

TRANSLATION ISSUES OF ENGLISH HOTEL-TOURISM LEXEMES INTO UZBEK

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ANNOTATION

The first importance is driven towards the analysis of, mainly, English terminology in tourism and hotel and how they are commonly translated into Uzbek. It shows also different methods and techniques applied in this process which are transliteration, transcription, literal translation; translating realities through realities; translation based on the approximation of meaning; gloss translation - translation of realities by means of descriptive interpretation; expression through a contextual alternative; transfer

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RESULTS

Languages, their lexical structure, the rules of formation of lexical units, the “behavior” of these lexical units in the sentence structure and their features of stylistic information differ between languages. These differences are natural and inevitable. After all, languages also live in the lives of members of a particular cultural community, reflecting, changing and refining their socio-historical aspects. This is also characteristic of the evolution of tourist terms. However, when socio-cultural, economic and political relations are not limited to one state, but begin to operate across borders, there is a need for translation of these units. The process of translation becomes more complex as these lexical units now take on different cultural and ethnic aspects across multiple frontiers and take on new forms and meaning. All of these complexities are reflected in the English tourism terminology that has gone through this process.

Translating lexical items from one language to another requires the translator to use certain translation techniques. Successful translation is impossible without them. Since tourist lexemes are an integral part of a vast vocabulary, special methods of translating them have been developed. Before we start talking about the translation of the term, let's explain what lexical units we should include in this group. Vinogradova

refers to the terminosystem as an industry term and a system that combines terminoids. The term terminoid refers to three groups of professional-specific lexemes:

- Professional special lexical units
- Words and phrases used in professional colloquial language
- Professional jargons

DISCUSSION

In general, hotel-tourism encompasses a wide range of areas and includes lexemes related to various aspects of life (food, transportation, recreation, work, health, entertainment, etc.). For this reason, the lexical-semantic and contextual-stylistic features inherent in all lexemes are also specific to it and must be taken into account in the translation process.

In the community of translators, the following methods of translating terms are distinguished:

1. transcription;
2. transliteration;
3. creation of new word-neologisms through translation;
4. literal translation;
5. translating realities through realities;
6. translation based on the approximation of meaning;
7. gloss translation - translation of realities by means of descriptive interpretation;
8. Expression through a contextual alternative;
9. transfer;
10. Neutralization-expression of a special term by means of a general lexical unit;
11. Zero translation is the omission of a particular term.

Before examining tourism terminology in the example of the above methods, it should be noted that some of them are useful in the translation of individual terms, while others are used in their contextual translation. The object of this chapter is the content of the *Dictionary of Tourism and Hotel*.

Transcription involves the acquisition of a term in the source language by the phonetic shell. A significant part of English tourism terminology is “Uzbekized” in this way.

Kemping-camping, snovbording-snowboarding, armresling-armwrestling, dayving-diving, snorkling-snorkeling, keytering-catering, kazino-casino, sheyping-shaping, drayv-in-drive-in, pitsa-pizza, sendvich-sandwich, branch-branch, shef-chef(oshpaz), kafeteriya-cafeteria, resepsion-reception, albergo-albergo(italyancha mehmonxona), alfresko-alfresco(ochiq havodagi mehmonxona), ekoturizm-ecotourism,

biznes-sentr-business center, onlayn-online, oflayn-offline, biznes klass-business class, avtostrada-autostrada, vebsayt-website, agroturizm-agritourism, viza-visa.

In transliteration, the language of translation is learned in a graphical form. This phenomenon is less common than transcription and can go to the following terms:

Gid-guide, pansion-guesthouse, karusel-carousel, kuryer-courier, tur-tour, kruiz-cruise, broshura-brochure, katalog-catalogue, kushetka-kushetka, minibus-minibus, atraksion-attraction, apartament-apartment, assimilyatsiya-assimilation, fors-major-Force Majeure, bufet- a buffet, halol-halal, etnik turizm-ethnics tourism, karvonsaroy-accomodation, ausentiklik-authenticity.

Transfer is learning the word without any changes: *a la carte menu motel spa charter bed and breakfast.* It has been acknowledged that the method of transfer requires the learning of a very small amount of terms. However, the process is in a condition of open progress, and the transfer of famous culture among Uzbek culture is rising. However, this is linked with the danger that the need for translators will reduce.

Sometimes in the progress of translation new ideas and with them new names, and sometimes new additional meanings of existing names. This process finishes with the shaping of *neologisms*. For instance, we all know the concept of the English *animator* lexeme, which means "master of animation." But in the area of tourism, it is shaped by the meaning of "entertainment developer" of any type and place (hotel, steamship, plane, etc.). Another example is the translation of the English word *vending machine*. By meaning a device that sells an item by receiving a coin, it introduced a new concept and its name, and even a new type of business that has not yet become well-known (Vending business). However, because of the wish of the Uzbek people to become an active participant in the trade business and the fact that the culture of bargaining is part of the traditions of our people, this term and its importance of service has not yet encouraged widespread involvement.

At the current condition of linguistic development, one of the most "productive" forms of learning words and terms is *kalkalash*. It means conveying ideas that do not exist in the language within the limits of language. *Kalkalash* is an active method in Uzbek language.

The translation of the English tourism terminology also depicts that *kalkalash* results are the most widespread and the most productive method:

Circle/round trip	Aylanma sayohat
Airport art	Aeroport san'ati
Ghost town	Arvoh shahar (aholisi tark etgan shahar)
Mental map	Aqliy xarita
Sunbaking/sunbathing	Oftobda toblanish
Culture shock	Madaniy shok/zarba

Travel/motion sickness	Sayohat behuzurligi
Room service	Xona xizmati
Summer home	Yozlik uy
Health farm	Sog'lomlashtirish fermasi
E-ticket	Elektron chipta
Duplicate reservation	Dublikat buyurtma
Compactness index	Ixchamlik indeksi
Community tourism	Jamoa turizmi
Rest room	Hojatxona
Mass tourism	Ommaviy turizm
Airship	Havo kemasi

It is also noticed that the “kalkalash” is conducted through the neighboring languages. For instance, the following tourist terms are included in the Uzbek lexicon in Russian:

Adult tourist - Взрослый турист - O'spirin turist

Baby-sitter - Услуги детской сиделки - Bolalarga qarash xizmati

Beachview room - Номер с видом на пляж - Plyajga qaragan nomer

Cityview room - Номер с видом на город - Shaharga qaragan nomer

Gardenview room - Номер с видом на сад - Bog'ga qaragan nomer

Landview room - Номер с видом на окрестности - Atrofga qaragan nomer

Mountainview room - Номер с видом на горы - Tog'ga qaragan nomer

Oceanview room - Номер с видом на океан - Okeanga qaragan nomer

Parkview room - Номер с видом на парк - Parkka qaragan nomer

Poolview room - Номер с видом на бассейн - Basseynga qaragan nomer

Riverview room - Номер с видом на реку - Daryoga qaragan nomer

Seaview room - Номер с видом на море - Dengizga qaragan nomer

Valleyview room - Номер с видом на долину - Vodiya qaragan nomer

Triple room - Трехместный номер - Uch o'rinli xona

Botel - Плавающий отель - Suzuvchi mehmonxona

Diving - Подводное плавание - Suv ostiga sho'ng'ish

Incentive-tour - Инсентив-тур - Insentiv tur

Catering - Общественное питание - Ijtimoiy ta'minot

Convenience foods - Полуфабрикаты - Yarim- tayyor mahsulotlar

CONCLUSION

All in all, this chapter finalizes and ends with discussing burning issue of translation: national colouring words in the context of Uzbek and English languages.

It can be concluded that distinctions, national and historical coloring would not allow substitution for another word in translation. Such substitution would destroy all coloring, to be more exact; it would lead to anachronisms and analogisms that can destroy the harmony, so called truth of life. In general, it can be said about realia using in the figurative meaning in all cases of their usage as tropes, metaphor and comparison.

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