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Translation problems of specific terms and realia into English in the sphere of hotel and tourism

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Annotation
During the conformation of the language of English Tourism, the cause of colorful verbal and extra linguistic marvels was blanched, subordinated to the influence of a new conception of tourism and, as a result, languages that contributed to the new term, acquired verbal- semantic features worth of observation. First of all, it would be correct to dissect the verbal tricks of the terms.
Keywords
Tourism, terminology, synonyms, lexical-semantic features, tourist terms, realia.

One of the most pressing issues in the translation of tourism terminology is the assimilation of national-private words that express concepts specific to a particular folk culture. These words are known in linguistics and translation theory as “realities”. The word “Realis” was originally derived from the Latin plural word “realia”, which originally meant “authentic material” and later has become a term that expresses a nationally specific word. “Realities are synonymous words and phrases that belong to a particular people and represent objects, concepts, and event names in that language. They represent the geographical, ethnographic, literary, material and spiritual life of the people, as well as cultural, social and historical”.

The discussion of realities is also relative. After all, some realities have become international and familiar to the whole world community. They represent concepts that are specific to specific semantic groups:
Foods: hot dog, hamburger, kimchi, pizza, spaghetti, muesli, marshmallows, champagne, sausage, bistro
Dresses: kimono, sari,
Shelters and buildings: dacha, bungalow, yurt, albergo, alfresco, market
Road transport: highway, caravan, rickshaw

But not all realities are so popular. In addition, the culture of the tourism terminology system is constantly expanding due to the languages of different peoples in the process of development. Realities limited to a particular cultural space can be mastered in several ways:

- Transliteration or transcription is performed;
- Translated verbatim (kalkalash);
- Represented by means of descriptive commentary;
- Functional alternatives are found in the culture of the language of translation.

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Of the above methods, the most objective approach to the aspects of source-language culture is the "gloss", the technique of descriptive interpretation. This is because finding a functional alternative to a certain term takes a lot of work and sometimes ends in a completely unsatisfactory result. Neither transliteration nor transcription is always acceptable. From the point of view of different views of tourism, in the national-cultural and socio-geographical conditions of Uzbekistan, the possibilities of creating the rural tourism (qishloq turizmi), ethic tourism (etnik turizm) heritage tourism (madaniy me'ros/yodgorliklar turizmi) are greater. In itself, it is natural that the terminology of these fields constitutes a separate national – ethnic layer of the Uzbek tourist terminology. In the near future, in the conditions of the inevitable success of tourism in our region, the concepts of these directions occupy a special place in the World Tourism terminology with the expression "Uzbek". After all, these concepts are not repeated in any culture of the world and are exactly Uzbekish. Among these are shiypon, chorpoya, oftoba, chopon, ayron, chakki and many others words that has an oriental colors in the words. Lexemes such as palov, somsa, bozor, kurash, halol, karvon, hammom,, etc.have already entered the widespread consumption. In this process, the general acceptance of the term denoting the concept of this one follows other terms related to it. For example, according to Sh. Sh. Khushmurodova, only one concept of "kurash" itself appeared in the dictionary of the world such terms as halol, dakki, g`irrom, to`xta.

The prominent field of our culture ─ the historical Uzbek archeology, makes a significant contribution to the terminology of World Tourism with a separate group of terms. Visiting the lands of our country, admiring its unique style, the squares of our monuments and memorials for centuries, sharing unique impressions with its contemporaries, widely propagating through the guests of our country, finding world recognition, the terminology of our oriental architecture is considered to be a significant and pure national part of Uzbek tourist terminology.

Below are some architectural terms introduced into the world consumption

Islamic buildings	Islomiy binolar
turquoise dome	turkiy gumbaz
desert citadels	cho'ldagi qo'rg'on (karvonsaroy)lar
fortified palaces	qal'a- saroylar
colored tilework	rangli g'ishtinsozlik
pishtak	peshtoq
ark (fortified citadel)	ark
shahristan (inner city)	shahriston
rabad (suburbs)	rabod
hammams (multidomed bathhouses)	hammom
rabat (caravanserais)	rabot
tim (shopping arcades)	tim
tok (or tak; covered crossroad bazaars)	toq
hauz (reservoirs)	Hovuz
Masjid (mosques)	Majid
guzar (local mosque)	Guzar (mahalliy masjid)

jami masjid (Friday mosque) Jome masjid
namazgokh (festival mosque) Namozgoh (bayram/sayl masjidi)
Mihrab Mehrob
Medressas madrasa
aivan (or aiwan; arched portals) ayvon
hujra (cell-like living quarters for students and teachers) hujra
khanaka (prayer cells or entire buildings) xonaqo
darskhana (lecture room) darsxona
mazar (mausoleum) mozor
ziaratkhana (prayer room) ziyoratxona
gurkhana (tomb) go'rxona
Minarets minora
chorsu (market arcade) Chorsu
ghanch (carved and painted alabasterdecoration) ganch
qala (fortress (also kala)) qal'a
Girikh(Geometric and knot designs) girix (geometrik va tugunli naqshlar)

When analyzing the terms of the Uzbek architecture, it should be said that the first 5 terms in the table are pure Uzbek words, if the concepts in our land appear to be expressed by English names. If we look at the variants of these words, which are converted in English, they are mostly changed in the sound plan, that is, they are adapted mainly to the phonetic features of the English language, and exactly the same change has given them a foreign character. Phonetic compatibility, in turn, is reflected in the graph. Having studied the terminology of Uzbek tourism lexically-semantically, once again we note that a large part of it is formed from foreign (literally from English terminology) in the means of word acquisition. After all, there is no absolutely pure language itself, without foreign words. During the course of historical development, the words of other ethnic groups were adopted by people, sometimes voluntarily, sometimes under certain pressure, as a result of economic, political and cultural ties of different nations and nationalities of different scales. Particularly, during our study, we will focus more on linguistic phenomena associated with the process of learning.

In some cases, if the Uzbek tourist terminology is directly translated into foreign terms, in many cases it is necessary to fall into the process of "uzbekization", which requires deeper observation. The mastering of terms in which structural components are dominant, the meaning of one meaning or another (base) is evident, is carried out directly by translation. For example, departure card
(ketish/jo'nash varaqasi), arrival card (kelish varaqasi), agency agreement (agentlik shartnomasi), airport terminal (aeroport terminali), farm tourism (ferma turizmi), agency coupon (agentlik kuponi), alternate airport (muqobil aeroport), air carrier (havo tashuvchisi), baggage tag (yuk/bagaj yorlig'i), excess baggage (ortiqcha yuk), dome car (gumbazli avtoulov), connecting flight (ulovchi parvoz), one-way ticket (bir tomonlama chipta), direct selling (bevosita sotuv/savdo), e-ticket (elektron chipta), duplicate reservation (duplikat buyurtma), industrial tourism (industrial/sanoat turizmi), Hajj Pilgrimage (Haj ziyorati), mass tourism (ommaviy turizm), seasonality (mavsumiylik), transit traveler (tranzit sayyoh/yo'lovchi),

aquatic sports (suv sporti), cultural heritage (madaniy me'ros), field sports (dala sporti), hotel tariff (mehmonxona tarifi).

When deriving the baggage room, auto rental lexemes, we can observe that in the Uzbek language they have become a single-component word with two components (yukxona, avtoijara). The terms cafeteria, Business Class, duty-free, ecotourism, agritourism, ethnic tourism, business center, festival, catering, force majeureare "uzbekintegrated" with slight orthographic changes. In order to remove the outlandish color from the terms couchette, diversification, brochure, theme park, sanatorium, planetarium their core is preserved and changed to an additional front plan:

Couchette → kushetka
Diversification → diversifikatsiya
Brochure → broshura
Theme park → tematik park
Sanatorium → sanatoriy
Planetarium → planetariy

In the process of integrating these words, the influence of the fraternal Russian language is evident. Subsequently, the lexemes affixation, which has acquired a new appearance, has a Russian character. Seaplane, flying boat terms itself presented themselves in the innovations in the development of transport, representing a concept whose structural components consist of a hybrid combination of different types of transport (that is, in the form of dengiz samolyoti, uchar qayiq).

There are even more hybrid compounds in the English tourist terminology.

For example, in the form of fly cruise, fly drive, fly rail. In the process of integrating the terminology of English tourism, we sometimes have to accept one form of understanding, which has two or even more synonyms, as an equivalent, into our language. It is worth noting that the preferred form corresponds to the level of possibilities of our national language, the presence of lexicon of neighbor or fraternal languages and, or simply, seems familiar. For example, the preferred option in the synonymic series of sleeping seat - sleperette – dormette would be the sliperetta and or dormetta forms of ухлаш ўриндиғиwhich is considered the resting place. The reason for the selection of the word дача, which is known to all from the series dacha-summer house – second house, is its presence in the language of Russian culture of the neighbor country. In relation to the meaning of day-visitor - same-day visitor - excursionist, the same attitude can also be used. In a pair of words Termal buloq (thermal springs) – issiq buloq (hot springs), the possession of the second form in a wide range of usages among the people causes it to be included in the dictionary as a tourist term. The term room service (xona xizmati) - floor service (qavat xizmati) is comprehensive in all aspects. Acclimatization (akklimizatsiya) – assimilation (assimilyatsiya) – acculturation (akkulturatsiya) – adaptation (adaptatsiya), the last term is considered the most familiar concept to our culture. Also, in the preferred conditions, the usage of the assimilation lexeme in another area (linguistics) would lead to misinterpretation.

Abbreviations are transferred to a new language lexicon, like simple vocabulary-lexemes, unchanged or translated. For example, because it does not apply in the spread form, it can also

directly captivate the concept of ATM (automated teller machine ─ bankomat). It is desirable to integrate the CSS (customer satisfaction survey ─ xaridor mamnuniyati so'rovnomasi) in translation. Because of it is practically in the spread form.

In short, the terminology of English Tourism was formed on the basis of the influence of many cultures; the synonyms, antonyms, polysemes and the figurative meaning in the terminology of English tourism were at a significant level; the majority of the terminology of Uzbek tourism came from abroad, in particular, through the development of Vocabulary from the English language; the Uzbek culture has enriched the world dictionary with terms related to many areas, especially connected with oriental architecture.

All the above mentioned examples demonstrate a variety of techniques that can be used in translating realia. However, in practice, which particular technique should be used depends on various factors, such as the need or non-requirement of transmitting coloring, adjusting the text to a certain circle of readers/listeners, etc. These factors will ultimately determine the choice of the method of translation. The translator must have excellent skills of working with certain language units in the field of tourism. The translator should include ready-made translation solutions in the strategy of working with such texts. In particular, an extensive group of lexical units requires learning ready-made translation correspondences. These are, first of all, proper names. This includes geographical names (Turkey, Antalya, Uzbekistan, Russia), names of hotels (Hyatt, Hilton, Plaza), common cultural names (Swiss cheese, Arabian night, Italian cuisine). The translator ought to have a set of correspondences for the names of tourist operators and transport companies, especially those that are well known in the tourist market: Tez Tour, Sunrise Tour, Natalie Tours, Thomas Cook. This group also includes the names of major transport companies: British Airways, Lufthansa, Aeroflot, Swissair, Uzbekistan Airways. The translator should be aware of the abbreviations that require equivalent solutions. For instance, FC-Find Cruise, VIP-Very Important Person, LMC -Last-minute Cruise, Cab - Cabin, GTC-Group & Theme Cruisers.

A preliminary specialization in the field of travel industry would be an incredible benefit of a translator, since the tourist business includes specific information on location, transportation, food and entertainment of tourists. This specialization can be accomplished by familiarizing yourself with travel literature or by acquiring translation experience. Thus, particularly, information on the international classification of hotels in accordance with the number of stars helps the translator to choose the right correspondences for hotel services: luxury, premium, deluxe. Knowledge of room classification permits you to create a glossary of translation correspondences for these units. For instance, standard room – standart xona, handicapped rooms – nogironlar uchun maxsus xona, senior suite - lyuks (eng yuqori darajadagi qulayliklar bilan), etc.

Travel business vocabulary can be divided into four groups: client accommodation (facilities, lobby bar, wellness center, room service), entertainment (activities, diving, shopping, excursions), catering (international cuisine, open buffet, world-class gastronomy, specialties, gourmet booking), transport (liner, service bureau, high season, cruise, route end, rout). Depending on the type of tourism, the thematic vocabulary may vary. Thus, in particular, when translating ecotourism texts, the translator will have to investigate a great number of words

describing the landscape, flora and fauna: “natural outdoor wellness, unspoilt nature, natural wilderness, natural heritage”. It should be noted that another difficulty that the translator may face in the field of tourism is the cross - cultural aspect of translation. The translator ought to possess both erudition concerning foreign language culture and techniques to transfer foreign language vocabulary. Since the translator is not a native-speaker, realia can often be difficult to interpret due to their form, lexical, phonetic and morphological features, as well as their position in the text. The translator’s decisions depend primarily on how well a particular realia is known to the recipient, as well as on the role of this unit in the text. Thus, widespread realia or those that do not have an important semantic meaning can be conveyed using transcription or transliteration. In fact, such realia can have ready-made correspondences: Piccadilly Circus – Pikadilli Maydoni, Art Nouveau – Zamonaviy san’at. In other cases, when the realia is semantically concise and contextually significant, the translator may need a descriptive translation and a creative approach to transfer such non-equivalent vocabulary: “a prop of Bulgaria-Bolgar milliy ruhidagi shijoat, kosolci-urug’ va sabzavotlarni quritish uchun maxsus moslama, madrasah-madrasa (musulmonlarning oliy ta’lim dargohi)”. The problem and mistake is not the transfer of quantities and lexical units into the target language. It is important to show in brackets the units which are most common among the population of the target audience. It is necessary to decipher abbreviations in the target language. The lexical composition of the tourist text stimulates the need to master translation techniques and correspondences for their rapid and adequate transmission in the target language. Although grammatical transformations are not so often used in the translation of tourist texts, yet they are important, since they help to avoid interference, to adjust the grammatical structure of the original text closer to the grammatical norm of the target language. So, when translating the phrase “we recommend a visit”, it is obvious that we need to replace a noun with a verb, since the nominalization characteristic to the English language is not inherent in the Uzbek language: “tashrif buyurishingizni tavsiya qilamiz”. When translating the phrase “bronze-coloured sand – bronza rangli qum”, we replaced the participle with a noun because of differences in the derivation of English and Uzbek. Texts on tourism are the most important sources of information about natural, economic and cultural features of the country, serve as a business card of the ethnic group. One of the most sophisticated point in the compilation of tourist texts is the use of various realia straightforwardly related to the portrayed country or certain city. Translators of tourist texts can use translation correspondences of transmitting the realia 1) when it is very well-known and does not need to be translated, and is clear to the target audience; 2) when the original tourist text contains names of local cafes, shops, etc. For this situation, the tourist should know their names in the original sound.

In conclusion, it is also known from the above analysis that the Uzbek tourism realia is rather complicated in terms of finding full correspondence in English language which has to be studied by knowing culture specific terms and issues of Uzbek nation.

The social phenomenon of tourism, as one of the fastest growing industries in the world, is well established and long recognized. It has become one of the major players in international commerce and is closely linked to development. Being the main income sources for many developing countries, as well as most industrialized and developed states, the business volume

of tourism equals or even surpasses that of oil exports, food products or automobiles. Owing to its vigorous persistent development and the expanding branching out, modern tourism became a vital handler in socio-economic progress. The universal contribution of tourism to social well-being has resulted in the various economic and employment benefits for numerous associated areas. The increasing importance of tourism in the contemporary era has increased the concerns of specialists to define it as precisely and completely as possible. Due to its functioning as a creator of tourism destination's many realities, English language became the embodiment of all the processes in tourism. The multi-purposeness of English in tourism has recently become a focus for the extensive sociolinguistic investigation.

English in tourism has been highlighted as a generally accepted lingua franca. It is spoken all over the world and indeed has become the language of international communication. English is an unlimited basis of terms for world languages. A great number of Anglicisms are increasingly used in modern communication, as considered to be more prestigious and sophisticated. The apparent trend to derive terms from English terminological systems can be easily outlined in most developed languages of the world. Operating a universal language simplifies international communication and inspires information interchange. Therefore, the effective enhancement of international travel industry causes the necessity for the study, description and systematization of tourism terminological system. An overview of previous research testifies great attention being focused on the field of tourism, as well as its terminology. The issue of word-formation in different systems of professional terms have also been studied currently. Much survey, though, remains to be done in terms of word-formation features of English terminology in tourism sphere.

All terminological systems, as well as tourism terminology, are commonly recognized to comprise the lexical units of two main types: one-component terms and complex lexical units.

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