

Lexico-Semantic Features of Tourist Discourse

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Abstract. *This article is dedicated to the study of the lexico-semantic features of tourist discourse. Tourism is one of the most dynamically developing sectors of the economy, and the language used in the tourist context plays a key role in shaping the perception of tourist services and in communication between tourists, tourism professionals, and local residents.*

The main focus of this work is the analysis of specialized terminology, polysemy (the multiplicity of word meanings), metaphors, and figurative expressions, as well as the influence of cultural and sociolinguistic factors on tourist language. The study also examines the impact of digital technologies and social media on the evolution of tourist discourse, which, with the development of the internet, has undergone significant changes, including the emergence of new words and expressions.

The aim of the research is to identify the main lexico-semantic features that characterize tourist discourse and to demonstrate how language is used to create attractive images of tourist products and services. The paper emphasizes the importance of understanding these features for effective communication in the tourism sector and improving the quality of customer service.

The study demonstrates that tourist discourse is not only an important tool in the field of tourism but also a significant cultural phenomenon reflecting global changes in society and language.

Key words: *Tourism, tourist discourse, lexico-semantic features, tourism terminology, polysemy, metaphors, figurative expressions, sociolinguistics, cultural features, digital technologies in tourism, social networks and tourism, advertising language, tourist services, language and culture.*

Introduction

Tourism is one of the most dynamically developing sectors of the global economy, influencing the economy, culture, ecology, and social relations. It represents not only a way of moving people from one place to another but also a powerful factor in forming international ties, cultural exchange, and regional development. Each year, the number of people engaged in travel continues to grow, posing a task for researchers to analyze various aspects of tourism more deeply, including its lexico-semantic features.

Tourist discourse is the totality of all linguistic and communicative acts related to tourism. It encompasses both official and unofficial forms of communication, such as advertising materials, informational brochures, interviews, as well as conversations between tourists and tourism industry workers. The lexico-semantic features of tourist discourse show how language builds a connection between tourists, professionals in the tourism field, and local residents. In this context, it is important to study how words, phrases, and metaphors are used to convey and perceive the tourist experience.

Modern trends in tourism, such as the growth of eco-tourism, cultural and gastronomic travel, as well as the influence of digital technologies, also make adjustments to the language and style of tourist communication. Tourism is not only a need for rest and entertainment but also a process associated

with exploring the world, studying different cultures, and a way of self-development and learning. All of this is reflected in the language used to describe and perceive tourist services.

Thus, studying the lexico-semantic features of tourist discourse is an important task for linguists, cultural scholars, and tourism specialists. Understanding how language reflects the specifics of this sector allows for a deeper comprehension of not only linguistic and cultural processes but also the needs, expectations, and preferences of tourists, as well as approaches to promoting tourist services in the market.

This study will examine the key features of the lexico-semantic structure of tourist discourse, as well as the role of language in forming the image of a tourist product, which influences consumer perception and the decision to choose a particular tourist service.

Lexico-Semantic Features of Tourist Discourse

Tourism is a multifaceted phenomenon that affects many aspects of society's life, including language and culture. Studying the lexico-semantic features of tourist discourse allows us to understand how ideas, behavior patterns, and emotions related to travel are transmitted through language. This section of the paper will consider the key aspects that form the lexical and semantic structure of tourist language.

One of the most striking features of tourist discourse is the use of specialized terminology. Terms used in tourism have clearly defined meanings and are used to describe various aspects of tourist activities. For example, such terms include:

- **Tour operator** — an organization or individual engaged in organizing and selling tourist packages.
- **Tourist package** — a set of services including transportation, accommodation, and excursions.
- **Tour guide** — a specialist who conducts tours for tourists, telling about cultural and historical monuments.
- **Reception** — the registration desk in a hotel where tourists check in and receive room keys.

These terms are important for professionals in the tourism sector and serve as the basis for accurate and effective communication between various participants in the process: tourists, tour operators, guides, and hotel staff.

Many words in tourist discourse have multiple meanings depending on the context in which they are used. This phenomenon is called polysemy and is a characteristic feature of tourism. For example:

- **Voucher** — can mean both the document that grants the right to travel and the entire tour, including a set of services.
- **Excursion** — can be both a simple educational event and a tour with a specific theme, such as a historical or cultural route.
- **Hotel** — can be both a building providing accommodation services and a concept for advertising materials (e.g., "luxurious hotel" or "cozy hotel for family vacations").

This multiplicity allows the same words to be used in different contexts while ensuring clarity and accuracy of meanings depending on the situation.

Tourism is closely associated with ideas of beauty, rest, and the search for new impressions. The language of tourism actively uses metaphors and figurative expressions to create an attractive and emotionally rich image of recreation. For example:

- **"Oasis of tranquility"** — a metaphor used to describe quiet and secluded places for rest.
- **"Paradise on earth"** — an expression describing ideal, picturesque places associated with the vacation of dreams.
- **"Unusual horizons"** — an expression used to refer to exotic or little-known tourist destinations.

These metaphors and figurative expressions not only serve to create positive associations but also to form tourists' desire to visit certain places. Through these linguistic tools, advertising and marketing strategies in the tourism industry aim to attract attention and engage potential customers.

Tourism is actively interconnected with culture and social environment, including through language. The lexicon of tourism is closely tied to the cultural and ethnic peculiarities of different countries. For instance, different cultures have their own unique terms that are associated with local traditions, cuisine, and ways of life. In the advertising and informational materials of tourist companies, words that reveal the specifics of the local culture are often used. Examples include:

- “**Tapas**” in Spain — a typical snack, often used to denote a gastronomic experience in the region.
- “**Sake**” in Japan — a traditional Japanese alcoholic beverage, which has become a popular element of gastronomic tourism.
- “**Festival of Colors**” in India — a term that may be used to attract tourists interested in cultural events.

The use of such words in the tourist context creates a sense of "authenticity" and the uniqueness of cultural experiences, which is especially attractive to travelers seeking new experiences and understanding of other cultures.

In recent decades, tourism has undergone significant changes thanks to the development of technologies and digital platforms. The internet, social networks, blogs, and vlogs are creating new ways of communication in tourist discourse, introducing new lexical units and stylistic features. For example:

- “**Instagrammable places**” — popular tourist destinations that are actively advertised on social media.
- “**Virtual tourism**” — the use of virtual reality technologies to create the illusion of travel.
- “**User ratings**” — a system of reviews and ratings on booking platforms such as TripAdvisor or Booking.com, which have become an integral part of tourists' decision-making process regarding where to go for a vacation.

With the development of digital technologies, new metaphors, abbreviations, and phrases are emerging in tourist discourse, reflecting modern trends in travel and shifts in consumer preferences. All of this significantly impacts the formation of new meanings and perceptions in the tourism sector.

Conclusion

Tourism, as a phenomenon, not only has a significant impact on the economy and culture of various countries but is also closely related to linguistic practices, including the development of specialized lexical and semantic fields. The lexico-semantic features of tourist discourse are an essential element of communication, playing a crucial role in shaping the perception of tourist services aimed at both potential customers and professionals in the industry.

Tourist discourse actively uses a wide range of lexical units, from professional terms and international borrowings to metaphors, figurative expressions, and cultural markers. These elements are essential for creating vivid, attractive, and accurate descriptions of tourist products, as well as for maintaining communication among various participants in the tourism industry: tour operators, guides, hotels, restaurants, and the tourists themselves.

Special attention should be paid to the role of advertising language in tourist discourse, which contributes not only to attracting clients but also to creating unique images of vacation destinations. The use of metaphors and creative expressions has become part of marketing strategies, ensuring increased interest and the desire to visit particular tourist destinations. Advertising language plays an informational as well as an emotional role, which is important in forming a positive image of a place.

With the development of digital technologies and social networks, tourist discourse is also undergoing changes. The internet, blogs, vlogs, and social media create new communication channels and ways

of presenting tourist information, which, in turn, expands the lexical composition and semantic connections in this discourse. Influential bloggers, travel websites, and social media users actively share personal impressions using informal language and emotional expressions, which often become new trends in tourist language. This opens new horizons for further development of tourist discourse and its lexico-semantic structure.

Cultural and social characteristics of different countries also influence the nature and meaning of words and expressions used in tourist discourse. The lexicon of tourism is a dynamic process that will continue to evolve in response to globalization, new technologies, and cultural changes in society. Tourism not only influences the development of world economies but also serves as an important link in the dialogue of cultures, which is also reflected in the language used to describe tourist products.

Thus, tourist discourse is not only an important economic tool but also a cultural and linguistic phenomenon that continues to develop in the context of changes in global politics, economy, and culture. The lexico-semantic features of this discourse will help to understand deeper processes occurring in modern society, as well as its role in a globalized world. The development of tourist language and its lexical structure will remain a key element of successful communication in this field and will influence the future of tourism as both an industry and a global cultural phenomenon.

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