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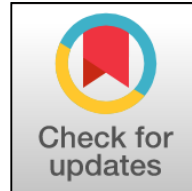
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Peculiarities of Tourist Terminology: on the Material of Formal and Structural Analysis

Keanehan Terminologi Turis: pada Materi Analisis Formal dan Struktural

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Abstract

This article deals with the peculiarities of English tourism terminology in terms of formal and structural analysis of a sample of English tourism terms with a total of 20 terminological units. According to the author of the article, knowledge of English terminology in its field of activity is necessary for every specialist who seeks to develop and reach new levels of international understanding and cooperation. At the same time, the knowledge of English terminology in the sphere of tourism is intended to become the basis for this growth, as it promotes professional communication at a worthy specialist level in any country and allows being a self-sufficient member of modern society while travelling abroad for business or personal purposes. Tourism is a global infrastructure, and the terminology that serves it is also international. Thus, when studying English terminology of the tourism industry, any specialist in this sphere of activity has additional opportunities for professional growth: business trips within the framework of congress tourism; expansion of general outlook and erudition within the framework of excursion tourism; walking expeditionary tours as a corporate rest with the aim of uniting a team of employees through sports activities within the framework of sports tourism. Tourism opportunities are diverse both for specialists and for any person who seeks to improve and develop himself. To take full advantage of these opportunities, knowledge of English tourism terminology allows.

Introduction

Communication in today's world is not just about conversation, it is about the interchange of information, resources and opportunities. Ability to lead

communication is equated with the ability to develop harmoniously in modern society. Harmonious all-round development of a person is directly related to the ability to interact in society. The personal individual development of each individual affects the development of society as a whole. By expanding our consciousness, we have the opportunity to take a new look at familiar realities. By correcting our viewpoint, we change our reflection of reality, and as a result, responding to our changes, reality begins to change. By changing ourselves, our view of ourselves, of the world, we change the reality around us. In this way, we can become Creators of ourselves and of the world around us. Awareness of the importance of correct representation of reality leads to understanding the high degree of responsibility for this representation to themselves and the world around them. Thus, the words spoken in the process of communication form our reality in a certain way. Careful choice of words and their emotional coloring, "purity" of transmitted information for the interlocutor form the energy information field, which affects the participants of the communication process and the surrounding reality. So, it is obvious that the process of correct communication can have a huge creative potential.

Communication in one's own country with people of the same mentality is one of the possible ways to communicate. There are peculiarities in this format. Communication with a bearer of the same mentality, on the one hand, may seem easy, because communication takes place in the native language. But, at the same time, the owners of the same mentality feel each other more subtly, and as a result, "lessons" from the interaction can be received at a deeper level.

The communication process when travelling abroad, to countries where locals speak another language, on the one hand, may seem difficult as it requires knowledge, skills and abilities to speak a foreign language. But on the other hand, the locals, together with another language, quite naturally, have a different mentality. As a result, the communication process may become more "superficial". The reason for this may be differences in worldviews, attitudes and values and legislation of partners in communication. But travels have such an amazing developing property that gives a person the opportunity to look at themselves from the outside. In the unfamiliar new atmosphere of another country you can see especially clearly the peculiarities of your mentality, templates and certain patterns of behavior. Awareness and making an internal decision to follow the path of development, abandoning all the old and decrepit, can lead to the launch of processes of total renewal. Personal renewal will lead to the renewal of the surrounding reality and will launch the processes of change in the world and the universe.

As an illustration of this, a quote from "Chaos Theory": "Wingspan of butterfly's wings on one continent can cause an earthquake on another." As a reference: "Chaos Theory is a mathematical mechanism describing the behavior of some nonlinear dynamic systems subject to certain conditions of the phenomenon of chaos (dynamic, deterministic chaos). The behavior of such a system seems to be random, but it just seems".

Henri Poincare wrote in a similar vein: "Small differences in initial conditions give rise to huge differences in the end of phenomena".

Thus, you begin to understand the great responsibility and significance of every word, every "step" made and the necessity of...

expansion of consciousness as an instrument of correct representation of real reality in order to increase the level of perception of the world surrounding reality and oneself.

Terminology is the very branch of science that aims to organize and systematize knowledge about language. Studying the terminology of the tourism industry, in its turn, can quite provide an access to the international level of mutual understanding and cooperation for any specialist in a particular field. Exchange of experience with specialists of similar spheres of activity, attendance of international congresses, seminars, workshops, on-line participation in webinars, etc. - all these options for development can be used by any specialist.

Having knowledge of English tourism terminology, skills and abilities to use it, you get a real opportunity for competent interaction abroad. And by studying the English terminology of a certain sphere of specific activity, you raise your professional level and discover new "horizons" of opportunities. When working with terminological material it is important to use a sociolinguistic approach, which correlates linguistic and social phenomena. It is obvious that there is no language outside of society and no society without language. To know the social realities, tourism itself as a field of activity is necessary.

Communication research in English tourism terminology - study of synonymy process - benefit for deep understanding of processes and phenomena encountered in the language of communication. While studying the sphere of such a large industry in the world as tourism, one cannot leave without due attention the issues of knowledge regulation in this field as a possibility of ordering the theory itself, which becomes possible within the framework of terminology as science and terminology as its object.

In view of the relevance of the issue, the following was formulated theme of the article "To the question of peculiarities of English tourist terminology: on the material of formal and structural analysis".

The aim of the article is to study and describe the peculiarities of functioning of English tourist terminology on the basis of formally structural analysis.

The following tasks have been defined in connection with the set goal:

1. To analyze a sample of English tourist terms with total volume of 20 terminological units compiled by continuous review of special literature in English.
- 2) Describe the main formal structural types of English tourist terms and determine their productivity.
3. To analyze the terminological combinations of the sample by the type of structural organization, by the degree of possible substitution of one of the components, by the degree of activity of its components.

Methods

The subject of the study was English tourist terminology.

The object of research was a sample of English tourist terms with a total of 20 terminological units. The studied sample is representative and provides reliability and objectivity of the obtained results. The material of the research was works on terminology, terminology and linguistics, works on tourism and its history, English explanatory dictionaries, etymological and encyclopedic dictionaries, periodicals in English.

The following research methods were used to accomplish these tasks:

- 1) Comparative method;
- 2) structural analysis method;
- 3) the method of component analysis;
- 4) method of semantic analysis;
- 5) statistical method of quantitative and percentage characteristics.

One of the most urgent issues in modern linguistics is the structure of terms. This fact is connected with scientific and technological progress, thanks to which new terms "come" into the language. It is impossible to work with "novelty" in science and technology, but to operate with "old" terms. Some terms become more complex, acquire a multi-component basis, and then "truncate" and become abbreviations, so the language constantly strives for language economy, and the process of abbreviation becomes in this case an assistant. Structural features of terms in terms of form are of great importance for mutual understanding of specialists in various fields of activities. The more complex are the structural models of terms functioning in the language, the more difficult is the process of decoding and, consequently, receiving and transmitting information. In addition, the analysis of existing forms of terms allows to establish the most productive ways and models of their formation, which makes it possible to develop recommendations for the formation of new terms and to order, systematize the terms already formed in the language.

In this study, the formal structural analysis of terminological units uses the classification proposed by the linguists Tkachevs, examining the formal types of terms, considers simple, complex terms and terminological combinations (TC) [1]. TC in L.B. Tkacheva's classification are subdivided into coordinated terminology combinations (CTC) and free terminology combinations (FTC). CTC is defined as a stable multi-component TC in which the synonymous substitution of its constituent elements is impossible without violating the semantic integrity of the whole combination. FTC is a TC, within which a synonymous substitution of one or two constituent elements of the TC with preservation of the semantic integrity of the whole combination is possible. TC, in which syntactic relations are expressed by means of prepositions or conjunctions, we call phrase terms [Tkacheva 1987].

Results

A sample of English tourist terms with a total of 20 terminological units is analyzed, compiled by a continuous review of specialized literature in English on tourism [2].

The analysis showed that the following formal types of terms are distinguished in the studied sample of English tourist terms:

- simple - animator (organizer of entertainment events);
- complex - sightseeing;
- Coordinated Terminology Combinations (CTC) - waiter service;
- free terminology combinations (FTC) - luxe-apartment = suite apartment;
- phraseological - out-going tourism / out-bound tourism (outbound tourism) [3][4].

In the selection of complex terms it turned out to be possible to identify cases of using certain Greco-Latin elements auto-, helio-, hydro-, self-, -logy, -phobia in the formation of the following terms with position in the preposition and postposition:

- automatic - car automatic (car with automatic gearbox, easy to operate, is especially popular with girls to rent for independent travel or walk);
- heliotherapy - heliotherapy, solar therapy (treatment by sunbathing in the sea, mountain air or in solariums, refers to therapeutic and health tourism);
- hydrophobia - water therapy (indications for tourists' recreation at resorts with mineral or thermal springs);
- self-driving - independent driving (service to provide tourists with a car without a chauffeur);
- balneology - balneology (a section of spa studies the use of natural or artificial mineral waters for the prevention or treatment of diseases);
- hydrophobia - water treatment [2][5]

Therefore, the Greco-Latin elements, when combined with other language elements, form new meanings of terms. Along with complex terms containing Greco-Latin elements, the sample under study uses complex terms formed by fusion of the root bases. The most productive bases are: air, bar, board, boat, book, boy, guide, house, man, room, shop, ski, way: air-to-air - transfer from one plane to another; snack-bar - snack-bar; life-boat - lifeboat; tour-guide - tourist guide; coffeehouse - coffee house, tavern; barman = amer. bartender - barman; coachman - tourist bus or train driver.

As the study has shown, the complex terms presented in the study sample are formed by the following morphological types:

- 1) N+N: campsite - camping area (place for tent camp);
- 2) A+N: full board - full board (complete service including overnight stay and daily three meals a day, usually with a buffet system);
- 3) N+Prep.+N: back-to-back - a method of "chain" (continuous organization of tours where tourist groups follow one another);
- 4) N+Prep.: lay-out - location (hotels, sanatorium; affects the level of the hotel and the number of stars);
- 5) Prep.+N: outfit - equipment (for the expedition);
- 6) Pref.+N: prepayment - advance payment (payment by the tourist for ordered tourist or transport services);
- 7) Adv.+N: down-grading - downgrading (downgrading of tourist services);
- 8) N+Adv.: mark-up - price increment (made by intermediaries in case of high demand for tourist services in order to increase their income during the season);
- 9) Num.(Ord.)+N: third-age - category of tourists of retirement age.

TC operating in the sample under study can be classified by the following types: by type of structural organization; by the degree of possible substitution of one of the components; by the degree of activity of the components of the TC. Structural analysis of the TC has shown that the most common type of TC in the investigated terminology is two-component TC. Two-component TC consists of the main, core, component and attributive, determinant component [6][7]. In two-component TC the kernel component, as a rule, is a noun in the noun case. In the sample under study two-component TC are functioning, organized according to the following structural models [8]:

1. A+N: free admission - free entrance (e.g. to exhibitions, art galleries, museums, etc.);

2. N+A: bowling green - a lawn for bowling (active recreation and entertainment in tourism);
3. N+N: advance payment - advance payment (payment by the tourist for ordered tourist or transport services);
4. N+N(pl): accommodation terms - accommodation conditions (in a hotel, camping, one of the most important components of the tourist product);
5. N(pl)+N: activities coordinator - organizer of active rest (for hotel guests);
6. N's+N: car's hire - rent a car (for independent movement without using the transport provided by the tourist company);
7. N's +N: one bedroom - one-bedroom apartment (in a hotel);
8. PII +N: assigned agency - an accredited agency (which has obtained the right to sell tourist, transport and hotel services on the basis of a concluded agreement).

The most common among two-component TC are TC with an adjective in the function of prepositional determination.

The following models were singled out among the three-component TC:

1. N+N+N: entertainment family allowance - family discount (discount from the tour price for tourists traveling with family);
2. N's+N+N: car's rental company - an organization that rents and rents vehicles;
3. N's +N +N: one moon lodge - 1 moon hotel (bed and washbasin in the room, all other amenities are shared);
4. A+N+N: last minute booking - last minute booking (sale to tourists of group tours on the eve of the trip - "burning tours");
5. A+A+N: frequent independent traveller;

Analysis of the sample for TC formation productivity showed that the vast majority of them consist of two components. Structural analysis of terms allowed to identify the TC, in which the syntactic relationships are expressed using prepositions or unions - phrase terms, namely, in the total number of phrase terms of the sample syntactic relationships between components

are expressed through the preposition of, for example: points of arrival - points of arrival

Entry (border points through which foreigners enter the country of travel determine the beginning of complex service by tourist firms).

There are cases when one of the constituent elements is replaced without violating the semantic integrity of the whole combination, such TC are free in their structure, for example: free

admission = open - free entrance (e.g. in museums, art galleries, etc.).

Classification of the TC according to the degree of activity of its components showed that in the studied sample of English tourist terms members of the TC have different degrees of activity. The terms, which are the basis for creation of these terminological units, are distinguished in the composition of the TC, as they carry the main information load, core terms or core terms.

A study to identify core terms that have become the basis for TC formation has shown that in the investigated terminology core terms are most terms. These terms are part of half of the TC, the total number of the sample under study.

The most active terms in the formation of multi-component TCs are: tour, club, tourism, card, room, travel and service, hotel.

Nuclear terms turned out to be heterogeneous by their origin and semantic saturation within the limits of the investigated terminology. Some terms act as basic tour, tourism, travel - convey the basic, specific to the field, others are drawn from the terminology of related branches of knowledge and serve as a structural-semantic support for the creation of TC, for example:

1. card → bank multifunction card, cash card;
2. manager → general manager, duty manager;
3. department → security department, reservation department.

When forming terminological combinations, core terms can take both postposition and preposition and position. Nevertheless, the general trend for the sample under study is the postposition position of the core term, which can be seen in the above examples.

Conclusion

Hence, research work on English tourism terminology leads to the development of knowledge, skills and

communication skills abroad for any specialist in his field of activity and to the unification and standardization of terminology knowledge, which is especially important in the light of today's variety of language forms.

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