SOME TRANSLATION PROBLEMS IN VISIT TOURISM
(on the example of Russian and English)

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Abstract: This article presents some translation problems in pilgrimage tourism. In particular, explanations and examples of naturalization, functionalism, transfer, synonymy, etc. are the most common types of translation in the translation of tourist manuals and brochures.
Key words: Transfer, visit, tourist, naturalization, functional, cultural translation, paraphrase, synonymy

Introduction

Today, in international practice, tourism is one of the most promising sectors that bring high returns to the national economies of most countries. Uzbekistan is also a country with great potential in the field of tourism. There are more than 7,300 cultural heritage sites in the country, and most of them are included in the UNESCO list. This, in turn, will increase international interest in our country and increase the flow of tourists. With this in mind, it is necessary to offer a variety of services to tourists in order to create adequate conditions and conveniences for them [1]. These include transportation, hotels, restaurants, currency exchange facilities, as well as guide services. Nowadays, the accuracy and fluency of the information about the region and the object given to tourists is important, and most importantly, the clarity of the translation [2].

Here are the factors that must be taken into account in translation (lexical, grammatical, methodological, etc.). "Translation is the process of facilitating communication between speakers of different languages. Translation implies understanding the source text based on the knowledge of the specific terms of the source and target language. This means that technical translators must have some familiarity with the subject matter they are translating (Cabré, 1999). Translation could be seen from two different viewpoints: translation as a process – the activity of translating and translation as a product–the activity of translating. Translation refers to the relationship between source text (ST) and target text (TT)."[1]

Translation refers to the relationship between the source text and the target text. The Newmark principle is based on translation methods.

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[1] Strategies and Errors in Translating Tourism Brochures: the case of EFL Learners Tahereh Zahiri, Bahador Sadeghi , Ataollah Maleki

Methods of translation when working with texts

Table 1

№	Methods	Definition
1	Word-for-word translation	in which the source language word order is preserved and the words translated singly by their most common meanings, out of context.
2	Faithful translation	it attempts to produce the precise contextual meaning of the original within the constraints of the target language grammatical structures.
3	Semantic translation	which differs from faithful translation only in as far as it must take more account of the aesthetic value of the source language text.
4	Adaptation	which is the freest form of translation, and is used mainly for plays and poetry; the themes, characters, plots are usually preserved, the source language culture is converted to the target language culture and the text is rewritten
5	Free translation	it produces the target language text without the style, form, or content of the original. Omission is defined as dropping a word or words from the source language text in translation (Iacovoni, 2009) which can be the outcome of cultural clashes between the source text and the target text
6	Idiomatic translation	it reproduces the message of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original
7	Communicative translation	: it renders the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership (1988, pp. 45-47).
8	Modulation	it occurs when the translator reproduces the message of the original text in the TL text in conformity with the current norms of the TL, since the SL and the TL may appear dissimilar in terms of perspective (Newmark, 1988, p.88)
9	Compensation	: it occurs when loss of meaning in one part of a sentence is compensated in another part. (Newmark, 1988, p.90)
10	Notes	notes are additional information in a translation. (Newmark, 1988, p.91)

The table is grouped by the author based on the data

Most of the above translation methods are designed to work with texts. As our research is devoted to the translation of terms and place names, some of them do not suit us, and some are effective. In particular, while the use of cultural equivalents, synonyms, paraphrases, and translations is possible, the use of couplets, compensatory, free, and adaptive translations is somewhat inconvenient [5]. Religious terms are culturally specific words, and their translation should take into account the origin of the student,

as well as his religious beliefs [4]. Some terms that do not have a synonymous line can be adapted to the language being translated [3].

Some translation methods used in translating individual words and phrases

Table 2

№	Methods	Definition
1	Transference:	Tarjima qilinayotgan tilda ekvivalenti bo`lmagan so`zlarni fonolog[..] nuqtayi nazardan talaffuz qilish orqali tinglovchida tushuncha hosil[..] qilish maqsadida qo`llaniladi
	Naturalization	it adapts the SL word first to the normal pronunciation, then to the normal morphology of the TL (Newmark, 1988, p.82)
2	Cultural equivalent	it means replacing a cultural word in the SL with a TL one. howeve[..] they are not accurate (Newmark, 1988, p.83
3	Functional equivalent	it requires the use of a culture-neutral word. (Newmark, 1988, p.83[..]
4	Descriptive equivalen[..]	in this procedure the meaning of the culture-specific word is explained in several words (Newmark, 1988, p.83)
5	Componential analysi[..]	: it means "comparing an SL word with a TL word which has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components." (Newmark, 1988, p.114)
6	Synonymy	: it is a "near TL equivalent." Here economy trumps accuracy. (Newmark, 1988, p.84)
7	Recognized translatio[..]	it occurs when the translator normally uses the official or the generally accepted translation of any institutional term. (Newmark, 1988, p. 89)
8	Paraphrase	in this procedure the meaning of the culture-specific word is explained. Here the explanation is much more detailed than that of descriptive equivalent. (Newmark, 1988, p.91)

The table is grouped by the author based on the data

Many of the religious terms are used in different ways when translated into another language. Including transliteration. In this case, words that have no alternative are adapted to the pronunciation of the target language. However, a comment at the bottom of the text may be left by the author. Below we will consider examples of translation of some terms from Uzbek into Russian and English. For example, the word "masjid" (a place of worship in Islam) is translated into English as "mosque" (a Muslim house of worship), and "cherkov" (a place of worship for Christians) is translated into English as "church. "(A building used for public Christian worship), "ibodat" - "pray" (address a prayer to God or another deity), and we are synonymous with the word in another language. we can say that it has a row. However, the words "tahorat" and "nomoz" are not synonymous in English and Russian. When translating them into these languages, the use of *commentary*, *transfer* methods gives effective results. The words "nomoz" and "amiyn" are used interchangeably in Russian, is "намаз", "амин". Similarly, the word *machit* is as

мечет.

Conclusion

Pilgrimage tourism is developing steadily in our country. In order to further increase the flow of tourists, it is important that the services offered to them are of high quality and reliable. Including guide services and translation issues. In this regard, we have considered the types of religious tourism terms that have alternatives and do not have alternatives. When translating terms that do not have a synonymous translation into that language, the culture of the country being translated and the richness of the language must be taken into account. It is obvious that the correct solution of translation issues is of great importance in the development of tourism.

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