



## **A VIEW ON SOME ASPECTS OF TOURISM TERMINOLOGY IN THE UZBEK AND ENGLISH LANGUAGES**

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This article will analyze important aspects of the formation, development and practical application of tourism terminology in the Uzbek and English languages. In particular, the structure of the system of terms, changes in meaning, depiction of national and cultural characteristics, as well as interactions and differences caused by globalization will be highlighted. In general, the system of tourist terminology of the Uzbek and English languages is in a constant process of evolution, enriched by interaction, adaptation and reflection of national characteristics. In both systems, new terms are being formed that meet the requirements of the time, and their semantic fields are becoming wider and wider. The article examines the vocabulary in the field of tourism using examples, as well as comments on the problems of translation and terminological coordination on a scientific basis.

**Keywords:** Touristic terminology, cultural differences, translation problems, lexical semantics, linguistic changes, globalization, interlinguistic communication.

In the context of modern globalization, tourism has become one of the activities that occupies a special place not only in the economic, but also in the socio-cultural spheres. Accordingly, the linguistic support of the tourism sector — the terminological base - is significantly expanding and developing. In particular, the study of the system of tourist terminology in Uzbek and English is becoming extremely important in terms of facilitating global communication and intercultural communication. The system of terms in both languages has gone through its stages of development, and the similarities, differences, semantic changes, and forms of cultural reflection between them need to be analyzed from a scientific point of view.

Tourism terminology refers to a special set of words denoting specific and strict concepts related to tourism activities. Tourism is a significant aspect of modern economies, and the language used in the tourism sector plays a crucial role in communication and marketing. With globalization, understanding tourism terminology in different languages has become essential for stakeholders, including tourists, businesses, and policymakers. This article

provides an overview of various aspects of tourism terminology in Uzbek and English languages, highlighting similarities, differences, and cultural nuances. In English, this field has been systematically formed since the middle of the twentieth century and has included such comprehensive and strictly defined terms as "tourism industry", "hotel", "travel package", "tour operator", "destination marketing", "ecotourism", "sustainable travel". The main feature of tourist terms in English is that they have a clear description, are characterized by a concise lexical structure



and strict semantic boundaries. For example, the term "all inclusive" is a clear concept of finance and services and is not transferable to other areas.

On the other hand, the tourist terminology in Uzbek was formed relatively late and actively developed mainly in the years after independence. In the early stages, many terms were borrowed directly from English (or through an intermediate form in Russian). For example, terms such as "tour operator", "booking", "tour operator", "voucher", "tour package" have entered the Uzbek language almost without any semantic changes. However, in recent years, thanks to the Uzbek language's own capabilities, terms adapted to the national culture and mentality have begun to form: for example, expressions such as "travel agency", "hotel services", "eco-tourism", "cultural heritage route".

Tourism terminology refers to the specific vocabulary and jargon used to describe travel-related concepts, practices, and services. The terminology is important for tourism professionals as it enables them to communicate well with clients and other stakeholders in the industry. Effective use of terminology can enhance customer experiences by providing them with clear information about available services.

In both Uzbek and English languages, certain key terms frequently appear in tourism discourse. Here are some examples:

- Tourist (Sayohatchi): In both languages, this term refers to individuals who travel for leisure or business purposes.
- Accommodation (Joylashuv): This term encompasses various lodging options available to travelers.
- Attraction (Joziba): Refers to places or activities that draw visitors' interest.
- Itinerary (Sayohat rejalari): A list providing the schedule of the journey in detail.

While these words have the same meaning in both languages, their usage may differ based on local customs and traditions.

Tourism terminology is greatly impacted by culture. In Uzbekistan, terms related to hospitality reflect local customs and traditions. For instance:

- Osh (Plov): National rice dish served at gatherings represents the country's food culture.
- Bazar (Bozor): Markets are an important part of culture; thus "bazar" is always highlighted when shopping experiences are brought up.

In English-speaking countries, the same emphasis may be placed on local food or market experiences but will be based on varied cultural contexts (e.g., street food markets).

Owing to globalization, intercultural communication of information is heightened; as a result, certain words have been borrowed from one language into another. In Uzbekistan's nascent tourism sector:

- Hotel, tour, or guide are borrowed into Uzbek with some phonetic adaptation.

In contrast, English has borrowed words from the Uzbek culture with increasing



popularity of Silk Road heritage sites.

Translation of tourism terminology is complicated due to linguistic differences as well as cultural contexts:

- Some concepts may lack direct equivalents; e.g., some customary practices related to hospitality may require descriptive phrases rather than single words.
- Furthermore, idiomatic expressions related to travel experiences may lose their sense when literally translated.

Linguists and tourism professionals ought to work together to develop accurate translations that culturally resonate with target audiences.

One of the important differences between Uzbek and English tourist terminology is the degree of contextual dependence. In English, travel terms are often specific and universal and are used with slight variations. However, in Uzbek, the content of many terms may expand or narrow depending on the context. For example, the term "travel" covers the English-language concepts of "travel", "trip", "Voyage", but it is not clearly differentiated.

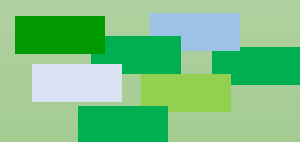
The influence of cultural peculiarities on terminology is also noticeable. Although the English term "heritage Tourism" is translated into Uzbek as "journey to cultural heritage," its conceptual boundaries are quite narrow compared to English ones. The reason is that in English this term covers a wide range-historical monuments, traditions, traditional crafts and even gastronomic heritage, whereas in the Uzbek cultural tradition it is more limited to historical architectural monuments.

As a result of the globalization process, transnationality is increasing in tourism terminology. Many English terms are adopted directly into the Uzbek language and are often adapted, retaining their essence only partially. For example, "guest house" is partially adapted to Uzbek as "guest house", and "hike" as "carefree trip". However, in some cases there are also incorrect translations and semantic errors that can lead to inaccuracies in professional communication.

Translation problems remain an urgent issue in the process of mutual development of terminology. The English concepts of "resort" and "hotel" in Uzbek are often summarized by the term "hotel", whereas in English these two concepts are clearly distinguished from each other: "resort" is a complex covering a wide range of leisure and recreation services, whereas "hotel" implies only accommodation services. Such inaccuracies lead to a distortion of the meaning in advertising materials, contracts and information resources of tourist services.

In general, the system of tourist terminology of the Uzbek and English languages is in a constant process of evolution, enriched by interaction, adaptation and reflection of national characteristics. In both systems, new terms are being formed that meet the requirements of the time, and their semantic fields are becoming wider and wider.

An important place in the analysis of tourist terminology in both languages is occupied by their division into thematic groups. In English, the terminology of tourism is divided into clear and systematic categories: Transportation (flight, travel



pass, Check-in), hotel and accommodation (booking, suite, hostel), meals (buffet, inclusive meals), cultural events (guided tour, cultural exchange), as well as the sale and marketing of travel products (tour package, Early Bird Discount). Within each category, the terms are harmoniously combined with each other with precision and functional coherence. However, in the Uzbek language, this classification is in a relative stage of development, terms are often perceived as words related to the general field of tourism, and the allocation of complete functional groups has not yet been consistently formed. As a result, in translation and communication, terms are often used depending on the context, sometimes in vague or comprehensive terms.

The difference in the use of terms in professional language and the language of everyday communication is also an important aspect of tourism terminology. At the professional level, terms such as "itinerary", "excursion", and "amenity" are used in English, each of which has a strict technical and legal connotation. However, in everyday communication, more general and emotionally intense words are used, such as "trip", "journey", "stay". In the Uzbek language, official texts also use expressions such as "sightseeing route", "food conditions", "travel plan", however, more simplified forms prevail in the media and everyday communication — common words such as "travel", "hotel", "trip". This discrepancy is especially noticeable in situations where the accuracy and reliability of professional documentation and marketing materials in the field of tourism is required.

The processes of globalization have not only spread existing terms, but also formed new ones. For example, new English terms such as "glamorous Camping", "bleisure" (Business + leisure), and "staycation" (stay + vacation) reflect new cultural trends characteristic of 21<sup>st</sup> century tourism. Although such neologisms have not yet become widespread in the Uzbek language, they are being introduced gradually. When translating these terms into Uzbek, it is important to preserve their semantic and pragmatic connotation, as direct translation sometimes leads to a change in the original content. For example, "glamping" can be translated as "luxury camping," but this phrase cannot fully convey the modern and romantic nuances of the concept in English.

Regional cultural features have a direct impact on the formation and use of terms. In English, the term "home stay" refers to the experience of living with local families and is the main type of service for many tourism projects. On the other hand, in Uzbek, living as a guest with local families is a natural part of cultural value, which is often expressed in the general concept of "hospitality" rather than in specific terms. This creates ambiguity in translation and international promotional materials, since for an international tourist "home stay" is sold as a separate service, while in Uzbek culture it is perceived as a more social and traditional experience.

Ambiguity, that is, the phenomenon of ambiguity, also makes significant differences in tourist terminology. In English, the word "tour" means both a trip, an excursion, and even a concert tour by a musical group. In Uzbek, on the other hand, the words "travel" and "journey" refer more to geographical movement, while "excursion" is used only for a short trip with a specific purpose. Such ambiguity causes ambiguity



of meaning or context-dependent confusion in translation, therefore, in the process of translating a tourist text, it is necessary to pay special attention to the contextual function and semantic uniqueness of the word. In general, an excellent analysis of tourism terminology in Uzbek and English makes it possible to fully understand the global dynamics of this industry, the complexities caused by cultural differences and linguistic changes. Each language had its own historical and cultural context, stage of economic development and level of international relations, which directly influenced the formation and application of tourist terminology. Thus, linguists and translators are faced with the task of not only ensuring linguistic compatibility, but also adapting tourist terms taking into account intercultural communication.

To sum up, understanding tourism terminology in both Uzbek and English enhances cross-cultural communication within the global tourism industry. By recognizing similarities and differences—alongside cultural nuances—stakeholders can improve interactions with international tourists while promoting local heritage effectively. As Uzbekistan continues to develop its tourism sector further integration of localized terminologies into global contexts will be essential for its success on the world stage. The comparative study of tourist terminology in Uzbek and English is gaining important theoretical and practical significance in the field of linguistics and cultural studies. The formation and development of terms in both languages has its own semantic, lexical and cultural differences, which must be taken into account in the processes of international communication and translation in the field of tourism. In the future, an urgent task will be to form a clear and systematic tourist terminology in the Uzbek language based on national culture, enriching it in accordance with international criteria. On the other hand, it is necessary to strengthen the experience of translating terms borrowed from English in the correct semantic correspondence and in a cultural context.

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