

*Islamova Aziza Hasan kizi**English teacher at the Shakhrisabz State Pedagogical Institute***LINGUOCULTURAL CHARACTERISTICS OF HOTEL SERVICE TERMINOLOGY IN UZBEK AND ENGLISH**

Abstract: This paper examines the linguocultural characteristics of hotel service terminology in Uzbek and English, analyzing their historical development, linguistic features, and cultural implications. The research investigates semantic, morphological, and syntactic properties of key hotel terms, providing a comparative analysis between the two languages. Furthermore, it explores the challenges of translation, equivalence, and the impact of cultural context on meaning. The findings contribute to a deeper understanding of how language and culture shape hotel communication and provide practical implications for translation studies and intercultural business interactions.

Keywords: hotel terminology, linguocultural studies, translation, Uzbek language, English language, tourism, cultural communication.

The hotel industry plays a crucial role in global tourism and economic development, making effective communication an essential factor in ensuring customer satisfaction and operational efficiency. Language is a key component in service-oriented businesses, where specific terminology is used to define hotel facilities, services, and guest interactions.

In order to safeguard the rights and legal interests of stakeholders in the tourism sector, including the services market, tourists, and tourism activities, the Republic of Uzbekistan enacted the Law «On Tourism» on August 20, 1999. Additionally, a significant milestone in the industry's development was the Presidential Decree issued on April 15, 1999, titled «On the State Program for the Development of Tourism in Uzbekistan,» which outlined strategic goals until 2005. Efforts to enhance tourism organizations, support small and medium-sized enterprises in the service sector, and attract foreign investment led to the establishment of the «Association of Private Tourist Organizations» in Tashkent in 1998 by a government decision [1].

Hotel service terminology has evolved over centuries, influenced by trade, migration, and cultural exchanges. English hotel terms originate from Latin, French, and Germanic influences, reflecting a history of commercial interactions. Words such as «reception,» «conciierge,» and «suite» have French origins, while terms like «guesthouse» and «inn» come from Old English.

Hotel service terminology refers to the specialized vocabulary and expressions used in the hospitality industry to describe various hotel services, facilities, and operations. These terms help hotel staff, guests, and industry professionals communicate effectively about accommodations, amenities, and customer service.

Common hotel service terminology

1. Types of hotels & accommodations

Boutique Hotel	A small, stylish hotel offering personalized services.
Resort	A hotel with recreational facilities, often in vacation destinations.

Hostel	A budget-friendly accommodation, often with shared rooms.
Motel	A roadside hotel catering to travelers, typically with easy parking access.
Apart-Hotel	A hotel offering apartment-style rooms with kitchens.
2. Room types & features	
Single Room	A room designed for one person with a single bed.
Double Room	A room with one double bed for two guests.
Twin Room	A room with two separate single beds.
Suite	A large, luxurious room or multiple-room accommodation.
Connecting Rooms	Two adjacent rooms with an internal door between them.
Presidential Suite	The most luxurious suite in a hotel.
3. Booking & reservation terms	
Check-in	The process of registering and receiving a room upon arrival.
Check-out	The process of leaving and paying for a room upon departure.
Early Check-in / Late Check-out	Arriving earlier or departing later than standard times.
No-Show	A guest who made a reservation but did not arrive.
Overbooking	Accepting more reservations than available rooms.
Walk-in Guest	A guest who arrives without a prior reservation.
4. Room services & amenities	
Housekeeping	The department responsible for cleaning and maintaining rooms.
Turn-down Service	Preparing the bed for the night, often with small extras like chocolates.
Mini-bar	A small fridge in the room stocked with drinks and snacks.

Room Service	Food and drinks delivered to a guest's room.
Laundry Service	Hotel-provided washing, ironing, and dry-cleaning services.
Concierge	A hotel staff member assisting guests with reservations, tickets, and recommendations.
5. Food & beverage services	
Buffet	A self-service meal setup with multiple food choices.
À la carte	Ordering individual dishes from a menu.
All-inclusive	A package including meals, drinks, and activities.
Continental Breakfast	A light breakfast including pastries, coffee, and juice.
Full Board	A package including breakfast, lunch, and dinner.
6. Payment & policies	
Deposit	An advance payment required to secure a reservation.
Cancellation Policy	Rules regarding refunds or charges if a booking is canceled.
Incidental Charges	Additional costs for extra services, such as minibar usage or room service.
Service Charge	A fee added for hospitality services, often a percentage of the bill.
No-Refund Policy	A policy where guests cannot receive a refund after canceling a reservation.
7. Hotel staff & departments	
Front Desk / Reception	The main area where guests check in and out.
Bellboy / Porter	A staff member who helps with luggage.
Concierge	A hotel assistant providing recommendations and booking services.
Housekeeping	The department responsible for cleaning rooms and public areas.
General Manager (GM)	The highest-ranking manager overseeing hotel operations.
8. Security & safety terms	
Do Not Disturb (DND)	A sign guests place on their door to request privacy.

Lost and Found	A department handling misplaced guest belongings.
Fire Exit	Emergency exit routes in case of a fire.
Safe Deposit Box	A secure place in the room or hotel lobby to store valuables.

On the other hand, Uzbek hotel terminology has roots in Turkic, Persian, and Arabic linguistic traditions. The term «mehmonxona» (hotel) derives from «mehmon» (guest) and «xona» (room), illustrating the strong cultural emphasis on hotel. Throughout history, Central Asian caravanserais played a significant role in shaping the region's hotel concepts.

Hotel terminology in both languages exhibits polysemy, synonymy, and semantic shifts. Terms such as «check-in» and «reception» carry both procedural and spatial meanings, depending on the context.

English hotel terms are often formed through compounding (e.g., «front desk,» «guest service») and affixation (e.g., «reservationist»). Uzbek terms utilize suffixation and compounding, as seen in «xizmatko'rsatish» (service provision) and «mehmonxona xizmatlari» (hotel services).

Uzbek hotel terms tend to be descriptive and longer, often forming noun phrases (e.g., «yuqori darajadagi xizmat» – high-quality service), while English terminology favors concise, compound constructions (e.g., «premium service»).

While many hotel terms have direct translations, some lack full equivalence due to cultural nuances. For instance:

«Half-board» (English) vs. «yarim taomnoma» (Uzbek) – While semantically similar, cultural expectations about meal inclusions differ.

«Bellboy» (English) vs. «yuk tashuvchi» (Uzbek) – Uzbek terminology tends to describe functions rather than specific job titles.

«Concierge» (English) vs. «maxsus yordam xizmati» (Uzbek) – The English term carries broader connotations related to exclusive services [2].

Uzbek culture places strong emphasis on hotel, reflected in terms such as «mehmondo'stlik» (hotel), which carries deeper cultural significance than its English equivalent. In contrast, English hotel terminology is often business-oriented, emphasizing efficiency and service quality.

A significant portion of tourism-related terminology originates from English, while diminutive terms also stem from French, Italian, and German. The constant evolution of tourism, with the emergence of new types, leads to the introduction of new terms. When traveling, tourists often purchase gifts or souvenirs; however, some engage in shopping-focused travel, buying goods abroad for later resale. Even if they spend time at local restaurants or beaches, their primary objective remains commercial. Such travelers are known as shopping tourists, a term derived from the English word «shopping,» meaning «xarid qilmoq» in Uzbek.

Another example of tourism terminology borrowed from English is «camping,» referring to staying in a tent, a car park, or a specially equipped summer camp. Although the term «summer camp»

could be translated differently, «camping» remains widely used. Similarly, «tracking,» meaning «searching» or «following a trail,» is a form of hiking tourism. While its literal meaning in Uzbek refers to traveling on foot, the English term «tracking» is commonly adopted.

The word «picnic,» which originated in English, refers to a nature-based social gathering. Gaining popularity in the 19th century in Western countries, picnics were initially organized for relaxation in nature. Today, they represent a favored form of family leisure. Another frequently used tourism term is «voucher,» taken from English and meaning «tilxat» in Uzbek. It signifies a document that grants a tourist or a group access to prearranged services, effectively serving as a tourist ticket.

An «apart-hotel» offers apartment-style accommodations, typically featuring a separate kitchen. In Uzbek, this term retains its original form. «Business tourism» pertains to professional travel intended for income generation and economic benefit, provided the activities remain lawful.

A «fam-tour» or «fam-travel» refers to an organized promotional trip for travel agencies, competitors, or airlines to introduce them to a specific destination. This form of tourism is also called «promotional tourism.» Similarly, a «fitness-tour» focuses on enhancing physical and mental well-being, incorporating activities such as aerobics, aqua aerobics, dance, dieting, and yoga.

A «photo safari» is a specialized tourism experience centered on photography. The «Swedish table» system, widely used in cafes and restaurants, allows customers to select any available meal at a fixed price. These terms illustrate how tourism terminology evolves, with many English-derived terms becoming standardized across various languages.

Hotel communication extends beyond terminology to non-verbal cues, expressions, and service expectations. For example, in Uzbek culture, personal greetings and traditional tea offerings are integral to guest interactions, whereas in English-speaking countries, professionalism and efficiency dominate service interactions.

Hotel service terminology reflects the linguistic and cultural fabric of societies. The differences between Uzbek and English hotel terms demonstrate how language shapes service expectations and guest experiences. This study highlights the importance of cultural sensitivity in translation and business communication, emphasizing the need for continued research in linguocultural studies and applied linguistics for the hotel industry.

References:

1. Muratova Dilorom Maxmudovna, Aslonova Nafosat Fakhridinovna. TOURISM TERMS IN ENGLISH AND UZBEK LINGUOCULTURAL ASPECTS. JNCI [Internet]. 2023 Mar. 11 [cited 2025 Feb. 3];24(2):127-30. Available from: <https://newjournal.org/new/article/view/4140>
2. Rajabova R.X. LINGO- CULTURAL TERMS RELATED TO TOURISM CHARACTERISTICS. Международный научный журнал № 22(100), часть 1 «Новости образования: исследование в XXI веке» Июня, 2024. – С. 86
3. Исмадова Ю. Роль личности переводчика в переводе произведения на другой язык. Иностранная филология: язык, литература, образование. 2018 May 14;3(2 (67)):113-5.
4. Хасанова Д. Исследование профессиональной компетентности переводчиков //Переводоведение и лингвистика в эпоху цифровых технологий: изучение передовых подходов. – 2024. – Т. 1. – №. 1. – С. 223-226.