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THE ROLE OF ESP (ENGLISH FOR SPECIFIC PURPOSES) IN TRAINING ECOTOURISM GUIDES: A FOCUS ON FLORA AND FAUNA TERMINOLOGY IN NAMANGAN REGION

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Abstract: This article examines the significance of English for Specific Purposes (ESP) in the professional training of ecotourism guides in Uzbekistan, specifically focusing on the Namangan region. As ecotourism grows, the demand for guides with specialized linguistic skills in flora and fauna terminology is increasing. The study identifies the gap between general English proficiency and the professional lexicon required to describe biodiversity, such as raptors, endemic species, and habitats. By providing practical examples like the Golden Eagle (*Aquila chrysaetos*), the author demonstrates how specialized terminology enhances the quality of guiding services and promotes environmental conservation.

Keywords: *Ecotourism, ESP, professional training, flora and fauna, terminology, Namangan region, biodiversity.*

Аннотация: В данной статье рассматривается значение английского языка для специальных целей (ESP) в профессиональной подготовке гидов по экотуризму в Узбекистане, на примере Наманганской области. С развитием экотуризма растет спрос на гидов, обладающих специализированными лингвистическими навыками в области терминологии флоры и фауны. В исследовании выявлен разрыв между общим знанием английского языка и профессиональной лексикой, необходимой для описания биоразнообразия (хищные птицы, эндемичные виды, среда обитания). На практическом примере беркута (*Aquila chrysaetos*) автор демонстрирует, как использование специальной терминологии повышает качество экскурсионных услуг и способствует сохранению окружающей среды.

Ключевые слова: *Экотуризм, ESP, профессиональная подготовка, флора и фауна, терминология, Наманганская область, биоразнообразие.*

Annotatsiya: Ushbu maqolada O‘zbekistonda, xususan Namangan viloyati misolida, ekoturizm gidlari kasbiy tayyorgarligida maxsus maqsadli ingliz tili (ESP) ning ahamiyati tadqiq etiladi. Ekoturizm rivojlanib borayotgan bir paytda, flora va fauna terminologiyasi bo‘yicha ixtisoslashgan lingvistik ko‘nikmalarga ega gidlar talabi ortib bormoqda. Tadqiqot umumiy ingliz tili bilimi va bioxilma-xillikni (yirtqich qushlar, endemik turlar, yashash muhiti) tavsiflash uchun zarur bo‘lgan professional leksika o‘rtasidagi tafovutni aniqlaydi. Muallif Burgut (*Aquila chrysaetos*) misolida maxsus terminologiyadan foydalanish gidlik xizmati sifatini qanday oshirishi va atrof-muhitni muhofaza qilishga qanday xizmat qilishini ko‘rsatib beradi.

Kalit so‘zlar: *Ekoturizm, ESP, kasbiy tayyorgarlik, flora va fauna, terminologiya, Namangan viloyati, bioxilma-xillik.*

1. Introduction

In the modern era, ecotourism has emerged as a vital component of Uzbekistan’s tourism strategy, particularly in regions with rich biodiversity like the Namangan region (e.g., Chodak and Nanay mountains). The success of this sector heavily depends on the professional competence of tour guides, who act as primary mediators between nature and international visitors (Mamatov & Ismoilov, 2022). However, a significant challenge remains: the lack of specialized linguistic skills among guides. While many possess general English proficiency, they often struggle with ESP (English for Specific Purposes), specifically regarding flora and fauna terminology (Hutchinson & Waters, 1987).

Using general terms like 'bird' or 'plant' instead of 'raptor' or 'endemic herb' diminishes the educational value of the tour. Therefore, this article aims to analyze the role of specific terminology in the professional training of ecotourism guides. It focuses on how mastering biological and ecological discourse can enhance the quality of guiding services and promote the conservation of Uzbekistan’s unique natural heritage.

2. Analysis of Flora and Fauna Terminology for Ecotourism Guides

The professional competence of an ecotourism guide is measured by their ability to use specific biological and ecological terms. The following table categorizes essential English terminology for guides working in the diverse ecosystems of Uzbekistan, including the Namangan region:

Table 1: Essential Terminology for Ecotourism Guides in Uzbekistan

Categor y	English Term	Uzbek equivalent	Why it's important for guides?
Flora	Endemic species	Endemik turlar	To highlight uniqueness of Uzbek nature
Flora	Deciduous / Coniferous	Bargli / Ignabargli	To describe mountain

			forests accurately
Flora	Medicinal herbs	Shifobaxs h giyohlar	Tourists are interested in local herbs
Fauna	Endangered species	Yo'qolish arafasidagi	To raise environmental awareness
Fauna	Nocturnal predators	Tungi yirtqichlar	For night tours or mountain trekking
Fauna	Migratory birds	Ko'chib yuruvchi qushlar	Essential for Birdwatching tours
Ecology	Habitat loss	Yashash muhiti yo'qolishi	Explaining conservation challenges
Ecology	Sustainable trail	Barqaror so'qmoq	Managing tourist movements safely

3. Practical Application: A Sample Narrative for Ecotourism Guides

To illustrate the importance of ESP, let us consider a sample narrative about the Golden Eagle (*Aquila chrysaetos*), a common raptor in the Namangan region.

Table 2: Case Study of Professional Discourse on "Golden Eagle"

Terminology (English)	O‘zbekcha ma’nosi	Context for Guides
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Bird of prey / Raptor	Yirtqich qush	Powerful raptor found in Chodak.
Wingspan	Qanot qozi (yoyilishi)	Wingspan can reach up to 2.3 meters.
Endangered species	Yo'qolib borayotgan tur	Listed in the Red Data Book.
Sharp talons	O'tkir tirnoqlar	Uses sharp talons to catch prey.
Nesting site	In qurish joyi	Cliffs serve as nesting sites.

Professional Narrative Example: *"Ladies and gentlemen, look at the cliffs. You might see the Golden Eagle, one of the most majestic birds of prey in Central Asia. It is a highly respected raptor in Uzbek culture. Notice its massive wingspan as it soars. These birds are apex predators, meaning they are at the top of the food chain. Protecting their natural habitat in Namangan region is crucial for biodiversity conservation."*

Conclusion

In conclusion, the professional training of ecotourism guides in Uzbekistan requires a specialized approach to language learning. Moving beyond General English and focusing on ESP (flora and fauna terminology) is essential for providing high-quality international services. Implementing these specialized vocabulary frameworks into the curriculum of Namangan State University will significantly contribute to the sustainable development of the country's tourism sector.

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THE ROLE OF ARTIFICIAL INTELLIGENCE IN TEACHING FOREIGN LANGUAGES

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Abstract: This article discusses the role of artificial intelligence in teaching foreign languages. Today, modern technologies are becoming an important part of the educational process. Artificial intelligence tools such as chatbots, language learning applications, and online platforms help students learn languages more effectively. These technologies can support students in practicing vocabulary, grammar, and speaking skills. In addition, AI can provide learning according to student's level and help students learn on their own. The article also explains that using artificial intelligence can increase students' motivation and encourage independent learning. Overall, artificial intelligence can be a useful tool for improving the quality of foreign language teaching.

Keywords: Artificial Intelligence, Foreign Language Teaching, Language Learning, Educational Technology, Independent Learning, Student Motivation, Digital Tools

Annotatsiya: Ushbu maqolada sun'iy intellektning chet tillarni o'qitishdagi roli muhokama qilinadi. Bugungi kunda zamonaviy texnologiyalar ta'lim jarayonining muhim qismiga aylanmoqda. Sun'iy intellekt vositalari, masalan, chatbotlar, til o'rganish ilovalari va onlayn platformalar, o'quvchilar uchun tilni samarali o'rganishga yordam beradi. Ushbu texnologiyalar o'quvchilarning so'z boyligini, grammatikani va nutq ko'nikmalarini mashq qilishda qo'llab-quvvatlaydi. Bundan tashqari, Sun'iy Intellekt o'quvchilar darajasiga qarab o'rganishni ta'minlashi va ularga mustaqil ravishda o'rganishga yordam bera oladi. Maqola shuningdek, Sun'iy Intellektdan foydalanish o'quvchilar motivatsiyasini oshirish va mustaqil o'rganishni rag'batlantirishga yordam berishini ko'rsatadi. Umuman olganda, sun'iy intellekt chet tillarni o'qitish sifatini yaxshilash uchun foydali vosita bo'la oladi.