



THEMATIC CLASSIFICATION OF FOREIGN LANGUAGE INCLUSIONS IN INTERNET MEDIA OF TOURISM INDUSTRY: ETHNO- TOURISM

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Ключевые слова: иноязычные вкрапления, интернет медиа, этно-туризм, заимствования, тематическая классификация.

Key words: foreign language inclusions, internet media, ethno-tourism, loanwords, thematic classification.

Introduction. A characteristic feature of the development of the modern world can rightfully be considered the trend towards globalization. One of the most striking manifestations of this universal process in the language was the desire of its speakers to actively use borrowings. As linguists note, linguistic expansion due to the active penetration of socio-cultural, economic and political realities into everyday life is reflected in the influx of a large number of borrowed words»[1, p 84]. In our opinion, in the aspect of this problem, it is advisable to present scientist L. P. Krysin’s point of view, who points out that «combining borrowed words into groups on the basis of thematic community is an indicator of their demand by speakers and a high degree of their adaptation in the lexical system» in his research [2, p 321]. We should define foreign language inclusions into thematic classifications. According to Russian researcher N. V. Butylov: «Thematic groups are combinations of words that are based on the classification of objects and phenomena of reality themselves» [3, p 80].

According to the scientist, «the study of words in thematic groups allows us to determine their specific weight in the vocabulary of the language, their changing ratios of native and dependent words, establish stylistic differentiation

of words within the thematic group, and highlight a number of other lexicological issues”.

It is clearly that, the Internet media have become the main source of spreading new loanwords, particularly foreign language inclusions.

In our article, we would like to focus on foreign language inclusions in the sphere of ethno-tourism.

Methods. In the given research work the descriptive method, the comparison method, the method of interpreting concepts were used.

Results. Analysis of linguistic literature, in particular, scientific article of the researcher E. T. Mirzajonova «Modern approaches to the development of ethno-tourism in Uzbekistan» indicates the fact that tourism is becoming more attractive and popular all over the world, and it is being developed, enriched with new destinations and tourist sites [4]. The transition of tourism from one category to another marked the beginning of the process of branching out tourism into several industries and spheres, contributing to the development of ethnographic tourism. In his article, the author continues to define: «Ethnographic tourism is one of the rapidly developing branches of the tourism business in modern Uzbekistan. It includes visiting places that are important for understanding the past, the national culture, and the future. cultural identity and its present, and allow you to represent the cultural identity of a particular group of people. It's not just taking part in national holidays and festivals. The purpose of ethnographic tourism is to study the way of life, way of life of a particular nation, nationality, ethnic group and their distinctive features and features. Ethnotourism provides an opportunity to see and study the life of a nation «from the inside» - to feel, live and learn its history, customs, traditions, rituals, language, myths and legends. Ethnographic tourism has a certain potential for development, which makes it possible to state with confidence that this particular industry is very promising for attracting tourists to our country”.

Multiple judgments of researchers about the term ethnotourism they continue to cause numerous discussions. While investigating the problem, we determined the presence of different points of view on the ratio of ethnic and ethnographic tourism. In the context of our problem, we are interested in the point of view of researcher A. I. Shchukin, who in his dissertation research notes that the main participants of ethnographic tours are people who are professionally engaged in ethnography. In turn, participants in ethnic tourism are a wide audience of tourists whose main goal is to meet spiritual needs [5, p 22]. V. N. Presnyakov and M. A. Zhulina consider ethnic and ethnographic tourism synonymous. In previous times, the term «ethnic» tourism was not used, the concept of «ethnographic»



tourism (associated with the science of «ethnography») was widespread, which is still used in the scientific community. In foreign literature, W. Smith separates ethnic tourism from cultural and historical tourism. Recently, people have started talking about ethno-cultural, jailoo, and anthropological tourism, with the latter echoing aboriginal tourism. In the Russian and foreign scientific literature, the term «cultural tourism» («cultural heritage tourism», «heritage tourism» or «diaspora tourism») is close to ethnotourism. The National Trust for Historic Preservation in the United States defines cultural tourism as «visiting historic sites, as well as exploring attractions that reflect the history of mankind» [6]. The International Council for the Preservation of Monuments and Sites of Interest (ICOMOS) defines cultural tourism: «it is a special type of tourism, the purpose of which (among many other purposes) is also the discovery of monuments and attractions.» In our opinion, the closest concept to ethnotourism can be considered ethno-cultural tourism – ethno-cultural tourism) - a concept that is not often found in foreign and domestic literature. Russian researcher A. G. Butuzov includes ethnographic, anthropological, ethnic, nostalgic tourism [7, p 245].

The conducted research based on the works of the Russian researcher A. G. Butuzov revealed the following types of ethnotourism:

«Anthropological tourism (anthropological tourism) as one of the directions of ethnotourism, it involves studying the cultures of disappeared ethnic communities, visiting the country of their former residence in order to get acquainted with modern culture, as well as visiting places of residence of endangered peoples and small-numbered peoples» [8].

According to the authors of the article, the most striking examples of studying disappeared communities are: «Approaches to the classification of ethnic tourism» Svyatokha N. Yu., Filimonova I. Yu. there can be excursions to Peru to learn about the Inca culture, in the Crimea-with the culture of the Scythians. As the authors say, excursions to the Karaites (Crimea), which are under threat of extinction, are popular. Tours to the Ember Indians are organized in Panama. C. Ryan and M. Aicken define ethnographic tourism in their works, in particular, aboriginal tourism (indigenous tourism) as a type of tourism in which indigenous peoples are directly involved in the organization of the tourism industry « [9].

«Jailotourism is one of the youngest subspecies of ethnic tourism (a kind of ethnographic tourism). The name comes from the Kyrgyz word «dzhayloo», meaning alpine meadow, mountain pasture. This is a vacation away from the benefits of civilization in a primitive way of life. Jailotourism was born in Kyrgyzstan in the late 1990s, when a local tour operator offered tourists to live the life of a mountain shepherd in yurts for some time. Tourists from Switzerland,



Germany, Great Britain, and Russia were the first to try out the jailotours. To date, Kyrgyzstan is the leader of the Jailotourism”.

Discussion. Foreign language inclusions are closely connected with the terms that indicate different areas of tourism. During our research, we have defined the following foreign language inclusions in the sphere of ethno-tourism:

“... a number of percussion instruments such as doira (frame drum), nogora (pot shape drum) and kairok (castagnets)”; “Kairok, for instance, fits in the palm of a hand and is a pair of flat stones”; “Kapkyr, a cook’s main tool, is a type of skimmer with a completely flat head placed at a slight angle to the handle” ; “Chumich is a ladle used for cooking the liquid dishes of the Uzbek kitchen”;”«Kumgan is a special jug, which is placed on embers” [10].

A large number of proper names, in particular toponyms, that function in internet media serve to express expressiveness and creativity, give the text authenticity and local flavor.

In addition, there are often names of famous historical figures who have contributed to the history of attractions, for example: Bibi Khanum Mosque, Ulugbek Madrasah, Khoja Abdu Darun Mausoleum, Nadir Divan Begi Khanaka, Orol Paygambar Island, Sumbula Mozor, Kampir Tepa, Sulaimonota.

Conclusion. As a result of the analysis of the thematic classification of foreign-language inclusions in internet media in the sphere of tourism, it was revealed that the association of borrowed words into groups on the basis of thematic community is an indicator of their demand by speakers and a high degree of their adaptation in the lexical system. The process of adapting foreign language inclusions in general to Uzbek and Russian is a natural process. The more adaptations occur during the borrowing process, the less need there will be to use dictionaries.

Thus, the analysis of foreign language inclusions in the sphere of ethno-tourism has shown that the prevailing use of proper names is associated with the need to nominate natural, cultural or other objects related to history.

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РЕЗИОМЕ

Ushbu maqolada turizm, xususan, etnoturizm sohasidagi internet-media vositalaridagi chet tili vkrapleniyalarinik tematik tasnifi tahlil qilinadi. Jahon amaliyotida turizm sohasi bilan bog'liq ob'ektlarni kontekstda nominatsiya qilish uchun so'zlar va iboralarni o'rganishga qiziqish ortib bormoqda. Turizm industriyasi rivojlanishi odamdan kamida bitta chet tilini (asosan ingliz tilini) bilishni talab qiladi va bundan tashqari, u ko'pincha xalqaro xarakterga ega. Biz chet tili vkrapleniyalarini tematik tasniflarga ajratdik va bu muammoni bizdan oldin o'rgangan olimlarning turli nuqtai nazarlarini keltirdik. Tilshunoslarning ta'kidlashicha, ijtimoiy-madaniy, iqtisodiy va siyosiy voqealiklarning kundalik hayotga faol kirib borishi natijasida yuzaga kelgan til kengayishi ko'plab o'zlashma so'zlarni kirib kelish oqimida aks etadi. Tadqiqotimiz davomida biz tavsiflovchi metod, qiyoslash metodi, tushunchalarni talqin qilish metodlaridan foydalandik. Bundan tashqari, ushbu maqolada etnoturizm sohasiga oid chet tili vkrapleniyalari tahlil qilindi va ularga muvofiq misollar keltirildi.

РЕЗИОМЕ

В данной статье проанализирована тематическая классификация иноязычных вкраплений в интернет медиа сферы туризма, в частности этнотуризма. В мировой практике наблюдается растущий интерес к изучению устойчивых слов и выражений для номинации объектов, связанных с туристической сферой, в контексте. Развитие туристической индустрии требует от человека знания хотя бы одного иностранного языка (в основном английского), и, более того, он часто носит международный характер. Мы разделили иноязычные вкрапления на тематические классификации и привели различные точки зрения ученых, которые исследовали эту проблему до нас. Как отмечают лингвисты, языковая экспансия, обусловленная активным проникновением социокультурных, экономических и политических реалий в повседневную жизнь, отражается в притоке большого количества заимствованных слов. В ходе нашего исследования мы использовали дескриптивный метод, метод сравнения, метод интерпретации понятий. Более того, в данной статье были проанализированы иноязычные вкрапления в сфере этнотуризма и представлены примеры в соответствии с ними.

SUMMARY

In this article, thematic classification of foreign language inclusions in internet media of tourism industry, particularly ethno-tourism has been analyzed. In worldwide practice, there is an increasing interest in studying stable words and expressions for the nomination of objects related to the tourism sector in the context. Development of the tourism industry requires a person to know at least one foreign language (mainly English), and, moreover, it is often international in nature. We have divided foreign language inclusions into thematic classifications and have given different points of view of scientists, that researched this problem before us. As linguists note, linguistic expansion due to the active penetration of socio-cultural, economic and political realities into everyday life is reflected in the influx of a large number of borrowed words. During our research, we have used the descriptive method, the comparison method, the method of interpreting concepts. Moreover, we have analyzed foreign language inclusions in the sphere of ethno-tourism and presented examples according to them.