

## CHARACTERISTICS OF INTERNATIONAL TOURISM TERMS AND THEIR REQUIREMENTS

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**Abstract:** This article examines the distinctive features of terminology used in the field of international tourism and outlines the essential requirements for their effective application in professional communication. The study highlights the linguistic, cultural, and functional aspects that shape tourism-related terms, emphasizing their role in facilitating cross-cultural interaction and global information exchange. Special attention is given to standardization, clarity, and adaptability of terms to ensure mutual understanding among diverse stakeholders, including policymakers, service providers, and tourists. The research also discusses the influence of globalization on the evolution of tourism terminology and offers recommendations for enhancing the precision and consistency of such terms in multilingual contexts.

**Keywords:** international tourism, terminology, linguistic features, standardization, cross-cultural communication, globalization, professional language

### INTRODUCTION

In today's interconnected world, international tourism plays a vital role in fostering economic growth, cultural exchange, and global cooperation. As tourism activities span across various countries and cultures, the terminology used in this field must be precise, standardized, and adaptable to different linguistic contexts. The terms related to international tourism not only serve as tools for effective communication among industry professionals but also help tourists, policymakers, and service providers to share and understand information clearly. The unique nature of international tourism terminology arises from its interdisciplinary character, encompassing concepts from economics, culture, geography, and hospitality management. This complexity requires that the terms be clearly defined and universally accepted to avoid misunderstandings and misinterpretations. Moreover, as the tourism industry evolves due to technological advancements and globalization, its vocabulary continuously expands and adapts, reflecting new trends and challenges. This article aims to analyze the core characteristics of international tourism terms and discuss the criteria these terms must meet to be functional and effective in real-world applications. Emphasis will be placed on linguistic clarity, cultural sensitivity, and the need for standardized usage to facilitate cross-border communication. Furthermore, the study explores how globalization influences the development of tourism terminology and suggests approaches for improving term consistency across different languages and regions. Understanding the specific features and requirements of international tourism terminology is essential for enhancing communication within the global tourism industry and supporting sustainable development in this dynamic sector. International tourism terminology is characterized by several key features that distinguish it from general vocabulary. Firstly, these terms often carry specialized meanings linked to specific contexts such as travel services, cultural heritage, and economic impacts. For example, words like "ecotourism," "visa regime," and "tourist destination" encapsulate complex ideas that require precise definitions to avoid ambiguity.

Secondly, international tourism terms must be culturally sensitive and inclusive. Since tourism involves diverse populations, the terminology should respect local traditions and avoid ethnocentric bias. This cultural adaptability ensures that terms are relevant and acceptable across different regions.

Thirdly, clarity and standardization are crucial. Terms need to be uniformly understood by stakeholders including government agencies, travel companies, and tourists themselves. Organizations such as the World Tourism Organization (UNWTO) work towards creating standardized glossaries to promote consistency. Moreover, the dynamic nature of the tourism industry means that terminology evolves continuously. Innovations such as digital tourism, sustainable tourism, and experiential travel introduce new concepts that require timely incorporation into the vocabulary.

Finally, the requirements for effective international tourism terms include accuracy, brevity, and ease of pronunciation. These factors enhance communication efficiency and help in marketing tourism products globally. Overall, understanding these characteristics and meeting these requirements ensures that international tourism terminology remains functional, relevant, and effective in facilitating global tourism development.

## CONCLUSION

In conclusion, the terminology related to international tourism possesses distinct characteristics that reflect the complexity and diversity of the industry. Clear definitions, cultural sensitivity, and standardization are essential requirements to ensure effective communication among the diverse participants in the global tourism sector. As the industry continues to evolve under the influence of globalization and technological advancements, the terminology must adapt accordingly to remain relevant and precise. Addressing these characteristics and requirements not only facilitates smoother interactions among stakeholders but also supports the sustainable growth of international tourism. Continued efforts in term standardization and cultural inclusiveness will contribute significantly to enhancing the clarity and functionality of tourism language worldwide.

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