

**Роль мультилингвизма в развитии индустрии туризма в условиях становления третьего Ренессанса.**

**Uchinchi Renessansni shakllantirish sharoitida turizm industriyasini rivojlantirishda ko'ptillilikning ahamiyati.**

**The role of multilingualism in the development of the tourism industry in the context of the formation of the third Renaissance.**

Абдуллаева.Ш.Э<sup>1</sup>

Преподаватель: Турдиева.Н.М

Студент Международного университета туризма и культурного наследия  
“Шелковый путь” Узбекистан

Abdullayeva.Sh.E

O'qituvchi: Turdiyeva.N.M

“Ipak yo'li” xalqaro turizm va Madaniy Meros universiteti talabasi, O'zbekiston

Abdullayeva.Sh.E

Teacher: Turdiyeva.N.M

Student of “Silk Road” International University of Tourism and Cultural Heritage,  
Uzbekistan

**Аннотация:** Мультилингвизм — это использование двух или более языков либо отдельным носителем, либо сообществом спикеров. Разнообразие языков и культур считается благом. Каждый язык сохраняет свою отличительную уникальность и ценность. Все языки одинаково адекватны как средства проявления для их пользователей. Однако языковое и культурное разнообразие часто приводит к языковым барьерам и недопониманию, что в конечном итоге становится проблемой, с которой сталкиваются туристы в туристическом секторе. Некоторые туристы также были опрошены, чтобы пролить свет на реальные проблемы, с которыми они столкнулись. Это исследование показывает значительную роль, которую мультилингвизм играет в ведении успешного бизнеса, особенно в сфере туризма.

**Ключевые слова:** Туризм, мультилингвизм, мировая экономика, валюты, экспорт, экономический рост, турист, инфраструктура.

---

<sup>1</sup>Corresponding author's e-mail: [shokhzoda.1999@gmail.com](mailto:shokhzoda.1999@gmail.com)

**Abstract:** Multilingualism is the use of two or more languages, either by an individual speaker by a community of speakers. The diversity of languages and cultures is regarded as a good thing that ought to be embraced at all times. Every language preserves its distinctive uniqueness and value. All languages are equally adequate as means of manifestation for their users. However, language and culture diversity often lead to language barriers and miscommunications which eventually has become challenges encountered by tourists in tourism sector. This article shows the significant role that multilingualism plays in running a successful business, especially in the tourism industry.

**Key words:** tourism, multilingualism, touristic spots, national economy, local language

**Annotatsiya:** Ko'p tillik bu – so'zlashuvchi yoki so'zlashuvchi jamolar tomonidan ikki va undan ortiq tildan foydalanib so'zlashishdir. Tillar va madaniyatlarning xilma xilligi har doim, har bir zamonda qadrlanadi va qabul qilinishi kerak bo'lgan eng yaxshi narsadir. Barcha tillar o'z foydalanuvchilari uchun namoyon bo'lish vositasi sifatida teng va bir xil adekvat darajadadir. Biroq, til va madaniyat xilma xilligi ko'pincha til va til bilan bog'liq ayrim tushunmovchiliklarga olib keladi. Bu esa oxir oqibat turizm sohasida sayyohlar duch keladigan tushunmovchilik va muammolarga aylanishi mumkin. Va bu maqola turizm sohasida va iqtisodiyotimizda ko'p tillikning muhim ro'l o'ynashini yoritib beradi.

**Kalit so'zlar:** turizm, ko'ptillilik, dunyo iqtisodiyoti, eksport, valyutalar, iqtisodiy o'sish, sayyoh, infrastruktura

## INTRODUCTION

In terms of globalization, tourism can have a significant impact on a country's economic and social development by opening it up to business, trade, and capital investment, creating jobs and entrepreneurialism for the workforce, and protecting heritage and cultural values (Suhaimi & Abdullah, 2017). Besides, In the third millennium, tourism has become the leading branch of the world economy. Tourism accounts for one tenth of the world's gross domestic product and more than eleven percent of international investment, according to the World Tourism Organization. (World Tourism Organization, 2019). There is clearly a strong relationship between language varieties and tourist attractions in both developed and developing countries. Belgium and Switzerland are examples of multilingual countries, and national research centers show that most tourists do not face language barriers when visiting these countries (Duchêne, 2009).

Even though Eurostat ranks France, Italy, and Spain as the world's most popular tourist destinations, one-third of visitors to those countries complain that local services lack a variety of languages when hosting visitors (Europäische

Kommission Statistisches Amt, 2007). Meaning that knowing more languages in touristic areas serves three purposes: (I) it attracts more tourists to the country, (II) attracting tourists leads to an increase in the national economy, and (III) people who come to countries for travelling feel respected when they hear their local languages and value the cultures of the hosting countries (Weston & Mihalic, n.d.).

Try to understand the context of tourism policies in developed countries in developing countries where tourism industries are trying to emerge (Jenkins & Henry, 1982). As a result, governments in those countries, in collaboration with (inter)national research centers, conduct social and scientific studies on the relationship between language and tourism, as well as their economic impact

It should be noted that this sector is also rapidly developing in our country. Tourism has become an increasingly important industry in Uzbekistan as it has gradually and greatly contributed to the economic growth of Uzbekistan through employment and foreign exchange etc.

Uzbekistan is regarded as one of the top five developing countries with enormous potential in the tourism sector, so new sociolinguistic researchers must emerge (O. K. Khamidov & Yuldashev, 2020). On the one hand, there has been a growing emphasis on language and communication as a tool for regulating communication patterns, standardizing language varieties, and performing identities (Nick, 2021). Academics concerned about the new face of languages as commodities in the new economy have taken an interest in multilingualism. These studies have emphasized the role of multilingual workers as a cost-effective and market-expansion strategy, emphasizing the part of market strategy and the valorization or revalorization of specific languages. This article discusses the literature review for the selected issue before coming an objective.

## **Literature review**

It would be beneficial to review scientific papers evaluating this objective to gain a clear understanding. To find scientific papers, the web of science portal was used. Approximately 79 documents on multilingualism and the development of the tourism sector have been published. The search was narrowed down to 21 papers using the keywords: "multilingualism," "tourism," "developing countries," "tourist language choice," "national economy," "local language," and "tourism satisfaction" to evaluate the effectiveness of our scientific paper. Following a review of the abstracts of the selected literature, 13 papers were recommended for further investigation, and all were published in highly regarded journals. The literature review will consist of two parts: first, to understand the problems from other research findings' perspectives, and, finally, to summarize the research gaps to develop the study further.

Today this article illuminates the role of multilingualism in the development of the tourism industry during the formation of the Third Renaissance (O. Khamidov, n.d.). We all know that trading or shopping is one of the favorite things

to do while traveling. As a result, not only big travel companies, hotels, but also shop owners play an important role in creating a good first impression, as well as in igniting the momentum for tourists to stay. However, communication skills and language abilities play a significant role in ensuring the comfort and well-being of tourists. An effective communication system is critical to the success of an organization in the hospitality and tourism industry, as it is impossible to assess the needs of consumers without feedback from customers and the environment, as well as the inability to communicate productively.

The significance of the new economy as a central site for linguistic research stems from the nature of current social transformations (Joppe, 2018). Societal changes such as globalization of spaces, the circulation of goods, individual mobility, and the spread of new technologies are becoming increasingly important in all aspects of social life—economic, political, and educational (Dubinsky & Verckens, 2002; Piller, 2003). As a result, questions about the impact of such changes on linguistic practices arise, posing a challenge to the fields of applied linguistics and sociolinguistics (Weston & Mihalic, n.d.). Both lines of research focus on the central role of language within broader social changes and critically examine how language practices are embedded within new economic institutions. This research also provides a critical understanding of the context of multilingualism in the tourism industry in Uzbekistan. The central goal of this paper is to assess the importance of multilingualism in the field of Tourism and Economy.

From an empirical point of view, this study investigates several phases regarding the research gap in the literature review. Firstly, the significance of multilingualism in the tourism sector will be investigated, which may serve as motivation to implement linguistic projects—secondly, the share of current research into existing literature about tourism potential in Uzbekistan. Thirdly, the impact of tourism on the national economy will be assessed.

To achieve the desired outcome, the following research question is selected:

- To what extent does multilingualism improve the touristic and economic sector?

## **Methodology**

From a methodological point of view, the study is based on qualitative research methods, consisting of the existing literature and a case study describing the touristic potential of Uzbekistan with the help of secondary data sources. Since the research focuses on the developing countries' tourism potential and its correlation with knowing other languages, selecting Uzbekistan is, as a study object, insightful to understand the context and achieve our research goals.

The study data is taken by national tourism research institutes and

international agencies' reports. The paper is divided into five parts: (1) introduction states the problem, (2) literature review supports our problem existence and identifies potential goals, (3) methodology helps its reader understand the design of our research, (4) case study shows the status of the tourism industry in Uzbekistan and (5) the article will discuss findings and recommend possible policy recommendations.

## **Case Study**

Uzbekistan is in Central Asia. It is well-known for its mosques, mausoleums, and other sites associated with the Silk Road, an ancient trade route that connected China and the Mediterranean. A landmark of Islamic architecture can be found in Samarkand, a major city along the way (O. K. Khamidov & Yuldashev, 2020).

Uzbekistan has begun to structure and organize its tourism industry since gaining independence in 1991. The first step in addressing tourism issues was the establishment of the national company "Uzbektourism," which was established on July 27, 1992, by a resolution of the President of the Republic of Uzbekistan. The main coordinating body in the development of a unified state policy in the sphere of tourism within the territory of the Republic of Uzbekistan is the national company "Uzbektourism" (Kim, 2013).

Uzbekistan has been upgrading its airports, air fleet, railroads, and roads. Some major projects include the modernization of Tashkent's airport infrastructure and the work associated with regional airport modernization. As Uzbekistan has a wide range of tourism attractions and resources, there is room for the development of a variety of tourism products. A rich cultural and historical heritage, location along the Great Silk Road, ancient traditions and in culture and arts, as well as ancient traditions and in culture and arts, can attract cultural, religious, archaeological, and ethnographic tourists to the country. There are many unique sacred places in Uzbekistan that are valuable to people who practice Islam, Christianity, and Buddhism (O. Khamidov, n.d.). It opens the possibility of developing pilgrimage/religious tourism. The presence of numerous magnificent natural objects (lakes, mountain peaks, river meadow woods, steppes, and desert landscapes) can aid in the development of ecological and adventure tourism in the country.

According to World Bank data, the number of tourists in Uzbekistan reached a new high in 2019, just under 7 million people before the global lockdown due to Covid-19 (World Bank, n.d.). The reason for the increasing number of tourists year after year is the government's emphasis on the tourism sector as an important chain

of the national economy. For example, the establishment of a new ministry known as the Ministry of Tourism and Cultural Heritage was a significant step toward the country's new touristic revolution and opening the country to the world with a visa-free regime completed the mission of tourism.

### **Discussion and Recommendation**

Although Uzbekistan's rich and diverse tourism and recreational potential remains low, as does the existing tourism infrastructure, the volume, types, and quality of tourism services provided, and the distribution of available tourism capacities by region, as well as the global network management system. It does not meet today's demands for critical innovation and fierce competition. The role of tourism in the national economy, the role and scale of service and service exports, and population employment all lag far behind the global average.

Given the potential of Uzbek tourism, there are some policies that should be considered, such as linguistic policies and tourism cooperation. After the country lifted all border crossing bans around the world, the greatest number of tourists began to arrive from Russian-speaking countries, as Russian is the second most widely spoken language after Uzbek. This evidence suggests that knowing more languages, such as German, English, and French, will have a significant impact on the number of tourists who visit those countries. As a result, in the context of Uzbekistan, there is a highly positive correlation between multilingualism and tourist attractions.

For further development of our study, the final stage of our empirical research suggests the following policy recommendations. Creating a conceptual framework for tourism development and its correlation with language skills in the case of Uzbekistan is the first step, because the framework will make it clear where additional research is needed. Second, the government and local linguistic research institutions should strengthen their collaboration on the path to educating more new global languages in touristic areas so that the collaboration works harmoniously. Third, the government should enact new policies to encourage not only students, but also locals who are directly or indirectly involved in the tourism industry, to learn new languages. Because it has an impact on the quality of service we provide to tourists, tourists from all over the world feel free to visit and do not see language as a barrier. Finally, coordination of tourist activity development, ensuring the creation of new tourist routes in regions, carrying out their certification, and the formation of unified national registers along tourist routes and tourist objects are regarded as important features of development.

In conclusion, we note that the role of multilingualism in the development of the tourism industry during the formation of the Third Renaissance is enormous. However, there must be further research done on the specific implications of language as a tool for tourism development.

## REFERENCES

- Dubinsky, J., & Verckens, J. P. (2002). Book Reviews : Good to Talk? Living and Working in a Communication Culture: Deborah Cameron. London: Sage, 2000. 213 pages. *Business Communication Quarterly*, 65(1), 105–108. <https://doi.org/10.1177/108056990206500113>
- Duchêne, A. (2009). Marketing, management and performance: Multilingualism as commodity in a tourism call centre. *Language Policy*, 8(1), 27–50. <https://doi.org/10.1007/s10993-008-9115-6>
- Europäische Kommission Statistisches Amt. (2007). *Eurostat tourism statistics data transmission compendium*. Office for Official Publ. of the Europ. Communities.
- Jenkins, C. L., & Henry, B. M. (1982). Government involvement in tourism in developing countries. *Annals of Tourism Research*, 9(4), 499–521. [https://doi.org/10.1016/0160-7383\(82\)90070-6](https://doi.org/10.1016/0160-7383(82)90070-6)
- Joppe, M. (2018). Tourism policy and governance: Quo vadis? *Tourism Management Perspectives*, 25, 201–204. <https://doi.org/10.1016/j.tmp.2017.11.011>
- Khamidov, O. (n.d.). *New Stage of Tourism Development in Uzbekistan: Actual Problems and Perspectives*. [www.worldscientificnews.com](http://www.worldscientificnews.com)
- Khamidov, O. K., & Yuldashev, F. I. ogli. (2020). FOREIGN COUNTRIES' EXPERIENCE IN DEVELOPING TOURISM POTENTIAL AND SIGNIFICANCE OF CL AL AND SIGNIFICANCE OF CLUSTERS IN UZBEKIST USTERS IN UZBEKISTAN. *Scientific Reports of Bukhara State University*, 4(2), 281–284. <https://doi.org/10.52297/2181-1466/2020/4/2/12>
- Kim, A. (2013). Analysis and perspectives of tourism development in Uzbekistan. *Revista AGALI Journal*, N<sup>o</sup>, 3.

- Nick, I. M. (2021). Naming, Identity, and Tourism. *Names*, 69(3), 57–62.  
<https://doi.org/10.5195/names.2021.2312>
- Piller, I. (2003). 10. ADVERTISING AS A SITE OF LANGUAGE CONTACT. *Annual Review of Applied Linguistics*, 23, 170–183.  
<https://doi.org/10.1017/S0267190503000254>
- Suhaimi, N. I. B., & Abdullah, A. T. H. bin. (2017). The Role of Multilingualism in Enhancing Tourism Sector in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 7(7).  
<https://doi.org/10.6007/ijarbss/v7-i7/3154>
- World Tourism Organization. (2019). *Tourism Grows 4% in 2021 but Remains Far Below Pre-Pandemic Levels*.
- Weston, R., & Mihalic, T. (n.d.). *EUROPEAN TOURISM: RECENT DEVELOPMENTS AND FUTURE CHALLENGES Tourism-phobia vs tourism-philia View project Aiest research on COVID-19 View project*.  
<https://doi.org/10.2861/705>
- World Bank. (n.d.). *106504-REVISED-ADD-SERIES-NO-4-PUBLIC-P154324-Tourismbackgroundfinal*.