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## FACTORS OF FORMATION TOURISM TERMINOLOGY

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**ABSTRACT:** This article discusses the factors of formation tourism terminology. The factors that shaped the evolution of tourism terminology are diverse and dynamic, ranging from cultural and language influences through to political and economic decisions. Understanding the complexity of tourism terminology and the factors that shaped it is vital to appreciate the different types of travel and plan a travel itinerary effectively.

**KEYWORDS:** leisure, business, evolution of tourism terminology, dynamic, economic decisions.

### INTRODUCTION

Tourism is a multifaceted industry that involves the movement of people from one place to another for leisure, business, or other reasons. As globalization has advanced, the tourism industry has developed into a highly competitive and lucrative industry, with destinations around the world competing to attract tourists. Given the diverse nature of this industry, it is no surprise that there exist various terminologies, including the different types of tourism and travelers. The complex nature of these terminologies has led to the development of different factors that shaped the formation of tourism terminology. In this essay, we will examine these factors in detail to give a comprehensive understanding of the tourism industry's terminologies.

### THE MAIN FINDINGS AND RESULTS

#### The Evolution of Tourism

The evolution of travel dates back to ancient times when people moved from one place to another for hunting, trade, pilgrimage, or exploration. However, the concept of modern travel, which is similar to what we know today, began in the 19th century when technological advances, such as steamships and trains, made it more comfortable and affordable for people to travel. In the United Kingdom, the emergence of the middle class became a significant factor in the evolution of tourism. These people had enough disposable income and free time to travel, and it led to the formation of the first tour operators who organized package tour holidays.

As tourism developed, it gave rise to various related industries, such as hospitality, transportation, and entertainment. However, with the different people and destinations came new ways to describe them, and thus the advance of tourism terminology.

#### Culture and Language

Culture and language have a significant impact on tourism terminology. Language acts as a bridge that connects people from different countries and cultures. Therefore, it is imperative to have a

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common language or terminology that can facilitate communication and understanding in the tourism industry. Using common terminology in the tourism industry is especially important in the context of international travel, as it helps to reduce misunderstandings and promote clarity.

The cultural aspect of tourism terminology is also essential. The terminology used in tourism is influenced by the cultural nuances of the area being visited. For instance, the food and drink traditions, art and design, and societal norms of an area, contribute to the tourism vocabulary used to describe the destination. For example, some commonly used tourism terms, like “safari”, “island getaway” and “mountain retreat”, all give tourists a sense of what to expect based on the destination.

### **The Traveler**

Another essential factor that shaped tourism terminology is the type of traveler being targeted. Different types of people have different preferences when it comes to travel, and the terminology used to describe a destination or tour can make or break this decision. For example, a thrill-seeking traveler might be drawn to the term “adventure tourism”, while a traveler seeking a peaceful retreat may prefer “spa tourism”. On the other hand, family travelers in search of balance might opt for “educational tourism”.

Moreover, technology and the rise of social media have fueled the rise of the self-titled traveler – “digital nomads,” “flashpackers,” and “eco-tourists”. These labels have developed to capture travelers seeking certain experiences while highlighting their primary motivation for traveling. As a result, tourism terminology has evolved to accommodate various travel personas.

### **Industry Trends**

As with every industry, the tourism industry has seen its fair share of changes and trends over time. These trends have had a considerable impact on the formation of tourism terminology, from niche markets such as gastronomy travel through to responsible tourism, voluntourism, and conservation tourism. All have created terminologies that capture the specific needs of these travel types and the destinations they may visit.

Globalization and the rapid advancement of technology in the travel industry have led to the emergence of new business models and platforms, such as the Sharing Economy. The Sharing Economy has given travelers access to new and different types of accommodations such as Airbnb and couchsurfing. Culture-as-experience tourism follows this trend, which allows travelers to immerse themselves in the local culture, thus leading to the emergence of tourism terms like “local travel” or “culture tours”. The rise of these trends has accelerated the evolution of tourism terminology.

### **Sustainability**

Sustainability has become a significant concern for many industries, and the tourism sector is no exception. Environmental degradation resulting from tourism development raises the alarm bells for many and has given rise to green or ecotourism as a result. The rise of ecotourism has led to the creation of tourism terminology like nature tourism, wildlife tourism, or adventure tourism,

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niches that attract environmentally conscious travelers.

Sustainability has also led to the emergence of responsible tourism, which promotes ethical travel, minimizing the social, economic, and environmental impacts of tourism on destinations. While this kind of terminology existed before, the concept of responsible tourism has seen an important reinterpretation of the terminology to be conscious of these impacts.

### Political and Economic Factors

Political and economic factors are also a significant force in shaping tourism terminology. Political decisions, such as international trade agreements, travel restrictions, and visa regulations, impact the tourism industry significantly. Political turmoil and conflict can also negatively affect a destination's tourism industry while economic downturns can lead to negative economic impacts on the industry and destinations. All of these factors are likely to impact tourism terminology as trends, travel types, and visitor behavior change as a result.

Tourism terminology development also depends on the economic dynamics of the tourism industry. For example, new tourism terminologies have emerged to encourage visitors to visit a specific destination during a particular season. Terms like high-season or low-season have been created to guide visitors on what to expect with regards to weather, crowd density, and prices, among others. These factors can impact terminology when it comes to events, non-traditional celebrations, and festivals, where more people are likely to visit the destinations.

### CONCLUSION

The factors that shaped the evolution of tourism terminology are diverse and dynamic, ranging from cultural and language influences through to political and economic decisions. Understanding the complexity of tourism terminology and the factors that shaped it is vital to appreciate the different types of travel and plan a travel itinerary effectively. As the tourism industry continues to grow and evolve, we can predict that the terminologies used will continue to change to accommodate new trends, destinations and travelers.

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