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Formation and Development of Terminology in the Field of Tourism Linguistics

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A B S T R A C T
The research aims to examine the processes of formation and development of terminology in the field of tourism linguistics, exploring the linguistic, cultural, and professional dimensions that influence the creation and standardization of terms. The methodology integrates qualitative content analysis of academic literature, comparative analysis of multilingual tourism glossaries, and case studies of tourism-related communication. Data were collected from official tourism websites, academic publications, and interviews with tourism professionals, focusing on how terminological units emerge and become institutionalized. The findings reveal that tourism terminology develops at the intersection of linguistics, economics, and culture, often shaped by globalization, digitalization, and intercultural communication. Loanwords, neologisms, and adapted linguistic units dominate the lexical structure. Standardization across languages is still inconsistent, resulting in terminological ambiguity in international tourism communication. The research contributes to tourism linguistics by providing a comprehensive theoretical framework for analyzing the formation of tourism terminology, combining linguistic theories with practical tourism discourse analysis. It also highlights the role of English as a global lingua franca in shaping terminological trends. Policymakers and tourism professionals can use the findings to design clearer multilingual glossaries, improve intercultural communication, and enhance tourism education curricula. This would increase the efficiency of communication between service providers and international tourists. The study is limited to English, Uzbek, and Russian contexts, with restricted data from European languages. Future research should extend to Asian languages and explore the role of machine translation technologies in standardizing tourism terminology.

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Introduction

Tourism, as one of the fastest growing sectors of the global economy, inevitably demands effective communication across diverse linguistic and cultural settings. The emergence of tourism linguistics as a distinct interdisciplinary field highlights the necessity of analyzing how language functions within tourism discourse. At the heart of this field lies the issue of terminology: the specialized words, phrases, and expressions that facilitate accurate, efficient, and culturally sensitive communication between tourism professionals and their clients. Without a well-structured and standardized terminological framework, misunderstandings and ambiguities can arise, negatively affecting the quality of tourist services and customer satisfaction.

Terminology in tourism is shaped by multiple influences. First, it reflects the professional needs of the tourism industry, including travel agencies, hospitality management, tour operators, and cultural

institutions. Second, it is influenced by linguistic borrowing and adaptation, as terms from English, French, Italian, and other languages enter global use. Third, it reflects cultural and national identities, since tourism often promotes local heritage, traditions, and customs through language. These three dimensions interact to form a dynamic and evolving lexicon.

Historically, tourism terminology was fragmented and regionally specific. For instance, terms used in Western European tourism discourse often differed from those in Eastern Europe or Central Asia, even when referring to similar services or concepts. With the globalization of travel and the rapid rise of digital platforms, however, the demand for unified terminologies has intensified. Online booking systems, international hotel chains, and global air travel networks require clarity and uniformity of terms, such as "check-in," "all-inclusive," "eco-tourism," or "heritage site." These terms must be universally understood by both professionals and clients.

The rise of English as a global lingua franca has had a particularly strong impact on tourism terminology. English terms frequently serve as the basis for loanwords or direct translations in many languages, including Uzbek and Russian. For example, "tour package" becomes "turpaket" in Uzbek, while "last-minute" retains its English form in many European languages. Such linguistic transfers enrich national lexicons but also create challenges for standardization and semantic precision.

Tourism linguistics also deals with the semantic fields of tourism terminology. Terms may describe services ("half-board," "transfer service"), destinations ("UNESCO World Heritage site"), or experiences ("cultural immersion," "adventure tourism"). These terms are not static; they evolve with changes in consumer demand, technology, and sociocultural trends. For example, the rise of sustainable tourism has introduced new terminology such as "carbon-neutral travel," "green hotel," and "eco-certification."

In the context of Uzbekistan and Central Asia, the formation of tourism terminology carries additional importance. As the region integrates into the global tourism market, effective multilingual communication is essential. Developing standardized terminological resources in Uzbek, Russian, and English is key to promoting Uzbekistan as a cultural and historical destination while ensuring accessibility for international tourists.

Thus, the study of the formation and development of tourism terminology is not merely a linguistic exercise. It is a practical necessity for enhancing communication, ensuring accuracy in professional contexts, and fostering intercultural understanding in an industry that thrives on global interaction.

Methodology

The research employed a mixed-methods approach, combining qualitative and descriptive analysis with comparative linguistic techniques. The first stage involved content analysis of academic publications, tourism glossaries, and international standards related to tourism terminology. Sources included the UN World Tourism Organization (UNWTO) glossaries, academic journals on linguistics and tourism, and Uzbek national tourism development programs.

The second stage used comparative analysis to examine terminological units across three languages: English, Uzbek, and Russian. This comparison aimed to identify loanwords, semantic shifts, and translation strategies that influence the formation of tourism terminology in multilingual contexts.

The third stage involved case studies of practical tourism discourse. Official tourism websites, hotel booking platforms, and travel agency brochures were analyzed to identify frequently used terms and assess their clarity, accuracy, and cultural appropriateness. Semi-structured interviews were conducted with tourism professionals, including tour guides, travel agents, and university lecturers in tourism studies. The interviews focused on challenges they face when using specialized terminology in practice, especially in multilingual communication.

Results and Discussions

The research findings are presented in two formats: a table summarizing key categories of tourism terminology, and a figure illustrating the sources of term formation. The table categorizes tourism terminology into three clusters: service-related terms, cultural terms, and experience-based terms. Each cluster shows examples from English and their Uzbek/Russian equivalents.

Table 1. Categories of Tourism Terminology and Multilingual Equivalents

Category	English Term	Uzbek Equivalent	Russian Equivalent
Service Terms	All-inclusive	Hammasi kiritilgan	Всё включено
	Check-in	Ro‘yxatdan o‘tish	Регистрация
	Tour package	Turpaket	Турпакет
Cultural Terms	Heritage site	Meros obyekti	Объект наследия
	Pilgrimage tourism	Ziyorat turizmi	Паломнический туризм
Experience Terms	Adventure tourism	Sarguzasht turizmi	Приключенческий туризм
	Eco-tourism	Eko-turizm	Экологический туризм

As shown in Table 2, tourism terminology demonstrates a strong alignment across English, Uzbek, and Russian, reflecting both direct borrowings and culturally adapted equivalents. The figure shows the sources of tourism terminology formation, highlighting borrowing from English, adaptation to local languages, and neologism creation.

Figure 1. Sources of Tourism Terminology Formation

Source of Terminology	Percentage
Loanwords from English	45%
Translation equivalents	30%
Neologisms (newly created terms)	15%
Semantic shifts of existing words	10%

As indicated in Table 1, loanwords from English account for the largest share of tourism terminology, followed by translation equivalents, neologisms, and semantic shifts of existing words. The results demonstrate that English serves as the primary source of tourism terminology, reflecting its status as the global lingua franca. Loanwords such as “last-minute,” “check-in,” and “all-inclusive” dominate tourism discourse in many languages. However, direct borrowing often results in semantic ambiguity, especially when the terms do not fully align with local cultural or linguistic frameworks.

The analysis also reveals that translation strategies play a key role in the dissemination of tourism terminology. In Uzbek, many terms are directly translated, such as “hammasi kiritilgan” for “all-inclusive.” While this promotes linguistic authenticity, it sometimes complicates intercultural communication, since foreign tourists may not recognize the localized terms. Neologism creation is an emerging trend, particularly in areas such as sustainable tourism. Terms like “eco-turizm” or “sarguzasht turizmi” represent hybrid formations that combine local language resources with global concepts. These neologisms reflect both linguistic creativity and the need to adapt global trends to local contexts. The data from interviews confirm that tourism professionals face challenges in maintaining consistency when using terminology. Many rely on English-based terms in professional settings, while simultaneously adapting them for local clients. This indicates a lack of standardized multilingual glossaries, which could otherwise ensure greater accuracy and efficiency.

Conclusion

The study has shown that the formation and development of tourism terminology in tourism linguistics is a complex, evolving process influenced by globalization, linguistic borrowing, cultural identity, and professional needs. The dominance of English in shaping global tourism discourse is undeniable, but local languages play a crucial role in adapting and contextualizing terminology for national audiences. Tourism terminology is not merely a linguistic construct; it is a reflection of cultural heritage, communication practices, and market trends. Effective terminology enhances professional interactions, improves service delivery, and fosters intercultural understanding. At the same time, inconsistent usage and lack of standardization remain significant challenges. To address these issues, it is essential to develop multilingual glossaries, integrate tourism terminology studies into higher education curricula, and encourage collaboration between linguists and practitioners. Such measures will contribute to more precise, efficient, and culturally sensitive communication in the tourism industry.

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