

Theoretical and Practical Issues of Translation in Linguistic Aspects of Tourism Vocabulary

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Abstract: This article demonstrates how a variety of extra linguistic aspects, including an individual's psychological traits, mindset, ethnicity, and social and cultural type, influence the systemic-linguistic arrangement of tourist speech.

Keywords: tourist discourse, cultural linguistics, linguistics, tourism, travel, lexicography.

Uzbek translation studies have made significant progress in recent years. Noting with satisfaction the successes of its growth rate, we must not forget that the work that needs to be solved, the problems are also minor.

Translation has become part of linguistics. This will help establish rules that regulate the relationship between languages and identify similarities and differences between them. The influence of linguistics even included determining the types of translation according to differences in linguistic connections and the functional capabilities of languages. Translation interacts with different branches of linguistics, as a clear proof of this; we can see that it is related to the sections of linguistics below, which are such as syntax, semantics and morphology. It also interacts with Stylistics, sociolinguistics and psycholinguistics, becoming an important resource for Linguistics in other areas such as comparative studies, bilingualism and second language education. A thorough study of language units in foreign languages selected for the implementation of work in the field of translation is of great importance in the process of linguacultural analysis. In addition to it, it is also required to understand and study the folk mentality in the language of the original text in order to be able to perceive the intercultural difference.

Being able to apply lexical, grammatical, stylistic styles in their place in accordance with the norms of translation improves the quality of translation. We understand that the culture of a particular people is reflected precisely in the language spoken by this people. Linguacultural reflects not only the lifestyle of the people today, but also the national, historical, religious culture that has been formed over the centuries. Folklore in each language genres, Proverbs, phrases are considered the preserved, most studied important folk oral heritage of the people who communicate in this language. The task of this area is to be able to reflect through language the culture of the people that has formed to this day. Culture-serves as the basis of linguacultural. In culture, first, this concept of the universe and man is realized in a closely interconnected state. Every person in society since childhood absorbs his native language along with the culture of his people. All the subtleties of the medinas of the people will be reflected in the own language of this people. From world experience, it is known that linguistic research in the field of tourist speech has been actively carried out over the past years, because the rapidly developing tourism industry has its own language all over the world. However, scientists are still faced with many questions that require detailed study, and one such question is to determine the typological status of tourist speech. In modern science, great attention is paid to the study of the linguistic features of tourist speech, which confirms the importance and high level of study of the chosen direction of the research work. At the same time, it is also necessary to study and describe the linguopragmatic features of tourist speech as an institutional speech of an independent type. Uzbek linguists are also speeding up the conduct of scientific research, which contributes to the development of vocabulary science. The fact that special words and phrases, terms and names in each area require a

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special approach, the identification of their linguacultural properties and the consideration of all features in their interpretation in dictionaries lead to the creation of perfect dictionaries. Studies aimed at solving issues in which dictionaries are presented to everyone in an understandable, easy-to-use option, ensuring perfection of interpretation and descriptions, are of both scientific and practical importance.

The current modern tourism includes extreme, exotic and spectacular types. For those who like a bright, sweet taste and are interested in the culinary field gastronomic types are being organized for them. That is why the identity of each country is reflected through its national hospitality. American Scientists B. Joseph Payne II and Jameson Gilmore came to this conclusion when they studied impressions as the fourth economic proposal "the economics of impressions have their own characteristics. When a person gets an impression, he pays for his feelings and emotions." When presenting such impressions to people, tour operators are organized. The purpose of this is to familiarize yourself with the local cuisine of different countries and the traditions of national dishes, as well as taste exotic and unusual tastes. The difference between gastronomic tourism and ordinary tourism is that in gastronomic tourism, tourists are acquainted with the special taste of dishes and the traditions of cooking.

The phrase gastronomic tourism is presented differently in the special literature "culinary tourism", "food tourism", "gastronomic tourism".

For the first time, the phrase "culinary tourism" was coined in 1998 by the Associate Professor of Bowling Green University in Ohio L. Long put it into circulation in promoting the idea that "humans perceive other cultures through their local food." Eric Wolfe head of the International Food Tourism Organization "gastronomic tourism is the search and enjoyment of unique, unforgettable, unique dishes and drinks around the world. It is not necessary to travel a whole world in search of an exotic taste, it is possible to organize a gastronomic tour even in your own city. It is also possible to travel through its native city. The distance we overcome is not as important as when we are constantly moving. Thus, we are all "travelers" and "eaters", even if we consider ourselves gastronomic tourists".

In the ranking of the most popular countries of gastronomic tourism throughout the CIS, Uzbekistan took the fifth place. There is no equal to Uzbeks in terms of guest welcome. The tradition of drinking tea is one of those habits that have left tourists lol. The fact that they poured green tea back into the teapot three times and handed the fourth to the guest, and the fact that the Uzbek people liked to drink hot green tea even in hot weather and after each meal did not leave the mechmonkhans who came to our country in bewilderment. After passing the tea to the guest, they break the bread and put it in front of the guest. Bread (*Non*)² is the highest blessing for Uzbeks. Non in Uzbekistan is often eaten for dinner or supper with mere fruit or sweet green tea. In Uzbekistan there are a lot of rites and rituals connected with traditional Uzbek breads (locals call it non, patir). Another thing that will leave tourists lol is the types of bread. Each city of Uzbekistan is famous for its bread. For example Samarkand bread, Kokand *patiri*, Zamin *patiri*, Bukhara *patiri*. Palov (Osh) is one of the Uzbek national dishes known all over the world. Soup in Russian *plov* in English is called *pilaf*. Another popular dish of Uzbek cuisine is *tukhumbarak*, cooked mainly in Bukhara and Khorezm regions. For those who like mutton, the Khalim dish is very popular.

So, if we divide Uzbek gastronomic words and Terms into sections, then it is divided into bakery products, pastries, rice dishes, sweets and drinks;

Uzbek bread: *non*, *patir*, *qatlama*, *shirmon non*

Dough dishes: *manti*, *xonim*, *chuchvara*, *norin*, *lag'mon*, *tuxumbarak*, *kartoshkabarak*, *somsa*, *ko'k somsa*

Rice dishes: *osh*, *shovla*, *mastava*, *moshxo'rda*, *moshkichiri*, *xasip*, *shirguruch*, *qatiqli osh*

Sweets: *nisholda*, *sumalak*, *xolva*, *xolvaytar*, *navot*, *chak-chak*, *parvarda*

² Traditional Uzbek Breads. Uzbek cuisine (centralasia-travel.com).



Drinks: *qimiz, ayron, qatiq, o'rik sharbati, navot choy, choy.*

Another word that is among the Uzbek national food is “kurut”. It is sold mainly in the mountainous regions of Uzbekistan.

Nowadays, it has become natural for cultural words to be used internationally and to enter and become popular in our language. The words such as *tamaddixona, qahvaxona* in Uzbek language are now used as a restaurant, cafe under the influence of globalization. In addition, the word of *taomnoma* in the field of serving restaurants and cafes is also now referred to as a *menu*.

Linguacultural studies do not directly translate all words of importance from one language to another, they are translated using methods such as transliteration, transcription, calque and incorporation. Especially when words related to tourism and the hotel service sector, mean one in English, in Uzbek they mean another. While some words are used in English, such words are not used in Uzbek. Also in the service sector, although terms related to certain types of services are available in English, but there are no such types of services in Uzbek. In addition, they could not be translated directly into Uzbek. For example, the word *backpack* is a special bag used by tourists in English, in Uzbek its Russian version the word *backpack* is used, since in Uzbek culture this word was used due to the absence of such a type of bag.

Types of services such as **AdjRevPAR** (*Adjusted Revenue Per Available*), **ADR** (*Average Daily Rate*), **AHR** (*Average House Rate*) are not used in Uzbek touristic terms, these terms have been translated out of meaning. (*O'rnatilgan daromad ko'rsatkichi, o'rtacha kunlik ko'rsatkich, o'rtacha daraja*).³

In the process of translation, the above – mentioned vocabulary is not translated directly literally, and such a difficulty requires skill, a linguoculturological approach and, of course, knowledge from the translator. The insurance service sector is well developed in countries such as the United Kingdom and the United States:

National insurance – milliy sug'urta,

Life insurance / personal insurance – shaxsiy sug'urta, Property insurance – mol mulk sug'urtasi,

Social insurance - ijtimoiy sug'urta, Health insurance – tibbiy sug'urta, Travel insurance - sayohat sug'urtasi, Pet insurance – uy-hayvonlari sug'urtasi,

Vehicle insurance – transport vositasi sug'urtasi; there are types such as national insurance, the absence of such concepts as pet insurance in the Uzbek language hence, when translated, the word is translated through the method of definition. In UK and US culture, domestic animals are seen as family members and are believed to have their own rights. Moreover, in these states, when organizing the birthdays of pets, a type of service called “*Pet ceremony agency*” helps to celebrate. Translation of such terms and phrases requires great skill and rich cultural knowledge from Uzbek translators, since such a type of Service is absent in Uzbek culture. They exist only in Western countries.

The tourism industry is a comprehensive industry, covering all types of trade and consumer services. Each state, depending on the specific use of words and terms in tourist visitor areas, is divided into two types:

1. Local;
2. External;

When local words and terms are used within a specific area, foreign words and terms are used internationally. The main difference is that indigenous words and terms are words that are used by all

³ Qurbonovna, I. M. (2021). The Importance of ICT in the Teaching English Language. Ijtimoiy Fanlarda Innovatsiya. Online jurnali. 1(1), 95-97.



Indigenous people and are characteristic of Indigenous culture; foreign words and terms can be used by visiting tourists from different parts of the world, as well as by people of different cultures.⁴

However, work on the linguacultural characteristics of tourism terms, related to their lexicographic interpretations, has not yet been fully implemented. At the same time, it is relevant that neologisms that have entered the field of tourism will also be mastered in another language, and the problems of choosing their equivalents will continue to work that has not been studied on the open aspect.⁵

In conclusion, it can be said that linguistic and cultural aspects play an important role in communication processes and in the transfer of information and ideas from one environment to another, and that each person must consider these aspects and get to know them in cases of translation, writing and speech. In some cases, there is no error or confusion that causes the dissatisfaction of the reader or listener and the lack of acceptance of the material delivered to him or in other cases, it leads to unpleasant results. In the process of our research, we have witnessed that the role of linguacultural is immeasurable in artistic translation.

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⁴ Qurbonovna, I. M., & Ubaydillo o'g'li, N. B. (2021). Effective Strategies of Learning Vocabulary. *Eurasian Journal of Learning and Academic Teaching*, 1(1), 1-3.

⁵ Jumaeva, N., & Tursunova, D. (2016). The translation of metaphor and metonymy from English into Uzbek in the works of E. Hemingway. In *Молодой ученый: вызовы и перспективы* (pp. 541-546).

