

Genesis and Evolution of Scientific Touristic Discourse

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Annotation: In this article the authors have discussed about tourism benefits and Positive effects of tourism as a genesis and evolution of scientific touristic discourse. The article sheds light on the comparative linguistic semantic aspects of business tourism terminology based on a statistical approach. The study of comparative typological analysis of business tourism terminology systems is one of the most multifaceted activities in the field of scientific research in the field today. Regardless of the interdependence of languages, the features of a comparative method that goes back to the field of research, such as linguistic discourse, which studies the degree of structural similarity, are shown.

Keywords: Tourism, benefits, domestic tourism, inbound tourism, outbound tourism, discourse, spoken or written discourse, tourist discourse, text, communication.

Introduction. We know that tourism is vital for the success of many economies around the world. There are several benefits of tourism on host destinations. Tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructures of a country, and plants a sense of cultural exchange between foreigners and citizens.26 мар. 2019 г. Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year. There are three basic forms of tourism: *domestic tourism, inbound tourism, and outbound tourism*. Domestic tourism refers to activities of a visitor within their country of residence and outside of their home (e.g. a Brit visiting other parts of Britain).

General Positive effects of tourism: It creates employment for people of the country. It promotes cultural awareness and also helps to preserve local culture and traditions. Money gained from tourism can be used to develop the infrastructure and services e.g. new roads and airports.10 июн. 2016 г.

Negative impacts of tourism: Damage to the landscape: litter, erosion, fires, disturbance to livestock, vandalism. Traffic congestion and pollution. Local goods can become expensive because tourists will pay more. Shops stock products for tourists and not everyday goods needed by locals.

5 ways to improve tourism leads:

- Work with a content marketer. Tourists want to hear more about a location they're interested in from a reliable and exclusive source.
- Create an email newsletter.
- Ensure the database is clean.
- Curate a complete experience.
- Streamline website for efficiency.

The social impacts of tourism, however, spread much beyond. Improved living conditions for local populations, increased employment and income, upliftment of women and

disadvantaged social groups, and, overall poverty alleviation, are some of the areas which fall within the purview of social impacts of tourism. Reduce tourist To numbers in some areas reduce tourist numbers in some areas by putting limitations to the number of tourists. Generally, travel is related to an individual's movement from one place to another due to work, to meet family/friends for a short while or healthcare. Tourism, on the other hand, refers to the movement of an individual for recreational purposes.

History. Tourism can be recognized as long as people have travelled; the narrative of Marco Polo in the 13th century; the "grand tour" of the British aristocracy to Europe in the 18th century; and the journeys of David Livingstone through Africa in the 19th century are all examples of early tourism.

Research methodology. Structural methods such as demographic analysis, quantitative analysis, observation and interpretation, as well as historical contextual analysis, written survey (sociolinguistic interview-survey dialogue) and associative experimental methods were used in the research along with the comparative semantic method.

Discussion and results: In Modern dictionaries we meet close concept to the term "discourse" is the concept of "dialogue." Discourse, like any communicative act, assumes the presence of two fundamental roles - the speaker (author) and the addressee. At the same time, the roles of the speaker and addressee can be alternately redistributed between the persons in the discourse; in this case, they talk about dialogue. If throughout the discourse (or a significant part of the discourse) the role of the speaker is assigned to the same person, this discourse is called a monologue. It is incorrect to believe that a monologue is a discourse with a single participant: when a monologue, the addressee is also necessary.

Each type of discourse has both an ideal voice message sender and ideal destination. Tourist discourse represented mainly by media texts, due to the intangibility and intangible nature of many phenomena that are described in the tourism discourse. These media texts are used as tools for describing and creating a

certain social reality. Thanks to the media nature of tourist discourse, it enters into

Interaction with other types of discourse (advertising, scientific, every day). The distinctive feature of tourist discourse is the expressiveness, emotionality and saturation of the text, which are achieved using style techniques such as epithets, question sentences, etc. Lexical means in tourist discourse are selected in order to convince the buyer of the uniqueness or peculiarity of this commercial offer.

The syntactic features of tourist discourse include the predominance of simple proposals related to the dynamism, expressiveness of the advertising text, that quickly and efficiently perceived by readers. Genre of the created text also largely

determines the effectiveness of the use of language tools.

In The Oral Form Of Direct Communication:

Excursion (including communication of the tourist and guide);

Dialogue with service seller (office dialogue between travel company and client);

Dialogue with the host representative between client and hotel receptionist)

2) *In The Oral Form Of Mediated Communication:*

➤ Video guide - visual-geographical

documentary; (When I travelled to UAE, DTCM

played PPT about Dubai documentary film)

➤ Audio guide; (ex. there is audio guide in double
decker busses)

3) *In Printed Texts Form:*

- Travel-guide;
- Tourist prospectus;
- Catalogue;
- Article;
- Brochure;
- Leaflet;

4) *In A Computer-Mediated Written Form:*

- Virtual excursion;
- Website of the travel bureau;
- E-mail of the client to the travel bureau;
- Forum of tourists and travelers (TripAdvisor);

The most specific and complex genre is the travel-guide. The travel guide is an important source of information about the natural, economic and cultural characteristics of the country, a visiting card of the nation, providing a connection between representatives of different countries in the cultural space. A primary analysis of the texts of this genre showed that the whole variety of guides (travel-guide) could be divided into two main types:

First, promotional and reference and advertising publications presented by booklets and brochures (a self-guide, a free guide, a brief guide), which are information, advertising and reference and encyclopedic publications;

Secondly, (a tourist handbook, a souvenir guide, a guidebook, complication a It includes historical information, a description of sights, a map, information about the location of monuments, the time and cost of visiting them, excursion programs, nearby cafes and souvenir shops, information for people with disabilities and the necessary telephones of the information and information service. The variable block of information is presented in travel guidebook. A stylistic feature of the texts of the travel guides is the combination of features of journalistic and scientific functional styles with the overlay of techniques of advertising discourse.

The style design of the travel guide sometimes shows an orientation towards such dominant signs of the scientific style as a high level of generalizations, accuracy, informatively, impersonality (use of impersonal sentences or passive constructions).

Conclusion. From the point of view of linguistics, discourse is a complex unit consisting of a sequence of sentences that are in a semantic connection. In this sense, the "discourse" is noticeably closer to the "text." Discourse usually refers to dynamic language communication, while text predominantly denotes the result of language activity. Discourse is a set of texts as the results of language activities in the tourism sector. Tourist discourse has a rather wide genre space. These may be oral, written or computer-mediated forms of communication. The guide genre, being the

most important source of information, combines the features of journalistic and scientific functional styles. However, since tourist discourse refers to advertising discourse, the guide genre also has advertising features, namely illustrative materials that constantly accompany it.

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