

## LINGUISTIC ANALYSIS OF TOURISM-RELATED TERMS IN FRENCH-UZBEK TRANSLATION

***Kuldashova Navbakhor Bobokulovna***

*Teacher of French Philology department,*

*Bukhara State University [n.b.kuldashova@buxdu.uz](mailto:n.b.kuldashova@buxdu.uz)*

***Tursinbaeva Oysulov Yuldashovna***

*3rd year student of Bukhara State University, Faculty of Foreign Languages.*

**Abstract:** This article conducts a linguistic analysis of tourism terms in French-Uzbek translation. The specificity of tourism terminology and consideration of cultural context increase the complexity of the translation process. The article analyzes how tourism terms in French are translated into Uzbek, their semantic, syntactic and cultural aspects. It discusses how French terms, such as "tourisme durable" (sustainable tourism) and "savoir-faire" (know-how) are expressed in Uzbek, and the difficulties that arise in this process. Cultural differences and their impact on translation are also taken into account. The article helps to develop the linguistic knowledge necessary to ensure quality communication in the tourism sector and is important in developing cultural exchange between the two languages. As a result, this study will serve to improve the travel experience of tourists by providing them with accurate and correct information.

**Keywords:** Tourism, translation, French, Uzbek, linguistic features, terminology, semantics, culture, tourist phrases, language and culture.

### Introduction

The field of computer science and engineering is witnessing the rapid emergence of heterogeneous Tourism is an industry that has become an integral part of the modern world, with a wide-ranging economic, cultural and social impact. Every year, millions of tourists travel to different countries, gaining new experiences, getting acquainted with cultures and stimulating economic activity. At the same time, the terminology and terms used in the tourism sector, their correct understanding and translation, are of great importance in international communication and cooperation.

The French language has a rich and diverse terminology in the tourism sector, many of which pose specific difficulties when translating into other languages, including Uzbek. In this process, the importance of cultural context, semantic meanings and social characteristics is of particular importance. For example, the French term "tourisme durable" means sustainable tourism, which indicates the need to take into account cultural concepts and values when determining how it is expressed in the Uzbek language.

This article conducts a linguistic analysis of tourism terms in French-Uzbek translation. Our goal is to identify problems that arise in the translation of French tourism terms into Uzbek and to show ways to solve them. By analyzing the semantic, syntactic and cultural aspects of the translation process, we demonstrate the importance of quality translation and its benefits for travelers. As a result, this study will serve to improve communication in the tourism industry and develop effective links between the two cultures.

## **Methodology**

This study uses several methodological approaches for the linguistic analysis of tourism terms in the French-Uzbek translation. These include the following:

- Terminological analysis:** A terminological study is conducted to identify French terms in the field of tourism and find their equivalents in the Uzbek language. In this process, scientific literature, dictionaries and online sources on tourism are analyzed. The semantic and syntactic features of each term are studied.
- Contextual analysis:** When translating French terms into Uzbek, their context is of great importance. Therefore, contextual analysis is conducted based on real-life situations, examples from articles and travel guides in the field of tourism. This process helps to fully understand the meaning of the terms.
- Comparative analysis:** The method of comparative analysis is used to identify differences and similarities between French and Uzbek terms. This method studies how terms are formed in different languages, their cultural context and social significance.
- Interviews and questionnaires:** Interviews are conducted with specialists, travelers and translators working in the tourism sector. With the help of their opinions and experiences, problems and difficulties in the process of translating French terms into Uzbek are identified.
- Statistical analysis:** Based on the data obtained, a statistical analysis is conducted to determine the number of equivalents of French tourism terms in the Uzbek language, their distribution and level of use. This process increases the objectivity of the results and strengthens the scientific basis of the research.

Using these methods, a linguistic analysis of tourism terms in the French-Uzbek translation is carried out. The results, in turn, serve to improve communication in the tourism sector and develop effective ties between the two cultures.

## **Results and Discussions**

Translation has become a part of linguistics. It has helped to establish rules governing the relationship between languages and has identified similarities and differences between them. The influence of linguistics has even included defining types of translation based on differences in linguistic connections and the functional capabilities of languages. Translation interacts with various areas of linguistics. On the one hand, it is related to general linguistics: syntax, semantics and morphology. On the other hand, it interacts with stylistics, sociolinguistics and psycholinguistics, and has become an important source for linguistics in other areas such as comparative studies, bilingualism and second language learning. A thorough study of language units in foreign languages selected for translation work is of great importance in the process of linguocultural analysis. In addition, in order to perceive intercultural differences, it is also necessary to understand and study the mentality of the people in the original language. The ability to apply lexical, grammatical, and stylistic methods in accordance with translation norms improves the quality of translation. We understand that the culture of a particular people is reflected in the language spoken by this people. Linguistic culture reflects not only the current lifestyle of the people, but also the national, historical, and religious culture that has been formed over the centuries. Folklore genres, proverbs, and expressions in each language are the most important and

most studied oral heritage of the people who communicate in this language. The task of this area is to reflect the culture of the people that has been formed to this day through language. Culture serves as the basis of linguocultural culture. In culture, first of all, the concept of the world and man is realized in a closely interconnected state. Every person in society assimilates his native language from childhood along with the culture of his people. All the subtleties of folk culture are reflected in the language of this people.

As is known from world experience, linguistic research in the field of tourist speech has been actively carried out in recent years, since the rapidly developing tourism industry all over the world has its own language. However, scientists still face many questions that require detailed study. And one of such questions is the typological status of tourist speech. In modern science, much attention is paid to the study of the linguistic features of tourist speech, which confirms the importance and breadth of the chosen direction of research work. At the same time, the study and description of the linguopragmatic features of tourist speech as an independent type of institutional speech. Uzbek linguists are also intensifying scientific research that contributes to the development of lexicography. The fact that special words and expressions, terms and names related to each field require a separate approach, determining their linguistic and cultural characteristics, and taking all features into account when interpreting them in dictionaries leads to the creation of perfect dictionaries. Research aimed at solving problems that ensure the perfection of interpretations and descriptions, providing dictionaries in an understandable and user-friendly format, is gaining both scientific and practical importance. [1]

## RESULTS

Modern tourism includes extreme, exotic and amazing tours. For those who want a bright and sweet taste and are interested in the culinary arts, gastronomic tours are organized. Of course, the uniqueness of each country is reflected in its national hotel. American scientists B. Joseph Paine II and James Gilmore, studying impressions as the fourth economic proposition, came to the following conclusion: “the economy of impressions has its own unique characteristics. When a person buys an impression, he pays for his feelings and emotions.” Gastrotours are organized to present such impressions to people. The goal is to get acquainted with the local cuisine and traditions of national dishes of different countries, as well as to taste exotic and unusual tastes. The difference between gastronomic tourism and ordinary tourism is that in gastronomic tourism, tourists get acquainted with the unique taste of dishes and the traditions of cooking.

The term gastronomic tourism is interpreted differently in specialized literature: “culinary tourism”, “food tourism”, “gastronomic tourism”.

For the first time, the term “culinary tourism” was introduced in 1998 by L. Long, an associate professor at Bowling Green University in Ohio, to promote the idea that “people understand other cultures through their local cuisine”.

Eric Wolf, head of the International Food Tourism Organization, says: “Gastronomic tourism is the search and enjoyment of unique, unforgettable, and unique foods and drinks around the world. It is not necessary to travel the whole world in search of exotic tastes, you can organize a gastronomic tour in your own city. You can also travel around your hometown. The distance we overcome is not as important as the fact that we are constantly moving. Thus, we are all “travelers” and “eaters”, we can even consider ourselves gastronomic tourists,” he emphasized.

Uzbekistan took fifth place in the ranking of the most popular gastronomic tourism countries in the CIS countries. There is no equal to the Uzbeks in terms of welcoming guests. The tradition of drinking tea is one of the customs that amazes tourists. Green tea is poured into a teapot three times and passed on to the guest a fourth. Uzbeks like to drink hot green tea even in hot weather and after each meal. After passing tea to the guest, they break bread and put it in front of the guest. Bread is considered the highest blessing for Uzbeks. Another thing that amazes tourists is the types of bread. Each city of Uzbekistan is famous for its bread. For example, Samarkand bread, Kokand patiri, Zamin kazan patiri, Bukhara bread and patiri. Osh is one of the national Uzbek dishes known all over the world. Osh is called pilaf in Russian, and pilaf in English. Another popular dish of Uzbek cuisine is tumkhbarak, cooked mainly in the Bukhara and Khorezm regions. For lovers of mutton, the dish khalim is very popular.

Not all words of linguistic and cultural significance are directly translated from one language to another, but are translated using methods such as transliteration, transcription, calque and depiction [2]. In particular, words related to tourism and hotel services that have one meaning in English have a different meaning in Uzbek. Some words, however, are used in English but not in Uzbek. Also, in the service sector, although there are terms for some types of services in English, there are no such services in Uzbek. And they could not be directly translated into Uzbek. For example, the word backpack in English is a special bag used by tourists, and in Uzbek, its Russian version is the word ryukzak, because this word was used because there is no such type of bag in Uzbek culture. Service types such as AdjRevPAR (Adjusted Revenue Per Available), ADR (Average Daily Rate), AHR (Average House Rate), etc., are not used in Uzbek tourism terminology, and these terms were translated based on their meaning (Adjusted Revenue Per Available, Average Daily Rate, Average Rate). [3]

The tourism industry is a broad field, covering all types of trade and consumer services. Depending on the specific use of words and terms in each country and in the places visited by tourists, they are divided into two types:

1. Local;
2. Foreign;

Local words and terms are used within a certain territory, while foreign words and terms are used internationally. The main difference is that local words and terms are used by all local residents and are words specific to the local culture; foreign words and terms can be used by tourists visiting from different parts of the world, as well as by people belonging to different cultures. [4-6]

However, work on the linguistic and cultural characteristics of tourism terms and their lexicographic interpretations has not yet been fully carried out. At the same time, it is important to continue the work on the assimilation of neologisms that have entered the tourism industry into other languages, as well as the problems of choosing their equivalents, which have not been studied in a comparative aspect [7].

## CONCLUSION

There are many uncertainties and complexities in translating French tourism terms into Uzbek. This is mainly due to cultural context and terminological differences. Contextual analysis is necessary for the correct translation of each term. Understanding how tourism terms are used in certain situations plays an important role in determining their exact meaning. As a result of

globalization processes and intercultural contacts, the interaction between tourism terms in French and Uzbek is increasing, which leads to the emergence of new terms and concepts. The opinions of tourism experts enriched the practical aspect of the study. Their suggestions and problems help to increase the efficiency of the translation process. The results of the obtained statistical analysis showed the distribution and level of use of French tourism terms in the Uzbek language, which serves as the basis for future research.

In general, the linguistic analysis of tourism-related terms in the French-Uzbek translation is of great importance in developing ties between the two cultures and ensuring effective communication. In the future, there is a need for more in-depth research in this area and the development of new methodologies.

## Conclusion

In conclusion, designing high-performance computing systems with FPGAs and GPUs for complex workloads offers substantial performance benefits over traditional CPU-based systems. FPGAs and GPUs are highly customizable and optimized for specific types of workloads, providing efficient and effective processing solutions for complex tasks. However, developing and optimizing these systems requires significant programming expertise and hardware resources. It is crucial to carefully evaluate workload requirements and available resources to determine if an FPGA or GPU-based system is the appropriate choice. Generally, FPGA-based systems excel in tasks needing custom hardware acceleration, while GPU-based systems are ideal for parallelizable tasks. When designed and optimized correctly, these systems offer significant performance gains and energy efficiency over traditional CPU-based systems. Overall, designing high-performance computing systems with FPGAs and GPUs demands careful consideration of workload requirements, available resources, and substantial programming expertise. With the right approach and resources, these systems can deliver powerful and efficient solutions for complex computing tasks.

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