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O‘ZBEK TURIZM SANOATIDA INGLIZ TILIDAGI MULOQOTNING MADANIYATLARARO PRAGMATIK XUSUSIYATLARI

Annotatsiya

O‘zbekistonda turizm sohasining jadal rivojlanishi mahalliy turizm mutaxassislari va xorijiy sayyohlar o‘rtasidagi madaniyatlararo muloqotni sezilarli darajada kuchaytirdi. Ingliz tili mehmonxonalar, gidlik xizmatlari, transport va mijozlar bilan muloqotda asosiy aloqa vositasiga aylandi. Ushbu tadqiqot O‘zbekiston turizm sanoatida ingliz tilidagi muloqotning madaniyatlararo pragmatik xususiyatlarini o‘rganadi. Tadqiqotda xushmuomalalik strategiyalari, mehmondo‘stlik diskursi, bilvosita ifodalar, nutq aktlari hamda o‘zbek turizm xodimlari va xorijiy sayyohlar o‘rtasida yuzaga keladigan pragmatik tushunmovchiliklar tahlil qilinadi. Tadqiqot davomida intervyu, so‘rovnoma va diskurs tahlili kabi sifat va miqdoriy metodlardan foydalanildi. Shuningdek, tadqiqot o‘zbek tilidan ingliz tiliga pragmatik ko‘chish natijasida yuzaga keladigan muammolarni aniqlaydi va turizm ta‘limida madaniyatlararo pragmatik tayyorgarlikning muhimligini ta‘kidlaydi.

Kalit so‘zlar: madaniyatlararo pragmatika, turizm diskursi, ingliz tilidagi muloqot, O‘zbekiston turizm sanoati, xushmuomalalik strategiyalari, nutq aktlari, madaniyatlararo kompetensiya, mehmondo‘stlik tili, pragmatik transfer, turizm lingvistikasi.

МЕЖКУЛЬТУРНЫЕ ПРАГМАТИЧЕСКИЕ ОСОБЕННОСТИ АНГЛИЙСКОЙ КОММУНИКАЦИИ В ТУРИСТИЧЕСКОЙ ИНДУСТРИИ УЗБЕКИСТАНА

Аннотация

Стремительное развитие туристической отрасли в Узбекистане значительно усилило межкультурную коммуникацию между местными специалистами туристической сферы и иностранными туристами. Английский язык стал основным средством общения в гостиницах, экскурсионных услугах, транспортной сфере и взаимодействии с клиентами. Данное исследование рассматривает межкультурные прагматические особенности английской коммуникации в туристической индустрии Узбекистана. В работе анализируются стратегии вежливости, дискурс гостеприимства, косвенные формы общения, речевые акты, а также прагматические недопонимания, возникающие между узбекскими работниками туризма и иностранными туристами. В исследовании использовались качественные и количественные методы, включая интервью, анкетирование и дискурс-анализ. Также выявляются трудности, вызванные прагматическим переносом с узбекского языка на английский, и подчеркивается важность межкультурной прагматической подготовки в системе туристического образования.

Ключевые слова: межкультурная прагматика, туристический дискурс, английская коммуникация, туристическая индустрия Узбекистана, стратегии вежливости, речевые акты, межкультурная компетенция, язык гостеприимства, прагматический перенос, лингвистика туризма.

INTERCULTURAL PRAGMATIC FEATURES OF ENGLISH COMMUNICATION IN UZBEK TOURISM INDUSTRY

Annotation

The rapid growth of tourism in Uzbekistan has increased intercultural communication between local tourism professionals and foreign visitors. English has become the main language used in hotels, guiding services, transportation, and customer interaction. However, effective tourism communication requires not only grammatical knowledge but also intercultural pragmatic competence. This study investigates the intercultural pragmatic features of English communication in the Uzbek tourism industry. The research analyzes politeness strategies, hospitality discourse, indirectness, speech acts, and pragmatic misunderstandings between Uzbek tourism workers and foreign tourists. Qualitative and quantitative methods, including interviews, questionnaires, and discourse analysis, were employed. The study also identifies challenges caused by pragmatic transfer from Uzbek into English and highlights the importance of intercultural pragmatic training in tourism education.

Keywords: intercultural pragmatics, tourism discourse, English communication, Uzbek tourism industry, politeness strategies, speech acts, intercultural competence, hospitality language, pragmatic transfer, tourism linguistics.

Introduction. Globalization has made tourism a major arena for international exchange, where communication affects tourist satisfaction, cultural understanding, and economic outcomes. English functions as the dominant international language in tourism services, including hotel operations, transport, travel agencies, and tour guiding. Uzbekistan’s rich historical heritage, Silk Road sites, Islamic architecture, and cultural traditions have recently attracted more international travelers. Reforms such as visa liberalization and enhanced

marketing have driven tourism growth, increasing the frequency and complexity of interactions between Uzbek tourism professionals and foreign visitors. Although English instruction has improved, many communication breakdowns in tourism are pragmatic and intercultural rather than strictly grammatical. Tourism workers may possess adequate vocabulary and grammar yet struggle to use language in ways that align with foreign visitors’ cultural expectations. Differences appear in politeness conventions, requests,

refusals, apologies, compliments, and hospitality routines. Intercultural pragmatics examines how speakers from different linguistic and cultural backgrounds use language, focusing on speech acts, politeness strategies, context-sensitive meanings, cultural values, and communicative intentions. In tourism, intercultural pragmatic competence is critical because communication directly shapes customer experience and the destination's international reputation. Uzbek communicative norms traditionally emphasize hospitality, respect for others, collectivism, and a degree of indirectness. While such values foster warm relations, literal transfer of Uzbek pragmatic norms into English can produce misunderstandings or pragmatic failures. This study investigates how intercultural pragmatic features manifest in English used by Uzbekistan's tourism workforce, with attention to pragmatic transfer, politeness strategies, speech acts, and adaptation efforts by professionals.

Research Problem. Despite rising English proficiency among Uzbekistan's tourism personnel, intercultural pragmatic skills remain underdeveloped. Tourism workers often find it difficult to adjust communicative behavior to meet international norms, and pragmatic misunderstandings can harm tourist experiences and professional interactions. Research specifically focused on intercultural pragmatics in the Uzbek tourism context is scarce. Prior work has largely addressed grammar, vocabulary learning, or general tourism English instruction. This study fills that gap by examining pragmatic aspects of English communication in Uzbek tourism encounters.

Research Questions. The study seeks to answer the following questions:

What intercultural pragmatic features characterize English communication in the Uzbek tourism industry?

How do Uzbek cultural norms influence English communication strategies?

What types of pragmatic misunderstandings occur most frequently?

How do foreign tourists perceive English communication in Uzbekistan?

What methods can improve intercultural pragmatic competence among tourism workers?

Significance of the study. This research contributes to applied linguistics, intercultural communication, tourism studies, and pragmatics. It provides practical guidance for tourism education programs, language instructors, tour guide training centers, and hospitality management institutions operating in Uzbekistan.

Literature review. Intercultural pragmatics is an interdisciplinary field integrating pragmatics, sociolinguistics, intercultural communication, and applied linguistics. Foundational work by Brown and Levinson (1987), Thomas (1983), Leech (1983), and Kasper (1992) highlights the role of pragmatic competence in effective communication. Brown and Levinson's politeness theory distinguishes positive and negative face and explains how speakers select strategies to preserve social harmony, with cultural variation influencing preferences for directness, indirectness, and social distance. Thomas (1983) described pragmatic failure, differentiating pragmalinguistic from sociopragmatic failure; pragmatic failure often stems from transferring native cultural norms into a foreign language context. Studies of tourism discourse indicate that hospitality communication is shaped by cultural expectations. Jaworski and Pritchard (2005) describe tourism language as combining persuasion, politeness, friendliness, and service-oriented expressions. Research from Asian and Middle Eastern tourism contexts shows that collectivist cultures frequently favor indirect requests, affective hospitality expressions, and relationship-focused communication - patterns that align with Uzbek communicative norms. Few studies,

however, specifically examine intercultural pragmatic features of English in Uzbekistan's tourism sector. This study extends the literature by centering Uzbekistan as an emergent international destination.

Methods. This study employed a mixed-method research design combining qualitative and quantitative approaches. The combination of methods enabled a comprehensive analysis of intercultural pragmatic communication patterns.

The participants included:

40 Uzbek tourism professionals

15 tour guides

10 hotel receptionists

8 travel agency employees

7 restaurant service workers

35 foreign tourists visiting Uzbekistan

Participants were selected from tourism centers in Tashkent, Samarkand, Bukhara, and Khiva.

Data Collection Methods

1. Questionnaires

Questionnaires were distributed among tourism workers and foreign tourists to identify communication challenges, politeness preferences, and intercultural perceptions.

2. Interviews

Semi-structured interviews were conducted with tourism professionals regarding their experiences communicating with foreign visitors.

3. Discourse Analysis

Authentic tourism interactions were analyzed, including:

hotel conversations

tour guiding discourse

restaurant communication

customer service interactions

4. Observation

Participant observation was conducted in hotels, airports, tourist attractions, and restaurants.

Data Analysis

The collected data were analyzed using:

thematic analysis

pragmatic discourse analysis

frequency analysis

intercultural communication frameworks

Speech acts, politeness strategies, and pragmatic transfer examples were categorized and interpreted.

RESULTS. The study identified several intercultural pragmatic features characteristic of English communication in Uzbek tourism contexts.

1. Hospitality-Oriented Communication

Uzbek tourism workers frequently used emotionally warm expressions such as:

"You are our guest."

"Welcome to Uzbekistan."

"Please eat more."

"Our home is your home."

These expressions reflected Uzbek hospitality culture.

2. Indirect Requests

Many tourism workers preferred indirect requests influenced by Uzbek politeness norms.

Examples included:

"Maybe you can wait little."

"If possible, you sign here."

Indirectness was perceived positively in Uzbek culture but occasionally created ambiguity for foreign tourists.

3. Extensive Use of Honorific Politeness

Workers frequently used:

sir
 madam
 dear guest
 sometimes excessively, reflecting respect-oriented
 Uzbek communication culture.

4. Pragmatic Transfer

These expressions reflected cultural hospitality but sometimes confused tourists. Survey findings revealed:

Communication aspect	Positive response
Friendliness	92%
Hospitality	95%
English clarity	71%
Professional politeness	83%
Communication comfort	78%

Most tourists appreciated warmth and friendliness but noted occasional communication misunderstandings.

The study identified frequent misunderstandings in:

refusals
 requests
 time expressions
 personal questions
 service expectations

Some foreign tourists perceived repeated offers as insistence rather than politeness.

Discussion. The results show that Uzbek cultural values significantly influence how English is used in tourism settings. Hospitality, collectivism, respect, and interpersonal warmth are prominent pragmatic features. The research aligns with Brown and Levinson's view that politeness strategies vary by culture. In Uzbek tourism interactions, positive politeness — expressed through closeness, emotional warmth, and personal involvement — is especially important. However, pragmatic transfer can cause problems. Service staff often apply Uzbek communicative habits directly when speaking English. Although these utterances are grammatically correct, they may not match international pragmatic norms. The study also supports Thomas's idea of pragmatic failure: many misunderstandings arose not from grammatical mistakes but from sociocultural differences in how politeness and intent are interpreted. Notably, tourists tended to rate Uzbek communicative behavior favorably because of its sincerity and hospitality. Thus, the aim should be to build intercultural flexibility rather than to remove Uzbek cultural identity. The study recommends that tourism English curricula in Uzbekistan include:

- intercultural communication training
- instruction on speech acts
- role-play simulations
- pragmatic-awareness exercises
- practice with authentic tourism discourse

Conclusion. This study examined how intercultural pragmatics shape English communication within Uzbekistan's tourism sector and found that cultural values strongly guide how tourism professionals interact. Results show that Uzbek

Direct translation from Uzbek into English caused pragmatic deviations.

Examples:

“Have you eaten?” used as greeting

“Why you don't take tea?” perceived as pressure

“Sit-sit” repeated invitations

norms shape the English used by tour guides, hotel staff, restaurant workers, and other tourism employees when they speak with international visitors. Communication often features hospitality-focused discourse, indirectness, warmth, sincerity, and respect-driven politeness strategies that mirror traditional Uzbek values and social etiquette. Staff regularly try to foster friendly, welcoming encounters through caring language, generous hospitality, and culturally respectful interaction patterns.

The research also found that pragmatic transfer from Uzbek into English can sometimes cause misunderstandings in intercultural exchanges. Specific expressions, politeness conventions, indirect requests, compliments, or other culturally rooted speech behaviors may not be interpreted by foreign tourists as intended. Differences in expectations about communication between Uzbek speakers and international visitors can create challenges in requests, refusals, greetings, and service interactions. Still, these pragmatic traits also help convey the distinctiveness and authenticity of Uzbek hospitality within tourism communication.

The study concludes that effective communication in tourism requires more than grammatical and linguistic knowledge: it demands intercultural pragmatic competence. Accordingly, tourism education and professional training should include pragmatic awareness, intercultural communication skills, and opportunities for authentic communicative practice to raise the standard of English communication in tourism contexts.

As Uzbekistan grows as an international destination, bolstering intercultural communicative competence among tourism personnel will be increasingly important for professional performance, customer satisfaction, and the nation's global reputation. Strong intercultural communication can improve tourist experiences, encourage positive cultural exchange, and enhance Uzbekistan's image as a hospitable, culturally rich destination. Integrating intercultural pragmatics into tourism training is therefore a key step toward strengthening the effectiveness and competitiveness of Uzbekistan's tourism industry on the world stage.

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