

Strategies for Translating Tourism Terms into Uzbek Language

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Abstract: Tourism, as one of the most influential factors in the economic, social, and cultural growth of the countries, has been investigated in several works by scientists over the years. It should be noted that tourism increases professional communication in the field. Thus, it creates a necessity to investigate special terminology that is used in tourist texts and speeches, which in turn, requires some strategies to translate into different languages to be understood. This paper aims to look through tourism terms found in tourist texts and vocabulary and then make an attempt to analyze different translation strategies used to translate those specific terms into the Uzbek language.

Key points: Tourism, term, translation strategy, tourist texts, calque, equivalent, culture, abbreviation, translation.

Introduction

Globalization and professional interest in the field of international tourism have given rise to a significant increase in developing one of the dynamic industries of the country. Today, tourism is an accelerator in managing the political, economic, cultural, and social life of the nation. As it has been mentioned: “One of our priority tasks in the economic sphere is to further strengthen the economic relations of our country with foreign countries and to increase its international prestige by widely promoting the economic opportunities of our republic abroad, to accelerate the attraction of investments, and to further develop the tourism sector”.¹ The tourism industry inevitably influences people's language and the way they behave. Regarding this fact, it has been established a “Silk Road” International University of tourism and cultural heritage, in 2018, to create a professional training system and to implement practically the Republic's initiatives in carrying out research works in international tourism sector in Uzbekistan. That is to say, tourism can be beneficial in creating new terminology and communication processes in the field of linguistics, and investigating this field gives a chance to enhance linguistic and cultural awareness.

This paper is investigating the terminology of tourism terms and possible translation strategies from English into Uzbek. The tourism terms in current paper are taken from the official platform of Uzbek tourism “Uzbekistan Travel” and other research works.² The present research aims at analyzing tourist texts in English discusses translation problems of tourist terms and attempts to give several solutions and strategies to be used in Uzbek translation. We made an effort to classify tourism terms and give their Uzbek translation with the help of different translation strategies.

¹ Mirziyoyev Sh. Together we will build a free prosperous, democratic country of Uzbekistan. - Tashkent: Uzbekistan, 2017. - P. 7.

² Kholboboeva A. Tourism terms and their translation problems into Uzbek. – LAP LAMBERT Academic Publishing Group, 2020. - 101p.

Main part

Tourism and its historical background

Firstly, “Tourism” should be examined from a historical perspective. Several researchers have learned the history of tourism and summarizing all of the information, it can be said that there are four stages of development of English tourism.³

The first stage covers periods of antiquity and the beginning of the 19th century. It includes the emerging and developing of the basic concepts of tourism such as *carriage, board, etc.*

The second stage involves the whole 19th century. During that period, tourism begins to develop as mass tourism. Moreover, the English words *tourist* and *tourism* appeared, a significant part of tourist vocabulary, and terms associated with tourist services were created. Also, borrowings from French and German languages are observed (e.g. *maître d’hotel, Baedeker*).

The third stage covers the beginning of the 20th century and World War II. Since this is the continuation of mass tourism, the development of transport and hotel business, new jobs and types of tourist services are created. Undoubtedly, new terms are coming with this progress such as *shuttle, penthouse, atelier, and reservation*.

The fourth stage is associated with the ending of World War II to the period of present time. This stage can be explained as the creation of new complex terms and word combinations like *tour operator, agro-tourism, business trip, etc.*

Tourism texts and their types

According to Graham Dann (2012), parties in the communication process in tourism are tourism professionals, tourists, and the local population called *toourees*.⁴ “In the process of studying tourism terminology, the idea arises of the importance of the theoretical approach and its practical significance in speech, involvement it as a research system”.⁵ In this regard, this article discusses the conditions in the tourism industry.

Tourism texts include catalogs, price lists, leaflets, brochures, etc. which everybody can read during their daily habits. These texts are subdivided into 3 main sub-types and are following:

<i>Descriptive</i> - tourist texts giving general descriptions of a tour/destination, sight, type of holiday, description of countries/areas/regions, description of vacation (beach	<i>Informative</i> - tourist texts providing practical information on facilities, appliances, and services used/offered (hotel descriptions, cruise ship	<i>Professional communicative</i> – tourist texts that are used to deliver information between tourism professionals (price lists, application forms, reservation systems, ticketing
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³ Vinogradova, L.V. (2011). Tourism Terminology of the English and Russian Languages in Synchronic and Diachronic Aspects. Abstract of dissertation... Candidate of Philological Sciences. Velikii Novgorod. (In Russ.).

⁴ Dann, M.S. 2012. Remodeling a changing language of tourism: from monologue to dialogue and triologue. PASOS 10 (4): 59-70.

⁵ <https://www.elibrary.ru/item.asp?edn=ufrsum>

vacation, sightseeing holiday, cruise, excursion, etc.).	descriptions, excursion itinerary, terms and conditions of service, visa and documents information).	terms and conditions, booking manuals).
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Tourism terminology and its division

As tourist texts are divided into sub-types, tourism terms are categorized into groups according to their meaning and function as well. Discourse is sometimes considered another level of the language, or at least another level of language analysis (Kholboboeva,2022). Linguists need to make a distinction among those terms to escape misunderstanding in the text.

- ***Types of tours and tourism:*** agro-tourism/ agro-tour, incentive tour, rural tourism, space tourism, extreme tours, sustainable tourism, independent travel, self-guided tour, package tour, culinary tourism, Tolkien tour, week-end tour, day trip.
- ***Industry professionals:*** guide, event organizer, chef, travel agent, kitchen assistant, airport baggage handler, car valet, tourist information center assistant, delivery assistant, sports therapist, resort representative, outdoor pursuits leader, air traffic controller.
- ***Accommodation:*** standard room, daily average rate (DAR), net rate, rack rate, reservation, cancellation, to book, room facilities, SPA, air-conditioning, limited-service hotel, mezzanine, occupancy, vacant, franchisee, staff department, check-in, prepaid room.
- ***Catering:*** full board, American plan (AP), waiter, white-glove service, buffet, a la carte, all-inclusive, expediter, in the weeds, coffee shop, side station, tip, bevnap, cover, comp, half board, table turn, well drink.
- ***Transportation:*** charge, refund, non-refundable, BT, PS, gate, access drive, actual passenger, car hours, excess baggage, head end, return ticket, scheduled flight, charter flight, frequent flyer, shoulder, shuttle, cancellation fee/charge/penalty.
- ***Excursion:*** itinerary, overnight, local venue, sightseeing, city guide, departure point, meeting point, driver guide, guided tour, shore excursion, step-on guide, excursionist, day visitor, heritage site, meet and greet, hop on/hop off.
- ***Abbreviations:*** RT, IATA, AAA, WTO, B&B, GS, NTA, QA, FAM, FIT, DOS, SITE, VIC, WTM, PS, OFFMKT, APC, BA, NTA, SPO, VIP, WATA, OOO, MICE, BIT, IHA, LTC, MCO, RTO, VISA, XO, TDC, TBRE, CTA etc.

Problems of translation of tourism terms

In 2024, reforms in the tourism sector contribute to the development of Uzbek tourism. The influx of a large flow of tourists into the country has not bypassed both the translation sphere and terminology. The need for multilingual translators is high since the number of tourists of different nationalities is rising year by year.

It is worth mentioning here the problems faced when translating tourism terms from a foreign language into Uzbek. In particular, one of the main problems is the translation of most English tourist terms into Uzbek through Russian language. The reason for this, according to the given facts, should be the lack of study of tourism by Uzbek scientists from a linguistic point of view. The current lack of reference books, such as an explanatory dictionary of tourism terms or the translation of tourism terms from English into Uzbek, creates problems in translation in the field of tourism.

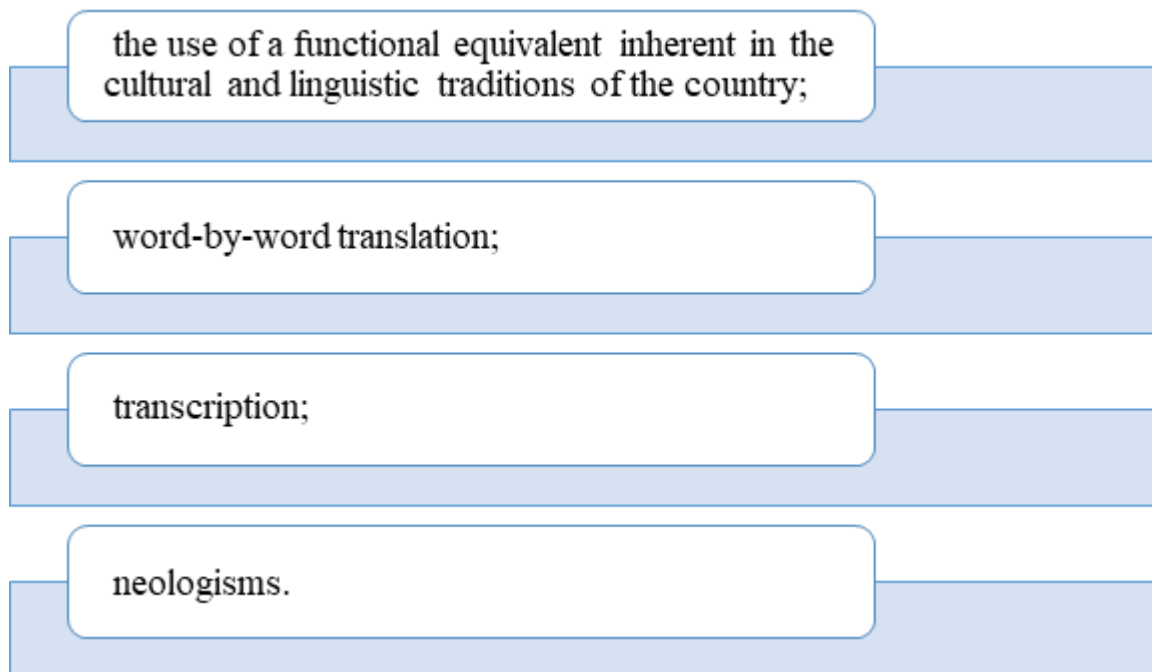
The relevance of studying the problems of translation of tourism terms is explained by the fact that this industry is rich in daily innovations and interesting to various organizations and campaigns in the global market of the country. In this regard, we would like to focus on scientific, technical, and other special texts within the framework of tourism. We know that the translation of scientific and technical texts must be approached clearly and correctly. In this article, attempts will be made to

highlight the problems of translation of tourism terms and their solution, translation methods on some examples.

Results and Discussion

Since the methods of translating tourist terms into Uzbek have not been thoroughly studied, we will turn to the research conducted by European and Russian scientists and compare them with the Uzbek language.

When translating terms, scientists in the West distinguish four different translation methods based on the specifics inherent in the corresponding foreign language⁶:



In Russian translation studies, the following methods are offered:

- the use of a lexical equivalent when translating terms from the source text. For example, the English word "worker" is translated as "рабочий", and the English word "heritage" in Russian is translated as "наследие" - in Uzbek it is "me'ros";
- semantic calque is a translatable lexical unit if the structure corresponds to the language e.g. Niche tourism – нишевый туризм, mart turizmi.
- structural calque. e.g. customer service – клиентская служба, mijozlar xizmati.
- borrowing. E.g. intensive tourism – интенсив туризм, intensiv turizm; charter – чартер, ski-pass - ски – пасс, chang'i dovoni.

Currently, the borrowing method is also widely used in Uzbek linguistics. This condition is caused by several factors. First, if a word that comes from a foreign language does not have an Uzbek equivalent, the translator can use this method. For example, tour - tur (in the transcription method), Duty-Free - duty-free (in the transliteration method), all-inclusive - an all-inclusive trip (in the definition method). This phenomenon is also explained by extralinguistic factors. The tourism sector in Uzbekistan has been developing rapidly in recent years. But during the periods of independence, the terminology of tourism developed much less. To develop tourism among the population and to make the terms understandable to foreigners, we accept foreign words into the Uzbek language. The above examples can serve as a clear proof of this.

Research by scientists shows that tourism terms are translated using different translation methods depending on the type of texts in which they are used.⁷ The study showed that while the terms in

⁶ Анисимова А.Г. Методология перевода англоязычных терминов гуманитарных и общественно-политических наук: автореф. дис ... д-ра филол. наук. М.: Изд-во МГУ, 2010. С. 11.

- descriptive texts are mainly translated using a *functional equivalent, neutralization and complementation*, such examples are sightseeing – *diqqatga sazovor joylarni tomosha qilish*, local venue – *mahalliy maskan* etc.
- the terms of tourism in informative texts are used with *calque, transliteration and functional equivalent*, for instance, guided tour – *ko'rsatmali sayohat*, coffee shop – *qahvaxona* etc.
- and in texts in the form of professional communication such translation methods as *transference, calque, functional equivalent* are used, as an example, SPA, resort representative – *kurort vakili*.

As can be seen in the analysis of translation strategies of tourism terms above, majority of the terms are translated by using calque or functional equivalent. It can be seen that when translating English tourist terms into Uzbek, the rate of use of various translation methods is significantly lower than when translating into Russian language.

Conclusion

Analyzing the studied data, it was concluded that the methods of translating tourism terms from English into Uzbek and the problems arising in the translation process have not yet been sufficiently studied. Western and Russian scientists have conducted a lot of research on this issue.

Besides, there are certain types of tourism texts and categorized terms that require specific translation strategy (calque, functional equivalent, transliteration, neutralization, complementation, etc.) according to the genre of the text.

In the process of studying the data, we again came to the conclusion that in many cases, borrowing is used when translating tourism terms into Uzbek. This is also one of the problems of translating tourism texts.

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⁷ The Language of Tourism: Translating Terms in Tourist Texts | October 2015 | Translation Journal