



## SOME ANALYSIS OF TOURISM TEXTS

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<b>Received:</b> 14 <sup>th</sup> July 2022 <b>Accepted:</b> 14 <sup>th</sup> August 2022 <b>Published:</b> 26 <sup>th</sup> September 2022	Studying the most effective means of conveying and influencing travel texts to consumers in Uzbek and English language cultures is of particular interest in this research. In this article, we present Uzbek and English travel texts we will consider and compare some syntactic constructions.
<b>Keywords:</b> Structure of the text, imperative sentences, nominative sentences, infinitive sentences, complex sentences, motivation expressions.	

### INTRODUCTION

The tourism text is characterized by the desire to convey it syntactically it is natural that it is possible to increase the amount of information while observing the reduction of the text state. We can find many of the main parts of texts used mainly in tourism in tourist guides. The main purpose of texts in Uzbek and English is to convey information to the recipient in a brief, but correct and reliable manner and to interest him. It would be correct to say that this phenomenon is manifested in the construction features of given phrases and sentences. Let's take a look at some of the features. 1. In texts of this type, both in Uzbek and in English texts used in tourism activities, the terminological meaning of the participle is widely used as a description:

*Uylarning fayzi hovlilar orqali to'vlanayotgan ranglar bilan namoyon bo'lgan, ko'cha tomondan eshik va darvoza oldidagi shinamgina ayvoncha ko'zga tashlanadi.*

*The percentage of the houses is shown by the colors coming through the yards, and a cozy porch in front of the door and gate is visible from the street side.*

2. The main structure of the text (in terms of style) is a sentence that embodies the lexical content, has a logically correct (normative) direct word order of the text, and has a close connection between the parts of the sentence, meaning a complete whole meaning

#### Let's look at some examples:

- *Munich is a very convenient starting point for any travel over Central Europe.*

- *Bavaria owes its current name to the tribe of Bavarians who came here after the break-up of the great Roman Empire.*

These sentences have the order of the text in both Uzbek and English. The subject comes first, the predicate comes second. They are lexically complete, meaning that these sentences are common and have a logical word order.

3. In tourism texts about various services, the tourist's attention is often focused not on the tourist

agency, but on the tour itself, in such cases, the infinitive of the verb, as well as imperative sentences, are used. This directly motivates the activities of tourists. We can see that most Uzbek and English texts used for tourist activities in the field of tourism often contain imperative sentences. Examples:

#### Imperative sentences:

*Шошилинг! Ўринлар сони чекланган!*

*Ташриф буюринг ва шарқона гўзалликдан баҳраманд бўлинг!*

*Don't miss your time, come and enjoy!*

*Consult your nearest Swiss tourist office for full details!*

*Call bike rental companies located at resorts, beaches or tourist areas.*

*Be aware of the requirements for entering the destination country and the quarantine requirements in that country!*

#### Nominative sentence:

- *The oldest Kings building is the most popular tourist attraction in the world.*

#### Infinitive sentences:

- *Таомланиш пайтида ўзингизни худди султонлардек ҳис қиласиз. (tour in Turkey)*

- *Сайр қилиш давомида туркий халқлар тарихидан боҳабар бўласиз. (tourism in Uzbekistan)*

- *To wake up early gives tourists more opportunities to go sightseeing effectively. (a hotel brochure)*

- *To walk through the garden you can return to the history. (Tajmahal)*

There are impersonal sentences in the text of announcements and headlines in the field of tourism in Uzbekistan. we can see through several examples:

- *we wish you a pleasant acquaintance and a fun holiday.*

- *A special offer for those who value themselves and their time.*

- *You can't hide your feelings at such a wonderful moment.*



- ёқимли танишув ва қизиқарли дам олишни тилаймиз.

-Ўзини ва вақтини қадрлайдиганлар учун маҳсус таклиф.

-Бундай ажойиб лаҳзада ҳиссиётни яшириб бўлмайди.

4. In Uzbek and English touristic texts, which list logically homogeneous concepts, we can find the use of the same terms of the sentence found in the same number.

The trip to Uzbekistan does not end there. ***The wonderful mountain air, the gentle valleys, the gardens embodying the beauty of the blue sky, the fields covered with elegant clothes.....***

Ўзбекистонга саёҳат шу билан тугамайди. ***Ажойиб тоғ ҳавоси, майин жилғалар навоси, кўклам ифорини ўзида мижассам этган боғлар, нафис кийимга бурканган далалар.....***

***In the city center, on the main streets, there are clothing, perfumery, shoe, jewelry, several optical, furniture and home decoration stores.***

***Enjoy the breathtaking sceneries, turquoise waters, and occasional sighting of marine life on a catamaran cruise as you sail from Varadero towards Cayo Blanco island for a full day of interaction and swimming with dolphins and water recreation activities.*** (<https://knowingcuba.com/>)

- You can also ***view further information, check flight availability and book online our secure serve on our web site.***

5. Main sentences dominate the texts of English tourist guides with a complex structure. We can observe that the most effective in texts of this style are complex sentences with causes, conditions, time, consequences, as well as defining clauses.<sup>1</sup> Here are some examples:

- *You will step back in time when you visit the oldest Methodist building in the world. If you are really lucky your guide might even join in!*

- *If you are a younger guest and love kiddy rides buy a tiny tots wristband.*

In English tourism texts, we can see more use of complex sentences with sentences of several syllables.

- *This proposal is based on various types of tourist models of the cities and settlements that make it up: starting with small fishing villages, passing through large tourist centers, and end with small villages of the internal areas, where it seems that time has stopped.*

- *This tour occupies the first half of the day and provides for a visit to the castle of Pendennis, where*

*you will be treated with excellent wines that are made from local grapes, and then you will find a visit to the famous monastery.*

6. In this place, simple sentences of the question-answer unit, which are often found in Uzbek and English tourist texts, create comfort in the given text, focus attention on important situations and events. Also, sentences of this type perform specific tasks in the touristic text related to the writer's desire to attract attention to the presented material, to impress the addressee, to convince him of the need for this service or product [2, p. 105]. Here are some examples:

- *Do you want to have fun?*

- *How to contact us? – Call us!*

- *Where can I buy a ticket? – simply! You can buy online!*

In Uzbek tourism texts, question-answer sentences are much less frequent than in English texts. Examples of this type of sentences in Uzbek language.

- *Шундай мукофотни ҳоҳлайсизми? – Ташриф буюринг!*

-*Бирхилликдан чарчадингизми? – Самода сайр қилинг!*

7. The enrichment of the sentence with modal verbs, the use of motivational sentences or the way of indirectly expressing the reason for the trip, they express the positive mood of the recipient and create a special feeling for visiting the advertised place. Uzbek and English tourism texts found almost the same amount.[1, p. 96]. Here are some examples:

**The form of motivation expression:**

- *Why not buy tickets to the way of London?*

- *Why not become a keeper for a Day?*

- *Бу маконга инсон қадами етди. Эҳтимол биринчилардан бўларсиз!*

**presence of modal verb:**

- *If it is possible contact us by e-mail.*

- *You can book your tickets in advance.*

- *You will be able to glance at the huge stained-glass rose-window and the sculptures of the facade of the transitional period from the romantic style to the Gothic.*

- *By the end of the trip, you can use your free time as you wish. You can shop or continue exploring the city's rich historical heritage on your own.*

- *First, you will visit the magnificent palace of the Timurids - the Blue Palace, then you will see classical monuments and buildings of the modern place.*

## CONCLUSION

It is known that tourism texts convey information about a product or service to the consumer,



arouse interest and are one of the main factors of active promotion of the product or service. The main task of tourism texts is to attract attention, to get and to arouse the desire to read. Well-written and well-designed text is the key to the success of any tourism promotion company, so we believe it is very important to pay attention to the sentence structure, linguistic structures and design used in the text.

This, undoubtedly, makes a certain contribution to the development of text linguistics, to the study of the syntactic structure of its units. The conducted studies have proved that the syntactic structure of the advertising text plays an important role in the implementation of the main functions of advertising. The results of the study can subsequently be used in the process of teaching and compiling an advertising text, teaching Uzbek as a foreign language, lecturing on communication theory, text linguistics, special courses on topics of various areas of advertising, which are aimed at studying and mastering the art of forming effective advertising texts regarding the degree of impact on the target audience.

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