

Global English in tourism text

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Abstract: This article investigates the important role of global English in modern tourism discourse and examining its effects on how this field (tourism) shared and understood within various cultures. Beyond confessing English as international language, this study investigates how Global English influences business aspects, cultural backgrounds of tourism. Through analyzing this approach, different topics can be identified such as: managing cultures, advertisements, online reviews and travel blogs, astounding destinations and the usage of the English during these contexts. In this research, all information gathered from reliable sources such as articles, scientific magazines and books, website from various tourist destinations, and also including several blogs about tourism. Several topic related vocabulary were identified in English language by observing their role and impact in tourism discourse. The fact is that Global English plays dual crucial role because it is very important for international communication and accessibility. It can be a LINGUA FRANCA for indigenous people who are travelling within countries and it allows them to communicate or share information internationally. In general English and Tourism are directly connected with each other, this research will provide vital data and facts precisely with focusing on details more deeply by pointing out relationships of English and tourism within several concepts.

Keywords: Etymology, phraseological units, terminology, cultural background, terms, touristic destinations, tourism lexicology, interdisciplinary, tourism industry, travel recourses.

Introduction: English enables travels to interact with local citizens, join in guided tours and gain deeper knowledge about cultural heritages, customs and traditions. Myriad type of travel resources are mostly available in English such as booking platforms or hotels, restaurant. Most studies just conceive that English is just practical tool in tourism and how it helps to understand different events or contexts during the trip. But this thesis takes a different approach by mentioning its vocabulary part including Phraseological units (idioms, phrasal verbs, collocations, proverbs) usage of contemporary technologies which helps to comprehend the local inhabitants, also including tourism terminology and borrowings which is the main and crucial aspect of travelling. In addition, cultural background information and Etymology demonstrated massive amount of data collection which can be beneficial for tourists. English language is bridge between cultures because there are vast amount of

tourism insights that are given in this language. In order to acquire a more profound understanding of tourism discourse English is the best way of approaching this aim. It is widely spoken language with billions of native or nonnative speakers and a lot of tourist destinations located in English spoken countries.

Terminology of tourism discourse -the study of terminology and vocabulary of the tourism industry in English language belongs to both linguists and professionals of tourism business. The tourism lexicology units isolated into independent terminology system since tourism is confessed as separate branch of economy. It is very vital to study specific terms of related communication contexts and for gaining data successfully about travel activities or plans. Terms of tourism industry divided into two main layers as other fields. They are interdisciplinary and general scientific terms. These sort of terms always occur in new terminology systems and they are considered to be

highly specialized vocabulary which indicates names of subjects and concepts that are characteristics of the industry. For instance:

A travel guide (book) is kind of printed version of book which is devoted to a definite country or city, town includes information on the geographical, historical, cultural features of the country, its attractive places, and available touristic accommodation, food, transport. It usually demonstrates maps, illustrations, diagrams [V. Prima 2020, Vol. 14, 69-79]. All-suit hotel, cabana, king size bed, moderate tourist class or luxurious rooms. Also in tourism has another section called Intersectoral vocabulary of the tourism which includes terms of economical terminology such as: tariff, corporate rate, BBB tax (bed, board, beverage tax) transport (car rental, bare board charter, camping trailer) sport (bungee jumping, cave tubing) meals (Asian breakfast, brunch) and others [I.O. Pylypenko 2018]. Also there is term called Micro field “tourism organization” and it divides basic concepts of tourism and has 5 subgroups. 1) “participants of tourism” (tourist, host, tour operator, guide, animator) 2) “forms of tourism” (gastronomic tourism, last-minute tour, all-expense tour) 3) “tourist documentation” (visa, voucher, accident insurance, traveler’s cheque) 4) “organizational procedures” (booking, tour cancellation, meet and greet) 5) “advertising of tourist services” (travel catalogue, travel fair) [V. Prima 2020, Vol. 14, 69-79].

Phraseological units. Tourism genres provides great amount of comparisons, metaphors, and similes, keywords and keying that is very appealing method of using foreign words and ellipsis. [Dann 1996:37-39] Tourism messages work by linking new locations to what tourists already know making them feel more comfortable. Eye-catching words are used to evoke their imaginations [I. Kiss 2018; 150] actually there are many phrases and collocations and others units in order to describe touristic destinations, conditions of tourists, environment of places in English language. They are also highly required type of phrases that each tourists should learn. For instance: 1. “Tourist trap” is used when expressing astonishing places which attracts many visitors but they are usually pricy and lacks originality. 2. “Travel light” means taking only necessary things avoiding heavy luggage. 3. “Off the beaten path” is used for describing place which is not well known and lacks visitors. 4. “Cultural immersion” is used when expressing engagement with local inhabitants and their traditions and lifestyles. 5. “Hidden gem” describes lesser-known place but very attractive. 6. “Bucket list” – a list of achievements or experiences that can be accomplished during the lifetime. 7. “Travel bug” – extremely strong desire for

travelling. 8. “Jet lag”- expressing fatigue and disorientation after a long flight across time zones. 9. “All-inclusive” - a sort of vacation package which includes everything in it (meals, drinks and activities).

The word “tourism” derived from the Latin “tornus” according to the linguists, means “moving in a circle” [G.P. Dolzhenko 2011; 33]. “The manner in which people view images of a destination is mediated by cultural background”, because the influence of the differential value structures (for instance: Hofstede’s culture dimensions) “is expressed through lifestyle, work, leisure, and consumer behavior patterns” National cultures do affect tourists’ decision-making, behaviors, and satisfaction with the destination. [M.S Dann 2021, 626]. Cultural background information and etymology significantly enhances the experiences of travelers and helps to acquire the detailed knowledge about the concept simultaneously. They also boost the cultural vibrancy among local communities. It makes to unify the enjoyment between two various heritages of nations with sustainable tourism practices, providing special way to discover astounding parts of the world. Etymology of touristic destination enables visitors to connect intimately with indigenous people through authentic experiences such as exploring ancient buildings, historical sites and by joining traditional holidays, national festivals. And English serves as a crucial tool for acquiring knowledge of all about mentioned features.

CONCLUSION

To sum up, confessing English as a dominant language in tourism discourse has magnificently turned the way people communicate and interact with each other. It plays a crucial role for facilitating interactions among diverse range of travelers and service providers. It also hones overall travel experiences. The widespread use of global English in tourism highlights accessibility and comprehending, in the same time allowing for a more extended environment where information about destinations, services, can be shared effectively within cultures in English. In addition vast number of phrases and terms are used for describing places in this language shows that how English became internationally important in this sphere.

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