

THE DEVELOPMENT OF UZBEK TOURISM TERMINOLOGY: LINGUOCULTURAL AND COMPARATIVE APPROACH.

Mamadaliyeva Mohizarhon

doctoral student of the Practical English Department, Fergana State University

Abstract: Global tourism and intercultural communication have transformed one of the most dynamic fields of modern linguistics – the study of tourism terminology. In Uzbek linguistics, since the early period, lexical and terminological research has been considered one of the most important scientific directions and has become a theoretical basis for this field. In this article, the lexical units related to the tourism phenomenon are examined through historical, semantic, linguocultural, and comparative approaches to their formation as linguistic meaning. The research shows the works of Uzbek linguists in the field of tourism lexicon and analyzes how globalization, the influence of English loanwords, and sociocultural aspects influence it. The results confirm the multi-layered and dynamic nature of tourism lexicon, which is determined by historical traditions, national mentality, and supra-national portionation of the linguistic area.

The keywords: tourism terminology, Uzbek language, tourism lexicon, agrotourism, linguocultural analysis, comparative linguistics, lexical semantics, terminology studies.

Introduction

Lexical and terminological studies, in general, are an independent scientific field in Uzbek linguistics. Research in this field has established substantial theory to assist researchers of an emerging and evolving subject such as tourism. The lexical system of any language changes and evolves constantly, according to its social, economic, and cultural environment. Theoretical aspects of terminology and lexical development had been influenced by the works on terminology of A. Nurmonov, H. Paluanova, X. Djamalkhanov, H. Dadaboyev, A. Madvaliyev, I. Yuldoshev, M. O. Alieva, X. Narkhodjayeva, and O. S. Ahmedov.

Due to the development of tourism, which is becoming a global industry, many new lexical units, words, and expressions have entered the Uzbek language. Thus, the study of tourism vocabulary in terms of lexical semantics and terminological units has emerged as one of the urgent fields of modern linguistics. The terms of tourism have evolved in both linguistic and sociocultural senses, with the rise of globalisation and the necessity of European intercultural communication.

The purpose of the present study is to investigate the rates of historical development, semantic structure, and linguocultural nature of the lexicon of tourism in the Uzbek language in comparison with English tourism language.

Methods

The study is carried out using a number of approaches that are used in modern linguistic studies. One of them, the identification of the semantic and structural features of tourism terminology, was a descriptive-analytical method. With the help of diachronic analysis, it was possible to investigate the historical evolution of tourism lexicon during different periods. Following a comparative and typological approach, similarities and differences between tourism terminologies were discussed. Moreover, linguistic, cultural, and cognitive methods were applied to show the relationship between lexical items and national cultural values.

The study also relies on other methodologies such as the distributive approach.

Theoretical basis of the terminology of tourism in the Uzbek language.

A. Nurmonov studied the lexical systems as well as their structural and semantic features with special focus on the lexical system terms lying within it. Following his theoretical model, all of his terms are within the general lexicon, but have been changed by their precision and tendency to monosemy. It is an important theoretical foundation for the systematic research of tourism terminology.

H. Paluanova did comparative studies of the terms of ecology in English, Uzbek, Russian, and Karakalpak languages. Her research indicated that ecological terms are formed through the processes of lexicogenesis, semantics, and syntax-nominative. She also noted that there are lexical elements involved in

environmental and ecological concepts in some of the historical literary works, such as works of Abu Rayhon Beruni and Zahiriddin Muhammad Bobur.

The development of tourism terms has gone through a few stages of historical change. The word for tourism has undergone a few historical mutations. The Uzbek language's tourism terminology evolved in four stages in history.

The First Stage

The first period is the late seventeenth/late 18th century. In this phase, tourism words had not developed sufficiently, and the lexical units were mostly in the general literary language. During this time, new terms for overcoming travel emerged like "traveler", "arrival time", "departure time", and "travel guide. At this point, about three per cent of tourism vocabulary was created.

The Second Stage

The second period started in the late nineteenth century and ended in the 1930s, when the tourism field was connected with voluntary public organizations in Uzbekistan. Many terms relating to tourism came during this time. The lexical system was enriched by a great contribution from the vocabulary related to the tourism business, equipment, and organisation. Almost one-quarter of the tourism terms were used during this period.

The Third Stage

The third period started from 1936 to the development of the sports tourism term. In this period, the words related to tourism grew in the lexicon of the Uzbek language. New terms like tour operator, travel agent, route planning, and equipment rental point have become popular. The use of native lexical roots for the construction of complex and derivative terms was primarily, thus developing the paradigmatic lexical structures.

The Fourth Stage

The fourth stage started following the '90s and is ongoing today. Of the terminology in tourism, almost 48% formed in this stage. The word of tourism was formed and influenced by globalization and the impact of English. Terms like "glamping", "flash package," and "gastronomic tourism" were adopted for the use

of the people of Uzbekistan. The meanings of the term show that tourism terminology is a changing lexicological system of terms, which is influenced by political, legal, military, and linguistic factors.

The lexicon of the language and cultural aspects of tourism is studied by many researchers. Boymanov analysed the historical origins of the concept of tourism terminology and revealed that tourism has its origins in the Turkic sources. The concepts of ordinary moving became generalized and began to convey cultural and religious meanings with lexical items like journey, caravan, guesthouse, and pilgrimage. The scholar highlighted the need to consider the term of tourism as a linguistic phenomenon, but not only as a reflection of national culture, customs, and experience in their history.

In the same way, Z. Sobirova examined the semantic structure and features of the tourism terminology in Uzbek and English. Her studies showed that history, culture, and society have defined the genesis and development of the tourism terminology. She emphasized especially the usefulness of transliteration, transcription, and functional equivalence for the interpretation of the realities of tourism.

Thus, the word in English "resort" corresponds to the Uzbek word "dam olish maskani," which has more than a recreational connotation in its semantic field and has an economic and marketing aspect. Similarly, the religious and cultural traditions of the people of Uzbekistan were reflected in the translation of the term into the Uzbek language: pilgrimage tourism as ziyorat turizmi.

The touristic terminology from a structural point of view.

In the multilingual context, N. Yakubova studied the terms related to the field of tourism and said that the lexical borrowing is determined by phonetic, typological, and morphological similarities between languages. These results were achieved during her research, which showed that in English, Russian, and Uzbek tourism terminology, structural models prevail – Noun (N), and Adjective + Noun (A+N). Examples include: Hotel, Sustainable tourism.

But, Uzbek descriptive expressions of English and elliptical forms are usually changed to composite forms, for example, the Uzbek rendering of English 'B&B' (Bed and Breakfast). This phenomenon gives the analytical structure of the process of term formation in the Uzbek language.

A. Xolboboeva comparatively analyzed the discourse of advertising tourism in the languages of English and Uzbek. She has been studying linguistic devices which are used in tourism advertisements, including alliteration, assonance, anaphora, epiphora, imperatives, and rhetorical questions. The research results have shown that these stylistic methods become influential factors of the persuasive qualities of tourism discourse. However, the psycholinguistic effect of the tourism advertisements on actual target groups has not yet been studied in detail.

G. Abdusalilova studied the tourism lexicon from the point of view of linguopragmatic analysis and subdivided the tourism lexicon into more than 20 thematic groups, such as adventure tourism, agrotourism, ecotourism, medical tourism, dark tourism, and gastronomy tourism. The researcher proved that tourism vocabulary not only exists as a nominative system, but also as a communicative and persuasive element in discourse.

Discussion

The results showed that the term of tourism in the Uzbek language is a multidimensional and complex lexical system, which is affected by historical, social, and cultural aspects, and cognition. Lexical borrowing from English has become a phenomenon with the rapid development of tourism and globalization, especially when it comes to the digital aspect of tourism, hospitality, and marketing.

However, there is a retention of the national cultural links and features of hospitality, pilgrimage traditions, rural life, and local customs in the tourism terminology of the Uzbek linguistics. Linguocultural studies reveal a deeper cultural understanding of some lexical units, such as 'mahalla', 'courtyard', and 'pilgrimage', which are not explicitly covered by their lexical meanings.

Although a great deal of work has been done in the tourism linguistics field, there are still some issues that remain unsolved. The problems of the standardisation and nationalisation of borrowings still persist. The instability in terminology is due to semantic inconsistencies and the presence of several variants of the same concept. In addition, the agrotourism words have not been analyzed sufficiently in a comparative aspect in the Uzbek and English languages.

Further research in the field of tourism terminology using approaches relying on the lexical-semantic, the cognitive, and the discourse aspects could pave the way for their future systematisation in the context of terminology data banks and the use of digital linguistic corpora.

Conclusion

The results of the study illustrate that the term set of tourism has formed and been updated as a result of its historical development, globalisation, intercultural dialogue, and Uzbek cultural heritage. The researchers have significantly contributed to theoretical research on the issues of terminology, lexical semantics, and linguocultural analysis, laying the foundations for the scientific development of the linguistic aspect of tourism.

The parallel comparison of modern terminological systems of the languages of the republics of the Middle East, Turkestan, and English showed the universal and culture-specific aspects of lexical formation and the semantic development of terminological systems of these languages. Finally, although the influence of English borrowings has grown stronger, in the Uzbek language, the mechanisms of adaptation and nationalization of tourism-specific vocabulary vary according to the specific features of the language and the cultural paradigms of the native culture. The Lexicology of the agrotourism field has not yet been sufficiently explored, because many of the studies that consider some aspects of the lexicon of the tourism sector have focused neither on agrotourism nor on this field. Comparative analysis of the vocabulary of agrotourism in different languages, the compilation of digital dictionaries of vocabulary, and the pragmatic functions of the discourse in intercultural communication are recommended for future research.

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