourist services and at the same time takes on the task of ordering services in other cities and places. Travel agencies are legal entities or individuals that perform the function of retailing certain tourist services and tours to the consumer, that is, tourists or clients. We all know that in order to invest in tourism, first of all, certain conditions are needed for the development of this industry. Just as there are two sides to a coin, there are good and bad sides to this situation. Because it is no secret to any of us that tourism is also seasonal. It should be noted that many authors do not have a single understanding of how to save the

sectors that make up the tourism infrastructure from crisis in the context of the pandemic of recent years.

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