

COMMON USED TERMS IN MODERN TOURISM INDUSTRY

Tuychiyeva Parvina Bakhodirovna

Samarkand State Institute of Foreign Languages,

Teacher of the Department Translation

Theory and Practice

Abstract

This article provides you not only with outstanding words that commonly used in terms of translation and tourism but also acquaint you to be familiar as well as using them when required.

Key words: *tourism, terms, categories, The Great Silk road, travelling, agent, recreational, pilgrimage, heritage, attraction.*

Introduction

In the era of globalization, people are eager to create new destination, day-by-day tourism becoming undeniable part of today's society. This article provides you with the information that is necessary while you are travelling, or helps you to be familiar with the special terms that used temporarily in terms of tourism.

The word tourism, the act and process of spending time away from home in terms of relaxation, recreation, and pleasure. As such, tourism is a product of modern social arrangements, beginning in Western Europe in the early 17th century.

Tourism, however, develops with other activities, interests, and processes, including, pilgrimage. It develops joined categories, such as "trade tourism," "health tourism," and "recreational tourism".

By the early 21st century, international tourism had become not only cities but also the world's most important economic activity.

Tourism was and will be a global phenomenon. Here we should mention that in the 1st century B.C through The Great Silk Road people also travelled from China exactly from Sian to Italy. It took them 6 months to pass the way to reach their destination. At that time, the main goal was trade but when they reached the country they need they also learned about their history, language, culture, tradition, all traders knew their language. It should be noted that the main language was Sogdian, all people who were travelling through The Great Silk Road they had conversation in that language. Nowadays it's a dead language like Latin, nobody uses it.

Modern tourism is highly developing, organized commercially, business-oriented set of activities whose roots can be found in the world. By the 20th century, Asian journeys for health, leisure, and culture became common practice among the middle classes, and paths to the acquisition of cultural capital was smoothed by

guidebooks, and markets where they sell souvenir, transport and accommodation systems.

At present tourism become more developed, every year millions of tourists travelling cities around the world. People included it into their own daily routine. That is like ordinary thing; they are just buying tickets and traveling. Some countries are Visa free, not necessary to get Visa but they have special limits like those that tourists should not stay there no more than a month. While travelling people face some problems with terms, the special terms that used only in this sphere. It is recommended that before going somewhere one should know all the aspects of tourism.

Let's analyze few terms that are used in the modern tourism industry.

- **Attraction** – It is a physical or cultural feature of a place that can satisfy tourists' leisure based need.
- **Cultural Heritage** – It is an expression of the manner of living developed by a community and passed on from one generation to the next.
- **Destination** – It is a place that tourist visits and there stays there no more than 1 day
- **Ecotourism** – It involves maintenance and enhancement of natural systems such as water, air, woods and forests, and flora and fauna through tourism.
- **Excursionist** – Persons traveling for pleasure in a period less than 24 hours
- **Foreign Tourist** – Any person visiting a country, other than that in which he/she usually resides, for a period of at least 24 hours.
- **Intermediaries** – are the intermediate links between the form of goods and services tourists do not require and the form of goods and services the tourists demand.
- **Itinerary** – A documented plan of the tour.
- **Leisure** – A free time when obligations are at a minimum and one can relax.
- **Recreation** – Activities carried out during leisure time.
- **Snorkeling** – It is the practice of swimming on or through a water body while being equipped with a diving mask composed of a shaped tube called a snorkel.
- **Tourism Carrying Capacity** – The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment, and an unacceptable decrease in the quality of visitors' satisfaction.
- **Travel** – the act of moving outside one's home community for business or pleasure but not for commuting or traveling to or from usual places.
- **Travel agent** -An individual who arranges travel for individuals or groups. Travel agents may be generalists or specialists, who service a particular area, for example, cruises, adventure travel, conventions and meetings. Travel agents receive about 10% commission from accommodation, transportation companies

and attractions, for coordinating a travel booking. They typically coordinate travel for their customers at the same or lower cost than if the customer booked the travel on their own.

- **Travel product** -Refers to any product or service that is bought or sold to consumers or trade, including accommodation, attractions, events, tours, restaurants and transportation.
- **Tourist** - Definitions vary but, in general, a tourist is someone who leaves their own economic trade area and stays overnight (usually travelling a minimum of 50 to 100 kilometers).
- **Travel Leisure** -and other types of travel, including business, medical care and educational travel. All tourism is travel, but not all travel is tourism.
- **United Nations World Tourism Organization (UNWTO)** – It is the United Nations (UN) agency responsible for the promotion of responsible, sustainable, and universally accessible tourism.
- **Visitor** – A non-residential person visiting the place.
- **VIC** -Visitor information center.
- **High season** -The time of year when tourist activity and rates charged are generally at their highest
- **Leisure travel** -Travel for recreational, sightseeing, relaxation and other purposes. Leisure is the primary motivation.
- **Low season** -The time of year when tourist activity and rates are at their lowest.
- **Package(pkg)** - A fixed price saleable travel product that offers a mix of elements such as transportation, accommodation, restaurants, entertainment, cultural activities, sightseeing and car rental. Packages make it easy for a traveler to buy and enjoy a destination or several destinations.
- **PAX** - Passengers.
- **P/N** – Per night in booking accommodation
- **Product Term** -used to describe any place or service used by tourists, including hotel, motel, inn, lodge or other accommodation facility, as well as tour, attraction or activity.
- **Reservation** The advance booking of a travel product or component.
- **Seasonal travel** - Travel industry business cycles, such as high or peak, low or off peak, and shoulder season.
- **WTO** – WorldTourismOrganization.
- **Charter group** - Group travel, in which a previously organised group travels together usually on a customised itinerary
- **Check-in time** – The time required to check in for a flight, or also the earliest time a guest can check into their accommodation (room)

- **Check-out time** – Also known as departure time. The latest time by which a guest must vacate their accommodation (room)
- **Deposit** - Money paid to secure a reservation.
- **Destination** - A hotel, resort, attraction, city, region or state.
- **Direct bookings** - Reservations made directly with the tourism operator.
- **Documentation** All the tickets and vouchers that are sent to agents
- **Duration** – Length of time (usually of a tour, flight, etc.)
- **ETA** - Estimated time of arrival.
- **ETD** - Estimated time of departure
- **Group travel** - A prepaid tour usually with a set itinerary and number of travellers.

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