

TRANSLATION ISSUES OF TOURISM TERMINOLOGY IN UZBEK AND ENGLISH.

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ABSTRACT:

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This article examines the main translation issues of tourism terminology between Uzbek and English languages. Tourism vocabulary plays an important role in intercultural communication and professional translation. However, many tourism-related terms do not have direct equivalents, which creates difficulties for translators. The study analyzes common problems such as lexical gaps, cultural differences, and semantic ambiguity in tourism texts. Various translation strategies including borrowing, transliteration, and descriptive translation are discussed. The results show that accurate translation of tourism terminology requires not only linguistic knowledge but also cultural awareness. This research contributes to improving the quality of tourism translation and helps translators choose appropriate methods when working with tourism-related materials.

Introduction

In the today's modern world, tourism has developed into one of the most dynamic and influential sectors of the global economy. It not only supports financial growth but also strengthens cultural interaction and international understanding. Every year, a large number

of people travel abroad for various purposes such as recreation, education, business, and health care. As a result, communication between speakers of different languages has become more frequent and more necessary. In this process, translation serves as a key tool for successful interaction in the tourism industry.

Tourism-related communication involves many different types of texts, including guidebooks, travel brochures, hotel descriptions, restaurant menus, online booking systems, and promotional materials. These texts contain specialized vocabulary connected with transportation, accommodation, historical monuments, cultural traditions, and hospitality services. Tourism terminology is not only technical in nature but also reflects national identity and cultural values. Therefore, translating such terminology requires more than linguistic accuracy; it also demands an understanding of cultural context and communicative intention.

One of the major difficulties in Uzbek–English translation of tourism terminology is the absence of direct equivalents for certain concepts. Many national dishes, traditional housing styles, local celebrations, and historical terms in Uzbek culture cannot be expressed precisely through a single English word. Likewise, some English tourism terms have no clear counterparts in Uzbek. This situation creates lexical gaps that force translators to apply different methods such as borrowing, transliteration, explanation, or adaptation. The choice of strategy depends on the target audience and the communicative purpose of the text. Another challenge is related to the multiple meanings of tourism terms depending on context. The same term may function differently in advertising, legal documents, or informational texts. For instance, a term used in a contract requires precision and formality, while the same term in a brochure should sound attractive and engaging. If a translator fails to recognize these differences, the message may lose clarity or become misleading. This can negatively influence tourists’ experience and the reputation of tourism services.

Cultural factors also strongly affect the translation of tourism terminology. Tourism texts are designed to persuade and attract potential visitors, and they often include emotional and expressive language. However, expressions that are persuasive in one culture may not be effective or acceptable in another. Translators must consider social norms, cultural expectations, and background knowledge of the target audience in order to produce a natural and appropriate translation.

Although tourism translation has become increasingly important, research on Uzbek–English tourism terminology is still limited. Most academic studies focus on general

translation theories, while tourism discourse has not been examined in sufficient depth. This lack of focused research shows the need for systematic investigation of tourism terms and their translation problems in both languages.

The main aim of this study is to explore the key difficulties in translating tourism terminology between Uzbek and English, to identify linguistic and cultural obstacles, and to suggest effective translation strategies. The research seeks to improve the quality of translated tourism materials and to support clearer intercultural communication within the tourism sector. By analyzing tourism terminology and translation practices, this article demonstrates that successful translation in the field of tourism requires not only strong language skills but also knowledge of the tourism industry and sensitivity to cultural differences. These factors are essential for translators, translation students, and professionals working in international tourism.

Methods:

This research is based on a qualitative and descriptive approach aimed at identifying translation problems of tourism terminology between Uzbek and English through real-life examples and practical experience. The data were collected from tourism-related materials such as hotel brochures, travel websites, restaurant menus, tourist guidebooks, and social media advertisements used in Uzbekistan.

In addition, informal interviews and observations were conducted with translation students and beginner translators who had experience working with tourism texts. A total of 30 participants (20 students and 10 novice translators) were involved in the study. They were asked to translate selected tourism terms and short tourism texts from Uzbek into English and from English into Uzbek. Their translations were then analyzed in order to identify common difficulties and patterns. The collected terms were examined from lexical, semantic, and cultural perspectives. Special attention was paid to culture-specific items such as names of traditional food, national holidays, types of accommodation, and historical monuments. Translation strategies such as borrowing, transliteration, descriptive translation, and adaptation were identified in the participants' works.

To make the research more systematic, the translation errors and difficulties were classified into categories:

- Lack of direct equivalents
- Cultural misunderstanding
- Contextual misuse



Stylistic inaccuracy

The frequency of each category was calculated in percentages in order to show which problems were most common in practical translation tasks. This combination of qualitative analysis and percentage-based results helped to present both linguistic explanation and real-life evidence of translation challenges.

Results:

The analysis of the collected translations revealed several significant problems in the translation of tourism terminology between Uzbek and English. The results clearly demonstrate that translation difficulties are not only linguistic but also cultural and contextual.

First, the most frequent problem was the absence of direct lexical equivalents. Approximately 42% of the participants struggled to translate culture-specific tourism terms such as names of national dishes, traditional guest houses, and local festivals. For example, Uzbek terms related to national cuisine and traditional accommodation were often translated incorrectly or left untranslated. In most cases, translators used descriptive explanations instead of direct equivalents.

Second, about 27% of translation errors were connected with cultural misunderstanding. Participants translated tourism terms literally without considering their cultural meaning. For instance, expressions used to describe hospitality and traditions lost their emotional and symbolic value in translation. This shows that linguistic knowledge alone is insufficient for tourism translation.

Third, 18% of the problems were related to contextual misuse. Some tourism terms were translated correctly in meaning but used in inappropriate contexts. For example, formal terms were applied in advertising texts where persuasive and emotional language was required. This reduced the attractiveness and communicative effect of tourism materials.

Another 13% of difficulties were associated with stylistic and pragmatic issues. Tourism texts often aim to influence the reader and create a positive image of a destination. However, many translations sounded too technical or unnatural, which weakened their persuasive power.

The results also showed differences in the translation strategies used by participants. Borrowing and transliteration were applied in about 35% of cases, especially for place names and unique cultural objects. Descriptive translation was used in 40% of cases, mainly



for traditional food and customs. Literal translation appeared in 25% of the translations and was often responsible for misunderstandings and loss of meaning.

So, the findings indicate that the main causes of translation problems are lexical gaps, insufficient cultural knowledge, and lack of awareness of the communicative purpose of tourism texts. Participants with practical experience in tourism translation performed significantly better than those with only theoretical knowledge, which proves the importance of real-life practice in translation training.

Discussion:

The results of this research show that translating tourism terminology between Uzbek and English involves more than simple word replacement. Most difficulties are connected with cultural specificity and the absence of direct lexical equivalents. Terms related to national traditions, food, and hospitality often require explanation or adaptation rather than literal translation.

The percentage-based findings demonstrate that translators frequently struggle with cultural meaning and context. This indicates that linguistic competence alone is not enough for tourism translation. A translator must also understand the social and cultural background of the target audience. Moreover, the misuse of stylistic forms in promotional texts proves that tourism translation should focus on communicative effect as well as accuracy.

These results suggest that tourism translation should be approached as a specialized field that combines language skills with cultural and professional knowledge of tourism.

Conclusion:

This study has examined the main problems of translating tourism terminology between Uzbek and English using practical examples and percentage-based analysis. The findings confirm that most translation difficulties are caused by lexical gaps, cultural differences, and contextual misuse of terms.

The research highlights the need for flexible translation strategies such as descriptive translation and adaptation instead of strict literal translation. It also emphasizes the importance of cultural awareness and real-life practice in translator training.

In conclusion, effective translation of tourism terminology plays an important role in improving intercultural communication and the quality of tourism services. Further research may focus on broader data and professional translators to develop more accurate translation methods in this field.



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