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ДОБРЕДОЉОВТЕ WÈLLKOMM स्वागत छ  
VÄLKOMMEN FÀILTE VÍTEJTE HERZLICH ΚΑΛΩΣ ΗΡΘΑΤΕ  
Laipni lūdzam ك ب ال ه أ WILLKOMMEN 歡迎  
BEM VINDA ÜDVÖZÖLJÜK आपले स्वागत आहे 歡迎  
WELCOME DOBRODOŠLI स्वागत हे  
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SALUTATIO வரவறேல் BI XÊR HATÍ  
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COMPARATIVE LINGUO-SEMANTIC ANALYSIS OF BUSINESS  
TOURISM TERMS

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*Abstract: his article sheds light on the comparative linguistic semantic aspects of business tourism terminology based on a statistical approach. The study of comparative typological analysis of business tourism terminology systems is one of the most multifaceted activities in the field of scientific research in the field today. Regardless of the interdependence of languages, the features of a comparative method that goes back to the field of research, such as linguistic typology, which studies the degree of structural similarity, are shown.*

*Key words: cognitive, concept, notion, linguistic event, word and word combinations, conceptual model, demographic model, social testing model.*

**BIZNES TURIZM TERMINLARINING QIYOSIY LINGVO-SEMANTIK  
TAHLILI**

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*Annotasiya: Ushbu maqolada biznes turizm terminologiyasining qiyosiy lingvo semantik jihatlari statistik yondashuv asosida yoritigan. Biznes turizm terminologik tizimlarning qiyosiy tipologik tahlilini o'rganish, bu sohaning bugungi kundagi olib borilayotgan ilmiy yonalishdagi eng serqirra faollikda ekanligidir. Tillarning o'zaro bog'liqligidan qat'i nazar, ularning tuzilish o'xshashligi darajasini o'rganadigan lingvistik tipologiya kabi tadqiqot sohasiga qaytadigan qiyosiy metodning xususiyatlari ko'rsatilgan.*

*Kalit so'zlar: kognitiv, kontsept, tushuncha, lingvistik hodisa, so'z va so'z birikmalari, kontseptual model, demografik model, ijtimoiy test modeli.*

**СРАВНИТЕЛЬНЫЙ ЛИНГВО-СЕМАНТИЧЕСКИЙ АНАЛИЗ  
ТЕРМИНОЛОГИИ БИЗНЕСА ТУРИЗМА**

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*Аннотация: Эта статья дано свет на сравнительно-лингвистические семантические аспекты терминологии делового туризма, основанные на статистическом подходе. Изучение сравнительно-типологического анализа терминологических систем делового туризма на сегодняшний день является одним из наиболее многогранных направлений научных исследований в данной области. Независимо от взаимозависимости языков, показаны особенности сравнительного метода, восходящего к области исследований, например лингвистическая типология, изучающая степень структурного сходства.*

*Ключевые слова: когнитивная, концепт, понятие, языковое событие, слова и словосочетания, концептуальная модель, демографическая модель, модель социального тестирования.*

**INTRODUCTION.** State policy in the field of business tourism is aimed at building tourism infrastructure, rapid and comprehensive development of regions, increasing employment, ensuring regional diversity and rapid development, income for growth, living standards and image of people, improving image and internationally, the country's investment attractiveness. Reforms in tourism have changed the development of tourism in Uzbekistan, which has simplified visa and other registration procedures, developed tourism infrastructure, transport infrastructure, standardized and certified, attracted international cooperation and investment, and increased tourism potential. is to promote. increased the capacity of the staff. In this regard, the study of topical issues in dentistry has begun.

Today we can talk about the inequality of the typological study of the levels of the language system. If phonetic, morphological, and syntactic typologies have ancient traditions, lexical typology is a relatively young field of study that emerged in the mid-twentieth century. [10.142,196.]

The need for a typological description of the lexical component of two or more languages V.N. Yarseva, Yu.A. Jlutenko, B.N. Golovin, N.B. Mechkovskaya etc. However, it must be acknowledged that a comparative typological analysis of terminology is still not widely accepted. For the first time, the issue of shaping comparative terminology as a separate area of research was addressed by F.A. This can be seen in Sitkina's 1988 book, "Terminology and Translation". [1.3.] The comparative typological method in terminology occupies an intermediate position between comparative linguistics, terminology, and translation theory. The basis of this method is to identify similarities and differences in the terminological systems of the two languages, and to identify relationships and interactions. However, the main methodological method of comparative typological analysis of multilingual terminological systems is to determine the structural relationships between the elements within a system and to make a systematic comparison that includes a definition. The interrelationships of the respective multilingual elements, i.e. the polysemy and terminological systems, facilitate the analysis process. [9.81,87.]

Thus, a systematic approach should be used as the basis for a comparative typological analysis of terminology, as each term compared is a clearly ordered system. Systematic comparative analysis of terminological systems helps to obtain theoretical and practical results that are the goal of comparative research. At the theoretical level, this connection is reflected in the identification of similarities and differences of terminological systems, correlations, terms, in practice - these are bilingual terminological dictionaries and recommendations for the translation of terms.

**RESEARCH METHODOLOGY.** In addition to the comparative semantic method, the study used structural methods such as demographic analysis, quantitative analysis, observation, and interpretation, as well as historical contextual analysis, written questionnaire (sociolinguistic interview-interview communication), and associative experimental methods.

**DIAHRONIC ASPECTS OF BUSINESS TOURISM TERMINOLOGY.** When studying the features of the formation and development of business tourism and its terminology, the formation of the term "tourism" in English and Uzbek is conditioned by the level of development of the relevant field of human activity. England is the birthplace of tourism as an economic activity. There are four stages in the history of English tourism that correspond to the stages of formation of English terminology. [3.51,55.]

The first stage - the prototype of tourist activity - covers the period from ancient times to the beginning of the XIX century, when the main motives of British travel were trade, pilgrimage, treatment, education. In English, tourism terminology began to take shape: vehicles, living conditions were represented by a small set of lexical units of the



common literary language: wagon, board, excursion, hotel, resort, route - carriage, board, excursion, hotel, resort, itinerary and others Our materials accounted for approximately 6% of the corpus of English terms surveyed at this stage.

The second stage - the beginning of the development of mass tourism - covers the XIX century, when the material and technical base, methods of work and the foundations of tourism management were laid. It is in this century that the English terms tourism and tourism appear. In 1841, the founder of modern tourism, the Englishman Thomas Cook, organized the first tour of the tourism. Cook was successful in the tour business, and in 1851, Thomas Cook and Son opened the first travel agency. In connection with the rapid development of the tourism industry, tourist terminology was also actively formed in the second stage: about 45% of the terms studied were developed in the XIX century. At the same time, their formation was carried out in accordance with various tourist services: intermediary services of the travel agency (konduktor, bron- conductor, booking), transport services (transport tashish, automobil, yolovchi tashish-transport commuttee, Pullman car, liner), accommodation (turar joy, o'rin, mehmonxona, xona - maitre d'hotel, bivouac, room), catering services (umumiy ovqatlanish, ovqatlanish stoli, bufet- a la carte, table d'hote, buffet), entertainment (sayohat, attraksion- travel, attraction). In the second stage, foreign terms were actively introduced into English terminology: from French (kupon, bivouak, turar joy, mehmonxona-coupon, bivouac, maitre d'hotel); From German (Baedeker-Baedeker), Swedish (smorgasbord-Baedeker) and is actively used today. [5,254,276.]

The third stage in the development of English tourism and its terminology - mass conveyor tourism - came in the early twentieth century and lasted until the Second World War. The development of tourism at this stage is characterized by the simplicity of the services provided, the standard of their package. Describing this stage, it should be noted that tourism has developed, in parallel with the development and modernization of transport, the tourism terminology has been significantly supplemented by the introduction of terms related to tourist services: foot, aircraft, aircraft carrier, shuttle, airline and others. During this period, the hotel business also grew, which led to the creation of new conditions - the designation of new residential buildings and rooms (motel, renthouse, duplex), people (hotelier, receptionist), types of services- (reservation, room-service). In the third stage, mainly due to the development of transport and hotel infrastructure, the English terminology was supplemented by 25%. It was noted that by the end of the third stage, the conceptual structure of the tourism sector has been formed.

The fourth stage - mass stratified tourism - originated after the Second World War and continues to this day. Differential tourism is characterized by different needs and motivations of tourists, a large number of highly specialized segments, and the clear specialization of the tourist demand, the various services offered and the tourist offer show that the industry is widely developed. In this regard, it was noted that the English terminology of tourism is actively supplemented by specialized tourism terms (agrotourism, disaster tour, nostalgic tourism, familiarization trip, etc.). 50-60 years - a period of rapid development of tourist infrastructure, which includes hospitality (condominium, check-in, check-out, boutique hotel), catering (brunch, catering, stand-up buffet), led to the emergence of new terms in brokerage services. tour operators and travel agencies (catchment area, last minute tour, reservation system). The peculiarity of filling the system of tourism terminology at this stage is the active creation of compositional and derivative nominations (tour leader / tour operator / tour participant), reflecting the already established conceptual structure at the same time a general hierarchical relationship was formed, but the terms within the system term became more complex.

**ANALYSIS AND RESULTS.** The formation of tourism terminology in Uzbek continued in a slightly different way than in English. This is primarily due to the fact that the formation of tourism as a sector of the economy began shortly after, given the well-known historical features of its development in our country. Researchers have identified four stages in the history of Uzbek tourism. [4,133,135]

The first stage - the historical history of organized tourism - covers a much longer period: the end of the XVII - beginning of the XIX century, which was characterized by unique events of a tourist nature. Tourism terminology was at an early stage: there are terms derived from the common literary language: lone traveler, overnight stay, arrival time, departure time, travel book, guide (meaning "accompanying"). In the first stage, about 3% of Uzbek terms were formed.

The second stage - a voluntary-mass form of organization of tourist activity - the end of the XIX century - dates back to 1936. This was a period when the development of tourism in Uzbekistan was mainly associated with the activities of voluntary public organizations. In the second stage, the terms tourism and tourism are used as a loan from Uzbek, French and English. At this stage, excursion activities were developed separately, tourism terminology was mainly supplemented by the terms of excursion business (study, student, cheap, walking tour), participants (excursion, tour), equipment (tent, tourist clothing, wind jacket), excursion organizers (excursion station, excursion bureau, excursion department), etc. There is also a whole layer of terms dedicated to the technology of organizing trips and excursions: tourism and excursion work, tourist route, planned tourism; accommodation: tent camp, tourist house, tourist base. The study of the terms that appeared in the second stage, about 25%, showed that almost all of them were formed through the Uzbek language at the expense of the internal resources of the Uzbek language.

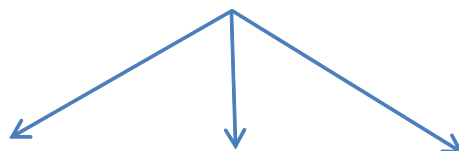
The third stage - tourism trade union and public administration - began in 1936, when tourism led to the emergence of new sports terms, which led to the emergence of new sports terms: categories II and II of the route, "USSR tourist "mark. In the third stage, the terminology of tourism organization continues to improve at the expense of the language's own resources: tourist equipment rental point, tourism instructor, route designation, etc. The formation of almost all terms, including derivative and complex terms resulting in nesting structures (route: route designation, categorical route, route sheet, route book, linear route, radial route), indicating the semantic and linguistic compatibility of these terms in relation to which we have the opportunity to talk about the existing terminological system of tourism.

The fourth stage of tourism development - commercial forms of tourism, ie business - began in 1990 and continues to this day. At this stage, the system of tourism activities underwent radical changes and the existing system of terms underwent a significant restructuring: on the one hand, the entire subsystems of terms disappeared (primarily those related to planned and trade union tourism) ), on the other hand, English terms are actively introduced. Although the fourth stage lasts only twenty decades, this period is the most effective in terms of filling the studied terminology with new units. Approximately 48% of the terms in the corpus under study appeared after 1990. Also, new terms appear so often that most of them are not stored in dictionaries. Examples of such terms include: flash pack, drug tourism, volunteer tourism, cash surfing, boosterism, club transportation, glamping. Thus, a diachronic analysis of the terminology of tourism in English and Uzbek can lead to the conclusion that at a time when the Uzbek language is developing, the English tourism terminology can be called advanced.

Understanding the conceptual system of business tourism terms, logical and conceptual analysis of the studied tourism terminology system led to the conclusion that the typological

similarity of the studied tourism terminology systems is conceptually clear enough: tourism terminology reflects the system of concepts in both languages makes works in many of its branches and is presented in the form of conceptual and terminological areas (tourism industry, tourism statistics), microfields (transport, hospitality industry, tourism organization, catering industry, leisure activities) and thematic groups . (Figure 1).

**TOURISM INUSTRY Uzb. 733 - Eng. 940**  
**TOURISM STATISTICS Uzb. 71 - Eng. 67**



**TRAVEL TOURIZM**

**BUZINESS TOURISM**

<b>TOURISM ORGINIZATION</b> <b><u>Uzb.</u> 292 - <u>Eng.</u> 285</b>		<b>HOSPITALITY INDISTRY</b> <b><u>Uzb.</u> 178 - <u>Eng.</u> 213</b>		
1	Orginizng process <u>Uzb.</u> 65 - <u>Eng.</u> 52	1	Process of hospitality (meeting, accommodation, maintenance and tracking process) <u>Uzb.</u> 27 - <u>Eng.</u> 33	
2	Tourism forms and types <u>Uzb.</u> 147 - <u>Eng.</u> 165	2	Service type of hospitivity <u>Uzb.</u> 20- <u>Eng.</u> 34	
3	Sales, advertising and tourist movement and implementation of promotional products <u>Uzb.</u> 14 - <u>Eng.</u> 9	3	Accommodation type <u>Uzb.</u> 20 - <u>Eng.</u> 28	
4	Tour documentation <u>Uzb.</u> 23 - <u>Eng.</u> 20	4	Accommodation facilities and qulities <u>Uzb.</u> 111 - <u>Eng.</u> 118	
5	Tourism participants and organizers <u>Uzb.</u> 43 - <u>Eng.</u> 38	5	Delivery service <u>Uzb.</u> 4 - <u>Eng.</u> 16	
<b>TRANSPORT INDUSTRY</b> <b><u>Uzb.</u> 127 - <u>Eng.</u> 198</b>		<b>FOOD INDUSTRY</b> <b><u>Uzb.</u> 59 - <u>Eng.</u> 118</b>		
1	Transportation through water bodies <u>Uzb.</u> 13 - <u>Ing.</u> 37	1	General nutrition <u>Uzb.</u> 65 - <u>Eng.</u> 52	
2	Airline-air transportation <u>Uzb.</u> 47 - <u>Eng.</u> 92	2	Food supply <u>Uzb.</u> 65 - <u>Ing.</u> 52	
3	Land transport <u>Uzb.</u> 47 - <u>Eng.</u> 69	Ancillary activities <b><u>Uzb.</u> 77 - <u>Eng.</u> 126</b>		
	By Automobile <u>Uzb.</u> 23 - <u>Eng.</u> 37	By Railway <u>Uzb.</u> 24- <u>Eng.</u> 32	1	Sports and entertainment <u>Uzb.</u> 36 - <u>Eng.</u> 67
			2	Recreation activities <u>Uzb.</u> 41 - <u>Eng.</u> 59

Figure 1: Despite the similarity in the conceptual system of tourist terminology in Uzbek and English, as well as in the conceptual organization of tourist terms of the studied languages, only 73% of Uzbek terms have full or partial English equivalents, are focused, which means that the elements are partially random, not complete. In Uzbek and English, this phenomenon is primarily explained by the peculiarities of the historical formation of terminological systems.

**DISCUSSION.** When studying the structural features of the term "tourism", in the analysis of the official criteria of terminology, the typological similarity of the English and Uzbek terms is observed in their structure: in both languages the process of



specialization of tourist terms intensifies; Establishing derivative connections between. Differences in content are found in the models of formation of multicomponent terms: the most effective model in Uzbek "Adj + N" - "Sifat + Ot" (charter flight, hand luggage, tourist village, resort fund), in English - "N + "N" - "Ot (Noun)+ Ot (Noun)" (hall porter, hospitality industry, conference room, wine waiter, menu card, shoulder season). A comparative analysis of simple terms in the two languages shows that their linguistic similarity The level of formation and addition of terms between morphemes is the most active in both languages (23.3% in Uzbek; 27.9% in English) and compound (32.4% in Uzbek; 29 in English). , 9%). The basic terminological unit, as you know, occurs as a product of the noun phrase. [2.256.]

In the system of tourist terminology of English and Uzbek languages, nouns make up 97.1% and 96.8% of the total number of all parts of speech, respectively. For the formation of tourist terms - Noun vocabulary, English word-formation models -ing (camping, hiking, staggering - camping, hiking, amazement), -tion (reservation, recreation, animation -reservation, recreation, animation), -age (pilgrimage, portorage - visit, cargo), - land (hosteller, busser, greeter - hosteller, busser, greeter hostel, busser, greeting), -ist (receptionist, excursionist, motorist - receptionist, excursion, motorist).

The formation of tourist terms in the Uzbek language is similar to the formation of terms in other areas: dominant suffixes -ish (placement, direction, booking, waiting, observation), -tion (translation, registration, destination), -or, -er (-chi)- (visitor, guider, orginazer, vacationer, tour operator ). However, it should be noted that in the Uzbek term "tourism" the suffixes -ish (kutish), -or (operator, animator, tour operator, dealer, broker) gain productivity, which indicates that the system has been invaded. Elements of word formation in English. Several verbs of the studied corpus lag behind the Noun verb in terms of their activity. The addition of verbs reveals a very weak effectiveness: 6 verbs in Uzbek (place, set, animate, animate, recreate, unite, strengthen) 4 verbs in English (accommodate, animate, recreate, consolidate). The most effective methods of tourism terminology are word structure: 56% Uzbek and 90% English terms are formed in this way.

In Uzbek, compound words are formed according to the following two models: 1) Noun + Noun (instruction, travel day, yacht club, guide interpreter, rest room); 2) as a fixed component of the international sign + Noun (car tourist, car liner, loan restaurant, last flight, air carrier, farming agrotourism, gastronomic street).

The growth of complex words in the Uzbek system of tourism terminology is primarily due to the use of English terminology, which again indicates the anglo-orientation of the system. The following models are typical of the English word structure in tourist terminology: 1) Noun + Noun (bellboy, housekeeping, roadhouse, timeshare, birdwatching, kitesurfing); 2) verb + preposition-postposition (check-in, check-out, pick-up, kick-back -register, exit, take away, return); 3) adj. + Noun (redcap, freediving - freighter or policeman, release).As a result of studying the lexicographic description of tourist dictionaries, the definition of Uzbek and English terms in the amount of 1527 units (all conditions are available). Of these, 1256 terms have parallel correspondence, each Uzbek term has an English equivalent. The analysis of lexicographic sources allows to distinguish separate groups of terms that are not equivalent in English or Uzbek.

This occurs when a defined concept, event, or object does not actually exist (203 English unequal terms and 68 Uzbek ones). The second group of sources of tourism terms refers to the field of activity and includes specialized tourism texts, the analysis of which allowed the selection of 173 terminological units (11% of the total sample). Almost all terms used in English texts are listed in dictionaries, and Uzbek lexicographic

publications do not have time to register new units. This, first of all, imposes tasks related to the final stage of the formation of Uzbek tourism terminology. According to the sources, the fixation of terminological units in the English and Uzbek editions differs significantly both in the structure of the dictionary and in the structure of the dictionary record, which determines the method of presentation of the dictionary material. The analysis revealed that the English lexicographic tradition was already formed, while the Uzbek tourist terminology was only in its infancy, and the existing dictionary editions, with their abundance, were only in the first stage of describing modern tourist terminology.

**CONCLUSION.** The lexical-semantic relations in the term "tourism" consider the relations of synonymy, polysemy, homonymy and antonymy, which occur in both Uzbek and English terminology, which indicates a certain typological similarity of the two languages. However, allomorphic features are manifested, first of all, in the consideration of synonymous relations: synonyms are broader in Uzbek terminology than in English (33% and 18.5%), due to the presence of doublet terms derived from foreign languages. The emergence of a system of terminology in the Uzbek language also confirms this fact that there are more variants in the Uzbek language (16.9%). Taking into account the level of the language system, the following types of options are defined: 1) schedule (traveler - traveler, hotel - hotel, shopping - shopping); 2) phonetic (scheduled flight. 3) phonetic-graphic (snorkeling, inclusive tour); 4) phrase (shopping tour - shop tour - shopping trip - shop trip, direct flight - non-stop flight); 5) syntactic (date of departure - departure date - departure date - departure date, guest house - guest place); 6) morphological and syntactic (farm tourism, agritourism, farming tourism, agrotourism, commission).

The phenomenon of uncertainty in the system of tourist terminology also speaks to the typological features of the languages studied. Polysemy is more specific to English (15% compared to 3.6% in Uzbek), because it is in this language that the subject of thought is studied more deeply, more precisely, the relationship between general scientific concepts and the network conceptual system is established. .

The phenomenon of homonymy covers a small number of Uzbek and English terms in the field of tourism (3.7% and 4.9%, respectively). In the terminology studied, only cases of scientific homonymy are mentioned. However, the use of lexemes in different areas of knowledge, the vague definitions between words, is explained by the borrowing between research over time. The typological feature of English can be called modeled homonymy, if the conversion of word formation is involved in the formation of a homonymous group (lodge; detour; upgrade) - (small accommodation; problem-solving travel; the best place in the sky, the hotel room , seats at the hotel).

Antonyms are found in the terminology systems of both languages (9.3% and 11.9%, respectively), the predominant terms being opposite antonyms (registration - no show, domestic tourism - external tourism, business guest - travel guest, host party - referral party, public room - guest room) and counter types (bed - half board - full board, single room - double room - triple room - to room for four people). In general, a comparative typological study of lexical-semantic relations has once again highlighted the maturity of English terminology in the field of tourism and the emerging state of the Uzbek language.

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