

LINGUISTIC AND CULTURAL CHARACTERISTICS OF TOURISM-RELATED
LEXICAL UNITS IN FRENCH

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Abstract

This article examines the linguocultural characteristics of tourism vocabulary in French. The study reveals the cultural values, historical heritage, national identity and social relations embodied in them through the use of specific lexical units (specific types of tourism, cultural objects, infrastructure, activities). Inspired by the methods of corpus linguistics, the article examines the spiritual and practical dimensions of the lexicon based on the analysis of real text materials. The results show that the French tourism lexicon is not only a terminological system, but also a complex mirror of French culture and society. The study creates a theoretical basis for developing a deeper cultural perception in reading and understanding tourism texts, as well as for developing effective intercultural linguistic approaches in tourism communication.

Keywords

French language, tourism lexicon, linguocultural studies, culture and language, corpus linguistics, cultural concepts, lexicography, national identity, gastronomy, cultural heritage.

Introduction

Tourism is not only one of the main sectors of the global economy, but also an important channel of interaction between cultures. At the heart of the tourism discourse is the language that shapes and transmits it. The French language, as a well-known carrier of international tourism and culture, has its own unique and rich lexical fund in this area. This lexical fund does not consist only of universal concepts such as voyage (journey), hôtel (hotel). It actually reflects the cultural values, historical memory, regional diversity and even the ideas of French society about its own way of life. Thus, each term such as gîte rural (country house), chambre d'hôte (hotel), patrimoine (heritage) or terroir (a set of unique regional products and tastes) has not only a practical meaning, but also a deep cultural connotation.

The purpose of this article is to systematically study the lexical units related to tourism in the French language from a linguocultural perspective. The research aims to answer the following main questions:

What are the main lexical categories of French tourism discourse and their structural structure? What cultural semantics (concepts, values, historical and social contexts) do these lexical units contain? What is the role of tourism lexicon in shaping French cultural identity and communicating it to the world? By studying these issues, the close connection between language and culture is revealed, as well as the complex function of lexicon as not only a practical task, but also a cultural mediator.



Literature Analysis and Methodology

The theoretical basis of the study is the principles of linguoculturology and sociolinguistics. These disciplines study language units in the context of their culturally encoded meanings, their role in the national mentality and their use in social practice. In addition, the methodological principles of corpus linguistics are used in the work, that is, real language materials are widely analyzed - tourism websites, official instructions, advertising brochures, documents of cultural heritage organizations and media texts. This approach allows us to clearly see the frequency and context of use of a particular term.

The following methodological stages were identified for the analysis:

A preliminary collection and definitions of vocabulary specific to the tourism industry were identified using general and specialized dictionaries in French (for example, Le Robert, Larousse, as well as dictionaries of tourism terms). In the selected corpus materials, it was studied how these lexical units are used, in what contexts they occur, and what additional semantic loads they have. This process corresponds to the principle of analyzing search units (lemmas and tokens) in corpus linguistics. The cultural concepts (concepts) underlying the identified main lexical units (for example, patrimoine, art de vivre) were identified, and their place and significance in the French cultural space were revealed.

Discussion and Results

The results of the study show that the French tourism lexicon is characterized by a number of linguocultural features, which can be analyzed according to the following four main categories:

The terms used in French to describe specific types of tourism clearly indicate the areas of cultural focus. Patrimoine (cultural and natural heritage): This term is one of the central concepts of French tourism discourse. It refers not only to objects such as château (castle), cathédrale (cathedral), musée (museum), but also to the philosophy of preserving, valuing and passing on heritage to the next generation. Its use reflects a deep respect for history, architecture and art.

Tourisme vert (green tourism) va agrotourisme (agrotourism): These terms reflect values such as living in harmony with nature (related to the concept of terroir), rural life, and appreciation of traditional agriculture.

Tourisme d'affaires (business tourism) va tourisme de loisirs (holiday tourism) while such terms reflect the diverse needs of modern society, the above highlight traditional and widespread aspects of French national identity. The French tourism lexicon is also unique in terms of hotels and catering.

Accommodation: In addition to the term hôtel, there are specific terms such as gîte rural (country house) and chambre d'hôte (guest house). Chambre d'hôte literally means "guest room" and promises direct contact with the hosts, a personal touch and an atmosphere of home comfort. This, in contrast to the traditional concept of hôtellerie (hotel service), reflects the French idea of the art de vivre – hospitality and quality of life.

Dining: While the term restaurant is universal, terms such as bistrot, brasserie, auberge refer not only to the style and atmosphere of the meal, but also to social history and regional traditions. The term table d'hôte (host's table) refers to a shared meal and socializing opportunity.

Vocabulary for Describing Cultural Objects and Activities



Verbs and adjectives that describe tourist activities are also culturally loaded.

Flâner (to stroll, to play around): This verb does not simply mean walking, but also exploring a city, feeling its atmosphere, sitting in cafes, observing. This concept, closely associated with cities like Paris, is an important part of the city's culture.

Déguster (to taste): This is not just about eating food or wine, but also about appreciating its taste, aroma, and the secrets of its preparation, that is, increasing knowledge about the terroir.

Terms such as **Découvrir (to discover)** and **s'émerveiller (to marvel)** refer to the emotional and intellectual enrichment of an experience.

Cultural Concepts and the Transmission of National Identity

Many of the above terms converge around deeper cultural concepts.

Terroir: This is a broader concept than geographical location, referring to the distinctive product and taste that results from the interaction of soil, climate, traditions and local knowledge. It is used in tourism to promote local food, wine and artisanal products.

Art de Vivre (Art of Living): This is a general concept that encompasses all aspects of French culture - food, fashion, art, hospitality and the aesthetic approach to quality of life in general. It is this concept that tourism lexicon and discourse sell and promote.

Main Linguistic-Cultural Categories of French Tourism Lexicon

Category	Basic Lexical Examples	Linguocultural (Concept/Value)	Meaning	Theoretical Basis (Evidence from Corpus)
Tourism Types	<i>patrimoine, tourisme vert, agrotourisme, tourisme culturel</i>	Preservation of historical heritage, harmony with nature, appreciation of rural traditions.		The high frequency of specific terms indicates a cultural focus.
Accommodation	<i>chambre d'hôte, gîte rural, hôtel de charme</i>	Personal touch, locality, home comfort, hospitality (<i>art de vivre</i>).		The uniqueness of terms and their use in context reveal the cultural model.
Eating	<i>bistrot, brasserie, table d'hôte, dégustation</i>	Sociality, regional diversity (<i>terroir</i>), ovqatlanish madaniyati.		The abundance of specialized terms confirms the importance attached to this field.
Activities	<i>flâner, découvrir, visiter, s'émerveiller</i>	Aesthetic and intellectual experience, emotional involvement, quality leisure time.		The nuances of verbs reflect the cultural interpretation of the tourist act.
Basic Concepts	<i>patrimoine, terroir, art de vivre</i>	National identity, regional identity, philosophy of life.		These terms are used as keywords and branding elements in tourism texts.



Conclusion

The lexical units related to tourism in French are not only a practical means of information, but also a profound linguistic and cultural phenomenon. Through this lexicon, the commitment of French society to **cultural heritage (patrimoine)**, **the importance given to regional diversity and traditions (terroir)**, and **the attention to quality of life and aesthetics (art de vivre)** are clearly manifested. Terms such as chambre d'hôte or flâner semantically refer not to a mere object or action, but to an experience within a certain cultural framework of values and attitudes.

From a linguistic perspective, this study demonstrates the feasibility of conducting a linguocultural analysis of specialized lexicon using corpus-based methods. For the tourism industry, this approach has practical implications not only for translators and language teachers, but also for tourism professionals, marketers, and cultural heritage managers. Understanding French tourism lexicon with its cultural depth allows for effective communication, culturally sensitive branding, and deeper design of tourism products. Therefore, studying tourism discourse in French is key to understanding the identity of French culture and how it is presented to the world.

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Ushbu manba korpus lingvistikasi usullarining lingvistik tadqiqotlarda, jumladan, leksik tahlilda qanday qo'llanishi haqida umumiy nazariy asos va metodologik ko'rsatmalar beradi. Unda qidiruv birliklari (lemma va token)ni tahlil qilish, matn korpuslarining reprezentativligi kabi muhim tushunchalar yoritilgan.
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Madaniyatlararo tarjima va kommunikatsiya bo'yicha ushbu asar madaniy kontseptlar (masalan, terroir)ning tarjima qilinishi va tushunilishi bilan bog'liq muammolarni o'rganadi, bu esa lingvomadaniy tahlil uchun muhim kontekst yaratadi.
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Parijning rasmiy turizm veb-sayti amaliy misol sifatida, yuqorida muhokama qilingan leksik birliklarning (patrimoine, flâner, musée va boshqalar) real kontekstdagi qo'llanilishini ko'rish uchun birinchi darajali manbadir.
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Fransiyaning rasmiy turizmni rivojlantirish agentligining sayti milliy miqyosda turizm diskursi, branding strategiyalari va art de vivre kontseptini targ'ib qilishning amaliy namunalarini taqdim etadi.
5. Le Petit Robert de la Langue Française(2023 nashri). Dictionnaires Le Robert.
Fransuz tilining yetakchi lug'atlaridan biri sifatida, turizm atamalarining aniq ta'riflari va, ba'zida, ularning madaniy konnotatsiyalari haqida ma'lumot beradi.

