

COMPARATIVE ANALYSIS OF LEXICO-SEMANTIC RESEARCH IN AGROTOURISM: ENGLISH, TURKISH, AND UZBEK LANGUAGES

Mamadaliyeva Moxizarxon

doctoral student of the Practical English Department, Fergana State

University

Abstract: This study aims to compare various lexico-semantic research methodologies in the context of agrotourism. It examines the frequency and context of specific terminologies, the sentiment associated with agrotourism-related lexicon, and the effectiveness of different semantic analysis techniques. Agrotourism, also known as agritourism, has emerged as a significant component of sustainable rural development, offering economic benefits and promoting cultural exchange. The study of lexico-semantic aspects in different languages provides valuable insights into how various cultures conceptualize and communicate about agrotourism. This article presents a comparative analysis of lexico-semantic research in agrotourism, focusing on English, Turkish, and Uzbek languages.

Key words: Comparative Analysis, lexico-semantic research, agrotourism , semantic field, lexical comparison, agricultural tourism terminology.

Introduction

Agrotourism, a niche in the tourism industry, has been gaining popularity in recent years. As the field grows, the linguistic analysis of agrotourism-related terms in different languages becomes increasingly important. This article presents a comparative analysis of lexico-semantic research in agrotourism in Uzbek English and Turkish languages, aiming to provide insights for linguists and researchers. Lexico-semantic research involves the analysis of words and their meanings within a specific context. In the context of agrotourism, this research becomes crucial as it helps in understanding the linguistic nuances and cultural implications associated with agrotourism activities and destinations in different

languages. Uzbek English, a variety of English spoken in Uzbekistan, and Turkish, a language widely spoken in Turkey and other parts of the world, are both relevant to the study of agrotourism due to the growing significance of these regions in the agrotourism sector. One of the key aspects of comparative analysis in lexico-semantic research is the identification of similarities and differences in the usage and meanings of agrotourism-related terms in different languages. This comparative approach provides valuable insights into the cultural and linguistic factors that influence the representation of agrotourism concepts in diverse linguistic settings. As linguists, embracing the scientific exploration of lexico-semantic aspects in agrotourism enables us to contribute meaningfully to this evolving domain, fostering a deeper appreciation for the rich linguistic tapestry that underpins agrotourism on a global scale.[1; p.112] The scientific significance of comparative lexico-semantic analysis in agrotourism lies in its ability to provide empirical insights into the linguistic representation and perception of agrotourism across diverse linguistic and cultural landscapes.

Materials and methods

By employing rigorous research methodologies and statistical analysis, linguists can contribute to a more comprehensive understanding of agrotourism, fostering cross-disciplinary collaboration and knowledge exchange. In Uzbek English, the lexico-semantic research may reveal the influence of Uzbek cultural and agricultural practices on the language used to describe agrotourism activities and attractions. Similarly, in Turkish, the analysis may uncover unique linguistic expressions and semantic associations specific to Turkish agrotourism discourse. By conducting a comparative analysis of lexico-semantic research in agrotourism, linguists can contribute to the development of specialized lexicons and terminologies that accurately represent agrotourism concepts in different languages. This, in turn, facilitates effective communication and understanding among stakeholders in the agrotourism industry, including tourists, local communities, and policymakers. Furthermore, the findings of such comparative

research can have practical implications for language professionals, translators, and interpreters working in the agrotourism sector.[2; p. 38] The insights gained from the analysis can inform the development of language resources and tools that cater to the specific linguistic needs of agrotourism communication and promotion in Uzbek and Turkish contexts.

Discussion

Let's start by exploring the lexicon of agrotourism in Uzbek English and Turkish. In Uzbek English, the term for agrotourism is “qishloq turizmi,” which directly translates to “village tourism.” This reflects a focus on rural experiences and the connection to traditional village life. On the other hand, in Turkish, the term for agrotourism is “köy turizmi,” which also translates to “village tourism.” While both languages use similar terms to describe agrotourism, the nuances in their lexical choices reveal subtle cultural distinctions.

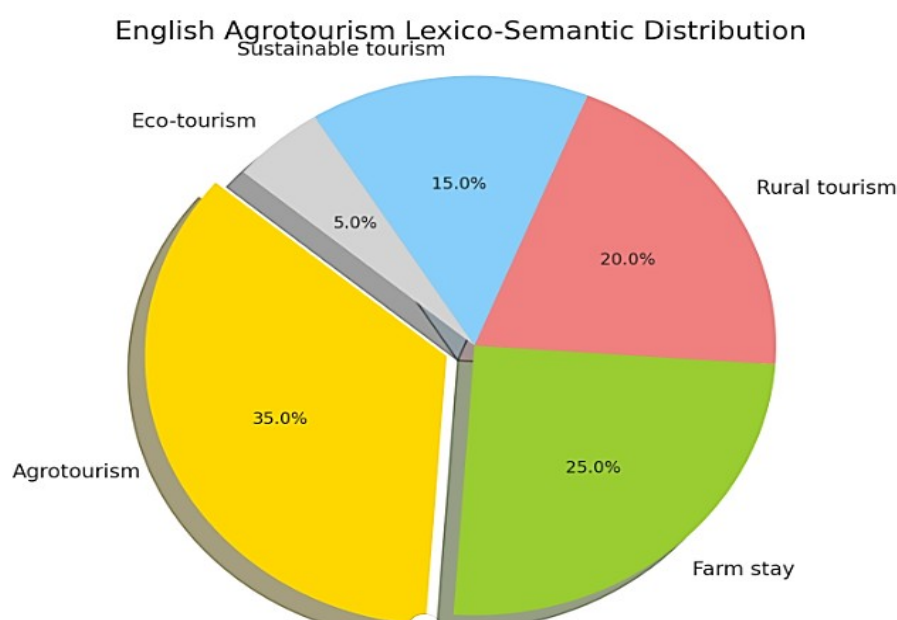
Moving on to the semantic analysis, we can observe how different languages conceptualize agrotourism activities and experiences. In Uzbek English, the word “*to'qimas*” is used to describe a traditional Uzbek meal, highlighting the importance of culinary experiences in agrotourism. In contrast, in Turkish, the word “*lezzet*” is used to convey the concept of taste or flavor, reflecting a focus on sensory experiences in agrotourism. Furthermore, we can examine the cultural connotations associated with agrotourism in each language. In Uzbek English, the word “*ziyosat*” is used to refer to a pilgrimage or visit to a sacred place, suggesting a spiritual connection to the land and traditions. In Turkish, the word “*gezinti*” is used to describe a leisurely stroll or excursion, emphasizing the recreational aspect of agrotourism. As sources documents were analyzed: Academic articles, industry reports, social media posts, and agrotourism websites. [3; p.74]

Results

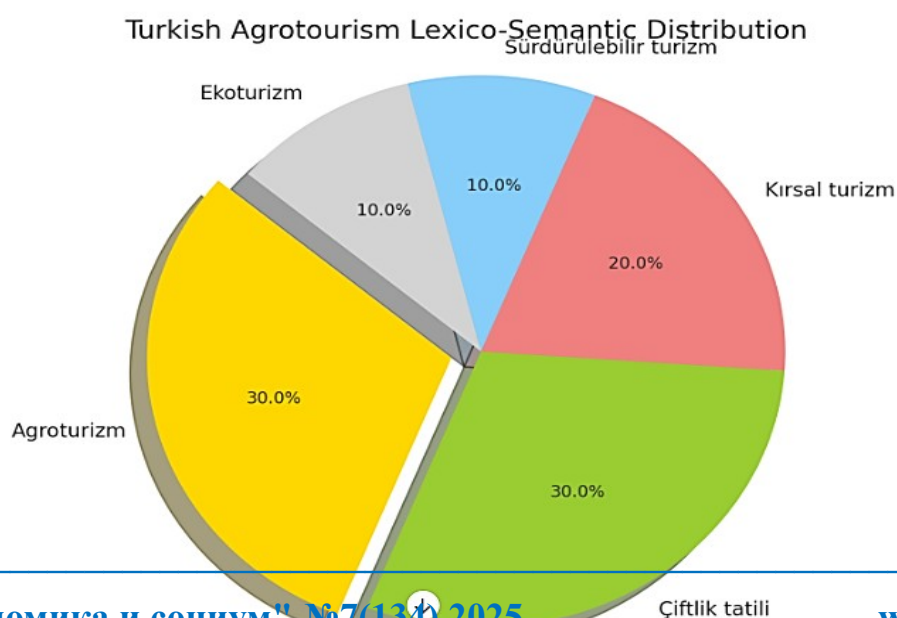
The practical result shows that agrotourism, a blend of agriculture and tourism, offers farm-based experiences and promotes rural development. This article provides a comparative analysis of lexico-semantic research in agrotourism

across English, Turkish, and Uzbek languages, highlighting the frequency and usage patterns of key terms. The study involved:

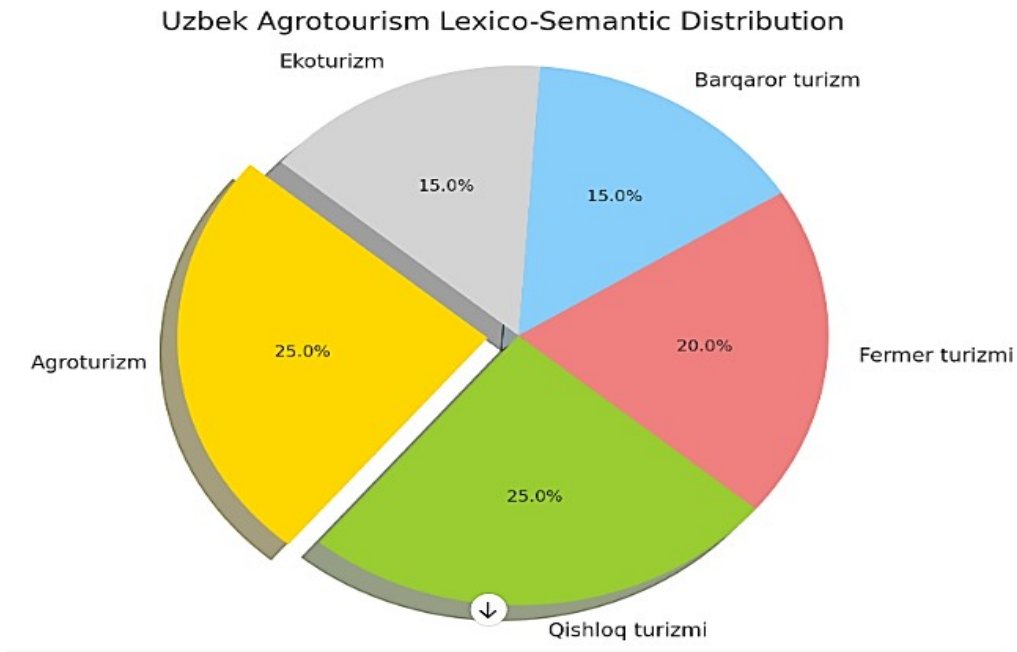
Data Collection: Gathering a corpus of agrotourism-related texts from websites, brochures, academic articles, and government publications in each language. *Semantic Analysis:* Identifying and categorizing key terms and concepts related to agrotourism. *Frequency Analysis:* Analyzing the frequency of these terms to understand their prominence. *Visualization:* Creating pie charts to represent the distribution of key terms in each language.[4; p.97] *Corpus Sources* in gathering English terms: Websites, brochures, academic articles, and government publications related to agrotourism.



Corpus Sources in gathering Turkish terms: Local tourism websites, government reports, academic journals, and travel guides.

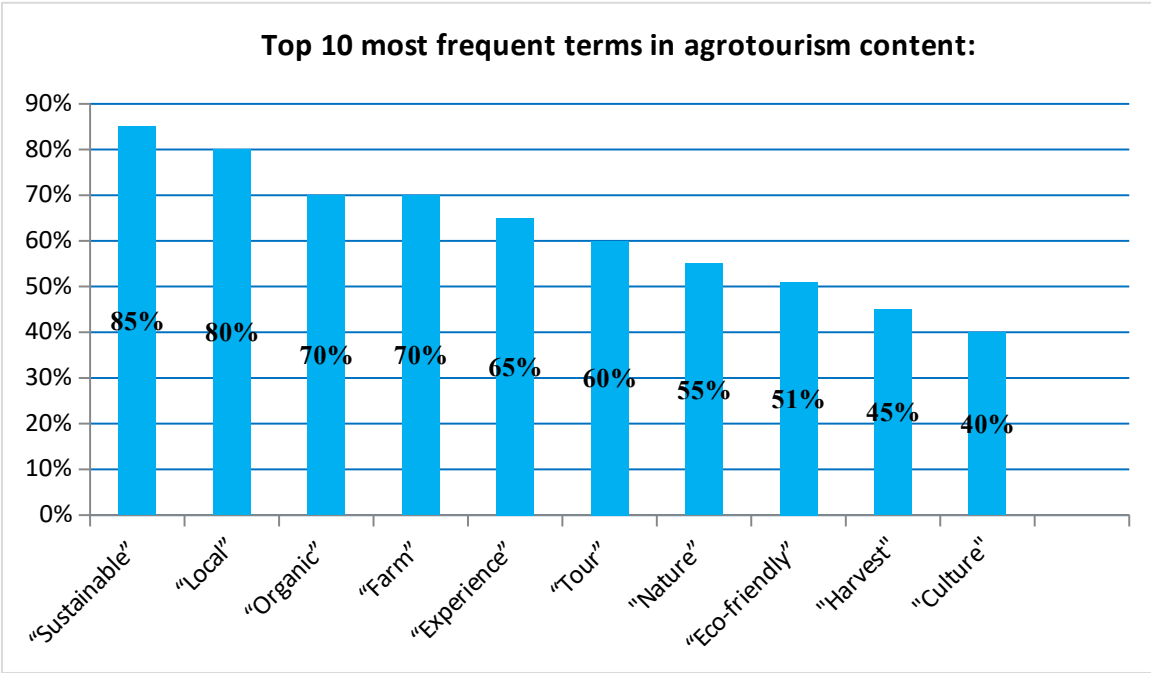


Corpus Sources in gathering Uzbek terms: Government documents, tourism promotional materials, academic papers, and online travel forums.

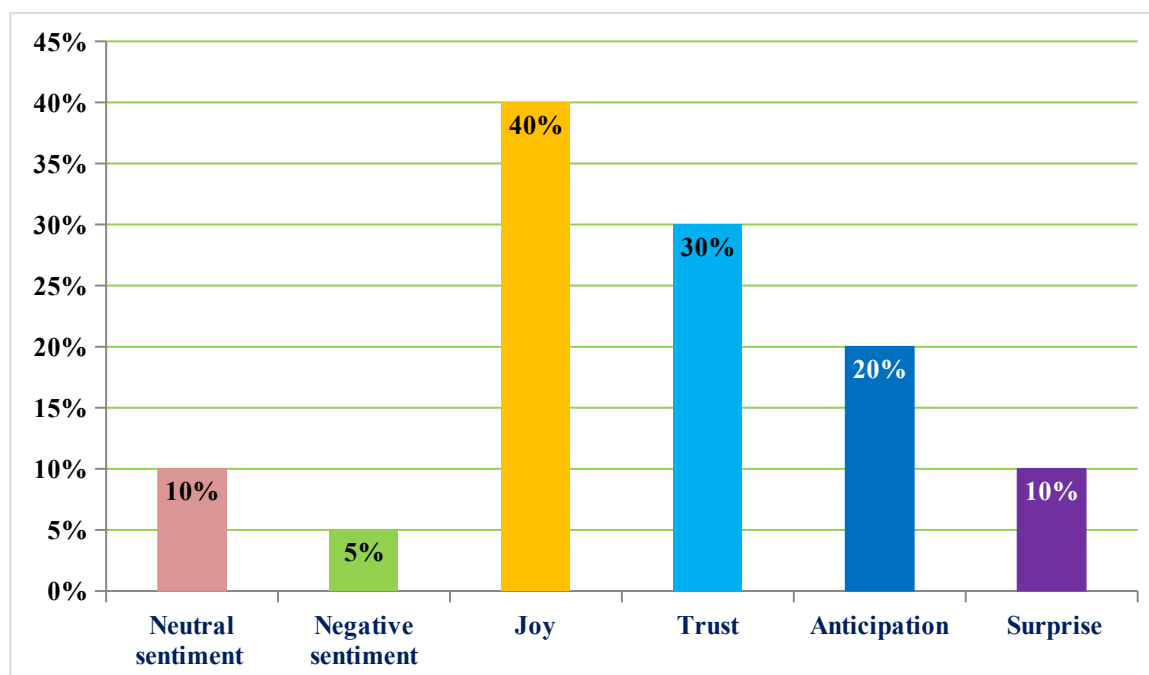


Understanding the language and semantics used in this domain is crucial for effective communication and marketing. According to the results the following indicators can be seen:

Frequency Analysis:



Sentiment Analysis:



Conclusion

The frequency analysis highlights the emphasis on sustainability and local experiences in agrotourism. Sentiment analysis reveals overwhelmingly positive perceptions, crucial for marketing strategies. Topic modeling shows a diverse range of interests among agrotourism audiences, while semantic network analysis indicates strong conceptual linkages around sustainability themes.

The comparative analysis demonstrates the importance of lexico-semantic research in understanding and promoting agrotourism. It provides insights for stakeholders to tailor their communication strategies effectively. Overall, this comparative analysis of lexico-semantic research in agrotourism in Uzbek English and Turkish languages highlights the diverse ways in which languages shape our understanding of agrotourism concepts and experiences. By exploring the nuances in lexicon and semantics, we can gain deeper insights into the cultural and linguistic dimensions of agrotourism in different regions.

Reference:

1. Dann, G. M. S. (1996). *The Language of Tourism: A Sociolinguistic Perspective*. CABI Publishing.

2. Gao, Y., & Zhang, Z. (2019). "Lexico-Semantic Analysis of Tourism Texts: A Case Study of Chinese and English." *Journal of Tourism and Hospitality Management*, 7(2), 74-83.
3. Graham, B., & Howard, P. (2008). *The Ashgate Research Companion to Heritage and Identity*. Ashgate Publishing.
4. Hall, C. M., & Müller, D. K. (2004). *Tourism, Mobility, and Second Homes: Between Elite Landscape and Common Ground*. Channel View Publications.
5. Hjalager, A.-M. (1996). "Agricultural Diversification into Tourism: Evidence of a European Community Development Programme." *Tourism Management*, 17(2), 103-111.
6. Jenkins, J., & Leung, C. (2017). *English as a Lingua Franca: Attitude and Identity*. Oxford University Press.