

TERMINOLOGICAL FRAMEWORK OF GLOBAL TOURISM AS A LINGUISTIC AND CULTURAL PHENOMENON

GLOBAL TURIZMNING TERMINOLOGIK ASOSI TIL VA MADANIY HODISA SIFATIDA

ТЕРМИНОЛОГИЧЕСКАЯ БАЗА ГЛОБАЛЬНОГО ТУРИЗМА КАК ЯЗЫКОВОГО И КУЛЬТУРНОГО ФЕНОМЕНА

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ABSTRACT

The article explores key trends in the evolution of the international tourism terminological system within the context of the emerging global tourism landscape. The author emphasizes that the tourism terminological system mirrors the complex and multifaceted nature of the tourism industry and plays a crucial role in shaping tourist culture by articulating tourism concepts of both universal and national significance. The discussion centers on the main approaches to interpreting terms and concepts in tourism. The article demonstrates that the international tourism terminological system is a distinctive linguocultural cognitive phenomenon. It also highlights the system's role in structuring the conceptual framework of a multicultural and multilingual tourism worldview.

KEYWORDS: terminological system, tourism industry culture, intercultural communication.

ANNOTATSIYA:

Maqolada rivojlanayotgan global turizm landshafti kontekstida xalqaro turizm terminologik tizimi evolyutsiyasining asosiy tendentsiyalari oʻrganiladi. Muallif turizm terminologiyasi tizimi turizm industriyasining murakkab va koʻp qirrali xususiyatini aks ettirishini hamda umuminsoniy va milliy ahamiyatga ega boʻlgan turizm tushunchalarini ifodalash orqali turistik madaniyatni shakllantirishda hal qiluvchi rol oʻynashini taʼkidlaydi. Munozara turizmdagi atamalar va tushunchalarni talqin qilishning asosiy yondashuvlariga qaratilgan. Maqolada xalqaro turizm terminologik



tizimi o'ziga xos lingvomadaniy kognitiv hodisa ekanligi ko'rsatilgan. Shuningdek, ko'p madaniyatli va ko'p tilli turizm dunyoqarashining kontseptual asoslarini tuzishda tizimning roli qanday ekanligi ta'kidlanadi..

KALIT SO'ZLAR: terminologik tizim, turizm sanoati madaniyati, madaniyatlararo muloqot.

АННОТАЦИЯ

В статье исследуются ключевые тенденции эволюции терминологической системы международного туризма в контексте формирующегося глобального туристического ландшафта. Автор подчеркивает, что терминологическая система туризма отражает сложную и многогранную природу туристической отрасли и играет важнейшую роль в формировании туристской культуры, артикулируя концепции туризма как общенационального, так и общенационального значения. В центре дискуссии - основные подходы к интерпретации терминов и понятий в туризме. В статье показано, что терминологическая система международного туризма представляет собой своеобразный лингвокультурный когнитивный феномен. В нем также подчеркивается роль системы в структурировании концептуальной основы мультикультурного и многоязычного туристического мировоззрения.

КЛЮЧЕВЫЕ СЛОВА: терминологическая система, культура туристической индустрии, межкультурная коммуникация.

INTRODUCTION

Tourism is rightly regarded as a defining phenomenon of the 20th century, and experts predict that the 21st century will become known as the era of tourism. International tourism expanded from 25.3 million travelers in 1950 (the starting point for official tourism statistics) to 898 million in 2007 [5]. According to the World Tourism Organization (UNWTO), this number is expected to rise to 1.6 billion by 2020.

In contemporary society, tourism functions as a sociocultural practice and encompasses various forms of recreation, leisure, and business. It also represents a complex system of international relations and communications, a global tourism market, and a significant transnational industry. [8: p. eleven].

Tourism, as a significant driver of globalization, is also profoundly impacted by it, creating a new context for its evolution. This new environment allows people to travel



with fewer restrictions, becoming both witnesses and participants in the blending of cultures. The globalization of tourism is evident not only in the rapid increase in tourist migrations but also in the expansion of tourism activities' boundaries, the unification and standardization of tourism products and education, international regulations and ethical standards, technologies and communications, tourism statistics, and industry terminology.

METHODOLOGY

This study employs qualitative analysis and comparative study techniques to explore the terminology system of international tourism as a linguocultural cognitive-code phenomenon. Data collection includes academic literature, industry publications, and terminological databases. Terminological analysis categorizes tourism terms, concepts, and their linguistic variations across languages. Comparative study examines similarities, differences, and the integration of national terminologies into the international framework. Cultural and cognitive perspectives explore how tourism terms reflect cultural values and shape the multicultural tourist worldview.

Tourism is, in essence, a local-global enterprise. While globalization trends blur national boundaries and diminish the uniqueness of ethnic cultures, counter-trends of localization promote unique, nationally distinctive products in global markets. Many researchers highlight the innovative trend of "glocalization," which integrates global and regional features to develop and promote tourism products, ensuring that local tourism offerings are adapted for the global market.

In the modern era of tourism, characterized by globalization's transnational nature and extensive reach, post-industrialism's focus on service industries and the social importance of information, knowledge, competencies, creativity, education, and professionalism, and postmodernism's new worldview, values, and meanings, it is evident that today's tourism products are "glocal" in their marketing concept, post-industrial in material and technical aspects, and postmodern in ideology.

RESULTS AND DISCUSSION

The creation and expansion of a unified tourist space, characterized by unprecedented scale, diverse directions, and varied goals in tourist migrations, along with the cross-border and cross-cultural nature of tourism businesses, products, and services, and the transformation of international tourism into a global network of complex, multi-level communications, highlight the critical importance of intercultural interaction within the tourism sector.



The standardization and unification of international tourism terminology are fundamental to harmonizing numerous aspects of international tourism and activities, including legal regulations, tourism and travel statistics, typologies of tourism types and traveler profiles, classification systems for accommodation and dining facilities, forecasting tourism development trends, and tourism-related contractual and financial documentation. This standardization is essential for ensuring effective intercultural communication in all forms of international tourist relations.

The terminological system of international tourism is designed to reflect the tourism system, which is a dynamic combination of many interconnected elements that form a cohesive and unified whole, based on the complex and ever-changing nature of modern tourism [6: p. 6]. The tourism system is typically considered to consist of various subsystems: geographical, sociocultural, and industrial. The entire tourism system comprises four basic elements:

1) The generating region - the tourist's place of permanent residence and the starting and ending point of the trip; 2) the transit territory - the area a tourist crosses on the way to their destination. 3) the tourist destination - the region chosen by the tourist to visit, serving as the core element of tourism; 4) the environment - the tourist space surrounding the first three zones. Each of the first three elements contains tourism production and economic subsystems. **The generating region** includes actors in the promotion and distribution of tourism products (such as travel agents, tour operators, other information intermediaries, online distributors and sellers) as well as transport infrastructure and support services (such as passport and visa services, customs and foreign exchange, and border services). **The transit territory** includes actors of transport systems connecting the generating area and the tourist destination (such as air, rail, sea, river, ferry transport, cruise lines, bus, and road transport) as well as transit services (such as food, accommodation, and retail trade in the transit zone). **The tourist destination** comprises service and attraction providers (such as accommodation and food establishments, exhibition and convention complexes, museums and entertainment facilities, theme and national parks, and retail trade) as well as local transport infrastructure. **The environment** encompasses the natural and cultural surroundings of the tourist space, serving as both the condition and resource base for tourism activities.

Due to the dynamic nature of tourism, the elements of the tourism system (both in terms of quantity and quality) are subject to changes driven by new technologies and communications, as well as the diversification of supply and demand in the tourism market. This includes the integration of new regions, territories, and destinations into



the global system of tourist exchanges. Consequently, modern postmodernism, with its shock value, eccentricity, unconventionality, marginality, depth, and heuristic approach, has sparked interest in previously uncommon and non-standard types of tourism. These include mystic tourism, dark tourism, slum tourism, nostalgic or retro tourism, survival tourism, and tourism to sites of disasters and natural catastrophes, as well as other types of dangerous and physically challenging travel [1: p. 31–33, 40]. There is also a growing demand for extreme activities and event-based tourism experiences during travel, a departure from traditional principles of hospitality and comfort, and an emphasis on qualities such as novelty seeking, existential authenticity, and cross-cultural experiences in tourism products.

The interaction between elements of the international tourism system (such as marketing communications, promotion of tourist destinations and services, partnerships between proactive and receptive tour operators, international tourism management, transport and hotel transnational corporations, tourist services along routes, and tourism enterprises, as well as tourism formalities) relies on the use of specialized language. The terminological system encodes, records, and conveys tourism-related realities of sociocultural, managerial, and technological nature.

To understand a term as a specialized language sign, whether a word or phrase, representing a concept within the system of scientific knowledge or professional activity, it is necessary to clarify its connections with other concepts. In international tourism, terms are used to precisely designate and represent objects, phenomena, their properties, functions, and the relationships between them. These terms encompass all the realities that constitute the specialized domain of professional tourism activities and the culture of the tourism industry.

If culture is a system of symbolic designations of phenomena and concepts, created by people to record and transmit socially significant information, knowledge, ideas, and experiences, then the culture of the tourism industry is a collection of tourist realities, phenomena, objects, and elements interconnected within a specific system. It constitutes a highly specialized environment with its unique symbolic tourism products, specialized production and distribution technologies, consumption and communication models, value systems, ethical codes, norms, and standards.

The culture of the tourism industry, as the conceptual space of the tourism system, is constantly evolving, reflecting the dynamic nature of tourism development. The terminological system of tourism, which captures new tourism realities in language, is continually updated. This process follows two main directions. The first involves borrowing terms from other areas of human activity, primarily from sociocultural



practices, such as acquisition, animation, carousel, courtesy coach, defaulter, domestic tourism, full board, half board, housekeeping, hospitality industry, mixed-use destination, restricted goods, scheduled service, stopover, standby, and welcome pack. The second direction involves creating new terms within the industry, such as affinity group, back-to-back charter, catering, code-sharing, concourse, consolidator, duty-free allowance, inclusive tour, itinerary, MICE tourism, open-jaw fare, redcap, shoulder season, timeshare, tour package, visa, and voucher.

The culture of the tourism industry is shaped significantly by various cultural influences such as ethnic, environmental, social, political, economic, communication, information, and linguistic factors. Despite the international standardization of norms and practices, the tourism system and its industry culture exhibit distinct originality in different countries, which inevitably impacts national terminology systems. This uniqueness arises from the presence within a culture of specific objects, phenomena, or cultural aspects that may not have equivalents in other cultures with which they interact.

Within the tourism industry culture, both notions and concepts play prominent roles. Distinguishing between "notion" and "concept," the former refers to the fundamental characteristics of an object, while the latter represents a culturally specific mental construct encompassing all knowledge about a given object or phenomenon, expressed through linguistic means [3: p. 27]. Most linguistic scholars agree that concepts are deeply embedded in culture and serve as organizing principles within conceptual frameworks, structuring the overall understanding and categorization of cultural domains.

In linguocultural terms, concepts serve as intermediaries that bridge linguistic expressions and the external reality they represent. These concepts encompass fundamental, central, and culturally significant aspects that define a culture's conceptual sphere. According to V.A. Maslova, they function as "symbols" or "emblems" and are carriers of a culture's collective memory [3: p. 28]. Concepts encapsulate the meanings that individuals use in their thought processes, reflecting accumulated knowledge, experiences, and cognitive processes as discrete units of understanding [3: p. 31]. Maslova also highlights that concepts carry an emotional, expressive, and evaluative aura, forming a rich tapestry within cultural contexts. Yu.S. Stepanov describes concepts as clusters of cultural essence within an individual's mind, through which culture permeates their mental landscape and vice versa, influencing and being influenced by the individual [4: p. 43]. Thus, concepts construct a worldview and constitute a cohesive conceptual system, with language serving to encode and articulate the content of this system through words.



Tourism concepts serve as key headings and central reference points that define specific aspects within the culture of the tourism industry. These concepts can embody national industry cultures and carry local-national characteristics, such as Russian hospitality, Russian table service, German Gemütlichkeit, Swiss après-ski, and French guéridon service, or they can be universally recognized across cultures participating in tourism exchanges, such as destination, tour package, inclusive tourism, incentive tourism, and social tourism. Many concepts are in a transitional phase from local tourism spheres to universal acceptance, encompassing culturally specific ideas, attitudes, expectations, relationships, and values embedded within their terms. Concepts like hospitality, animation, theming, specialized and highly specialized tourism (such as special-interest tourism and niche tourism), tourism catering to the elderly (third-age and fourth-age tourism), existential authenticity, and quality tourism represent a broad spectrum of specialized constructs. These concepts group together specific sets of ideas and reflect distinctive linguistic and cultural realities within both universal and national contexts of tourism industry culture and ethnocultures.

Terminological systems serve as foundational components of languages for specialized purposes, functioning as functional varieties within modern national languages and shaping their sector-specific subsystems. According to V.M. Leichik, the emergence of new concepts in contemporary contexts has significantly increased the demand for precise terminology, resulting in what is termed a "terminological explosion" — the rapid proliferation of new terms, terminological fields, and entire systems, thereby bringing substantial changes to existing terminologies [2: p. 20].

The historical evolution of the tourism industry, alongside global processes of globalization, particularly at the linguistic level, has solidified the recognition that the primary terminology system of international tourism is predominantly English-language. As stated, "English serves as the backbone of the international tourism industry" [7: p. 20–21], serving as the officially endorsed language for documenting, storing, and disseminating tourism terminology across both synchronous and diachronic dimensions.

Reflecting the unique characteristics of national tourism systems and the culture of the tourism industry, national terminological systems contribute to and enhance the international English-language tourism terminological system. This international system, in turn, acts as a source of comparable terminological systems in national languages and facilitates ongoing interchange between them.

A significant portion of English-language terms from the international tourism terminological system integrate into national terminological systems without direct



equivalents in national languages, often preserved as internationalisms. Examples include terms like inclusive tourism, incentive tourism, package tour, charter, voucher, VIP service, table d'hôte, à la carte, catering, carving, code sharing, timeshare, affinity, stopover, overbooking, and reception. This trend persists because equivalent terms in the recipient language may not exist as single-word or short-phrase equivalents. For instance, catering refers to "the provision of food and drinks for public events by a catering company either on its premises or at an external location," while affinity denotes "a group of employees from the same organization, students from the same educational institution, or members of the same organization traveling together, benefiting from special discounted airfares."

A similar trend is also observed in which terms existing in national languages, such as Russian, that are analogues of English terms, are gradually replaced by their English counterparts. This phenomenon can be attributed to several reasons: the aging or obsolescence of concepts — for instance, *турбюро* and *бюро путешествий* (tourbureau and travel bureau) being supplanted by travel agency; incomplete alignment in meaning and significance — *турцентр* or *туристское направление* (tour center or tourist direction) evolving into destination; and a loss of conceptual specificity in terms like *поощрительный туризм* (incentive tourism).

Terms often retain their etymological roots and are preserved in the international terminology system in the language of their origin, especially when they carry a national linguocultural concept essential for accurate interpretation, encompassing nuances of meaning and related concepts. Different sectors within tourism have traditionally been associated with specific national languages for the creation, documentation, and dissemination of terms — for instance, French for food and drink service, and German for ecotourism. In cultural tourism, which includes heritage, historical, religious, ethnographic, and event-related tourism, terms derived from various national languages have been adopted and used, reflecting the concepts rooted in local ethnocultures. These terms enter the international tourism terminology system through the creation of derivatives based on core term-concepts or term-concepts specific to an initiating culture. For example, the "aloha shirt" or "aloha uniform" used by staff in ethnic Hawaiian hotels, or the "troika ride" entertainment service offered during winter vacation tours in Russia. Conceptual terms carry connotations that convey the cultural background and spirit of their time, providing insights to present and future users and researchers into the development stages of tourism systems and the culture of the tourism industry.



CONCLUSION

Therefore, the terminology system of international tourism represents a distinctive linguocultural cognitive-coding phenomenon. Beyond operational terms specific to the tourism industry, this system encompasses linguocultural terms, concepts, and term-concepts expressed as words and phrases. It also incorporates a broad array of acronyms and abbreviations, and within the foundational English term system, it includes both American and British subsystems. The tourism terminology system, comprising interconnected representations through terms, structures the conceptual framework of a multicultural and multilingual tourist worldview.

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