



Language Tourism and its Issues in Uzbekistan

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Annotation: Language tourism is an important factor in raising the nationalism of an independent country. Language tourism should occupy an important place in the tourism industry. The visiting tourists should not only see the country's historical heritage with their own eyes, but also hear how they speak their national beliefs, traditions and culture in their own language. Such an action increases the interest of tourists to learn a new culture and a new language also will increase the number of visitors. Although, in the 21st century, the demands of young researchers and scientists' interest in science in developed and developing countries show that there is an increasing demand for them to conduct scientific research in different countries.

Keywords: language tourism, cultural tourism, nationalism, investment, scientific research.

Language tourism, or language travel, is a branch of cultural tourism. Unlike trips focused on visiting monuments, museums and other places of general tourist interest, language trips have the main objective of learning or perfecting another language, while experiencing the culture first hand local. Language in tourism is constructed as an essential resource for authenticating local identity, marking community boundaries, and commodifying cultural heritage. Therefore, language plays a critical role in passing cultural codes, whereas tourism is a platform for sharing culture at variance.

The territory of Uzbekistan is one of the centers of human development, the history of its statehood is almost 3,000 years old, there is no doubt that such a country keeps its national title in the state language, Uzbek. The main topic of this article is the importance of language tourism in the tourism industry in Uzbekistan and the role of the state language in it. Since the Republic of Uzbekistan is considered a multi-ethnic country, as stated in the law: Article 2 of the Law on the State Language of the Republic of Uzbekistan: The granting of the status of the state language to the Uzbek language consists in the use of the native language of the nationalities and peoples living in the territory of the republic does not interfere with their constitutional rights. So, in connection with the granting of the status of the state language to the Uzbek language, this article is related to the Uzbek language. Language tourism helps to study the history and heritage of the country in depth, to study the characters of people and their culture, ways of living and this can be a positive reason for international knowledge exchange. Trips that combine tourism and language learning, also known as language tourism or language travel, are becoming increasingly popular. This observation is especially true among the youngest, more specifically the “Millennials”, who want to know the world while having the possibility of enriching their linguistic knowledge and enriching their CV. This is according to the global survey “New Horizons IV”, conducted by the WYSE Travel Confederation, which surveys travelers under the age of 35 every five years to find out their travel preferences. The 2017 results, which were attended by over 57,000 people from 188 different countries, clearly show that Millennials and Gen Z are not just about tourism; they want to live in the countries they visit and, if possible, learn the languages and cultures. If we compare the data to the results of 2012, we see that the interest in “living as a resident” has almost doubled. In 2012 it



was 28%, and in 2017 it rose to 51%. This means that more than half of young people today prefer real experiences rather than touristic ones. When they study a language, 33% of them prefer this activity during their trip abroad, compared to 21% in 2012. This upward trend is also reinforced by those who choose to combine their holidays with the study of other languages: more than 20% of young travelers declare themselves to be language tourists (i.e., 14% more than in 2012), and 23% of them affirm that the study of languages is a reason for traveling abroad¹.

Language tourism leads to the creation of new jobs in the country. It will also lead to the establishment of tourism zones in remote parts of the country and additional employment of Uzbek language specialists.

In the tourism industry, the favorable conditions that meet the demand should also be taken into account, that is, in language tourism, the tourist should not be surprised by the political and cultural situation of the visited country, but should be satisfied and able to take a motivational break from it. After all, as he aims to acquire new knowledge and information, the national and cultural history of this country should be correctly delivered from the national language of this country to a foreign language. According to the indicator of international cooperation in the field of tourism, it is a fact that the need and interest of foreigners to learn Uzbek is increasing. But there are problems in meeting this need. First of all, the methodology of teaching the Uzbek language to foreigners is not being developed; quality manuals are not being produced.

When I came across information about language tourism while studying in South Korea, I realized that the incomparable place of this country in the world is not in vain. This branch of tourism industry attracted my attention and started to do research on this subject in my country and during my studies there, I could not even find information on the Internet about language tourism, which is one of the main parts of tourism industry in Uzbekistan. So, the only way was to find such information after coming back my home country. Because the development of the Uzbek language as a business language does not meet the requirements of the time. Also, the fact that the Uzbek language cannot become the language of the Internet. As long as this is the case, the talk about his face to the world will remain lofty talk. In addition, language tourism could be out of the question.

Language tourism can be included in cultural tourism. In the case of Spain, one of the countries of the UN World Tourism Organization, it is possible to see the direction of language tourism and exchange experience. Since the year 2000, various state plans have been activated for the promotion of language tourism in Spain. At the autonomic level, Castile and Leon stand out with the first and only integral plan to date: to promote the sector of the teaching of Spanish as a foreign language in the area of the Autonomous Communities. In other regions the plans have been more sporadic. Language takes on a specific importance in those cities which have been declared World Heritage sites, which becomes an added touristic resource. Some routes, like the Spanish Language Road, try to create a cultural itinerary which consists of a series of separate elements that share one thing in common language.

Although the language is a cultural heritage, it has always attracted international attention. Therefore, in the projects of travel agencies located in historical tourist cities, language tourism should be given special attention. That is, language tourism should not only provide an opportunity to study cultural and national history and heritage, but also directly communicate with people who speak the same language.

So, it is important to set the following:

¹ by the WYSE Travel Confederation



- provide information about language tourism and its positive aspects in each travel agency project
- according to the number of visiting tourists, the time is set: 7-day, 14-day or 1-month program of language courses according to their routes;
- the Internet sites should often publish new and interesting information about language tourism in Uzbekistan, which attracts tourists.

In conclusion, if work is carried out on the above-mentioned proposals, the way will be opened for the opening of new jobs in the future, for the national language tourism to be known to the world, and for new investments to enter the country.

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