

Formation Of Tourism In Uzbekistan And Comparative Linguo-Semantic Analysis Of Business Tourism Terms

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Abstract.

The article deals with the issues of understanding the terms of business tourism in lexical cognition, the largest type of linguistics, and their comparative lingio-semantic analysis. The semantic aspect of understanding the terms of business tourism and complete exploration the field, the linguistic study of business tourism terms from the world experience is also an important step in the development of the industry and models of tourism language and language learning are presented. The purpose of this article is to present about the strategic importance of business tourism in the Central Region of Uzbekistan (territory encompassing the cities of Andizhan and Honobod), where the presence of a qualified and diverse tourism offer combined with the existence of varied venues and quality accommodation can contribute to provide a valued tourism experience associated with the meetings Industry. This study allows a reflection on the potential of business tourism in territories where this sector is not always given due attention by local, regional and national tourism bodies. The results show that stakeholders identify business tourism as a strategic product that should be developed, and indicate some development strategies to be considered in this territory.

Additionally, it 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. In this article also, described about the formation, selection, and creation of travel image and destination image, its importance for tourists in the field of business tourism. Here, written about peculiarities of the destinations in Uzbekistan.

Key words: cognitive, concept, notion, linguistic event, word and word combinations, conceptual model, demographic model, social testing model, travel, cognitive, effective, overall, destination image, formation image, destination perception.

INTRODUCTION

Mainly, 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. 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. Jutenko, 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 A. Wallace This can be seen in Atkin's 1988 book, *“Terminology and Translation”*. [17.3.] 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.

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. [9.81,87.]

We know that, Uzbekistan, on the way of strategic development, pays great attention not only to the economic, political and legal reforms, but also to the social life, culture and enlightenment of the people. The cultural heritage of Uzbekistan is invaluable in upbringing the sense of national pride, patriotism, devotion and humanism of contemporary generation. Introducing business on the way of wealth to the world public, attracting tourists, to reach it to the youth' consciousness, and get them acquainted with the holy pilgrimages. Business tourism is more developed than other types of tourism in Uzbekistan. The development of Business tourism is more profitable, since other types of tourism are more difficult to reach in the near future In Uzbekistan. The yield is higher in the provinces that offer business tourism than the regions offering agricultural and industrial tourism. People are interested in tourism at their early ages. For instance, young people in Uzbekistan travel to nearby sites and health resorts with friends, classmates or parents. During the tourist trips to the mountains, young people will be able to exercise in the field, improve their physical condition, and develop their knowledge and skills. In the course of these tourist activities, adults will be able to strengthen their work skills and provide cultural time-out.[18.1.]

Generally, Business Tourism is driven by the desire to discover new sites, to look for changes in the environment and to experience impressions, and this term was originally come from French, but developed previous years. Tourism mainly involves the entertaining activities of people. In addition, tourism includes meeting with old friends and get relaxation during such trips. Tourism plays an important role in educating the younger generation and its impact on the youth mentality should not be forgotten.[2.8.] Tourism contributes to upbringing the youth with the patriotic sense! Anyone who travels in his or her own country learns what natural and cultural resources his country owns; People are proud of their homeland, realizing its historical, cultural, industrial heritage. The travel will strengthen the young people, develop their world-outlook, prepare them for independent life, strengthen their love for the country, and prepare them both physically and mentally for the protection of their country.

Recommending tourist destinations for travelers is closely related to business development in all developed countries. It's no secret that tourist destinations create opportunities for travelers to get to know destinations in new and new countries, remember them, and gain experience. Of course, a tourist who wants to go on a trip will go on a trip to that country only after getting to know the destinations in the country he is visiting for the trip and the opportunities created for tourists in them. We must admit with pleasure that Uzbekistan receives a stream of tourists from all over the world. We are witnessing that tourism business is developing in our country and many creative and practical works are being done in this field.

LITERATURE REVIEW

The relevance of the study is primary due to the Comparative Linguo-Semantic Analysis of Business Tourism Terms in Uzbekistan. The following methods are used in the study to ensure the reliability of the research

literatures: diachronic and synchronous analysis of vocabulary; method of structural analysis; system-semantic description; statistical method of quantitative and percentage descriptions; comparative typological method. Theoretical and methodological bases of the research are Uzbek scholars in the field of linguistic and lexical typology: A. Nurmonov, N. Mahmudov, A.Sh.Sobirov, X.D.Paluanova, M.O.Alieva E.Begmatov, O.Bozorov, T.Mirzaqulov, Sh.Iskandarova, R.Safarova, shuningdek, S.Muhammedova, B.ʻilichev, F.Safarov; rus olimlarning V.D. Arakin, P.A. Budagov, V.G. Gak, Yu.A. Jluktenko, N.B. Mechkovskaya, E.V. Raxilina, V. N. Yartseva and others; Russian scientists as well as terminology, word formation, and lexical semantics: O.S. Axmanova, B.N. Golovin, C.B. Grinev, V.M. Leichik, D.S. Lotte, AB Superanskaya, V. A. Tatarinov, S.D.Shelov, O. Vuetser and others; from western experts: Weber & Chon, 2002 yil; Davidson va Kop, 2003; Swarbrooke & Horner, 2001; Swarbrooke & Horner, 2007 yil; UNWTO, 2006 yil; Rojers, 2008 yil; Getz & Page, 2016;

in translation studies: Xoshimov, G.Salomov, A Карах, Cohen E., 1985, Dann G., 1996, Denti O., 2012, Di Giovanni E., 2008, Dollerup C., 1999, Eco U., 1986, W. Weaver, Secker & Warburg, etc. we conducted our research based on scientific theories and works on this research area.

METHOD

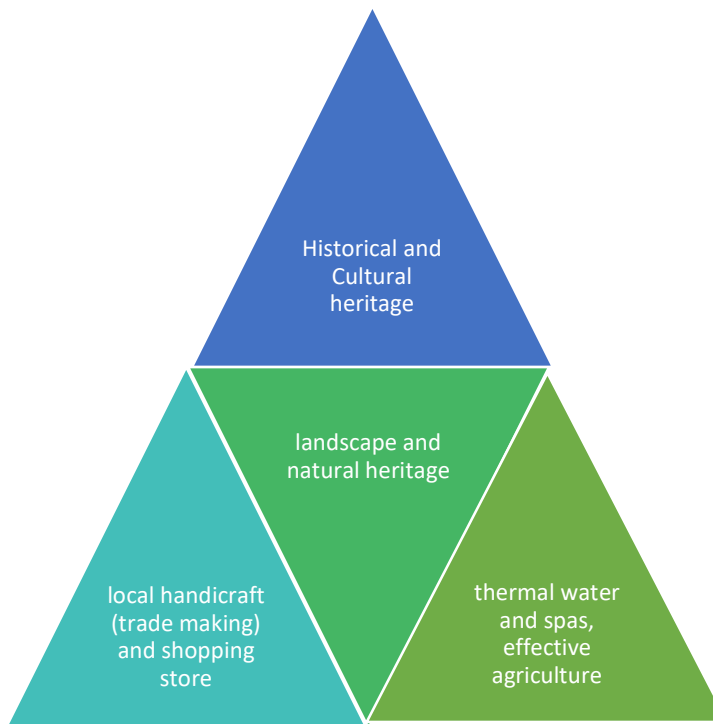
In addition to the comparative semantic method, the study used structural methods such as demographic analysis, quantitative analysis, observation, and interpretation, as well as historical contextual analysis, written questionnaire (sociolinguistic interview-interview communication), and associative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

DISCUSSION

Importance of business tourism in Uzbekistan. The most significant laws and decrees about strategic and structural development of tourism signed by the president of Uzbekistan Shavkat Miromanovich Mirziyoyev in our country, such as, on the 5th of January, 2019, the regulatory acts important for the tourism sphere were approved – the Decree by the President of the Republic of Uzbekistan №5611 “On the supplementary measures on the accelerated tourism development in the Republic of Uzbekistan” and the Resolution by the President of the Republic of Uzbekistan № 4095 from 2019/01/05 “On the measures on the accelerated development of the tourism sphere” and etc. In these regulatory acts the main strategic directions of the tourism sphere development of Tourism in Uzbekistan. Regularly, worked the committee of the Republic of Uzbekistan for tourism development since 2017. If we looked through for Uzbek tourism statistic information according 2018 year there: Number of tourist companies and organizations, units 502; served visitors in total, thousand people 713,2. Among them: accepted 613,4; sent 84,9; provided services only for visa or passport, hotel reservations and other places of residence 14,9. On July 18 in 2019, President Shavkat Mirziyoyev signed the new edition of the Tourism Bill into Law. The bill was passed by the Legislative Chamber on April 16 and was approved by the Senate on June 21. The previous edition of 1999 consisted of 22 articles. The new law includes 45 articles. New definitions have been inserted into the law, such as “instructor-guide”, “independent tourism”, forms and types of tourism have been designated. The document defines the main areas of the national policies in the field of tourism. Among them is the setting the tourism as the strategic sector of the economy, facilitating the development of domestic tourism, attracting investments, enhancing Uzbekistan’s image as a country attractive for tourism, and stimulating the development of tourist zones and tourist clusters. The law approved the formation of the Coordination Council for the development of tourism to “improve the interaction of state bodies, NGOs, subjects of the tourism industry in creating favorable conditions for the sustainable development of tourism”. According to the document, tour operators and travel agents carry out tourist activities on the basis of a license issued by an authorized state agency. For the self-employed who provide excursion services, a license is not required.[7.67.]

In general, the state policy in the sphere of tourism is intended for the establishment of the touristic infrastructure, the speedy and integrated development of the regions, the increase of the workplaces, the provision for the diversity and accelerated progression of the regions, the rise of incomes, level and quality of the people’s living, the improvement of the image and the investment attractiveness of the country in the international stage. The reforms in the tourism changed sphere of development of tourism in Uzbekistan and they are the simplification of the visa and other registration procedures, development of the touristic infrastructure, transport infrastructure, standardization and certification, international cooperation and investments attraction, promotion of the touristic potential, improvement of the personnel potential. The Tashkent City has become the most visited place in Uzbekistan. So, 58.0% of tourists noted that they had visited Tashkent and had stayed there for night. Other mostly visited places are Samarkand (31.0%) and Bukhara (25.6%). Also among the visited places were

indicated Khiva (13.3%), Andizhan (5.7%), Termez (5.6%) and Nukus (4.5%).



All foreign tourists will visit to Andizhan for its fresh climate and picturesque landscapes and historical heritage. In this research we classified the area of reasons to our place. We divided them into 5 criteria (Historical and Cultural heritage; local handicraft (trade making) and shopping store; landscape and natural heritage ; thermal water and spas, effective agriculture) and for the territorial characteristics that should be valued for business tourism in Uzbekistan, especially in Andizhan city and Xanobad city:

Surrounded by picturesque landscapes, the city of Andizhan is comfortably located in the [Fergana Valley](#), its southeastern part. Andizhan can be proud not only of its age, which is more than 2,000 years, but also the evidence that the member of the Timurid dynasty was born here. He was Zakhiriddin Mukhammad Babur, a well-known poet and great military leader who initiated the empire of the Great Moguls on the territory of ancient India. Andizhan is a major trade point on the Great Silk Road, the ancient handicraft center of the region. Thanks to its location and many secrets that the city of Andizhan is keeping, there are always a lot of tourists and history buffs here. Travelers go to Andizhan to look at ancient monuments, enjoy nature or watch the manufacturing process of some kind of folk art, which Andizhan is famous for.

The respondents were asked whether they consider business tourism as an important sector for the regional economic development, given that they have attributed high rate of importance to this type of tourism in the first round. The responses were all positive, which significantly reinforces the idea of business tourism's strategic importance to the economic development of the region. In this context, the experts provided justification for business tourism development, articulated measure that need to be taken to foster its developments and identified the most important challenges faced its development. As the main argument in favour, the experts identified the resilience to seasonality and the increase in hotel occupancy, resulting in an extension of the tourism season and, consequently, higher revenues for hotels, restaurants, venues, and other support services that rely heavily on tourism. The main measure to develop is renovating existing venues. This measure offers two advantages. First, it will allow improvement in the quality of the existing offer of services and equipment, and second, it will contribute to recover and value built heritage, thus avoiding its degradation. Human resources qualification will be a goal too. The main difficulty identified was the lack of stakeholders' mobilization capacity, low joint efforts, lack of suitable policies implemented by the public sector and weak partnerships between the public and private sectors. Andizhan people piously honor the memory of their great countryman. The equestrian monument of

Babur is erected in the core city. The university, the library and one of the streets are named after his name. On the hill Bagishamal, where, according to the author of Babur-name, there was his hujra with ayvan, the Babur national park with a majestic architectural complex is located. There are more than fifty varieties of fruit and ornamental trees. The central park named after Alisher Navoiy also attracts visitors. Its distinguishing feature is the café, which is under the wing of the monumental sculpture of the happiness bird "Semurg". In the old part of Andizhan, travelers are attracted by the memorial museum of Babur, the Khozhar Noyib madrassah, built in the 14th century. Andizhan is famous for its masters in ceramics and artistic chasing. The gold and silver ornaments of Andizhan masters are known far beyond its borders. Uzbek national knives and daggers, gracefully embroidered scarfs and skullcaps, national shoes and handmade dolls are excellent souvenirs for the memory of Andizhan and Uzbekistan. Today Andizhan is the administrative, industrial, machine-building and agricultural center in the Andizhan region. The city of the time is the large center of arts and crafts in Uzbekistan. This is pottery and stucco ceramics, unique embroidery of national skullcaps, a magnificent painting of the knives of various types, as well as cold weapons. Andizhan and its environs are rightly considered a paradise of the Fergana Valley. Here nature created ideal climatic conditions for the farming of cotton, melons, grapes, mulberries and other fruits and vegetables.

If we looked through World Tourism organization statistics: in previous years, international tourist arrivals reached a total of 1186 million, an increase of 52 million over the previous year, representing approximately 5% growth. This is the sixth consecutive year of above average growth following the 2009 global economic crisis, with international arrivals increasing by 4% or more annually ever since 2018. Considering the purpose of visit, business tourism takes 14% of global international tourist arrivals, with travel for holidays, recreation and other forms of leisure accounting for just over half of all international tourist arrivals (53%) and travelling for other reasons such as visiting friends and relatives, religious reasons and health treatment representing 27%. Considered one of the main tourism segments and expected to grow approximately 3.1% per year until 2030, business tourism has an important economic impact on local and regional economies and represents a tourism sector with a high development potential. The low seasonality, the controlled environmental impact, the higher revenue for accommodation and meeting venues, the high demand for food and beverage (lunches, gala dinners, and coffee breaks), the boost in leisure activities and its relative resilience in the face of the current economic crisis, are some of the main factors that make business tourism so attractive for destinations. In addition to the immediate economic benefits, business tourism can give a boost to destination promotion and foster destination loyalty. Business tourists often extend their stay beyond the business.[12.2016; 13.2010.]

Basic terminology of business tourism. Academics have also discussed the basic terminology used in business tourism. Shone (1998), for example, prefers to use the word conference instead of meeting, defining it as a way of sharing information and as a space for discussion of the most varied issues. Considering that there may be several formats or sizes, Shone subdivides the conferences into: 1) small executive meetings; 2) training events; 3) general management; 4) sales and product launches; 5) conferences with exhibitions and trade fairs; 6) incentive conferences; 7) revenue generation events. Swarbrooke and Horner (2001) make a distinction between the concept of business travel, which comprises the activities and services related to the movement of travellers from one into another country, and business tourism, which includes all the elements of the tourist experience and at least a one-night stay. They group the business tourism market into the following sub-sections: 1) meetings, conferences and conventions; 2) exhibitions; 3) training courses; 4) product launches; 5) incentive travel. By grouping meetings, conferences and conventions in the same category, they explore the different concepts depending on the size of the meeting or the geographic area where it is held. The term "meeting" is often used when it refers to a small group of people. The designations "conference", "convention" and "congress" are frequently used in the United Kingdom, the United States of America and the European continent, respectively, to define meetings with many people. In a similar vein, Davidson & Cope [Davidson and Cope, 2003] divide business travel into two groups: 1) individual business travel and 2) business tourism. Individual business trips include regular trips so that an individual can perform the tasks or activities inherent in his or her profession, i.e. travel to the place where a problem must be solved. These journeys are characterized as non-discretionary, because the destination of travel is not chosen, but imposed by the demands of the work or task to be carried out. Business tourism is subdivided into meetings, exhibitions, incentive trips and corporate hospitality, and is considered discretionary. The choice of destinations and venues for such events is often flexible and often associated with group travel. A similar categorization travel as an integral part of business tourism and replaces the concept of

"meetings" with "conferences". Business tourism is considered as a subsector of global tourism and divided into: 1) conferences; 2) exhibitions and trade fairs; 3) incentive travel; 4) corporate events/hospitality (discretionary); 5) individual business trips (not discretionary). This author believes that business travel is part of the concept of business tourism, but stresses that meetings (conferences), exhibitions, incentive travel and corporate events/hospitality make up the four main lines of business tourism that merit special attention, especially, regarding the marketing activities of destinations and venues, since the location of the event may vary and consequently influence the decision process.[14.8.]

Segmentation of business tourism terms. 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).[4.78.]

The formation of business tourist terms. 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).[9.41.]

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, bird watching, kitesurfing); 2) verb + preposition-postposition (check-in, check-out, pick-up, kick-back -register, exit, take away, return); 3) adj. + Noun (redcap, free diving - 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.

Formation of travel image and destination image in the field of business tourism: Tourism, along with automobiles, steel, coal, and coal, which are important sectors of the most developed industries of the world economy, is the longest and most effective way to fulfill all the needs for the development of economic activity, the attraction of tourists and their needs. In the tourism business, the image of the destination is very important and it makes the travelers to make continuous and repeated trips. In the development of tourism, identifying and preparing many locations for tourists, creating opportunities, ensuring freedom of the right to choose locations are forms of business tourism development. Also, opening shopping centers and providing quality products will create a strong image of tourists in their destinations.

In the current period, a competition has begun between these and other settlements for the selection of settlements in the field of tourism with the potential to increase the flow of tourists. Therefore, in order to understand the concepts of destination image, it is necessary to provide tourists with the opportunity to select tourist destinations based on the needs of tourists and to choose destinations that fully comply with market economy strategies.

The study of scientific works on the image of tourist destinations began in the 1970s, and for the first time, it was determined by conducting surveys to potentially cover tourists to destinations, which was found in Hunt's dissertation in 1971 [3. 13(3):1-7]. His productive work, the image of the destination in the field of tourism and travel etiquette were later explored in the works of Mauo [2. pp.211-217.] and Gunn. [3. p. 45].

From the literature on tourism reviewed above, it is clear that much of the information is focused on the concept of imagination and image. Psychological factors and cultural values appear in the formation of the image of the place, in the scientific research works, in the image of the place. Destination imagery requires a lot of attention in tourism literature. Travel purpose or destination selection processes are interrelated with destination image. Destination image is mainly measured by the travel destination's image, image, or imagination, product, or public experience, tourist's enthusiasm, trust, imagination, and perception. Tariffing or interpretation varies, but it helps the tourist conceptually understand the destination and understand its attraction or appearance. There are many ways to interpret the concept of location analysis, and Gunn describes the concept of location as an organic development in terms of travel experiences and sources of information. Organic image refers to the imagination or impression that tourists have before physically visiting a tourist destination, a travel destination, and an image that is actually manifested when they see the destination. Later, as a result of their research, Fake and Crompton (1991) presented a complex description, that is, theories of active binding and domain experience. [4. 30 (2): 10-16].

Dunn (1996) and Gatner (1993) sociolinguistically classified destination image into the following components: effective (based on internal resources or stimuli, such as travel destinations based on internal capabilities in Uzbekistan, national, home hotels, and otovs); logical (based on external sources or incentives, for example, settlements of prestigious countries through foreign investments attracted to Uzbekistan: the Radisson Blue hotel of India, or settlements such as the famous Damascus and Forish villages in Samarkand, named after Amir Temur from historical places); active actions (based on one's own source or stimuli and motives, for example, activities such as the creation of models in Uzbekistan, such as the French Eiffel Tower, based on the motives of various prestigious countries). [5. 8: 187-219]; [6. 13: 635-644].

In the development of the field of business tourism, such activities as formation, selection and creation of the image of travel and places of residence are the leaders. In Uzbekistan, a lot of work has been done in this regard and is developing further. There is no doubt that in the future, Uzbekistan will be at the top of the world's ranking of developed countries in terms of creating the image and imagination of travel destinations, choosing and attracting tourists.

RESULTS

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. [18. p.p. 142-216.]

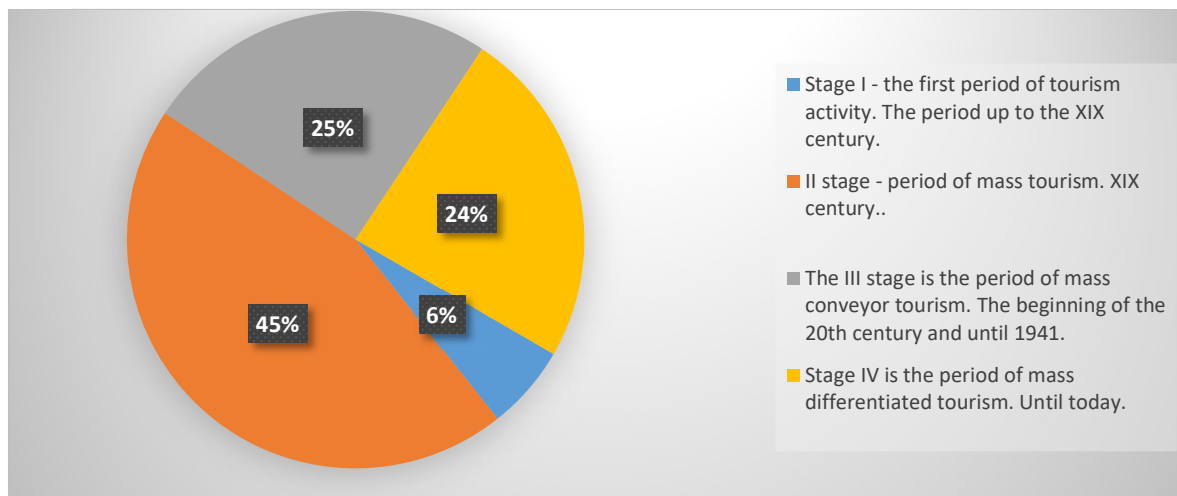


Diagramme - 1.2.3. Four periods in the history of the development of English tourism and the percentage of general and specific terms adopted.

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 tourist 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. [18. p.p. 58-60.196.]

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. 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. [9,133,135]

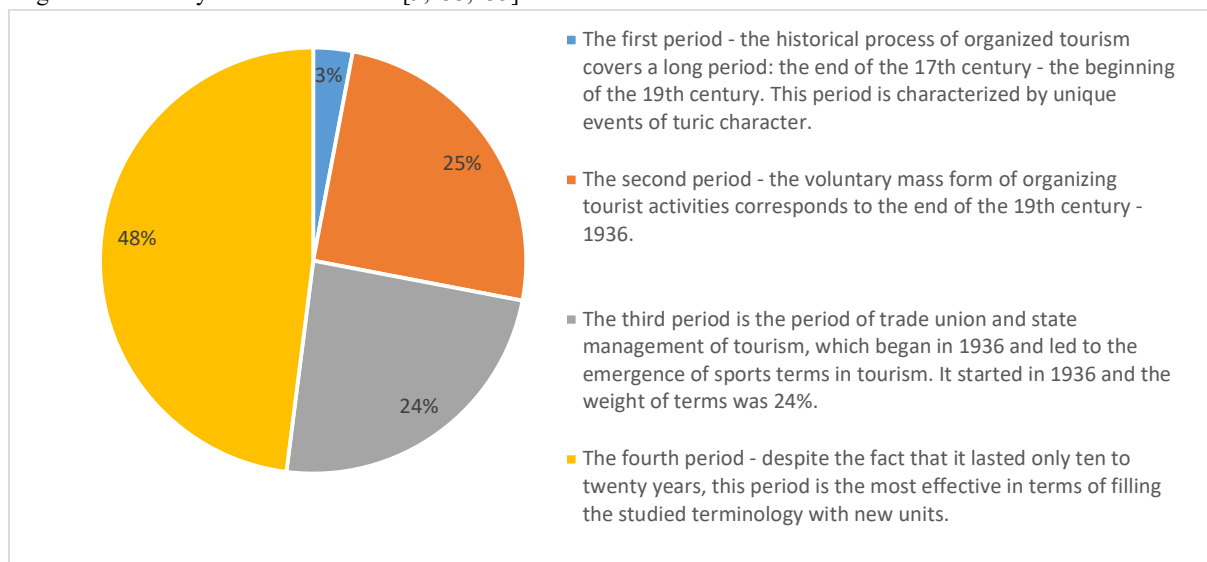


Diagramme - 1.2.2. Periods of development of Uzbek tourism and the percentage of general and specific terms used in it.

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.

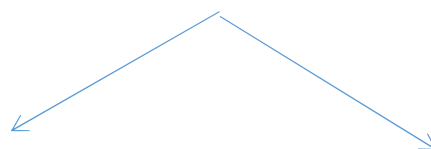
The third stage - tourism trade union and public administration - began in 1936, when tourism led to the emergence of new sports terms, which led to the emergence of new sports terms: categories II and II of the route, "USSR tourist "mark. In the third stage, the terminology of tourism organization continues 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.[5. 254-276.]

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), micro fields (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

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

	Uzb. 47 - Eng. 92		Uzb. 77 - Eng. 126	
3	Land transport Uzb. 47 - Eng. 69			
	By Automobile Uzb.23 - Eng.37	By Railway Uzb.24-Eng. 32	1	Sports and entertainment Uzb. 36 - Eng. 67
			2	Recreation activities Uzb. 41 - Eng. 59

Figure 3: 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.

CONCLUSION

If conclude our study on this area, we should mentioned here, one of 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, agro tourism, farming tourism, agro tourism, 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.

So, in the development of the field of business tourism, such activities as formation, selection and creation of the image of travel and places of residence are the leaders. In Uzbekistan, a lot of work has been done in this regard and is developing further. There is no doubt that in the future, Uzbekistan will be at the top of the world's ranking of developed countries in terms of creating the image and imagination of travel destinations, choosing and attracting tourists.

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