Translation of tourism lexemes in English into Uzbek and Russian language

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Abstract: The field of tourism has evolved significantly over the past few decades, becoming one of the world's largest industries and a vital component of many economies. As tourism expands globally, the terminology associated with it becomes increasingly complex. This paper explores the various issues surrounding tourism terminology in modern English, addressing its evolution, cultural implications, and the challenges that arise in its standardizing cultural usage.

Key words: tourism, terminology, tourist, cultural exchanges, travelling, transportation eco-tourism and hospitalit**y.**

Annotatsiya: Turizm sohasi so'nggi bir necha o'n yilliklarda sezilarli darajada rivojlanib, dunyodagi eng yirik sanoat tarmoqlaridan biriga va ko'plab iqtisodiyotlarning muhim tarkibiy qismiga aylandi. Turizm global miqyosda kengayib borar ekan, u bilan bog'liq terminologiyasi tobora murakkablashib bormoqda. Ushbu maqola zamonaviy ingliz tilidagi turizm terminologiyasi bilan bog'liq turli masalalarni o'rganadi, uning evolyutsiyasi, madaniy oqibatlari va uni standartlashtirish va qo'llashda yuzaga keladigan muammolarni hal qiladi.

Kalit so'zlar: turizm, terminologiya, sayohlar, madaniy almashinuvlar, sayohat, transport, ekoturizm va mehmondo'stlik

Introduction

The most important feature of a language for specific purposes is its field-specific Terminology, which refers to the conceptual information of the field named by specific terms. In defining terminology, we refer to Vintar (2008, 37-39), who says that the only possible criterion for determining a term is its function and its specialized use – formal universal criteria for distinguishing terms from non-terms cannot exist – and Gabrovšek (2005, 16-17), who defines terms in the broadest sense as lexemes that refer to specific concepts within a given field and form a subsystem of knowledge. In the past, a term was recognized as a kind of static entity, while the more recent approaches determine its dynamic character and consider it as a "verbalized special concept that appears and improves in the process of cognition" (Leichik, 2012, 235).

In world experience, the study of the terminological system, its components in different languages, and its peculiarities is noteworthy . Because, without studying the world practice in this regard, it is impossible to begin the study of the Uzbek tourism terminological system. The language, its lexical structure, the rules for the formation of lexical units, their role in speech, and the features of their incorporation of stylistic information have different characteristics in different languages. The existence of such differences is natural and inevitable. Because languages also live in the lives of members of a certain cultural society, reflect its socio-historical aspects, change, and are refined. This is also characteristic of the evolution of tourist terms. When socio-cultural, economic and political relations begin to operate not only within the framework of one state, but also across borders, the need for translation of these units arises. These lexical units, having passed through several borders, embody the characteristics of different cultures and peoples, acquiring new meanings, as a result, the translation process becomes even more complicated. English tourism terminology, which has undergone such a process, reflects all these complex stages. The translation of linguistic units from one language to another requires the translator to use certain translation techniques. Without this, it is impossible to achieve a successful translation. Since tourist terms are an integral part of a huge vocabulary, special methods for their translation have been developed. Before considering the translation of terms, let us explain which lexical units are included in this group. L. Vinogradova defines the terminological system as "a system that combines terms and terminoids related to the field". The researcher-researcher understands three groups of professional-specific lexemes as "terminoids":

1) Special professional lexical units (professionalisms);

2) Words and phrases used in professional colloquial speech (professional colloquialisms);

3) Professional jargon (professional jargonisms).

In general, tourism encompasses a wide range of fields and includes lexemes related to various aspects of life (food, transport, leisure, work, recreation, entertainment, etc.). For this reason, the lexical-semantic, contextualistic features inherent in all lexemes are also inherent to it and should be taken into account in the translation process. In translation theory, the following methods of translating terms are distinguished:

1) Transcription;

2) Transliteration;

3) The formation of a new word – neologism through translation;

4) Word-for-word translation – tracing;

5) Translation of reality by means of reality;

6) Translation based on the approximation of meaning;

7) Gloss translation – translation of reality by means of descriptive explanation;

8) Expression by means of contextual alternative;

9) Transference

10) Neutralization – the expression of a specific term through a general lexical unit;

11) Zero translation – the omission of a specific term.

Before studying tourism terminology using the above methods, it should be noted that some of them are useful in the translation of individual terms, while others are useful in their contextual translation. As the object of our research, we chose, mainly, the content of the English explanatory dictionary of tourism terms, the Dictionary of tourism and hospitality.

Transcription involves mastering the phonetic characteristics of the term in the language. A significant part of English tourism terminology is translated in this way: *camping, snowboarding, arm wrestling, diving, scuba diving, snorkeling, catering, casino, shaping, drive-in, pizza, sandwich, brunch, chef (cook), cafeteria, reception, albergo*

(Italian hotel), alfresco (open-air hotel), housekeeping, duty-free, ecotourism, business center, online, offline, business class, motorway, website, agrotourism, visa, xenophobia,

In transliteration, the word is adopted from the graphic aspect of the target language. This phenomenon is rarer than in transcription. It can be observed in the following terms: guide, boarding house, carousel, courier, tour, cruise, brochure, catalog, couchette, minibus, attraction, apartment, assimilation, acclimatization, force majeure, buffet, halal, ethnic tourism, biometrics, caravanserai, authenticity.

Transference involves the assimilation of a word without any changes: a la carte, menu, bistro, dacha, motel, spa, charter, bed and breakfast.

The transfer method has been observed to have a very small number of terms being adopted. However, the process is in a state of open progress, and with the increasing spread of mass culture among representatives of Uzbek culture, transfer is also increasing. This is associated with the risk of a decreasing need for translators. Sometimes in the process of translation, a new concept appears, and with it a new name, and sometimes new additional meanings of an existing name. This process ends with the formation of a neologism. For example, the meaning of the English lexeme animator, which means "a master of making animated(Multipilikatsion filmlar tayyorlash ustasi in Uzbek) ", is known to everyone. However, in the context of tourism, it means "a person who prepares entertainment programs" in a certain type and place (hotel, ship, airplane). As another example, we will give the translation of the English word vending machine. It refers to a device that sells products by accepting coins, and along with the new concept, a new type of entrepreneurship that has not yet become widespread has also entered our country (vending business). However, since the desire of the Uzbek people to become direct participants in the trading process, and the culture of bargaining are part of the values of our people, this

term, the type of service in its essence, has not yet attracted the attention of the general public.

At the modern stage of linguistic development, the most productive method of acquiring words and terms is tracing. It means expressing a concept that does not exist in the language within the limits of its capabilities .

Conclusion

In the tourism terminology system, word-for-word translation between languages is not considered a perfect translation. In the translation process, the goal of being understandable to the potential consumer (which is often the general public, not a linguistic specialist) should be prioritized. In the translation of materials in tourism content, the issue of culture is a leading factor in their interpretation (by the consumer). The full preservation of the cultural information of the tourism text and the intelligibility of the translation product to the potential consumer are inversely proportional to each other: it is important to find an acceptable interval. This means that the risk of excessive culturalization and absolute alienation is balanced by the use of neutralization techniques.

Translation of realities is the biggest problem facing a translator working with tourism terminology. While this requires the use of transliteration/transcription in the translation of individual terms, in the translation of tourism texts it is carried out using the method of association, an expanded descriptive explanation or a functional alternative, depending on the needs of the customer. It should not be forgotten that terms, like any lexeme, are not used in isolation. The main purpose of their use in tourism texts is a functional-communicative task; this should be done in harmony with the different capabilities of languages.

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