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THE DYNAMICS OF TOURISM DISCOURSE: LINGUISTIC INSIGHTS AND TRANSLATION CHALLENGES

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О СТАТЬЕ

Abstract: This comprehensive study delves into the intricate dynamics of tourism discourse, exploring its evolution amidst rapid technological advancements, societal changes, and global shifts. It examines the emergence of neologisms and innovations within tourism discourse, shedding light on their lexical, grammatical, and stylistic implications. By analyzing promotional discourse and its linguocognitive persuasion techniques, the study unravels the intricate relationship between language, cognition, and tourism marketing. Moreover, it investigates the nuanced distinctions between discourse and text, highlighting the fluidity and context-dependency of communication in the tourism industry. The paper also addresses the challenges faced by translators in effectively mediating cultural nuances and linguistic features in tourism texts, emphasizing the importance of specialized training and expertise in achieving accurate and culturally-sensitive translations.

INTRODUCTION

The rapid advancement of information and technology, the fast-paced nature of modern society, and geopolitical and global shifts all surely have an impact on the construction of many discourses, with the tourism discourse being one of the most prominent examples. Neologisms, or newly formed words in a variety of human endeavors, can be located. Words that "acquire a

broader meaning, if we take into account the fact that there is a large number of units that existed in the language before were limited in their functioning by certain "sub-conditions" or "subsystems" are what scholars refer to as new lexical units, also known as neologisms or innovations". Neologisms emerge in the application of language in the speech of particular speakers rather than in the language as a system of socially fixed signals capable of existing objectively.

Another industry that has seen a neological surge is tourism. In contemporary English, tourism encompasses leisure, enjoyment, novel concepts, health, and life experiences in addition to entertainment and amusement. When investigating the lexicon of tourism, scholars mostly concentrate on the language of as a terminological subsystem, tourism. This aims to investigate the reasons behind the evolving English tourism discourse and the lexical, grammatical, and stylistic repercussions of these changes. This topic is relevant because, in spite of the abundance of works devoted to the analysis of tourism discourse, the question of its typological position remains unresolved. The term "discourse" is becoming more and more important for study in contemporary linguistics. Scientists are particularly interested in this phenomenon because of their general inclination to ascertain the connection between language and awareness inside the cognitive linguistics is the dominant branch of language study worldwide. The study's goals include defining "tourism discourse" separating the concepts of "discourse" and "text" analyzing the linguistic and stylistic characteristics of various tourist discourse genres, and tracking changes in vocabulary, grammar and stylistic structure of the discourse about tourism.

As all languages have to be learned, the language of tourism, too, requires a process of socialization for those who generate it and those who translate. It is claimed that tourism is also referred to as communication, advertising, publicity and promotion. Since the tourist industry has become one of the most important economic influences and also one of the fastest growing industries of modern times, it needs certain advertising and public relations efforts to offer various services to the traveling public and encourage them to travel to specific places. For this purpose, promotional material in the form of pamphlets, brochures, posters, leaflets, throwaways etc. is published in order to familiarize travelers with the services offered, report on the facilities and amenities available, or simply provide information about a certain place of interest or a sight.

The discourse on tourism is examined through the lens of promotional discourse, which integrates several approaches to tourist marketing in order to progress the sector. The employment of linguocognitive persuasion techniques that affect cognitive processing is

thought to be a crucial component. The study offers understanding of the definition and analysis of tourist discourse by looking at language phenomena and communication situations. The term "discourse" has been interpreted in linguistic literature in a variety of ways. A definition of "discourse" is that oral communication lacking a textual order that is easily understood. The lines between linguistic phenomena like "text" and "discourse" are becoming less distinct these days. As such, it's important to first make clear how they differ from one another. In contemporary linguistics, "discourse" and "text" are synonymous terms [1].

The distinction lies in the fact that text pertains to a predetermined outcome of language usage. Discourse, however, also refers to the process of language use, or communication, which could involve a discussion across time, as well as the outcome of such communication of this kind of communication, text.

Discourse describes the dynamic, ever-evolving character of communication across time. On the other hand, a "text" is thought of as a static thing that is the product of language use. Another way to think of discourse is as the fusion of two elements: the fluid process of dialogue within its societal setting and the outcome of this dialogue - the text.

According to I.R. Galperin, a text is "a product of speech creativity process, possessing completeness, consisting of a title and several supra-phrasal units united by various types of lexical, grammatical, logical, and stylistic connections relationships, with a particular level of purpose and practicality" [4]. Discursive study is one of the main focuses of contemporary linguistics. The definitions of discourse are as follows. Discourse was defined as follows by Arutyunova: "A cohesive text that incorporates extralinguistic, pragmatic, social, and psychological and other elements, a text viewed from a conceptual perspective; speech, regarded as a deliberate social activity, as a part involved in people's contact and their consciousness-related processes" [1].

MATERIALS AND METHODS

Discourse, as opposed to texts as formal linguistic objects, is inherently immersed in the context of spoken language. When referring to old literature, the word "discourse" is inappropriate since it is difficult to reconstruct the original communicative act under these circumstances. It is important to remember that the terms "dialogue" and "discourse" are linked concepts. There are two primary roles in each communication act, including discourse: the addressee, who receives the information, and the speaker, who expresses the message. A dialogue is a type of discourse in which the speaker and addressee alternatively take on different roles during the conversation.

The relationship between national identity and language, as well as national aspects of the linguistic picture of the world, play a specific significance in intercultural communication. Tourism facilitates the relationship and interaction of many civilizations. Furthermore, the language of tourism is distinguished by its singularity as several genres and styles are entwined here, prompting us to create the concept of tourist discourse. The conversation around tourism involves interactions between individuals from various social and linguistic backgrounds.

Nonetheless, communicators also possess a thorough comprehension of the gender features of the conversation around travel and information sharing tourist discourse is a distinct category of discourse that revolves on a specific theme about leisure and travel, a specific place, and a distinctive aim of educating the recipient about a particular tourist product and thereby advertising: to aid and support this product, concentrate on using a certain set of language tools.

The mass-oriented institutional framework may be linked to the tourist discourse's emphasis on informing readers conversation. One particular aspect of the debate on tourism is how little it covers of tourism. Within the discourse surrounding the tourist industry, the following public institutions stand out:

✓   Travel businesses providing services related to tourism;

✓   Tour operators creating trips;

✓   Airlines, transport corporations that carry visitors;

✓   Travel-related advertising firms;

✓   Companies and publishing houses that create and disseminate travel-related information and advertising materials, etc [2].

Tourism discourse is a mix of several types of advertising for tourism services and this discourse's orientation toward positioning and promoting these services, according to N.A. Tyuleneva, who studies tourism discourse within the context of advertising discourse tourism. According to Tyuleneva, the application of certain argumentation techniques in tourist discourse is a crucial component of it. These tactics are linguocognitive in nature, meaning they use language to affect the information recipient's cognitive processes [9].

The discourse around tourism is understood to be a collection of texts resulting from communication within the industry. Due to the more ethereal and linguistic nature of tourist attractions, this is mostly done through media texts. Because tourist rhetoric is media-driven, it interacts including discussions about science, advertising, and other topics. The text's expressiveness and emotionality, which are accomplished via the employment of stylistic devices like epithets and interrogative questions, are a defining characteristic. Because of the

necessity for short and efficient sentences, simple sentences predominate at the syntactic level the addressee's perception of the information considering the expressive and energetic style of the advertisement [8].

It is important to recognize that the identity I am talking to is distinctly social and situational, often consisting of a small number of subject-positions that are accessible in certain scenarios that require communication. Speakers use unique tactics to show who they are, and how well they execute these tactics relies on how comfortable (or knowledgeable) they are with the circumstances. When creating a brochure on, say, the square of Registan, for instance, tourism text producers need to have a solid understanding of topics like history, architecture, and possess a solid understanding of promotional writing approaches. However, when it comes to translation, the real issue isn't whether or not translators can demonstrate their expertise in particular fields; rather, it's whether or not they can effectively mediate this knowledge so that readers who are likely not the original work's target audience can access it [6].

The concept of "mediation" to the field of translation, characterizing it as "the degree to which translators interfere in the transfer process, infusing their own knowledge and ideas into their text processing" [11]. This implies that translators modify texts to fit into new communication contexts by making decisions that take into account both the language and the content. However, a recognizable tension develops between the two poles when translating writings intended for tourists. Conversely, a heavy focus on the characteristics of the other, or the Source culture, runs the danger of obstructing communication, as visitors might not be able to understand information on topic, they are unfamiliar with. On the other hand, removing the flavor of novelty and change which is fundamental to the pleasurable motivation of travel when "domesticating" the foreign to an excessive degree has the opposite impact of what is intended [10].

Therefore, translators need to strike a balance between the need to provide information in an understandable and appealing manner; this calls for using a variety of techniques translation must be used in order to deliberately increase or decrease cultural differences according on the circumstances.

Since the tourist industry "translates" cultural values by highlighting the distinctive identities of certain geographic regions and their populations, it is inherently a sort of "cultural mediation". Translating materials for tourists is a very an intriguing example of cross-cultural communication, this case deals with the transfer of cultural markers that represent destinations in their particular historical, geographic, social, and cultural aspects. It is also based at the crossroads of languages and cultures, which is the foundation of any border or

contact zone communication. Translation theorists have defined the latter as culturally specific things, and they unquestionably constitute one of the most difficult responsibilities for a translator. The involvement of translators must be used at both the textual and cross-cultural levels degree. Translators must choose between textual techniques like glossing, adding explanations in the text, or providing detailed information in footnotes, given the scenario of translating a brochure, for example, and the assumption that foreign tourists must be given a higher degree of information than local ones. The intricate evaluation of foreign visitors' profiles governs, or need to govern, the choice and fusion of these tactics.

RESULTS AND DISCUSSION

The issue of the transfer of the so-called culture-specific features in great detail. The argument that translators have to, among other things, assist readers in placing implicit information in context: providing glosses and explanations, particularly when discussing topics like geography or history that are crucial for promoting travel. However, translators should consider the risk of supplying too much information, making it too difficult for the reader to digest, in order to test the boundaries of their explanatory interventions.

D. Kelly states "information to be dosed in some way to prevent an overload which could lead to a breakdown in communication" is necessary for foreign visitors [3]. The translation of tourist text types is characterized by a method of translating that involves a great deal of translator participation, almost to the point of rewriting. Kelly reveals the fine line that separates it is the foundation of all efforts in this field and is translated from reworking. The tourism business has a high need for these items, which is one of the reasons why schools of languages and translation have started offering courses on translating popular tourist texts. For a number of reasons that academics like Kelly have identified, tourist writings seem to be especially well-suited for the teaching of languages, specialist discourse, and notably translation as previously said, and may be distilled into the following: The texts' professional significance. To solve the issue of the low caliber of works in this field, the market has to be more professionally involved.

The topic matters covered in travel writings are diverse, as are the stylistic and discursive devices used. These texts also have the quality of being gradable in difficulty (both in terms of language difficulty and degree of specialization), making them appropriate for use as tourist materials. The comparison technique used enables students to recognize issues along with the methods employed to address them. This method highlights the level of mediation involved in translation, as translators must select from a variety of options to produce a text that fits a particular (and contingent) situational context [7]. In their direct engagement with one another,

the discourse on tourism does not involve considering the socioeconomic circumstances relating to certain language communities or social groupings. Participants in conversation, however, don't find it difficult to respect the gender features of the discourse surrounding tourism, as well as the way in which communication and information exchange are organized, are shaped by objectives. These objectives establish the framework for the development of emotionally charged, trusting relationships between the sender and the recipient within the confines of tourism specifications, which are primarily concerned with driving up demand from tourists. When comparing the discourse around tourism to other discourse genres, we find that tourism discourse is similar to advertising discourse in that it has a practical focus on selling tourism products and is rich in information. Nonetheless, a comparison of the two kinds of conversation indicates that the discourses of advertising and tourism are not the same. The existence of accountability for the services rendered over the whole period of product consumption is another aspect that sets the tourist discourse apart from the advertising discourse. Therefore, if selling a certain product is the primary goal of advertising, until the client's use of the offered travel service comes to an end, the travel agency will not be able to release itself from responsibility for the product or service without additional assurance of its successful usage. There is always a description of actual items in actual place and time in tourism discourse. Advertising is the concept of a fantastical other universe where a fictitious object reveals the promoted commodity. In this context, made-up individuals, fictitious settings, and it is increasingly common for commercial discourse to present conditions [8].

The mandatory use of the concept of visibility while assembling texts carrying information about the supply of a specific service to a potential customer is another distinguishing aspect of discourse text related to tourism. This is because the text accompanied with illustrative material is unquestionably pleasant, arouses feelings, and makes you want to see what your own eyes can see looking over the pamphlet and subsequently purchasing the service. Thus, we are able to arrive at the following result through a comparative study of tourism and advertising discourses that is conducted in accordance with many criteria. Because of a few shared characteristics, the discourse surrounding tourism is nearly identical to that surrounding advertising. Simultaneously, the distinctions that have been found highlight its distinctiveness, namely the benefit of the information function and the display of adequate information regarding the true potential reality, the predominance of elements from popular science, culture, and history, as well as national ideals that are universally recognized in the material presented. It is noteworthy that the discourse around tourism is linked to several forms of institutional discourse, including historical, political, commercial, religious, legal,

sports, and artistic discourses, among many others. The comprehensive nature of this socio-economic phenomena is primarily tied with the particular features of the tourist industry, which primarily include covering every aspect of society within the parameters of its operation.

Firstly, the way in which the concept of "tourism" is represented encompasses not just the terminology of tourism (such as professional words) but also the terminology of many other subject areas: economics and a variety of fields, including banking, building and architecture, hotel management, sports, medical, psychology, education and culture, politics, international relations, crime, fashion, entertainment, national customs and traditions, and religion, can be represented by verbal signs that are both commonly used and terminological, including slang, colloquial, and informal ones. Numerous vocabulary kinds, including neologisms, archaisms, own names, jargon and slang, professional vocabulary, may be found in the text of the tourism discourse.

The use of many metaphors and epithets realizes the lexical means of expressiveness of the tourist discourse. Typical words like "good", "better", "friendliest", "best", "free", "wonderful", "welcoming", "special", "real", "easy" "bright", "extra" and "rich" are used to describe the latter. Rhetorical questions are one typical grammar device for expressiveness. "*Isn't it time you treated yourself to a holiday?" the deliberate use of acronyms and other visual language such as "CU SOON" (SEE YOU SOON).* Suffixes like *-ing, -er*, and suffixcation are useful ones that are actively employed in the creation of inventions. The suffixes *-ism* and *-ist* are less effective. The least useful suffix was *-ster* [6].

The suffix *-ing* is one of the most useful ones in the tourist discourse with the use of this suffix, nouns can be generated from their roots in accordance with the *N + -ing → N* model. The meaning of the suffix *-ing* in many contexts denotes the activity process:

✓ backpacking refers to hiking trips;

✓ canyoning combines climbing with swimming on boats (rafts) to overcome rapids (waterfalls);

✓ coasteering involves swimming or other means to cross a specific distance along the coastline strolling on foot;

✓ kayaking "swimming on long, narrow boats called kayaks";

✓ longboarding "exercises performed on a skateboard, which is an instrument in the shape of a longboard";

✓ mountain boarding "a sport involving the use of a specific mountain board";

✓ Snorkeling "swimming beneath the water's surface."

New suffix and prefix formants can arise as a result of telescoping, an active process of word construction. The prefix *para-,* which results from the unit parachute's apocopation, is a useful suffix created by the telescoping mechanism: paramotoring is the act of traveling through the air with the assistance of a parachute and a specialized engine;

✓   paradoctor is the practice of a doctor who is parachuted into distant places; paragliding is the sport of paragliding;

"Paraglider flights with trained birds of prey" is known as parahawking. A quarter of the improvements in the English language vocabulary used in tourism discourse may be attributed to the telescoping technique [10]. The majority of recent developments in the English language's vocabulary in the tourism discourse may be related to affixation, which accounts for 49% of the innovations. The overall meaning of the telescoping units may be derived from elements that enhance or clarify the meaning of the original units, while the semantics of the telescoping units may be dependent on the meaning of the original units one element that dominates over another may define the original unit or the meaning of the telescoping as a whole.

CONCLUSION

In the field of tourism, a significant number of translators lack the necessary skills and are unfamiliar with the specific linguistic characteristics of tourism language, such as its lexical, syntactic, and functional aspects. They often lack formal training in tourism and possess insufficient cultural knowledge (both of the source and target cultures) to produce satisfactory translations. In essence, these translators are ill equipped to handle tourism texts.

Additionally, proficient translators are needed to accurately convey these tourism texts in order to facilitate effective communication between local and foreign cultures.

Therefore, it is crucial for translators working on tourism texts to have a comprehensive understanding of the specific characteristics discussed above, such as functions, syntactic and lexical features, among others. They should also be aware of the challenges that arise during the translation process, including the translation of cultural aspects, style, and proper names. Additionally, translators should be familiar with reliable resources such as Tourism Term, official web pages, and the World Tourism Organization (WTO). Acquiring specific competences is essential for professional translators to ensure successful translations of tourism texts. The ultimate goal of these competences is to facilitate intercultural communication. To fulfill its communicative function, a translation of any tourism texts must meet all the competence requirements outlined in standard. Failing to do so may result in a target text that is grammatically and linguistically correct but lacks the distinctive features of tourism language,

such as style and naturalness. In such cases, the audience is likely to find the translation peculiar and may reject it, leading to impaired or limited communication.

It is widely acknowledged that various factors can impede the quality of texts in the tourism domain, including constraints related to time and budget, subpar source materials, technological issues, and a lack of clear translation instructions. However, among these hindrances, the primary determinant of translation quality is believed to be the expertise of the translators themselves. This factor is crucial for all types of specialized translation, particularly in the realm of tourism.

The primary finding of our research underscores the necessity of professionalizing translations within the tourism industry and discouraging the utilization of non-professionals or unskilled translators. Furthermore, we assert that the significance of this sector for economies, coupled with the unique translation challenges it presents and the prevalence of errors in translated materials, emphasizes the urgent requirement for the incorporation of specialized translation into university training programs. Consequently, individuals will acquire the requisite skills and expertise, resulting in a tangible enhancement of interlingual and intercultural communication between local residents and foreigners, particularly in promotional tourism literature. Additionally, this will contribute to a consistent improvement in a country's image.

Despite the extensive research and studies conducted in the field of tourism and translation, there remains a significant amount of work to be done. The paper suggests conducting linguistic contrastive studies to explore the differences observed in different language pairs, such as English-Uzbek or English-Russian, regardless of their level of linguistic proximity. It can be stated that significant efforts are being made in our country to develop simultaneous translation. The predominant use of Russian as an intermediary language for translations from English to Uzbek, and the limited number of translations from Uzbek to English, highlights the need for greater attention to this process. Additionally, it is worth noting that there is still a demand for the translation of Uzbek speeches into foreign languages that has not been fully met.

The professional skills of simultaneous interpreters include the ability to anticipate the logical progression of the speaker's speech even before they finish their sentence. This "super ability" is acquired through extensive training, and the stronger the interpreter's skills, the more effectively they can overcome challenges during the translation process and accurately convey the speaker's intended message. The specificity of the tourism translation, among other things, lies in a special lexical composition. Its core zone is characterized by a high density of

units that contribute to the expansion of the cultural competence of the addressee: special and high vocabulary, historicisms, ethnographisms, exoticisms, barbarisms.

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