

## LINGUOCULTURAL CHARACTERISTICS OF THE TERMINOLOGICAL SYSTEM OF RURAL TOURISM

Ostonov Utkir Yangiboyevich

Acting associate professor of the department

“Teaching to languages” Samarkand

Institute of economics and service

[e-mail. ostonovutkir@mail.ru](mailto:ostonovutkir@mail.ru)

**Abstract:** This study examines the linguocultural characteristics of the terminological system of rural tourism. Rural tourism terminology reflects a close interconnection between language, culture, traditions, and the natural environment of rural areas. The research highlights how rural tourism terms embody national and local cultural values, traditional social relations, ecological features, and regional identity. Special attention is given to dialectal and regional lexical units, metaphorical expressions, and the integration of terminology from related fields such as ecology, agriculture, and cultural studies.

**Key words:** rural tourism, terminology, linguocultural features, national culture, local identity, dialects, ecological vocabulary, cultural heritage, multilingualism, globalization

**Аннотация:** В данной статье рассматриваются лингвокультурные особенности терминологической системы сельского туризма. Терминология сельского туризма отражает тесную взаимосвязь языка, культуры, традиций и природной среды сельских территорий. В работе показано, что термины сельского туризма воплощают национальные и локальные культурные ценности, традиционные социальные отношения, экологические особенности и региональную идентичность. Особое внимание уделяется диалектной и региональной лексике, метафорическим выражениям, а также интеграции терминов из смежных сфер, таких как экология, сельское хозяйство и культурология.

**Ключевые слова:** сельский туризм, терминология, лингвокультурные особенности, национальная культура, локальная идентичность, диалекты, экологическая лексика, культурное наследие, многоязычие, глобализация

Rural tourism is a branch of tourism based on rural areas and their cultural, historical, and natural heritage. Therefore, the terminological system of rural tourism possesses distinctive linguocultural features, as it is closely connected with culture, traditions, and the natural and social environment as reflected in language.

First, rural tourism terms often express cultural concepts directly related to rural life. For example, terms such as “*guesthouse*” and “*hospitality*” reflect traditional rural hospitality and social relations. Likewise, expressions such as “*handmade products*,” “*local community festivals*,” and “*traditional handicrafts*” play an important role in highlighting the unique cultural heritage of rural areas.

Second, this terminological system includes a large number of lexical units related to the natural environment. For instance, terms such as “*field*,” “*village garden*,” “*forest path*,” “*lake*,” and “*rural excursion*” convey the geographical and ecological characteristics of rural regions. From a linguocultural perspective, these terms emphasize rural tourism’s focus on natural resources and ensure their perception as cultural values.

Third, rural tourism terminology is often composed of regional and dialectal words and expressions, closely connected with local dialects and vernaculars. This increases linguistic diversity and enriches the terminology within the context of folk culture. For example, in some rural areas, local terms such as “*small house*” instead of “*room*,” or “*dining place*” instead of “*kitchen*,” are used.

Thus, the terminological system of rural tourism represents not only a lexical resource but also a linguocultural complex that incorporates cultural heritage and elements of the natural environment. This system reflects the unique interaction between language and culture and serves as a linguistic tool expressing the national and regional specificity of rural tourism.

Rural tourism is one of the modern forms of tourism and is based on the use of natural, cultural, and social opportunities of rural areas. Accordingly, the terminological system of rural tourism reflects a specific linguocultural interconnection between language, culture, traditions, and the natural environment.

First, terms specific to rural tourism often represent national and local cultural components of rural life. These include traditional social relations, types of labor, handicrafts, culinary culture, and festivals. For example, terms such as “*guesthouse*” or “*hosting guests*” are associated with hospitality and national customs, while words like “*wood carving*,” “*carpet weaving*,” and “*beekeeping*” represent the linguistic manifestation of rural handicrafts. These terms embody not only meaning but also historical and cultural context.

Second, the linguistic representation of geographical and ecological elements occupies an important place in rural tourism terminology. For example, expressions such as “*field road*,” “*orchard*,” “*stream*,” and “*riverbank*” describe the natural landscape of rural areas and their ecotourism potential. These terms demonstrate rural tourism’s dependence on natural resources and their recognition as cultural values.

Third, regional-dialectal and vernacular elements are widespread in rural tourism terminology. Terms used in rural areas often possess specific phonetic, morphological, and semantic features that ensure linguistic diversity. For instance, in some regions, expressions such as “*brick house*” or “*rural home*” are used instead of “*house*” or “*room*.” This emphasizes the uniqueness of local culture and language in rural tourism.

Fourth, rural tourism terminology is often enriched through metaphorical and figurative expressions. For example, phrases like “*living in harmony with nature*,” “*the heart of the village*,” and “*the mountain’s embrace*” function not only as expressions but also as linguocultural codes. They highlight the national spirit of rural tourism and its harmony with nature.

At the same time, an important linguocultural feature of rural tourism terminology is its function of preserving and transmitting culture through language. Specific words, expressions, and terms used in rural areas help preserve traditions, customs, historical events, and attitudes toward nature, passing them from generation to generation. This interconnection between language and culture forms the linguocultural foundation of rural tourism.

From a linguocultural analytical perspective, another important aspect of rural tourism terminology is its reflection of national and local identity. Rural tourism terms are often directly connected with local culture, traditions, and national values, thereby strengthening the national-local function of language. For example, words such as “*water room*,” “*earthen jug*,” “*jug ceremony*,” and “*dastarkhan (traditional table setting)*” express distinctive elements of Uzbek

rural culture and convey national culture to visitors through language within the rural tourism experience.

Moreover, rural tourism terminology integrates terms from various fields, leading to semantic expansion and interconnection of linguistic units. For example, newly formed expressions such as “*agrotourism*,” “*ecotourism*,” and “*eco-trail*” have emerged as a result of interaction between ecology and tourism, creating new linguocultural values. These changes demonstrate rural tourism’s adaptability to modern demands and globalization processes.

From a linguistic perspective, rural tourism terminology is also noteworthy for its morphological and syntactic features. Many terms are formed through affixation and compound constructions, providing more precise and comprehensive meanings, such as “*agricultural products*,” “*cultural heritage sites*,” “*use of natural resources*,” and “*services based on local traditions*.” These constructions confirm the complex and multifaceted nature of the rural tourism concept in linguistic analysis.

The pragmatic aspect of rural tourism terminology is also significant. These terms are used by participants in tourism activities—tourists and local residents—and perform linguistic functions in social communication. For instance, words and expressions used during rural tours, tasting traditional foods, and familiarization with handmade products fulfill communicative roles and contribute to the formation of rural tourism as a cultural experience.

From the perspectives of cultural studies and anthropology, rural tourism terminology also serves as a linguistic model of rural life and culture. Through these terms, rural traditions, values, customs, folk medicine, and applied folk arts are expressed and conveyed to a wider audience through tourism. Thus, rural tourism functions as a linguocultural medium that plays an important role in preserving and promoting national culture.

From a linguocultural viewpoint, rural tourism terminology is often based on a rich lexical fund derived from folklore and traditional culture, including phraseological units, proverbs, aphorisms, riddles, and folk expressions. These elements create cultural images of rural life expressed through language and play an important role in conveying the unique spirit of rural areas in communication with tourists. For example, folk proverbs such as “*A guest is the beauty of the people*,” “*Melons ripen beneath the forest*,” and “*A white house reflects a pure heart*” function as linguistic tools expressing hospitality and harmony with nature in the context of rural tourism.

In conclusion, the linguocultural characteristics of the terminological system of rural tourism are multifaceted and consist of distinctive cultural and linguistic aspects. This system plays a decisive role in expressing rural natural and cultural environments through language, preserving national and local culture, and promoting and developing them within a new tourism context. Moreover, the linguocultural system of rural tourism, through its dynamism, multilingualism, and semantic interconnections, demonstrates the inseparable relationship between language and culture in new forms.

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