

DISTINCTIVE FEATURES OF BUKHARA HOTEL NAMES

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Located at the crossroads of the Great Silk Road, Bukhara has long been admired and admired by the world community. In particular, as the capital of states formed in different periods of history, a unique center of science and enlightenment, and as mentioned above, as a crossroads of trade routes, the city has always been crowded with travelers, merchants, and students from different countries.

This has long been a factor in the development of tourism services in the region. In order to provide quality services to owners of trade caravans from distant countries and other tourists, caravanserais, inns, and rabots were built around the city, which were considered an alternative to hotels at that time.

“Bukhara in the 19th and early 20th centuries,” O.A. Sukhareva cites the names of 62 caravanserais that existed at that time.

Most of the caravanserais in Bukhara were rented by local merchants. Caravansaries also served as shelters and hotels for guests and merchants from different countries. Caravansaries usually served merchants or foreigners from a specific place. For example, they were a specific place of settlement for merchants or guests, and served as a permanent place of service for them, that is, they served as a regular camp for people from the same place. Based on this, caravanserais were named. The caravanserais serving merchants and foreigners from Khorezm were called “Saroyi Urgenjiho”, and the place where merchants from Tashkent settled, mainly because they brought raisins, was called “Saroyi Mayizi Toshkandiho”.

One of the largest caravanserais of the 19th century was the Khokim Oyim Caravanserai, a name that indicates that it was named after a specific person.

In addition to large caravanserais, small caravanserais also operated in Bukhara. These served as home hotels (hostels) in the ergonomics of the modern city. For such caravanserais, a roadside map system was usually followed. The owners of houses along the roads adapted their courtyards to provide these services. This tradition continues today.

In addition, special dormitories were built in Bukhara for foreigners. Such dormitories were called taqiyas. Taqiyas were courtyards consisting of rooms. The word takiya or taqiya originally meant a headdress, from which it can be concluded that as a result of the expansion of the meaning of the word, it arose by transferring the meaning of shelter, dormitory, both metaphorically and metonymically.

After Uzbekistan gained independence, especially as a result of its open policy since 2016, the flow of tourists to Uzbekistan has increased dramatically. As a result, there has been a need for new hotels to provide tourists with decent living conditions in the region. The update has been applied not only to the number of accommodation facilities, but also to their quality, type and level of service.

According to data, as of January 1, 2025, 610 all types of accommodation facilities were registered in the Bukhara region.

Of course, each of these 610 hotels, hostels, family guesthouses, and others has its own name, and each of these names has its own history and explanation.

Therefore, these names not only perform a naming function, but also serve the functions of providing information about the hotel service, advertising, commemorative, aesthetic, and property protection.

The **naming function** is the main, basic linguistic function of all proper names. Every business entity requires its own name so that others can recognize, recognize (identify) this establishment and distinguish it from other similar ones. Similarly, the large number of hotels in Bukhara requires these establishments to have different names:

Grand Bukhara, Orom, Old City, Afrosiyob, Ark, etc. Thus, this function of ergonyms, or rather hotel names, can be described as **identification-differentiation**.

It is known that every a name of your own information with filled. So so, ergonomics the company located place showing, person direction possible: *Grand Bukhara* – located in Bukhara city, *Olot Plaza* – in Olot district, *Ko'kaldash* – near the ancient *Ko'kaldash* madrasah building, *Zargaron* – located in *Zargaron* guzar. However often hotel ergonomics other kind of information own inside takes:

1) object to oneself typical features about report (services type reference): *Orom*, *Al Hayat*, *Dera* (fr. house) hotel, *Villa oasis* and etc.

In this:

The type of hotel service can be indicated directly: *Hotel*, *Hausu*, *Hotel*;

with metaphors: *Peace*, *Crown*, *Grace*, *Joy*;

with metonymy: *Shohona*, *Mumtaz*, *Paradise*, *Saodat*;

associatively: *Qamar Hotel*, *Mehmonkhona Amina Boutique*, *Zargaron Hotel Boutique*, etc.;

However, many names have now appeared that do not perform an informative function and are semantically valuable only for the entrepreneur himself or a narrow circle of

customers. For example, the abbreviation *Mufarshokh (Muhiddin, Farrukh, Shahrukh)* represents the first syllables of the names of family members .

Such hotel names can be divided into the following types:

1) names focused on leadership (Royal *Bukhara* , *Sarbon Plaza*, *Shakh Hotel* , *Shohnishin Boutique*);

2) names of famous people (historical figures, heroes of epics and works) - *Temur*, *Sahibkiran*, *Afrosiyob*, *Siyavush* , *Rustam*, *Sukhrob-Borzu*);

3) the name of a star or celestial object, constellation that has some meaning for the hotel owner (*Shams*, *Qamar*, *Mercuri*, *Zehra*). Note that the names of the second and third paragraphs were peculiarly "attractive" for the hotel owner;

Advertising function . In this case , the names combine the function of the hotel with the advertising character: *Grand Emir Residence*, *Gold Bukhara*, *Firdavs*, *Rayyan*, *Paradise*, *Dream plaza* .

Aesthetic function. In this case , names evoke a positive mood in a person:

- the landscape : *Spring*, *Oasis*, *Garden*, *Paradise*, *Eden*;
- Names of flowers or beautiful plants: *Pomegranate*, *Basil* (*Basil*), *Jasmine*, *Liana*
- Bird names : *Humo*, *Aist*, *Abobil*, *Hudhud*, *Kolibri*.

Thus, the functions of the names of Bukhara hotels are different. But they all have an important role in the onomastic space of the region. The more functions can be included in the ergonomic name, the faster the business entity will achieve its main goal - attracting the attention of the client.

At the same time, hotel names, like other onomastic units, reflect the beliefs, worldview, and aspirations of a particular region.

For example, when analyzing hotel names, it became clear that 32 percent of names were names of the building owner's parents, children, or relative names (such as Volidam, Son (son)). This shows that family relationships have long been valued in the country, and every issue is approached primarily from the point of view of the family's interests.

Another aspect that stands out in the names of Bukhara hotels is the steadfastness of the region's residents in their faith.

In particular, names such as Abobil, Firdavs, Kawsar, and An Nur convey the belief of the area's residents in Islam, while names such as Fayz, Baraka, Saodat, and Taj Sar convey the intention of providing hotel services not only for profit, but also to achieve merit by creating conditions for guests and travelers.

The etymological and lexical composition of Bukhara hotels is also diverse . Commerce is one of the spheres of human activity, through which intercultural exchange

of people is carried out. Therefore, constant, trade and service contacts have deeply penetrated the life of the region, affecting the ergonomics of the region.

As a result, the use of loanwords in the formation of hotel names has become unprecedentedly widespread.

It is known that the Uzbek language has been in close contact with Arabic and Persian throughout its history. As a result, many words from these languages have been borrowed from colloquial and literary languages. In the names of Bukhara hotels, one can witness the use of such borrowed words, as well as words from English, French, Spanish, ancient Greek and Latin.

Below are examples of each type of hotel name borrowed from European languages :

a) in English: *Friends , Gold star, Garden, House, Art, Dream, Travel, Heritage, Magic, City* ;

b) in French: *Boutique , Hotel, Alliance, Basilic, Emerald, Liana, Terrace, Royal;*

d) in Spanish: *Palace , Fernando* ;

e) in Latin, ancient Greek: *Villa, Superior , Express Oasis , Crystal, Nostalgia, Panorama, Safiya* ;

g) in Russian : *Po puti* .

The conclusion is that the image and identity of each city are shaped by the entire complex of written texts that make up the language of the region's inhabitants.

Studying the lexical meaning of names in the ergonymy of a particular area helps to become more familiar with the history, culture, and traditions of that area.

From this point of view, studying the interpretation of hotel names as a territorial ergonomic unit helps to understand the linguistic and cultural image, history, traditions, present, and scope of social interests of the relevant region.

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