

FUNCTIONAL CHARACTERISTICS OF TOURISM TERMS IN MODERN TOURISM DISCOURSE (BASED ON ENGLISH AND RUSSIAN LANGUAGES)

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Abstract: This comprehensive research article investigates the linguistic nature of modern tourism discourse, which is rapidly evolving under the influence of globalization and intensive digitalization. Specifically, it examines the functional, semantic, and linguopragmatic characteristics of tourism terms based on extensive English and Russian language materials from sociolinguistic and comparative-typological perspectives. The tourism industry is recognized not only as an economic sector but also as a complex, transcultural communicative environment, whose terminological system undergoes continuous dynamic shifts and updates. During the research, a vast range of empirical materials extracted from websites, tourist guides, promotional texts, global reservation systems, and international tourism platforms were analytically processed to determine the connotative, pragmatic, and functional loads of the target terms. The analysis indicates that English tourism terms possess an international, standardizing, and conceptual character, while the Russian language segment actively demonstrates the loaning, transliteration, and semantic adaptation of these English source terms. The systematized results hold significant theoretical and practical value for translating tourism discourse texts, lexicographical practices, and foreign language teaching methodology for specific purposes (ESP).

Keywords: tourism discourse, tourism terminology, functional features, English language, Russian language.

Introduction

One of the priority areas of modern linguistics is the study of language units in close connection with their communicative context, namely, through discursive analysis. Every socio-economic and cultural sphere of human activity forms its own specialized communication system—its discourse. Today, one of the largest, multi-faceted, and dynamically growing global sectors is undoubtedly tourism. Tourism is not merely an economic engine driving international trade and foreign exchange; it acts as a massive transnational communicative platform where diverse cultures, languages, and social groups intersect, interact, and integrate. The smooth operation of this global platform heavily relies on its terminological apparatus. Therefore, analyzing tourism discourse and its terminological base from sociolinguistic, functional, and comparative perspectives is of paramount academic relevance.

By its very nature, tourism discourse represents a systematic synthesis of institutional and linguistic features. It encompasses the verbal and visual texts generated during the

promotion, organization, and execution of travel services, hospitality management, transport logistics, and interactions between industry professionals and consumers. Within this discourse, terminology bears the primary structural and informational load. Unlike purely technical or highly restricted scientific terms, tourism terms exhibit a distinct poly-asymmetrical character: they simultaneously encapsulate economic, legal, geographical, cultural, and everyday concepts. Consequently, their functional capabilities are remarkably flexible and intrinsically oriented toward public communication and psychological consumer persuasion.

At present, English functions as the undisputed lingua franca of the international tourism industry. Global tourism operations, Global Distribution Systems (GDS such as Amadeus, Galileo, and Sabre), international aviation regulations (IATA standards), and global hospitality norms are systematically conceptualized and distributed worldwide in English [3]. Concurrently, the Russian language serves as a crucial integration medium within Central Asia and the wider CIS region, coordinating regional tourism markets and administrative communication. These dynamics necessitate a comparative-typological study of tourism terminology in both languages to understand the mechanisms of cross-linguistic transfer and the pragmatic roles these terms play within text structures.

The object of this research is modern tourism discourse as manifested in texts such as promotional brochures, guidebooks, contracts, and digital booking platforms in both English and Russian. The subject comprises the systemic linguistic, semantic, and functional characteristics of the active tourism terms within these texts. The primary objective is to deliver a comprehensive analysis of the functional-semantic nature of English and Russian tourism terms, illustrating their communicative, promotional, and administrative roles through sociolinguistic and pragmatic lenses.

Methods

To achieve the stated objectives and validate the theoretical conclusions, an interdisciplinary matrix of complementary linguistic methods was employed, rooted in functional linguistics, discourse analysis, comparative-typological methods, and component analysis.

First, during the data collection and categorization phase, the purposive sampling method was widely applied. A corpus of over 500 terminological units, professional jargon expressions, and contextual excerpts was extracted from global digital tourism networks (Booking.com, TripAdvisor, Expedia), prominent travel periodicals (National Geographic Traveler, Lonely Planet, Vokrug sveta), and official international travel agency portals.

Second, discourse and linguopragmatic analysis were utilized to evaluate the precise communicative tasks performed by each term within its context. Rather than focusing solely on denotative (literal) dictionary definitions, the study analyzed the terms' connotative and psycho-linguistic impact on potential consumers.

Third, a comparative-contrastive method was used to trace how established English terminological structures penetrate the Russian linguistic framework, highlighting their

phonetic, graphic, morphological, and semantic adaptation. Fourth, mathematical-statistical analysis (frequency analysis) was deployed to determine the structural distribution of terms across different functional-thematic categories, expressed in percentage values.

Results

L lexical-semantic analysis indicates that modern tourism terminology is not a fragmented collection of words, but a highly structured, hierarchical macro-system. This macro-system is composed of several independent thematic micro-systems. The functional distribution and quantitative frequency of these terms across the studied English and Russian corpora reveal distinct language-specific patterns, as detailed in the table below.

Table 3.1: Thematic Categories and Frequency of Tourism Terms (%)

Thematic & Functional Group	English Corpus (%)	Russian Corpus (%)	Exemplars (English / Russian)
Hospitality & Accommodation	28.5	26.0	All-inclusive, Overbooking, Bed and breakfast / Овербукинг, Хостел, Отель-бутик
Transport & Logistics	24.0	22.5	Charter flight, Low-cost carrier, Round-trip / Лоукостер, Трансфер, Тайм-тейбл
Recreation & Excursions	22.1	19.4	Sightseeing, Ecotourism, Adventure travel / Экотуризм, Таймшер, Сити-тур
Legal & Financial Documentation	13.4	16.1	Voucher, Visa-free entry, Customs clearance / Туристический ваучер, Шенген, Таможенный сбор
Digital Tourism (E-tourism)	12.0	16.0	Booking online, Check-in, Cancellation policy / Онлайн-бронирование, Чек-ин, Кэшбэк

The statistical data demonstrates that English functions as the primary "donor language" and creative epicenter for neologisms in modern tourism discourse. English tourism terms are characterized by maximum brevity, conciseness, and high syntactic-morphological flexibility. For instance, the compound term "all-inclusive" compresses a complex web of economic, administrative, and legal agreements into a single unit (prepaid accommodation, multiple daily meals, unlimited beverages, and complementary entertainment services).

In the Russian segment, the formation and functioning of tourism terminology display

two parallel, highly active trends. The first is direct borrowing through phonetic adaptation and transliteration (например: дайвинг, глэмпинг, лоукостер, трансфер, ски-пасс, круиз). The second trend is calquing, where English terminological combinations are translated word-for-word while adhering to Russian structural constraints (например: устойчивый туризм — sustainable tourism, внутренний туризм — domestic tourism, пакетный тур — package tour).

Functional classification indicates that modern tourism terms perform three global linguistic roles within discourse:

Informative-Denotative Function: Delivering objective, precise, and emotionally neutral professional data to the consumer (e.g., check-out time, baggage allowance, transfer conditions).

Pragmatic-Illocutionary (Voluntative) Function: Capturing customer attention, stimulating aesthetic or emotional interest, and driving sales via evocative, metaphoric terms in commercial copy (e.g., infinity pool, boutique-hotel, exotic safari tour, eco-friendly resort).

Regulative-Legal Function: Establishing rigid, unambiguous legal boundaries, risks, and obligations in contracts and insurance policies (e.g., force majeure, overbooking, hotel voucher, cancellation fee).

Discussion

The unique sociolinguistic feature of tourism discourse lies in how rapidly its terms transcend specialized, closed professional boundaries and bleed into everyday vernacular. This triggers an ongoing process of determinologization—where niche technical terms lose their exclusive professional status and become common vocabulary. Concepts like "charter," "hostel," "booking," "check-in," and "reception," which a few decades ago were restricted to aviation specialists and travel agents, are now staples of the average traveler's daily lexicon.

In English, the high functional utility of tourism terms is driven by conversion (the morphologically uninflected shifting of words from one part of speech to another). For example, the transformation of the common noun "book" into the verb "to book," which subsequently yielded the core economic-legal term "booking," occurred completely within the natural structural parameters of the English language.

Conversely, the Russian language handles this functional integration differently. Instead of relying on internal conversion, it imports the foreign root or stem directly and subjects it to standard Russian morphological inflections, spawning complex derivational chains. For instance, the English root "book" mutates into "букировать," "забукать," and "букирование", while "check-in" becomes "зачекиниться" or "чекиниться". This reflects both the intensity of the linguistic borrowing and the high structural adaptability of the recipient language environment.

As noted by sociolinguist Graham Dann, the language of tourism acts as a potent mechanism of social control and consumer behavioral modification. In promotional materials, tourism terminology creates an idealized aesthetic experience. While the term "all-inclusive" lists services logistically, its pragmatic undercurrent conveys an illusion of absolute freedom

and effortless luxury. In Russian advertising copy, this effect was long rendered via the phrase "всё включено", but modern media increasingly favors the direct loan "офлайн-инклюзив". This is because foreign, specifically anglicized, terminology triggers subconscious associations with "international prestige," "premium quality," and "luxury" in the consumer mind.

Another critical vector is the standardization of terminology within electronic tourism (e-tourism). Because over 80% of global travel arrangements are now managed digitally via apps and global web interfaces, e-tourism vocabulary has become heavily standardized worldwide. Terms like "voucher," "boarding pass," "cashback," "last-minute tour," and "non-refundable" frequently appear in Russian digital contexts either completely untranslated, transliterated, or side-by-side with the English original. This accelerates the integration of users into a monocultural global communicative space.

However, this uninhibited, rapid influx of foreign terms can induce linguistic asymmetry—semantic mismatches between the source concept and its target realization. For example, in English, the term "promotion" covers an extensive marketing and PR framework aimed at building long-term brand equity. In Russian travel agency practice, however, it is frequently restricted to mean short-term discounts or flash sales ("акция", "спецпредложение"). Similarly, "infinity pool" is occasionally misused in target promotional texts to describe any large, modern swimming pool, losing its specific architectural and aesthetic meaning of a pool edge merging with the horizon. Dissecting these semantic shifts is essential not only for cross-cultural translation accuracy but also for sharpening the methodologies used in Higher Education to teach English for Specific Purposes (ESP) within Tourism and Hospitality departments.

Conclusion

Based on the systemic and comparative analysis of English and Russian tourism discourse, the following academic conclusions are established:

Tourism discourse is an intricate, interdisciplinary, and multi-functional linguistic macro-system. Its terminology does more than convey precise professional data; it serves as a socio-pragmatic engine that conditions consumer psychology and bridges cross-cultural gaps within a globalized communicative arena.

English remains the absolute engine and "donor language" of global tourism terminology, characterized by structural conciseness, a reliance on conversion, and metaphorical vividness. Russian operates primarily as a highly adaptive "recipient environment," absorbing these English models and modifying them via native morphological inflections.

The functional expression of a tourism term is bound to its generic text environment. While regulative, directive, and purely informative parameters dominate official legal contracts and insurance documents, pragmatic, voluntative, and emotive-aesthetic values dictate the linguistic choices of advertising copy and digital platforms.

The rapid ascension of digital distribution networks and e-tourism has institutionalized

a highly unified, globalized terminological standard, accelerating the determinologization of travel concepts. Managing these linguistic patterns requires ongoing scholarly attention shifting from purely structural lexicography toward deep sociolinguistic, cognitive, and cross-cultural pragmatics.

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