Peculiarities of terminology and professionalisms from the field of tourism in the contemporary Russian Language

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ABSTRACT
The article analyzes the use of English-language terms currently used in the professional sphere of the tourism industry. It is found out that the instrument of vocabulary enrichment in this field is borrowings from the English language, as it is a universally recognized means of international communication.

Key words: terminosystem, anglicisms, professional vocabulary, globalisation, loanwords.

Introduction
As it is known, at the turn of the XX-XXI centuries there were many changes in the political, economic and cultural life of society which had a serious impact on the development of the Russian language and affected both the system of linguistic units itself and its functioning. The process of globalisation and the rapid development of technology could not but be reflected in the language, and the changed social relations and the emergence of new products and services demanded new names. Language develops along the path of least resistance and simply borrows words from another language or reinterprets old word usage.

Main body
Language, or more precisely its vocabulary, changes as fast as the world around it, generating "neologisms" - new words and new meanings of words. Each ethnic language solves the problem of borrowing in its own way. The potential of the Russian language for systematic assimilation of new words is truly inexhaustible, as it has more than a hundred thousand roots. The most common way a language borrows a foreign word, which as it is used orally and in written form, gradually adapts itself, its graphic takes a familiar form and the word adapts to the norms of the borrowing language and becomes stronger. The tourism industry is also experiencing the transformative effects of globalization. The historical development of tourism and integration processes, including globalisation at the level of language, have established English as the basic language of international tourism. English is the officially recognized tool for the fixation, storage, dissemination of tourism terms in both synchronicity and diachronicity.
As mentioned above, one of the tools of language enrichment is borrowing. It is interesting to note that the speakers of the Russian language no longer feel their foreign-language origin and only etymological analysis can help to return to the origins of such words. Borrowing is one of the most productive ways of terminology formation in Russian language, the presence of a large number of Anglicisms in Russian terminology indicates a trend towards convergence of terminosystems of two languages [4,p.21]. Thus, innovation is also connected with the intensification of the process of migration of lexemes from professional language to common language and vice versa. However, the emergence of new realities requires their nomination, language communication and intercultural communication ensure the transit of terms and concepts. To some extent they push the emergence of these realities where they do not yet exist. In particular, this situation is quite typical for tourism - a cultural, economic and social phenomenon of our time. The tourism industry is rapidly responding to the demands and opportunities of the active consumer, so it is not surprising that in terms of linguistic innovation there is pragmatic interest for both the consumer and the seller of tourism services.

A large stratum of English-language terminology in the international tourism vocabulary is transmitted into national terminology systems without any national language counterpart and is retained as internationalisms (e.g. inclusive, intensive tourism, package tour, charter, voucher, VIP service, tabloid, à la carte, catering, carving, code-sharing, timeshare, affinity, stopover, overbooking, front desk, etc.). One of the reasons for this trend is that in the contacting language there is no equivalent term in the form of a word or a short phrase. For example, "catering" - serving food and drink to mass events by a caterer at their base or offsite; "affinity" - a group of travelling together employees of the same institution, or students of the same educational institution, or members of the same organisation, who enjoy special preferential airfares [3,72].

At the same time, many words have recently appeared in the Russian language which has become widely used due to the rapid development of the tourism sector and the opening up of travel opportunities abroad. It can be assumed that such words as diving, force majeure, shopping tour, parking, duty-free, VIP, minibar, business class, franchise, transfer, timeshare, branding, tour leader are likely to remain in the language and will be widely used. It is also interesting to trace the use of the English word combination "reception", which has passed into the national terminological system through transliteration – [рисетин]. This word is not organic to Russian speech, especially such derivatives as "receptionist" [рецепционист], "at the reception" [у рецепшен], etc. However, the term continues to be used widely, probably because the Russian equivalent of receptionist is heavy-handed and does not fully capture the essence of the concept. It will be interesting to see whether the word 'reception' remains in use, or whether the language finds a better version. As an example of the inaccurate use of an English term, the word suite is pronounced [s’(j)uːt] in Russian. "Suite" is a superior room, usually a single room with a large area that has a lounge area. In English the word is pronounced [swiːt], whereas suite [s(j)uːt] is a suit, set of clothes, petition, process, but in no way a hotel room [4;p.3]. There is a number of English words which are used everywhere and probably the Russian equivalent for them will not be found. These are the words that are used in the field of tourism to characterize a hotel room and represent a whole concept. For example:
- **Hostel / [Хостел]** - A low-cost hotel with a small range of services (no room facilities);
- **BG (bungalo) / [Бунгало]** - a separate building used for tourist accommodation, often offered in tropical and southern countries;
- **Kingsize Bed / [Кингсайз]** - bed is wider than 180 cm;
- **Studio / [Студия]** - a single room larger than a standard room, with a small low partition, or a studio flat with a small kitchenette combined with a room.


A number of terms are retained in English spelling (without transliteration), e.g. "bed & breakfast" - a hotel with a bed and breakfast scheme or "hubs & spokes" - an air transport system for connecting all types of flights (local and long haul) at major airports as transport hubs. However, these concepts have not yet gained a foothold in the active vocabulary due to their apparent complexity and difficulty of pronunciation. Even though there are counterparts in contacting national languages, English-speaking terms are in the vast majority of cases used in national tourism industries and cultures in parallel to national ones, assimilating into the language and speech, for example, hotel [отель]; incentive tourism [инсентив-туризм]; familiarization trip (tour), fam trip [рекламно-информационный тур], place-marketing [плейс-маркетинг]; event management [иент-менеджмент]; event marketing [ивент-маркетинг] and others.

There is the phenomenon of the **obsolescence of a concept** or even of the name itself. For example, the Russian [турбюро] has now become a travel agency; the [туристическая путёвка] has become a tourist voucher; [групповод] has become a tour leader; [туристическое направление] has become a destination; the [поощрительный туризм] has become an incentive tourism; [сопровождающий тургруппу] is now a transfer agent. It is not uncommon to use the terms "incoming tourism" instead of [въездной туризм] or [прием и обслуживание въездных туристских потоков], "outgoing tourism" instead of [въездной туризм] or [организация отправки и обслуживание въездных туристских потоков].

To this point, a number of linguistic works on the analysis of tourism discourse and tourism vocabulary and terminology in different languages, its formation and functioning have been published. However, as the research shows, a number of issues concerning of the named subsystem is still the subject of scientific discussions. The issue of terminological designation of special activities, the concept of "tourism terminology" has not yet received unambiguous interpretation in scientific linguistic literature. A striking evidence of the lack of theory in the above-mentioned aspect is the lack of a single generally accepted term for naming linguistic units of this sphere.

According to O.V. Danilenko's classification, the following groups of nominations are distinguished in the studied terminological subsystem: "Types of tourism", "Organizations,
associations in tourism", "Documentation, legal regulations in tourism", "Types of tours, holidays (weekends, holidays)", "Personnel in tourism" [4,p.77]. It is possible to assert that in Russian language for the given period there is an intensification of various processes connected with action of extralinguistic factors and laws of intralingual development. On the whole, the peculiarities of the development of the Russian language system at the turn of the XX-XXI centuries are evidence of the flexibility and stability of the language, as well as the creative potential of its speakers, and the openness of the Russian linguistic consciousness to international contacts.

References