

**MENTAL ENLIGHTENMENT SCIENTIFIC –
METHODOLOGICAL JOURNAL****MENTAL ENLIGHTENMENT SCIENTIFIC –
METHODOLOGICAL JOURNAL**<http://mentaljournal-jspu.uz/index.php/mesmj/index>**TOURISM DISCOURSE: A MULTIFACETED PLATFORM FOR
CULTURAL AND BUSINESS MEDIATION****Gulrukh Elmuradova***Senior lecturer of the department of English language**Uzbekistan State World Languages University**Tashkent, Uzbekistan**E-mail: egulruh@yahoo.com***ABOUT ARTICLE**

Key words: Tourism discourse, hotel websites, linguistic analysis, tourism texts, anglicisms, hypertext, branding, intercultural communication, pragmatic analysis.

Received: 08.12.24**Accepted:** 10.12.24**Published:** 12.12.24

Abstract: Tourism discourse is an evolving linguistic field that encompasses a wide variety of texts, including brochures, museum guides, and online resources. With the rise of the Internet, the genre has expanded to include digital platforms such as hotel websites and informational portals. This study highlights the linguistic features of tourism discourse, which employs ordinary language, stylistic devices, and anglicisms to appeal to a broad audience.

INTRODUCTION

The growth of the tourism discourse, tourism texts, and the functional and linguistic staff of production, as well as linguists' protection of the genres that make up this specific discourse, has resulted in an active and extensive development of the study with interest. Tourist discourse encompasses a diverse spectrum of texts on numerous issues that varied in pragmatic, intentional, and structural directness. These include tourist brochures, brochures and booklets, supplements, and museum brochures, among others. The global expansion of the Internet has resulted in the acknowledgement and establishment of a new genre. Along with traditional genres, the "Internet resource" has the responsibility of showcasing the attraction of tourist places presented in the tourist discourse, branding this product, and intensifying tourist educational activity.

Researchers classify texts in this genre as informational and tourist internet portals that provide detailed information about any city, area, or tourist destination, as well as the structure of hotel, restaurant, and recreation websites.

According to M. Agorny, the major aspect of tourism discourse is that, unlike medical, legal, or economic discourse, it lacks a distinct terminological structure. Because any member of society can be a tourist, and the reader and receiver of a tourism text is not a specialist, this discourse employs linguistic strategies that are often employed in ordinary English [1].

Tourism texts have a similar discourse to marketing texts because its primary goal is to promote a certain tourist location, to urge visitors (consumers of tourist services) to purchase an excursion, stay in a hotel, visit a museum, walk along the route, and so on. As a result, tourism discourse should be a dependable and appealing tourist "product" for potential visitors. This speech makes extensive use of epithets, comparisons, metaphors, and so on, which adds to its stylistic richness.

Given the presence of such diverse components and Internet resources in the tourism discourse, as well as the importance of the content of various tourism websites in creating a positive image of the region, which directly serves to increase its attractiveness, it is critical to study these text components from a linguistic standpoint.

A. Novozilova, S. Korolkova, and V. Mityagina of Volgograd State University analyse German hotel websites from a linguistic and pragmatic standpoint as a significant component of the Internet resource. Tourism Internet resource, a popular communication format in the field of tourism, aims to increase the appeal of tourist places and destinations, and it is an efficient method of mutual understanding and activation between business and intercultural communication [7].

The hotel website is one of the most common types of discourse on the tourist Internet. As a result of the investigation, the hotel website's structure can be classified as hypertext (a big number of labels, a considerable number of relevant pages) or hybrid. These functions are carried out using a variety of language tools at different levels. At the lexical level, tourist attractions are distinguished by positive (positive) adjectives, figurative expressions, high-sounding phrases, evaluative epithets, and other high-style features that contribute to an appealing picture.

Anglicisms (the popularization of certain English words, for example, copywriting, shingle, estimate, retail, coworking, leasing, realtor) play an important role in the language content of hotel websites to explain their purpose as a global communication. The texts of the hotel website contain syntactic level devices with a polite form of command, and also use

dialogic interrogatives for direct conversation between the interlocutors. Thus, territorial brand editing incorporates the linguistic and pragmatic potential of the verbal content of hotel websites, and creates a positive and attractive image of the space.

MATERIALS AND METHODS

Researchers suggest that the tourist industry, with its diverse representation of languages and cultures, can serve as a platform for both business and cultural mediation.

Here, various elements of institutional discourse intersect, as well as the socio-cultural linguistic features of written and oral communication in multifunctional travel genres are confirmed. N. V. Filatova, studying tourism speech, argues that tourism text is a special type of institutional discourse, expressed by polyphonic additions and hybrid signs [10]. V. A. Mityagina, recognising the synthetic, complex, and hybrid nature of tourism discourse, proposes that "the processes of interaction in the field of tourism dialogue create a discourse that fully reflects the multidimensionality of the goals, subjects, values, and diversity of its participants [5]."

A tourist Internet resource is a collection of various methods, including advertising (promoting specific goods and services), historical (publishing facts about the history of a specific area or object), art (cultural information about the appearance of a specific area), and legal (information about the possibility of booking tours or hotel rooms, sample contracts for the provision of tourist services).

Because the recipients of information in tourism texts are a substantial proportion of the public, the language used should be clear and straightforward for all potential tourists. Many texts include practically every type of information: cognitive, operational, aesthetic, and emotional. Because of the nature of the principal objective, a tourist Internet resource can be classified as a sort of "agonal" discourse, which includes many texts that are close to advertising or are intended to brand an object. For reference, "agonal discourse" is derived from the idea of "agonal". This concept was presented by the renowned Swiss scientist and philosopher Jacob Burckhardt in 1860 as a reference to the most distinguishing element of Greek culture: the commencement of competition.

The term "agonal" originated from the ancient Greek word "αγων," which initially meant "meeting" or "meeting place," but eventually evolved to signify "competition." In our opinion, agonal discourse is defined as a style of communication in which two opposing parties compete for superiority over the opponent using approaches or strategies that are inherently opposed to one another, i.e., agonality.

Below we will look at the analysis of the texts of hotel websites intended for tourists. Many hotel websites include descriptions of popular tourist destinations. Tourists' excursions to foreign cultures may begin with a hotel website. To boost their competitiveness, many modern hotels construct multilingual versions of their Internet websites to attract more foreign guests, therefore linguists are interested in the discourse, structure, and content of these writings.

The communicative task of Internet resources is to communicate information that will influence the customer's attention, memory, and emotional state in order to persuade him to purchase the tourism product.

Institutional speech, which is not at all like every day, informal conversation between known interlocutors, is viewed as a multifaceted phenomenon and explored from various angles. In the analysis of institutional discourse, two primary techniques are typically distinguished: descriptive and critical.

The descriptive approach considers the following aspects: 1) Observation of language behaviour within a certain social institution, including linguistic instruments, rhetorical approaches, and language strategies; and 2) semantic analysis of institutional communication. E. in Russian linguistics. Sheygal, V. Karasik, L. Beilinson, S. Mishlanova, V. Zhura, M. Oleshkov, L. Maslova, T. Volkova and I. Guseinova and other similar researchers consider the following forms of institutional discourse: political, religious, pedagogical, medical, instructional, scientific, diplomatic, and marketing speeches.

The critical approach aims to analyse social inequalities through language and communication.

Some academics view institutional discourse as a collection of typical communicative events with a command character that occur in a unique and transient set of information. Tourism discourse is also used as an institutional discourse in the following ways:

Examples of oral communication include an excursion with a guide, an office talk between a travel business and a client, and a client-host interaction with a hotel receptionist.

2) Mediated oral communication:

- Video guide - visual-geographic documentary film (DTCM played a presentation about Dubai throughout my trip to the UAE).

- Audio guide (e.g., double-decker buses with audio guide); For example, the tourism sector and tourism advertising travel agencies that receive 5-6% of the revenue from travel agencies that provide tourist services as expenses for single-proof bungalows. Tourist brochures are a discursive genre. They create high-quality advertising in Belgium. According to

the classification, the moral tourism brochure (brochure) serves as the foundation for high-quality advertising design.

Tourism, advertising, and communication initiatives serve distinct aims, yet they differ in context. Thus, tourism in the brochure is a structural model based on the genre analysis of the categorization of advertising action-the implementation of a targeted deviation from the set aim. Bhatia is distinguished by clear aspects of modelling certain tourism actions and tactics, a brochure on the formation of a common local lifestyle, such as Uzbekistan.

RESULTS AND DISCUSSION

The study of tourism discourse reveals its complex and multifaceted nature, especially in digital contexts like hotel websites. The findings demonstrate the intricate interplay between linguistic, cultural, and functional elements, which work together to create an engaging and persuasive narrative for tourists. Below, the results and their implications are discussed in detail.

1. Linguistic Features in Tourism Discourse

Clarity and Accessibility:

Tourism texts prioritize clarity and straightforward language to cater to a diverse global audience. The use of everyday language ensures accessibility for individuals with varying linguistic backgrounds. The following tourism text as a *direction* to tourists can display the appropriate way to find the place where they would like to go.



From a pragmalinguistic perspective, this image depicts a signboard in the "Siyob" Dehqon Bozori (marketplace) area, containing a set of directional and functional instructions. The content of the sign integrates pragmatic markers for facilitating navigation and clarifying functions, addressing both visitors and vendors in a public space.

Key features include:

1. Directives for Navigation:

The arrows indicate directionality, making it easier for users to locate specific areas, such as "Bozor Ma'muriyati" (market administration) and "Chiqish Darvozalari" (exit gates).

The destinations are labeled with proper nouns and key phrases like "Toshkent Ko'chasi" (Tashkent Street) and "Al-Buxoriy Ko'chasi" (Al-Bukhari Street), helping users connect the market's layout with external city locations.

2. Categorization of Market Sections:

Functional areas are identified with terms like "Non rastasi" (bread section), "Mevalar rastasi" (fruit section), and "Sharq shirinliklari rastasi" (Eastern sweets section). This categorization supports ease of access for visitors seeking specific products.

References to "Choyxona" (teahouse) and "Milliy Hunarmandchilik" (national handicrafts) reflect culturally significant areas, enhancing user experience and promoting local traditions.

3. Institutional and Safety Information:

Mentions of "Militsiya tayanch punkti" (police support point) provide a sense of security, reinforcing trust in the marketplace's administration.

Facilities like "Hojatxona" (restroom) are highlighted, addressing practical needs.

4. Language Use and Sociocultural Context:

The text is written in Uzbek using Latin script, which caters to the local audience while maintaining accessibility to those familiar with the script.

The inclusion of a market's "supermarket" section suggests an effort to modernize traditional shopping practices while preserving cultural identity.

This sign exemplifies effective pragmalinguistic design by combining concise, informative language with directional aids, catering to diverse user needs in a structured and culturally sensitive manner.



From a pragmalinguistic perspective, this signboard serves as an informative and cultural artifact that facilitates understanding and engagement for a multilingual audience.

Key Pragmatic Features:

1. Multilingual Representation:

The sign includes four languages: Uzbek (Latin script), Arabic, and English, accommodating a broad audience that may consist of local visitors, speakers of Arabic, and international tourists.

Each language provides the same content, ensuring uniformity of information while enhancing accessibility and inclusivity.

2. Cultural and Historical Context:

The title “Qadimiy Quduq” (Ancient Stone Well) and its associated timeframe “XI Asr” (11th century) emphasize the historical significance of the site.

By presenting the history succinctly, the sign enables quick comprehension while evoking interest and respect for heritage.

3. Structural Design and Readability:

The use of large, clear fonts and organized sections for each language makes the sign user-friendly and easy to read from a distance.

Minimalist content avoids overloading the reader, focusing on the key historical and cultural aspects.

4. Pragmatic Goals:

Directive Function: The sign directs attention to a specific site of interest, likely encouraging visitors to explore or inquire more about it.

Educational Purpose: It provides brief but impactful knowledge about the well, emphasizing its cultural and historical importance.

Tourist Engagement: The inclusion of English and Arabic caters to non-native Uzbek speakers, reflecting an awareness of tourism-related needs.

5. Sociocultural Implications:

The presence of Arabic highlights the Islamic cultural heritage of the site, appealing to visitors from the Islamic world and reinforcing the religious significance of the structure.

The inclusion of English reflects globalization and tourism priorities, ensuring that the message reaches a diverse audience.

The sign is pragmatically efficient in bridging linguistic, cultural, and historical gaps. It fosters a deeper connection with the site through its multilingual design, concise historical details, and visually accessible layout, fulfilling its role as an educational and navigational tool.

Stylistic Devices:

Figurative language, such as metaphors and descriptive adjectives, enhances the appeal of tourist destinations. Positive adjectives like "luxurious," "breathtaking," and "serene" are frequently employed to evoke emotions and create a vivid mental image.

Anglicisms and Multilingual Content:

Given the global nature of tourism, Anglicisms are prevalent, particularly in German hotel websites. This incorporation reflects the influence of English as a global lingua franca and enhances international communication.

2. Structural Features of Tourism Texts

Hypertextual and Hybrid Structures:

Hotel websites often feature hypertextual designs, enabling easy navigation through interconnected pages. This structure, combined with hybrid content (advertising, historical, cultural, and legal information), caters to the multifaceted interests of tourists.

Dialogic Syntactic Devices:

Interactive elements, such as direct questions ("Looking for a dream vacation?") and calls to action ("Book now!"), foster a sense of dialogue between the text and the reader, creating a personalized experience.

3. Branding and Agonal Discourse

Branding through Language:

The use of persuasive language and cultural storytelling in tourism texts contributes to branding efforts. Descriptions of local attractions, historical landmarks, and cultural traditions enhance the destination's unique identity.

Agonal Elements:

In competitive tourism markets, websites exhibit elements of "agonal discourse," where they emphasize the superiority of their offerings through comparative statements and exclusive promotions. This strategy aligns with Burckhardt's notion of competition as a core cultural element.

4. Pragmatic Implications for Tourism Communication

The communicative goals of tourism texts—informing, persuading, and emotionally engaging—are achieved through a combination of cognitive, operational, aesthetic, and emotional appeals. Effective tourism discourse captures the reader's attention, influences decision-making, and fosters a positive perception of the destination.

5. Institutional Discourse Analysis

Descriptive Approach:

Observation of linguistic behavior within the tourism institution reveals consistent patterns, such as the use of promotional rhetoric and standardized phrases.

Critical Approach:

Critical discourse analysis highlights the underlying power dynamics and cultural assumptions embedded in tourism texts, offering insights into how they shape travelers' perceptions and experiences.

CONCLUSION

Tourism discourse plays a pivotal role in promoting destinations, fostering intercultural communication, and supporting the growth of the global tourism industry. Through its distinctive linguistic and stylistic features—such as the use of positive language, anglicisms, and hypertextual structures—it succeeds in capturing the interest and imagination of a global audience. These elements make tourism texts accessible, appealing, and relevant, enabling them to convey a positive territorial image that attracts visitors and encourages engagement. Hotel websites serve as quintessential examples of this discourse, acting as platforms not only for branding but also for shaping the identity and allure of regions. They demonstrate how carefully crafted language and design can enhance a destination's attractiveness, create a strong emotional connection with potential visitors, and support the economic goals of tourism.

The findings highlight the dynamic and hybrid nature of tourism discourse, which adapts to the evolving demands of digital communication. This flexibility is especially evident in digital platforms, where linguistic strategies are seamlessly integrated with pragmatic approaches to appeal to diverse cultural audiences. By combining vivid descriptions, interactive content, and culturally resonant language, tourism texts bridge the gap between regions and their global audiences, fostering both cultural appreciation and business opportunities. This dual function of tourism discourse—as a tool for cultural mediation and as a driver of economic growth—underscores its significance in the modern tourism industry.

As the tourism industry continues to evolve, the role of technology in shaping tourism discourse becomes increasingly important. The integration of cutting-edge innovations, such as artificial intelligence, virtual reality, and augmented reality, offers exciting opportunities to further enhance the effectiveness of tourism texts. These technologies have the potential to transform static narratives into dynamic and personalized experiences, allowing travelers to explore destinations virtually, receive tailored recommendations, and engage with content in new and meaningful ways. Such advancements not only enrich the tourism experience but also expand the possibilities for cross-cultural communication, making tourism discourse a more inclusive and impactful tool for global engagement.

REFERENCES

1. Agorni M., "Questions of mediation in the translation of tourist texts", in *Altre modernità. Numero Speciale Confini mobili: lingua e cultura nel discorso del turismo*, 2012.
2. Bhatia, V.K. (1993) *Analyzing Genre: Language Use in Professional Settings*. Longman, London.
3. Chilton P. "Missing Links in Mainstream CDA: Modules, Blends and the Critical Instinct." Ruth Wodak and Paul Chilton, eds. *A New Agenda in (Critical) Discourse Analysis*. Amsterdam and Philadelphia: John Benjamins, 2005. P.19–51.
4. Gotti M., "The Language of Tourism as Specialized Discourse", in O. Palusci, S. Francesconi (eds.) *Translating Tourism. Linguistic/Cultural Representations*, Editrice Università degli Studi di Trento: Trento, pp.15-34, 2006.
5. Mityagina V. A., "Hybridity of discourse as a factor of communication development", *Scientific heritage of academician V. I. Borkovsky and modern Russian philology: proceedings of the international. science. Conf., Volgograd, 8-11 September. 2015*. D. Yu. Ilyin (resp. ed.), Volgograd: VolSU publishing house, pp. 290- 296, 2015.
6. Novikova Yu E., "Tourist image of the glocal city: linguopragmatic dimension", in *Bulletin of Voronezh State University. Series: Linguistics and intercultural communication*, No. 1, pp. 53-57, 2015.
7. Novozhilova A., Korolkova S., Mityagina V. Linguistic and pragmatic potential of hotel website in the tourist branding of destination. *Advances in Social Science, Education and Humanities Research*, volume 331. 1st International Scientific Practical Conference "The Individual and Society in the Modern Geopolitical Environment" (ISMGE 2019) p. 538-543.
8. Razinkina N. M., "On the concept of expressiveness in language", M.: Science, 1975, 236p.
9. *Social Sciences*, 3, 200-208. <http://dx.doi.org/10.4236/jss.2015.39028>
10. Филатова В., «Дискурс туризма в прагматико-лингвистическом аспекты: диссертация... кандидата филологических наук: 10.02.01», Москва, 2014. 179 с.