

The Role Of Modern Terminology In The Sphere Of Tourism

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Annotation: In the article peculiarities of professional terms in the sphere of “Tourism” are considered. Special attention is paid to the English language neologisms registered in the e-dictionary Word Spy and to the English language loan words which became common in the Russian language tourist terminology as the result of terms and notions transition, as well as to peculiar nomination of some new realities.

Key words: tourism, modern practices, terminology system, English neologisms, dictionary description, semantic transformations, English borrowings in the Russian language.

Аннотация: В статье рассмотрены особенности профессиональных терминов в сфере "Туризм". Особое внимание уделяется англоязычным неологизмам, зарегистрированным в электронном словаре Word Spy, и англоязычным ссудным словам, которые стали распространенными в туристической терминологии русского языка в результате перехода терминов и понятий, а также своеобразному выдвижению некоторых новых реалий.

Ключевые слова: туризм, современные практики, терминологическая система, английские неологизмы, словарное описание, семантические преобразования, английские заимствования в русском языке.

In the formation of the foundations of culturology as a science did not cease the debate that the humanities once again blur the boundaries of subject knowledge and prepare, thus, its potential failure. But time has shown that the theory and practice of cultural knowledge can be used as a tool for understanding the increasingly complex world. We comprehend the world of the nominal empirically (we are given the highest nervous activity and sense organs for this) and in the act

of speaking. And here we once again remember that everything entering the orbit of human life needs naming. Science solves this problem through terminological systems, the nature of which is well studied today. However, the emergence of new realities requires their nomination, and language communication, intercultural communication provide a transit of terms, concepts and to some extent push the emergence of these realities where they do not yet exist. In particular, this situation is quite typical for tourism – social, cultural, economic phenomenon of our time. The tourism industry reacts very quickly to the needs and opportunities of the active consumer, so it is not surprising that in terms of language innovations there is a pragmatic interest both to the consumer and the seller of tourist services. The competence of a cultural expert, a specialist in socio-cultural design involves understanding the specifics of tourism as a phenomenon of the modern world, knowledge of the basic terminological apparatus of tourism, the ability to use, analyze, introduce into business practice terminological innovations, often introduced into the Arsenal of the work of tour operators and agencies from the practice of developed - English-speaking countries.

The Genesis of world tourism as an organic consequence of the transformation of human culture tells us very obvious things. Thus, for cultural and historical development. The Concept of "tourism" (trip, entertainment, recreation, etc.) has long been absent primarily as a reality (in contrast to the metaphysical understanding of "travel").

The word "tourism" and its derivatives "tourist", "tour» and others we borrowed. In this case, there is a synonymy of individual lexemes. So, the word "tour" (tour) in the English language has many synonyms in the Russian language, they are represented as: tour-tour-tour-tour-trip-journey-tour-circle-tour-detour-cycle etc. This once again demonstrates indirectly the formation of such a cultural and leisure practices in the European tradition. So, the key borrowed concepts are tourist and tourism. The subject of activity is a tourist.

According to the definition in the latest English General dictionary, «tourist – one that makes a tour for pleasure and interest, usually while they are on a holiday» (i.e., one who travels for pleasure and interest, usually in his spare time) [10]. Thus, this definition emphasizes that it is a leisure activity. For comparison: the dictionary of synonyms of the Russian language offers us 10 synonyms of the word "tourist", among them, including: slacker, idler, traveler, traveler [4]. Options: "slacker" and "loitering" have an obvious negative connotation.

The activity is tourism, has in the English academic vocabulary some definitions: tourism:

1. the practice of traveling for recreation (путешествие с целью отдыха);
2. the guidance or management of tourists (организация турдеятельности и управление);
3. the promotion or encouragement of touring (продвижение или поддержка сферы туризма);
4. the accommodation of tourists – размещение туристов [13].

More concise, but similar definition, give modern dictionaries, emphasizing the organizational and business properties of this activity: tourism – the business of providing services for people who are traveling for their holiday [15]; tourism – the business of providing services such as transport, places to stay or entertainment for people who are on holiday [10].

In the new socio-economic and socio-cultural conditions characteristic of society, there is a new content of the concept of "tourism", and new words to refer to the realities of tourist service.

According to L. V. Vinogradova, with whom it is impossible not to agree, the term system of tourism in the English language is relatively well – established, and Russian-developing and Anglo-oriented [3]. Britain is considered the

birthplace of tourism as an economic activity and this is directly related to the fact that it was in this country that the industrial revolution was carried out. The founder of the mass tourism movement recognized British printer and preacher Thomas cook (1808-1892), who not only the first (1841) used the railway for mass travel and education (he preached on a trip about the dangers of drunkenness), but also opened the first travel Agency, offering a full range of tourist services. In England, at the beginning of the XIX century, for the first time in the history of travel English publisher J. Marie "put on stream" issue of travel guides founded in 1827, the German publisher K. Baedeker followed in its publications to the British standards [5].

Therefore, in the development of terminological systems of different national languages, the donor language is English. According to L. V. Vinogradova, lexical borrowings from English make up more than 60% in the Russian-language terminology of tourism: "the formation of the tourism industry in our country occurs with the use of foreign, mainly American and Western European experience, and in the absence of a language vacuum in the nomination of previously unknown concepts are used anglicisms" [3] (see: backpacker, hostel, hotelier, transfer, pricing, etc.). The flow of foreign language terms in modern tourism is quite understandable. On the one hand, these are General prerequisites for the activation of various kinds of recreation, leisure and tourist practices in General: the increase in free time, the possibility of planning this time, financial opportunities, increased mobility, greater access to heritage sites, etc.; on the other hand, there is an urgent need for players in this market to integrate into a dynamic system of successful world technologies. As a result of the well-known historical events, the formation of tourism as a sphere of economic activity (and not "trade Union-state tourism") began much later than in other countries.

New socio-economic conditions and opportunities for the development of domestic tourism led to the emergence of special studies on English and Russian

tourist terminology and philosophy of tourism [1; 3; 6], as well as specialized dictionaries of tourist terms [2]. However, as you know, even the best dictionary (especially bilingual) does not have time to quickly fix the newly emerging conceptual, nominative, projective and other neologisms of a certain sphere of activity [9]. Nevertheless, modern electronic dictionaries, compiled with the help of volunteers on the basis of printed and oral sources, successfully register new words and new meanings of known words.

Our analysis of dictionary materials showed that the words "tourism", "tourist" or "tour" (in full or in short, as part of the word-ingot) are present in 16 neologisms recorded in this dictionary. We have combined the words "tourism" and "tourist" into one group, as the dictionary usually registers them in one dictionary entry. For example: architourist – n. A tourist who visits other countries and cities mainly to study the architecture.

Also: archi-tourist.

– architourism, archi-tourism, n.

– architour, archi-tour, n., v. [11]

Semantic analysis of neologisms included in the dictionary Word Spy, showed that the English language captures the new designations in the field of differentiated tourism with its diversity of needs, the specifics of the services offered and the new motivation of travelers. Thus, the desire of residents of megacities at least for a short time to leave the noisy and dusty cities and spend a weekend or vacation in nature has generated a new service, the movement of initiative farmers in Europe (the North West Farm Tourism Initiative) and, as a result, in 1988, a new word-ingot – agritourism (agriculture + tourism), which has been actively used since the late 90-ies of XX century. For the first time "farmer - tourist" cooperatives appeared in Greece, then in England, and then spread around the world. Usually located in Umbria, Agriturismo, accommodation, organic food

from the farmer's market, outdoor games, for example – in the maze of corn (maize mazes). Special comfortable tour buses can take apple tourists (1987) to Apple orchards to buy fresh apples and Apple products during the season. Quite another phenomenon – intellectual tourism (1982), the main purpose of which is to educate or gain new knowledge. The initiators of this direction in tourism, according to the dictionary, were institutions of education and culture of the United States; their example was quickly followed by Britain, and then – other European countries.

In the 2000s, dark tourism (1997) became widespread—a journey to the places of catastrophes, explosions and other tragic events. In the dictionary citation correspondent of the magazine *New Scientist* (March 31, 2007) refers to this type of tourism visit to new York city location of the twin towers, the Holocaust Museum in Washington, military cemeteries, former concentration camps, etc. (The killing fields of Cambodia, the gulags of the former Soviet Union and the ruins of New Orleans have all become tourist hotspots, while more than half a million people visit the extermination camps of Auschwitz-Birkenau each year. ...). The extreme popularity of "black tourism" in the modern world has forced scientists to study in detail the phenomenon of the Ingenuity of travel agents working in this niche, knows no limit. For example, in Dallas, you can "survive" moving in the exact copy of the President's limousine, the murder of D. F. Kennedy in 1962, the noise of the crowd, the negotiations of special services, etc. broadcast in the headphones. Some journalists believe that excessive fascination with "black tourism" makes human tragedies unacceptable entertainment.

A similar kind of grief tourism is tourism (2002) – journey to the scene of the tragedy as a sign of mourning for the dead, the victims of disasters. The impulse to its spread, as well as "black tourism", was the death of Princess Diana in August 1997. the Compiler of the dictionary P. Mcfedris rightly, in our opinion, notes that the neologisms of dark tourism (1997), grief bandwagon (1998), grief-lite (1997), recreational grief (1998), mourning sickness (1998), which appeared at

that time, give lexical evidence of the cynical public reaction and speculation in the media, which caused the tragic death of Diana. Tourists, causing their tactless behavior irritation of local residents, were called torons (tourist + moron (idiot), 1991).

Another new social creation is libel tourists (1997) – foreign citizens who file lawsuits in the courts of countries loyal to the plaintiffs. In the dictionary quote "Mecca for all offended" is called England, the courts which appeal to representatives of the world (Russian oligarchs, Saudi businessmen, multinational corporations, American celebrities). A number of English neologisms have appeared to refer to tourists without using the word tourist. For example, these include the words transumer (1988) – a tourist who spends a large amount of money while traveling to buy – (transient + consumer); umbruphile (1997) – a traveler to the places of the best observation of the Eclipse of the sun (aka eclipsoid, eclipsomaniac, eclipse-chaser); leaf peeper (1980) – a lover of the autumn forest, traveling by car or tour bus, Hiking tours to admire the colors of autumn ("when the New England in the USA looks like ... new England on a postcard").

Consider English neologisms with the word vacation or based on it. This word is widely used in the American version of the English language (Brit. synonym-holidays), also expanded its semantics and began to denote not only holidays (a break in school or work of the court), but also vacation, vacation time: «a holiday, especially when you are traveling away from home for pleasure [10]; a period of time when university is closed; mainly American a holiday: on vacation [12];

1. a respite or a time of respite from something: intermission;
2. a scheduled period during which activity (as of a court or school) is suspended;

3. a period of exemption from work granted to an employee;
4. a period spent away from home or business in travel or recreation “had a restful vacation at the beach” [13].

Thus, with the development of tourism business, its term system is constantly becoming more complicated, new names appear, a synonymous series is formed. English-language terms are intensively borrowed to transfer new practices of tourism business organization from cultures and tourist industries of other countries.

According To L. V. Vinogradova's classification, the present stage of development of tourist business in it is defined as mass differentiated tourism which distinguish "a variety of needs and motivations of tourists, a plurality of highly specialized segments in tourist demand, a variety of the offered services and pronounced specialization of the tourist offer" [3]. It is not difficult to imagine how many terms and concepts from the field of tourism and travel practices had to face Russian managers and consumers, and how important it was to correctly translate from English, adapt, make workers familiar international terms and concepts for a person traveling. A side effect - the most successful borrowings, tracing enriched language, stepping far beyond the industry. How international tourism has affected modern language, the mentality and practice of communication, measured by embeddedness, for example, such thing as V. I. P. Dignitary, V. I. P. – the meaning of the term to be interpreted is necessary to nobody. But it's curious that your very extensive (in scope) the life of this abbreviation in the beginning of the tourism. Recall: Very Important Passenger (very important passenger) – "the person to whom a special service is intended" [8]. And although there are close concepts- Most Important Person (especially important person) and Commercially Important Person (important commercial person) – about their demand and rootedness in the Russian language can not speak. Against this background, today it seems truism to mention the sacramental for the Russian traveler "all inclusive": the term from the

sphere of tourism and service migrated to life and ironic comments of our contemporaries. But only a small part of Russian tourists are aware of the "max inclusive" system – that is, when the range of additional services is significantly expanded and, in addition to food and drinks, free use of the sauna, hairdresser, sports equipment, etc. is included [8]. Or another" case " of language. There is a concept of "sucky flight" - "Charter flight, which on arrival at the destination is not returned back, and waiting for its passengers on the spot" [8].

More complex, but important for tourists, concepts should also not be an obstacle to the professional work of agents in the field of tourism. For example: American plan (American plan) – the price of payment includes the provision of rooms and 3 or 2 meals a day; Bermuda plan (Bermuda plan)-the price of hotel services includes payment for room and Breakfast; European plan (European plan)-hotel rate includes only the provision of the room (without food). Familiar to the professional terms (to the above you can still add "continental plan", "family plan"), for the consumer act as a guide and guide to action. Today it is quite obvious that tourism as a phenomenon of culture, its organic connection, which manifests their figurative identity, is of interest to specialists of different profiles: linguists, translators, sociologists, psychologists, historians, economists, advertisers, etc. - it is such an integrated interdisciplinary nature and are modern research in the field of tourism (see, for example, the materials of the International scientific conference "country And regional studies in solving the problems of sustainable development in the modern world" [7].

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