SEMANTIC AND MORPHOLOGICAL CHARACTERISTICS OF TOURISM TERMINOLOGY

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Abstract. Tourism represents one of the most rapidly expanding sectors of the global economy, which has resulted in the continuous development of a specialized terminological system. Tourism-related terms reflect economic processes, cultural interaction, and technological advancement. This article explores the semantic and morphological characteristics of tourism terminology in the English language, focusing on meaning structure and word-formation mechanisms. The study examines semantic features such as classification, synonymy, polysemy, and borrowing, as well as morphological processes including affixation, compounding, conversion, and abbreviation.

Keywords: tourism terminology, semantics, morphology, word formation, English.

In contemporary linguistics, terminology studies occupy a significant position due to the rapid growth of professional communication in various fields. Tourism, as a multidisciplinary domain, integrates elements of economics, geography, culture, hospitality, and management. Consequently, its terminology forms a complex and evolving lexical system. English functions as the dominant language of international tourism. Therefore, analyzing the semantic and morphological properties of tourism terminology in English is of great importance for linguistic research and professional practice. The objective of this article is to investigate the main semantic and morphological features of tourism-related terms and to identify productive patterns of term formation.

Tourism terminology refers to a structured set of lexical units used to denote concepts, services, and activities associated with travel and tourism. Unlike general vocabulary, terms are characterized by semantic precision, contextual stability, and stylistic neutrality. Tourism terminology encompasses accommodation services, transportation systems, tour organization, recreational activities, and cultural experiences. Due to globalization and technological innovation, this terminological system remains open and continuously expanding.

Semantic Features of Tourism Terminology. From a semantic perspective, tourism terminology may be divided into thematic categories such as accommodation, transport, travel organization, leisure, and cultural tourism. This classification reflects the multifunctional nature of tourism activities.

Polysemy. Although terminological units tend to be monosemantic, certain tourism terms demonstrate polysemy. The interpretation of such terms depends on professional context, which ensures clarity in communication. Although terminology aims at semantic precision, certain tourism-related terms display polysemy.

- **Destination**
  - geographical place: *Paris is a popular tourist **destination***
  - final point of travel: *The train reached its **destination** on time.*
- **Resort**
  - recreational place: *The island is known as a luxury **resort***

o general meaning (less frequent in tourism): *to **resort** to alternative solutions*

In tourism discourse, context eliminates ambiguity and ensures correct interpretation.

Synonymy. Synonymy frequently occurs in tourism terminology due to stylistic variation and lexical borrowing. While synonymous terms may appear interchangeable, they often differ in connotation or professional usage. Synonymy often occurs due to stylistic preferences or lexical borrowing.

- **trip – journey – travel**
  → *Example: The **journey** took five hours by train.*
- **holiday – vacation**
  → *Example: British English commonly uses **holiday**, while American English prefers **vacation**.*
- **guide – tour leader – escort**
  → *Example: The **tour guide** provided historical information during the excursion*

  These examples illustrate that synonyms may vary in usage depending on regional and professional contexts.

Borrowed Terms. Many tourism terms originate from other languages, particularly French and Latin. These borrowings contribute to the international character of tourism discourse and facilitate intercultural communication. Tourism terminology includes numerous borrowed words that have become international.

- **souvenir** (French)
  → *Example: Tourists often buy **souvenirs** to remember their trip.*
- **itinerary** (French)
  → *Example: The travel agency prepared a detailed **itinerary** for the group.*
- **visa** (Latin)
  → *Example: A **visa** is required to enter certain countries.*

Such borrowings enhance mutual understanding in global tourism communication.

Morphological Features of Tourism Terminology

Affixation is a highly productive method of term formation in tourism. Prefixes and suffixes enable the creation of semantically transparent and functionally precise terms. Affixation is a productive word-formation process in tourism terminology.

- **eco- + tourism → ecotourism**
  → *Example: * **Ecotourism** focuses on sustainable travel practices.**
- **re- + booking → rebooking**
  → *Example: Flight cancellation resulted in **rebooking** for passengers.*
- **travel + -er → traveler**
  → *Example: A **traveler** should always carry identification documents.*

Compound words are widely used to denote complex tourism concepts. This morphological process allows for the concise representation of multifaceted ideas. Compound nouns are widely used to express complex tourism concepts.

- **travel + agency → travel agency**
  → *Example: The **travel agency** offers customized tour packages.*
- **boarding + pass → boarding pass**
  → *Example: Passengers must show their **boarding pass** at the gate.*
- **heritage + site → heritage site**
  → *Example: The city center is recognized as a UNESCO **heritage site**.*

Conversion enhances lexical flexibility by allowing words to function in multiple grammatical categories without formal changes. Conversion allows words to shift grammatical categories without morphological changes.

- **to book → a booking**
  → *Example: Online **booking** systems simplify travel planning.*
- **to tour → a tour**
  → *Example: The **tour** lasted three hours.*

Abbreviations and acronyms are commonly employed in professional tourism communication to ensure brevity and efficiency. Abbreviations are frequently used in professional tourism discourse.

- **B&B (Bed and Breakfast)**
  → *Example: The family stayed at a small **B&B** near the city center.*
- **MICE (Meetings, Incentives, Conferences, Exhibitions)**
  → *Example: The country is developing its **MICE tourism** sector.*
- **FIT (Free Independent Traveler)**
  → *Example: **FIT** tourists prefer flexible travel arrangements.*

Semantic clarity in tourism terminology is often supported by morphological structure. Word-formation elements directly contribute to meaning transparency and terminological consistency.

Conclusion. The study demonstrates that tourism terminology constitutes a dynamic and structured lexical system. Its semantic features include thematic diversity, synonymy, controlled polysemy, and extensive borrowing, while morphological characteristics are defined by productive word-formation processes. These features ensure effective professional communication and reflect the evolving nature of the tourism industry.

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