

THE IMPACT OF GLOBALIZATION ON TOURISM BORROWINGS

In recent decades, the tourism sphere has been increasingly exposed to the emergence of new specific lexemes. So globalization has a significant influence on the emergence of new words and lexical constructions in tourism. This process is connected with intercultural exchange, technological development, emigration, penetration of foreign cultures and many other aspects. As D.S. Lotte points out, there are both extra-linguistic and intralinguistic reasons for borrowing from one language into another, for example, an increase in interest in the study of a particular language, which manifests itself in the need to learn new lexemes according to the trends of globalization, in which it is quite natural to strive to «keep up with the times». Another extra-linguistic reason is the authority of the source language, based on which the source language makes possible tourist communication at any level using a unified set of terminological means and commonly available clichés [1]. Consequently, globalization plays a huge role in the evolution of language, as a result of which those or other lexemes coming into the sphere of tourism from other cultures, allow «through the word» to look into the life of another nation, to see in the word a reflection of numerous specific material, social and spiritual processes occurring in society [2]. As can be seen, our speech is actively replenished with foreign-language tourism terminology. Especially this process became noticeable in the early XXI century due to the large number of introduction of English-language vocabulary in the tourism sphere. For example, voiding, which means returning an airline ticket or canceling a hotel reservation. As a rule, tourists who book accommodation and tickets «under the embassy», i.e. to obtain a visa, do so. The next touristneologism is network+lag — the stress that independent tourists experience when searching and booking accommodation and tickets. City-break — a new name for weekend tours, during which it is common to «race through cities» to see their main attractions and hang out at local establishments. Snorkeling — poor man's diving — a type of swimming below the surface of the water with a mask and snorkel and usually with flippers. But, not only English has influenced lexical changes in tourism. Thus, the following terms were borrowed from French: après ski — leisure and entertainment at ski resorts after skiing: bars, discos, restaurants. And from Italian, common among tourists — biennale, which means an event held regularly every two years. The well-known word hammam, meaning Turkish bath, equipped with a steam room with temperatures of +40 ... 60 °C came to us from the Arabic language. Nevertheless, it is worth noting that the tourism vocabulary is being rapidly

enriched by borrowings from other languages, enriching the vocabulary, adding new words and phrases and allowing to understand representatives of other groups using this vocabulary.

Thus, loanwords in tourism represent an important aspect reflecting the impact of globalization on the diversity of languages and cultures. They play a crucial role in the transmission of information about different visiting destinations and intercultural exchange. The arrival of new terms in the lexicon of domestic tourism continues, therefore, the language of tourism is constantly developing.

References

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