

Tourism Discourse And Its Terminology

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Abstract – This work will provide the reader with valid examples of tourism discourse, its types, genres that, distinguished into a separate institutional type of discourse. Tourism text as well as discourse is for better consolidation of the travelers' linguistics knowledge, sellers and consumers of tourism services in various communication in sphere of tourism.

Keywords – Tourism Discourse, Travel Industry, Travel Guide, Tourism, Tourist Communication.

In linguistics, *discourse* refers to a unit of language longer than a single sentence. The word discourse is derived from the latin prefix *dis-* meaning "away" and the root word *currere* meaning "to run". Discourse, therefore, translates to "run away" and refers to the way that conversations flow. To study discourse is to analyze the use of spoken or written language in a social context.

Discourse studies look at the form and function of language in conversation beyond its small grammatical pieces such as phonemes and morphemes. This field of study, which Dutch linguist Teun van Dijk is largely responsible for developing, is interested in how larger units of language—including lexemes, syntax, and context—contribute meaning to conversations. Discourse tends to emphasize the dynamic, time-unfolding nature of language communication; in contrast, this text is thought mainly of as a static object, the result of language activity. Sometimes "discourse" is understood to include two components at the same time: both the dynamic process of language activity, inscribed in its social context, and its result (i.e., the text).

Another close concept to the term "discourse" is the concept of "dialogue." Discourse, like any communicative act, assumes the presence of two fundamental roles - the speaker (author) and the addressee. At the same time, the roles of the speaker and addressee can be alternately redistributed between the persons in the discourse; in this case, they talk about dialogue. If throughout the discourse (or a significant part of the discourse) the role of the speaker is assigned to the same person, this discourse is called a monologue. It is incorrect to believe that a monologue is a discourse with a single participant: when a monologue, the addressee is also necessary.

Each type of discourse has both an ideal voice message sender and ideal destination. Tourist discourse represented mainly by media texts, due to the intangibility and intangible nature of many phenomena that are described in the tourism discourse. These media texts are used as tools for describing and creating a certain social reality. Thanks to the media nature of tourist discourse, it enters into interaction with other types of discourse (advertising, scientific, every day). The distinctive feature of tourist discourse is the expressiveness, emotionality and saturation of the text, which are achieved using style techniques such as epithets, question sentences, etc. Lexical means in tourist discourse are selected in order to convince the buyer of the uniqueness or peculiarity of this commercial offer.

Tourist discourse has a socio-institutional character. Various organizations associated with this industry may be assigned to the institutes of tourism discourse: tour operators; travel firms and agencies; air and railway ticket offices; PR and advertising agencies. The destination of the tourist discursive space may be state tourism organizations, the Ministry of Tourism, travel agencies and companies, tour operators, guides, hotel workers, restaurants, museums, animators and many others. They turn with a lot of offers, services, and ideas to the audience. Both the target audience and the prospect can represent the addressee. Tourist discourse is a special mass information and status-oriented institutional discourse. In pragmatic orientation (sell tourist products) and high information richness, tourist discourse is closer to advertising discourse.

This connection is manifested in the goals of tourist discourse of an advertising nature: in the desire to inform the recipient of the message about the high qualities of the presented product and convince him of the need to buy it.

The syntactic features of tourist discourse include the predominance of simple proposals related to the dynamism, expressiveness of the advertising text, that quickly and efficiently perceived by readers. The genre of the created text also largely determines the effectiveness of the use of language tools.

- 1) in the oral form of direct communication:
 - Excursion (including communication of the tourist and guide);
 - Dialogue with service seller (office dialogue between travel company and client);
 - dialogue with the host representative (between client and hotel receptionist)
- 2) In the oral form of mediated communication:
 - video guide - visual-geographical documentary; (When I travelled to UAE, DTCM played PPT about Dubai documentary film)
 - audio guide; (ex. there is audio guide in double decker busses)
- 3) in printed texts form:
 - travel-guide;
 - tourist prospectus;
 - catalogue;
 - article;
 - brochure;
 - leaflet;
- 4) in a computer-mediated written form:
 - virtual excursion;
 - website of the travel bureau;
 - e-mail of the client to the travel bureau;
 - forum of tourists and travelers (TripAdvisor);

The most specific and complex genre is the travel-guide. The travel guide is an important source of information about the natural, economic and cultural characteristics of the country, a visiting card of the nation, providing a connection between representatives of different countries in the cultural space. A primary analysis of the texts of this genre showed that the whole variety of guides (travel-guide) could be divided into two main types:

First, promotional and reference and advertising publications presented by booklets and brochures (a self-guide, a free guide, a brief guide), which are information, advertising and reference and encyclopedic publications;

Secondly, (a tourist handbook, a souvenir guide, a guidebook, complication a It includes historical information, a description of sights, a map, information about the location of monuments, the time and cost of visiting them, excursion programs, nearby cafes and souvenir shops, information for people with disabilities and the necessary telephones of the information and information service. The variable block of information is presented in travel guidebook. A stylistic feature of the texts of the travel guides is the combination of features of journalistic and scientific functional styles with the overlay of techniques of advertising discourse. The style design of the travel guide sometimes shows an orientation towards such dominant signs of the scientific style as a high level of generalizations, accuracy, informativity, impersonality (use of impersonal sentences or passive constructions).

From the point of view of linguistics, discourse is a complex unit consisting of a sequence of sentences that are in a semantic connection. In this sense, the "discourse" is noticeably closer to the "text." Discourse usually refers to dynamic language communication, while text predominantly denotes the result of language activity. Discourse is a set of texts as the results of language activities in the tourism sector. Tourist discourse has a rather wide genre space. These may be oral, written or computer-mediated forms of communication. The guide genre, being the most important source of information, combines the features of journalistic and scientific functional styles. However, since tourist discourse refers to advertising discourse, the guide genre also has advertising features, namely illustrative materials that constantly accompany it.

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