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## **BORROWINGS IN RUSSIAN TERMINOLOGY OF TOURISM**

Enrichment of vocabulary with foreign words constantly attracts the attention of linguists and terminologists. This interest is not weakening, because borrowings, on the one hand, are a source of enrichment of the vocabulary of the language, and on the other hand, they are an integral part of the terminology system in many areas of knowledge.

In this study, borrowing is understood primarily as a word or phrase that is transmitted from one language to another as a result of linguistic connections and assimilated in a new linguistic environment. Comparison of the terms of the tourism field in Russian and English allows us to find that the lexical borrowings of the Russian sample are much higher than the borrowings of the English corpus: 68.3% (537 units) and 8.9% (67 units). This difference in numbers can be explained by the fact that in recent years concepts acquired as a result of the rapid development of the tourism industry have become widespread in the terminology of the tourism in the Russian language, as a result of which a linguistic vacuum has formed in the nomination of new, previously unknown concepts.

To nominate the new concept of the tourism industry, in most cases, a terminological unit of English-speaking origin is chosen, since the formation of the tourism industry in our country takes place using foreign, mainly American and Western experience.

Therefore, the active assimilation of Anglicism as one of the most effective means of term formation in the tourism sector seems to be an undoubted fact.

In English, the main donor language is French. Most of the French terms nominate the concepts of the catering industry (picnic, bistro, cuisine, menu, a la carte menu, plat du jour, sommelier, table d'hote menu, buffet) and the hospitality industry (conciierge, hotel, suite, maitred'hotel, apartment, porter). Here are some examples of borrowings from other languages: Dutch (*snack, cruise*), Swedish (*smorgasbord*), Italian (*carnival, regatta, pizzeria, casino, studio*), Spanish (*posada, cafeteria, cabana, parador, patio, siesta*). It should also be noted that in some terms of the tourism industry there are some Latinisms: *sanatorium, condominium, museum, oceanarium, adhoc, terminus, visa*.

The terminology of tourism in the Russian language borrows terms mainly from the English language. It is important to note that in 20% of cases, the intermediary language is English. Before getting into the Russian language, the terminological unit enters from one language to English and then into the Russian language. There are some examples of borrowings of tourism from other languages in the Russian language- French (*Ривьера, ландо, автокараван, кабаре, ресторатор, альков, апартаменты, буклет, багаж, вояж, пансионат, пансион, пассажир*), Spanish (*кафетерий, сиеста, патио*), Italian (*карнавал, регата, пляж, казино, салон, таверна*), German (*агент, курорт, фрахт, курзал, маршрут*).

A large number of borrowed terms, especially Anglicisms, in Russian tourism terminology can be explained due to a number of reasons. Many researchers note mainly intra-linguistic borrowing factors [1, 143].

Applied to the Russian terminological system of tourism, we can highlight the following internal reasons:

1. Lack of a corresponding concept/name in the cognitive base of the receptor language:  
*Incentive tour (Инcentив-тур)* –tourist trips (usually group) provided by the administration of organizations, enterprises, and institutions to their employees for incentive purposes on exclusively preferential terms or free of charge as a bonus for high performance and successful work [2, 143];  
*Caravanning (Караванинг)* – a subtype of car tourism, traveling with accommodation in motor house or caravans [2, 154];  
*Package tour (пэкидж-тур)* – any tour (individual or group) that includes a certain set of services (transportation, accommodation, food, excursions, etc.), the total sales value of which is equal to the cost of its elements [2, 334];

*Catering (Кейтеринг)* – a type of public catering associated with the services outside of the restaurant or cafe, sometimes at remote points - for example, outside the city in the nature [2, 162];  
*flitel (Флайтель)* – classification of the accommodation facility, which is an air hotel ("flying hotel") [2, 448].

2. It is the need in specialization of the concept. This group of borrowings includes borrowings, the semantic role of which is different from the previously used term. So, for example, the Russian word travel has existed for a long time which is nominated by the word «тур» (tour). However, these words cannot be used as synonyms: the term "tour" is more specific in meaning, since it means not just a journey, but concretizes it: this is a journey consisting of a set of services (transportation, hotel accommodation, excursions, transfers, food) [2, 421].

3. The desire to save linguistic means, when instead of a descriptive phrase, one borrowed word is used. This reason for borrowing is closely related to the first, since, on the one hand, the speaker saves speech effort, and on the other, the language involves filling some gap with a nomination. For example, *a timeshare* is the purchase of the right to use a room for a certain period in a particular hotel (boarding house, apartment) for an extended period, while, as a rule, conditions for exchange are created, which allows the owners of timeshare to change places of rest [2,404]. The borrowed word in this case also names a new phenomenon, and at the same time replaces a cumbersome descriptive turn.

However, there are some significant extralinguistic factors that determine the process of borrowing English-language terminology into Russian:

1. The rapid and dynamic development of the tourism sector in Kazakhstan is focused on foreign experience.

Tourism was not a priority area of Kazakhstan's economy. The situation began to change only with the implementation of market reforms in the country. The citizens of the country were allowed to travel abroad freely, and foreigners were allowed to enter Kazakhstan freely. It was the reason for the appearance of commercial organizations, which develop outbound tourism. At the same time, in Kazakhstan, there is a need for international business contacts and recreation, a segment of the population has formed that has the necessary ability to pay for international travel. Despite all the existing problems, tourism in Kazakhstan is one of the most actively developing sectors of the economy. With the development of tourism in Kazakhstan, the tourism industry terminology began to develop and form, which required the nomination of new phenomena, in particular, new types of services provided to tourists. However, as mentioned above, in connection with the special development of international and outbound tourism, the process of borrowing English terms began.

2. The use of English as the language of international intercultural communication. Linguistic contacts inevitably lead to coincidences in the lexical composition of the language, to the formation of an international layer of vocabulary and to the generality of concepts.

3. The authority of the source language. Tourism as a branch of the economy is very developed in English-speaking countries, therefore the terms that serve in this area are the most universal and meet the needs of the time in the development of the tourism sector. It should also be noted that the main working language of the world's leading tourism organization (UNWTO) is English.

4. «Language fashion». Many linguists point to the prestige of the English word. L.P. Krysin calls this a "rise in rank" [3, 149]: a word that in the source language nominates an ordinary object, in the receptor language refers to an object that in one sense or another is more significant, more prestigious, etc. A prime example is the names of bed sizes in a hotel room. Previously, these terms were used in Russian: single bed, one-and-a-half, double bed, triple bed. Today a double-bed corresponds to a queen-size, a triple bed to a king size, and so on. The same can be said for hotel services: «беби-ситтинг» (*baby-sitting*), «рум сервис» (*room service*). There are some foreign language inclusions *VIP-туризм*, *Junior Suite*, *спа-центр*.

Thus, we note that the extralinguistic reasons for borrowing Anglicisms constantly intersect with internal (general linguistic) reasons through the cultural and social needs of society.

The analysis of the terminological systems of the tourism sphere of the English and Russian languages showed that in both languages borrowings can be divided into three classes: borrowings proper (direct borrowings), calque (indirect borrowings) and hybrid formations.

By borrowing proper, we understood the transfer of the material form of a foreign language with certain possible phonetic (graphic) changes due to the peculiarities of the receptor language, while the semantics of the term of the source language is fully or partially transferred.

The studied language material shows that most of the borrowings in the term "tourism" in Russian (62.1% of the total number of borrowed terms) and all borrowings in English refer to direct borrowings, in

which the material form of the word and its meaning are borrowed.

In this case, the foreign language word is transferred into the receptor language with the help of:

- transliteration - letter-by-letter transfer of a foreign language word (*ice surfing* (айссёрфинг), a hybrid sport, mixing the speed of ice boating with the agility and power of wind surfing [2,19]; *aquatel* (акватель), the informal name of the accommodation facility, which is an appropriately equipped vessel, retired from service as a means of transport and delivered permanently at the berth and used as a hotel [2, 20]; *alcove* (альков) – a large niche, a recess in the wall of a large hotel room, used - depending on the size - as a bedroom, a recreation room, a small study, a home chapel, an icon case, or a place for a sofa, armchair, cabinet [4, 22]; *chalet / chalet* – a wood end dwelling with a sloping roof and widely over hanging eaves, common in Switzerland and other Alpine regions [4, 53]; *cabaret / cabaret* – entertainment given in a restaurant or club [4, 43]);

- transcription - sound transmission of the borrowed word (*reception/ ресепшин* – check-in counter [2, 178]; *catering /кейтеринг* – provision of food and drinks outside the cafe or restaurant of the accommodation facility [92, с.162]; *chateau/ шато* – the name of a country castle or large country house in France; a kind of expensive and especially prestigious French hotels [2, 194]; *smorgasbord/ smorgasbord* – Swedish buffet of many cold dishes [4, 286]).

In addition to literal borrowings, to the group of direct or proper borrowings can also be attributed the transformed ones, which are formed by additional word-formation processes:

- suffixation - modification of a foreign suffix into a suffix used in the receptor language with the same meaning (*relaxation/релаксация* – a set of special methods aimed at relieving physical and psychological stress from a person using specially selected techniques used in balneology, SPA and Wellness, *repatriation of tourists /репатриация туристов*– return of tourists to their country, destination /дестинация – place of purpose, *leisure / leisir* – the time remaining after work, travel to and from work, sleep and necessary personal and house hold tasks, i.e., 'discretionary time', which may be put to various uses, including travel and tourism ), *porter /porteur* – somebody who carries luggage for traveler sat an airport, a rail way station, in a hotel)

- lexicalization - the formation of a single word from a phrase (*duty free/дьюти-фри* – duty-free system at airports, on board aircraft, ferries and other vehicles, or at selected places where foreigners visit [4, 202]; *package tour/ пэкидж-тур* – any tour that includes a certain set of services (transportation, accommodation, food, excursions, etc.), the total sales value of which is equal to the cost of its elements [4, 334]).

It should be noted that transformed direct borrowings, as well as borrowings transmitted using transcription, are more characteristic of the Russian language than for English, since many lexemes of English terms go back to Latin roots, which are more fully assimilated by the English language and form the basis of many words of the general non-terminological use. In other words, many forms “foreign” for the Russian language are “own” for English.

Also in the Russian language, words based on borrowed roots were identified:

- derivatives of borrowed words (*венчур – венчурный; континент –континентальный; капсула – капсульный; консул – консульский*);

- collocations with borrowed (*молодежный хостел, групповой тур, прямой чартер, меню а-ля карт, инициативный туроператор, частный трансфер*).

In general, the analysis showed that most borrowings of the tourism terminological system have two stages of adaptation to the Russian language system: "entry" into the receiving language (phonetic and graphic level) and the actual development of the borrowed term by the receiving language (semantic level).

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