

LINGUA-CULTURAL PECULIARITIES OF ENGLISH AND UZBEK TOURISM DISCOURSE

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INGLIZ VA O'ZBEK TURIZM DISKURSINING LINGVOMADANIY XUSUSIYATLARI

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ЛИНГВОКУЛЬТУРНЫЕ ОСОБЕННОСТИ АНГЛОЯЗЫЧНОГО И УЗБЕКСКОГО ТУРИСТИЧЕСКОГО ДИСКУРСА

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Abstract. The article explores the linguistic and cultural aspects of tourism discourse, conducting a contrastive analysis of English and Uzbek tourism-related vocabulary and terminology at various language levels, and examines the persuasive techniques employed in tourist brochures to attract more tourists. Tourism discourse is a distinct type of discourse involving the communication among people from different social groups or language communities. It basically focuses on promoting a particular travel destination or tourist product. The research also highlights the main characteristics of tourism discourse and the key differences between this discourse and other types of discourse. Revealing the lingua-cultural distinctions and commonalities between the selected English and Uzbek texts helps to better understand various cultures and their linguistic structures. Thus, the paper aims to research the tourism language and terminology of both languages considering their lingua-cultural peculiarities. The study based on the contrastive and lexicographic analysis of English and Uzbek travel brochures shows that in English tourism discourse special expressive vocabulary, particularly evaluative and descriptive adjectives representing the promoted product or destination, various stylistic devices, with metaphor being the most prevalent one, and other unusual phrases are employed to draw reader's attention while in Uzbek tourism discourse a significant number of borrowings and nationally-specific words including realia, lacunas are observed. The quantity of descriptive adjectives in Uzbek tourism brochures is relatively smaller, often highlighting the

facilities the travel destination or product offers via the usage of noun phrases. As tourism field is of interdisciplinary character, exploring lingua-cultural peculiarities of tourism terms can lead to effective cross-cultural communication in tourism industry, benefiting not only linguists, translators, educators and tourism professionals but also anyone in tourism business.

Keywords: tourism discourse; lingua-cultural peculiarities; persuasive language; tourism terminology; borrowings; realia.

Annotatsiya. Maqolada turizm diskursining lingvomadaniy jihatlari, ingliz va o'zbek turizmiga oid lug'at va terminologiyaning turli til darajalaridagi qiyosiy tahlili, turistlarni ko'proq jalb qilish uchun turistik broshyuralarda qanday ishontirish usullari qo'llanilishi ko'rib chiqiladi. Turizm diskursi — turli xil ijtimoiy guruhlardan yoki til jamoalaridan bo'lgan odamlar o'rtasidagi muloqotni o'z ichiga olgan alohida diskurs hisoblanadi. U asosan ma'lum bir sayohat manzili yoki turistik mahsulotni targ'ib qilishga qaratilgan. Shuningdek, bu tadqiqot turizm diskursining asosiy xususiyatlari, shuningdek, bu diskursning boshqa diskurs turlaridan farqlarini ko'rsatadi. Tanlangan ingliz va o'zbek matnlari o'rtasidagi lingvomadaniy farqlar va o'xshashliklarni ochib berish turli madaniyatlar va ularning til tizimlarini yaxshiroq tushunishga yordam beradi. Shu sababli bu maqolaning asosiy maqsadi har ikki tilning turizm tili va terminologiyasini ularning lingvomadaniy xususiyatlaridan kelib chiqib tadqiq etish hisoblanadi. Ingliz va o'zbek sayohat broshyuralarining qiyosiy va leksikografik tahlili asosida o'tkazilgan tadqiqot shuni ko'rsatadiki, ingliz turizm diskursida maxsus ta'sirchan-bo'yoqdor lug'atlar, xususan, targ'ib qilinayotgan mahsulot yoki manzilni ijobiy baholovchi va tavsiflovchi sifatlar, turli uslubiy vositalar, asosan, metafora va boshqa noodatiy iboralar ko'proq ishlatilsa, o'zbek tili diskursida esa bir qancha o'zlashma so'zlar, realiyalar va ma'lum bir joyga oid milliy so'zlar kuzatiladi. O'zbek turizm broshyuralarida tavsiflovchi sifatlar soni nisbatan kamroq bo'lib, ko'pincha otli so'z birikmalaridan foydalanish orqali ma'lum bir sayohat manzili yoki mahsulot taklif qiladigan imkoniyatlarni targ'ib qiladi. Turizm sohasi ko'plab sohalarni o'z ichiga olganligi sababli turizm atamalarining lingvomadaniy o'ziga xosliklarini o'rganish nafaqat tilshunoslar, tarjimonlar, o'qituvchilar va turizm mutaxassislari, balki turizm biznesi bilan shug'ullanuvchi har bir kishi uchun samarali madaniyatlararo muloqotni ta'minlaydi.

Kalit so'zlar: turizm diskursi; lingvomadaniy xususiyatlar; ishontiruvchi til; turizm terminologiyasi; o'zlashgan so'zlar; realia.

Аннотация. Статья посвящена лингвокультурологическим аспектам туристического дискурса, сопоставительному анализу англоязычной и узбекской туристической лексики и терминологии на различных языковых уровнях. В статье также рассматриваются убеждающие приемы, используемые в туристических брошюрах с целью привлечения большего числа туристов. Туристический дискурс — это особый тип дискурса, включающий коммуникацию между людьми из различных социальных групп или языковых сообществ. В основном он направлен на продвижение конкретного туристического направления или туристического продукта. Исследование также выделяет основные характеристики туристического дискурса и ключевые отличия этого дискурса от других типов дискурсов. Выявление лингвокультурологических различий и общих черт между выбранными

англоязычными и узбекскими текстами помогает лучше понять различные культуры и их лингвистические структуры. Таким образом, цель работы — исследовать туристический язык и терминологию обоих языков с учетом их лингвокультурологических особенностей. Исследование, основанное на сопоставительном и лексикографическом анализе английских и узбекских туристических брошюр, показывает, что в английском туристическом дискурсе используется особая экспрессивная лексика, в частности, оценочные и описательные прилагательные, представляющие продвигаемый продукт или направление, различные стилистические приемы, среди которых наиболее распространенной является метафора, и другие необычные фразы, чтобы привлечь внимание читателя. В то время как в узбекском туристическом дискурсе наблюдается значительное количество заимствований и национально-специфических слов, включая реалии, лакуны. Количество описательных прилагательных в узбекских туристических брошюрах относительно меньше, часто делается акцент на удобствах, предлагаемых туристическим направлением или продуктом, посредством использования именных словосочетаний. Поскольку туристическая сфера носит междисциплинарный характер, изучение лингвокультурологических особенностей туристических терминов может привести к эффективной межкультурной коммуникации в туристической индустрии, принося пользу не только лингвистам, переводчикам, педагогам и специалистам по туризму, но и всем, кто занят в туристическом бизнесе.

Ключевые слова: туристический дискурс; лингвокультурные особенности; убедительный язык; туристическая терминология; заимствования; реалии.

Introduction

Tourism, one of the major and fastest growing industries in the world, is of paramount importance in the development of global economy. A lot of scholars, linguists and tourism professionals are showing a great deal of interest in exploring this field from different aspects. To understand the lingua-cultural peculiarities of tourism discourse, it is important to outline the typology, main characteristics and varying features of this discourse from other types of discourse.

Such extra linguistic factors as politics, economy, business, social and cultural interactions have substantially contributed to the development of international tourism: transportation has developed, communication has become more straightforward, prices have become more affordable, and more opportunities have been opened up on a large scale. Particularly, after the pandemic, tourism has expanded to such an extent that it already exceeded pre-pandemic levels in terms of international tourist arrivals recorded. Since the 21st century, tourism is gaining more popularity in Uzbekistan, not to mention Samarkand, which has been hosting a number of major international events since the pandemic. Due to its rich historical and cultural heritage and impressive natural attractions ranging from landscapes and mountains to deserts and lakes, Uzbekistan has already become the center of foreign visitors' attention. As the number of tourists

is increasing year by year, so is the need for this service, which is creating lots of new jobs, like tour operators, travel agents, and guides.

The need to provide proficient specialists in tourism industry is urgent which can be easily met by investigating lingua-cultural peculiarities of English and Uzbek tourism discourse, enabling better cross-cultural communication skills that foster customer service and hospitality, improved promotion strategies using special linguistic choices, and enhanced tour guiding skills with engaging storytelling ability and accurate cultural explanations. Although English tourism discourse has been widely studied by many linguists and scholars, not much research has been conducted on the comparison of English-Uzbek tourism discourses on the basis of lingua-cultural aspects.

Literature Review

Investigations of tourism discourse have increasingly been the focus of studies for the last two decades. Tourism discourse is a collection of texts produced during the speech activity in the field of tourism. It has a specific addresser and an addressee. This discourse is mainly represented by media texts [Goshkheteliani & Kalandia 2022: 110].

Theoretically, individuals from different professional backgrounds interpret discourse as part of their daily sociocultural practices [Fairclough 1992: 38]. They act and behave based on their identity, social status and relations with other members of the community, and social knowledge. Hence, a careful consideration of sociocultural context is of paramount importance in discourse analysis [Van Dijk 1993:250]. Generally, there are two genres of tourism discourse:

- 1) oral speech genres that involve oral communication in a particular situation (dialogue with travel agent, speech of tour guide, etc.);
- 2) written genres presented in a written or printed form (travel brochures, booklets, tourist magazines, etc.).

As Natalia Koval et al. [Koval et al. 2023] claim, modern tourism genre is divided into the following types:

- 1) Written genres (either electronic or paper versions) — a guide, booklet, catalogue, article, leaflets and stickers are the main representatives of this genre.

- 2) Kinds using a computer which encompass a virtual tour, website of a travel agency, e-mail of the client in the travel agency. Page layout is defined as one of the privileges of the latter genre (travel websites) which can post a great number of images compared to printed brochures or other formats. Besides, these images are often refreshed periodically to capture the user's interest. Another advantage the travel websites offer is the ability to leave notes or comments on the site which is impossible in print media [Koval et al. 2023: 218].

Tourism discourse is considered as a domain-specific discourse, characterized by an array of linguistic, pragmatic and functional aspects that makes it different from other discourses [Dann 1996: 64; Gotti 2003: 58; Agorni 2016: 13; Thurlow & Jaworksi 2011: 287]. Tourism genre makes great use of the language encompassing expressive vocabulary, descriptive and evaluative adjectives, superlatives and intensifiers,

comparisons, metaphors, similes, keywords and foreign words in order to convey impressions that meet visitors' expectations. Dann [Dann 1996] states: "...tourism has a discourse of its own. ...the language of tourism attempts to persuade, lure, woo and seduce millions of human beings and, in doing so, convert them from potential into actual clients" [Dann 1996: 2].

According to Irine Goshkheteliani & Anna Kalandia [Goshkheteliani & Kalandia 2022], the functional status of tourism discourse encompasses providing information, establishing communication, advertising, persuading tourists to go to a particular destination by the use of lexical-grammatical, syntactic, and stylistic means that evoke positive feelings, and attract as many tourist as possible [Goshkheteliani & Kalandia 2022: 111].

Tourism discourse is often compared with advertising discourse as they overlap in terms of pragmatic function (promoting a tourism product or service). However, a comparative analysis of both types of discourse indicates that there are certain distinctions between them.

1) What makes tourism discourse different from advertising discourse is that there is a sense of responsibility for the service provided through the whole consumption period of the product. Travel agents do not usually release themselves of the responsibility until the successful use of the service or product by the clients. The primary goal of the advertising, however, is the sale of a particular product or service, often with no further guarantee of its effective use.

2) In tourism discourse, real objects in real time and space are described while general advertisement promotes products through something fictional, such as fictional characters or artificially created characters lured by which the customers purchase the product with limited understanding toward it.

3) Unlike the tourism brochure, where the persuasive function is slightly weakened, the communicative purpose of regular advertisement is to persuade potential customers to buy the product, often manipulating them.

4) In addition, providing service information is one of the basic functions of travel brochures which is not required in other forms of advertisements.

5) No less important in tourism brochures is the adherence to the principle of visibility as texts with visual elements are clearly advantageous, eliciting emotions and inspiring a desire to witness the experiences personally [Jing Luo & Tingyu Huang 2015: 202; Koval et al. 2023: 219].

Another distinguishing feature of tourism discourse from advertising discourse is that tourist brochures are frequently based on individual tourists' accounts of travel experiences, which undoubtedly triggers positive emotions and a desire to experience what they see with their own eyes, whereas celebrity endorsement is quite common in advertising [Kiss 2018:152].

Fatima Vakhidova [Vakhidova 2021] points out: "To study discourse is to analyze the use of spoken or written language in a social context." For discourse studies look at the form and function of language in speech at all

language levels. Expressiveness, emotionality and salience are three distinctive features of tourism discourse, all of which are achieved by using various techniques, such as epithet, rhetoric questions, etc. [Vakhidova 2021: 150]. Languaging (impressive use of foreign words) is also effectively used in tourism-related texts to give local colour to tourists [Dann 1996: 90-91; Cappelli 2013: 1-2].

Ilona Kiss [Ilona Kiss 2018] investigates various persuasive discursive techniques and devices in travel articles, examining how lexico-grammatical choices as persuasive devices affect tourists' attitude and decisions. Persuasion plays a fundamental role in tourism discourse enhancing the perceived value of destination, inducing a positive destination image that increases the likelihood of visitation among prospective tourists. At lexical level, the use of keywords, a great number of attributes, metaphors and comparisons have a tendency to increase the persuasive tone by exaggerating and evoking attractive visual imageries in potential visitors' minds. Particularly, evaluative adjectives play a paramount role in promotional texts as they are appealing, innovative, exotic-sounding words to attract potential tourists and highlight the qualities that make the destination worth visiting [Durán-Muñoz 2019: 355]. Furthermore, an abundant usage of personal recommendations and individualization with ego targeting strategy is one of the powerful means of persuasion, tempting the potential tourists to visit the destination and feel the excitement that they foreshadow. Finally, such syntactic patterns as attribute-noun phrases and intensifying adverbial-adjectival clusters in the description of tourism products manifest how vividly the authentic representation of reality is depicted [Kiss 2018: 154].

Kathleen L. Andereck investigates the evaluation of tourist brochures which serve as a visiting card of one particular tourist attraction, conducting a survey on how such evaluations have influence interest levels and actual visitation [Andereck 2005: 1-5]. Daniela Cesiri focuses on the importance of digital travel guidebooks, conducting a corpus-based linguistic analysis of lexico-grammatical features used to describe the peculiar features of Venice and its local culture according to which, the strategy of balancing technical terms with promotional vocabulary that carry specific connotations to attract addressees' attention is effectively applied [Cesiri 2017: 248].

David Crystal defines English as a global language which is widely used and recognized in different countries not only as a language of communication, but of science, education, technology, commerce, etc. At the same time, English is dominant language of international tourism, considered a lingua franca for tourism by many scholars and linguists [see, for example Crystal 2003: 3; Francesconi 2014: 10; Maci 2018: 26; Mauranen 2010: 7] as a result of which most of the Uzbek tourism terms were borrowed from English [Yakubova 2023: 29]. Under the influence of Soviet Union, majority of tourism terms were borrowed from English into Uzbek via Russian language, receiving Russian pronunciation standards.

In addition, it is worth mentioning that words *realia* (nationally-specific and non-equivalent lexicon) are more prevalent in Uzbek tourism discourse due to the historical and social factors in the field of tourism. Two different trends are intertwined with - nationalization and

internationalization of tourist activity, both of which are directly reflected in the vocabulary of tourism [Koliassa et al. 2022: 92]. Most of the international official documents and regulations of tourism are written in English, and travel instructions (brochures, booklets, catalogues, etc.) and procedures are also given in English, and that language is used in hotel check-ins and other registration areas. Thus, the occurrence of a great number of English loanwords in Uzbek terminology system are the result of internationalism. As well as serving as a means of creating a tourist destination image, words *realia* — signs of nationalism in tourism terminology system, reflect cultural values, lifestyle, religion, mentality, history of a particular nation as Ashurova & Galieva [Ashurova & Galieva 2019] state “they are inseparable part of a national world picture of a certain linguoculture and demonstrate national-cultural specifics of a particular nation” [Ashurova D.U. & Galieva M.R. 2019: 63].

Natalia Koval et al. explore the changing nature of tourism discourse, pointing out that the significant number of recent changes in the vocabulary of English tourism discourse can be observed thanks to the global, pandemic, social and geopolitical changes. Those modifications are mainly formed by affixation (49%), suffixes -ing, -er, -cation being the most productive and frequent ones [Koval et al. 2023: 223].

Having analyzed tourism discourse, Stefania M. Maci [Maci 2018] concludes that English tourism discourse manifests emerging societal trends and serves as a mode of multimodal and hypertext communication that provides engaging portrayals of destinations. She highlights that it is achieved by an abundant usage of lexical features encompassing monoreferentiality, precision, conciseness and transparency, metaphorization, borrowings and keywords, and such syntactic features as premodification, nominalization, person pronouns, deixis, verb tenses, modals, passive forms that make the tourism discourse specialized [Maci 2018: 27-38].

The literature highlight that tourism is a very active international activity which serves as a bridge connecting different cultures. As a special discourse, it has been in the focus of investigations of many scholars, linguists and tourism professionals for the last two decades under the impact of globalization and socio-economic factors. As Dann states, “Tourism is not a basic need. ... it is just a want, an envy, a desire, something which can be converted into a must by the art of persuasion.” [Dann 1996: 64]. He underscores that the persuasive function of tourism discourse is of paramount significance in attracting as many potential visitors as possible, which is achieved by the use of expressive vocabulary including different image-baring stylistic devices and colourful adjectives, attributes, keywords, and visual images. The more engaging and colourful the brochure is, the more tourists might be interested in. Further research on the lingua-cultural peculiarities and lexical semantic features of English and Uzbek tourism discourse including tourism terminology can undoubtedly contribute to effective cross cultural communication and further development of the field.

Methods

This study employs a mixed-methods approach to analyze the vocabulary and terminology of the tourism discourse, combining contrastive, cross-cultural and discourse analysis methods. By integrating qualitative and quantitative data, the research aims to provide a comprehensive understanding of lexico-grammatical word choice, lingua-cultural peculiarities and cultural differences of English and Uzbek tourism discourse. To achieve this goal, we selected and analyzed tourist brochures and travel articles in English and Uzbek languages. The research was conducted with the following methodology:

- **Contrastive analysis:** To identify structural similarities and differences between the selected languages at the lexical, morphological, syntactic, semantic, and stylistic levels.
- **Cross-Cultural analysis** of the texts that reveal cultural peculiarities of two different nations, their traditions, customs, values, and beliefs.
- **Discourse analysis:** Analyzing tourist brochures, travel articles, booklets and speech of guides to observe and examine lexico-grammatical choices and persuasion techniques used in different contexts.
- **Lexicographical analysis** of texts to identify borrowed words, realia and toponyms.
- **Quantitative analysis** of tourism texts to compare the number of adjectives, adverbs, compound words, etc. used in the texts of similar volume written in different languages to attract visitors.

We analyzed quantitatively and qualitatively fifty English and fifty Uzbek tourism-related texts from which we have chosen two tourist brochures, one in English and the other in Uzbek to show how many different linguistic units were used in texts of almost the same size to draw tourists' attention. We focused on:

- The number of nouns, adjectives, pronouns, conjunctions, verbs, adverbs, idioms, phrasal verbs, derived or affixed words, complex words, and sentence types: simple, complex, and subordinate sentences;
- Realia, borrowed words and toponyms;
- Commonalities and differences in the descriptive language in English and Uzbek tourist brochures.

This methodological framework enables a detailed examination of linguistic and cultural distinctions of tourism discourse in two languages, contributing to the effective cross-cultural communication and linguistic research.

Results

The result of this study reveal significant lingua-cultural variations in terms of lexico-grammatical choice, persuasiveness and descriptive language of tourism discourse. In tourism discourse, such linguistic tools as expressive vocabulary, descriptive adjectives, compound words, exotic words, realia, borrowings, terms, proper names and other varying linguistic structures are used. These findings are derived from quantitative and qualitative (contrastive, cross-cultural and discourse analyses) analysis

methods conducted in English and Uzbek languages. Comparative linguistic analysis of the selected English and Uzbek tourism-related texts summarize the following key findings:

In English tourism discourse, the persuasive function of the language is achieved by the excessive use of various linguistic units, particularly evaluative adjectives (*breathhtaking, thrilling, iconic, stunning, picturesque, vibrant, fascinating, mysterious, unique, authentic, colourful, vivid, etc.*). These adjectives create a positive destination image, and affect potential tourists' decisions. It is quite common and effective to use superlative adjectives (*the most luxurious, the best, etc.*) and adjectives with pre-modifying adverbs (*absolutely magnificent, truly breathtaking, incredibly tranquil, deeply enchanting*) since exaggeration can also influence the emotions, attitudes and beliefs of the addressee, creating a strong emotional effect. In terms of evaluation, adjectives with negative prefixes usually give a positive meaning: *undiscovered, unforgettable, incomparable, untouched, unspoiled, unprecedented, unlimited, etc.* These adjectives used in tourism discourse may seem appealing to the target audience, implying that the destination offers something special and different.

In Uzbek tourism discourse, however, informativity is a key function of promotional texts (for example, tourist brochures). An abundant use of descriptive and evaluative adjectives, and any exaggerated statements in advertising & tourism-related texts might seem that the promoted object, service or destination is not as authentic as it is described. Thus, in most cases, Uzbek people prefer the informative genre that provides full information, specifically the factual information about the destination or tourism product, even though it is not that appealing. Imperatives, appeals and unusual phrases like "*Lose yourself in the labyrinth of lanes*", "*A sanctuary where silence sings*", "*Unearth hidden gems*", "*Where the mountains kiss the sky*", "*Paradise await you*" are often found in tourist brochures to create a magical illusion inducing the tourists to experience the promoted object in reality.

Realia and lacunas make up a significant part of the tourism vocabulary of the Uzbek language. Heritage tourism is the most popular type of tourism in Uzbekistan, and in order to showcase its rich history, traditions, and unique cultural heritage to international tourists, a significant number of nationally-specific words (*plov, bazaar, chopon, duppi, atlas, mahalla, sumalak, etc.*) are used in Uzbek tourism discourse. A careful translation (mostly by giving definitions) of those non-equivalent lexicons should be provided by tour guides in order to avoid misunderstanding and culture shock that tourists might encounter.

As English is a dominant language of international tourism, most of the tourism terms in Uzbek tourism vocabulary are borrowed from English: *gid* — *guide*, *turizm* — *tourism*, *hostel* — *hostel*, *aeroport* — *airport*, *klub* — *club*, *veb*—*sayt* — *website*, *ekoturizm* — *ecotourism*, *etc.*

There are several terms in English tourism terminology, mostly borrowed from Latin and French: *hotel, villa, aquatic* from Latin; *café, cuisine, souvenir, boutique* from French.

Both English and Uzbek tourism discourse employ various stylistic devices with metaphor being the most frequent one [Shylyayeva 2019: 256]. Here are some examples observed in English tourism discourse:

Metaphor: *The United States is a melting pot of cultures* [Vusala Aghabeyli 2015: 199]. Here, there is an analogy between The United States and a melting pot. As a target domain, The United States is resembled to a melting pot which implies that diverse cultures and various immigrant groups live together in the USA, like different metals and ingredients blend together in a melting pot.

Personification: *The city never sleeps*. Here, city is embodied as very active in order to show excitement for the sake of the destination.

Alliteration: *Blissful beaches and brilliant blue waters*. Alliteration is used in order to emphasize the beauty of the seaside.

Hyperbole: *Uzbek pilaf is the best food in the world*. Exaggeration is used in this statement to entice food lovers.

Rhetoric questions: *Are you ready for the adventure of a lifetime? Isn't it time you treated yourself to paradise?* Rhetoric questions are also one of the most powerful tools of attracting tourist, appealing to the visitors' desire for relaxation and indulgence. Uzbek examples:

Metaphor: *O'zbekiston — Buyuk ipak yo'lining durdonasi* (Uzbekistan is a pearl on the Silk Road) — O'zbekiston is resembled to "durdona" (pearl). In Uzbek culture, durdona (pearl) symbolizes beauty and value. Uzbekistan served as one of the crossroads of the Silk Road in ancient times. There were so many caravanserais that provided lodgings for travelers and merchants in Uzbekistan. As a result of which, trade flourished very well, and Uzbekistan was appreciated all the time, ultimately causing a resemblance between Uzbekistan and a pearl. *Samarqand — toshga bitilgan doston*. (Samarkand is a poem etched in stone) — Samarkand is an ancient city in Uzbekistan with its great and rich history which has been transmitted from generation to generation. The word "doston" (epic poem) etched in stone not in paper means that it is kept forever. Thus, great and long history of Samarkand is never forgotten and loses its significance like a poem etched in stone.

Personification: *Tarixiy obidalar o'tmishdan so'zlaydi*. (Historical monuments speak of the past). Here, historical monuments are embodied by giving the human ability to "speak" (so'zlaydi) to create a sense that history is coming alive.

Hyperbole: *Samarqand oshini yemabsiz, bu dunyoga kelmabsiz*. (If you have not eaten Samarkand pilaf, you have not come to this world) — In this example, exaggeration is used to promote, and urge tourists to taste Samarkand pilaf which is really tasty and is cooked in a different way compared with other regions of Uzbekistan. At the same time, rhyme is also employed: *yemabsiz — kelmabsiz*.

Rhetoric question: *Orol dengizidagi Kemalar qabristoniga yo'l olishga tayyormisiz?* (Are you ready to explore The Cemetery of ships in the Aral Sea?) — This is a great example of rhetoric question which prompts the reader to visit the place and explore all the mysteries and adventures there. Also, the name "*Kemalar qabristoni*" (The Cemetery of ships) draws readers attention as it is an excellent example of metaphor. It

is the name of the place where lots of ships had sunk to the bottom of the Aral Sea before this sea started shrinking extensively in 1960s due to different agricultural purposes. The area in the Aral Sea where ships sunk in the past is resembled to the cemetery where people are buried in. Hence, there is an analogy between the Aral Sea and a cemetery (*qabriston*), ultimately naming this area “*Kemalar qabristoni*” (The Cemetery of ships).

We analyzed quantitatively and qualitatively fifty English and fifty Uzbek tourism-related texts from which we have chosen two tourist brochures, one in English and the other in Uzbek to indicate how many different linguistic units were employed in texts of almost the same size to draw tourists' attention.

Quantitative analysis of the English and Uzbek brochures.

English text:

The Edinburgh Tattoo

Witness the unforgettable drama, colour and spine-tingling excitement of the world-famous Royal Edinburgh Military Tattoo. Combine time spent exploring the Scottish capital's elegant heart and Glasgow with an optional tour of the stunning summer scenery of the Trossachs National Park and a cruise across the waters of fabled Loch Lomond.

Soak up the pomp and pageantry of this magical event — one of the highlights of the Scottish capital's festival season — as massed pipes and drums, dancers, and display teams create a dazzling spectacle

(<https://www.newmarketholidays.co.uk/destinations/europe/uk/scotland/the-edinburgh-tattoo/>).

Uzbek text:

Konigil qishlog'i Samarqand qog'ozi, kulolchilik, duradgorlik va boshqa hunarmandchilik an'analari bugungi kunga qadar saqlanib qolgan hudud sanaladi.

Qishloq aholisi hunarmandchilik, qishloq xo'jaligi, chorvachilik va albatta o'z mehmondo'stligi bilan mashhurdir. Majmua hududida mehmonlarni qabul qilish va ularga xizmat ko'rsatish uchun barcha zarur sharoitlar yaratilgan. Mehmon uylari, dam olish zonalari, piyoda yo'laklari, umumiy ovqatlanish shahobchalari. Bu yerda sayohatchilar dam olishlari, tabiatdan bahra olishlari, Siyob va Obi Rahmat ariqlari bo'ylab sayr qilishlari va milliy oshxona taomlaridan tatib ko'rishlari mumkin.

(<https://samarkandtourism.uz/ru/news/konigil-turizm-qishlogi-ikkinchi-bosqichi-amalga-oshirilmoqda/>).

Table 1.
A quantitative survey of the texts

Points to be discussed	English	Uzbek
Nouns	30	35
Adjectives	15	6
Pronouns	1	4
Verbs	9	11
Conjunctions	7	5
Prepositions	9	-
Adverbs	-	-
Phrasal verbs	1	-
Numbers	1	-
Toponyms	7	4
Derived/affixed words	14	17
Complex words	3	2
Simple sentences	2	5
Compound sentences	1	-
Complex subordinate clause	-	-
Borrowed words	11	2
Particles	-	4

Results drawn from the quantitative analysis show that a relatively greater number of descriptive and evaluative adjectives are employed in English tourist brochure in order to appeal to more visitors (*unforgettable, stunning, elegant, magical, optional, dazzling, spine-tingling, world-famous, etc.*, with the latter two ones, being descriptive compound adjectives). In Uzbek text, however, the number of adjectives used is relatively small. Instead, more nouns are used in Uzbek tourist brochure to attract and persuade readers to visit the destination by mentioning the facilities that the place offers (*Samarqand qog'oz, mehmondo'stligi, mehmon uylari, dam olish zonalari, piyoda yo'laklari, umumiy ovqatlanish shahobchalari, etc.*).

According to the results of lexicographical analysis, a number of loanwords are applied in English text, most of which are borrowed from Latin, Greek and Dutch (*tattoo, cruise* from Dutch; *fabled, capital, spectacle* from Latin; *drama, pomp* from Greek, etc.). There are fewer loanwords used in Uzbek text: *qog'oz* (paper) from Chinese and *zona* (zone) from Greek via Russian.

Unlike the English tourist brochure, where imperatives are mostly used to entice the readers, informative language is dominant in the Uzbek text, stating the specific facilities that the tourism village provides.

Realia and toponyms like *pipes and drums, tattoo, Loch Lomond, Glassgow, Edinburgh* — all of them are vivid examples of culturally-marked units, specifically reflecting traditional Scottish musical ensemble associated with Scottish military and cultural events, and largest loch, cities of Scotland.

Derived/affixed words (gerund, participle and plural forms are also included) can be frequently observed in both texts, especially in Uzbek

one. As the Uzbek language is an agglutinative language, it is highly based on the addition of suffixes and prefixes to root words to express grammatical relationships, rather than using separate prepositions or auxiliary verbs.

At the syntactic level, both simple and compound sentences are employed in English text while in Uzbek one, only simple sentences are used.

Overall, the results highlight the lingua-cultural nuances and similarities between English and Uzbek tourism discourse. The linguistic variations are attributed to different languages types (English — inflectional; Uzbek — agglutinative), various preferences of two nations (English people are engaged by the use of descriptive adjectives in promotional media while the Uzbek prefer factual data), and nationalization (a significant number of realia and lacunas in Uzbek tourism discourse) and internationalization (English as a lingua-franca, influences other languages' tourism terminology).

Discussion

The findings of this study point out the linguistic choices employed in tourism-related texts of two languages to achieve persuasion. While persuasion is a universal language function, the ways of achieving it varies across cultures. This section interprets the results in relation to existing literature, highlights their implications for cross-cultural communication, and discusses potential challenges and constraints.

The study claims that an abundant application of evaluative adjectives serves as an effective persuasive technique in English tourism discourse to attract as many potential visitors as possible which corresponds with the findings concerning the phenomenon of adjectivisation in the adventure tourism discourse by Isabel Durán-Muñoz [Durán-Muñoz 2019].

The use of adjectives in superlative form is quite prevalent in tourism discourse, and the adjectives with negative prefixes (*undiscovered*, *incomparable*) have positive meaning in tourism discourse [Goshkheteliani & Kalandia 2022: 120; Jalilifar & Moradi 2019: 225].

Imperatives (*hurry*, *discover*, *etc.*), hidden commands ("*Picture yourself waking up to breathtaking ocean views!*" "*Unlock memories that will last a lifetime.*") and use of personal and possessive pronouns (*we*, *our*, *you*, *your*) [Kiss 2018: 154; Sariyeva 2023: 22] gives more persuasiveness by influencing the potential tourists' choices which was also observed by Irine Goshkheteliani & Anna Kalandia and Natalia Koval et al.

Personification is also one of the powerful discursive methods of promoting a tourist destination. It is generally achieved by metonymic and metaphorical expressions, using legendary or mythical characters as symbols of a certain tourist attraction which is a way of creating most memorable and emotionally perceived image of a territory [Isakova et al. 2021: 4].

Compound words [Goshkheteliani & Kalandia 2022: 121] are mostly observed in English tourism discourse with those structures:

N + N (guidebook, tourist trap, playground, food court, etc.)

Adj + N (eco tourism, budget travel, sustainable tourism, natural resources, modern-day, etc.)

Adv + N (overseas travel, outdoorsman, underwater, etc.)

Num + N (three-day tour, five-star, etc.)

N + V + ed (mountain-backed, ocean-fronted, family-oriented, mosaic-scattered, etc.)

In some of the English tourism related texts analyzed, highly expressive vocabulary and nationally specific words including realia, toponyms, names of Uzbek traditions are used in order to promote tourist destinations and historical places of Uzbekistan which is an example of languaging [Dann 1996: 90-91; Cappelli 2013: 1-2]. At the same time, those Uzbek realia are being borrowed from Uzbek into English. Uzbek loanwords like *pilaf*, *bazaar*, *shashlik* are already in English dictionaries.

The research also proved that positive evaluations of tourist objects are created using clichés (*be famous for*, *be popular with*, *to relax*, *to cater for*, etc.), superlative adjectives, phraseology, comparison, hyperbole, and such emotional-expressive syntax as rhetorical questions, ellipsis, antithesis and parallel constructions. Moreover, numerals, acronyms and abbreviations (*FIT* — *foreign independent tour*, *DET* — *domestic escorted tour*, *TA* — *Travel Agent*, *UNWTO* — *The United Nations World Tourism Organization*, etc.) are also commonly observed in tourism discourse [Goshkheteliani & Kalandia 2022: 115].

As the English language is a lingua-franca [Crystal 2003: 3; Francesconi 2014: 10; Cohen & Cooper 1986: 541], it is considered the dominant language of tourism as well, as a result of which Uzbek tourism terminology borrows lots of tourism terms from English [Yakubova 2023: 29]. Besides, there is not any field which connects as many cultures as tourism [Koval et al. 2023: 218]. Thus, culturally relevant units like realia, lacunas prevail in tourism-related texts.

The statistical results of the study indicate that a significant number of derived/affixed words can be observed in Uzbek tourism-related texts, which is attributed to the fact that the Uzbek language is considered an agglutinative language. Furthermore, loanwords [Yakubova 2023: 29-30], non-equivalent lexicon, like realia, lacunas and toponyms are applied in tourism texts of both languages while the number of descriptive adjectives is relatively higher in English one. Uzbek brochures mostly use more noun phrases to describe the facilities that the promoted destination or service offers.

In addition, we classified tourism-related texts based on the following genre-based classification of the tourist texts, suggested by Irine Goshkheteliani & Anna Kalandia [Goshkheteliani & Kalandia 2022: 116]:

1. Informative texts: travel articles from travel journals and newspapers, travel websites, a guide, in which partially creolized texts (the ones where information is presented verbally and visually) are given and have an informative function.

2. Small-sized texts: brochure, advertisement, announcement, menu, traffic scheduling, iconized tickets, instructions, which are usually clear and comprehensible.

3. Iconized signs (pure iconized texts): road signs, geographical or touristic maps, metro schemes, building plans (hotel floor, other tourist facilities) which perform warning and explanatory functions.

Further research on corpus-compilation of specific Uzbek tourism discourse could contribute to a deep lexico-semantic and pragmatic analysis of this discourse to the full extent, as the specific corpus of Uzbek tourism texts has not been created yet, several linguists are still working on it. This study also highlights the importance of carrying out further research on corpus-based analysis of lexical-semantic features of tourism terms; the translation issues of nationally-specific units used in tourism discourse of English and Uzbek languages; the analysis of speech of guides and types of foregrounding in tourism-related texts.

Conclusion

The study highlights the significant lingua-cultural differences and commonalities between English and Uzbek tourism discourse, examining travel brochures in both languages. The findings of qualitative and quantitative analysis of English and Uzbek tourism texts confirm that expressive vocabulary including descriptive adjectives, personal pronouns and noun phrases, unusual and metaphorical expressions, different stylistic devices are employed as powerful persuasive devices in tourism discourse to interest the addressee, with former (evaluative adjectives and compound nouns) being quite prevalent in English tourism-related texts. The use of metaphor and personification is also one of the main tools to attract as many tourists as possible, giving people a bright and vivid image of the place being promoted, and urging them to explore this place. By employing all the above-mentioned linguistic choices, it is feasible to create the texts or brochures which would easily promote the event or tourist attraction. Uzbek tourism brochures are mostly characterized by an informative genre to persuade potential tourists to visit the promoted destination, although the use of adjectives is relatively lower compared with English ones. Another common linguistic unit in tourism discourse of both languages is realia which reflects the cultural values, traditions of a specific nation. Loanwords also make up a significant part of English and Uzbek tourism terminology, with Uzbek borrowing tourism terms mostly from English, and English borrowing words basically from Latin and French. Thus, as a result of tourism, lots of cultures not only exchange their culture, traditions, but also their linguistic choices. Texts in tourism genre are divided into three: informative, small-sized and iconized signs which are usually encompassed into multimodal texts presenting the information both verbally and visually. Among which tourism brochures are taken for analysis in this study as they represent a visiting card of the country, creating a magical illusion tourist are encouraged by. In addition, the distinctions of tourism brochures from advertising texts are also examined, with the former having relatively lower degree of persuasion. The linguistic variations in tourism discourse of two languages are attributed to different languages types (English — inflectional; Uzbek — agglutinative), various preferences of two nations (English people are engaged by the use of descriptive adjectives in promoting particular media

while the Uzbek prefer to include factual data), and nationalization (a significant number of realia and lacunas in Uzbek tourism discourse) and internationalization (English as a lingua-franca, influences other languages' tourism terminology).

These differences have important implications for effective cross-cultural communication, particularly in tourism, business, economy, and social interactions. When the specific addressee of tourism discourse, people from different cultural backgrounds communicate, some misunderstandings may arise. In order to avoid these misunderstandings and culture shock experiences by many tourists owing to cultural differences, individuals should develop awareness of aforementioned linguistic and cultural nuances.

Taking into consideration that the tourism field is dynamic, in which lots of communicators from different cultural backgrounds are involved, further study of tourism discourse is quite a promising direction for modern linguistics and education.

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