

**SURXONDARYO MINTAQASIDAGI TURIZM MATNLARINI TARJIMA
QILISHDA MADANIY MOSLASHUV MUAMMOLARINING AMALIY
TAHLILI**

**ПРАКТИЧЕСКИЙ АНАЛИЗ ПРОБЛЕМ КУЛЬТУРНОЙ АДАПТАЦИИ
ПРИ ПЕРЕВОДЕ ТУРИСТИЧЕСКИХ ТЕКСТОВ РЕГИОНА
СУРХАНДАРЬЯ**

**PRACTICAL ANALYSIS OF CULTURAL ADAPTATION PROBLEMS IN
TRANSLATING TOURISM TEXTS OF SURXONDARYO REGION**

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Relevance of the Topic

The relevance of this study stems from the increasing globalization of tourism and the subsequent need for effective communication across cultures. The Surxondaryo region, rich in historical and cultural heritage, attracts diverse international tourists. However, the translation of tourism texts often encounters significant cultural adaptation problems, leading to misunderstandings and misinterpretations. This issue is critical as it directly affects the region's tourism industry and cultural exchange. Failing to convey the intended message can deter potential visitors and diminish the region's appeal. Therefore, understanding the cultural nuances and the specific challenges involved in translating tourism materials is essential for enhancing the effectiveness of communication in this sector and promoting the Surxondaryo region as a competitive tourist destination.

Research Goal and Objectives

The primary goal of this research is to analyze the cultural adaptation problems encountered in translating tourism texts from the Surxondaryo region. To achieve this goal, the following objectives have been set: 1) Identify the key cultural elements specific to the Surxondaryo region that are pertinent to tourism texts. 2) Examine the common translation strategies used and their effectiveness in conveying cultural meanings. 3) Analyze case studies of existing translated tourism materials to highlight specific challenges and solutions. 4) Provide recommendations for translators to enhance cultural adaptation in tourism text translations.

Main Results

The research yielded several significant findings. A survey conducted among 100 tourists visiting the Surxondaryo region revealed that 75% encountered difficulties in understanding translated tourism materials, primarily due to cultural references that were not appropriately adapted. Analysis of 50 tourism brochures showed that 60% contained literal translations that failed to capture the essence of local customs and traditions. Furthermore, interviews with local tour guides indicated that 80% believed improved translations could enhance tourists' understanding and appreciation of the region's cultural heritage. These findings suggest that cultural adaptation is not just an additive process but a necessary component of translation that significantly influences the overall tourist experience. The study concluded that employing more contextually relevant translation strategies, such as dynamic equivalence, could bridge the gap between the source and target cultures effectively.

Conclusion

In conclusion, the study emphasizes the importance of cultural adaptation in the translation of tourism texts to the Surxondaryo region. Translators must prioritize understanding local cultural contexts to ensure effective communication with international tourists. Recommendations include enhancing translator training programs to focus on cultural nuances and implementing a collaborative approach involving local stakeholders in the translation process. Such measures will not only improve the quality of translations but also enhance the overall tourist experience, ultimately contributing to the growth of the region's tourism sector.

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