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## **Lingua-cultural Peculiarities of Tourism Discourse and the Perspective of its Teaching**

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## **Lingua-cultural Peculiarities of Tourism Discourse and the Perspective of its Teaching**

### **ABSTRACT**

The article deals with the problem of lingua-cultural peculiarities of tourism discourse, contrastive analysis of English and Georgian tourism-related vocabulary and terminology, and outlook of teaching tourism discourse to students or people who are interested in the field of tourism. Tourism discourse is an independent type of discourse that has a specific addressee and it refers to communication among people who do not belong to a specific social or cultural group or language community. Therefore, our main focus will be addressed to reveal language peculiarities of English and Georgian tourism discourse to make the teaching process easier for any group of people who are interested in understanding the specific terms and expressions used in the texts. Revealing lingua-cultural differences and similarities between the chosen English and Georgian texts contributes to a better understanding of various cultures and traditions. Thus, the paper aims to research the vocabulary and terminology of the tourism discourse and to select the appropriate terminology for teaching tourism-related texts considering their lingua-cultural peculiarities.

The research based on contrastive analysis of English and Georgian tourism-related texts shows that in professional and academic tourism discourses certain terms and special vocabulary are observed, in public tourism discourse - evaluative vocabulary and emotional connotations prevail. Lingua-cultural analysis of the tourism-related English and Georgian texts showed that they are characterized by an abundance of borrowed words and lacunas, although the use of idioms is rare. The conclusions drawn in the paper contribute to the further research of tourism texts. In addition, it should be noted that the work is interdisciplinary, and it will be useful not only for specialists working in the tourism industry but for philologists and teachers teaching English to students qualifying in tourism..

**Keywords:** *lingua-cultural peculiarities, teaching tourism discourse, tourism-related texts, borrowed words, terms of tourism, lacunas.*

## 1. Introduction

To understand the lingua-cultural peculiarities of tourism discourse it is relevant to overview typological status and the institutional function of this type of discourse, and furthermore, how this issue is discussed in the scientific literature.

Political, economic, social, and cultural factors that contributed to the development of tourism in the 20th century: transport has developed, communication has become easier, more means of comfort have appeared, and prices have become affordable. Since the 21st century, all this has been given a larger scale. Tourism is actively gaining a foothold in Georgia. Our country has repeatedly become the subject of foreign visitors' attention, and this attention is increasing year by year. Since the number of tourists in the country is increasing every year, the demand for the corresponding service is also increasing, which is determined by the tourist guide along with the travel companies. The need for highly qualified specialists in the field of tourism has become urgent that is achieved by teaching the style, vocabulary, and terms of tourism discourse to people who are involved in the tourism business.

The development of the tourist business in Georgia has presented an important task to specialists to create texts, which would easily and correctly promote the events in this region. Accordingly, a new type of discourse was introduced and developed, which was called tourism discourse. It is characterized by a variety of expressions, in particular, a written and spoken style that allows us to achieve a comfortable and reliable atmosphere; it is based on intercultural communication, therefore the values and traditions related to the national character of different peoples are reflected in the tourism-related texts.

### 1.1. Discussion on the Issue of Tourism Discourse

Tourism discourse is understood as a set of texts that are the product of speech activity in the field of tourism. Like any other discourse, tourism discourse has a sender and an addressee. Often, tourism discourse uses media texts to describe certain social realities.

Tourism discourse differs from other types of discourse because it involves not only communication among people who do not belong to a particular social group or language community but various organizations included in the tourism industry: tourist companies and agencies, airline and railway ticket offices, guides and interpreter agencies, service employees.

The above-mentioned specific patterns of tourism discourse are based on the typological status:

- a) Tourism discourse is undoubtedly an institutional category, as it is used mainly in communication situations in which at least one party is a social or economic institution

operating within the tourism business - management, marketing, financial flows, personnel policies, public relations, media resources, various cultural and artistic institutions, state, legal, social and environmental organizations;

- b) Entering the space of institutional discourse, participants of communication have official relations with each other when performing specific professional functions; social ties are taken into account; the existence of a business problem, time and place, normativity of communicative behavior, etiquette, tone depends on the purpose of the discourse. The sociability of representatives of tourist organizations, etiquette in relations with tourists, knowledge of the historical past of Georgia, and its monuments, love for the country, trust, and showing the intention of friendly relations, are just some of the important factors.
- c) The functional status of tourism discourse lies in providing information, advertising, establishing communication, and attracting tourists to this or that country or a specific place, which is determined by lexical-grammatical, syntactic, and stylistic means that create a friendly conversational style.

As we can see, tourism discourse has a hybrid character. It combines both normative and creative discourse, which is explained by its pragmatic and linguistic features (Филатова, 2014).

According to Vestito, tourism discourse is the use of language in oral and written form, a form of practice (activity) where the social and cultural meanings of places and people are created and disseminated; a language that promotes tourism and is represented by specific genres (Vestito, 2006).

According to Cappelli, tourism discourse exhibits different levels of specialization that are associated with different types of texts about specific audiences (Cappelli, 2007).

Important for our research is the definition of discourse as a fully formed unit of information, characterized by connectivity and conditioned by linguistic and extra-linguistic parameters, and is a collection of texts that contain similar themes, principles of construction, and similar pragmatic parameters (Арютюнова, 1990).

This discourse is represented mainly by media texts described in tourism discourse. These media texts are used as tools for describing and creating a certain social reality (Добросклонская, 2005). Tourism discourse is determined by the use of specific strategies and values.

From a theoretical perspective, discourses can be conceptualized by people of various professions in their everyday social and cultural interactions (Fairclough, 1992). They act based on identities, social relations, and knowledge that reflect the context in which these actions take place (Van Dijk, 1993). A key difference that must be taken into account when attempting discourse analysis is the careful consideration of the socio-cultural context.

In tourism discourse, we should distinguish the forms of content, textual, semiotic, and

discourse analysis, and among them, we should demonstrate the usefulness of discourse analysis in an interdisciplinary aspect for its further development. Forms of discourse analysis view texts as mediated cultural products that are part of broader systems of knowledge. From this perspective, discourses largely determine what kind of knowledge we allow ourselves to know (Shotter, 1993).

The genre of tourism discourse can be defined as follows: 1) oral speech genres that depend on oral communication in certain situations and conditions (dialogue with the tour operator, speech of guides, etc.); 2) written genres that refer to written versions of tourist texts (guides, brochures, booklets, etc.).

The most specific and complex genre is the guide genre because it is the most important source of information about the country's natural, economic and cultural characteristics, it is the visiting card of the country. Therefore, we consider that teaching lingua-cultural peculiarity, terms, and vocabulary to people who are involved in the tourism business will be useful.

The lexical, structural, and thematic features of touristic texts allow us to consider them as a special informative genre. Valdeon (2015) claims that museums have become part of the modern concept of tourism. Thus, tourism discourse with its non-linguistic basis can exist independently from the linguistic point of view.

Tourist brochures have a significant influence on tourists' decisions. They give a certain impression of their destination. Hence, it becomes crucial when choosing their vacation packages. Tourist brochures are studied by Andereck (2005). His research shows how a brochure can increase potential visitors' interest in visiting a destination. Its strategic importance for the tourism industry is also emphasized by Morgan and Pritchard (1998) when they argue that the tourist vision is formed by the professional authors who create the brochure. One of the identifying features of tourist brochures is the use of expressive vocabulary.

Angela Goddard (2002) asserts that the expression of feelings in advertising has a special role because, as a form of communication, it consciously aims to manage our emotions. Authors use a combination of lexical-grammatical resources to positively convey the reality they are trying to promote. We live in a world saturated with advertisements, and their volume and impact are increasing day by day. Advertisements do not exist independently of people, they require the involvement of the public to decipher the information and perceive the various connections (Goddard, 1998).

Davidson (Davidson, 1992) defines tourism advertising as a social language, a genre of viewer/reader experience, a technique of persuasion, almost a world in its own right, with its language, traditions, and purpose. The language that is best designed to convey impressions that match visitor's expectations must be well-chosen and woven into persuasive, engaging texts, as

Dann points out: ...” the language of tourism attempts to persuade, lure, woo and seduce millions of human beings, and, in so doing, convert them from potential into actual clients” (Dann,1996, 2).

Dann notes how tourism acts as a language of social control over hotels and resorts. According to him, a hotel can be considered “an institution that brings tourists together and protects them from external threats” (Dann, 1996, 88). Dann cites Wood’s suggestion that hotels are essentially agents of social control, and the larger the hotel, the greater the social control exerted by management. In the most general sense, social control is the regulation of human behavior, and tourists realize that there are both potential obligations to use the services provided by the hotel, as well as restrictions on their use. This assumption led to another trend such as self-catering, and other forms such as mass tourism and others. Therefore, special training should be held for the people involved in the hotel business introducing specific vocabulary and terms.

Tourism is a profoundly semiotic industry committed to the display, commodification, and development of culture and cultural differences; Language is an essential resource in this cultural industry, tourism discourse (Thurlow & Jaworsky, 2010).

Dann (1996) in his work “The Language of Tourism: A Sociolinguistic Perspective” claims that tourism has its discourse and that the language of tourism fulfills many social functions: it stipulates the active involvement of users (both in the process of consumption and in the process of co-creating language) and is subject to social control (by norms and values). He also points out that the language of tourism is a special type of communication that differs from other forms of exchange because it defines the world’s largest industry - the tourism industry. Therefore, the language in which these texts are written is of particular importance. They allow people to plan their trips. Tourists respond to this discourse, and if it does not match the promises described in tourism texts, frustration and dissatisfaction begin. On the other hand, when tourists are satisfied with their experience, they contribute to the development of the tourism discourse and become their supporters. The language of tourism discourse is so popular that it deserves a thorough study and analysis by tourism researchers.

As mentioned above, tourism discourse is represented by a variety of genres that are intended for a wide audience. We are familiar with the written forms of tourism discourse: tourist magazines, airline companies, brochures, hotel catalogs, tour operator brochures, advertising flyers, etc. Tourism discourse is also widely represented in Internet networks: on the websites of tourist agencies, tourist forums, and electronic magazines. Tourism discourse is aimed at a broad mass of heterogeneous audiences and is therefore characterized as popular and highly in demand.

## 2. Research Methodology

The aim of the research is to study the vocabulary and terminology of the tourism discourse and to select the appropriate material and terms for teaching tourism-related texts considering their lingua-cultural peculiarities. To achieve this goal, we selected and analysed tourist brochures and internet guides in English and Georgian languages.

The research was conducted with the following methodology:

1. **Finding, collecting, and describing authentic materials, and information;**
2. **The observation method** for obtaining information.
3. **Lingua-cultural analysis** of the texts that reveal cultural peculiarities of different nations, their traditions, customs, values, and beliefs.
4. **Synthesis and analysis methods:**
  - a) **Discourse analysis;** tourism discourse is characterized by specific lexical, stylistic, syntactic, functional, and graphic features that distinguish it from other types of discourse. The majority of tourism texts are creolized, that is, information is presented verbally and visually/graphically. Illustrations, photos, charts, and pictograms are used in the texts.
  - b) **A lexical and semantic analysis of touristic guides, and brochures were conducted;**
  - c) **Lexicological analysis of texts to identify borrowed words and terms;**
  - d) **Quantitative analysis of tourism texts.** It is appropriate to study them from a quantitative point of view because it is interesting how many adjectives, adverbs, abbreviations, compound words, etc. are used in the texts written in different languages of similar volume to attract tourists;
5. **Contrastive research,** when similar and different linguistic features are revealed in texts written in different languages.

The corpus of English (50) and Georgian (50) tourist texts from brochures and internet guides were analysed in the paper. These texts may be suggested as samples for teaching tourism terms and vocabulary to people interested in tourism discourse.

### 1.2. Analysis of Research Results and Important Findings

As the research of tourism-related texts revealed, tourism discourse is characterized by a high persistence of specific vocabulary most of which contribute to the expansion of the addressee's cultural competence. The desire to gain and deepen knowledge can be an additional motivation for travelling to the described place. In tourism discourse, such language tools as special vocabulary, compound words, idioms and phrases, historicisms, exotic words, lacunas, borrowings, terms, proper



names, and also various tropes are used.

The observation and analysis of the chosen English and Georgian tourism-related texts proved that argumentation is actively used in tourism discourse, which is a special type of individual speech activity that influences the addressee so that he decides to purchase a tourist product.

In tourism discourse, all kinds of combinations of beliefs and evidence are used to achieve these goals, which has a significant impact on the addressee. The argument is successfully carried out using strategies and tactics. Several factors influence the choice of strategy in tourism texts. In this regard, the following strategies are distinguished: differentiation strategies; value strategies; assessment strategies; strategies for getting closer to the addressee; strategies to increase the reading of messages; effective lexical argumentation, and others. This can be done using synonyms, antonyms, idioms, proverbs, and sayings. Syntax also plays an important role in the construction of argumentation. Various tropes are used to perform the functions of semantic perception and emotional impact and persuasion in texts. Thanks to them, argumentation strategies and tactics are implemented in the text. The following tropes are used in tourism discourse: metaphors, metonymies, comparisons, and hyperboles.

The research proved, that tourism-related texts written in English are characterized by the following linguistic features:

1. The vocabulary of such texts consists of three parts: general words; stylistically neutral words (historical, cultural, architecture, sight, attract); scientific words (phenomenon, relic, circular, erect), architectural, historical, art history terms (pinnacles, masonry, crenelate);
2. Positive evaluations of tourist objects are created using clichés (to be famous for, to be an important part of, to cater for, to be popular with), relative adjectives, superlative adjectives, modal verbs, phraseology; using stylistic techniques: metaphor, comparison, hyperbole; using the emotional-expressive syntax: constructions of ellipsis, repetition, antithesis, rhetorical question;
3. Abbreviated use of size units, time intervals, use terms characteristic of journalistic style and advertising, numerals, toponyms, acronyms, and abbreviations;
4. The syntactic aspect varies depending on the type of text. In the text of guidebooks and brochures, there are parallel constructions, and syntactically complex sentences characteristic of scientific-popular and journalistic styles, while simplified syntax dominates in tourist brochures.

The majority of tourism texts are creolized, that is, information is presented verbally and visually. To make an effective impression on the addressee, illustrations, photos, diagrams, and pictograms are used in the given texts.

Partially creolized texts include newspaper and magazine articles, tourist columns, guides, and



brochures. Full creolization is presented in announcements, maps, tickets, and transport schedules.

Therefore, we distinguish three types of tourist texts, which are presented in different genres and are recommended to use in the teaching process:

1. Informative texts: articles from tourist magazines, newspapers, and websites, a guide, in which partially creolized texts are presented and have an informative function;
2. Small-sized texts: brochure, instruction, advertisement, announcement, menu, traffic scheduling, iconized tickets, which combine with the verbal part and ensure its understanding;
3. Iconized signs (pure iconized texts): road signs, geographical maps (physical, touristic), metro schemes, street, and park plans, and building plans (hotel floor, other tourist facilities), which perform warning, and explanatory functions.

Finding out the main function, the representatives of the field of tourism refer to textual information sources and select important information for them according to the situation and requirements. As for less formatted, smaller texts with iconized signs, they encode them and decode the information. Tourist guides are mostly formal texts, in which we find both formal and medium-formal words, but the difficulty is created by such phraseological units and collocations, which are difficult for tourists to understand.

The brochures include the following sections: historical facts, traditional holidays, cultural events, information about historical monuments, a map, and general information about the location of the country, as well as - excursion programs, tour costs, times, etc. The structure of the tourist guide is unlimited. Some guides may contain advertisements, images, and encyclopedic information. The main thing is that this kind of brochure should make an effect, it should interest the tourist and make him want to come to this or that country. Therefore, the image of the country is formed by tourist guides.

As for the oral genres of tourism discourse, here we can combine the dialogue with the tour operator, the speech of the staff, and guides in the field of tourism.

Thus, participants in the teaching process of tourism discourse may include people working in the tourism business, various travel companies, airlines, guides, translation agencies, and service workers. To make a tourism discourse, the representatives of tourist organizations must be communicative, observe etiquette about tourists, and also know the history of our country, its culture, customs, and its historical monuments.

### 1.3. Quantitative Analysis of the English and Georgian Tourist Guides

We analyzed quantitatively and qualitatively fifty English and fifty Georgian texts from which we have chosen two tourist guides, one in English and the other in Georgian as a model of quantitative analysis. We considered it appropriate to study them from a quantitative point of view because we were interested in how many different linguistic units were used to attract tourists in texts of almost the same size. We studied the number of words in them, namely, nouns, adjectives, pronouns, conjunctions, verbs, adverbs, idioms, phrasal verbs, abbreviations, derived or affixed words, complex words, and sentence types: simple, complex, and subordinate sentences. We also studied borrowed words. We analyzed the use of semantics, in particular, descriptive language in the brochures to find out if there is anything in common in the texts of the two languages. An example of quantitative analysis of the English and Georgian (with translation) texts is presented below. The corpus analysis was conducted via the Corpus of British English.

#### English text:

Historical sites take you back through time, vast landscapes to explore, and wildlife to make you go ‘aw’. That’s Northumberland. Countless Northumberland castles jostle for attention - ‘proper’ castles with battlements and portcullises, ghostly ruins guarding endless sandy beaches, and ones that echo with ancient footsteps. There is a plethora of things to do in Northumberland for history fans, hikers, mountain bikers, and romantics alike, from ambling along the Northumberland coast to glamping and camping in the county’s endless countryside, but one of the best places to visit in Northumberland of all is the Farne Islands, where dozens of puffins await to melt your hearts. At night, turn your gaze upwards to see millions of stars pinpricking the famed dark skies in Northumberland’s National Park (<https://www.visitengland.com/things-to-do/region/northumberland>).

#### Georgian text:

ზღვის ტურიზმი აჭარაში ერთ-ერთი ყველაზე პოპულარულია. სუბტროპიკული კლიმატი, თბილი ზღვა, კეთილმოწყობილი სანაპიროები, ზღვისა და მთის შერწყმა – ეს ყველაფერი დასვენებისთვის უნიკალურ გარემოს ქმნის. სანაპირო ზოლის სიგრძე 21 კილომეტრია, ზღვის წყლის ტემპერატურა – საშუალოდ, +21-29 გრადუსი.

აჭარის საკურორტო ზონაში შედის: ქობულეთი, ციხისძირი, ჩაქვი, მწვანე კონცხი, ბათუმი, გონიო, კვარიათი, სარფი. ეს ადგილები მნახველს განუმეორებელ

შთაბეჭდილებებს დაუტოვებს. სანაპირო ზოლს გადევნებული და პლაჟის ბუნებრივ საჩრდილობლად ქცეული ფიჭვნარი, ზღვის პირზე გაბნეული ქვები, რომელთა ფორმებსაც წყალი საუკუნეების განმავლობაში აყალიბებდა, ბულვარის მაღალგანვითარებული ინფრასტრუქტურა და გართობის ფართო არჩევანი – სასურველი დასვენების მოწყობას აქ ყველა შეძლებს. (<https://www.gobatumi.com/ka/seaside-adjara>).

**Table 1.** *A quantitative survey of the corpus*

Points to be discussed	English	Georgian
Nouns	33	48
Adjectives	15	11
Pronouns	5	3
Conjunctions	7	4
Verbs	15	7
Adverbs	5	3
Phrasal verbs/idioms	5	-
Abbreviations	2	-
Derived/affixed words	14	10
Complex words	9	5
Simple sentences	1	6
Complex sentences	7	2
Complex subordinate clauses	2	1
Borrowed words	5	11

Research shows that descriptive and positive adjectives are used in guidebooks to attract and persuade readers (*Historical, vast, countless, ghostly, endless, sandy, ancient, best, dozens, famed, dark*, etc.). Infinitives, participles, and gerunds are often used in the English language. We combined the latter into affixed/derived words. In Georgian, there are many derived verbs. The tourism language used in tourist guides is different from colloquial English and Georgian. Also, it has a special register that differs from general English because it serves certain specific purposes.

According to the results of research, the language of tourism contains many adjectives. These adjectives are pleasant and express positive emotions. Using words *fascinating, colorful, and vivid* in descriptions make an impression and attracts more potential tourists. Many adjectives express positive emotions. It is common to use adjectives in superlative and comparative degrees. The use of hyperboles also gives positive results. They influence the reader's emotions, attitudes, and beliefs. In

tourism discourse, we find a whole group of borrowed words, mainly Latin borrowings.

Appeals, imperatives, and instructions are often found in travel brochures. Imperative sentences are used to give instructions, requests, or even advice. These sentences are sometimes called directions.

There are also examples of adventures. This narrative tells us about what might happen at the destination. The tone is relaxed and calm, yet exciting and encouraging for potential tourists to visit the described places. All this creates a magical illusion that travellers look forward to. Phrases like *paradise await you, unbelievable sight, and exotic places* are often used.

Tourism is of special importance for many countries, so we should pay special attention to the preparation of travel brochures. They represent a kind of visiting card for the country. Persuasive information about the country is conveyed in them in laconic and artistic language. At the same time, we must keep in mind that although the colourful pictures and maps in them attract people, it is the language that convinces them to visit, to go on a trip to these countries.

One of the features of the English tourism discourse is the optimistic mood and the use of euphemisms in the texts. The analysis of the lexical and stylistic features of English tourism texts showed us that they have common linguistic features such as the use of neutral and expressive vocabulary. Depending on the target parameter, the general informational character of the content of tourist texts leads to the frequent use of proper names, statistical data, and words denoting time.

The significant growth of tourism in the world has given rise to the need to research the linguistic features of this genre that are effectively used in teaching vocabulary and terms used in tourism discourse. It should be noted that the research of this genre in linguistics involves the study of linguistic features of the text, the study of lexical and grammatical forms of the word, its semantic and pragmatic analysis.

As an example of specific lexical, syntactic, and textual features, some of the common features that characterize the language of tourism giving it the appearance of a specialized language can be found below. This classification will help the teachers or trainers select material for teaching tourism discourse.

- At the lexical level:

1. Using positive adjectives to add beauty and distinctiveness to the text (*outstanding, spectacular, exotic, colourful*);

2. Using superlative adjectives or morphological forms (*the most exciting; Windsor Castle is the oldest and largest occupied castle in the world*) (<https://www.rct.uk/visit/windsor-castle>);

3. Extremely careful selection of such lexical elements as *away, adventure, dream, imagination, pleasure, and escape* to justify the tourist's expectations regarding the trip; This is also

combined with the so-called linguistic communication technique (Dann, 1996), which implies the use of foreign and composed words in touristic texts to evoke exotic sensations in the tourist;

4. Using cultural contexts called realia or lacunas (*chiringuito, gazpacho, kilt, pizza, khachapuri, churchkhela*, etc.) that do not have an equivalent in the target language.

Adjectives play a primary role in promoting tourist destinations and services and in persuading and attracting readers and potential tourists. The linguist Edo-Marza (2011) emphasizes that the use of cumulative, hyperbolic, and exaggerated adjectives can even have the opposite effect on the reader, the tourist. He explains that if a particular destination is expressed in an overly idealized and positive way, the tourist may be disappointed if he is not met with the charming and perfect picture of the destination that he expected. This may also have other negative consequences, such as negative comments by tourists on popular travel websites.

In advertising texts, adjectives with negative prefixes are not often used, although, in the case of evaluative adjectives, the use of such forms has a positive meaning: *unforgettable, unmarked, unspoiled/unspoiled, unparalleled, undiscovered, incomparable*, etc.

Compound words in English tourism discourse are more often nouns. For example, compound nouns are: *airplane, exhibit manager, excursion tour, king room, visitor flow, wine routes, and wine appreciation, world round trip, city ticket office* ;

Some compound words are made up of semantic heads or determinative parts. Those compound words in which the two constituent elements are endocentric (non-idiomatic) compound words, for example, *waterfalls, food-coach (nutrition instructor), surf-wear (surfing clothes), swim-wear (swimsuit), open-air, bathtubs, speedboat, waterspout, underwater, foothills, honeymoon, five-stars, awe-inspiring, world-class, mouthwatering, thanksgiving, doorstep, nightlife, seafood, lovebirds, homestay, takeaway*, etc.

However, there are other compounds where the headword is not expressed but implied, i.e. the essential part of the semantic head is obviously missing; it is implied and understood but not formally expressed. These compounds are exocentric (idiomatic) because their semantic head lies outside E.g. *a bellboy- a person whose job is carrying people's suitcases in their rooms in the hotel*. Difficult words of this type are rarely found in tourism texts, as some misunderstanding may hinder the decision-making process of a potential tourist. endocentric compound words were abundant in the texts we obtained from the famous website [www.travelandleisure.com](http://www.travelandleisure.com):

*England's exceptional public transportation makes it simple and **stress-free** to travel between them* (<https://www.travelandleisure.com/travel-guide/london>);

*If your day is too packed to have **a sit-down lunch**, a sandwich from a chain will be legitimately delicious* (<https://www.travelandleisure.com/travel-guide/london>)

*Lively, theater-dotted Soho in the West End is the place to go for the nightlife of all stripes. Take in a show, go dancing, enjoy a late-night movie or dinner, or a few of the above* (<https://www.travelandleisure.com/travel-guide/london>)

The analysis of compound words in touristic texts (100) showed us that they mainly have the following structure N+N, Adj+N, Adv+N, Num+N, and perform different functions in a sentence, such as nouns, adjectives, adverbs, etc.

**Table 2.** *Morphological analysis of compound words*

Structure	Number of examples	Function	Example
N+N	31	noun, adjective, adverb	Playground, glasswork; Waterfront, waterproof; Foothill; doorstep; etc.
Adj+N	10	noun, adjective	Natural resource, greenhouse; Modern-day, open-air;
Adv+N	5	adverb, adjective	Downtown, Upscale, underwater;
Num+N	3	adjective	Three-course, five-star
N + V+ed	7	adjective	Family-oriented, mosaic-scattered, fashion-focused

We set the following criteria for differentiating a compound word and the corresponding free word agreement according to classification suggested by Makovey (Makovey, 2009): 1) semantic integrity; 2) nominal integrity; 3) graphic criterion 4) morphological integrity; 5) phonetic criterion; 6) impenetrability, the impossibility of separating the components of a complex word by the third word; 7) the impossibility of freely changing the sequence of components; 8) performance the function of one part of speech; 9) syntactic indivisibility; 10) The relationship between the components of a complex word is: a) predicate; b) attributive; c) adverbial; d) objective; 11) the possibility of generating according to certain structural-semantic models; 12) pragmatic criterion

#### 1.4. The Terminology and Idioms in the Tourism Discourse

The terminology of any field is always in a state of quantitative and qualitative change: some terms are obsolete and unused, and others are created and introduced, replacing previously known terms semantically; this indicates the activity of lexical-semantic relations in terminology, which is somewhat different from the literary language. Therefore, teaching terms of tourism discourse is very essential and needs to be highlighted. The terms given below are suggested for teaching discourse vocabulary.

Tourism terminology is characterized by full and short forms of one concept due to its ineffectiveness. The use of complete forms contradicts the principle of linguistic economy, according to which only separate, optimized linguistic forms of communication are introduced in speech (Golovin, 1979). Therefore, short versions of the term, abbreviated forms, hybrid forms, as well as elliptical constructions appear in the texts, when one of the constituent parts of the terms is used instead of the full form of the term: *tourist base - turbase, tourism business - turbo business, tourist operator - tour operator, tourist package - tour package, environmental tourism - ecotourism, geological tourism – geotourism.*

In English terminology, abbreviations have a greater place in creating short versions of terms: *DET - domestic escorted tour, DIT - domestic independent tour, FIT - foreign independent tour, GIT - group inclusive tour, VFR - visiting friends and relatives, DMC - Destination Management Company, DMO - Destination Marketing Organization, DOS - Director of Sales, FAM - Familiarization Tour, FIT - Free and Independent (of group) Traveler, FIT – Foreign Independent Traveler, GS - Guest Services, GSA - Guest Service Agent, GSM - Guest Service Manager, GST - Goods and Services Tax, M & IT - Meetings & Incentive Travel, MLOS - Minimum Length of Stay, OCC – Occupancy, REV PAR - Revenue Per Available Room, RRW - Resort Reservations Worldwide, TA - Travel Agent, B & B - Bed & Breakfast, WTTC World Travel Market – WTM - World Travel and Tourism Council*

(<https://faculty.ksu.edu.sa/sites/default/files/Tourism%20Abbreviations.pdf>).

In recent decades, an authoritative view has emerged that these forms should not be considered synonymous because the short version is secondary, it depends on the full meaning and form (Simmons, 1984).

We based our research on the following classification of tourism terms suggested by Yakubova, (Yakubova *et al.*, 2020):



1. Graphic - terms that differ only in spelling. Examples: *traveler – traveller, pressurization – pressurisation, familiarization trip – familiarisation trip, travel catalog – travel catalogue, traveler's check – traveller's cheque, appetizer – appetizer, camping site – camping site*, etc.

In English tourism terminology, the existence of graphic options is primarily due to the existence of British and American versions of the language (Gassling *et al.*, 2008).

2. Phonetic variants that differ only in pronunciation. In most cases, the different pronunciations of terms arise due to differences between the British and American versions of the language, which leads to an increase in the number of phonetic variants in the English terminology of the tourism sector.

3. Phonetic-graphic variants – variants that differ only in pronunciation and variant spelling of the same vocabulary: *snorkeling – snorkelling, barber's shop – the barber shop, draft [dra: ft] - draft [draft]*;

4. Word-forming variants – variants that differ in derivational affixes or the order of elements: *shopping tour - shop tour, yachting tourism - yacht tourism, camping site – campsite, turning down – turndown*.

5. Syntactic structures - phrases that differ in the syntactic model of formation (order of words and the relationship between them): *date of departure - departure date, date of arrival - arrival date, country of origin - origin country, tourism demand - demand for tourism, tourism infrastructure – the infrastructure of tourism*.

Besides, we distinguished the following types of morphological and syntactic forms: ellipsis, which is formed by omitting one of the elements in a multi-component term so that its meaning remains unchanged: *farm stay tourism - farm tourism, healthcare tourism - health tourism, ground handling operator - ground operator, day tripper – tripper, world round tour - world tour, scuba diving – diving*, etc. In the English terminological system of the tourism sector, there are such composites or blends as *agricultural tourism – agritourism, familiarization trip - fam trip, apartment hotel – aparthotel, floating hotel – floatel, cork charge – corkage, motorist hotel – motel*, etc.

Terminology in the field of tourism is constantly updated and developed. We share the opinion of Georgian Professor and expert on tourism Metreveli (Metreveli, 2006), who distinguishes the following terms:

**The first characteristic feature is the borrowing of terms from other fields;**

*carrousel, animation, hospitality industry, restricted goods, standby, stopover*, etc.

**The second characteristic feature – is creating the original terms:**

*back-to-back charter, catering, concourse, consolidator, inclusive tour, itinerary, open-jaw fare, redcap, time-share, tour package, etc.*

An important part of tourist terms can be found in international terminology systems. Through transliteration, the word is partially assimilated into the receiving language system and is often consolidated in the form of internationalism. For example, in the Georgian language, the following words were borrowed that sound the same as the English terms: ინკლუზივ-ტური (*an inclusive tour*), ტუროპერეითინგი (*tour operating*), კონსოლიდატორი (*consolidate*), კეიტერინგი (*catering*), პეკიჯ-ტური (*package tour*), ოვერბუქინგი (*overbooking*), and others.

As mentioned above, one of the reasons for this process is that the target language does not have a counterpart. For example, *inclusive tour – a tour that includes all types of tourist services necessary for the tourist during the trip; catering – delivery of food and drinks outside of restaurants and cafes, services for picnics, festivals, outdoor events, weddings, buffets, and exhibitions, on board airplanes and trains* (Metreveli, 2006).

Several terms are kept without transliteration, for example, *საწოლი და საუზმე (bed and breakfast) - a type of hotel service that includes only overnight accommodation and breakfast; სწრაფი კვება მანქანიდან გამოუსვლელად, მოგზაურობის დროს (fast food drive-in) - fast food without getting out of the car, while travelling* (Metreveli, 2006). Due to the difficulty of pronunciation, such concepts are rarely stored in the user's active dictionary (Markova, 2014).

Thus, the dynamism of the system and its international character can be considered the main features of the terminology system in the field of tourism. In the complex study of tourism discourse, it is also necessary to take into account the means of the etymology of the relevant terms. Among the terms in Georgian, simple lexemes prevail (*ტურიზმი (tourism), გიდი (guide), ვიზა (visa)*), over affixed words, i.e., generated ones (*კონსოლიდატორი (consolidator), ინსენტივ-ტური (incentive-tour), ინკლუზივ-ტური (inclusive-tour)*). The most common compound words are *ვან-რესტორანი (a car-restaurant), ბორტგამცილებელი (flight attendant), ბიზნესკლასი (business class)*, as well as terms formed through blending: *ეკონომკლასი (economy-class), ავიახაზი (airline), ტურაგენტი (tour-agent)*. Simple lexemes also prevail in the English-language material: *track, flight, steward*; affixed lexemes (*package, administrator*) are less frequent than compound ones (*doorman, railroad, airport, aircrew*). Two-component attributive word formation is often used both in English and in Georgian, for example, *flight attendant – ბორტგამყოლი, entry*

*visa – ქვეყანაში შესასვლელი ვიზა, agency tour – ტურისტული სააგენტოს სპეციალური ტური, minimum connection time - გადაჯდომის მინიმალური დრო, rented car (rent-a-car) - დაქირავებული მანქანა, educational tour - შემეცნებითი ტური, etc.*

The syntactic method is the preferred method of word formation for English and Georgian tourist terms (*check-in, check-out, baggage-man, identification paper, in-house guest*).

Lexemes borrowed from different languages are found in the Georgian tourism terminology more than in the English terminology: English words – *ჯიპ-საფარი (jeep-safari), ბიზნესკლასი (business class); კემპინგი (camping); ქარავანიზმი (caravanning)*; French words (*ტურისტო-tourist; რესტორანო-restaurant; ტრანსფერი-transfer*). There are words borrowed from Spanish (*კაფეტერია-cafeteria*), Latin (*ანულირება-annulment*), Turkish (*ქარავანი-caravan*), German (*აგენტი-agent*), etc.

The difference in the subgroups of tourism discourse is visible in terms of their vocabulary. The lexical items that make up professional and academic tourism discourses appear to be highly specialized terms. Examples are *inbound tourism, outbound tourism, hard tourism, alternative tourism, amenities/facilities, pleasure periphery, edutainment, Plog's Psychographic Typology, and Butler Sequence* (Metreveli, 2006).

In addition to highly specialized terms in professional and academic tourism discourses, there is a multi-functional terminology that is used not only in the field of tourism but also in other professional fields: *break-even point, market segmentation, focus group, branding, risk assessment* (Metreveli, 2006).

In public tourism discourse, emotional, ethical, and aesthetic lexical units prevail: *attraction, entertainment, leisure, lifestyle, tourism appeal, fair trade tourism, ecotourism / responsible tourism, pro-poor tourism, heritage tourism, UNESCO heritage sites*, etc. (Metreveli, 2006).

The formation of the English and Georgian tourism terminology took place in different ways, as a result of which the English language system can be considered relatively established, while the Georgian language system is still developing and at the same time oriented towards English.

There are many words in the English discourse that are borrowed from French, such as *route, abolition, porter, and quay*; also, we observed lexemes borrowed from Spanish (*cafeteria*), Swedish (*smorgasbord*), and Dutch (*snack*) languages.

Non-equivalent words, in particular lacunas, are often used in touristic texts. This is due to the semantics of national culture. It is difficult for tourists to understand them. Therefore, they are often accompanied by an explanation.

To study the borrowed words, we classified them as follows:

1. By naming and translation, for example, when a borrowed word or lacuna is followed by a translation or definition:

*Gazpacho* is a Spanish chilled soup with ripe, fresh tomatoes and other seasonal vegetables (<https://www.simplyrecipes.com/recipes/gazpacho/>);

*Karachokheli* was the ordinary craftsman of Georgia. They typically wore black chokha (traditional men's wear). They were known for hard work yet a carefree life, as well as a love of Georgian wine and beautiful women, all of which are well represented in the dance ([https://en.wikipedia.org/wiki/Georgian\\_dance](https://en.wikipedia.org/wiki/Georgian_dance));

The main part of Ajarian cuisine is food mixed with dairy products, nuts, and spices, such as *achma*, *borano*, *sinori*, *kaimaghi*, *boregi*, *pkhallbio*, *tavmakaroni* (thin layers of dough, filled with walnuts, butter, and sugar), *tufaye* (pumpkin with walnut, sugar and butter filling) (Booklet “Chirukhi-Khikhani-Goderdzi Alpine Route”, 2019, in Georgian).

2. Such borrowed words that imply the use of foreign lexical and idiomatic material without any direct translation and explanation:

Tourists who visit Kyoto are now able to be dressed up as *Maiko* for a fee at establishments called “Henshin” Studios... (<https://moushifj.wordpress.com/2013/02/21/maiko-and-geisha-how-to-tell-the-real-from-the-fake/>);

*Maiko* is a lacuna that is not translated and means a Japanese dancer (*geisha*). Such words should be explained in parentheses so that the tourist can understand what is being offered to him/her:

Venture to Thailand's Ko Surin islands for an up-close and personal encounter with the *Chao Ley* (sea gypsy) community (<http://www.responsiblethailand.co.uk/green-tourism/thailand-chao-ley-community-sea-gypsies/>);

As our research showed, borrowed words are abundantly found in Georgian tourist texts: *On the territory of 6 May Park in ბათუმის 6 მაისის პარკის ტერიტორიაზე განთავსებულია დელფინარიუმი, რომელიც თავისი უნიკალური სამეზობლო შოუებით უკვე იქცა ქალაქის ერთ-ერთ ყველაზე ვიზიტორებულ ტურისტულ ატრაქციად* (Batumi, there is a *dolphinarium*, which with its unique trilingual *shows* has already become one of the most visited *tourist attractions* of the city) (Guidebook “Ajara-Batumi”, 2015, in Georgian);

*სტრიტ არტისა და ექსპერიმენტალური, თანამედროვე ხელოვნების ნიმუშები გამოფენილი ქალაქის ახალ საგამოფენო სივრცეში „41/41“... (Works of street art and experimental, contemporary art are exhibited in the city's new exhibition space “41/41” ...)*

(Guidebook “Ajara-Batumi”, 2015, in Georgian);

*სწორედ რეგიონის უნიკალური ტოპოგრაფია და კლიმატი განაპირობებს გადამფრენი ფრინველების სიმრავლეს, რაც ბერდვოჩინგის უამრავ მოყვარულს იზიდავს და დაუვიწყარ შთაბეჭდილებებს ჰპირდება (It is the unique **topography** and **climate** of the region that lead to the abundance of birds flying along, which attracts many **birdwatchers** and promises unforgettable impressions (Guidebook “Ajara-Batumi”, 2015, in Georgian);*

Non-assimilated of French origin are often found in English texts: **grandeur**, **boutique**, **châteaux**, **boulevards**:

*From the **grandeur** and bustle of London to the pastoral countryside that inspired Wordsworth, to some of the quaintest towns you'll ever experience, England delights (<https://www.ricksteves.com/europe/england>);*

There are also calques from Spanish (e.g., *paella*), Italian (e.g., *Gelato*, *vistas*), Finnish (e.g., *sauna*), Scottish (e.g., *kilt*), Russian (e.g., *czar*), Indian and other languages:

*And yet, they've persevered magnificently, with good humor, a zest for architecture and design, deep love of **saunas**... (<https://www.ricksteves.com/europe/finland>);*

*... Spain means many things: bullfights, massive cathedrals, world-class art, Muslim palaces, whitewashed villages, and delicious **paella**... (<https://www.ricksteves.com/europe/spain>).*

Lingua-cultural peculiarities of tourism discourse are well displayed in the phraseological fund. This is the other most preferable unit of the language that should be taught.

A person's life is inseparably connected with geographical names, historical persons, or simply with their names spread in different countries. This could not but affect the language, in particular the set expression which are the products reflecting the historical and socio-cultural development of the society. Such idioms are easily understood by native speakers who understand by association what is implied in a given speech but remain completely incomprehensible to a foreigner who is not familiar with the culture, traditions, and history of these people. Understanding the meaning of idioms, namely toponymic and anthroponymic, without the semanticization of the cultural component is connected with great difficulties.

A large part of the phraseological fund represents the best example of intercultural communication. It is sometimes impossible to determine the source of their entry into different languages, as they have been assimilated into those languages and become part of their culture. This allows a person to use phraseology during discourse and thereby enrich his speech. However, the difficulty is often created by the style and situation of the conversation, the use of idiom variants by foreigners, who transfer a variety of idioms from their language into English, which often means

nothing to an English native speaker. Therefore, it is necessary for any discourse, especially tourism discourse, to preserve the form of idioms fixed in this language.

In the English language, it is not uncommon to hear phrases or expressions that confuse any foreigner for whom English is not their native language. These are specific idioms and phrasal verbs that are an integral part of an English speaker's everyday conversation. Idioms and phraseological units are an integral part of the culture of English-speaking countries, so we need to know and understand their structure, semantics, and essence to understand the national mentality of the language. Tourism discourse is no exception, in various touristic guides or tourist sites we often encounter such idioms as *To travel/ pack light; To live it up; On a shoestring/ on the cheap; At the crack of dawn; To call it a day/ night; Off the beaten track; Walk-in guest; Live out of a suitcase; Break the journey; Hit the road; Paddle one's way; To sip one's way; To have a hotbed; To catch a thrill; Tickle one's senses; Make a pit; Catch a glimpse*, etc. Phrases like *watch your back, get a move on, a full plate, bright and early if worse comes to worst*, and others.

*e.g., Edible glitter, tongue-in-cheek dish names, and an excellent beer list all make Black Axe a top spot for a good time* (<https://www.travelandleisure.com/travel-guide/london>)

It is not surprising that in English touristic guides and brochures we come across such phrasal verbs as *drop off, check-in, check out, set out, take off, get in, brush up, hike up, serve up*, and others.

### 3. Conclusions

The success in teaching of English and Georgian tourism discourse is achieved when the term "tourism discourse" is defined and its terms and vocabulary are studied, the lingua-cultural peculiarities of the tourism-related texts are analysed. The research confirmed that tourism discourse as an independent type of discourse has its specific vocabulary, terminology and style; selected appropriate terminology for teaching tourism-related texts considering their lingua-cultural peculiarities will contribute to better understanding discourse written in English; tourism discourse has a definite purpose, objectives, and linguistic means; it refers to communication among people who do not belong to a specific social group or language community; it includes such attributive features as being official, showing status and norms, etiquette, and business relations;

Quantitative and qualitative analysis of linguistic units in English and Georgian tourism texts revealed that borrowed words in Georgian prevail over borrowed words in English, while the use of compound words in English is almost twice as much as in Georgian. Also, the English language has an advantage in the frequent use of idioms and phrasal verbs; analysis of language units in tourism-related texts revealed that in the English language derived and compound words are predominant, with frequent use of infinitives, participles, and gerunds, as well as complex sentences, while



borrowed words, nouns, and simple sentences prevail in Georgian.

Taking into account that the field of tourism is dynamic, in which many communicators participate, the study of tourism discourse is quite a promising direction for modern linguistics and education.

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#### Internet resources

1. <https://www.visitengland.com/things-to-do/region/northumberland>
2. <https://www.gobatumi.com/ka/seaside-adjara>
3. <https://www.rct.uk/visit/windsor-castle>
4. <https://faculty.ksu.edu.sa/sites/default/files/Tourism%20Abbreviations.pdf>
5. <https://www.simplyrecipes.com/recipes/gazpacho/>
6. [https://en.wikipedia.org/wiki/Georgian\\_dance](https://en.wikipedia.org/wiki/Georgian_dance)
7. <https://moushifj.wordpress.com/2013/02/21/maiko-and-geisha-how-to-tell-the-real-from-the-fake/>
8. <http://www.responsiblethailand.co.uk/green-tourism/thailand-chao-ley-community-sea-gypsies/>
9. <https://www.ricksteves.com/europe/england>
10. <https://www.ricksteves.com/europe/finland>
11. <https://www.ricksteves.com/europe/spain>