

Latest Tourism Vocabulary

Khojaeva Nargiza Tavakkalovna

Lecturer of the Department of Methods of the Russian Language

Abstract: The terminology of tourism has been developing very rapidly in recent decades. The article analyzes the latest vocabulary of domestic tourism, which appeared after 2000. The source of information is a modern explanatory dictionary of the Russian language, as well as materials from the Russian electronic scientific library e-Library. The article reveals the etymology of many terms and comments on their Russian-language meaning.

Keywords: vocabulary of tourism, terminology, borrowing, explanatory dictionary, etymological dictionary.

INTRODUCTION

In Russia, more than thirty years ago, the restructuring of the tourism industry began. One of the notable results of the changes that have taken place has been the active introduction of foreign language terms into the vocabulary of domestic tourism. Dozens of neologisms, with the help of various borrowing techniques, have been introduced into the professional and everyday vocabulary of the participants in the tourism process [3]. In the last two decades, the process of replenishing the tourism terminology with new words has accelerated sharply. If in the second half of the 20th century tourist terminology developed especially rapidly, then at the beginning of the 21st century it is rapidly replenished with new words and phrases. To illustrate this process, we conducted a small linguistic study. was chosen as the source of information.

DISCUSSION

“The latest explanatory dictionary of the Russian language of the XXI century”, which was compiled relatively recently by E.N. Shagalova [3].

The convenience of analytical work with it is explained, among other things, by the fact that the electronic version of the explanatory dictionary is available on the Russian Internet. We have reviewed all contents three times.

my dictionary e.n. Shagalova. It contains about 1500 terms, each of which has a brief description. Of these, 135 words were selected, which, in the opinion of the author of the article, have a direct or indirect, but, nevertheless, quite close relation to tourism, recreation or the hotel industry. Several words, called "newest" and included in the analyzed explanatory dictionary, do not meet the criterion of novelty, as they have been actively used in tourism for several decades. For example, the Greek term "*thalassotherapy*" - literally "healing by the sea", was introduced into science as early as 1867 by the French doctor de La Bonnardier, and in Russian recreational geography it was described in detail in 1985 in the classic encyclopedia "Resorts" [6]. Several such terms, even if they are directly related to tourism, we did not include among the "new" ones when preparing this publication.

All identified "newest" terms are grouped into five groups depending on whether the term belongs to one or another block of the tourism system.

The following groups have been identified:

ISSN 2792-1883 (online), Published in Vol: 2 No: 6 for the month of Jun-2022

Copyright (c) 2022 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit <https://creativecommons.org/licenses/by/4.0/>

1. New names of participants in the tourism process or new general terms. For example: “couchsurfer” (eng. Couchsurfer) – one who travels through the couchsurfing system, a representative of a community of people who offer each other help, accommodation for free during travel.
2. Names of the latest items and equipment used in tourism. For example: “paraglide” (eng. Paraglide) is a soft wing equipped with air intakes, resembling a parachute and intended for recreational gliding flights using ascending air currents in mountainous or hilly terrain, or over water.
3. Names of the latest leisure activities, types of tourism and recreational activities. For example: “geocaching” (English Geocaching) - a journey to participate in the game using satellite navigation systems (GPS, GLONASS), which consists in searching for caches hidden by other people.
4. Name of the latest technologies in tourism and hotel industry. For example: “low cost” (English low costs) - a cheap air ticket for a flight with a limited set of services.
5. Names of the latest infrastructure facilities in tourism and hospitality. For example: Wellness center (English wellness centre) - a center for beauty and health.

The vast majority of new words that have recently entered the vocabulary of tourism are borrowed from the English language. This once again confirms the conclusions made by various researchers that the modern tourism terminology is most formed under the influence of English vocabulary. In this case, they (English terms) account for 92.6% of the total number of new terms. However, in the list we compiled, there are several terms (7.4% of the total number) that came into the Russian language from other European and even exotic languages.

The following terms are borrowed from French:

- Après ski (French après ski lit. ‘after skiing’) – leisure and entertainment in ski resorts after skiing: bars, discos, restaurants, bowling alleys, clubs, etc.;
- Barbecue (barbecue) (Fr. Barbecue) - A portable stove for cooking, heated by charcoal; a form of leisure - a picnic, a party where dishes cooked on a barbecue are served.
- The Italian language has enriched the Russian tourism industry with such words as:
- Biennale or biennale (It. biennale lit. ‘biennial’) – an event (exhibition, festival, etc.) that is held regularly every two years;
- Via ferrata (It. via ferrata ‘iron road’) – in mountaineering – a rocky area equipped with metal structures that help to overcome it with greater speed and less energy consumption; sports activity, which consists in climbing on such structures;
- Fango (It. Fango) - therapeutic mud from hot mineral springs in Italy;
- Fangotherapy (It. Fangoterapia) - therapy using fango.

In recent years, the Spanish word Mundial (Spanish mundial - world, world) has become very popular - the World Cup. From Polynesia, from the island of Tahiti, from the local dialect, the word Pareo (Tait. Pareu) came into the tourist vocabulary - an item of women's clothing in the form of a rectangular piece of fabric, tied at the hips in the form of a skirt, under the arms in the form of a dress or otherwise and often used as an element of a bathing suit during a beach and swimming holiday on a trip.

The Arabic language introduced the word Hammam into the modern vocabulary of tourism and recreation - a Turkish bath equipped with a steam room with temperatures of + 40 ... 600C, as well as a bath ritual, including relaxation and relaxation of the body.

Finally, the eastern country of Japan, from the language of its people, introduced the word Yakitoriya into the vocabulary of Russian tourism - a Japanese restaurant serving kushiyaki and yakitori (food strung in small pieces on a wooden stick and cooked on the grill). However, even "The Newest Interpretation" new dictionary..." does not keep up with the rapid replenishment of the vocabulary of domestic tourism. So already in this, 2017, the authors, in the process of reading scientific literature, came across two more terms that, apparently, were not previously used in publications on tourism. In the spring, in the collection of materials of the scientific and practical conference on the problems of tourism, held in the village. Kabardinka of the Krasnodar Territory, we came across the word "stakeholders", which is used to name people who came to watch the Olympic Games in Sochi in 2014: "Tourists who arrived at the Olympics are one of the most significant stakeholders of the Games" - as in the text its authors expressed their article A.M. Vetitnev and N.V. Spool

In autumn, the well-known and popular scientific journal "Modern Problems of Service and Tourism" in a large editorial article describes in detail the tourism technology of "storytelling": "Tourist storytelling is defined as a comprehensive marketing technology for promoting destinations based on the active exploitation of narrative information – legends, myths, legends, urban histories and stories" [1, p. 7]. Both named words, according to the etymological dictionary, appeared in the English language at the very beginning of the 18th century. and are compound nouns [2]. "Stakeholder" (stake-holder) – formed by combining the noun "a stake" (share, security) and the verb "to hold" (hold), and originally had the meaning "the one who makes a deposit when betting, making a deal - ku, make bets. Therefore, a "stakeholder" is a person interested in the successful outcome of a case. Three hundred years later, the word began to be used in the economic vocabulary of the Russian language approximately in the indicated sense. Today we are celebrating the debut of the term in the lexicon of Russian tourism and we are looking forward with irony to the appearance of "stakeholders of balneological resorts", "stakeholders of beach and swimming holidays", "stakeholders of the Hermitage and the Louvre".

In tourism, the idea of using various fascinating stories, legends, ancient myths, local legends, etc., as an additional motivation or as a way to interest a sightseer has been present at least since 1846, when Thomas Cook, during a tour to Edin, the capital of Scotland - Burg for the first time in history used the services of a guide - a man who knew his hometown very well. In our country, an interesting story has always been used during excursions or during tourist trips, calling it differently - myth-making, legends, narration, presentation of interesting facts, "paint colorfully", "poison stories", "not to lie is beautiful the story cannot be told..." and so on. However, to trace the English term "storytelling" and actively introduce it into the vocabulary of Russian tourism, obviously, one of the first began O.E. Afanasiev and A.V. Afanasiev [1].

CONCLUSION

At the end of 2017, in the e-Library, the search engine finds 328 works in the titles or in the text of which the word "stakeholder(s)" is used and 182 publications in which the word "storytelling" is used. However, of these, only a few publications relate to the field of tourism. At the same time, "stakeholders" have been mentioned in tourism publications since 2015, and "storytelling" - since 2016. Thus, the entry of new terms into the vocabulary of domestic tourism continues, respectively, the language of tourism is constantly developing. Whether the described terms will be able to become concepts, gain a foothold in the terminology sphere and grow to the level of a concept - time will tell and the actual practice of their use in the tourism process.

ISSN 2792-1883 (online), Published in Vol: 2 No: 6 for the month of Jun-2022

Copyright (c) 2022 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit <https://creativecommons.org/licenses/by/4.0/>

REREFENCES:

1. Afanasiev O.E., Afanasiev A.V. Destination storytelling as a modern tourism technology // Modern problems of service and tourism. 2017. V.11. No. 3. pp. 7-24. DOI: 10.22412/1995-0411-2017-11-3-7-24.
2. Dorofeeva A.A., Dorofeev A.A. Carriers of tourist vocabulary: structure and numerical composition // Bulletin of TVGU, series "Geography and geoecology". 2017. No. 4. pp. 105-112.
3. Shagalova E.N. The latest explanatory dictionary of the Russian language of the XXI century. M.: AST, 2011. 416 p.