TRANSLATION OF TEXTS RELATED TO THE CULINARY, DEVOLOPING GASTRONOMIC TOURISM

Saloxitdinova Ruxshona
UzSWLU, student
Scientific supervisor: Khodjayeva Saodatkhan

Annotation. *Today, a lot of affords have been doing in order to develop tourism. Gastronomy - is one of the fields to contribute to growth of tourism. Besides, serving Uzbek national dishes in an appetizing and favourable way with a good service will also grant to the rise of tourism and this article will express the ways of translating texts and terms such as menus and recipes related to the culinary and methods of development of gastronomic tourism.*

Key words: *gastronomy, culinary, gastronomic tourism, menu, transliteration, calque, generalization, adaptation, recipe, descriptive translation, cuisine.*

Nowadays tourism is becoming popular in Uzbekistan. Thousands of tourists visiting our country every year. With a development of tourism and gastro tourism is also becoming popular. Gastro tourism is known as food tourism or culinary tourism. It involves the exploring food culture, traditions and culinary heritage of a region providing travelers with information about national meals of Uzbekistan.

Culinary translation, or gastronomy translation, is the art of communicating traditions, recipes, and flavours in another language. At its most basic, culinary translation is the act of translating content for the food and beverage industry, it will be recipes and other food-related content, from one language to another.

But as Antonella[30], one of the famous cooks, points out, there is so much more to it than that: "I conceive of culinary translation as the transmission of a culinary culture from one linguistic-cultural context to another. This involves not only translating recipes but also understanding the concepts and traditions behind them." When we are translating culinary texts, one question will appear: "Is machine translation enough for food and beverage content?" the answer will be obviously "No". There are some areas often do not need nuanced translations because they deal with factual information that doesn't require cultural context or technical accuracy and such kind of texts can be translated through machine translation. however, texts related to the culinary and gastronomy cannot be translated with MT, because some content that includes measurement units that need converting.

One of the most common text types that culinary translators work with is recipes. These can be translated from cookbooks, food websites, or any other type of source.

Another common text type is menus. You can find these in restaurants, cafes, and other food-related businesses. And then you have:
- *In-app texts;*
- *Food labels and packaging;*

---

[30] https://www.antonella.cooking/

🔸 *Culinary blog posts and articles;*
🔸 *Social media posts;*
🔸 *Videos and podcasts;*
🔸 *Marketing materials (e.g. brochures, flyers, etc.);*
🔸 *Cookbooks;*
🔸 *Guidebooks;*
🔸 *Culinary websites and apps;*
🔸 *Food-related patents.*

Transcription and transliteration. The food names that doesn't have equivalent in other languages can be translated through transcription and transliteration:

Kind of Uzbek cuisine:

Palov - Pilaf, Kabob -kebab, Somsa -somsa, Cho'pon - Choban.

Partly transcription from Uzbek into English: **Khasip soup** (*Hasip sho'rva*), **Pumpkin manti** (*oshqovoq manti*), **Pilaf with quince** (*Bexili palov*), **Fried shavla** (*Qovurma shavla*), **Steamed kebab** (*bug'lama kabob*).

From English into Uzbek and vice versa. ***Descriptive translation.*** Mac and Cheese (*makaron va pishloq*), Liver and bacon (*jigar va bekon*) Chicken fried steak (*Qovurilgan jo'jali steyk*). *Shirqovoq* - Pumpkin soup with milk, *Chuchvara* - national meal dumplings, *Xo'l norin* - thin noodle soup, *Sutli go'ja* - corn and milk soup, Eng - to uzb: *Frikadel* yumaloq qiymali sho'rva, *Jerki* - quritib dudlangan go'sht.

Half calque - *Ugrali sho'rva* - national ramen soup, *chuchvara* - national dumplings, *piyozli qatlama* - onion flat bread. Eng - to uzb: *Lazanya* - Italyancha usulda tayyorlangan xonim.

Paraphrasing - *Mastava* - rice and beef soup with sour cream, *Shilpildoq* - boiled beef with pasta, eng. - uzbek: *Drunken chicken* - pivozga to'yintirilgan jo'ja.

Generalization - *Titrama kabob* - kebab, *Tog'rama palov* - pilaf. Eng - uzb: *Stake and kidney pie* – go'shtli pirog, *Liver and onions* - qovurma jigar.

Concretization - *Qaynatma sho'rva* - Meet broth with vegetables, *Loviya shavla* - black eyed peas porridge. Eng - uzb: *Stuffed peppers* – bulg'or qalampirli do'lma, *Creamed corn* - sutli qaylaga aralashtirilgan jo'hori, *Hot chicken sandwich* - tovuqli sandvich.

In order to develop gastro tourism in Uzbekistan, we should translate culinaty texts, especially menus in restaurants in a proper way or we should find appropriate equivalent of Uzbek national cuisine from international cuisine. Besides, making QR code of the process of cooking our national dishes in menus will also have considerable influence for the development of gastronomic tourism.

Comparing Uzbek traditional cuisines with cuisines of other countries. *"Mandu"* is a Korean dumpling. It looks like our *"chuchvara"*. But it differs from our chuchvara. Its ingredients are meat, mushrooms, sliced cucumbers and kimchi. We can translate *mandu* as a chuchvara because this one can be understandable to Uzbek Nation. A Mexican soup *"Pozole"*, we can translate this as a *"Po'zo'le"* by transliteration. Its ingredients are meat, buttery, vegetables, peas. We can say the meal looks like our national *" no'xat sho'rak"*. "Rice pudding" is a Middle Eastern

meal and its ingredients are rice and pistacho and pomegranate seeds for extra taste. The meal propers to our national meal "*Shirguruch*". It is considered that we can translate it as a *"Shirguruch"* or we can use descriptive translation. "Jelebi" is an Indian dessert and its ingredients are flour, corn flour and plain yogurt. This looks like our *"Chak-chak"* dessert. That's why we can translate it as a *"Chak-chak"* in order to be clear for Uzbek Nation.

Moreover, we can compare Uzbek regions foods to other countries. For instance, Khorezm is well-known with its national cuisine such as *"Tuxum barak", "Shivit osh"* and other pastas and we can equate Khorezmic cuisine to Italian cuisine which is famous with its pastas.

In conclusion, translator should know the art of culinary translation, because it represents one particular country's history, culture and nationality. Words are more than simply descriptions in the world of culinary translation and menu localization; they are portals to new gourmet experiences.

Translators in this sector are more than just language transmitters; they are culinary storytellers, capturing the spirit of cuisines and civilizations with each word. In Uzbekistan we should do some efforts to develop culinary translation and gastronomic tourism and travellers should know what kind of meal they are eating or which place is better to eat particular kind of meals.

References:

1. https://medium.com/@translationbirminghamuk/exploring-the-art-of-culinary-translation-and-menu-localization-b6ea31be2cda.

2. https://www.crisoltranslations.com/our-blog/culinary-translation/

3. https://www.readkong.com/page/translation-strategies-applied-in-culinary-culture-specific-6578686

4. https://www.readkong.com/page/translation-strategies-applied-in-culinary-culture-specific-6578686.