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## PHRASEOLOGICAL UNITS IN TERMINOLOGICAL SYSTEM OF TOURISM INDUSTRY

**Summary.** The article is devoted to the study of the terminological system of the tourism industry. The lexical units of the terminological system of tourism are analyzed, thematic groups and subgroups of terms are highlighted. Describes how to translate the terms of the tourism industry in the Ukrainian language. Examples of complex phraseological units and features of their functioning in the Ukrainian terminology of tourism are given.

**Key words:** term, complex phraseological units, tourism.

**Formulation of problem.** The question of the specifics of the terms and methods of their translation has always occupied a special place in comparative linguistics: it was considered in his writings on the theory of translation by K.N. Komissarov, O.S. Akhmanov, Y.I. Retzker, I.V. Arnol'd, R.A. Budagov, D.S. Lotte; it is the subject of constant attention and modern scholars (L.P. Krisin, G.A. Dianov, T.I. Zharkov, L. Vinogradov, E.V. Trushin).

The term accumulates the linguistic and general information necessary for the existence, preservation, further development and improvement of vocational knowledge [6, p. 94]. In modern terminology, more and more attention is paid to the question of the functioning of terms in speech. Important is the complex analysis of the terminology system, which functions in the special texts of a certain sphere of activity. According to the results of recent studies, about 90% of the new words appearing in contemporary languages are special, that is, terminology, vocabulary. At the same time, more and more terms penetrate into a commonly used language, and terminological problems are increasingly affecting the language in general, therefore, the study of special subject terminology of a particular sphere, analysis of the peculiarities of its formation, development and functioning are relevant both for linguists and for specialists in the field.

The urgency of studying the methods and problems of translation of terms is determined by the development of the tourism business, the expansion of cooperation between Ukrainian and foreign companies and the increased volume of communication in this area. When translating special texts, terms should be given special attention: they determine the informational content of these texts, being peculiar to the keys that organize, structure and encode specific information.

Almost all linguists agree that the absolute identity of code units contradicts the nature of the language: the possibility of absolutely complete and accurate transmission of the original content in the translation of special texts is limited, primarily because of differences in language systems, in addition, it is hindered by different traditions of nomination concepts that have developed in each language, as well as differences in the phenomena of reality itself.

**The purpose of the article** is to analyze the complex phraseological units of the terminology system of the tourism industry in the English and Ukrainian languages. To achieve this goal you need to solve the following tasks: 1) to determine the place of tourism

terminology in the language system; 2) to highlight the features and thematic groups of tourist terminology; 3) to analyze the basic methods of translation of complex phraseological units of the terminology system of the tourism industry.

**Analysis of recent research.** The current state of development of linguistics is characterized by a deep interest in the description of the subsectors, serving certain professional fields. When familiarizing with the subject of scientific works devoted to the linguistic description of the tourism industry, a small number of works were identified, which highlight the problems of the formation of tourist vocabulary and explores tourism terminology from the standpoint of cognitive, formal-structural and discursive approaches. Such studies have been conducted on the basis of comparison of the tourist terminology of English and Russian languages (T.I. Shipulin, E.V. Moshnyag, E.T. Belan, L.V. Vinogradov), but they are not available in Ukrainian terminology. This confirms that the vocabulary of international tourism has not been studied sufficiently, which determined the choice of English and Ukrainian vocabulary, which defines the phenomena associated with the tourist business, the object research. The subject of the study is a comparative analysis of the peculiarities of development, functioning of the tourist vocabulary in the English and Ukrainian languages.

**Presenting main material.** The sphere of provision of tourist services in Ukraine is largely focused on the use of lexical base borrowed from other languages. Due to a number of extra inlightening factors in the professional tourism field, the most commonly used is English. After the collapse of the USSR and the fall of the "iron curtain" in the post-Soviet space, and in Ukraine, in particular, there is a large number of travel companies, as this business is becoming increasingly important for the development of the country's economy and the social sphere. At the same time, due to the lack of a terminological apparatus for advertising the tourist product, including realities that were not in the territory of the former Soviet Union, there was a tendency to borrow English terminological vocabulary, as it has an international character, given the prevalence of English in this area of activity.

The study of the vocabulary of the tourism industry in English linguistics is of interest both to linguists and to tourism business professionals, since the increasingly differentiated professional activities put forward increased requirements for the level and quality of training of specialists in this field. Since tourism has become a separate branch of the economy, there was a need to isolate the stratum of lexical units into an independent terminology system. This terminology is a means of mass communication, and its study is an important condition for successful professional travel activities.

The terminology of any sphere of activity is divided into separate layers, in particular: highly specialized, interdisciplinary and general scientific terms [5, p. 108]. General scientific and interdisciplinary terminology units migrate in new terminology systems, and highly specialized vocabulary gives names to subjects and con-

cepts that are characteristic of the industry (for example, all-suite hotel, cabana, kingsize bed, moderate tourist class), so it is more informative.

Since the terminology system of tourism closely interacts with other terminology systems, its boundaries are rather conditional. In some cases, the terms move from one system to another without rethinking, for example: vaccination, malaria (medicine); white water rafting, bungee jumping (sport); avalanche, stalactite (geography); in others, in whole or in part, change their meaning, according to the needs of the industry that borrows them, for example: to downgrade as an economic term means to give a smth a lower grade, value or status, and in the tourist sector to move to a lower grade or quality of services or accommodation. Intersectoral vocabulary of the tourism term contains the terms related to the economic terminology: tariff, corporate rate, BBB tax (bed, board, beverage tax), cancellation charge; transport: car rental, bareboat charter, camping trailer; sport: mountaineering, cave tubing, bungee jumping; meals: Asian breakfast, brunch, a la carte menu and others.

If the terminology of tourism in the English language can be called developed, then in the Ukrainian language it is one that is developing. As L. Vinogradova points out in respect of the English and Russian languages [1, p. 7], transterminologization as a way to supplement the vocabulary plays a significant role in enriching the tourist terminology of both languages, with the transition of terms from one branch of knowledge to another almost always runs in parallel in both languages. The same can be said about Ukrainian terminology.

General scientific terms are units of a large semantic capacity, which, as a rule, designate categorical, classifying concepts of the general branch nature and function in the texts of several branches of scientific activity [4, p. 89], for example: index, system, rate. In terms of phrases, they substantially narrow and specify their semantics – the main activity index, global distribution system, double occupancy rate.

After analyzing the selected lexical units, the following thematic groups of English terms related to the tourism sector can be distinguished: 1) tourism and travel (tourism, tourism, tourism); 2) accommodation of tourists (pre-suite suite, beehive-style hotel, boarding house, honeymoon room, superior chalet); 3) tourist equipment (life jacket, holdall, sleeping bag, rucksack); 4) transport (glass-bottomed boat, cruise liner, camper van, jumbo jet, shuttle bus); 5) sports and entertainment (canyoneering, rafting, scuba diving, cave tubing); 6) meals (coffee shop, continental breakfast, pool bar, high class all inclusive); baby-listening service, air leasing, forget something program; 7) fare and payment (cassation fee, departure tax, complementary ticket, average daily rates); 8) documents (health declaration form, hotel voucher, ski pass, accident insurance).

Of course, each of the selected lexical-semantic groups can, in turn, be divided into smaller, narrower groups by subject matter. For example, among the lexical units of the English language, which refer to the concept of “placement”, one can distinguish the following subgroups: the types of hotels (floatel – hotel on the water), hotel rooms (hospitality suite – meeting rooms), household amenities and equipment (tester – canopy over the bed), employees (bell captain – senior receptionist), etc.

If the study of the origin, semantics and structure of the terms of the sphere of tourism and their classification is the task of linguists, then understanding the concepts and objects that they call, and the ability to correctly translate this special vocabulary need-

ed by the tourism industry. In advertising texts of Ukrainian travel agencies and other Ukrainian-language texts of professional tourism, English borrowings are often used, which:

1) are translated verbatim, that is, they are calculated, for example: guaranteed rooms (rooms guaranteed); pre-paid rooms, staying for him in case of delay; half board – providing a tourist incomplete set of services (overnight, breakfast, reservation of places on the transport);

2) transfixed (transcribed, transliterated, or translated transcribed), for example: jeep safari (jeep safari) – excursion or hunting trip on a jeep for surveillance of animals or hunting; rafting (rafting) – descent by a mountain river on inflatable boats / rafts;

3) are transmitted by relative, less commonly, absolute equivalents, for example: complimentary ticket – free travel; sea view – room with sea view; escorted tour – accompanying tour;

4) are transmitted by “hybrids”, that is, a combination of English and Ukrainian words or abbreviations, or a semicolon, for example: VIP-tourism (very important person), wellness complex, call center, guide-interpreter, lounge-hall, camping site.

The term “late tours” (British) and last-minute specials (American) are commonly known by the Russian term “hot tours”, which Ukrainian travel agencies usually pass on with a “Russian Hot Ticket” with “hot tours”. Actually in this case, borrowing a lexical unit from the Russian language led to the appearance of and functioning in the Ukrainian language spatially. In our opinion, it was appropriate to use terminological units based on the English model, such as a special offer or an urgent offer that does not violate the norms of the Ukrainian language.

Borrowing a number of terms is fully justified in the case if this notion is absent in the cognitive basis of the speech-receptor or to replace the bulky phrase in one word. For example, the term time-share, indicating the foreign reality, is actively used in business and tourism: buying a time-wallet means signing an agreement on which you buy a right to own a property for a certain period of time during a year. In tourism – a package of documents, which gives the owner the right to use privileges during a family holiday [2, p. 64]. English borrowing then nominates a new concept and replaces the cumbersome narrative return. The main reasons for borrowing terms, as L.P. Crisin notes, is. the need for the name of a new subject or phenomenon; the need to delineate close, but still distinctive concepts; the need for specialization of concepts – in one or another sphere, for one or another purpose; a single object must be indicated in one word, not a phrase; socio-psychological reasons: the perception of a certain group of speakers of a foreign-language word as a more prestigious, “scientist” [3, p. 58].

For the latter reason, often foreign words are used unjustifiably in parallel or instead of those available in their native language for the sake of prestigious sound and the word “western color”, for example: presentation (instead of presentation, display), price list (instead of price tag), service (instead of service), satellite antenna (instead of satellite), discount (instead of discount), parking (instead of parking), etc. The emergence of new borrowed terms in general, and in the field of tourism in particular, the phenomenon is ambiguous. On the one hand, the language is replenished with new lexical units, reflecting the real processes that take place in the world and society, on the other – it leads to clogging the language. In this case, the semantic link between the primary meaning of the word and its current referent is often lost, when the later value gets a general distribution.

**Conclusions.** Consequently, the rapid development of tourism led to the borrowing of a significant number of English terms and to designate new concepts for our reality, and to duplicate existing names to give them prestige and foreign color, primarily for advertising purposes. Therefore, professionals working in the field of tourism, especially international, need to know the basic English travel terms and try to use these foreign language borrowings only if their Ukrainian counterparts are absent, avoiding the clutter of the words of the foreign doublet already existing in it. Here there are wide opportunities for cooperation and joint research of experts in the linguistic and tourism sectors.

The tourism sector will continue to grow, therefore, the need to streamline tourist terminology and optimize its conceptual device will increase. Terminological knowledge is already needed by people of many professions – linguists, translators, editors, teachers, specialists in the tourism industry. In view of the fact that there are no specialized bilingual (English-Ukrainian) and explanatory dictionaries of tourist terms, the lexicographic description of the terminology of the sphere of tourism as one of the stages of the ordering of this terminology system is perspective. Finding lexical differences between original travel texts and their translations, which would help to identify lexical substitutions, is not provided for in vocabularies, may also be of considerable interest in the future of further research.

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#### **Пилипенко І. О. Фразеологічні одиниці у термінологічній системі галузі туризму**

**Анотація.** Стаття присвячена дослідженню термінологічної системи галузі туризму. Проаналізовані лексичні одиниці термінологічної системи туризму, виділено тематичні групи та підгрупи термінів. Описано способи перекладу термінів галузі туризму в українській мові. Наведено приклади комплексних фразеологічних одиниць та особливості їх функціонування в українській термінології туризму.

**Ключові слова:** термін, комплексні фразеологічні одиниці, туризм.

#### **Пилипенко И. А. Фразеологические единицы в терминологической системе отрасли туризма**

**Аннотация.** Статья посвящена исследованию терминологической системы отрасли туризма. Проанализированы лексические единицы терминологической системы туризма, выделены тематические группы и подгруппы терминов. Описаны способы перевода терминов отрасли туризма в украинском языке. Приведены примеры комплексных фразеологических единиц и особенности их функционирования в украинской терминологии туризма.

**Ключевые слова:** термин, комплексные фразеологические единицы, туризм.