

## TOURISM TERMINOLOGY PRAGMATICS

Nodira Gulomjonovna Nazarova

Fergana polytechnic institute, Fergana, Uzbekistan

e-mail: [nodisha1986@mail.com](mailto:nodisha1986@mail.com)

**Abstract:** The tourism terminology system is a thematically, formally and conceptually very ramified system of terminological nominations, which includes, along with the operational terms of the tourism industry, linguistic and cultural terms-concepts, terms-concepts in the form of words and phrases, acronyms and abbreviations.

**Keywords:** *tourism terminology, civilization, words and phrases, acronyms and abbreviations, linguistic and cultural, sociocultural, interaction.*

**Introduction**

Tourism as a civilization phenomenon, being a modern mass form of travel organization, realizes the individual needs associated with the diversification of capabilities and competencies. Communication in the tourism sector creates a discourse that fully reflects the multidimensionality of goals, themes, values and the diversity of participants in the interaction processes. The formation of the tourism discourse reflects the dynamics of sociocultural development: the growth of free time, a change in values, an improvement in the quality of life have made tourism one of the readiness manifestations of ethnic societies not only for dialogue and integration, but also for globalization, because in tourism activities there is an expression of approval for the cultures coexistence in individual experience.

As any other professional field, the tourism discourse is characterized by a special terminology, the analysis of which in the confrontational aspect is not so much devoted to, and the translation perspective is investigated sporadically.

The globalization process of all life spheres of modern society determines the general principles development of doing business, universal rules and technology of business communication, which are provided, among other things, by the presence of a sufficiently large layer of special vocabulary, which is characterized by the presence of unambiguous equivalents in most contacting languages.

The terms of globally significant professional spheres (economics, politics, advertising, cinema, sports, tourism, etc.) also have an overwhelming majority of English-speaking origin.

**The main part**

The formation of national terminologies is an important stage in any language development. This process features, according to L.V. Rychkova, are found, in particular, in the fact that "national traditions of termination, being exposed to the interaction of linguistic ecosystems, inevitably reflect the features of the latter, including from the point of view of" openness "to borrowing."

The historically formed readiness of the lexical subsystem of a language to accept a foreign language term and assimilate it is manifested in the linguistic signs internationality, which, as an interlingual synchronic category, can be identified only in several compared languages. For more than half a century in linguistics, the criterion put forward by V.V. Akulenko has been in effect for the use of three languages as the minimum number of systems in defining a particular linguistic unit as international: these are "lexical units that are similar in graphic and phonemic terms, with fully or partially common semantics, expressing concepts of international meaning and existing in several (at

least three) synchronously compared languages [1, p. 61].

The influence of the English language on the terminological nomination is enormous, and the confrontational studies of the opposition between the global and national factors are productive in its study.

The international status of the term to a certain extent removes the question of the influence of global English on the nominative process, which is of particular importance in the study of formed terminological systems, and the question of what is the logic of the functioning of the term comes to the fore. Integration economic processes, regardless of which tendencies turn out to be leading - positive or negative - are provided with the competence of participants in professional communication, and knowledge of the regularities of the terminology system acquires the status of a "default" parameter. E. Sharfawi characterizes the linguistic competence of managers participating in international interactions as an integral part of their professional training. Of course, participants in the global business discourse widely use multilingual dictionaries and glossaries in their work related to multinational projects.

The importance of multilingual special terminological glossaries, dictionaries, thesauri in the work of a modern person is great, however, the maximum importance is characterized by those formed both on the basis of a dictionary selection of terms necessary for work, and by selecting terms that are in demand in real business projects.

Let's try to define the nature of travel terms.

The tourism terminology system (TTS) is constantly being updated and developed. The first characteristic feature of the TTS is the borrowing of terms from other fields of activity, for example, carousel – belt conveyor at the airport, animation – image multiplication, hospitality industry – hospitality industry, restricted goods – goods restricted in production or circulation, standby – spare, stopover – stop. The second is the formation of your own terms: for example, back-to-back charter – round-trip charter, catering – public food, concourse – main lobby in station, consolidator – consolidator, unifier, inclusive tour – tourist trip with payment of all services, itinerary – guide, open-jaw fare – round trip fare, redcap – porter, time-share – limited time ownership, tour package – travel package [4, p. 70]. A significant part of tourist terms appears in national terminological systems, in the absence of analogues in national languages, by borrowing English-language lexemes or their individual lexical-semantic variants. Through transliteration, the word is partially assimilated in the system of the receiving language and is fixed in it, often in the form of internationalisms. For example, инклюзив тур – inclusive tour, туроперейтинг – tour operating, фам трип – fam(iliarization) trip, консолидатор – consolidate, кейтеринг – catering, пэкидж тур – package tour, коммитмент – commitment, овербукинг – overbook, аффинити – affinity. One of the reasons for this process, as noted above, is the absence of an analogue term in the contacting language. For example, affinity – a group of employees of one institution, educational institution, or organization making a joint trip and using special preferential air fares, catering – service of mass events with food and drinks by the catering company on its territory or out [4, p. 72]. A number of terms are saved without transliteration in the English spelling, for example bed & breakfast – "hotel with accommodation and breakfast service". Due to the difficulty of pronunciation, such concepts are rarely fixed in the user's active dictionary [3, p. 683].

Thus, the main features of the terminology system in the tourism sector include the dynamism

of the system and its international character, due to a significant amount of borrowings.

In a comprehensive study of tourism discourse, one should also take into account the methods of word formation of the corresponding terms. Among Russian terms, there are more simple tokens (tourism; ticket; guide; visa) than affix ones (phrasebook; disembarkation; porter; guide). As an example of the most common compound lexemes, one can name a dining car, a flight attendant, a business class, as well as terms formed by abbreviations (economy class; airline; travel agent).

In the selected linguistic English-language material, a different situation is observed. Lexemes that are simple in composition (track – путь; flight – рейс; steward – стюард) prevail over other types of terms. There are fewer affix (package – турпакет, administrator – администратор) tokens than complex ones (doorman – швейцар; railroad – железная дорога; airport – аэропорт; aircrew – летный состав). There were the fewest abbreviated words (eco-tourism – экотуризм; boatel – ботель).

For English and Russian tourist terms, the predominant way of word formation is the syntactic way (departure lounge, baggage storage, багажная квитанция, путь отправления, камера хранения; табло отправления).

The two-component attributive phrase in both English and Russian is the most commonly used type of compound terms, for example: flight attendant – стюардесса, entry visa – въездная виза, agency tour – рекламный тур, ручная кладь, познавательный тур, кругосветное путешествие.

The most productive way of word formation in the tourism industry terminology is word composition (doorman (швейцар); air-hostess (стюардесса); campground (кемпинг)).

Even a superficial examination of the peculiarities of Russian and English terminology in the field of tourism reveals a number of discrepancies, synonyms of the term, translation gaps, etc. This is explained, of course, by extra- and intralinguistic factors, such as travel traditions in different countries; approaches to the interpretation of services, types, forms of tourism; the demand for traditional and rare types of tourism; features of word formation and term formation, etc. It should be noted that the problem of choosing the correct term is often relevant within the framework of one linguistic culture. An illustrative example is the choice in favor of the use of the adjectives tourist and traveler in Russian. E.P. Bugriy traced the evolution of the use of these lexemes and notes that if in dictionary entries and official documents it is preferable to use the word traveler in any context, then in everyday, "real" life, as well as in business, scientific texts, the nomination traveler dominates. Note that the terminological variability of these paronyms continues to be the subject of controversy and disagreement. From the point of view of the dynamics of the formation of the term system, it is not the structural and semantic features of term formation that are of great importance, but the discursive and socioculturally determined features, techniques, strategies for translating tourist terms, i.e. term as a translation problem.

T.S. Sidorovich, A.A. Novozhilov and A.P. Naumova, based on the analysis of the nanotechnology terminology system, note that terminological problems create difficulties in translating special texts functioning in this area, the number of which is constantly increasing and they come to the conclusion that "to achieve mutual understanding between specialists from different countries, it is necessary to observe terminological unity when translating texts."

### Conclusion

It seems logical to support this point of view: the term acts as a carrier of scientific and

technical information, and not only the quality of the translation of the text as a whole depends on the adequacy of its use in special texts, but also the degree of understanding of the text by a specialist - specific or potential, for whom the translation was carried out. The specificity of the tourism discourse in general and tourism terminology in particular, on the one hand, is to create a positive economic effect of the industry / travel company, on the other hand, and the formation of an attractive image of a tourist destination, increase a person's interest in travel as a way of learning "one's own" and "foreign" cultures. Linguistic comprehension of tourism discourse, actualized in various formats, primarily on the platform of a multilingual tourist Internet resource, and the definition of linguistic logistics as a system of theoretically grounded actions and a complex of means for creating content in several languages, along with translational logistics, are the fundamental conditions for the successful formation of communicative a platform that plays the role of a "pass" to another culture, country, to another socio-communicative space.

Only episodic works and studies are devoted to the translation of tourism terms due to the fact that consideration of the translation program of tourism discourse as a whole is still a practically unexplored issue and requires close attention. Analysis of works on translation studies made it possible to single out the following common methods of translating terms:

- search / use of a functional equivalent;
- lexical transformation (generalization / concretization);
- tracing;
- descriptive translation;
- borrowing;
- creation of a neologism.

## REFERENCES

1. Averyanova Yu.Yu. Foreign language inclusions in the language of the tourism industry / Yu.Yu. Averyanova//Sign: the problem field of media education. – 2016. - №4 (21). – p. 59-61.
2. Akulenko V. V. Is there an international vocabulary? // Questions of linguistics №3 – 1961 p. – 60-69
3. Akhmanova O.S. Dictionary of linguistic terms. M.: Soviet Encyclopedia, 1968.
4. Belan E.T. Features of the formation of new terminological systems: based on the material of the English and Russian terminologies of international tourism: abstract of thesis. ... Cand. philol. Sciences:10.02.20 / Belan E.T. - M., 2009. - 26 p.
5. Vinogradova L.V. The terminology of tourism in the English and Russian languages in the synchronous and diachronous aspects: abstract of thesis. ... Cand. philol. Sciences 10.02.19 / Vinogradova L.V. - Velikiy Novgorod, 2011.- 23 p.
6. Vinokur G.O. On some phenomena of word formation in Russian technical terminology // Proceedings of MIFLI. M., 1939. T. V. p. 3-54.