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THE CHARACTERISTICS OF ENGLISH TERMS STRUCTURE IN TOURISM INDUSTRY

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The article deals with structural typology in professional tourism terminology. Modern linguists pay great attention to the study of tourism terminology as one of the most progressive industries in the world. Tourism has become one of the crucial phenomena of modern society greatly because of its association with language. Due to its being the language of international communication, the diversity of ways in which English language relates to tourism has attracted much research. The rapid growth of foreign terms in tourism terminological system requires its study, description and systematization.

The current body of research provides clear evidence of much attention being paid to the travel industry itself, and its terminology in particular. The structural potential of professional terms have also been the focus of scientific analysis. All the same, the characteristic features of English terms structure in tourism industry remain rather unexplored yet.

Considering the growing necessity of investigating the structure of international travel terminology and its evident gaps in English tourism terms, the research aimed to study the characteristics of English terms structure in the field of tourism. The task of the research was to compare the structural features and identify the quantitative ratio of components in tourism terms. Consequently, the object of research was the English terminology of tourism industry, and the subject concerned the structural peculiarities of the English tourism terms.

English samples of tourism terms from printed and internet resources have been analysed. Structural peculiarities of English tourism terms have been studied and defined by the methods of comparative and structural analysis. Further research perspectives in the professional terminology of tourism industry have been determined.

Key words: *structural typology, professional terms, characteristic features, English terminology, tourism industry.*

Introduction. Tourism is one of the most exciting and progressive industries in the world, that influences almost every other industry. Everyone gains from properly managed tourism. The tourism industry, in general, is the total of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities.

The concept of tourism is the subject of an interdisciplinary study, attracting specialists from various fields. The specialists' concerns in defining and explaining a lot of implications of tourism on the

economy have led to the shaping of a rich theory dealing with this field of activity, theories that try to present alongside the basic concepts with which it operates in practice a series of peculiarities, methodologies for measuring specific phenomena [9].

Tourism has become one of the central phenomena of a post-modern society greatly owing to its liaison with language. Being the global lingua franca, English language monopolizes all negotiations and transactions that take place in a tourist destination. The variety of ways in which English language relates to tourism has attracted much attention [5].

Theoretical framework. The tourism industry is advancing at increased pace. Rising cooperation between foreign companies and growing communication in the field of international travel industry determines the significance of the study on the tourism terminological system.

The overall spread of English as a language of intercultural communication has led to its becoming the terminology basis in many areas of science, including the tourist service sphere. Some new terms regularly appear and come to use. The rapid growth of foreign terms in tourism terminological system requires its study, description and systematization.

The current body of research provides clear evidence of much attention being paid to the travel industry [10; 12] itself, and its terminology [3; 5; 8; 9; 11; 13] in particular. The structural potential of professional terms have also been the focus of scientific analysis [1; 4; 14]. Nevertheless, the characteristic features of English terms structure in tourism industry have not been explored enough.

The purpose of the study. Due to growing necessity of investigating the structure of international travel terminology and its evident gaps in English tourism terms, the **aim** of the research is to study the characteristics of English terms structure in the field of tourism.

Evident impossibility to convey all concepts and phenomena of such a widespread industry with one-component (meaning one root stem) terms generated the formation of complex (two- and more component) terms.

It is the **task** of our research to compare the structural features and identify the quantitative ratio of components in tourism terms.

Consequently, the **object** of research is the English terminology of tourism industry, and the **subject** concerns the structural peculiarities of the English tourism terms.

Methods of research: literature analysis, comparative method and method of structural analysis.

The **research database** is represented by the sample of English tourism terms from the printed [2; 7] and internet resources [6].

Research findings. The first issue to be examined was a quantitative ratio of the studied terms components. It is noteworthy that root morphemes, prepositions and conjunctions, but not articles were considered as components. Results of the structural analysis appeared to be the following:

- 23.2% – one-component terms (*accommodation, apartment, arrival, available, baggage, booking, cabin, camping, cancellation, catering, confirmation, cruise, cuisine, customs, departure, destination, dining, excursion, fare, fee, furnishing, guest, guide, hiking, hospitality, hotel, hostel, insurance, itinerary, journey, landing, luggage, map, occupancy, passenger, porter, reception, service, ticket, visitor, waiter, etc*);

- 56.4% – two-component terms (*additional charge, arrival time, bargain price, beach holiday,*

boat trip, booking agent, business facilities, business trip, butler service, cable car, cancel a reservation, car hire, check-in, check-out, children's facilities, city break, coach trip, conference facilities, day trip, departure time, domestic flight, double room, duty-free, early booking, entrance fee, excess baggage, expiry date, familiarization trip, flight attendant, full board, gift shop, get around, go camping, go hiking, green tourism, guided tour, half board, high season, hotel chain, hotel room, incentive tourism, information desk, junior suite, key card, late arrival, laundry service, low season, mass tourism, open bar, package tour, reception desk, scheduled flight, tourist attraction, urban tourism, valet service, wedding trip, youth hostel, etc);

- 14.3% – three-component terms (*amenities and facilities, apply for a visa, book in advance, check-out time, computer reservation system, credit card payment, duty-free store, ecology-minded traveller, family-run hotel, fixed price menu, goods on offer, guarded car park, influx of tourists, king-sized bed, last minute offer, long-haul destination, loss damage waiver, low-cost travel, means of transport, natural beauty area, off-season period, place of interest, refusal of admission, self-catering apartment, tourist information office, visa-free entry, wake-up service, etc*);

- 5.2% – four-component terms (*country of temporary residence, cover of tourist losses, full board and lodging, generally accepted quality standards, lodging and food facilities, record of hotel bills, set out on a journey, etc*).

Terminological units with more than four components are rather occasional and account for less than 1% of the terms sample.

The above data clearly illustrate the prevalence of two-component English terms in tourism industry. Such an obvious prevalence is naturally predetermined by the commonly recognized claiming that two-component terms are the most optimal by quantity, as the term requirements contradiction in its conciseness and precision are the least peculiar for them.

Other aspects under research were structural types of English terms formation in the field of tourism. The study findings suggest that English complex terms of tourism industry tend to be formed as follows.

The structural types of two-component tourism terms:

- N+N (*arrival time, beach holiday, boat trip, business facilities, business trip, butler service, car hire, city break, coach trip, conference facilities, day trip, departure time, entrance fee, expiry date, familiarization trip, flight attendant, gift shop, hotel chain, hotel room, information desk, key card, laundry service, package tour, reception desk, tourist attraction, valet service, youth hostel, etc*);

- Adj+N (*additional charge, domestic flight, early booking, excess baggage, full board, green tourism, high season, incentive tourism, junior suite, late arrival, low season, mass tourism, open bar, urban tourism, etc*);

- V+N (*cancel a reservation, go camping, go hiking, etc.*);
- P2+N (*guided tour, scheduled flight, etc.*);
- Num+N (*double room, half board, etc.*);
- N+Prep (*check-in, check-out, etc.*);
- N+Adj (*duty-free, etc.*).

The structural types of three-component tourism terms:

- N+N+N (*computer reservation system, credit card payment, loss damage waiver, tourist information office, etc.*);
- N+Prep+N (*goods on offer, influx of tourists, means of transport, place of interest, refusal of admission, etc.*);
- Adj+N+N (*long-haul destination, low-cost travel, natural beauty area, etc.*);
- N+P2+N (*ecology-minded traveller, family-run hotel, king-sized bed, etc.*);
- P2+N+N (*fixed price menu, guarded car park, etc.*);
- V+Prep+N (*apply for a visa, book in advance, etc.*);
- N+Adj+N (*duty-free store, visa-free entry, etc.*);
- N+Conj+N (*amenities and facilities, etc.*).

The structural types of four-component tourism terms:

- N+Prep+N+N (*cover of tourist losses, record of hotel bills, etc.*);
- N+Conj+N+N (*lodging and food facilities, etc.*);
- N+Prep+Adj+N (*country of temporary residence, etc.*);

- Adj+N+Conj+N (*full board and lodging, etc.*);
- Adv+P2+N+N (*generally accepted quality standards, etc.*);
- V+Prep+Prep+N (*set out on a journey, etc.*).

As we see, the most productive structural component here is that of a noun. The reasonable explanation for this apparent tendency of a substantive component to be the most productive in the structural types of English tourism terms lies in the fact that noun is one of the most widespread parts of speech in any professional terminology, notably in the field of international travel and communication.

Conclusions. On the grounds of the above research outcomes the following conclusions can be made:

- The rapid growth of foreign terms in tourism terminological system requires its study, description and systematization.
- Being a significant aspect of any terminology, the structural peculiarities of English tourism terms have not been currently researched enough.
- Two-component English terms appear to clearly prevail in the field of tourism corresponding with the term requirements for conciseness and precision.
- The evident tendency of substantive component to be the most productive in English tourism terms is due to the fact that noun is a widespread part of speech in any professional terminology, particularly in the travel industry.

The **perspectives** of further research are the terms systematization and compiling a tourism glossary considering the structural peculiarities of its terms.

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СТРУКТУРНІ ХАРАКТЕРИСТИКИ ТЕРМІНІВ ТУРИЗМУ В АНГЛІЙСЬКІЙ МОВІ

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Статтю присвячено дослідженню структурної типології галузевої термінології туризму. Сучасні лінгвісти приділяють велику увагу вивченню туристичної термінології як однієї з найбільш прогресивних галузей у світі. Туризм став одним з найважливіших явищ сучасного суспільства, значною мірою завдяки його тісному взаємозв'язку із мовою. Будучи мовою міжнародного спілкування, англійська мова перебуває в центрі уваги багатьох досліджень. Швидке зростання іноземних термінів у галузевій терміносистемі туризму вимагає її детального вивчення, опису та систематизації.

Аналіз літературних джерел очевидно свідчить про те, що велика увага дослідників приділяється самій туристичній галузі, та її термінології зокрема. Структурний потенціал професійних термінів також перебував у центрі уваги наукового дослідження. Проте структурні характеристики термінів туризму в англійській мові досі залишаються маловивченими.

Беручи до уваги необхідність структурного дослідження міжнародної туристичної термінології та її очевидні прогалини у туристичній термінології англійської мови, наше дослідження було спрямовано на вивчення структурних аспектів англійської термінології галузі туризму. Завданням дослідження було порівняння структурних особливостей та визначення кількісного співвідношення компонентів у туристичних термінах. Відповідно, об'єктом дослідження була англійська термінологія туристичної галузі, а предметом дослідження стали структурні особливості термінів туризму в англійській мові.

Проаналізовано вибірку англійських термінів туристичної сфери із друкованих та інтернет-ресурсів. методами порівняльного та структурного аналізу досліджено та визначено структурні особливості термінів туризму в англійській мові. Окреслено перспективні напрямки досліджень у галузі фахової термінології туризму.

***Ключові слова:** структурна типологія, галузеві терміни, характерні особливості, англійська термінологія, туристична індустрія.*