

CONTEMPORARY TOURISM TERMINOLOGY IN UZBEK AND ENGLISH: TRANSLATION, BORROWING, AND LINGUOCULTURAL TRANSFORMATION

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Abstract: *The rapid expansion of international tourism, digital travel services, sustainable tourism, and destination branding has generated a continuously changing body of tourism terminology. For Uzbek, this development is especially significant because contemporary tourism communication frequently operates between Uzbek and English, while many new terms enter professional discourse through international tourism, technology, and marketing. This thesis examines contemporary tourism terminology in Uzbek and English from three interconnected perspectives: translation, lexical borrowing, and linguocultural transformation.*

Keywords: *tourism terminology; Uzbek; English; translation; borrowing; linguocultural transformation; sustainable tourism; digital tourism.*

Introduction

Tourism is simultaneously an economic activity, a form of intercultural communication, and a field of specialized discourse. As tourism becomes increasingly globalized, the terminology used by hotels, travel agencies, airlines, destination managers, museums, tour guides, and digital platforms is also becoming more international. English has a particularly influential role in this process because it is widely used in international travel, online booking systems, tourism marketing, hospitality education, and global destination promotion.

For Uzbek, the development of tourism terminology creates both opportunities and linguistic challenges. Uzbekistan's growing visibility as a cultural and historical destination increases the need for tourism information that can function effectively in both Uzbek and English. At the same time, new concepts such as sustainable tourism, digital tourism, smart tourism, destination branding, online booking, travel experience, and community-based tourism require terminology that is understandable to local users and transparent to international audiences.

The central problem is therefore not simply whether an English tourism term has an Uzbek equivalent. The more important question is how that equivalent should be created and used. Some terms can be translated directly, whereas others are better represented through borrowing, transliteration, calquing, descriptive translation, or culturally adapted expressions. A tourism term may also carry cultural meanings that cannot be reproduced through lexical substitution. Consequently, translation and terminology development must be examined together with linguocultural factors.

Specialized terminology is not a static collection of isolated words. It changes in response to technological, economic, social, and cultural developments. Tourism provides a particularly clear example because it incorporates concepts from hospitality, transport, marketing, information technology, ecology, gastronomy, heritage management, and customer service. The resulting terminology is therefore interdisciplinary and highly sensitive to international trends.

In contemporary English, many tourism terms are associated with new forms of travel and digital communication. Expressions such as digital tourism, smart tourism, virtual tour, online booking, travel platform, destination branding, and sustainable tourism reflect changes in how destinations are organised and experienced. When these concepts enter Uzbek discourse, language users have to decide whether to retain the English form, adapt it, translate it, or explain it descriptively.

This process is particularly visible in professional and media discourse. A term may first appear in its English form because professionals need rapid access to an internationally recognized concept. Over time, however, repeated use may encourage phonological or orthographic adaptation, the creation of a local equivalent, or coexistence between a borrowed term and an Uzbek explanatory expression. Thus, borrowing and translation should not be treated as mutually exclusive processes; they may represent successive stages of terminology development.

Comparative Examples

English term	Possible Uzbek rendering	Main strategy	Linguocultural note
Sustainable tourism	Barqaror turizm	Functional translation	Connects a global concept with locally understandable terminology.
Digital tourism	Raqamli turizm	Calque translation /	Reflects the digitalisation of travel services and communication.
Smart tourism	Aqlli turizm	Calque adaptation /	May require contextual explanation because 'smart' has a specialised policy meaning.
Destination branding	Turistik destinatsiyani brendlash	Borrowing + adaptation	Marketing concept closely connected with destination identity.
Online booking	Onlayn bronlash / onlayn band qilish	Borrowing / descriptive equivalent	Both international usage and Uzbek accessibility are relevant.
Virtual tour	Virtual sayohat / virtual tur	Borrowing + translation	Digital experience may differ from physical tourism.
Eco-tourism	Ekoturizm	Borrowing / established	The prefix eco- has become productive in Uzbek specialised

		equivalent	discourse.
Community-based tourism	Mahalliy hamjamiyatga asoslangan turizm	Descriptive translation	Requires cultural interpretation of community participation.
Heritage tourism	Meros turizmi / madaniy meros turizmi	Functional translation	Meaning depends on the heritage context being discussed.
Gastronomic tourism	Gastronomik turizm	Borrowing / adaptation	Strongly connected with national food culture and destination identity.

Table 1. Representative contemporary tourism terms and possible Uzbek translation strategies.

Linguocultural Transformation

Translation of tourism terminology is also a process of cultural representation. Tourism communication does not simply describe services; it constructs images of places, communities, traditions, food, heritage, and experiences. As a result, a tourism term may carry cultural meanings that become important when it is translated for foreign visitors.

This is particularly relevant to Uzbek tourism, where concepts connected with mahalla, traditional crafts, historical monuments, pilgrimage, national cuisine, hospitality, and cultural heritage may not have exact one-word equivalents in English. In such cases, the translator has to balance semantic precision with cultural transparency. A term may be retained in Uzbek, translated descriptively, or accompanied by a brief explanation depending on the audience and communicative purpose.

The reverse direction is equally significant. English tourism terminology can influence Uzbek professional discourse by introducing new concepts and international models of tourism management. However, linguistic modernisation should not mean replacing local terminology indiscriminately. The most effective approach is selective integration: internationally recognised terminology can be retained when it offers practical value, while transparent Uzbek equivalents should be developed when they improve comprehension and communicative efficiency.

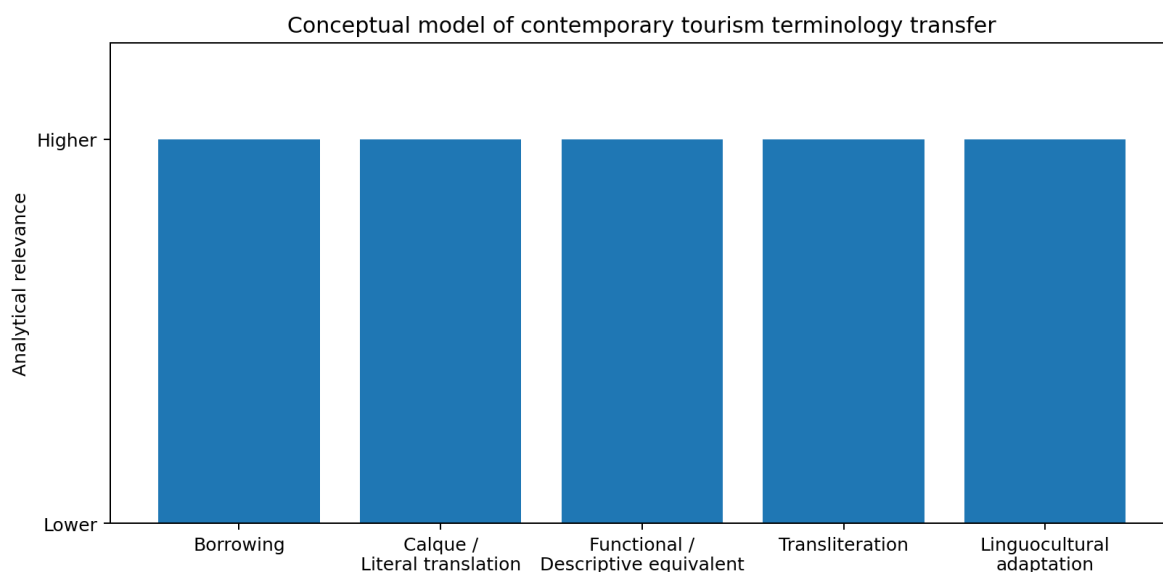


Figure 1. Conceptual model of contemporary tourism terminology transfer. The diagram represents analytical relationships, not statistical frequency.

Discussion

The comparison indicates that contemporary Uzbek tourism terminology is developing through a combination of translation and borrowing rather than through a single mechanism. This mixed pattern is expected in a rapidly internationalising professional field. Borrowing provides speed and international recognisability, while translation provides accessibility and integration into Uzbek linguistic norms.

From a translation perspective, the choice of strategy should be determined by communicative context. In academic and professional contexts, an English term may be retained in parentheses when it is necessary to connect Uzbek terminology with international literature. In tourist-facing materials, however, the priority should generally be clarity. A visitor should understand the service, attraction, or experience being described without unnecessary linguistic complexity.

Terminology standardization is also important. If several Uzbek equivalents are used for the same English concept, inconsistency may appear across websites, educational materials, travel agencies, and official documents. A coordinated terminology database could help establish preferred equivalents, record alternative forms, and provide short definitions and usage examples. Such a resource would be particularly valuable for translators, tourism students, guides, destination managers, and content creators.

The findings also suggest that tourism terminology research should move beyond isolated dictionary comparisons. Future studies could build bilingual corpora from Uzbek and English tourism websites, hotel platforms, travel brochures, government documents, and social-media tourism content. Corpus-based analysis would make it possible to identify which borrowed forms are becoming conventional, which

translations are preferred in different contexts, and how terminology changes over time.

Conclusion

Contemporary tourism terminology in Uzbek and English reflects the interaction of globalisation, digitalisation, linguistic change, and cultural representation. English functions as a major source of international tourism terminology, while Uzbek actively adapts, translates, borrows, and culturally reinterprets these concepts. The most effective terminology practice is therefore not complete rejection of foreign forms or unrestricted borrowing, but a balanced approach based on conceptual accuracy, linguistic naturalness, communicative clarity, and cultural relevance.

Translation, borrowing, and linguocultural transformation should be considered interconnected components of contemporary Uzbek tourism discourse. Developing consistent Uzbek equivalents for important tourism concepts, documenting accepted borrowings, and providing culturally sensitive translations can strengthen tourism communication and improve the presentation of Uzbekistan to international audiences.

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