

THESIS: TOURISM AND ITS PHILOLOGICAL ASPECTS

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Abstract: *Tourism, as a global phenomenon, has significant impacts not only on economics and culture but also on language and communication. Philology, the study of language in historical and cultural contexts, provides valuable insights into the way tourism shapes and is shaped by linguistic practices. This thesis explores the philological aspects of tourism, focusing on language use, linguistic exchange, and the role of language in the construction of tourist identities. Through the study of both the tourist and host community's language, as well as the discourse surrounding tourism, this research aims to demonstrate how language can both facilitate and complicate tourism experiences.*

Key Concepts: *Language and Identity in Tourism: How language influences the identity of both tourists and local populations, creating unique interactions and sometimes misunderstandings.*

Tourist Discourse:

Analysis of the language used in tourism-related contexts, such as travel brochures, websites, and advertisements, and how it reflects cultural norms and expectations.

Multilingualism and Translation in Tourism:

The role of multilingual communication in global tourism, highlighting translation practices and their influence on cross-cultural interactions.

Cultural Linguistics in Tourism:

The examination of how cultural values, traditions, and histories are conveyed through language in the tourism industry, and how they influence the experience of both visitors and hosts.

Language and Power Dynamics:

The study of language as a tool of power in tourism, exploring the hierarchical relationships that language can reinforce, particularly in the context of tourism industries dominated by Western languages.

Literature List:

Cohen, E. (1984). *The Sociology of Tourism: Approaches, Issues, and Findings.*

This work provides a comprehensive look at the sociological and cultural aspects of tourism, touching upon the role of language in tourist-host interactions.

Cresswell, T. (2006). *On the Move: Mobility in the Modern World.*

Cresswell explores the concept of mobility in modern society, including its impact on language and communication.

Goffman, E. (1959). *The Presentation of Self in Everyday Life.*

While not explicitly about tourism, Goffman's concepts of social interaction and self-presentation are highly relevant to understanding the linguistic dynamics in tourism.

Hall, C. M., & Page, S. J. (2014). *The Geography of Tourism and Recreation: Environment, Place and Space*.

This book examines the role of place and space in tourism, including the impact of language on cultural experiences.

Heritage, J. (2008). *Language, Ethnography, and Communication in Tourism*.

A detailed look at the relationship between language, cultural practices, and tourism, offering insights into ethnographic methods for studying tourism language.

Telfer, D. J., & Sharpley, R. (2008). *Tourism and Development: Concepts and Issues*.

This text discusses the role of language in tourism development and its importance in shaping the tourist experience.

