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## LINGUISTIC SPECIFICS OF TOURISM: LINGUOPRAGMATIC APPROACH

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### ABSTRACT

*The article describes the linguopragmatic approach of tourism, analyzes its main components, reflecting the relationship between linguopragmatics and the theory of speech acts. The article substantiates the structure and content of professional intercultural competence, which are formed within the framework of the linguopragmatic approach to teaching professional communication in a foreign language.*

**KEYWORDS:** *Tourism, Lingvoculture, Communication, Classification, Lingvopragmatics.*

### INTRODUCTION

The communicative-pragmatic turn in linguistics marked a shift in the interest of researchers from studying the internal properties of the language system to analyzing the functions of language in the complex structure of human communication, and also drew the attention of scientists to the very term "pragmatics", which was practically not used in linguistics until the middle of the twentieth century. The rapid development of linguistic pragmatics has led to, that the field of study of this new science began to include everything that goes beyond traditional system linguistics, which rapidly expanded the scope of its object and made its boundaries very vague. To this day, the question of the relationship between pragmatics and linguistics remains controversial.

Tourism is an intensively developing industry in the context of globalized economic relations, influencing the strengthening of interpersonal and intercultural interaction, expanding the

boundaries of knowledge. Along with the traditional types of tourism: business, educational, cultural, sightseeing, historical, commercial, pilgrimage, etc., there are new ones: gastronomic, extreme, festival, ecological, rural, etc., which is associated with new tourist goals that lead to the emergence of innovative routes.

Linguistic research in the field of tourism discourse has been actively conducted over the past decade, since the tourism industry, which is rapidly developing around the world, has its own language. However, scientists still face many issues that require detailed study. Moreover, one of such questions is the typological status of the tourist discourse. This problem was dealt with by O. R. Bondarenko, who investigated the dominant properties of English-language discourse in the field of tourism; V. A. Maslova, who considered the advertising nature of tourist discourse; E. E. Menshikova, who studied tourist discourse in media texts; N. V. Filatova, who studied the genre space of tourist discourse. It is also worth noting that the tourist discourse is a popular object of modern dissertation research: for example, M. G. Vokhrysheva in her work studied the communicative strategies of dialogic influence in the tourist discourse; N. A. Tyuleneva described linguocognitive strategies for positioning and promoting tourist services; S. A. Pogodaeva studied linguistic means of argumentation in tourist discourse.

Tourist discourse is a relatively new area of linguistic research. His research is carried out by R. Bondarenko, M. G. Vokhrysheva, V. A. Maslova, E. E. Menshikova, S. A. Pogodaeva, N. A. Tyuleneva, N. V. Filatova.

There are several points of view about the typological status of tourist discourse: whether it is an independent type of discourse or acts as a subtype of advertising. Thus, O. V. Goncharova, V. A. Maslova, E. E. Menshikova, S. A. Pogodaeva and N. V. Filatova believe that tourist discourse is an independent linguistic phenomenon, and advertising is a part of it. In turn, N. A. Tyuleneva argues that the tourist discourse is part of the advertising discourse. In her dissertation research, Tyuleneva notes that "tourism discourse is a special subspecies of advertising discourse that combines various types of tourism advertising and is aimed at positioning and promoting tourist services through argumentation strategies that have a linguocognitive character".

T. M. Zavgorodnaya distinguishes three types of addressee in the spheres of functioning of tourist discourse: mass, collective and individual addressee. Individual means a tourist, collective - all kinds of organizations engaged in the tourist business, mass-representatives of various societies. However, it should be noted here that if tourists act primarily as an addressee, then organizations and individuals representing the tourist business can act both as an addressee and as an addressee. It seems that when identifying the characteristic features of the tourist discourse and its varieties, it is necessary to take into account, first, the specifics of communication with tourists (both potential and actual tourists) and, secondly, the specifics of professional communication of organizations and individual employees engaged in the tourism industry.

The specific features of the sphere of functioning of tourism discourse discussed above give grounds to define its typological status as follows: (a) tourism discourse is undoubtedly an institutional category, since it is used primarily in communication situations in which at least one of the parties represents a social and / or economic institution that operates within the tourism business (management, marketing, financial flows, personnel policy, public relations, media resources, institutes of culture and art of different countries, state, legal, social, environmental organizations); (b) entering the space of institutional discourse, tourist discourse can be classified

as a variety of business discourse, since its attributive features clearly show formality (participants of communication are in official relations with each other, when both or one of the parties performs specific professional functions), status (relations provide for social distance), the presence of a business problem, certainty in time and place, normativity of communicative behavior, etiquette, tonality, varying depending on the type of addressee: in the case of communication between representatives of organizations — formality, neutrality, etiquette; in the case of communication with tourists—emotionality, evaluativeness, trust, deliberate transition to friendly relations, psychological impact, etc.

The tourist discourse is also characterized by a special language that is colorful in creating images and describing tourist places. M. Francesconi argues that the following basic language features are characteristic of the tourist discourse: terminological accuracy and pragmatically deterministic selection of language means used by the sender of the message.

In public tourist discourse, the goal is to form a positive attitude of the potential tourist to the proposed tourist product and further implementation of this product, therefore, in this subspecies of tourist discourse, manipulative strategies are mainly used, which involve influencing the addressee in order to encourage him to carry out post-communicative actions desired for the other side of communication. Undoubtedly, such goals require the use of psychological factors (emotional, ethical, aesthetic impact on the addressee). As an example of the psychological (emotional) impact on a potential tourist, we give several texts of advertising travel companies: **"You will have something to remember!"; "Paris is city of lovers!"; "So the Gods rested!"; "Great journeys - fascinating places!"; "Unforgettable journeys!"; "Have a good journeys!"**.

Thus, in the tourist discourse, the choice of topics, images and language means is determined by pragmatics, i.e. the emphasis is placed on those means and topics that will most effectively influence the consciousness of customers, motivate them to make a purchase and go on a trip. It is important to note that advertising messages are often based on the values and categories that are important in this particular society. Next, taking into account all of the above, we will consider the specifics of the Spanish tourist.

Concluding the discourse consideration of the specifics of tourist discourse, we emphasize the following:

- being a kind of institutional business discourse, tourist discourse has such attributive features as formality, status, normativity, etiquette, business tonality;
- in its linguistic and pragmatic characteristics, the tourist discourse is not homogeneous - in accordance with the specifics of the communicative situations, the goals of functioning and the type of addressee, it can be divided into three subspecies: professional, academic and public tourist discourse;
- argumentative strategies prevail in professional and academic tourist discourse, while manipulative strategies come to the fore in public discourse, but this does not exclude the presence of some common characteristics, such as intellectual, rational, and psychological arguments, which are inherent to different degrees in each of the subspecies of tourist discourse;

- the differences in the tourist discourse used depending on the specifics of the communicative situations are clearly shown in the lexical composition of the texts functioning in this type of institutional business discourse: in professional and academic tourist discourse, the frequency is marked by terms and special vocabulary, in public - the vocabulary with evaluative and emotive connotations prevails.

The above facts and arguments can serve as a basis for the conclusion that pragma linguistics should rather be understood as an area parallel" to syntax, while syntax is considered as a system discipline (the area of Langue), and pragma linguistics as a communicative discipline (the area of Parole). However, in order for communication to take place, it is necessary to have the same "code" in the minds of the interlocutors - language competence, they must speak the same language. In contrast to speech acts, the system of language is something general and permanent. Language is the basis of the infinite number specific speech acts. On the other hand, the existence of a language is justified only in so far as it is realized in these particular speech acts. Thus, speech and language are inextricably linked, assume each other. However, in their essence, these are fundamentally different things, so they should be considered and studied independently of each other

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