

SOME ISSUES RELATED TO THE TRANSFER OF ENGLISH TOURISM TERMS IN UZBEK LANGUAGE

Zarnigor Sobirova¹, Bakhtiyor Mengliev²

¹Intern-researcher, Bukhara State University.

²Doctor of Philology, Professor, Tashkent State University of the Uzbek Language and Literature.

Received: 22.04.2020

Revised: 23.05.2020

Accepted: 20.06.2020

ABSTRACT: Lexical-semantic typology shows that the English tourism terminology is widely developed, and part of it in the Uzbek language is now being formed. It should be noted that recently the tendency of parallelism in the lexical-semantic relations of English and Uzbek languages is growing. This “mirror image” is evident in various ways of semantic derivation and assimilation. Significantly, tourism is a uniquely globalized industry, so tourism terminology is characterized by a more international nature of its components. This leads, firstly, to the convergence of conceptual and terminological systems, i.e. to the emergence of a universal layer in the terminological system for communicative languages, and on the other hand, to the intensification of mutual understanding processes between different peoples.

KEYWORDS: Tourism, Term, Terminology, Lexicon, Semantics, Concretization, Constructive basis, Productivity coefficient, Derivation.

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I. INTRODUCTION

With the widespread popularity of English culture, there is a growing tendency for many words in the English lexicon to be assimilated to one degree or another by people of different nationalities, especially young people. For this reason, the acquisition of words from foreign languages, especially English, does not pose such great difficulties in order to form a modern Uzbek dictionary and enrich it with new concepts. Indeed, many expressions in English tourism terminology have become clear and understandable even without translation. But the diversity of cultures, the fact that their languages belong to different structural language families, is bound to lead to some linguistic incompatibility.

II. MAIN PART

In many cases, the main difficulties are related to the lack of an optimal option through the direct translation of the English term elements. For example, the core of the *complimentary* lexeme in the term *complimentary ticket* meant “*takalluf*” and its direct translation should have been “*takallufli*”. But in the context of tourism, the above combination with his participation is translated as a “free ticket”. Similarly, the term *budget travel* is translated as “*arzon (cho’ntakbop) sayohat*”, which means that the *budget* component loses its primary meaning in this combination.

Sometimes a term that expresses a specific meaning in a foreign language is replaced in the process of assimilation by an alternative that has a more general content. We can observe this phenomenon in terms of *days of service*. It is better to use it in the form of “*ish kunlari*” rather than “*xizmat kunlari*”. This is in line with the structure of the Russian language and the linguistic features of the language, which are practiced in the offices of our country and in everyday life. After all, representatives of Russian-speaking culture also use this term in the form of *рабочие дни*.

Through train is a functional word in the terminological combination *through*, which serves as an auxiliary *orqali* the native language. But after some observation, a qualified specialist translates it in the form of a “correct (i.e moving without stop stations) train”. It is natural that such inconsistencies often occur when dealing with English and Uzbek tourism terminology. This requires philologists, translators, and linguists to have in-depth knowledge and experience of the features of both languages.

Also, the term rate in the term “average room rate” has a high polysemantic rate (*poverty / unemployment rate* → “poverty / unemployment rate”, *rate of progress* → “growth rate”, *at any rate* → “in no case” (In non-existent sentences)) may also complicate the translation process.

The words *sunbathing* and *sunbaking* are synonymous terms, the structural components of both of which do not correspond to the Uzbek concept of *quyoshda toblanmoq*. Similarly, the term *ethnic food* is translated into our language not as “etnik taom” but as “milliy taom”. The first form sounded like a “unfamiliar” in our imagination, and the next appearance became part of everyday conversation.

The phenomenon of concretization, which is inherent in the linguistic structure of the English language, is also found in tourism terminology. For example, the terms entry requirements, *proof of citizenship*, *generating country*, *receiving country*, *National Park*, *double bed*, *single bed*, *triple room*, *dish of the day*, given in English clearly and intelligibly, indicate that there is a content plan only through additional lexical means:

- *entry requirements* → country (territory) entry requirements
- *proof protection of citizenship* → proof of citizenship
- *generating country* → tourist growing country
- *receiving country* → tourist host country
- *National Park* → National Park
- *double bed* → a bed for two people
- *single bed* → a bed for one person
- *triple room* → a room for three people
- *dish of the day* → special meal of the day

Commenting on the above translation results, it should be noted that the term *entry requirements* can mean “exam entrance requirements”, “competition entry requirements”, “website access requirements” and many other misleading meanings, unless an extended understanding is given.

The direct translation of the word *National Park* as “*milliy bog*” would not have associated the name with the well-known concept of “*park*.”

The translation of the term *Proof of citizenship* in the form of “affirmation of citizenship” would have been unusual in consumption and would have been assessed as “translation inaccuracy”.

In the process of creating Uzbek tourism terminology, sometimes a lexeme learned from Russian is used in practice, without any preference available in English for the expression of a particular concept. For example, while the terms *afternoon tea* and *cream tea* both express a light meal between lunch and dinner, the Russian *полдник* lexeme can be a perfect alternative to them in terms of functionality and speech economy.

Undoubtedly, one of the greatest difficulties in mastering English tourism terminology patterns is the modification of sounds in words. English phonetics is characterized by the presence of a relatively large group of phonemes. Some sounds are unique to English, indicating that the assimilation of words in which they are involved is somewhat phonetically limited to our national language. This phenomenon can be observed when translating into Uzbek of the following words:

authenticity → autentiklik
theme park → tematik park

Also, the inconsistency of pronunciation with graphics in English is very high. It is very common for a combination of many letters to be read briefly. This is reflected in the assimilation of English words. For example, the mastered variant of the following terms is briefly represented:

courier → kurer
 → fors major

It is also the case in interlingual *force majeure* research that different concepts are understood under one name (lexeme). This can be explained by the fact that the derivative meanings of a particular word in one language do not exist in another language. This phenomenon can be seen in the example of *carousel* and *diet* terms. Under the name of the *karusel*, in our minds there is an amusement park in the parks. In the context of English tourism terminology, this lexeme also has two additional meanings:

- 1) a corridor at the airport and other transport terminals, checking the baggage of passengers;
- 2) revolving shelves, consisting of several floors, designed for the buyer to take food and drink from it and put it on the tray.

As an alternative to the word *diet*, *parhez* is understood in Uzbek culture. But in English it also has a meaning that is equivalent to the word *ration*, which refers to a wide range of applications, voluntary diets and characteristics:

- A student's diet* → student rations
- A toddler's diet* → baby ration
- An old person's diet* → old man's ration
- A patient's diet* → patient ration
- A pregnant woman's diet* → pregnant woman's ration
- A vegetarian's diet* → vegetarian man ration
- Schoolchildren's diet* → ration of schoolchildren, etc.

The adoption of the words belonging to the group of "travel problems", which are proposed to be classified as a separate type of tourism terminology, in the Uzbek tourism terminology also has its own peculiarities. The following medical conditions, which express nausea in various vehicles, require the inclusion of the name of the vehicle in the lexemes naming them in the Uzbek version:

- Airsickness* → nausea on a plane
- Seasickness* → nausea on board
- Motion (travel) sickness* → nausea in the car
- Also *altitude sickness* → nausea while climbing

Assimilation of the term *culture shock*, which is very familiar to English speakers, directly in the form of "madaniy shok" or during translation ("madaniy zarba") ensures that the expression of meaning is clear and understandable.

A term used to describe a medical condition that occurs with the consumption of contaminated water or spoiled food during a trip and is associated with various stomach upsets, *Delhi belly* ↔ *Montezuma's revenge* ↔ *traveler's diarrhoea* (sayyoh/yo'lovchi diareyasi) is undoubtedly the most optimal option in Uzbek. This is due, firstly, to the fact that the concept of "Montezuma" is unknown to Uzbek culture, and secondly, to linking this unfortunate situation with the city of Delhi is likely to represent disrespect to the Indian people.

In conclusion, 1) English and Uzbek lexicons (especially tourism terminology) have significant inconsistencies due to the fact that they have different structures and are the product of different cultures; 2) the influence of the neighboring Russian language is reflected in the process of learning the word from the English tourist terminology; 3) if the English tourism terminology is specific, the expression of the concept in the Uzbek language requires a broader explanation; 4) Significant inconsistencies in English and Uzbek tourism terminology are observed in phonetics and spelling.

III. RESULTS AND DISCUSSIONS

As time progresses, new types of products and services enter all aspects of life. This is an inevitable process. The pace of popularization of new concepts will also continue at a rapid pace. This development does not bypass the tourism industry either. The catalyst for the process is tourists traveling on various international routes. For example, a *chef* in English tourism terminology means a well-known *shef povar*, i.e. "*bosh oshpaz*". No other expression of this word exists in practice. But in a foreign context, it has a compounding look that represents several types of private chefs:

- chef entremêtier* → vegetable cook
- chef pâtissier* → confectioner
- chef poissonnier* → fish cook
- chef potage* → soup cook
- chef rôtiisseur* → kebab chef
- chef saucier* → a sauce maker

Along with chefs who specialize in a variety of dishes, the number of Specialty restaurants is also increasing in number, and with these new concepts, their names can also be applied with certain changes or directly to consumption.

The concept of the hotel is also changing and gaining different views. We are aware of the meaning of the word boutique, but the fact that boutique hotel is the name given to an expensive hotel with luxury conditions is still a novelty to many in some cultures. Along with the concept of *boutique hotel*, a *country house hotel* ("qishloq mehmonxonasi") can be built in our country, attract tourists and contribute to the development of tourism in our country.

As mentioned above, the term *air taxi* is not yet in use in our country due to the fact that the type of service under which it is understood (especially the hiring of short-haul aircraft by entrepreneurs) does not yet exist. However, due to our limited geographical capabilities, *water taxi* service is probably not available in the territory of the republic, but *air taxi* service will certainly be formed in the near future as a modern form of transport service.

All three of the lexemes *dome car* ↔ *bubble car* ↔ *observation car* are a vehicle that represents a “railway wagon with a glass roof, specially designed to see the sights of the region”, embodying centuries-old architectural traditions and growing in many cities of the country and created great opportunities to observe the historical monuments that are showing on it. From these terms, most likely, the expression *dome car* (“gumbazli mashina”) can be included in the Uzbek dictionary of tourist terminology in terms of its relevance to our national and cultural conditions.

Nostalgic trains refer to trains whose old appearance has been restored, which is done to deliberately give them the spirit of antiquity and consequently to restore and promote historical traditions. Since the lexeme of *Ностальгия* came to us through the neighboring Russian land and is practically present in consumption, the assimilation of this term can be done without major changes.

Cabin elevator and *cable car* Concepts equivalent to the means of high-altitude cruise, which are available in Chimgan and other mountain resorts in the country, the name of *канат* is given by Russian speakers and may not correspond to the official terminology. But from the above pair, the “rope car” seems to reveal the true nature of this transport, rather than the “rope elevator”.

The words *jetlag* and *culture shock* related to travel problems are words that represent events that are very familiar to representatives of foreign cultures.. Since the content of the word *jetlag* is not understood from its constituent components, it is better to take this word with such imperceptible sound changes. The concept of culture shock can be mastered in the form of direct *cultural shock* or *cultural confusion*.

In English tourism terminology, there are lexemes and expressions that come in from everyday words. For example, the term *act of God*, which means *force majeure*, has a semantic connotation in our native language.

Air hostess ↔ *flight attendant* ↔ *stewardess* Among the synonyms, we have undoubtedly mastered the term *стюардесса* in Russian.

We have also mastered the concepts of high season and low season in tourism through direct translation. The term high season is sometimes used as an alternative to the term *peak season*. However, our native language does not have a *нук* lexeme, which is derived from English into Russian. The fact that it is called a high season due to the peculiarities of our own language does not cause any confusion in the sense. The *high* lexeme contains semantics such as “power level is higher than the norm, strong, high”, which forms a term based on a metaphorical relationship.

A feature associated with the terms *airbridge* and *aerobridge* is that these words, whose cores are composed of different sound components, both give the same meaning. The Uzbek language, of course, accepts an option related to our own phonetic features, i.e. *aeroko'prik*.

Terminological derivation. One of the effective aspects of terminology in English and Uzbek language tourism terminology is the creation of new terms based on existing terms. In doing so, they act as a *building block* (гнездо). The most productive constructive bases in English were the words *tourism* and *tour*, each with 51 and 79 new terms, respectively. To get a broader idea of the basics, we refer to the table below for analysis:

Tourism direction	Word-forming basis	Productivity coefficient
Tourism statistics and economics	Season	9
	Rate	9
	Capacity	6
	Traveler	6
	Visitor	5
Tourism organization	Tourism	79
	Tour	51
	Trip	10
	Booking	10
Hospitality industry	Hotel	25
	Room	21
	Guest	7

	Bed	7
	Service	7
Food industry	Menu	11
	Bar	9
	Catering	7
	Plan	6
	Breakfast	6
	Entertainment and recreation	Ski
Park		9
Leisure		6
Transport industry	Flight	16
	Ticket	12
	Baggage	8
	Car	8

- Season → peak/high season, low season, etc.
- Rate → spouse rate, companion rate , flat rate ...
- Traveler → transit traveler, through traveler ...
- Visitor → day-visitor, same-day visitor ...
- Tourism → soft/hard tourism, health tourism, industrial tourism, ethnic tourism, green tourism, alternative tourism
- Booking → double booking, duplicate booking ...
- Hotel → boutique hotel, five-star hotel, aparthotel, condhotel, country house hotel ...
- Room → double bed room, single bed room, family room
- Bed → king size bed (180×200 sm), queen size bed (150×200 sm) ...
- Breakfast → continental breakfast, American breakfast , Asian breakfast, English breakfast ...
- Park → national park, aqua park, safari park ...
- Ticket → one-way ticket, complimentary ticket
- Baggage → baggage allowance, excess baggage, baggage tag
- Car → car hire, cable car, dome car, observation car

The only term-lexeme in the table cannot be a productive constructive basis in our native language. The reason for this is very simple: the fact that the sport of skiing has not developed in the territory of our country due to our geographical features, in itself, shows that there is no need for the emergence of new concepts in this area.

The terms *autostrada*, *autopista*, *autoroute*, *autobahn*, *expressway* all refer to “massive carriageway” and have enriched English tourism terminology as contributions of different nationalities. While all of them are used in practice in English culture, the Uzbek language is only used on the *autostrada* in the linguistic context.

A common feature for all of the terms *air fare*, *spouse rate*, *cancellation charge*, *hotel tarif* is the presence of components that represent monetary value. The concept of "tarif" is also available in Uzbek, mainly in the field of communication services. The term mouse lexeme can be applied to all types of transport: *taxi fare*, *bus fare*, *train fare*, etc., mainly considering the "toll paid". *Rate*, *charge* lexemes are functionally alternative to the words *payment*, *price*, *tax*. The word *tax* itself is also a polysemantic lexeme, meaning the value of money paid for a service, not the duty paid to the state in this case.

The term *jet boating* is a term that belongs to the spiritual group of leisure and entertainment activities, not transportation, and refers to an adventurous exercise that involves flying on a shallower beach in a fast boat. The designation refers to an aircraft-specific feature of a boat (a definition given to *jet* high-speed aircraft) and introduces a new term.

Another interesting aspect of English tourism terminology is that billboards have become a term over time. We have to be a little more observant in mastering our language. For example, the term *No show* means “not seen” (“did not come”), means an order, and then a guest (in the context of a hotel) or a passenger (in the context of an airport) who does not appear.

Derivation using prefixes in English is a very effective method, it is common in our native language to replace prefixes with words that correspond to them. For example, the term *pre-registration* is used in the form of "early / pre-registration".

As tourism accelerates, names representing service personnel are also becoming more specialized. The terms *busboy - busgirl - busser* are not actually related to the transportation industry. Under these names, the restaurant refers to a waiter who picks up plates and other cutlery (spoons, forks, knives) for guests, but serves them and does not take orders. Such a naming has a metaphorical character, a new term has emerged based on a certain feature of the vehicle in the name.

In the process of translating into Uzbek language it is better to remove the transport component from the title. After all, there is a possibility that our culture will acquire a negative connotation and sound insulting. For the sake of semantic consistency, we add lexeme “*assistant*” to the word *waiter*.

Bell hop, bell rich, bell captain term - the lexeme *bell* (ring) in the words refers to the object used in the service process (meaning to call when a service is needed), means the personnel serving in the process:

Bell hop — the name given to the hotel carrier and a reciprocal with *Bellman*.

Bell boy — hotel assistant who carries messages and carries luggage.

Bell captain — the name that represents the hotel’s main carrier.

There is also an inter-linguistic disparity in the expression of the hotel concept. The term *guest house* in English tourism terminology differs from the traditional concept of “hotel” and has the following meanings:

- 1) A private boarding house intended only for regular residents of the area, providing them with accommodation and food / beverages;
- 2) A state hotel designed for official guests in the Far East.

The expressions of meaning above are represented by the *hotel* lexeme, a modern hotel concept with a private character, a general character.

In recent years, new directions of tourism, such as gastronomic tourism, infotourism, geotourism, educational tourism, mountaineering, health tourism, ecotourism, etc., are accelerating. Sometimes travel guides and even qualified translators are confronted with new concepts and terms that are being consumed through them in the course of their work, and this process can hasten even professionals who are aware of the changes of the times. It takes courage to face such challenges, to approach them rationally, to be aware of new concepts, to keep abreast of language development, and to pay attention to how language concepts are mastered on the basis of language laws. As a practical result of these goals, a new standard on tourism terminology has recently been adopted in Uzbekistan. It was approved by the decision of the Uzbek Agency for Standardization, Metrology and Certification “Uzstandard” under the name “Tourism Services, Tour Operators and Travel Agents, Terminology”. This standard is based on the international standard EN 13809: 2003 “Tourism services — Travel agencies and tour operators — Terminology” corresponds to . Even if we look at its principles, we will see that most English tourism terminology has been mastered with few changes. “If we look at the core of tourist terms, it should be noted that most of the words have their origins in English, and when we translate them into Uzbek and Russian, we can see that some or all of them remain in the core. In that case, it is advisable to know what the term means in the language of origin and to explain it in the language we are translating”.

IV. CONCLUSION

In conclusion, It is also known from the above quotation that the English tourism terminology was the basis not only for the Uzbek language, but also for the terminology of other languages in tourism. In the process of mastering them, the word undergoes a small change, retains the character of a “foreigner” or, without any changes, is taken directly to a new linguistic terminology, and the next task is to create professional dictionaries that beautifully interpret their content in that language.

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