

# THE IMPACT OF LANGUAGES ON DIFFERENT ASPECTS OF TOURISM

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**Abstract:** As the tourism industry develops by, the need for interpreting and language learning is rapidly increasing. This may cause to number of language related barriers. In this article, possible causes that lead to misunderstandings is given and some data from language survey is provided. It should be mentioned that English has become the most common international language, resulting in easing the language barriers in traveling. For example, if an individual knows English, it is not necessary to learn any other languages, since almost every member of society has at least basic verbal skills of English.

**Abstract:** As the world and humanity develops by, the need for tourism agencies increased, causing to global competition to win the attention of tourists. In order to avoid culture shock, knowing several phrases in the language of the host country is recommended. But anyway, in short period of time, it is impossible to be fully familiar with all aspects of language. In this article, I would like to discuss the importance of language development in tourism industry.

**Key words:** Commerce, tourist industry, tourist destinations, interpreting, traveling language, culture immersion, cultural patterns, culture shock.

## Влияние языков на различные аспекты туризма

**Аннотация:** По мере развития мира и человечества потребность в туристических агентствах возростала, что привело к глобальной конкуренции за внимание туристов. Во избежание культурного шока рекомендуется знать несколько фраз на языке принимающей страны. Но в любом случае за короткий промежуток времени невозможно полностью ознакомиться со всеми аспектами языка. В этой статье я хотел бы обсудить важность развития языка в индустрии туризма.

**Ключевые слова:** Коммерция, туристическая индустрия, туристические направления, устный перевод, язык путешествия, культурное погружение, культурные модели, культурный шок.

## Tillarning turizm sohasidagi ahamiyati

**Annotatsiya:** Dunyo va insoniyat taraqqiyoti sari sayyohlik agentliklariga bo'lgan ehtiyoj ortib, sayyohlar e'tiborini qozonish uchun global raqobatga sabab

bo‘lmoqda. Madaniy shokning oldini olish uchun turistlarga mezbun davlat tilida bir nechta iboralarni bilish tavsiya etiladi. Lekin baribir, qisqa vaqt ichida tilning barcha qirralari bilan to‘liq tanishib bo‘lmaydi. Ushbu maqolada men turizm sohasida tilni rivojlantirishning ahamiyatini muhokama qilmoqchiman.

Kalit so'zlar: Savdo, sayyohlik sanoati, sayyohlik yo'nalishlari, tarjimonlik, sayohat tili, madaniyatni o'zlashtirish, madaniy qadriyatlar, madaniy shok.

The books on English for tourism adopted a communicative, topic-based and student-centered approach, while seeking to develop all the four skills involved in the use of tourism-related English. Second, the course books provided professional information in a friendly and interactive way aiming to improve the trainees' familiarity with the professional areas of work. Third, the books provided excellent preparation opportunities for the major European examinations in English for Tourism, including the London Chamber of Commerce and Industry English for Tourist Industry exams.<sup>1</sup>

English as a Foreign Language (EFL) learners are limited in their language learning because culture immersion is limited and often superficial. Paulson<sup>13</sup> points out that it is typical of TESOL curricula to include instructions about the grammatical rules to follow for information questions, but they do not include any guidelines about what questions are appropriate or inappropriate to ask under different circumstances. Furthermore, Byram and Morgan<sup>2</sup> call attention to the fact that the separation of language and culture is even more apparent in those textbooks that append cultural contents in the form of culture capsules or background notes, rather than integrating culture into the language covered in the units. Nevertheless, if the cultural patterns embedded in the language of native speakers are unconscious, then it is essential to ask what cultural patterns come up when foreign language users communicate in their own social contexts with native speakers of the foreign tongue.

But while finding solutions towards possible problems in tourism section, travelers who intend to travel without guide should be taken into consideration too. People who know some useful everyday phrases can travel to overseas with some language-related problems, but facing with culture shock if they have not been to foreign countries a lot. The survey below is provided to represent how people use English in various purposes.

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<sup>1</sup> The Relationship Between the Language of Tourism, Tourism and Sociology Silvia Blanca Irimiea, PhD

<sup>2</sup> Michael Byram and Carol Morgan, Teaching-and-Learning Language-and-Culture (Clevendon: Multilingual Matters, 1994)

Meanwhile, English is used in the tourism sector with various purposes. In the world of tourism, English is needed for general conversation with foreign guests ( $M = 3.27$ ). The function of English is also necessary to provide information ( $M = 3.55$ ) and service ( $M = 3.55$ ) to foreign guests. Respondents also agreed that English was used to answer questions and solve problems with guests ( $M = 3.36$ ). On the other hand, there is disagreement from respondents on negative response items related to the usefulness of English. Respondents do not agree that English is not used to offer assistance ( $M = 2.73$ ) and do not agree if English is not used to invite international guests to cooperate ( $M = 2.09$ ).<sup>3</sup>

Tourists visit various sites all over the world per year. Lots of residents in Europe and America spare time to travel worldwide. Countries like Italy, Kenya, Dubai, the Great Britain and Brazil, among others get millions of tourists annually. Moreover, due to their distinguishing roots, they speak different languages that demand translation for better comprehension. In most cases, tourists take time to learn the language of their hosts. This gives opportunity them to speak best with the hosts. In some cases, they use tour guides as interpreters. However, this does not offer well cultural relationship than the host. Travelling language is therefore crucial for all tourists.

The subject of this work is the degree of intervention, or amount of mediation translators are asked to exercise in order to achieve successful cross-cultural communication in the case of the translation of tourist texts. As has already been pointed out, the main problem lies in the definition of the identity of the addressee of this communication, that is the recipients of tourist texts. The concept of identity I am referring to is to be understood as distinctively social and situational: it normally consists in a limited number of subject-positions available in specific communicative situations. Speakers display their identity by selecting distinctive strategies, whose adequate performance depends on the degree of familiarity (or knowledge) they have with these situations. For example, tourist texts producers involved in the realization of a brochure about, say, the castle of Brescia must be familiar with subjects such as history and architecture, as well as be well-versed in techniques of promotional writing.<sup>4</sup>

In conclusion, it is considered really crucial to travel the specific country with tour guide if it is the first time. In order to avoid culture shock and possible language barriers and misunderstandings related to both language and tradition of the host country. Theoretical assumptions will be represented by types of a distinction between a tourist speech in specific language and its translation into

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<sup>3</sup> English language competence for tourism sector in supporting socio-economic development in Merauke: A Survey Study L A Prihandoko, Y Tembang, D N Marpaung and F Rahman

<sup>4</sup> Tourism communication: the translator's responsibility in the translation of cultural difference, Mirella Agorni

English. It will be illustrated that interpreters' decisions at linguistic and explanatory level allow more or less essential degree of listener involvement, and as a result, affecting the promotion of tourist destinations.

Sources:

1. The Relationship Between the Language of Tourism, Tourism and Sociology Silvia Blanca Irimiea, PhD
2. Michael Byram and Carol Morgan, Teaching-and-Learning Language-and-Culture (Clevendon: Multilingual Matters, 1994)
3. English language competence for tourism sector in supporting socio-economic development in Merauke: A Survey Study L A Prihandoko, Y Tembang, D N Marpaung and F Rahman
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