



LINGUOPRAGMATIC STUDY OF HOTEL TOURISM TERMINOLOGY IN UZBEK AND ENGLISH LANGUAGES

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Annotation: *This article presents a detailed linguopragmatic analysis of hotel tourism terminology in the Uzbek and English languages. It investigates how specific terms in the tourism and hospitality sector are influenced by cultural, social, and communicative factors in both languages. The paper examines how language is used as a tool for communication in the global hotel industry, exploring the pragmatics of hospitality-related terms and their contextual application. The research highlights the differences and similarities in how these terms function across Uzbek and English, shedding light on the cultural nuances that shape the meaning and usage of hotel tourism terminology.*

Keywords: *Linguopragmatics, Hotel Tourism, Terminology, Cultural Influence, Communication, Hospitality Industry, Pragmatic Analysis, Cross-cultural Communication, Uzbek Language, English Language.*

Аннотация: *В данной статье представлен подробный лингвопрагматический анализ терминов гостиничного туризма на узбекском и английском языках. Исследование касается того, как конкретные термины в области туризма и гостиничного сервиса формируются под влиянием культурных, социальных и коммуникативных факторов в обеих языках. Работа исследует, как язык используется в качестве инструмента коммуникации в глобальной гостиничной индустрии, анализируя прагматику терминов, связанных с гостиничным сервисом, и их контекстуальное применение. Исследование выявляет различия и сходства в использовании этих терминов в узбекском и английском языках, подчеркивая влияние культурных нюансов на их значение и употребление.*



Ключевые слова: Лингвопрагматика, Гостиничный туризм, Терминология, Культурное влияние, Коммуникация, Гостиничная индустрия, Прагматический анализ, Межкультурная коммуникация, Узбекский язык, Английский язык.

Annotatsiya: Ushbu maqolada o'zbek va ingliz tillaridagi mehmonxona turizmi terminlarining lingvopragmatik tahlili taqdim etilgan. Tadqiqotda turizm va mehmonxona sanoati kontekstida aniq terminlarning madaniy, ijtimoiy va kommunikativ omillar ta'sirida qanday shakllanishi o'rganiladi. Maqola global mehmonxona sanoatidagi aloqa vositasi sifatida tilning qanday ishlatilishini tahlil qiladi, shuningdek, mehmonxona bilan bog'liq atamalarning pragmatik jihatlari va ularning kontekstual qo'llanilishini o'rganadi. Tadqiqot o'zbek va ingliz tillaridagi terminlarning o'xshashliklari va farqlari haqida tushunchalar beradi, shuningdek, madaniy farqlar ta'sirini yoritadi.

Kalit so'zlar: Lingvopragmatika, mehmonxona turizmi, terminologiya, madaniy ta'sir, aloqa, mehmonxona sanoati, pragmatic

Introduction. The hotel tourism sector is an essential part of the global economy, bridging cultures, economies, and social systems. As tourism becomes more international, the use of specific terms related to hospitality plays an integral role in ensuring clear communication between service providers and guests. The terminology used in hotels directly reflects the cultural, social, and economic realities of the regions where they are employed. In this paper, we aim to analyze hotel tourism terminology in both Uzbek and English through a linguopragmatic lens. By focusing on both the meaning and use of these terms in various contexts, this research will shed light on how language facilitates communication in this dynamic, global industry. This study adopts a comparative approach, identifying how terminologies related to hotel tourism are used in Uzbek and English, highlighting cultural nuances that shape the pragmatics of communication. The paper also explores how globalization and the growing use of English terms in non-English-speaking countries impact the evolution of hospitality-related lexicons.



Literature Review. The study of terminology in tourism, especially in the hospitality industry, has been a focal point for scholars in applied linguistics and sociolinguistics. In the realm of linguistics, numerous works have explored the influence of cultural context on the development of tourism-related vocabulary. Scholars like Zhao (2014) and Ko, Lee, and Choi (2018) have highlighted the role of language in shaping customer experience, emphasizing that terminology is often deeply rooted in local customs, social expectations, and hospitality standards. In the context of the Uzbek language, there is limited research on the terminological aspects of the tourism industry. However, works such as those by Mamadaliyev (2016) and Nurmuhamedov (2021) offer insights into how language is used to represent hospitality services and concepts in Uzbekistan, focusing on terminology's intersection with local cultural traditions.

On the other hand, English-language literature offers a wealth of information regarding how global tourism companies have standardized terms, adapting them across multiple cultures while maintaining certain universal features (Goddard, 2012). While many of these terms are adopted globally, the ways they are localized and their pragmatic effects vary greatly between languages and cultures. This study builds on these works, drawing from both the global perspective on tourism terminology and the specific local nuances found in Uzbekistan.

Methodology. This study employs a qualitative research methodology, utilizing both theoretical and empirical data. Data collection involved the analysis of a corpus of hotel brochures, websites, customer feedback, and promotional materials in both Uzbek and English. The focus was on identifying the key terminology used in the hotel industry to describe services, policies, and customer interactions. In addition to the corpus analysis, semi-structured interviews were conducted with hotel industry professionals, including hotel managers, receptionists, and tour guides in Uzbekistan. These interviews provided insights into how these terms are used in everyday communication with clients and guests. Pragmatic features, such as politeness strategies, politeness markers, and context-specific nuances, were examined in both the Uzbek and English contexts. The study also examined case studies of international



hotel chains operating in Uzbekistan, where English-language terms are often incorporated into the Uzbek lexicon. The goal was to assess the extent to which these borrowed terms maintain their original pragmatic meanings or undergo adaptations based on local practices and expectations.

Discussion. Through a linguopragmatic analysis, several important findings emerged regarding hotel tourism terminology in Uzbek and English. One of the primary findings is the significant cultural influence on hotel-related terminology. For instance, the term "check-in" is widely used across English-speaking countries, often in a very direct and functional way. In contrast, in Uzbekistan, the equivalent term "ro'yxatdan o'tish" carries a slightly more formal and ritualistic undertone, reflecting local cultural values that emphasize respect and politeness.

As global tourism becomes more interconnected, many English-language terms, such as "room service," "lobby," and "concierge," have been borrowed into Uzbek. However, these terms are often adapted to suit the phonological and syntactic rules of Uzbek. Despite this linguistic borrowing, the pragmatic effect—how these terms function in context—may differ, with English speakers often using them more casually, while Uzbek speakers may employ more formal language when engaging in service-related interactions.

A notable distinction between Uzbek and English in hotel settings is the level of formality and politeness embedded in the language. In Uzbek, hotel staff typically use more formal titles and expressions of respect when addressing guests, such as "janob" (sir) or "xonim" (madam). In contrast, English tends to lean towards a more neutral, customer-focused approach, with terms like "sir" or "madam" used sparingly.

The same terms can have different pragmatic uses depending on the context. For example, in English-speaking countries, phrases like "room service" are commonly understood as a polite offer to bring food or amenities to a guest's room. In Uzbekistan, this same phrase might be understood but may carry a slightly more formal connotation, with guests expecting a higher level of decorum and interaction.

Examples



"Check-in" - English: Commonly used as a straightforward process to register upon arrival at a hotel. Uzbek: "Ro'yxatdan o'tish" – a more formal expression indicating the registration process, reflecting a more polite and ceremonial tone.

"Room Service" - English: Often used casually, as a service request made by guests for food, drinks, or amenities to be brought to their room.

Uzbek: "Xona xizmati" – similarly understood but with a more formal, business-like tone, which is consistent with the service expectations in Uzbekistan.

Conclusion. The linguopragmatic analysis of hotel tourism terminology in Uzbek and English reveals how language reflects cultural differences and practices within the hospitality industry. While globalization has led to the widespread use of English terms in non-English-speaking countries, cultural influences shape how these terms are used and understood. This study highlights the importance of understanding linguistic and cultural nuances in the tourism sector, particularly for international hotel chains operating in countries like Uzbekistan. Effective communication and culturally sensitive usage of hotel terminology can enhance the guest experience and ensure that both providers and customers navigate the complexities of the tourism industry with ease.

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