

# Terminological System of Tourism in the Aspect of Intercultural Communication

Exemplified by the Russian Language

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**Abstract**—The article analyzes the current state of the Russian tourism terminological system in the aspect of intercultural communication. It studies the influence of the English language on the formation of modern Russian tourism terminology and describes some dynamic changes in the semantics of the existing terminological units.

**Keywords**—term; terminology system; tourism; English borrowing

## I. INTRODUCTION

Long and short-distance traveling over short and long distances for rest and recreation, health restoration or business travelling constitute an integral part of the modern people's daily life.

On the one hand, as the contacts between different countries in the field of tourism have been intensified, it forces international partners to use tourist terminology properly. On the other hand, tourists themselves have to understand and interpret the terms used in the terminological system of tourist services. What is more, the science of tourism is universally developing at increased pace. Some new terms regularly appear and come to use, while others are reviewed or turn into passive language units. Sometimes it happens that one and the same concept gets different names. The rapid growth of foreign terms in Russian tourism terminological system (primarily from the English language) complicates its systematization, study and lexicographical description. Thus, the terminological system of tourism is a reality of intercultural communication, and its study, description and systematization become an essential condition for the successful development of tourist service sphere.

Some researchers highlight that tourism is one of the forms of intercultural communication with both verbal and non-verbal communication means. According to V.P. Maikova and O.N. Zakharova, "tourism is a powerful form of social and interpersonal communication" [1].

The general spread of English as a language of intercultural communication has led to its becoming the

terminology source in many areas of science and technology, including the field of international travel industry.

Enhancing cooperation between foreign companies and increasing communication in the field of international travel industry determines the importance of the study on the current state of tourism terminological system.

## II. THE RESEARCH BASE

The information base for the research is represented by dictionaries, specialized magazines and electronic specialized publications ("Tourism and Culture Industry" (Industriya turizma i kultury), "Tourist business" (Turbiznes), "Service in Russia and Abroad" (Servis v Rossii i za rubezhom), "Tourism: Law and Economy" (Turizm: pravo i ekonomika), "Tourism: Practice, Problems, Prospects" (Turizm: praktika, problemy, perspektivy), "Modern problems of service and tourism" (Sovremennyye problemy servisa i turizma), "Business world. Tourism and rest" (Delovoy mir. Turizm i otdykh), "Hospitality" (Gostinichnoye delo), "Hotline", "Hotel" (Otel), the website of the Federal Agency for Tourism of the Russian Federation, etc.), textbooks, manuals and reference books on tourism.

## III. INTENSIFICATION OF ENGLISH LANGUAGE BORROWINGS IN TERMINOLOGY

The tendency to borrow terms from English terminological systems can be traced in most world's developed languages. Applying a common language facilitates international communication and encourages information exchange.

Selected linguists stress the leading role of English as the language of international business, economics, commerce, politics, science, etc. in the modern world. Some researchers believe that uncritical borrowing of vocabulary, cultural and behaviour patterns leads to a loss of cultural diversity [2] [3], while others suppose that the increased influence of the English language on other languages has favourably affected the progress of the post-modern world [4].

With reference to the English language leading role in the world, R. Phillipson and some other English-language researchers resort to the term "language imperialism", presupposing dominance, conditioned by establishment and constant support of structural and cultural inequality between English and other languages [2].

R. Phillipson suggests that "the ideologies and structures which are used to legitimate, effectuate and reproduce an unequal division of power and resources (both material and nonmaterial) between groups which are defined on the basis of their language (i.e., of their mother tongue)" [5]. Referring to linguistic imperialism, R. Phillipson clarifies: "an essential constituent of imperialism as a global phenomenon involves structural relations between rich and poor countries in a world characterized by inequality and injustice" [5].

Thus, the interaction between contacting languages can be considered both negative and positive.

#### IV. INFLUENCE OF THE ENGLISH LANGUAGE ON THE FORMATION OF MODERN RUSSIAN TOURISM TERMINOLOGICAL SYSTEM

A large number of linguists, not denying the benefits of borrowing terms from the English language, seek to reduce its negative consequences. Back in the 80s of the 20th century, Z. Stobersky proposed the idea to name each new discovery or technical invention in the language of the pioneering country [6]. He emphasizes that such practice in terminology could contribute to the focused and effective terminology formation [6]. However, numerous linguists all round the world agree on the fact that in the 21st century, it is the English language that plays the leading role in the field of terminology, as compared to the other languages of the world.

According to A. A. Gureeva and T. S. Sidorovich "taking into account the fact that the tourism industry in Russia is developing using foreign (American and Western European experience), generally in order to introduce a new tourism concept to the Russian language they choose a terminological unit of English origin" [7].

The linguistic purism supporters believe that the use of Anglicisms is against the Russian language norms. The syntactic model of word formation and phrasing is transferred from the source language to the receiving language. Thus, the word order within an English phrase, where the attribute is in preposition to the defined word, is transferred to the Russian language: Rus. айти-решение (IT solution), хай-тек инновации (high-tech innovation) [8].

M. A. Nikulina believes that borrowings from other languages are justified in case if in the system of the receiving language there are no alternatives to the terminological unit borrowed. Moreover, when borrowing terminology units, the following conditions should be taken into account: 1. The borrowed term should be as concise as the original term; 2. The borrowed term should correspond to the original terminology unit in terms of the scope of concept to the greatest possible extent [9, 10].

As for the introduction of borrowed terms into the corresponding terminological system of the receiving language through transliteration, M.A. Nikulina points out that it can be useful "only in cases when all other methods for the equivalent expression of a new concept in the system of the receiving language are exhausted" [9]. Regarding the influence of English-language terminological borrowings, M. A. Nikulina believes that "excessive borrowing of terms can hardly be called successful, if in the Russian language system in this case there already exist some acceptable equivalents. As they can enter the system of functioning and fixing units, such alternatives should not be neglected" [9].

E. A. Shilova expresses an optimistic point of view: "it is to be hoped that the unrestrained expansion of Anglicisms is a temporary phenomenon and in the near future the process of foreign languages intrusion into the Russian language system will be more balanced." [11].

According to M. A. Nikulina, in case of insufficiently developed terminological systems, at the initial or intermediate stage of foreign terms introduction into the receiving language, the terms are transferred not only by replication, but also in a descriptive form. However, at later stages of development, the descriptive part of the term can disappear and the terminological unit can be used as an independent unit, which does not require any comments [9].

Borrowing foreign terms, in M. A. Nikulina's opinion implies that "the receiving language (through the authors of scientific texts and other terminological units users) naturally filters language innovations, selecting those which can contribute to its semantic space expansion" [9].

So, the Russian terminological system of tourism, as well as the Russian-speaking tourist slang (for example, "чекинуться", a colloquial derivative of "чек-ин" (check-in), is replenished by English-language terms. In recent years in Russian, as well as in other Slavic literary languages, a significant increase in the number of English borrowings with -ing suffix has been noticed. The nouns with the -ing suffix are an illustration of the trend towards internationalization of the Slavic languages terminology (Russian: виндсёрфинг, маркетинг, мониторинг, факторинг, etc.; Bulgarian: дайвинг, уиндсёрфинг, маркетинг, мониторинг, etc.; Czech: windsurfing, marketing, monitoring, screening, etc.).

The use of "откатинг" (providing kickback) lexeme to create a stylistic (comic) effect illustrates the excessiveness of English-language borrowings in the Russian publicistic discourse:

"Самый доходный бизнес в России — *откатинг*? Куда идёт отечественная экономика", (Факторинг, лизинг, банкинг, консалтинг, франчайзинг, маркетинг, трейдинг — несуществующие формы ведения бизнеса в России. Их все заменяет ОТКАТИНГ) ("Is kickback the most profitable business in Russia? Where is the domestic economy going?", "Factoring, leasing, banking, consulting, franchising, marketing, trading are non-existent forms of doing business in Russia. They are all replaced by kickback") ["Samy`j dohodny`j biznes v Rossii — *otkating*? Kuda idyot

otchestvennaya e`konomika”, (Factoring, lizing, banking, konsalting, franchajzing, marketing, trejding — nesushhestvuyushhie formy` vedeniya biznesa v Rossii. Ix vse zamenyaet OTKATing)]<sup>1</sup>;

“Откатинг несовместим с профессионализмом в личностной оценке персонала, личностным развитием людей, тренингами, коучингом и педагогикой” (“Kickback is incompatible with professionalism in personnel assessment, personal development, training, coaching and pedagogy”) [“Otkating nesovmestim s professionalizmom v lichnostnoj ocenke personala, lichnostny`m razvitiem lyudej, treningami, kouchingom i pedagogikoj”]<sup>2</sup>;

“Во, блин! Тут целая наука об откатах — откатинг!!!! ПОСТАВИМ ОТКАТЫ НА НАУЧНУЮ ОСНОВУ!” (“Wow! There is a science on kickbacks!!!! LET US PROVIDE THE SCIENTIFIC GROUNDS FOR KICKBACKS!”)[“Vo, blin! Tut celaya nauka ob otkatax — otkating!!!! POSTAVIM OTKATY` NA NAUCHNUYU OSNOVU!”]<sup>3</sup>.

#### V. INTRODUCTION OF NEW TERMINOLOGICAL UNITS IN TOURISM

The borrowed English terms are used to define the already existing in the Russian language realia, as well as to denote new realia (including, new for Russia).

##### A. Substitution of Tourism Terms from Active Use by Newer Units

In recent history of the Russian language development, a number of tourism terms were displaced from the active use by newer terms borrowed mainly from the English language due to their “prestige” and produced impression. The examples of English terms introduced instead of traditional Russian ones are: *фишинг* (fishing), *шопинг* (shopping), *прайс лист* (price list), *лаундж* (lounge), *ланч-пакет* (packed lunch), *ресепшн/ресепшен* (reception), *сандек* (sundeck), *сингл* (single), *твин* (twin), *трансфер* (transfer), *трансферман* (transfer man), *туристический ваучер* (voucher), *туристическое агентство* (tourist agency), *турлидер* (tour leader), *чекин/чек-ин* (check-in), etc.

##### B. Introduction of New, Borrowed Terminological Units Denoting New Realia for Russia

To denote new realia for Russian reality, a number of terms have entered the Russian language:

*Интенсив-тур* (incentive-tour) - a trip organized by the employer (at the expense of the company) for their employees to thank for high work results;

*Каучсёрфинг* (Couch Surfing) - an online service, one of the largest guest networks, where network members provide assistance and overnight stays during travels to each other and organize joint travel;

*Лоукост* (low costs) - a cheap air ticket for a flight with a limited range of services;

*Велнесс-центр* (wellness center) - beauty and health center;

*Параглайд* (paraglide) - equipment resembling a parachute, designed for entertaining flights in mountainous or hilly area or above water;

*Геокешинг* (geocaching) - a game where the participants use satellite navigation systems (GPS, GLONASS) to find caches hidden by other people;

*Дайвинг* (diving) - scuba diving for a long time for educational or entertainment purposes;

*Дайвинг-сафари* (diving-safari) - a type of arranged travel by the developed route for diving;

*Флэштекинг* (flash-packing) - this term is used to describe independent travelers who value comfort more than backpackers during the trip.

The mentioned tourism terms borrowed from the English language indicate not only the level of the services offered abroad, but also the consumer’s sharing the fashionable, European, way of life.

The syntactic terms that have recently appeared are represented mainly by substantive prepositional phrases created according to various patterns, for instance: *групповой инклюзивный тур* (group inclusive tour), *hotel and business complex* (гостинично-деловой комплекс), *business camp for children and teenagers* (бизнес-лагерь для подростков и детей), *социальный турпродукт* (social tourist product), *health and wellness tours* (лечебно-оздоровительные туры), *wellness centre* (оздоровительный спа-салон), etc.

#### VI. CHANGES IN THE SEMANTICS OF THE EXISTING TOURISM TERMS

In modern Russian tourism terminology, dynamic changes in the semantics of some existing terminological units are presently being observed.

The changes in the semantic structure of the tourism industry terms usually presuppose expanding the structure and formation of semantic neologisms, which are further on presented in new lexico-semantic variants [12]. Thus, for example, new derived meanings of the terms “*трансфер*” (transfer) and “*анимация*” (animation), have appeared. They have been formed as a result of metonymic transfer: “*трансфер*” (transfer): 1. *Доставка туристов* (Tourists delivery), 2. *Транспортное средство доставки туристов* (Vehicle for tourists delivery); “*анимация*” (animation): 1. *Разработка программ проведения свободного времени для туристов* (Development of leisure programs for tourists).

<sup>1</sup> AIF.RU 29/09/2009, <http://www.aif.ru/money/corruption/13771>

<sup>2</sup> Откатинг. Вместо гламурных помпезных деклараций о ценностях компании. (Kickbacks. Instead of glamorous and pompous declarations of company values). [Otkating. Vmesto glamurnykh pompezhnykh deklaratsiy o tsennostyakh kompanii] <https://ttisi.ru/otkating>

<sup>3</sup> Наука об откатах — откатинг!!!! (The science of kickbacks!!!!). [Nauka ob otkatakh — otkating!!!!] [https://vk.com/topic-1100572\\_7350081](https://vk.com/topic-1100572_7350081)

## 2. Организованное проведение свободного времени для туристов (Arranged leisure time for tourists) [12].

The changes in the semantics of terms can occur at the level of a separate meaning. Researchers of the Russian language have already pointed out that changes at the level of terminological units separate meaning are often manifested in the loss of its ideological components and the transfer of nominations from foreign reality to Russian one. For example, the use of the term “отель” (hotel) has greatly increased, displacing the term “гостиница” (hotel). In the dictionaries of the Soviet times, the term “отель” is defined as, a “hotel, usually in foreign countries”, while in modern dictionaries the term is given without a differential seme “in bourgeois countries”: *отель — “гостиница”*<sup>4</sup>. *отель — “комфортабельная гостиница”*<sup>5</sup>; *отель — “благоустроенная гостиница”*<sup>6</sup>.

The changes in the meaning of tourism terms can also take place at the level of creating new semantic components [12]. Thus, the term “чартер” charter was primarily used in Russian only in one meaning, which is *договор между судовладельцем и фрахтователем (нанимателем) на аренду всего морского или воздушного судна или его части на определенный рейс или срок*<sup>7</sup> (the lease agreement between the shipowner and the charterer for the entire ship or aircraft or its part for a certain flight/cruise or term). Later, the term acquired a second meaning, *само арендованное судно или самолет*<sup>8</sup> (the leased ship or aircraft). Finally, the term got a new meaning associated with renting a bus (*чартерный автобус*) or some other vehicle, which proves the inclusion of additional differential semes: “автобус” (bus), “транспортное средство, на котором может производиться перевозка туристов” (any vehicle that can transport tourists) [12].

## VII. CHARACTERISTIC FEATURES OF THE MODERN TERMINOLOGICAL SYSTEM OF TOURISM IN THE RUSSIAN LANGUAGE

According to the observations by E. T. Belan, “Russian international tourism terminology is currently at the pre-scientific stage of its development” [13]. To prove it, E. T. Belan notes: “widely synonymy of terms, abundance of borrowings, the presence of complex phrases with 2-11 attribute components, the presence of quasi-terms, pre-terms and long pseudo-terms” [13].

### A. The Predominance of Multicomponent Terms

One of the characteristic features of the Russian tourism terminological system is the existence of a large number of multicomponent terminological combinations.

Among them, the two-component adjective-substantive model of terminological phrases (*прямой чартер, комбинированный чартер/direct charter, combined charter*) is the most frequent. A less frequent is a four and more component model of multicomponent terminological units (*коэффициент использования гостиничного фонда, utilization rate of hotel fund*).

### B. Presence of Quasi-terms, Pre-terms and Long Pseudo-terms

Concerning the presence of quasi-terms, pre-terms and pseudo-terms of great length in the tourist discourse, T.N. Laguta and O.N. Verzhanskaya, provide the following examples: *экспресс-турне по ближайшим островам на арендованном катере* (*express tours to the nearest islands on a rented boat*); *поезд для экскурсантов по сниженному тарифу* (*reduced price train for tourists*), etc. [14].

### C. Presence of a Large Number of Terminological Synonyms

Synonymy of terms is the result of:

- borrowing new English-language terms to define already existing concepts in the Russian tourist discourse. The possible reason for it can be the general idea of unification with English-language terminology and more “prestigious”, impressive foreign words: *сверхбронирование* - *перевронирование* - *овербукинг* (*overbooking*), *сопровождение* - *трансфер* (*transfer*), *сопровождающий* - *трансферман* (*transfer man*), *экскурсовод* - *гид* (*guide*), *комната на одного* - *сингл* (*single room*), *магазин беспошлинной торговли* - *дьюти фри* (*duty free shop*), *обеспечение питания* - *кейтеринг* (*catering*), *путеводитель* - *гайд-бук* (*guide book*), etc.;
- borrowing new terms from the English language because of the need to distinguish between meaningfully close, but still different concepts: *бонус* - *премия* (*bonus*), *трансфер* - *доставка, перевозка* (*transfer*) etc.;
- borrowing new English terms because to provide a more compact name of the object, phenomenon or service: *сингл* (*single*) - *комната на одного* (*a room for one person*), *твин* (*twin*) - *двухместный номер с раздельными кроватями* (*double room with separate beds*), *кайонинг* (*kayoning*) - *спуск по горной реке* (*going down a mountain river*), etc.

According to D. S. Lotte, the synonymous terms are divided into absolute and relative. By absolute synonyms, he understands the synonyms, the content of which is identical, while with relative synonyms the meaning concurrence is only partial. He also points out that the existence of two or

<sup>4</sup> Great Dictionary of Russian language. Ch. ed. S.A. Kuznetsov. 1st edition. St. Petersburg: Norint, 1998.

<http://gramota.ru/slovari/dic/?word=%D0%BE%D1%82%D0%B5%D0%B%D1%8C&all=x>

<sup>5</sup> L.P. Krysin. Explanatory dictionary of foreign words. Moscow: Eskimo, 2008, p. 552.

<sup>6</sup> L.M. Bash and others. Modern dictionary of foreign words: interpretation, usage, etymology. Rostov-on-Don: Phenix; Moscow: Citadel Trade, 2009, p. 583

<sup>7</sup> L.P. Krysin. Explanatory dictionary of foreign words. Moscow: Eskimo, 2008, p.876.

<sup>8</sup> Explanatory dictionary of the Russian language of the beginning of the XXI century. Relevant vocabulary / Ed. by G. N. Sklyarevskaya. Moscow: Eskimo, 2006, p.1064.



more terms to define one concept eventually leads to the fact that one of these terms semantic structure can either get narrower or expand, or can even refer to a completely different concept [15]. This results in absolute synonyms becoming relative.

The absolute synonymous terms include, for instance, *прайс лист* - *прейскурант* (*price list*), *экскурсовод* - *гид* (*guide*), *фаст-фуд* - *быстрое питание* (*fast food*), etc., while the examples of the relative synonyms are the following: *путешествие* - *круиз* - *турне* (*travel* - *cruise* - *tour*), *контракт* - *договор* - *соглашение* (*contract* - *agreement*), *бонус* - *премия* (*bonus*), etc.

Analyzing the use of Anglicisms such as *тур-операторы* (*tour operators*) instead of *туристические бюро* (*tourist bureaus*) S. V. Vlasenko supposes that in the Russian language field foreign ("alien") lexemes remain lacunar, causing discomfort to communicants when perceived [9].

#### D. Extensive Use of Professionalism

The need for mutual understanding between the partners from different countries and the significance of fast and adequate feedback led to the widespread use of professionalism in tourism discourse. Thus, the English term and its abbreviation is more understandable and will not cause a misunderstanding in tourist documentation. Professionalisms have easily entered active tourist vocabulary and they are typically used when describing the following:

- Accommodation classification:

*Qdpl* — *четырёхместный номер* (*quadruple room*);

*SC* — *большой ребенок + 1 взрослый* (*a child + 1 adult*);

*Sc* — *маленький ребенок + 1 взрослый* (*a baby + 1 adult*);

*SGL* — *одноместный номер* (*single room*).

- Room classification:

1 BDRM — *апартаменты с одной спальней* (*one bedroom apartments*);

2 BDRM — *апартаменты с двумя спальнями* (*two bedroom apartments*).

- Classification of the room window view:

*pool view* — *вид на бассейн* (*view of the pool*);

*sea view* — *вид на море* (*view of the sea*).

- Classification of hotel categories:

*HV* — *клубный отель* (*club hotel*);

*HV1* — *клубный отель первой категории* (*first category club hotel*);

*HV2* — *клубный отель второй категории* (*second category club hotel*).

- Meals classification:

*a-la carte* („а-ля карт“) — *меню, в котором каждое блюдо указано со своей отдельной ценой* (*a menu with the individual price for each dish*);

*all inc* — *питание в течение дня, включая напитки местного производства в неограниченном количестве* (*meals throughout the day, including unlimited local beverages*);

*FB* — *полный пансион* (*full board*);

*FB +* — *расширенный полный пансион с напитками местного производства во время еды* (*advanced full board with locally produced beverages with meals*);

*HB* — *полупансион* (*half board*).

#### E. Tendency to Abbreviate Terms

One more distinctive feature of the modern terminological system of the tourism industry is the tendency to abbreviate multicomponent terms. Abbreviation of terms is used for the sake of language economy and, as a result, speeding up the communication process. For example:

*турагент* (*туристический агент*) (*travel agent*);

*туриндустрия* (*туристическая индустрия*) (*tourism industry*);

*туроператор* (*туристический оператор*) (*tour operator*);

*турофис* (*туристический офис*) (*tourist office*);

*турпомощь* (*туристическая помощь*) (*tourist assistance*);

*турсайт* (*туристический сайт*) (*travel site*);

*турцентр* (*туристический центр*) (*tourist center*);

*турпоиск* (*поиск туров*) (*tour search*);

*турскидки* (*туристические скидки*) (*tourist discounts*);

*экономтур* (*экономический тур*) (*economy tour*);

*экотуризм* (*экологический туризм*) (*ecological tourism*), etc.

Abbreviations are commonly used in the names of international tourist organizations: *BATA* — *Всемирная организация туристских агентств* (*WATA* — *World Association of Travel Agencies*); *PCT* — *Российский союз туристической индустрии* (*Russian Union of Travel Industry*), etc.

#### F. Using Hybrid Terms

Hybrid terms are complex lexemes in which the Russian lexeme is combined with the borrowed English morpheme translated into Cyrillic or with a non-transliterated, original English morpheme: *спа-индустрия* and *спа-индустрия* (*spa-industry*). The same for: *СПА-курорт* (*SPA-resort*), *СПА-клиника* (*SPA-clinic*), *СПА-отель* (*SPA-hotel*), *СПА-центр* (*SPA-centre*), etc.

# VIII. CONCLUSION

In the modern Russian language as a whole and in scientific terminology, in particular, there is a tendency to intensify English - language borrowings for a number of extra- and intralingual reasons.

The dynamic development of the Russian-speaking tourist business has led to the emergence of borrowed terminology into the Russian language on the one hand, and on the other hand, as a result, there appeared a language vacuum in relation to the nomination of new and previously unknown concepts.

The analysis of the current state of Russian tourism terminology conducted in the study proves the opinion by linguists (L.V. Vinogradova, E.T. Belan, and others) that this terminology system is still being developed and rationalized, as the new English-language tourism terms have not yet been fully mastered in the Russian language [13, 16, 17]. In this regard, the issue of a more comprehensive and detailed lexicographical consolidation of terms in this area is especially acute. At the present stage, as stated by K. Simeonov, the terms are not only of interest for linguists, but also for specialists in various scientific and technical fields, as well as for general society [18].

If we interpret the special knowledge in the most generalized way, being the basic and highly informative units of scientific speech, the terms should provide assistance in scientific and special communication [19].

Tourism terms are found in written and oral forms of communication, so, knowing them as well as being able to apply them to the context properly can guarantee successful interaction in various communicative situations.

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