



PROBLEMS OF EQUIVALENCE AND ADEQUACY IN TRANSLATING TOURISM TERMINOLOGY

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Abstract: This article examines the issues of equivalence and adequacy that arise when translating terms related to the tourism industry. Tourism is currently one of the fastest growing industries and affects relations between different countries. Therefore, the correct and accurate translation of tourism-related words and terms into another language is an important task. However, in practice, a term in one language does not always fully correspond to a term in another. In some cases, the original meaning of the word is lost or distorted. Therefore, the translator should pay attention not only to the lexical meaning of the text, but also to its general content and context. This article explains these problems using simple examples and suggests solutions. In conclusion, in order to ensure high-quality translation, the translator must not only know the language, but also be familiar with the tourism industry and cultural differences.

Keywords: tourism, translation, terminology, equivalence, adequacy, cultural differences.

Introduction

Today, the tourism industry is one of the fastest growing industries in the world. The increasing number of trips between different countries and the expansion of intercultural contacts are further increasing the need for language and translation issues. In particular, it is important to correctly and accurately translate tourism terms from one language to another [4]. Because an incorrectly translated term can lead to misunderstandings for tourists and even a decrease in the quality of service. At the same time, translating tourism terminology is not a simple process. Each language has its own characteristics, cultural aspects and means of expression, which makes it difficult to find a complete equivalent of some terms in another language. And even if some words are translated directly, their original content or functional meaning is not fully conveyed. This is where the concepts of equivalence and adequacy play an important role.

The main purpose of this article is to consider the problems of equivalence and adequacy encountered in the translation of tourism terms, to



consider their causes and solutions. The practical difficulties that arise in the translation process are also illustrated using simple examples.

Methodology

This study used several methods to study the problems that arise in the translation of tourism terminology. First, the existing scientific literature, articles and dictionaries on the topic were analyzed. Through this, the theoretical foundations of the concepts of equivalence and adequacy were examined and how they are used in the tourism sector were determined. Also, as a practical approach, various texts related to tourism were analyzed - information on tourist websites, brochures, hotel descriptions and guide texts. The terms in these texts were translated from the original (English) language into Uzbek and their accuracy and compatibility were compared. Particular attention was paid to terms that cannot be directly translated or whose meaning changes. The comparative method was also used during the study, that is, how the same term is translated in different sources was compared. In addition, the problems identified through the descriptive method were explained and their causes were explained. In the process of summarizing the results, analysis and conclusion methods were used. Through this, the most common problems encountered in translating tourism terms and recommendations for their elimination were developed.

Results

The results of this study have shown through concrete examples the problems of equivalence and adequacy in the translation of tourism terminology. In the process of analysis, it became clear that many English terms, when directly translated into Uzbek, do not fully preserve their original meaning. For example, the term “all-inclusive” is often translated as “hammasi ichida”. Although this may seem correct from a lexical point of view, in practice this expression means a complete package of services for the tourist, that is, meals, drinks and some services are included in the price. Therefore, it is more appropriate to present it as “barcha xizmatlar kiritilgan”.

As another example, let's take the expression “bed and breakfast (B&B)”. Sometimes this term is translated as “yotoq va nonushta”, but this form sounds a bit artificial in Uzbek. In practice, it is more understandable to interpret it as “mehmonxona xizmati (nonushta bilan)” or “yotoq va nonushta xizmati”. Also, the term “double room” is often translated as “ikki kishilik xona”, which is correct. However, “twin room” is also translated in some cases in the same way. In fact, “double room” means a room with one large bed, and “twin room” mean a room with two separate beds. If this difference is not indicated in the translation, an uncomfortable situation may arise for the tourist.

The terms “check-in” and “check-out” can also be an interesting example.



They are sometimes translated as “entry” and “exit”, but this is very general and vague. In practice, options such as “ro‘yxatdan o‘tish” (check-in) va “mehmonxonadan chiqishni rasmiylashtirish” (check-out)” are considered much more accurate and adequate. In addition, the word “sightseeing” is often translated as “sko‘rish” yoki “sayr qilish”. However, this term actually has a broader meaning, “viewing sights”. Therefore, an explanatory translation is important here. The above examples show that a purely literal approach to translating tourism terms is not enough. If the context, context of use and cultural aspects of each term are not taken into account, the translation may be incorrect or unclear.

Analysis

Analysis of the research results shows that the main problem in the process of translating tourism terminology occurs not only at the language level, but also at the content and context levels. That is, equivalence refers more to the lexical compatibility of a word, while adequacy is related to its correct use in a real situation. Practical analysis has shown that in many cases it is precisely adequacy that is lacking. For example, terms such as “all-inclusive” or “bed and breakfast” are understandable to a certain extent when translated lexically, but they represent a specific type of service in the tourism system. If the translator does not understand this system, he will only translate the words, but will not be able to fully convey the meaning. This is a drawback from a communicative point of view.

Another important aspect was identified during the analysis: incorrect translation of terms often occurs as a result of generalization or simplification. For example, the same translation of the terms “double room” and “twin room” indicates that the translator has not paid attention to some subtle differences. This can lead to practical problems in the tourism industry, as the client will not receive the service he expected. In addition, the cultural factor also plays an important role. Terms such as “sightseeing” are understood not only through language, but also through cultural experience. If the translator does not take into account this cultural context, then the translation will be superficial and narrow [1]. Therefore, in order to adequately translate, the translator must know not only the language, but also the tourism culture.

The analysis also showed that the different translations of the same terms in different sources indicate that the terminological system is not sufficiently standardized. This, in turn, leads to a lack of uniformity in tourism texts and creates confusion for users. The results of the analysis show that when translating tourism terminology, the main focus should be on semantic accuracy and contextual accuracy, rather than literal accuracy. Only then will the translation be truly effective and understandable.



Discussion

The discussion based on the research results shows that the issue of translating tourism terminology is not only a linguistic problem, but also has practical and communicative significance. Because every incorrect or ambiguous translation in the tourism sector directly affects the customer experience. For example, confusing translations of terms such as “double room” and “twin room” can lead to the fact that the tourist does not receive the expected service. This negatively affects the quality of service. Another important aspect in the discussion process is that equivalence is not always sufficient. That is, even if there is a dictionary translation of a word, it does not always provide an adequate translation. For example, translating the term “all-inclusive” as simply “hammasi ichida” may be formally correct, but this does not fully reveal the content of the service for the tourist. Therefore, the main focus in translation should be on choosing an option that the user understands and corresponds to the real situation.

The results of the discussion also confirm once again that the role of the translator is very important. The translator should not only be a language expert, but also a specialist in the field to some extent [2]. A translator who does not have knowledge of tourism concepts, types of services and international standards often makes incorrect or superficial translations. In addition, the lack of standardization of terminology was also identified as a significant problem. Different translations of the same term in different sources not only cause confusion, but also negatively affect the quality of professional communication. Therefore, it is necessary to form a single and generally accepted terminological base in the tourism sector. The results of the discussion show that the main goal in translating tourism terminology is not only to translate correctly, but also to convey it in an understandable, clear and user-friendly form. This requires finding the right balance between equivalence and adequacy.

Conclusion

In conclusion, translating tourism terminology is a complex and responsible process. The results of the study showed that in many cases it is difficult to find the correct equivalent of terms, which leads to errors in translation. In particular, word-for-word translation is often insufficient and leads to incomplete transmission of the meaning. Therefore, adequate translation, that is, taking into account the content and context of the text, is very important. In addition, cultural differences and the specifics of the tourism industry also directly affect the translation. The translator must have a good understanding not only of the language, but also of the industry. In general, for a quality translation, it is necessary to correctly ensure the balance between



equivalence and adequacy.

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