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Changing Nature of English Tourism Discourse: A Linguistic Approach

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Abstract
In the modern world, the tourism business is becoming more and more popular and is developing at a tremendous speed. Different changes connected with the spreading of pandemic viruses, global and geopolitical changes influences all spheres of life, and tourism is not an exception. Such sciences as sociology, economics, psychology, and linguistics are trying to research the results of such changes. The study aims to explore the reasons of changing nature of English tourism discourse and their consequences which can be viewed at lexical, grammatical and stylistic levels. The relevance of this topic is due to the fact that, despite the presence of a large number of works devoted to the study of tourism discourse, the issue of its typological status has not been resolved. The methodology of the research is represented by a complex approach to the analysis of linguistic facts, which implies the mandatory consideration of any phenomenon in close relationship and interdependence with all elements included in the unified system of the text. In this work, the following methods of analysis of English tourism discourse include descriptive method (observation, interpretation and generalization), analysis and comparison of dictionary definitions, method of contextual analysis. The research findings of the study show the linguo-stylistic features of different genres of tourism discourse in changing conditions.
Keywords: changes, English tourism discourse, globalization, linguo-stylistic features, the geopolitical situation,

Introduction

Today, interlingual communication is becoming a necessity for social life. Tourism is one of the most rapidly developing and successful areas of human activity, the key to the success of which is effective intercultural communication. It attracts participants in tourism activities, as well as tourists and residents of the visited countries.

The information and technological boom, the fast pace of life in society, and geopolitical and global changes undoubtedly influence the formation of different discourses and tourism discourse in particular. New linguistic units - neologisms in various spheres of human activity can be traced. By a new lexical unit (neologism or innovation), scholars understand lexemes that "acquire a broader meaning, if we take into account the fact that there is a large number of units that existed in the language before were limited in their functioning by certain "sub-conditions" or subsystems." Neologisms do not arise in language as a system of socially fixed signs capable of objectively existing but in the implementation of this system - in the speech of specific speakers.

The field of tourism has also experienced a neological boom. In modern English, tourism is not only about health and entertainment but also about recreation, pleasure, new ideas, and life experiences. When exploring tourism vocabulary, researchers mainly focus on the language of tourism as a terminological subsystem. The aim of the study is to explore the reasons of changing nature of English tourism discourse and their consequences which can be viewed at lexical, grammatical and stylistic levels. The relevance of this topic is due to the fact that, despite the presence of a large number of works devoted to the study of tourism discourse, the issue of its typological status has not been resolved. The objectives of the research include distinguishing between the notions "discourse" and "text", defining the notions of "tourism discourse", analysis of linguistic and stylistic features of tourism discourse genres; trace changes in lexical, grammatical and stylistic composition of the tourism discourse.

Literature Review

The theoretical basis for the research work was the works of authors in the field of discourse analysis, theory and practice of translation, tourism and advertising discourse, and Internet discourse. The term *discourse* is more and more relevant for research in the field of modern linguistics. A particular interest in this phenomenon arises from the general tendencies in the desire of scientists to determine the relationship between language and consciousness within the linguistic direction that dominates everywhere - cognitive linguistics.

One of the central areas of modern linguistics is discursive research. Here are some definitions of the term *discourse*. Arutyunova (1985) offered the following definition of discourse: "Discourse is a coherent text combined with extralinguistic, pragmatic, sociocultural, psychological and other factors, a text taken in a conceptual aspect; speech, considered as a purposeful social action, as a component involved in the interaction of people and their mechanisms of consciousness (cognitive processes)." (p. 56).

The term *discourse* in modern linguistics is close to the term *text*. The difference is that text refers to a fixed result of linguistic activity. At the same time, discourse includes both a process of linguistic activity, i.e. communication, perhaps a dialogue that occurs in time, and is the result of such communication, i.e., text.

Dijk and Kintsch (1983) identified two approaches to understanding "discourse" in their research, characterizing it in a broad sense "as a complex communicative event that occurs between the speaker, listener (observer, etc.) during a communicative action in a certain time-space" (p.

78), pointing out that "a communicative action can be verbal, written, have verbal and non-verbal components," the scientist quotes "an everyday conversation with a friend, a dialogue between a doctor and an intern, reading a newspaper" (p. 90).

Defining the term "discourse" in a narrow sense, distinguishing "only the verbal component of a communicative action," suggesting that it is referred to later as a "text" or "conversation." In this sense the term "discourse" means the "oral product" performed or in the course of communication action. It is a written or oral result which is interpreted by the recipients (Dijk & Kintsch, 1983).

In intercultural communication, a special role is played by national features of the linguistic image of the world, as well as the connection between national identity and language. The interrelation and interaction of different cultures take place in tourism. In addition, the language of tourism is characterized by its uniqueness since several genres and styles are intertwined here, which makes us define the notion of *tourism discourse* (Collins, 2008). The discussion about tourism includes communication between people belonging to different social and linguistic groups. Still, at the same time, communicators have a clear understanding of the gender characteristics of the discourse about tourism, as well as how to exchange information.

Tourism discourse is an independent type of discourse based on a specific thematic focus (travel and leisure), focus on a particular destination, uniqueness of purpose (informing the addressee about a specific tourism product and therefore advertising: to promote and at the same time help this product, focus to use a specific set of language tools). Since the tourism discourse is focused on informing the mass reader, it can be attributed to the mass-oriented institutional discourse. A specific feature of the tourism discourse is its limited coverage (tourism). In the discourse of the tourism sector, the following public institutions are distinguished:

1. tour operators developing tours;
2. travel agencies offering services in the field of tourism;
3. airlines, transport companies that transport tourists;
4. advertising agencies promoting tourism products;
5. organizations, publishing houses that develop and publish advertising and information materials for tourists, etc.

The characteristics of tourism discourse noted above correspond to the main features of tourism, such as the presence of an organizational structure, the appointment of a certain group of communication objects, the presence of certain norms and rules, and the increase in its socially significant role. It is worth noting that because of these signs, in recent years it has become customary to single out tourism as an independent part of the system of modern social institutions.

Tourism is a term that comes from the French language. Even though people began to travel thousands of years ago, the word "tourist" appeared only at the end of the eighteenth century in England, and France, its first mention dates back to 1816.

Before proceeding to the classification of tourism discourse genres, we note that a genre in linguistics is traditionally understood as a combination of more or less stable characteristics of a text: the style of narration, the generally accepted form of discourse sanctioned by society, and the usual ways of combining speech units, speech structure, etc. The basis of the pragmatic study of the genre of speech is the understanding of the dialogical nature of the genre of discourse, considered as a verbal concept of a typical situation of social interaction between people.

As a rule, the genres of modern tourism discourse are divided into two types:

1) Genres presented in written or printed form:

1. A guide is a printed, electronic or audiovisual guide to a city, historical site, museum, or tourist route.

2. A booklet is a sheet of paper folded into two or more folds, on both sides of which text or graphic information is placed. As a rule, advertising information is placed in booklets, hence the name "advertising booklet."

3. A catalog is a multi-page printed publication with a list of certain information, which is usually of a commercial nature. Depending on the purpose and target group, catalogs can be divided into two groups: representative and informational. Information catalogs are multi-page publications with detailed information about prices, features, and a list of goods or services. They are printed on cheap paper, often with ink, usually without reprinting.

4. An article is a genre of journalism in which the author is tasked with analyzing social situations, processes, and phenomena, especially from the point of view of fundamental laws. In the article, the author considers individual situations as part of a broader phenomenon. The author argues and forms his position using a system of facts.

5. If we are talking about leaflets, this means a sheet, as a rule, with one-sided marking, in A4 format (210 x 297 mm). Close relatives of leaflets - brochures (folded double-sided leaflet, 1-2-3 times for convenience), stickers (self-adhesive leaflet, modern "sticker"), and others. Leaflets are a widely used advertising material and stand out as an advertising medium, as well as ways and means of their distribution: they are distributed on the street, distributed by mail, and distributed using special distribution racks.

2) Kinds using a computer:

1. A virtual tour is a three-dimensional scene published on the Internet, which allows a potential client to learn about any real object. The created model allows you to move around the virtual object, rotate the object, and place interactive elements - as a rule, this gives you complete freedom of movement. Thus, the user, without leaving home and without any effort, can evaluate this product.

2. Website of a travel agency (we will take a closer look at this type of view in one of the paragraphs).

3. E-mail of the client in the travel agency. The most convenient way to advertise is to send an E-mail to the client's mailbox. It is very important that the client is interested in this letter from the first minutes. In the mailing list, the user communicates directly with his target audience. Each contact with the audience should be interesting and useful for the consumer. If the user is takes care of himself from the company, he will be ready to buy from this company.

Method

In the modern language of any country, there is a considerable variety of discourses, each of which covers a specific area of human life. For example, in articles and studies, one can find pedagogical discourse, political, sports, philosophical, everyday, artistic, legal, religious, and many others. All discourses have something that unites them, namely the presence of figurative speech. Consider the place of figurative speech in the texts of various discourses.

In no other area are so many different cultures connected as in tourism. We are always interested in something new, due to which tourism is becoming more and more popular every year, and communication with users of different cultures is global. In other words, with the advent of tourism services, the tourism industry is growing and developing day by day, and at the same time, there is a need to learn foreign languages (Crystal, 2012).

The discourse on tourism does not imply taking into account the social conditions belonging to certain linguistic communities or social groups in their direct communication with each other. However, communication participants have no problems with respecting the gender characteristics of tourism discourse, and the organization of communication and information exchange methods is formed under the influence of goals, which creates conditions for creating trusting relationships from an emotional point of view, between the sender and recipient, under tourism specifications, which are mainly focused on increasing consumer demand.

When identifying the characteristics of the tourism discourse with the help of descriptive method (observation, interpretation and generalization), analysis and comparison of dictionary definitions, method of contextual analysis it was possible to single out distinctive features of tourism discourse and to trace its linguistic changes due to the globalization, the geopolitical situation.

It is extremely important to take into account the type of participants in the relations that are implemented in the tourism business. Thus, as participants in communication, large segments of the population can be considered real and potential tourists, and on the other hand, various organizations of the tourism industry.

If we compare tourism discourse with other types of discourse, then in terms of its pragmatic focus (selling a tourism product) and the wealth of information, tourism discourse is close to advertising discourse. However, a comparative analysis of both types of discourse suggests that there are differences between tourism discourse and advertising discourse.

Another distinguishing feature of the tourism discourse from the advertising discourse can be considered the presence of responsibility for the services provided throughout the entire time of consumption of the product. Thus, if the main purpose of advertising is the sale of a certain product or service without further guarantee of its successful use, the travel agency will not be able to relieve itself of responsibility until the end of the client's use of the provided travel service.

In tourism discourse, there is always a description of real objects in real space and time. Advertising is the idea of another, fabulous reality in which the advertised product is revealed through something fictional. In this regard, fictional characters, artificially created conditions and conditions are more often presented in advertising discourse.

In addition to the above, advertising discourse is characterized by the selectivity of information, which, in turn, can be interpreted as a distortion of information - one of the methods of manipulative influence. The authors of travel brochures and forms want to provide the most complete information about a particular tourist site or destination - a geographic region that has a certain attraction for tourists.

Another characteristic feature of tourism discourse texts is the obligatory application of the principle of visibility when compiling texts containing information about the offer of a particular service to a potential client, since the text accompanied by illustrative material is undoubtedly positive, evokes emotions and a desire to see what you see with your own eyes. Eyes on the brochure and therefore buy the service. Thus, a comparative analysis of tourism and advertising discourses, carried out according to several criteria, allows us to draw the following conclusion.

Tourism discourse, due to some common features, is almost identical to advertising discourse. At the same time, the identified differences emphasize its specificity, in particular, the advantage of the information function, the presentation of sufficiently complete information about the real potential reality, the dominance of cultural, historical, and popular science aspects, as well as universal national values in the presentation of information.

It is also worth noting that tourism discourse is associated with other types of institutional discourse: historical, political, commercial, religious, legal, sports, arts, and many others, and such a complete character of the socio-economic phenomenon is associated mainly with the specific characteristics of the tourism sector, which consists mainly to cover all spheres of society within the framework of its functioning.

Findings

Reviews of tourists (the author informs the Internet community about a tourist trip with the dual purpose of conveying something meaningful and at the same time appreciating this content. The expression can be distinguished by several types of reviews: review - advice, opinion - gratitude, warning). We have identified some distinguishing features of websites with brochures and other print media (Jacob & Strutt, 2007).

First of all, the distinguishing feature is the page layout. Internet sites have an unlimited ability to post a huge amount of photos than printed brochures or other types of genres. Also, these photos tend to be updated from time to time to grab the user's attention. In addition, fast-changing images allow you to display short phrases (titles) that encourage the reader to click and go to a new page.

In addition, we may leave notes or comments on travel websites, which cannot be done in print media (brochures, booklets, etc.). I would like to point out that some sites offer forums where we can share information, experiences, and even photos while traveling around the world. In conclusion, most travel sites link to partners who help you book a hotel, train, or plane ticket, arrange insurance, or even arrange a vacation. Following the model of the language genre proposed, we observe the following genre-forming elements in the genres of tourism discourse that we are considering:

1. General communication goal, which is to inform the addressee and further influence his awareness.

2. A picture of the anonymous author of the message - the addressee. It is indicated that the widely spoken language is used in the tourism discourse, which reflects the collective and anonymous nature of the addressee, its dialogic character, competence, identification with the image of the addressee, etc.

3. Image of the recipient.

4. Image of the past.

In tourist brochures, of course, there is a retrospective - an appeal to the plan of the past, to historical facts as one of the attractive and informative elements.

5. Image of the future.

He is the guarantor of the implementation of the proposed tourist trip.

6. Form of the language implementation.

Linguistic and stylistic characteristics of brochures and travel brochures are due to the presence in the tourism discourse of such characteristics as information content, dialogue, didactics, incentives, evaluation, and persuasiveness.

The term system of the tourism industry in recent years has increasingly been the focus of attention due to the rapid development of this branch of human activity. The main areas of research in the field of industry terminology are:

1) lexicographic terminological activity;

2) unification of terms and term systems, implying the ordering, standardization, and harmonization of terms, the work of the editor on the terms (terminological editing);

3) translation of terms in scientific, technical, and other special texts;

4) creation of terminological databanks or terminological databases;

5) organizational and methodological activities of terminological institutes and centers at different levels - from sectoral to international.

The specific characteristics of the tourism vocabulary include, first of all, the fact that the means of representing the notion of "tourism" includes not only the vocabulary of tourism (tourist terms, professionalism) but also the vocabulary of "many other thematic areas: economics and finance, construction and architecture, hotel business, sports, medicine, psychology, education and culture, politics, international relations, crime, fashion, entertainment, national customs and traditions, religion, etc., which can be represented by both terminological and commonly used verbal signs, including colloquial, colloquial and slang ones (Thomas, 1996).

Among the main trends that are typical for the vocabulary of the tourism sector in the English language are an expansion of the lexical subsystem due to new language units; - redistribution of verbal signs between the various categories included in the named subsystem; changes in terms of the content of verbal signs at the level of the semantic structure of the word and the level of the structure of a separate meaning.

In recent years the mobility of the terminological system of tourism has been the subject to the constant influence of new terms in connection with globalization processes. This leads to significant variability within the terminological system (at the level of pronunciation, spelling, and comprehension) and a constant change in paradigmatic relationships (synonymy, relationships with other characters in the terminological system).

In the text of the tourism discourse different types of vocabulary can be found:
• neologisms
• archaisms
• own names
• jargonisms and slang
• professional vocabulary, etc.

Lexical means of expressiveness of the tourism discourse are realized through the use of various metaphors, as well as epithets. The latter are represented by such typical adjectives as good, better, friendly, best, free, wonderful, welcoming, special, real, easy, bright, extra, and rich.

The common *grammatical means of expressiveness* include the use of rhetorical questions "Isn't it time you treated yourself to a holiday?"; the active use of abbreviations and various graphic means of expression "Alaska B4UDIE." (*Alaska, before you die.*)

In addition, these designs are distinguished by considerable information saturation and the linguistic economy as the use of personal and possessive pronouns. Type constructions like "*we are ours*," and "*you are yours*" give more persuasiveness. A vivid example of the use of such structures is the advertisement of a travel agency: "*We work so you do not have to*"; the use of the imperative and a hidden command or call to action (*try, get, take, send for, call, make, let, come on, hurry, come, give, remember, discover, choose, look for*).

Among *the phonetic means of expression,* the most common is the use of alliteration ("Tour to Turkey !!!"). Another feature of the English tourism discourse is the use of antonyms, for example: "*Trishaw. ↔ Shadow of skyscrapers*" (Manson & Struff, 2007).

Discussion

Large-scale globalization, the spread of pandemics, the computerization of our lives, and the development of the latest scientific technologies, which are taking place in the countries of the English-speaking world give the ground for the appearance of a great number of neologisms. In most cases, such neologisms include lexical and semantic neologisms, which either denote new realities specific only to a given culture or express cultural-historical associations in their connotative meaning. Such neologisms not only reflect milestones in the development of this national language community but also contain national-semantic particles that cannot be compared with similar lexical meanings of words in other languages. For the most part, such units are non-equivalent. It is impossible to find cross-linguistic lexical-semantic variants for them (Crystal, 2012).

In the innovative vocabulary of tourism discourse, which was formed by affixation, suffixes of Germanic, Latin, and Greek origin are the most productive (Ungerer, 2007). All suffixes used for the formation of derivatives in the field of tourism are divided into suffixes with a high degree of productivity, which play a large role in the formation of new words, with a low degree of productivity, and non-productive suffixes, which do not play an important role in the formation of derivative tokens. Productive suffixes that are actively used in the formation of innovations are the suffixes *-ing, -er,* and the suffixoid *-cation.* Less productive suffixes are suffixes *-ism, -ist.* The suffix *-ster* was the least productive.

According to the classification of suffixes, regarding the designation of a part of the language, it is determined that innovations in tourism discourse are formed with the help of suffixes used to form nouns. One of the most productive suffixes in the field of tourism is the suffix *-ing*. This suffix is used to form nouns from the bases of nouns and is formed according to the model N + *-ing* → N. The semantics of the suffix *-ing* indicates the process of activity (*backpacking* "hiking trip"; *canyoning* "combination of mountaineering with swimming on boats (rafts), overcoming rapids (waterfalls)"; *coasteering* "overcoming a certain distance of the coastline, by swimming or on foot"; *kayaking* "swimming on narrow, long boats - kayaks"; longboarding "sports exercises on a skateboard (an instrument in the form of a longboard)"; *mountainboarding* "a sport in which a special mountainboard is used"; *snorkeling* "swimming under the surface of the water."

Another productive suffix in the field of study is the suffix *-er*, which is added, first of all, to the base of verbs and indicates specific characteristics of a person with the model: V + *-er* → N. The suffix *-er* is multi-meaningful and conveys the meaning of words according to three directions: agency, qualification characteristics, and utility (*backpack, n – backpacker "hiker," mountainboard, n – mountainboarder "one who moves on a special mountainboard"*).

The suffix -er is used to form nouns from words formed by telescoping: *daycation*, *n + -er – daycationer* "a traveler who makes a short trip without overnight stay"; *mancation*, n + -er – *mancationer* "one who spends vacation among men"; naycation, *n + -er – naycationer* "one who rests without unnecessary expenses", *fakeation*, n + -er – *fakeationer* "a person who takes rest, which is work".

Telescoping as an active way of word formation creates conditions for the emergence of new suffix and prefix formants. A productive affix formed by the action of the telescoping mechanism is the prefix *para-*, which is the result of the apocopation of the unit parachute: *paradoctor* "a doctor who is parachuted into remote areas"; paragliding "paragliding"; *paramotoring* "moving through the air with the help of a parachute and a special engine"; *parahawking* "flights of paragliders with trained birds of prey":

Another less productive affix in the field of sports and tourism is the suffix *-ist*. This suffix functions with a noun and adjectival stem and is responsible for an agentive meaning or a qualifying characteristic. Derived lexemes are formed according to the model: N + -ist → N. According to the meaning of the suffix, lexical units of the sports and tourism sphere designate persons who are engaged in the activity indicated by the base (*paralpinist* "performer of paragliding"; *poorist* "a person who travels through slums and other dangerous places.")

Note that prefixing is significantly inferior to suffixation in the formation of innovations. In percentage terms, the productivity of suffixation is 87.5%, and the productivity of prefixation is 12.5% of the total number of studied units formed by the affixal method of word formation.

The analysis of complex neologism words showed that the most productive model for the formation of complex neologisms is the model N + N(-ing) → N. The productivity of formations according to this model is 62% of the entire number of studied units formed by word formation. The innovations created according to this model include the following complex neologisms (*bushwhacking* "making a hiking trip outside of civilized transport routes"; *casterboarding* "overcoming a certain distance of the coastline, by swimming or on foot"; *kneeboarding* "performing sports exercises while sitting on your knees on a board attached to a boat by a cable"; *riverboarding* "moving on a board using special fins"; *waymarking* "marking the pedestrian route with brightly colored signs."

In the formation of innovations in the vocabulary of the English language in tourism discourse, the method of telescoping contributed to the formation of 14% of innovations. There are several word-forming models of telescopism formation mechanisms. The most productive word-formation model is the reduction of a fragment of the base of the first source word (apocope) with the full base of another. This model is ab + cd > acd. The productivity of this model is 55.5% of the total number of units formed by the telescopic method (*voluntourist* (volunteer + tourist) "one who combines tourist trips with the voluntary performance of certain works"; *paradoctor* (parachute + doctor) "a doctor who is parachuted into remote areas"; *parahawking* (paragliding + hawking) "paraglider flights with trained birds of prey").

A third of the word-forming models of the formation of telescopisms are telescopisms formed from the full base of the first source word and a fragment of another (apheresis). Graphically, this model is represented as ab + cd > abd. The productivity of innovation formation according to this model is 33.3%. Examples of telescopisms are the following units: *travelcade* (travel + cavalcade) "column of tourist cars"; thrillaxation (thrill + relaxation) "an activity that fascinates and relaxes.")

A significant number of telescoping lexical innovations are formed according to the considered models, but the least productive models can also be singled out. Among them is the fusion of apocope with apheresis. For example, the model ab + cd > ad: *glamping* (glamour + camping) "a light form of hiking tourism; *touron* (tourist + moron) "ignorant and annoying tourist"). Productivity of innovation formation according to this model is 11.2%.

Conclusion

The growing popularity of cultural and educational tourism, based on cultural values and not on consumption, indicate the perception of tourism as a powerful vector for the transferring of culturally specific information and a tool for obtaining and sharing knowledge. Under the influence of global, pandemic, and geopolitical changes, the world tourism discourse is extremely changing. The largest number of innovations in the vocabulary of the English language in tourism discourse can be traced recently, which is mainly formed by affixation - 49%. Productive suffixes are the

suffixes -ing, -er, as well as the suffix -cation. Less productive suffixes are -ism and -ist. Among the prefixes in the field of tourism para-, micro-; multi-, nano-, ultra-, and retro- are marked, which are characterized by low productivity in the formation of innovations in the studied area. It should be noted that the productivity of suffixation is 87.5%, while the productivity of prefixation is only 12.5% of the total number of units formed in an affixal way. A significant part of neologisms (32%) is formed with the help of word composition. The most effective model for the formation of complex neologisms is the model N + N (-ing) → N. The less productive model is the model N + N → N. The smallest number of complex words was formed according to the model Adj + N (-ing) → N. For detailed exploration in the field of sports and tourism, we used morphological, phonetic, orthographic, and semantic criteria for its identification, as well as logical and operational techniques for determining the status of a complex word. Telescopy turned out to be a less active way of forming tourism neologisms (14%).The most productive word-forming model of telescoping is the model ab + cd > acd. A smaller part of telescopisms is formed according to the model - ab + cd > abd, and the least productive model is the model ab + cd > ad. The semantics of the telescoping units may be based on the meaning of the original units, and the overall meaning may be based on components of the telescoping units that complement or refine the meaning of the original unit, or the meaning of the entire telescoping may be determined by one component that prevails over another.

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