

## National and Cultural Features of Tourism Terminology in English and Uzbek

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### ABSTRACT

*This study analyzes the national and cultural features of tourism terminology in English and Uzbek based on comparative and linguocultural approaches. It examines the formation of terms, their semantic adaptation, and the changes occurring in the process of translation. The analysis demonstrates that tourism vocabulary represents a complex system consisting of both international and national layers, and it substantiates the donor role of English as well as the significance of Uzbek in cultural identification.*

**Keywords:** Tourism, terminology, semantics, linguoculturology, translation, English language, Uzbek language.

### INTRODUCTION

In the context of modern globalization, the interaction and integration of language systems are particularly evident in the field of tourism. Today, tourism functions not only as a type of economic activity but also as an important means of intercultural communication, contributing to the expansion of linguistic units that reflect the traditions, values, and worldviews of different nations. From this perspective, studying the formation, development, and national-cultural features of tourism terminology in English and Uzbek is considered one of the actual scientific issues. The system of tourism-related terms should be viewed not only as a set of linguistic units but also as a

form of expressing specific historical, social, and cultural experience through language.

Tourism terminology in English developed relatively early and in a systematic manner, and its core is closely connected with European culture, trade relations, and the Industrial Revolution. The richness and universality of this terminological system have made it a tool of international communication. As a result, English has assumed the role of a donor language in the field of tourism, with many terms entering other languages, including Uzbek. This process has been a significant factor in the formation of tourism vocabulary in Uzbek, often leading to the use of borrowed units to express new concepts. Nevertheless, tourism terminology in Uzbek is not limited to borrowings; it also includes a specific lexical layer closely linked to national culture and historical heritage.

The national and cultural features of tourism terminology are clearly reflected in its semantic structure. While many English terms have precise and standardized meanings, their Uzbek translations often require contextual adaptation. This phenomenon can be explained not only by typological differences between the languages but also by cultural distinctions. For instance, some widely used tourism terms in English may not fully convey their original meaning when translated directly into Uzbek, resulting in the emergence of new semantic nuances. Such cases illustrate the process of adapting terms to a national-cultural environment and necessitate a deeper analysis of linguistic adaptation mechanisms.

In Uzbek, the formation of tourism terminology is significantly influenced by national culture. In particular, concepts related to the traditional lifestyle of the Uzbek people, hospitality, national cuisine, clothing, and customs constitute an essential part of tourism vocabulary. Such units are often used in their original form without translation into other languages and become part of international tourism terminology. This process contributes to the recognition of national culture on a global scale and strengthens cultural identity through language. At the same time, the active use of standardized English terms in Uzbek has

led to the emergence of a kind of terminological parallelism between the two languages.

Linguistic analysis of tourism terminology shows that this lexical field is constantly evolving and developing in response to socio-economic changes. With the emergence of new tourism направления, services, and technologies, new terms appear, or existing ones acquire new meanings. Although this process occurs more rapidly and extensively in English, it is also noticeably present in Uzbek. Particularly in recent years, the rapid development of the tourism sector in Uzbekistan has resulted in the influx of new terms and their active use, leading to significant changes in the language system.

Furthermore, a linguocultural approach plays an important role in the study of tourism terminology. This approach предполагает analyzing linguistic units not only from semantic or structural perspectives but also in relation to their cultural content. As a result, it becomes evident that tourism terms reflect not only a specific type of activity but also the cultural values, mentality, and social experience of a particular nation. A comparative analysis of tourism terminology in English and Uzbek makes it possible to identify the distinctive features of these two languages, their similarities and differences, and helps to address translation challenges on a scientific basis.

The scientific study of this issue is important not only for theoretical linguistics but also for applied translation studies, lexicography, and tourism professionals. The correct and adequate use of tourism terminology enhances the effectiveness of international communication, deepens intercultural understanding, and contributes to the sustainable development of the tourism industry. Therefore, the in-depth study of the national and cultural features of tourism terminology in English and Uzbek is recognized as one of the important directions of modern linguistics.

#### LITERATURE REVIEW

An analysis of scientific literature devoted to the study of national and cultural features of tourism terminology in English

and Uzbek shows that this field has become a relevant and multifaceted object of linguistic research in recent years. Existing sources examine the formation of tourism vocabulary, its semantic and structural characteristics, as well as processes of interlingual interaction through various methodological approaches. In particular, due to the leading role of English in the global communicative system, many studies emphasize that the core of tourism terminology has been formed on the basis of this language, which has significantly influenced the development of terminological systems in other languages, including Uzbek.

Studies conducted within the framework of comparative linguistics provide an in-depth analysis of the semantic field of tourism terms in English and Uzbek, their degree of equivalence, and the problems that arise in the translation process. In particular, some researchers pay special attention to phenomena such as semantic shifts, narrowing, or broadening of meaning that occur when English terms are borrowed into Uzbek. Such an approach allows scholars to go beyond the lexical meaning of terms and examine their pragmatic and connotative aspects. At the same time, works on translation theory highlight the issue of adequate translation of tourism terminology, scientifically explaining different levels of equivalence and the methods used to achieve them.

Research based on the linguocultural approach analyzes tourism terminology within the context of intercultural communication and reveals the national and cultural content of terms. These studies aim to identify differences between standardized English terms and culturally rich Uzbek lexical units, demonstrating that the cultural component plays a crucial role in their semantic structure. Some studies particularly emphasize the wide use of lexical units related to national cuisine, traditional clothing, customs, and historical monuments in Uzbek tourism terminology, which indicates that tourism vocabulary functions not only as a communicative tool but also as a means of cultural identification.

In lexical-semantic research, the internal structure of tourism terms, their interrelations within the system, and the organization of the terminological field are analyzed. These studies determine

whether terms are monosemantic or polysemantic, as well as their contextual usage and functional load. It is noted that English terms tend to be more standardized and precise in meaning, whereas in Uzbek they are often interpreted differently depending on the context. This is explained by differences in the level of development and historical formation of the terminological systems.

The influence of globalization processes on the development of tourism terminology is also widely recognized. Scientific literature highlights that the expansion of international relations, the rapid growth of the tourism industry, and the introduction of digital technologies have led to the emergence of new terms and their rapid dissemination. Although this process is more intensive in English, it is also actively observed in Uzbek, contributing to the formation of new lexical layers within the language system. At the same time, some studies address the issues of preserving national characteristics and standardizing tourism terminology, interpreting them as important challenges related to language policy and lexicography.

Overall, the analysis of existing scientific sources demonstrates that tourism terminology is a multi-level system in which linguistic, cultural, and social factors are closely interconnected. The comparative study of English and Uzbek terms not only helps to identify their structural and semantic features but also contributes to a deeper understanding of intercultural differences. This, in turn, substantiates the necessity of a comprehensive approach to the study of tourism terminology and outlines directions for future research in this field.

#### METHODOLOGY

In this study, a comprehensive methodological approach was applied to identify the national and cultural features of tourism terminology in English and Uzbek. This approach combined theoretical and practical methods that enable a multifaceted analysis of linguistic units. The empirical basis of the research consisted of scientific articles related to tourism, dictionaries, terminological definitions, and lexical units recorded in modern

academic publications. This made it possible to determine the actual scope of usage of the terms. Based on the selected materials, tourism terms in English and Uzbek were compiled into a specialized corpus and subjected to systematic analysis, which enabled the identification of their semantic, structural, and functional characteristics.

During the research process, comparative-historical and contrastive analysis methods were widely employed, as these methods are effective in identifying similarities and differences between terminological units in the two languages. Through comparative analysis, phenomena such as semantic adaptation, expansion, or narrowing of meaning in terms formed in English and borrowed into Uzbek were consistently examined. At the same time, the contrastive approach made it possible to clarify the degree of equivalence of terms in translation, the existence of alternative variants, and semantic differences arising from cultural factors. This allowed for a deeper analysis of linguistic processes related to typological differences between language systems.

The lexical-semantic analysis method played a key role in the study, enabling the identification of the meaning structure, connotative features, and cultural components of tourism terms. By examining the internal semantic composition of terms, their connection with national mentality and their functional role within a cultural context were explored. Within the framework of the linguocultural approach, each term was analyzed not only from a linguistic perspective but also in terms of its cultural and social content. As a result, the relationship between tourism terminology and national identity was revealed. This approach proved particularly effective in identifying national-cultural units in Uzbek and determining their place within the international terminological system.

Using the descriptive method, the current state of the terms was characterized, and their frequency of use, functional roles, and stylistic features were identified. In addition, contextual analysis was applied to examine how terms are used in real communication, as well as their semantic changes and communicative functions. This demonstrated that tourism

terminology is not a static but a dynamic system. In some cases, component analysis was employed to break down complex terms into their constituent elements and determine the semantic relationships between them, which allowed for a deeper understanding of their internal structure.

Furthermore, methods from translation theory were utilized to analyze the issue of adequate translation of terms, based on the criteria of equivalence, adequacy, and functional correspondence. In this process, the mechanisms of borrowing English terms into Uzbek, including their phonetic, morphological, and semantic adaptation, were scientifically explained. The results obtained demonstrated that the interaction between language and culture is a crucial factor in the formation of tourism terminology.

#### ANALYSIS AND RESULTS

The analysis of the linguistic and linguocultural features of tourism terminology in English and Uzbek reveals that this lexical field is characterized by its multilayered nature, incorporating both internationally standardized units and national-cultural components. Due to its early formation and high level of systematization, English tourism terminology occupies a dominant position in the global communicative space and serves as a donor system for many languages, including Uzbek. Consequently, many tourism-related terms in Uzbek have been formed through direct borrowing or adaptation, which necessitates their structural and semantic analysis.

The findings indicate that a significant portion of English tourism terms is monosemantic, with precise and standardized meanings. For example, units such as “baggage,” “check-in,” “boarding pass,” and “package tour” denote specific services or processes and are used with consistent semantic value internationally. When these terms are adopted into Uzbek, they often undergo phonetic or semantic adaptation. For instance, “baggage” is translated as *yuk*, but distinctions such as “checked baggage” and “carry-on baggage” are often generalized in Uzbek or require additional explanation. This reflects differences in the degree of terminological precision across languages.

Semantic analysis also reveals processes of meaning shift and contextual variation. The English word “complimentary,” which originally means “provided as a courtesy,” is interpreted in tourism contexts (e.g., “complimentary ticket”) as “free ticket.” In this case, the core semantic component changes, giving rise to a new pragmatic meaning. In Uzbek, such terms are typically expressed through semantic equivalents rather than direct translation. Similarly, the expression “budget travel” in English refers to economically planned travel, whereas in Uzbek it is rendered as *arzon sayohat* (cheap travel), simplifying the original meaning of “budget” and reflecting semantic narrowing.

From a linguocultural perspective, the analysis highlights the cultural layer of tourism terminology. In Uzbek, many tourism-related terms are derived from lexical units reflecting national lifestyle and traditions. Words such as *palov*, *somsa*, *kurash*, *bozor*, *hammom*, and *chopon* not only perform a nominative function but also embody specific cultural codes. These terms are often transferred into English through transliteration and used in international tourism discourse while preserving their national identity. For example, expressions like *Uzbek plov* or “traditional kurash wrestling” illustrate how Uzbek cultural concepts are represented in English. This demonstrates that tourism terminology functions not only as a linguistic system but also as a means of cultural export.

Comparative analysis also reveals structural differences between English and Uzbek tourism terminology. In English, terms are often expressed as compound or composite units, such as “guest house,” “front office,” “room service,” and “tour operator.” In Uzbek, these units are either translated through calquing (e.g., *mehmonuyi*, *xonaxizmati*) or adapted semantically. However, full equivalence is not always achieved. For instance, “guest house” in English refers to a small, family-run accommodation, whereas in Uzbek it may be confused with *mehmonxona* (hotel). This indicates that semantic boundaries differ across languages.

The analysis further shows that English tourism terminology mainly represents standardized concepts related to service provision, while Uzbek terminology contains a significant

proportion of culturally specific components. For example, the English term “ethnic food” refers to cuisine associated with a particular cultural group, whereas in Uzbek it is more concretely expressed as *milliytaom* (national dish), referring to the traditional cuisine of a specific people. This reflects a process of semantic specification.

Functional analysis demonstrates that English tourism terms are typically used in professional discourse in a concise and precise manner, reflecting a high level of standardization. In contrast, some Uzbek terms are not yet fully standardized and may exist in multiple variants. For example, the term “tour package” may be expressed as *turpaket*, *sayohatpaketi*, or *xizmatlarmajmui*. This indicates that the Uzbek terminological system is still in the process of formation.

The findings also show that the development of tourism terminology in both languages is closely linked to socio-economic factors. While English has a long history of development in this field, Uzbek tourism terminology has mainly evolved actively in the post-independence period. This process is characterized by the rapid introduction of new terms and their adaptation into the language system.

Contextual analysis reveals how terms function in real communication. In tourism-related advertisements, websites, and guide materials, English terms are often partially translated into Uzbek or used in their original form. This reflects the widespread phenomenon of code-switching and bilingualism. As a result, mixed linguistic units emerge within tourism discourse, creating new communicative models.

Overall, linguistic observations confirm that tourism terminology is a dynamic system in which new concepts continuously emerge while existing terms acquire new meanings. While this process is driven by global trends in English, in Uzbek it develops in alignment with national culture and local needs. Consequently, processes of terminological integration and differentiation occur simultaneously between the two languages, further confirming the complex and multilayered nature of tourism vocabulary.

## CONCLUSION

The results of the comparative and linguocultural analysis of the national and cultural features of tourism terminology in English and Uzbek demonstrate that this terminological system is formed not only by the internal laws of language but also as a product of broader socio-cultural and global integration processes. Tourism vocabulary is inherently a dynamic, open, and multilayered system in which internationally standardized units interact in complex ways with national-cultural components. The leading position of English in the field of tourism establishes it as a donor language, and this factor plays a decisive role in the formation of tourism vocabulary in Uzbek. At the same time, the preservation and even international dissemination of national-cultural units in Uzbek confirm that the terminological system is not one-sided but mutually enriching.

The analysis shows that English tourism terms are generally more standardized, precise, and monosemantic, having been shaped to meet global communicative needs. In contrast, the adoption of these terms into Uzbek involves processes such as semantic adaptation, connotative change, and functional reinterpretation. This indicates that the process is not based on direct translation but rather on finding semantic and cultural equivalents. As a result, new semantic layers emerge within the language system, reflecting the modern developmental tendencies of Uzbek.

The linguocultural approach further demonstrates that tourism terminology functions not only as a communicative tool but also as a mechanism of cultural identification. Terms related to national cuisine, traditional clothing, customs, and historical heritage form an integral part of Uzbek tourism vocabulary, expressing the cultural memory and social experience of the people through language. The incorporation of such units into international tourism discourse is viewed as an important form of intercultural exchange.

The results of the comparative analysis support the conclusion that differences between terminological systems are determined not only by linguistic factors but also by historical

development, cultural environment, and social needs. While the stability and standardization of the English system have granted it the status of a global standard, Uzbek tourism terminology is still in the process of formation and systematization. Therefore, variability, semantic flexibility, and context-dependence emerge as key characteristics of Uzbek terminology.

These findings highlight the necessity of a comprehensive and integrative approach to the study of tourism terminology, in which linguistic, cultural, and pragmatic factors are considered as a unified system. On this basis, the interrelation, similarities, and differences between English and Uzbek tourism terminology are of great importance not only from a theoretical perspective but also in practical translation and communication processes.

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