

Y.M.Usmonov

Lecturer of the Department of English language and literature

Kokand State Pedagogical Institute

e-mail: yorqinjon90@mail.ru

Abstract: In this article, it is shown that the systematic study of terms related to tourism also depends on the psychological characteristics of the people living in that place, their mentality, their dependence on a certain ethnic group, social and cultural type, the linguistic expression of pragmatic speech, and the type of their personality producer.

Key words: terms related to tourism, linguistic, cultural, linguistic, tourism, travel.

INTRODUCTION

Uzbek translation has been making significant progress in recent years. While noting with satisfaction the success of its growth rate, we must not forget that there are many issues and problems that need to be solved. Translation has become a part of linguistics. It is between languages helped establish the rules governing the relationship and identified similarities and differences between them. The influence of linguistics even included the definition of translation types based on differences in linguistic relations and functional capabilities of languages. Translation interacts with different fields of linguistics. On the one hand, it is related to general linguistics: syntax, semantics and morphology. On the other hand, it has interacted with stylistics, sociolinguistics and psycholinguistics, becoming an important source for linguistics in other fields such as comparative studies, bilingualism and second language education. In the process of linguistic and cultural analysis, careful study of language units of foreign languages chosen for the implementation of work in the field of translation is of great importance. In addition, to be able to perceive the difference between cultures, it is necessary to understand and study the mentality of the people in the original language of the text. Being able to use lexical, grammatical, and stylistic methods in accordance with translation norms improves the quality of translation. We understand that the culture of a certain nation is reflected in the language spoken by that nation. Linguistic culture reflects not only the lifestyle of the people today, but also the national, historical, and religious culture that has been formed over the centuries. Folklore in each language is the genre, proverbs, expressions, the most important and most studied oral heritage of the people who communicate in that language. The task of this field is to be able to reflect the culture of the people formed to this day through the language. Culture serves as the basis of language and culture. In culture, first of all, the concept of this world and man is realized in a state of close interdependence with each other. Every person in the society absorbs his mother tongue along with the culture of his people from childhood. All subtle aspects of national culture are reflected in the language of this nation.

It is known from the world experience that linguistic research in the field of tourist speech has been actively conducted in recent years, because the tourism industry, which is rapidly developing all over the world, has its own language. However, scientists still face many questions that require further study. And one such question is the typological status of the tourist discourse. In modern science, great attention is paid to the study of linguistic features of tourist speech, which confirms the importance and breadth of the chosen direction of research work. At the same time, study and describe the linguo-pragmatic features of tourist speech as an independent type of institutional speech. Uzbek linguists are also accelerating scientific research that contributes to the development of lexicology. The special words and expressions, terms and names of each field require a special approach, the identification of their linguistic and cultural features and the consideration of all features in their

interpretation in dictionaries leads to the creation of perfect dictionaries. Research aimed at solving the problems of presenting dictionaries in an understandable, easy-to-use version, ensuring the perfection of interpretations and descriptions is gaining both scientific and practical importance.

Today's modern tourism includes extreme, exotic and wonderful types. Gastronomic tours are organized for those who want bright and sweet taste and those interested in the field of cooking. Of course, the uniqueness of each country is reflected through its national hotel. When American scientists B. Joseph Payne II and James Gilmore studied impressions as the fourth economic proposal, they came to the conclusion that "the economy of impressions has special characteristics. When a person buys an impression, he pays for his feelings and emotions." Gastro tours are organized to present such impressions to people. The purpose of this is to introduce the local cuisine and traditions of national dishes of different countries, as well as taste exotic and special tastes. The difference between gastronomic tourism and ordinary tourism is that in gastronomic tourism, tourists get to know the special taste of food and the traditions of food preparation.

The term gastronomic tourism is interpreted differently in special literature: "culinary tourism", "food tourism", "gastronomic tourism".

For the first time, the term "culinary tourism" was coined in 1998 by L. Long, an associate professor at Bowling Green University in the state of Ohio, when promoting the idea that "people understand other cultures through their local food."

Eric Wolf, head of the International Food Tourism Organization, said, "Gastronomic tourism is the search and enjoyment of unique, unforgettable, unique foods and beverages around the world. It is not necessary to travel the whole world in search of exotic taste, you can organize a gastronomic tour in your own city. You can also travel around your hometown. The distance we cover is not as important as the distance we keep moving. Thus, we are all "travelers" and "eaters", we can even consider ourselves gastronomic tourists.

Uzbekistan took the fifth place in the ranking of the most popular gastronomic tourism countries across the CIS countries. There is no equal to the Uzbeks in terms of hospitality. The tradition of drinking tea is one of the customs that amazes tourists. They pour the green tea into the teapot three times and pass the fourth to the guest. Even in hot weather, Uzbeks like to drink hot green tea after every meal. After serving tea to the guest, they break the bread and place it in front of the guest. *Bread* is the highest blessing for Uzbeks. Another thing that amazes tourists is the types of bread. Every city of Uzbekistan is famous for its bread. For example, *Samarkand non*, *Qo'qon patir*, *Zomin patir*, *Bukhara non* and *patir*. *Osh* is one of the Uzbek national dishes known all over the world. The dish is called *полов* in Russian and *pilaf* in English. Another famous dish of Uzbek cuisine is *tuxum barak*, cooked mainly in Bukhara and Khorezm regions. *Halim* dish is very popular for mutton lovers.

So, if we divide Uzbek gastronomic words and terms into sections, they are divided into bread products, dough dishes, rice dishes, sweets and drinks;

Uzbek nonlari: *bread, patir, katlama, shirmon bread*

Dough dishes: *manti, xonim, chuchvara, norin, lagmon, tuxum barak, kartoshka barak, somsa,*

ko'k somsa

Rice dishes: *soup, shovla, mastava, moshkhorda, moshkichiri, khasip, shirguruch, yogurt soup*

Sweets: *nisholda, sumak, holva, kholvaitar, navot, chak-chak, parvarda.*

Drinks: *kimiz, ayron, yogurt, apricot juice, navot tea, tea.*

Another word that is part of the Uzbek national food is "*kurut*". Kurut is mainly sold in the mountainous regions of Uzbekistan.

Today, it is natural for cultural words to be used internationally and to enter our language and become popular. The words restaurant, *cafe, restaurant* in Uzbek language are now used as *restaurant, cafe*

under the influence of Linguistics globalization. In addition, the term *menu* in the field of restaurant and cafe services is now used as a *menu*.

All words of linguistic and cultural importance are not directly translated from one language to another, they are translated using methods such as transliteration, transcription, copying and description. In particular, the words related to tourism and the hotel service sector have one meaning in English and another in Uzbek. Some words are used in English, but such words are not used in Uzbek. Also, in the field of service, there are terms related to some types of services in English, but there are no such types of services in Uzbek. And they could not be directly translated into Uzbek. For example, in English, the word *backpack* is a special bag used by tourists, and in Uzbek, its Russian variant is the word *пюризак*, because there is no such type of bag in Uzbek culture. **AdjRevPAR** (*Adjusted Revenue Per Available*), **ADR** (*Average Daily Rate*), **AHR** (*Average House Rate*), etc., are not used in Uzbek tourism terms, they were translated based on the meaning of these terms (*Fixed income indicator, average daily rate, average level*) [3].

In the process of translation, the above-mentioned phrases are not directly translated word for word, and such a difficulty requires the translator's skill, linguistic and cultural approach and, of course, knowledge. In countries such as Great Britain and the USA, the insurance service industry is well developed:

National insurance – milliy sug'urta,
Life insurance / personal insurance – shaxsiy sug'urta,
Property insurance – mol mulk sug'urtasi,
Social insurance - ijtimoiy sug'urta,
Health insurance – tibbiy sug'urta,
Travel insurance - sayohat sug'urtasi,
Pet insurance – uy-hayvonlari sug'urtasi,
Vehicle insurance – transport vositasi sug'urtasi;

There are types such as national insurance, pet insurance, etc., and since they do not exist in the Uzbek language, they are translated using the method of defining the word. In UK and US culture, pets are seen as part of the family and have their own rights. And in these countries, a service called "*Pet ceremony agency*" helps to celebrate the birthdays of pets. Translating such terms and phrases requires great skill and rich cultural knowledge from Uzbek translators, because this type of service does not exist in Uzbek culture. They are available only in Western countries.

The tourism sector is a comprehensive sector, covering all types of trade and household services. Depending on the specific use of words and terms in each country, tourists are divided into two types:

1. Local;
2. External;

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

However, the linguistic and cultural features of tourism terms and their lexicographical interpretations have not yet been fully implemented. At the same time, the neologisms that have entered the field of tourism are assimilated into another language, the problems of choosing their equivalents, and the continuation of research work in cross-sectional aspect are urgent.

CONCLUSION

In conclusion, it can be said that linguistic and cultural aspects play an important role in communication processes and in the transfer of information and ideas from one medium to another, and everyone should consider these aspects and deal with them in translation, writing and speaking

situations. should know. In some cases, there are no errors or confusions that cause the reader's or the listener's dissatisfaction and non-acceptance of the material delivered to him, or in other cases, it leads to unpleasant results. In general, a translator cannot achieve results without knowledge and skills related to language and culture. It is natural. But the main thing we should pay attention to is training qualified translators. Because the concept of culture changes as society develops. So the concept of language and culture is constantly updated. This in turn affects fiction as much as any other field. There is a literary work that will definitely be in demand and need to be translated. Therefore, in order to ensure that our translation schools find a worthy place in the future, we need to support translators and create conditions for them to thoroughly acquire both theoretical and practical knowledge.

The external structure of the Constitution describes its relationship with other sources of law, the totality of relations, its place and role in the legal system and its significance in the system of social and normative regulation in society.

The article presents the role of family, forming system of upbringing, traditional-educational system and traditions in Uzbekistan.

In an article consistently revealing the principles of the Bologna process for measuring the quality of education, the dynamics of internationalization and the logic of integration in European higher education and in Eurasia.

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