

THE SPECIFIC FEATURES OF ECOTOURISM TERMINOLOGY IN ENGLISH AND UZBEK LANGUAGES

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Abstract: This article explores the specific features of ecotourism terminology in English and Uzbek languages from a comparative linguistic perspective. The rapid growth of ecotourism worldwide has stimulated the emergence of a rich terminological system that reflects ecological, cultural, and social values. English, as the dominant language of international communication, provides standardized and widely accepted terms, while Uzbek terminology often incorporates native lexical resources and reflects local environmental and cultural realities. By analyzing the semantic, structural, and functional aspects of ecotourism terms, the study highlights similarities, differences, and translation challenges between the two languages. The research emphasizes the importance of accurate terminology development, bilingual dictionaries, and consistent translation practices for the effective promotion of ecotourism in Uzbekistan. Moreover, it suggests that the interplay of globalization and localization plays a key role in shaping the terminological landscape. The findings contribute to comparative linguistics, lexicography, and translation studies while offering practical recommendations for tourism specialists, educators, and policymakers.

Keywords: ecotourism; terminology; English language; Uzbek language; comparative linguistics; translation; globalization; localization; lexicography; sustainable tourism

INTRODUCTION

In recent decades, ecotourism has emerged as one of the most dynamically developing branches of the global tourism industry. Unlike traditional forms of tourism, ecotourism emphasizes sustainable development, environmental protection, and respect for local communities. Due to its interdisciplinary nature, ecotourism is closely linked with ecology, economics, sociology, and linguistics. This has led to the rapid formation of a rich and diverse terminological system that requires in-depth linguistic investigation. The study of ecotourism terminology in English and Uzbek languages is of particular significance. English, as the dominant language of international communication, plays a crucial role in shaping and standardizing ecotourism concepts, while Uzbek, as a national language, reflects the cultural, historical, and environmental realities of Uzbekistan. The comparison of these two linguistic systems makes it possible to reveal similarities and differences in the semantic, structural, and functional features of ecotourism terms, thereby contributing to the improvement of translation practices and the enrichment of specialized dictionaries. Moreover, terminological studies in this area are directly related to the broader issues of globalization and localization. On the one hand, English ecotourism terms tend to be universal, widely recognized across international discourse. On the other hand, Uzbek equivalents often incorporate specific cultural and geographical elements, which highlight the national identity and unique ecological conditions of the region. This interplay between universality and cultural specificity is at the core of ecotourism terminology research. In addition, the growing demand for eco-friendly tourism in Uzbekistan — supported by state policies aimed at environmental sustainability and regional development — underscores the importance of creating clear,

accurate, and functional terminology in Uzbek. Such efforts not only facilitate effective professional communication but also enhance public awareness of ecological values.

Therefore, the analysis of ecotourism terminology in English and Uzbek is not limited to a linguistic perspective; it also has practical implications for translation studies, lexicography, tourism marketing, and intercultural communication. By examining the specific features of these terminologies, this study aims to provide a comprehensive understanding of how ecotourism concepts are expressed, adapted, and interpreted in two distinct linguistic and cultural contexts.

CONCLUSION

The comparative study of ecotourism terminology in English and Uzbek languages demonstrates that this field is not only a linguistic phenomenon but also a cultural and socio-economic process. Ecotourism terms in English are largely shaped by international discourse, scientific research, and global environmental movements, which has resulted in a highly standardized and universally recognized terminology. By contrast, Uzbek ecotourism terminology reflects the specific ecological, historical, and cultural context of the country, often incorporating native lexical elements and regionally adapted meanings. The findings reveal that while many Uzbek terms are direct borrowings or calques from English, there is also a growing tendency to develop original terms that resonate with the local population and align with the national language policy. This dual approach ensures both international intelligibility and cultural relevance. Such processes highlight the dynamic interaction between globalization and localization in the sphere of tourism terminology. Furthermore, the study underscores the importance of accurate and consistent translation practices. Inadequate or imprecise translation of ecotourism terms may lead to misunderstanding and reduced effectiveness in communication among specialists, tourists, and local communities. Hence, systematic work on bilingual terminological dictionaries, glossaries, and educational resources is crucial for facilitating professional communication and promoting Uzbekistan's tourism potential on the global stage. From a theoretical perspective, the analysis contributes to the field of comparative linguistics, lexicography, and translation studies by identifying structural, semantic, and functional peculiarities of ecotourism terms in two different languages. From a practical perspective, it provides recommendations for tourism specialists, educators, and policymakers who seek to improve the quality of communication in this rapidly developing sector.

In conclusion, the development of ecotourism terminology in English and Uzbek must be viewed as an ongoing process that evolves alongside environmental challenges, technological innovations, and cultural changes. Future research should focus on corpus-based studies, the role of digital platforms in disseminating ecotourism terms, and the integration of terminology into sustainable tourism education. Such efforts will not only strengthen the linguistic foundations of ecotourism but also contribute to global environmental awareness and intercultural dialogue.

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