

Zh.T. Balmagambetova¹, G.K. Ayupova², A.E. Karimbek^{3*}

¹Karaganda University of the name of academician E.A. Buketov, Kazakhstan;

²L.N. Gumilyov Eurasian National University, Nur-Sultan, Kazakhstan;

³Karkaraly Agricultural College named after M. Adekenov, Kazakhstan
(E-mail: janna1965@rambler.ru, bagira_03_05@mail.ru, aigul88@list.ru)

Borrowing as a way of enrichment of the tourism terminology in the Russian language

The article deals with the problems of vocabulary enrichment with foreign vocabulary. Borrowings, on the one hand, are the source of enrichment of the vocabulary of the language, and on the other hand, they are an integral part of the terminology system in many areas of knowledge. The main donor languages in Russian and English languages were analyzed. Intra-linguistic and extralinguistic reasons and factors of borrowing were identified. The analysis of the terminological systems of the tourism sphere of the English and Russian languages showed that borrowings in both languages can be divided into three classes: borrowings proper (direct borrowings), calques (indirect borrowings) and hybrid formations. The analysis of foreign language inclusions in the terminology of tourism in Russian was carried out. Based on the classification of scientists, subgroups of foreign language inclusions in the Russian terminology of the tourism sector were identified from the corpus of the analyzed units. The analysis showed that most borrowings of the tourism term system go through two stages of adaptation to the Russian language system: "entering" the receiving language (phonetic and graphic level) and the actual development of the borrowed term by the receiving language (semantic level).

Keywords: borrowings, inclusions, calques, terminology, terminology system.

Introduction

Enrichment of vocabulary with foreign words constantly attracts the attention of linguists and terminologists. This interest is not weakening, because borrowings, on the one hand, are a source of enrichment of the vocabulary of the language, and on the other hand, they are an integral part of the terminology system in many areas of knowledge.

In this study, borrowing is understood primarily as a word or phrase that is transmitted from one language to another because of linguistic connections and assimilated in a new linguistic environment. Comparison of the terms of the tourism field in Russian and English allows us to find that the lexical borrowings of the Russian sample are much higher than the borrowings of the English corpus: 68.3 % (537 units) and 8.9 % (67 units). This difference in numbers can be explained by the fact that in recent years concepts acquired as a result of the rapid development of the tourism industry have become widespread in the terminology of tourism in the Russian language, because of which a linguistic vacuum has formed in the nomination of new, previously unknown concepts.

To nominate the new concept of the tourism industry, in most cases, a terminological unit of English-speaking origin is chosen, since the formation of the tourism industry in our country takes place using foreign, mainly American and Western, experience.

Therefore, the active assimilation of Anglicism as one of the most effective means of term formation in the tourism sector seems to be an undoubted fact.

In English, the main donor language is French. Most of the French terms nominate the concepts of the catering industry (picnic, bistro, cuisine, menu, a la carte menu, plat du jour, sommelier, table d'hote menu, buffet) and the hospitality industry (concierge, hotel, suite, maitred'hotel, apartment, porter). Here are some examples of borrowings from other languages: Dutch (*snack, cruise*), Swedish (*smorgasbord*), Italian (*carnival, regatta, pizzeria, casino, studio*), Spanish (*posada, cafeteria, cabana, parador, patio, siesta*). It should also be noted that in some terms of the tourism industry there are some Latinisms: *sanatorium, condominium, museum, oceanarium, adhoc, terminus, visa*.

*Corresponding author's e-mail: aigul88@list.ru

Experimental

The terminology of tourism in the Russian language borrows terms mainly from the English language. It is important to note that in 20 % of cases, the intermediary language is English. Before getting into the Russian language, the terminological unit enters from one language to English and then into the Russian language. There are some examples of borrowings of tourism from other languages in the Russian language: French (*Ривьера, ландо, автокараван, кабаре, ресторатор, альков, апартаменты, буклет, багаж, вояж, пансионат, пансион, пассажир*), Spanish (*кафетерий, сиеста, патио*), Italian (*карнавал, регата, пляж, казино, салон, таверна*), German (*агент, курорт, фрахт, курзал, маршрут*).

A large number of borrowed terms, especially Anglicisms, in Russian tourism terminology can be explained due to several reasons. Many researchers note mainly intra-linguistic borrowing factors [1; 143].

Applied to the Russian terminological system of tourism, we can highlight the following internal reasons:

1. Lack of a corresponding concept/name in the cognitive base of the receptor language:

Incentive tour (Инсентив-тур) – tourist trips (usually group) provided by the administration of organizations, enterprises, and institutions to their employees for incentive purposes on exclusively preferential terms or free of charge as a bonus for high performance and successful work [2; 143];

Caravaning (Караванинг) — a subtype of car tourism, traveling with accommodation in motor house or caravans [2; 154];

Package tour (пэкидж-тур) — any tour (individual or group) that includes a certain set of services (transportation, accommodation, food, excursions, etc.), the total sales value of which is equal to the cost of its elements [2; 334];

Catering (Кейтеринг) — a type of public catering associated with the services outside of the restaurant or cafe, sometimes at remote points — for example, outside the city in the nature [2; 162];

flaitel (Флайтель) — classification of the accommodation facility, which is an air hotel (“flying hotel”) [2; 448].

2. It is the need for the specialization of the concept. This group of borrowings includes borrowings, the semantic role of which differs from the previously used term. So, for example, the Russian word travel has existed for a long time, which is nominated by the word «тип» (tour). However, these words cannot be used as synonyms: the term “tour” is more specific in meaning, since it means not just a journey, but concretizes it: this is a journey comprising a set of services (transportation, hotel accommodation, excursions, transfers, food) [2; 421].

3. The desire to save linguistic means, when instead of a descriptive phrase, one borrowed word is used. This reason for borrowing is closely related to the first, since, on the one hand, the speaker saves speech effort, and on the other, the language involves filling some gap with a nomination. For example, a *timeshare* is the purchase of the right to use a room for a certain period in a particular hotel (boarding house, apartment) for an extended period, while conditions for exchange are created, which allows the owners of timeshare to change places of rest [2; 404]. The borrowed word in this case also names a new phenomenon and replaces a cumbersome descriptive turn.

However, there are some significant extralinguistic factors that determine the process of borrowing English-language terminology into Russian:

1. The rapid and dynamic development of the tourism sector in Kazakhstan is focused on foreign experience.

Tourism was not a priority area for Kazakhstan’s economy. The situation changed only with the implementation of market reforms in the country. The citizens of the country were allowed to travel abroad freely, and foreigners were allowed to enter Kazakhstan freely. It was the reason for the appearance of commercial organizations, which develop outbound tourism. At the same time, in Kazakhstan, there is a need for international business contacts and recreation. A segment of the population has formed that can pay for international travel. Despite all the existing problems, tourism in Kazakhstan is one of the most actively developing sectors of the economy. With the development of tourism in Kazakhstan, the tourism industry terminology began to develop and form, which required the nomination of new phenomena, in particular, new types of services provided to tourists. However, as mentioned above, in connection with the special development of international and outbound tourism, the process of borrowing English terms began.

2. The use of English as the language of international intercultural communication. Linguistic contacts inevitably lead to coincidences in the lexical composition of the language, to the formation of an international layer of vocabulary and the generality of concepts.

3. The authority of the source language. Tourism as a branch of the economy is well-developed in English-speaking countries, therefore the terms that serve in this area, are the most universal and meet the needs of the time in the development of the tourism sector. It should also be noted that the main working language of the world's leading tourism organization (UNWTO) is English.

4. "Language fashion". Many linguists point to the prestige of the English word. L.P. Krysin calls this a "rise in rank" [3; 149]: a word that is the source language nominates an ordinary object. In the receptor, language refers to an object that in one sense or another is more significant, more prestigious, etc. A prime example is the names of bed sizes in a hotel room. Previously, these terms were used in Russian: single bed, one-and-a-half, double bed, triple bed. Today a double bed corresponds to a queen-size, a triple bed to a king-size, and so on. The same can be said for hotel services: «беби-ситтинг» (*baby-sitting*), «рум сервис» (*room service*). There are some foreign language inclusions *VIP-туризм*, *Junior Suite*, *spa-центр*.

Thus, we note that the extralinguistic reasons for borrowing Anglicisms constantly intersect with internal (general linguistic) reasons through the cultural and social needs of society.

The analysis of the terminological systems of the tourism sphere of the English and Russian languages showed that in both languages borrowings can be divided into three classes: borrowings proper (direct borrowings), calque (indirect borrowings), and hybrid formations.

By borrowing proper, we understood the transfer of the material form of a foreign language with certain possible phonetic (graphic) changes due to the peculiarities of the receptor language, while the semantics of the term of the source language is fully or partially transferred.

The studied language material shows that most of the borrowings in the term "tourism" in Russian (62.1 % of the total number of borrowed terms) and all borrowings in English refer to direct borrowings, in which the material form of the word and its meaning are borrowed.

In this case, the foreign language word is transferred into the receptor language with the help of:

- transliteration — letter-by-letter transfer of a foreign language word (*icesurfing* (а́йссёрфинг), a hybrid sport, mixing the speed of ice boating with the agility and power of windsurfing [2; 19]; *aquatel* (акватель), the informal name of the accommodation facility, which is an appropriately equipped vessel, retired from service as a means of transport and delivered permanently at the berth and used as a hotel [2; 20]; *alcove* (альков) — a large niche, a recess in the wall of a large hotel room, used — depending on the size — as a bedroom, a recreation room, a small study, a home chapel, an icon case, or a place for a sofa, armchair, cabinet [4; 22]; *chalet / chalet* — a wood end dwelling with a sloping roof and widely over hanging eaves, common in Switzerland and other Alpine regions [4; 53]; *cabaret / cabaret* — entertainment given in a restaurant or club [4; 43]);

- transcription — sound transmission of the borrowed word (*reception / ресепшн* — check-in counter [2; 178]; *catering / кейтеринг* — provision of food and drinks outside the cafe or restaurant of the accommodation facility [2; 162]; *chateau / шато* — the name of a country castle or large country house in France; a kind of expensive and especially prestigious French hotels [2; 194]; *smorgasbord / сморгасборд* — Swedish buffet of many cold dishes [4; 286]).

In addition to literal borrowings, the group of direct or proper borrowings can also be attributed to the transformed ones, which are formed by additional word-formation processes:

- suffixation — modification of a foreign suffix into a suffix used in the receptor language with the same meaning (*relaxation / релаксация* — a set of special methods aimed at relieving physical and psychological stress from a person using specially selected techniques used in balneology, SPA and Wellness, *repatriation of tourists / репатриация туристов* — the return of tourists to their country, destination / *дестинация* — the place of purpose, *leisure / leisir* — the time remaining after work, travel to and from work, sleep and necessary personal and house hold tasks, i.e. 'discretionary time', which may be put to various uses, including travel and tourism), *porter / porteur* — somebody who carries luggage for traveler (at an airport, a rail way station, in a hotel);

- lexicalization — the formation of a single word from a phrase (*duty free / дьюти-фри* — duty-free system at airports, on board aircraft, ferries and other vehicles, or at selected places where foreigners visit [4; 202]; *package tour / пакидж-тур* — any tour that includes a certain set of services (transportation, accommodation, food, excursions, etc.), the total sales value of which is equal to the cost of its elements [4; 334]).

It should be noted that transformed direct borrowings, as well as borrowings transmitted using transcription, are more characteristic of the Russian language than for English since many lexemes of English terms go back to Latin roots, which are more fully assimilated by the English language and form the basis of

many words of the general non-terminological use. In other words, many forms of “foreign” for the Russian language are “own” for English.

Also in the Russian language, there are words based on borrowed roots:

- derivatives of borrowed words (*венчур* — *венчурный*; *континент* — *континентальный*; *капсула* — *капсульный*; *консул* — *консульский*);
- collocations with borrowed word (*молодежный хостел*, *групповой тур*, *прямой чартер*, *меню а-ля карт*, *инициативный туроператор*, *частный трансфер*).

Results and Discussion

In the group of proper borrowings, such units as foreign language inclusions in the Russian language should be noted. This term was first introduced by A.A. Leontiev to designate foreign words that function both outside the system of the Russian language and included in it as ordinary borrowings [5; 63]. The understanding of inclusions in a foreign language is extensive and includes many phenomena. According to a narrower definition, inclusions in a foreign language are often viewed as linguistic phenomena of a foreign language, derived from Russian, in the graphical form of the original language, while maintaining the appearance of the foreign language [5; 65]. Yu.T. Listrova emphasizes that being outside the Russian language, foreign language inclusions-lexemes are not borrowed, but used vocabulary of a foreign language in Russian speech. Unlike the Russian vocabulary of foreign language origin, they are not facts of the Russian language and they are not included in its vocabulary and therefore, as a rule, they are not included in the dictionaries of the Russian language [6; 104].

Based on the classification of Yu.T. Listrova, we distinguish the following subgroups of foreign language inclusions in Russian terminology of tourism:

1. Contaminated or Russian-foreign language inclusions. During the study of the selected terms of tourism, we identified units that form various terms in Russian language: *call-центр*, *room-сервис*, *wellness-комплекс*, *SPA-центр*, *MICE-направление*, *VIP-трансфер*, *event-бренд*, *lifestyle-отель*. It should be noted that one inclusion can form several terms. For example, inclusion SPA- can be found in the following terminological units:

- (from hotel description) *SPA-центр отеля призван сделать отдых гостей более комфортабельным, качественным и разносторонним* [7];
- *SPA-салон «Шан-Гри-Ла» в Караганде — это настоящий оазис гармонии и покоя;*
- *Гранада стала первым испанским городом, пополнившим туристический арсенал пивным спа-комплексом* [7];
- *«В условиях конкуренции, с учетом снижения спроса на путевки со стороны российского рынка считаем целесообразным развивать такое направление, как предоставление спа-услуг, — сказал Геннадий Болбатовский* [7].

Inclusion VIP is involved in the formation of the following terms:

- *VIP-залы Международного аэропорта создают для пассажиров особой категории максимально комфортные условия ожидания рейса и прохождения организационных, таможенных и пограничных формальностей* [8];
- *роскошные VIP-номера отеля «Высоцкий» расположены на 51-м этаже небоскреба. Уникальный дизайн каждого номера, шикарная качественная мебель и изумительные панорамные виды города придутся по вкусу даже самым взыскательным гостям. Главная особенность VIP-номеров — джакузи у панорамных окон* [8];
- *VIP-отдых для самых требовательных туристов, отели класса люкс, перелеты премиум и бизнес-класса, встреча у трапа самолета с цветами и быстрое прохождение всех необходимых формальностей в аэропорту* [8];
- *отдохните как VIP-клиенты TEZ TOUR, и вы узнаете, что такое настоящая роскошь и высочайший уровень сервиса. Исторические дворцы и отели для взыскательных туристов, уютная домашняя атмосфера и уединенность вилл класса люкс или блестящее общество в высокотехнологичных и современных интерьерах* [9];
- *список VIP- услуг можно продолжить, ведь это лишь малая часть того, что называется VIP-туризмом, все зависит только от Ваших желаний.*

2. Full inclusions, i.e. inclusions inserted into Russian speech without change. During the analysis of tourist texts in Russian, we found a large number of complete inclusions (9 % of the total number of proper borrowings):

Incentive tour включает в себя проведение выездных семинаров, совещаний, конференций «без галстуков», а также поездки отдельной командой на отдых, совмещенный с презентацией каких-либо новых товаров и услуг или с составлением планов работы фирмы на новом этапе [10];

Пакет all inclusive, включающий проживание в гостинице, трехразовое питание, катание на склонах и прокат снаряжения составляет 20 000 в сутки на человека [11];

Ultra All Inclusive включает в себя тот же комплекс услуг, как и программа «всё включено» с дополнениями в виде экскурсионных сервисов, доступов к имеющейся в отеле инфраструктуре, услуг аниматоров, в том числе и детских [11];

Большая двуспальная кровать уровня *King Size*, люкс диван с параметрами 315*200, индивидуальная система кондиционирования, прямой доступ в ванную и дополнительный гостевой санузел делают проживание в отеле по — настоящему комфортным и приятным [11];

В *Business Lounge* вы можете отдохнуть перед путешествием или найти спокойное место для работы. Как пассажир *lot Business Class*, Вы имеете право на приоритетную регистрацию в специальной зоне, *fast track* в Варшавском аэропорту и возможность посадки в самолет в любое время [11];

It should be noted that the adaptive parameter “not assimilated” is put in the first place when linguists define foreign language inclusions. The main functional parameters of the use of the term refer to the foreignness of the material. The use of foreign language inclusions is occasional, always tied to the context, as a rule, accompanied by textual means of highlighting information and explanations; they are not recorded in dictionaries. Moreover, the use of foreign language inclusions can only be understood by a specialist working in a particular field.

As proof, here is an excerpt from an advertisement compiled by a tour operator and intended for travel agents:

If you are a fan of diving, we recommend taking a closer look at the cozy Egyptian resort Turquoise Beach, located on the very shore of the beautiful Red Sea, in Sharm el Maya Bay — the most popular diving site. The favorable location of the hotel is confirmed by its small distance from the famous Naama Bay — only 12 km.

In addition, Turquoise Beach is located just 500 meters from the Old Market in Sharm El Sheikh, where you can buy whatever you want. Upon arrival, you will not have time to get tired, since the airport is located just 20 minutes away. An airport shuttle is available upon request. The cost of package tours for two:

Turquoise Beach Hotel 3 Room type: Standard Room. The beginning: 23.05.2021. Nights: 5. Meal: Half Board. Transfer (SSH) KZ Group transfer airport-hotel. Transfer (SSH) KZ Group transfer hotel-airport. Add. services PCR test: PCR TEST before departure (Egypt) -KZ. Price: 507 718 tenge.*

In the above text passage, there are several foreign language inclusions, denoting the types of accommodation in the hotel. Such examples are especially typical for tourism texts in Russian, since specialists employed in the tourism business, by the nature of their professional activities, are associated with direct external contacts. Thus, the prevalence of such numerous foreign language inclusions in the tourism sector can be explained by the factor of bilingualism of users of tourism terminology.

Indirect borrowings enter the language through calques, in which there is a restructuring of the models of the language-receptor, which is the result of the introduction of foreign language elements into the spheres of the language, characterized by a high structural organization [12; 26]. The analysis of terms in the sphere of tourism in Russian showed the presence of syntactic calques. As syntactic calques, we understand the transfer of the structure and meaning of foreign language phrases, abbreviations and other syntactic constructions through the native language:

European plan (Европейский план) — hotel rate, which includes only the cost of accommodation, excluding meals and other services [2; 124];

Individual tourism (Индивидуальный туризм) — the type of tourism, determined by the composition of participants [2; 139];

Half board (полупансион) — the type of tourist service in the hotel, including accommodation and two meals a day: breakfast and lunch or breakfast and dinner (HB) [2; 302].

Some scientists note calques are most strongly represented in those languages where derivation and compounding are especially developed [13; 344]. Since word-formation processes are rather highly developed in the Russian language, it is considered the most susceptible to calques.

The third group of borrowings in our classification of borrowed terms in the tourism sphere is hybrid formations. The term “hybrid formations” was first introduced by E. Haugen, by which he meant words, partially consisting of foreign language elements (loan-blends) [1; 351]. Such derivatives and compound words

appear as a result of the “morphematization” of the elements of a foreign language, i.e. inclusion of the obtained morphemes in word-formation processes of borrowing.

Also, such borrowings were called half-calques (the term was first used by L.A. Bulakhovsky) or semi-borrowings. Among the terms of the tourism sphere in the Russian language, hybrid formations were found: *авто-маршрут, гостиница-апартамент, инструктор-проводник, гид-переводчик, высокий сезон, прием-коктейль*.

Conclusions

While entering the receiving language, the borrowed term goes through the stage of assimilation. The problem of assimilation of foreign borrowing terms into the receptor language is complex and multifaceted. Assimilation of the language with borrowings is a diachronic process in which, on the one hand, the connections and relationships of two language systems are intertwined, and, on the other hand, the connections and relationships that exist within the language-receptor system [14; 110].

The assimilation of borrowed words is understood as their adaptation in phonetic, grammatical, semantic and graphic relation to the system of the language receiving them [14; 112]. Most linguists propose to distinguish between three main stages in the evolution of borrowings in a language or three main types of borrowings corresponding to these stages:

- I stage — entering speech (non-assimilated foreign words);
- II stage — half assimilation (partially assimilated borrowing);
- III stage — “establishment” (fully assimilated borrowings) [15; 18].

Such identification of the stages of evolution of borrowings in the receptor language is considered as a formal aspect of assimilation, i.e. the acquisition by borrowing of a phonetic, graphic and grammatical appearance, characteristic of the borrowing language, and semantic. Semantic assimilation is understood as the inclusion of borrowed terms in the lexical-semantic system of the receiving language in various series and chains of dependencies inherent in the vocabulary of the recipient language.

Practical material allowed us to distinguish two groups of terms:

- 1) Terms that have hardly been redefined;
- 2) Terms in which certain changes have occurred in semantics (narrowing/broadening of meaning, acquisition of a new meaning, loss of meaning).

In Russian, most borrowed terms retain the semantics of the source language (87 % of the total number of borrowings), i.e. the meanings of the source language are transferred completely into the semantics of the receiving language, which indicates the commitment of the English and Russian languages for the presence of tourism terms with an unambiguous content ratio. This group includes terms such as: *караванинг, яхтинг, коркидж, валет-паркинг, инсентив-туризм, таймшер*.

At the same time, there are a group of terms with the incomplete coincidence of meaning: English-language terms, in this case, are polysemic, and when shifting to Russian, some meanings can be lost.

As a result, the borrowed term in Russian receives only one of the meanings.

For example, English term *guide* has two meanings:

- (1) *a person qualified to conduct tours of specific localities or attractions,*
- (2) *an airline, bus, railroad, or ship manual of schedules and fares, usually printed seasonally* [16; 142].

The borrowed term in Russian received only one meaning, the first: a professional guide the person showing tourists the sights of a city or area [16; 45].

In our analysis of the processes of assimilation of terms, it is necessary to note such a phenomenon as word-formation potential and syntactic compatibility. Derivational activity is manifested through the appearance of derivatives in the borrowed word, formed according to the derivational model of the receiving language. According to the ability of terminological nesting, borrowed terms can be classified into 1) fully assimilated and 2) partially assimilated.

In the first group, we include the terms that have created in the Russian language a large number of derived words and terminological phrases.

So, the following terms and terminological phrases are grouped around the word family term «сезон»: *высокий сезон, мертвый сезон, низкий сезон, сезон отпусков, пик сезон, сезонные цены, сезонный туризм, сезонный отель*.

The most important word family borrowing terms are *туризм* (*сельский туризм, спелеотуризм, спортивный туризм, фото туризм, бродячий туризм*) and *отель* (*экологический отель, бизнес-отель, капсульный отель, и т.д.*).

Partly assimilated terms include English terms that have not created derivative words in Russian: *ботель, кейтеринг, кемпинг, код-шейринг, коркидж, бранч, круиз, ротель, флайтель, съют, кабана, тревелог*.

In general, the analysis showed that most borrowings of the tourism terminological system have two stages of adaptation to the Russian language system: “entry” into the receiving language (phonetic and graphic level) and the actual development of the borrowed term by the receiving language (semantic level).

References

- 1 Хауген Э. Процесс заимствования / Э. Хауген // Новое в лингвистике. — 1972. — Вып. VI. — С. 344–382.
- 2 Большой глоссарий терминов международного туризма / под ред. М.Б. Биржакова, В.И. Никифорова. — СПб.: Издательский дом «Герда», 2006. — 936 с.
- 3 Крысин Л.П. Иноязычные слова в современной жизни / Л.П. Крысин // Русский язык конца XX столетия (1985–1995). — М.: Просвещение, 1996. — С. 142–161.
- 4 Beaver A.A. Dictionary of Travel and Tourism Terminology. / A.A. Beaver. — Second edition. — Oxon: CABI Publishing, — 2005. — 395 p.
- 5 Леонтьев А.А. Иноязычные вкрапления в русскую речь / А.А. Леонтьев // Вопросы культуры речи. — 1966. — № 7. — С. 62–67.
- 6 Листрова Ю.Т. Иносистемные языковые вкрапления в русской художественной литературе XIX века / Ю.Т. Листрова. — Воронеж: Изд-во Воронеж. гос. ун-та, 1979. — 155 с.
- 7 Сайт ayurtour.ru [Электронный ресурс]. — Режим доступа <https://www.ayurtour.ru>.
- 8 Сайт actravel.ru [Электронный ресурс]. — Режим доступа <http://actravel.ru>.
- 9 Сайт tengritravel.kz [Электронный ресурс]. — Режим доступа <https://tengritravel.kz>.
- 10 Зорин И.В. Энциклопедия туризма: справоч. / И.В. Зорин, В.А. Квартальнов. — М.: Финансы и статистика, 2003. — 368 с.
- 11 Чернобровина П.С. Концепция *all inclusive* как система сервиса привлечения клиентов / П.С. Чернобровина // Вестн. Ассоциации вузов туризма и сервиса. — 2020. — № 2–2. [Электронный ресурс]. Режим доступа: <https://cyberleninka.ru/article/n/kontseptsiya-all-inclusive-kak-sistema-servisa-privlecheniya-klientov>
- 12 Изергина И.А. Синонимия в современной английской терминологии электроники: автореф. дис. ... канд. филол. наук. Спец. 10.02.20 — «Сравнительно-историческое, типологическое и сопоставительное языкознание» / И.А. Изергина. — Л., 1980. — 21 с.
- 13 Сорокин Ю.С. Развитие словарного состава русского литературного языка в 30–90-е годы XIX века / Ю.С. Сорокин. — М.–Л.: Учпедгиз, 1965. — 565 с.
- 14 Кантор Д.Р. Теория речевой деятельности / Д.Р. Кантор. — М., 1968. — 234 с.
- 15 Ильина Л.А. Методологические проблемы исследования процесса лексического заимствования / Л.А. Ильина // Лексика и фразеология народов Сибири. — Новосибирск, 1984. — С. 102–115.
- 16 Harris R. Dictionary of Travel, Tourism and Hospitality Terms / R. Harris, J. Howard. — Melbourne: Hospitality Press, 1996. — 511 p.

Ж.Т. Балмагамбетова, Г.К. Аюпова, А.Е. Кәрімбек

Кіріме сөздер орыс тіліндегі туризм терминологиясын байыту көзі ретінде

Мақалада тілдің сөздік қорын шетелдік лексикамен толықтыру мәселелері қарастырылған. Кіріме сөздер бір жағынан, тілдің сөздік қорын толықтыру көзі болса, екінші жағынан, көптеген білім салаларындағы терминологиялық жүйенің құрамдас бөлігі болып табылады. Орыс және ағылшын тілдеріндегі негізгі донор тілдері талданған. Кіріме сөздердің интралингвистикалық және экстралингвистикалық себептері мен факторлары анықталып, зерттелген. Ағылшын және орыс тілдерінің туризм саласының терминологиялық жүйесін талдау кезінде екі тілде де кіріме сөздерді үш топқа бөлуге болатыны көрсетілген: тікелей кіріме сөздер, калькалар (жанама кіріме сөздер) және гибриді жасалымдар. Орыс тіліндегі туризм терминологиясындағы шет тіліндегі бөгде сөздердің талдауы жүргізілді. Ғалымдардың классификациясына сүйене отырып, талданған бірліктердің корпусынан туризм саласының орыс терминологиясындағы шет тіліндегі бөгде сөздердің шағын топтары анықталды. Талдау қорытындысы көрсеткендей, туристік терминдік жүйесінің көптеген кіріме сөздері орыс тілі жүйесіне бейімделудің екі кезеңінен өтеді: қабылдаушы тілге «кіру» (фонетикалық және графикалық деңгей) және қабылданған терминнің қабылдаушы тілде нақты игерілуі (семантикалық деңгей).

Кілт сөздер: кіріме сөздер, бөгде сөздер, калька, терминология, термин жүйе.

Ж.Т. Балмагамбетова, Г.К. Аюпова, А.Е. Кәрімбек

Заемствование как способ обогащения терминологии туризма в русском языке

В статье рассмотрены проблемы пополнения словарного запаса иностранной лексикой. Заимствования, с одной стороны, являются источником пополнения словарного запаса языка, а с другой — они являются неотъемлемой частью системы терминологии во многих областях знаний. Проанализированы основные языки-доноры в русском и английском языках. Выявлены и проанализированы внутрилингвистические и экстралингвистические причины, факторы заимствований. Анализ терминосистемы сферы туризма английского и русского языков показал, что в обоих языках заимствования можно разделить на три класса: собственно заимствования (прямые заимствования), кальки (непрямые заимствования) и гибридные образования. Проведен анализ иноязычных вкраплений в терминологию туризма в русском языке. Основываясь на классификации ученых, из корпуса анализируемых единиц были выделены подгруппы иноязычных вкраплений в русской терминологии сферы туризма. Результаты анализа показали, что большинство заимствований терминосистемы сферы туризма проходят два этапа адаптации к русской языковой системе: «вхождение» в принимающий язык (фонетический и графический уровни) и собственно освоение заимствуемого термина принимающим языком (семантический уровень).

Ключевые слова: заимствование, вкрапление, калька, терминология, терминосистема, фонетический, графический и семантический уровни.

References

- 1 Haugen, E. (1972). Protsess zaimstvovaniia [Borrowing process]. *Novoe v lingvistike — New in linguistics*, 6, 344–382 [in Russian].
- 2 Birzhakova, M.B., & Nikiforova, V.I. (Eds.). (2006). Bolshoi glossarii terminov mezhdunarodnogo turizma. Saint Petersburg: Publishing house «Gerda» [in Russian].
- 3 Krysin, L.P. Inoiazychnye slova v sovremennoi zhizni [Foreign words in modern life]. *Russkii yazyk kontsa XX stoletia (1985–1995) — Russian language of the end of the XX century (1985–1995)*. Moscow: Prosveshchenie [in Russian].
- 4 Beaver, A.A. (2005). Dictionary of Travel and Tourism Terminology. Second edition. Oxon: CABI Publishing.
- 5 Leontiev, A.A. (1966). Inoiazychnye vkrapieniia v russkuiu rech [Foreign blotches in Russian speech]. *Voprosy kul'tury rechi — Questions of the culture of speech*, 7, 62–67 [in Russian].
- 6 Listrova, Yu.T. (1979). Inosistemnye yazykovye vkrapieniia v russkoi khudozhestvennoi literature XIX veka [Foreign-system linguistic inclusions in Russian fiction of the 19th century]. Voronezh: Izdatel'stvo Voronezhskogo gosudarstvennogo universiteta [in Russian].
- 7 Sait www.ayurtour.ru [Site www.ayurtour.ru]. Retrieved from <https://www.ayurtour.ru> [in Russian].
- 8 Sait actravel.ru [Site actravel.ru]. Retrieved from <http://actravel.ru> [in Russian].
- 9 Sait tengritravel.kz [Site tengritravel.kz]. Retrieved from <https://tengritravel.kz> [in Russian].
- 10 Zorin, I.V., & Kvartal'nov, V.A. (2003). Entsiklopediia turizma: Spravochnik [Encyclopedia of Tourism: Handbook]. Moscow: Finansy i statistika [in Russian].
- 11 Chernobrovina, P.S. (2020). Kontseptsiiia all inclusive kak sistema servisa privlecheniia klientov [The all inclusive concept as a customer acquisition service system]. *Vestnik Assotsiatsii vuzov turizma i servisa — Bulletin of Universities for Tourism and Service Association. Vol/2–2*. Retrieved from <https://cyberleninka.ru/article/n/kontseptsiiya-all-inclusive-kak-sistema-servisa-privlecheniya-klientov> [in Russian].
- 12 Izergina, I.A. (1980). Sinonimiia v sovremennoi angliiskoi terminologii elektroniki [Synonymy in modern English terminology of electronics]. *Extended abstract of candidate's thesis* [in Russian].
- 13 Sorokin, Yu.S. (1965). Razvitie slovarnogo sostava russkogo literaturnogo yazyka v 30–90-e gody XIX veka [The development of the vocabulary of the Russian literary language in the 30–90s of the XIX century]. Leningrad: Uchpedgiz [in Russian].
- 14 Kantor, D.R. (1968). Teoriia rechevoi deiatelnosti [Theory of speech activity]. Moscow [in Russian].
- 15 Ilina, L.A. (1984). Metodologicheskie problemy issledovaniia protsessa leksicheskogo zaimstvovaniia [Methodological problems of studying the process of lexical borrowing]. *Leksika i frazeologiya narodov Sibiri — Vocabulary and phraseology of the peoples of Siberia*. Novosibirsk [in Russian].
- 16 Harris, R., & Howard, J. (1996). Dictionary of Travel, Tourism and Hospitality Terms. Melbourne: Hospitality Press, 511.