

Peculiarities of Expression of Tourism in Uzbek and French Languages

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Abstract:

Today, the development of tourism in the Republic of Uzbekistan is growing from year to year, due to the fact that in our article the tourism industry is one of the fastest growing. The use of terms entering this field from the point of view of this field forces them to be studied carefully. We will consider them on the example of Uzbek and French, as well as on the example of words with the word "tour" in the field of tourism.

Keywords: Tour, Tourism, Tornado, Tourist Turpolisiya, Turfirma, Turpaket, Turmarket, Turmarshurt, Tur-Farm.

Introduction: In the world of tourism, internet is used to promote a wide range of issues related to such tourism products as promotion to the tourist attraction. In Solo Raya regions, tourism has been promoted through various media, including online media such as websites on the internet. Thus, the existence of the website has an important role to sell the attractions or tourist attraction. Promotional messages should be delivered by using appropriate language, i.e., the expressions that can achieve the promotional purposes.

Tourism is one of the fastest growing industries. The use of terms entering this field from the point of view of this field forces them to be studied carefully. We can see this in the example of the Uzbek and French languages, as well as in the field of tourism with the word "tour".

As a field develops in the world, new words begin to enter that field. It follows that the introduction of a new word means the addition of terms related to the same field. This means that the field of tourism, which we have chosen as the basis of our research, is also one of the areas that is developing from year to year, and new terms are entering the field. From this point of view, the accidental entry of terms in any field of human professional activity is not a mere process. Any set of terms, even if not structured without additions, is structurally related and has a unique structure. The terms are not randomly grouped, but grouped based on the systematic nature of the science, the knowledge they serve.

This article is about words made with the word "tour". The word "tour" comes from the Latin word "turno" which means to wrap, to turn, and in French the word "tour" means to turn, turn, turn, and again it is the type is a strong tower. It is a special high place built to watch the cities, castles and shahristans from the enemy's attack. It is noteworthy that the lexical meaning of the word is reflected in the fact that the towers are usually circular. It is also used in dance as a term for rotational movement; If we understand a tour as a journey to a specific destination and return to one's destination, in French the word also means: for example; grand tour - a journey of rich people with their families all over Europe; tour de concert (tour de concert) concert tour is a type of travel in which artists and composers travel in different countries within the same music. In addition, the word "tour" reflects the stages of selection in sports competitions. For example, the Tour de France is a bicycle race that has been held in France for many years.

Any word sign (including and a term of a particular language has a national-cultural identity, which does not mean that there is any special cultural component in its semantics: any element of the content plan in oral speech (denotative, emotional, linguistic and empirical) may have cultural specificity. However, the national specificity of a terminological (primarily nonequivalent) dictionary may be explicit or minimal because only there is a peculiar systemic connection of the verbal sign in a certain national language. This phenomenon is undoubtedly peculiar to tourism terminology.

The Uzbek language also has new words (neologisms) formed by the word "tur". The word tour actually means organizing excursions for tourists in a specific direction, with a set of services and a definite duration. It is noteworthy that the words formed by the word "tour" are not translated into Uzbek, but are directly assimilated. For example, the word tourism is a mastered word formed by adding a suffix -izm to the word "tour". This means that a person leaves his / her place of permanent residence for a period of one year without engaging in paid activities at the place (country) where he / she is going for professional, health or other purposes.

A tourist is a person who has a pre-planned purpose and desire to travel to certain places, or a person who crosses the border for a period of not less than 24 hours and not more than 6 months in order to satisfy his interests. Tourist police is a word formed by adding the word "police" to the word "tour" and is responsible for the safety of tourists in special clothing. There is no exact alternative to this word in Uzbek; travel agency - a manufacturing company that organizes and offers travel in cooperation with different countries; tour operator - a person who organizes a trip for tourists and is directly responsible for this trip; tour package (travel product) - a travel bag provided to tourists, which includes the cost of transportation to hotels, restaurant and kitchen services, a list of travel destinations, health insurance and other services; travel agent - a person who establishes contacts with other foreign travel agencies, sells them travel packages (travel products) and advertises and offers travel products; Tour route - a place where tourists can travel, historical monuments and modern buildings and other tourist attractions.

The word tour can be followed by other words. For example, the word business tour can be a type of trip or fam-tour, fam-travel related to the professional activity of the tourist, and it is a privileged tourism, organized to introduce a tourist destination or center of a particular country, and This tourism industry can be called advertising tourism, and there are many similar examples.

In general, the terms of tourism, which are included in the Uzbek language dictionary, are important because they are not translated into Uzbek, as such terms are important because they lose their translation properties when translated.

This is a descriptive study using under qualitative paradigm. This study was carried out in the regions of Solo Raya, namely the ex-Surakarta which include municipality and regencies of: Surakarta, Boyolali, Sukoharjo, Karanganyar, Wonogiri, Sragen and Klaten. The regions are areas with various tourist attractions that require proper promotion techniques, especially with the use of effective English for the promotion which is able to attract more visitors to come to tourist destinations in Solo Raya. Sources of data in this study are information from informants, places and events as well as document printing and electronic (online / website) with regard to the promotion of tourism Solo Raya. In this study the informants consist of representatives of private, public and the government, particularly the Department of Culture and Tourism of Surakarta, Boyolali, Sukoharjo, Karanganyar, Wonogiri, Sragen and Klaten which have capacity of technically and organizationally planning development programs promotion of regional tourism, as well as all elements of society, particularly related to tourism development areas to increase the number of tourist visits to the region of Solo Raya. Data are collected by observation method of the Solo Raya

tourism promotion media (print and electronic), Focus Group Discussion, interview, and content analysis of the existing document study. Field notes, digital voice recorder, and camera are used to collect data. The sampling technique used in this research is purposive sampling, more specifically snowballing. The selection of key informant is like a snowball rolling that is by collecting information from the key informants who know lots of the key issues to the next informant to meet the adequate data. The data analysis technique used in this research is interactive analysis by Miles & Huberman (1984).

Our observation shows that while most tourism promotion media in Solo Raya use English, the online promotion sites in Indonesia are largely dominated by private institutions rather than public agencies. Consequently though they use English as a medium for communication, the content, presentation style, ideology, and its purpose are much influenced by the personal or institutional agenda of the creator of the online promotions. To explore the persuasive elements in tourism promotion media of Solo Raya, we looked at the expressions of persuasive language in the texts of the promotion of tourism website, mainly in Solo Raya region. The results of the analysis showed that overall; the expressions of persuasive language in the texts are rarely used in promotion of tourism website. The results of text analysis (content analysis) as well as interviews with informants, a native speaker of English show that the texts of tourism promotion media in Solo Raya regions are not attention grabbing due to the mistakes and errors of the expression.

LIST OF USED LITERATURE

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