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## SPEECH FEATURES OF TOURISM DISCOURSE

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**ABSTRACT:** Currently, the concept of tourism is much broader. It includes business trips and educational trips, travel around the country or region, that is, domestic tourism, excursions. From this point of view, tourism made a significant contribution not only to economic development, but also to linguistics.

**KEYWORDS:** Tasks of tourism, classification of tourism, types, style of tourism conversation, genre of speech.

### INTRODUCTION

Tourism as a multidimensional phenomenon performs many functions that can be divided into several large groups.

Social and humanitarian tasks:

cognitive and educational function- acquiring and supplementing knowledge, getting to know the nature, history, culture of other countries and peoples;

educational task, that is, the formation of moral and aesthetic qualities, instilling love for the world around us, including one's own journey;

cultural function- increase the cultural level of citizens;

the function of health and recreation- restoring the physical and mental state of the body,

Sports task- special training in tourist techniques, which contributes to the strengthening of general physical fitness, as well as the development of various aspects of physical health.

Social and economic tasks: rational use of free time, ensuring the employment of the population, raising the standard of living of the workers is an important factor of stabilization and development of the economy.

Currently, there are several classifications of tourism. Depending on the factors affecting it, it is divided into the following types.

- 1) by direction - international (consists of entry and exit) and domestic;
- 2) organized and amateur by nature;
- 3) by duration of time - short-term and long-term (from one day to many days);
- 4) according to the range of movement - near and far;
- 5) by the number of tourists - collective (group) and individual;

6) according to the mode of movement - walking, cycling, horseback riding (as well as movement with the help of other animals - dogs, deer, camels, mules, etc.), skiing, car, motorcycle, water, complex (two or more ways of traveling on the route) tourism;

7) according to the nature of the route - mountain, etc.;

8) by purpose - cultural, educational, environmental, sports, health improvement, recreation;

In recent decades, new types of tourism have appeared: - business, intensive tourism, congress, club, corporate, time-share, elite, ethno cultural, extreme.[1,2]

As tourism occupies an increasingly important place in the development of the world economy, socio-cultural and other areas, its role in the global processes of human development is gaining importance. Accordingly, its main goals change. The main objectives of modern tourism include: development, management and new business models; effective use of human resources; increase the role of individuals and local communities, regional and territorial bodies and tourism organizations; elimination of financial, economic and social difficulties; organization of new forms of recreation; development of new models of economic management; study of concepts related to humanitarian and social relations, ecological relations in tourism; implementation of technical cooperation programs and others.[3]

From this point of view, tourism made a significant contribution not only to economic development, but also to linguistics. Today, tourism is a huge socio-economic phenomenon on a global scale. No other industry embodies so many cultures. People never get tired of learning new things, so tourism will always be a relevant activity.[4] Such a scale of the tourism industry prompted the emergence of linguistic research aimed at studying the tourist discourse as a special type of speech activity.

In the study of tourism speech, it is important to determine its typological status. There are different points of view on this matter. In particular, it has been suggested that this type of speech is a subtype of institutional advertising speech. According to another point of view, it is an independent type of speech that has the ability to interact with other types of speech (everyday) (scientific, advertising, etc.).[5]

In our opinion, advertising is only one of the genres of tourism discourse, therefore, advertising in the tourism industry cannot represent all the diversity of its characteristics.

Modern tourism in the form of organizing free time or doing business is also a new international communication and tourism communication system. The terminological system of tourism, which embodies the new reality in the language of tourism, is constantly dynamically updated.

Tourism can be defined as the art, science and business of attracting and transporting tourists. For many developing countries, tourism is one of the most profitable and dynamic sectors of the world economy, and it is an easy way to achieve sustainable trade relations with other countries. Tourism helps international cooperation and improves the economic situation of the country.[6]

Tourism as a separate independent industry appeared relatively recently. However, of course, people have always traveled, tourism became a global mass industry only after the emergence of a special type of activity - tourist services. Tourism, first of all, satisfies a person's need for recreation, well-being, aesthetic needs, as well as the need for information of any person, in addition, various forms of tourism are constantly improved.[7]

Today, tourism includes business (participation in exhibitions, business forums, conferences), educational (teaching foreign languages, "summer schools" of various directions, art courses), shopping tourism (there are many relevant types of tourism, such as connecting the tourist (excursion) with the purchase of certain goods), related extreme, sports, pilgrimage, historical, gastronomic, literary, etc.

Various factors contributed to the rapid development and spread of tourism activities and the tourism industry in general. The main ones are the desire of the population to improve the quality of life, increase free time and change the place. Thanks to tourism, there is an exchange of socio-cultural information between different peoples and countries of the world, which leads to the mutual enrichment of cultures. Communication in the field of tourism has a national characteristic and a multifaceted nature.[8]

Of course, in the world of intercultural communication, the linguistic image and national characteristics, as well as the realization of national identity and language play a role. In this tourism, there is a clash and interaction of cultures.

Linguistic dictionaries and reference books have many definitions of speech, but they are not exhaustive. Many definitions are based on the fact that speech is one of the most difficult and complex concepts to define. S. Stepanov believes that "communication, first of all, exists in texts that have special grammar, vocabulary, word usage rules and syntax, special semantics, and ultimately, a separate universe.[9]

Tourist speech includes the communication of people who do not belong to a particular social group or language community. Nevertheless, communicators clearly understand the genre features of tourist speech, as well as the organization and methods of information exchange.

Tourism, as an established mass culture, is aimed at satisfying people's needs such as recreation, new experiences, and relief from routine and depression. Tourists are ready to immerse themselves in a different culture and a new environment, which creates a certain model of perception of reality. Thus, in order to attract more consumers and make them interested in a certain tourism product, tourism discourse texts should have informational and advertising aspects.[10] Due to the fact that tourism has gained global importance, there is a need to take a deeper look at the tourism discourse and its genres.

Tourist speech has a conversational style, which allows you to achieve a more confident atmosphere and an intimate tone of communication. The studied speech, as noted, includes intercultural communication, therefore, touristic texts represent a certain, specific environment in which formed ideas and images about the national character of different peoples are cultivated and reflected.

It should be noted that in linguistics, genre is understood as a combination of features such as the style of text representation, generally recognized speech form, traditional ways of structuring speech, and combining speech units accepted by society. The genres of tourism speech can be expressed as follows:

- 1) verbal, depending on the speech-behavioral situation and the conditions in which the verbal communication takes place (communication with the tour operator; guided tour, etc.);

2) non-verbal genres are written or printed types of tourism texts (brochures, booklets, guides and tourist guides, encyclopedias).

As part of the research, it is considered appropriate to consider and describe the unique and complex genre of tourist speech as a guide. This type of printed text in the field of tourism is not only the most common, but also incorporates several other genres of tourism speech.

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