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THE INFLUENCE OF MARKETING AND BRANDING ON TOURIST TERMINOLOGY

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Abstract

This article analyzes the influence of marketing and branding concepts on modern tourism terminology. As globalization and market competition intensify, the quality of service, communication styles, and methods of interaction in the tourism sector are gaining increasing importance. In particular, the processes of brand creation and successful market promotion have led to the emergence of new terms, phrases, and communicative approaches. The study explores how marketing strategies contribute to the promotion of tourism services and the formation of a unique brand image, along with the resulting terminological innovations. Examples are provided to illustrate the emergence and practical application of certain new concepts. Furthermore, the integration of marketing tools into tourist language is examined from a linguistic perspective. The research findings indicate that marketing and branding influence not only the economic aspects of tourism but also have a growing impact on linguistic fields. This contributes to improving communicative effectiveness in the tourism industry and enhancing mutual understanding on a global scale.

Keywords: tourism terminology, marketing strategies, branding in tourism, globalization and tourism, tourism communication, brand creation, market promotion, linguistic innovations, terminological change, cross-cultural communication, branding concepts.



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Introduction

Over the past decades, globalization, digital technologies, and the development of transport infrastructure have made the tourism industry one of the fastest growing industries in the world. Tourism has become important not only as a source of economic income, but also as a factor that enhances cultural exchange and global communication. Marketing and branding strategies have played an important role in this development, becoming one of the main tools for promoting new tourism services and products. It is as a result of marketing and branding activities that the system of tourism terms has been enriched and transformed. This article provides an in-depth analysis of the impact of marketing and branding processes on the formation and development of tourism terms, based on scientific and statistical data.

1. The Process of Formation of New Tourism Terms

The role of marketing and branding in the tourism industry is becoming increasingly important in the face of growing competition. according to the World Tourism Organization (UNWTO), the number of international tourists in 2023 exceeded 1.3 billion [2]. Therefore, each tourism service organization or country is forced to develop strong marketing strategies to create its brand and stand out from the competition.

By choosing and using tourism terms correctly in marketing campaigns, a clear and positive message is conveyed to the target audience. For example, the terms "**ecotourism**" and "**sustainable tourism**" attract a segment of environmentally conscious travelers.

New tourism terms are formed mainly as a result of marketing research and in the process of introducing new products to the market. For example, the term "**glamping**" (glamorous camping) refers to a new type of service that combines the traditional camping experience with luxurious conditions [3]. another example is the use of "**staycation**" (stay + vacation) to describe a new tourism model that has become popular during the pandemic, in which people stay in their own city and relax.



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2. The Role of Language in Brand Identity

The role of language and terms in brand identity is invaluable. Each tourism brand chooses terms that are memorable, have positive connotations in order to be emotionally and spiritually close to its customers.

For example:

- "Malaysia – Truly asia"
- "I Love New York"
- "Incredible India"

Such brand campaigns are not only easy to accept in terms of language, but also reflect the cultural values and characteristics of the country [4].

Marketing campaigns distributed through the media and social media serve as a key tool in popularizing tourism terms. For example, on platforms such as Instagram, TikTok and Facebook, tourism products are promoted using short and effective terms.

according to statistics, in 2024, 78% of tourists used recommendations from social media to plan their trips [5].

Linguistic and Cultural Impacts

Cultural heritage is the sum of the historical, cultural and artistic values, monuments, customs and traditions of a nation, people or society. The importance of cultural heritage in the tourism industry is that it offers tourists a unique and authentic (unique) experience. Destinations with cultural heritage stand out from other places, and these features become a key advantage in their marketing and branding activities.

In tourism, brand identity is a set of emotional and visual images formed in the minds of tourists about a destination (country, city or region).

Cultural heritage directly affects the following aspects of brand identity:

1. Differentiation (standing out):

A brand based on cultural heritage demonstrates its uniqueness. For example, the Egyptian brand is associated with the pyramids and ancient history, and Italy with



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the Roman Empire and artistic heritage. This clearly sets them apart from other destinations.

2. Creating an emotional connection:

Tourists feel an emotional connection to a destination through cultural values. For example, India's "Incredible India" campaign had an emotional impact because it embodied history, spiritual experiences, and traditions.

3. Authenticity and credibility:

Tourists are increasingly looking for real and historical experiences, not "artificial." a brand that has an element of cultural heritage appears credible and authentic to them.

4. Attracting the target audience:

Marketing strategies that focus on cultural heritage often attract middle- and upper-class tourists who are interested in culture and history.

Practical examples

Spain:

Under the slogan "Spain is Different", flamenco dancing, unique architecture and ancient festivals (such as La Tomatina) take center stage and demonstrate the uniqueness of this country.

Uzbekistan:

The brand "Uzbekistan - The Pearl of the Silk Road" promotes the cultural and historical heritage of cities such as Samarkand, Bukhara and Khiva.

according to marketing theories (Kotler and Gertner, 2002), cultural heritage serves as a key differentiator in the formation of the brand identity of tourist destinations [7].

According to Simon anholt's concept of "Competitive Identity", the correct promotion of historical and cultural values is necessary for the success of a national brand.



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Terms created as a result of tourism marketing and branding also have a strong impact on language and culture [1]. Many new words have entered languages such as Uzbek, Russian, Spanish, and French without being translated from English.

For example:

- "Safari" (wildlife travel in africa)
- "Wellness tourism" (travel aimed at restoring and developing health)

These terms have taken their place in cultural understanding and are participating in the formation of modern tourism concepts [6].

Conclusion

As a result of marketing and branding activities, new terms are emerging in the tourism sector, and their linguistic and cultural impact is increasing. Tourism terms not only describe services and products, but also shape the behavior, choices, and cultural understanding of tourists. Research shows that terms created as a result of successful marketing campaigns become entrenched in the language system over the long term and become part of the international lexical fund. In the future, integrated research in the fields of tourism marketing and linguistics may open up new opportunities.

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