

Matuschak Alina

Kyiv National University of Technologies and Design (Kyiv)

Scientific supervisor – I. Borolis

ETYMOLOGY AND FUNCTIONING OF THE TOURISM SPHERE

TERMINOLOGY

The sphere of tourist services in Ukraine is largely focused on the use of vocabulary borrowed from other languages. Due to a number of historical and social reasons, English is the most commonly used language in the professional tourism industry. The study of the vocabulary of the tourism industry in English linguistics is of interest to both linguists and professionals in the tourism business, as the increasing differentiation of professional activity puts increased demands on the level and quality of training of specialists in this field. Since tourism has become a separate sector of the economy, there is a need to separate the lexical units into a separate terminological system.

In recent years, tourism has experienced the greatest development, providing thousands of people with jobs, as well as using the latest technologies and communication tools. The spread of tourism worldwide has contributed to the use of English in foreign countries, where, due to historical, cultural and economic factors, it actually acts as a lingua franca. This great diffusion of the English language affected other languages, which began to borrow a great deal of terms from it. For example, such words as *camping*, *check-in*, *booking* are most commonly used in many languages, including Ukrainian.

The language of tourism actually combines elements taken from everyday language as well as components related to specialized ones. From this point of view, it can be argued that the language of tourism should be regarded as a specialized discourse, since the latter is a lexical, phonetic, morphosyntactic and textual common

language commonly used in the construction of specialized texts, including those that advertise and promote tourism.

The term *tourism* appeared in France in the 18th century. Literally, in French it means "journey for pleasure." Accordingly, a tourist is 'a person who travels'.

An interesting development of the modern research is the periodization of the appearance of tourist terms in English with the development of tourism as a branch due to the technical, economic, social factors and purpose functions of tourism, which consists of the following stages [1, p. 227]:

1) the prototype of tourist activity (the epoch of antiquity – the beginning of the 19th century) – the main reasons for travelling were trade, pilgrimage, treatment, education; the terminology of tourism included nominations for means of transportation and residence, denoted by lexical units in the literary language (*carriage, board, excursion, hotel, resort*);

2) the beginning of mass tourism development (19th century) is a foundation of the material and technical base, methods of work and management tourism; the appearance of terms 'tourism', 'tourist' and the nominations related to intermediary services of a travel agency, transportation, accommodation and food (*booking, transit, buffet*);

3) mass conveyor tourism (the beginning of the 20th century – the end of the Second World War) – the dynamic development of transport services and hotel business led to the appearance of a number of appropriate terms (*airline, airport, motel, receptionist, room-service*);

4) mass differentiated tourism (the end of the Second World War – to the present day) – is characterized by a variety of tourist services aimed at meeting the individual requirements of the tourist, which is reflected in tourist terminology (*nostalgic tourism, rural tourism, flotel, honeymoon suite, American plan, last minute tour*).

One of the most striking features of the tourism language is that it is served by other semantic fields belonging to different specialized languages. The discourse of tourism is served by a special vocabulary of such fields as economics, geography, art history, cuisine, design, hospitality, service and transportation. This is due to the fact that in a wide range of tourism industries, there are travel agencies, hotels, restaurants, vehicles, museums, literature, advertising and more [2, p. 576].

One of the features that distinguish specialized discourse is "compliance with the rules governing the construction of its various text genres" [2]. The type of specialized text and its structure are usually closely related, since the text genre not only has a common pragmatic function but also affects all textual features and their conceptual and rhetorical development, which in turn influences the choice of linguistic means. In the field of tourism, the main genres are travel guides and guide-books, magazine articles and magazines, brochures and promotional material in general, itineraries and professional correspondence.

To conclude, the tourism sphere will continue to develop, so the need to streamline tourism terminology and optimize its conceptual apparatus will increase. Terminological knowledge is already needed for people of many professions – linguists, translators, editors, teachers, specialists in the tourism industry.

REFERENCES

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2. Akhmanova O. S. Dictionary of Linguistic Terms – Moskva: Kom-Knyha, 2007. – P. 576.