

THE ROLE OF LANGUAGE IN THE DEVELOPMENT OF TOURISM

The scientific supervisor: **Urozova Nigora Toshmurodovna**

Samarkand Institute of Economics and service teacher
nigoraorozova73@gmail.com

Student in Samarkand Institute of Economics and service
Finance faculty, banking direction, group 525

Sultanova Shaxzoda Begimqulovna

shaxzodas726@gmail.com

Student in Samarkand Institute of Economics and service Finance faculty, banking direction,
group 525

Toshtemirova Farangiz Dilshod kizi

@farangiztoshtemirova32@gmail.com

Annotation: At present, tourism plays an important role in the economy of every country. This article shows that tourism has been gaining great significance in national economies. Knowing language is a key part of tourism and provides many convenience for travelers. Language proficiency is the key to travelling and learning about new cultures. Learning a foreign language means contributing not only to personal development but also to the growth of the country's economy and the development of tourism together form an essential part of international agreements, contracts, and overall economic progress.

Key words: tourism, country economy, learning foreign language, culture, personal development.

Аннотация: В настоящее время туризм играет важную роль в экономике каждой страны. Эта статья показывает, что туризм приобретает всё большее значение в экономике государства. Знание языков является важной частью туризма и создаёт множество удобства для путешественников. Владение языком – это ключ к путешествиям и изучению новых культур. Изучение иностранного языка означает вклад не только в личное развитие, но и в рост экономики страны, а также в развитие туризма. Язык и туризм вместе является важной частью международных договоров, соглашений и общего экономического развития.

Ключевые слова: туризм, экономика страны, изучение иностранного языка, культура, личностное развитие.

Annotatsiya: Hozirgi paytda turizm har bir mamlakat iqtisodiyotida muhim rol o'ynamoqda. Ushbu maqola turizmning mamlakatlar iqtisodiyotida katta ahamiyat kasb etib kelayotganini ko'rsatadi. Til bilish turizmning asosiy qismi hisoblanadi va turistlik sayohat uchun ko'plab qulayliklar yaratib beradi. Til bilish sayohat qilish va yangi madaniyatlarni o'rganish kaliti demakdir. Chet tilini o'rganish nafaqat shaxsiy rivojlanish

balki mamlakat iqtisodiyoti shuningdek turizm rivojlanishiga katta hissa qo'shish demakdir. Til va turizm birgalikda xalqaro shartnomalar , kelishuvlar shuningdek iqtisodiyot rivoji uchun asosiy qism hisoblanadi.

Kalit so'zlar: turizm, mamlakat iqtisodiyoti, chet tilini o'rganish, madaniyat, shaxsiy rivojlanish.

Introduction

Tourism plays an important role in the economic development and prosperity of every country. Through tourism, different nations introduce their culture, history, and values to the world. These efforts show that tourism forms the foundation of a country's economic infrastructure. This process is carried out mainly through communication, which is closely connected to language proficiency. Language plays a vital role in the growth and success of the tourism industry. It is not only a means of communication but also a bridge between different cultures and societies. Through language, tourists and local people can exchange ideas, share experiences, and understand each other better. In today's globalized world, knowing foreign languages especially english has become one of the main keys to developing international tourism.

Effective communication is the foundation of tourism. Tourists travel to countries with different languages, traditions, and lifestyles. In this process, language helps them to: Ask for information, directions, or services.

Communicate with hotel staff, guides, and local residents.

Understand local culture, customs, and history.

Language is more than words it reflects the culture, traditions, and way of thinking of a nation. In tourism, language acts as a cultural bridge that helps tourists understand the values and identity of the local people.

When tourists learn basic local phrases or when guides explain cultural meanings in an international language, mutual respect and cultural understanding are strengthened. This cultural exchange makes tourism more meaningful and educational for both sides.

Knowing a language allows people to deeply learn about other nations' cultures and traditions. When tourists visit a place, they can directly communicate with the local population and express their needs. Language is the main tool that unites humanity, while tourism serves as the practical field where this process takes place.

In the field of tourism, language is considered the most important means of establishing communication between people, providing services, and ensuring cultural exchange. Every tourist needs to communicate in an understandable language in order to feel comfortable in a foreign place. Therefore, representatives of the tourism industry must have a strong command of foreign language.

Nowadays, many educational institutions are creating opportunities for students studying in the field of tourism to learn foreign language in depth. This is because a modern

guide, manager, or operator who knows several languages can work at an international level.

Learning language contributes not only to professional growth but also to personal development. A person who knows a language has a broad worldview, is open-minded, and ready for intercultural communication.

Language is one of the key factors in the development of tourism. It facilitates communication, enhances service quality, promotes cultural understanding, and strengthens international relations. Without effective language skills, tourism cannot reach its full potential. Therefore, investing in language education and multilingual communication is essential for any country that aims to develop a strong and sustainable tourism industry.

Conclusion

In conclusion, tourism has a profound impact on every country's economy. Travelling to other country gives a chance to know about strange country's a new culture, traditions and their history. Plus, knowing the more languages helps humans to travel without any borders and communicate with outsider people. In the modern globalized world, mastering international languages especially English has become a powerful tool for promoting destinations, building partnerships, and improving service quality. Language not only helps tourists feel welcomed but also enriches cultural exchange and strengthens global understanding.

Therefore, investing in language education for tourism professionals is not just an academic necessity, but a strategic priority for every nation that aims to attract international visitors. A multilingual tourism sector leads to stronger economies, deeper cultural appreciation, and a more connected world where communication becomes the key to both hospitality and harmony.

Additional references:

1. R. Karimova, S. Tursunova. Fundamentals of Tourism – Tashkent: “Science and Technology” publishing house, 2021
2. A. Mamatqulov. Communication culture in Tourism - Tashkent: “Economy” publishing house, 2020
3. Uzbekistan Tourism Committee. Language and Tourism : The role of Foreign languages in International Relations.
4. World Tourism Organizations (UNWTO). Tourism and Cultural Exchange. Madrid, 2020
5. World Tourism Organization (UNWTO). Tourism and Language skills. – Madrid, 2022.