TOURİSM RELATED BORROWİNGS FROM DİFFERENT LANGUAGES USED İN GLOBAL ENGLİSH AND THEİR FEATURES

Abstract: This paper studies English loan words borrowed from different languages with the rise of tourism sector, summarizes lexical semantic fields of these loan words, and makes a tentative analysis of their features.

Keywords: global English, borrowings, languages, tourism sector, features

When talking about the factors that led to the globalization of the English language, the first reason is its rich vocabulary. According to statistics, the vocabulary of the English language in modern times is enriched by an average of 8,000-20,000 lexical units each year. Of course, this figure is enough to understand the changes in the language. Since the ways of formation of these units are of special interest to researchers, research is being conducted on the acquisition process in various fields. One of these areas is tourism. In this paper our main goal is to provide information about words and phrases related to tourism that are part of the English dictionary in modern times. As a result of globalization, the global English language was created, tourism developed, and as a result, the English language was enriched with lexical units in this field.

Francesconi.S, an Italian linguist, studied Italian words related to tourism gastronomy used in English, and chose place names of Italian origin used in French as the object of study [5] However, among all these studies, the research of Dann.G [4] and Capelli.G [1] stands out as a source that meets the requirements of modern research. According to Dann, "in the field of gastronomy, the use of real and fictional
foreign words, including in some cases even the manipulation of the mother tongue, can be considered a major tourism discourse method in order to add color to the text." [4: 183-185] Capelli explored various forms of language communication based on English-speaking tourist materials about Italy. He studied the expressions used in the Anglo-Italian languages in the tourism discourse and gave a detailed classification of them. Language communication is very important in tourism. For this reason, Capelli quotes Dann's view of the poetics of language as saying that "borrowed words and phrases increase the reader's interest in the additional meaning of foreign words and make their use necessary." [2] Researchers believe that texts from a variety of sources use specific terms and lexical units to attract the attention of tourists when describing a place.

While researching various sources, a number of studies have been conducted on the words taken in the field of tourism in global English. Among these studies, an interesting project conducted by the BBC can be considered an important contribution to this area. Founded in July 2012, BTC (BBC-travel Corpus) has downloaded 572 travel articles from the BBC Travel website. Authors who have collaborated with Lonely Planet travel guidebooks and digital media publishers wrote the articles. The study found that different authors expressed derived words in different ways, depending on cultural and extra linguistic factors. [6]

Graphic 1: BTC loan words and expressions – semantic categories %
One of the interesting features of this study is the study of the etymological origin of the words and phrases related to the field of tourism involved in the study of BTC. As can be seen from the graph below, most words are taken from French, Italian and Spanish. [6]

**Words of tourist origin from French and their features**

The development of modern telecommunications, the mass use of television, the Internet, and mobile phones have resulted in the influx of new words into the language. Over the last few decades, words borrowed from French into English have become more prevalent than other languages. Although the words cover different areas, they refer to fashion, art, culture, sports, everyday life, especially cuisine, and so on. Words related to such areas are of special interest: *art deco, cinéma verité, camouflage, fuselage, garage, georgette, limousine.* [8;9] There are many English words of French origin in sports, art, money and diplomacy and food. Most modern British and American menus are in French: *extraordinary, fromage blanc, amusegueule, mesclun, nouvelle cuisine, aperitifs, pain au chocolat, café au lait, entrée, jambalaya, chowder, etc.* Other borrowings are related to politics, sports and the arts. For example, *bon chic bon genre, chef d’équipe, parkour, soigneur fonctionnaire, franc fort, touché, dossier, déjà vu, vis-à-vis, faux pas, nouveau riche, rentier, jamais vu, elite, ambiance, collage, repertoire, entourage, tranche, toboggan, bête noire, enfant terrible* and so on. [8;9]

**Words of tourist origin from Italian and their features**

Italian is one of the languages that contributes thousands of new words to English. Words of Italian origin are mainly associated with the kitchen: *amaretto, aperitif, barista, baguette, bistro, bresaola, bruschetta, cappellino, focaccia, calzone, cappuccino, ciabatta, espresso, haute cuisine, latte, focaccia, mascarpone, nouvelle cuisine, panzanella, pepperoni, pizza, radicchio, rucola, taleggio, -, tiramisu, confetti, lasagne, pasta, broccoli, zabaglione, linguini, langueoutine, spumante, zucchini.* Music and architecture are other areas of borrowing: *art deco, Adagio, Allegro, alto, aria, bravura, cello, concerto, duet, mandolin operetta, tempo, viola, fresco, patio, grotto, graffiti, terra-cotta.* Borrowings in the field of fashion and furniture equipment form a special field: *baldachin, brocade, costume, jeans, Muslin, Organza, parasol, stiletto, umbrella*
valise. In other fields, words such as apŕŽ’s-sk, catenaccio, tombolo, gonzo, bimbo, casino, gondola, lido, mafia1, mafioso, malaria, zany, paparazzi, snaparazzi, masquerade, cascade, bimbo, dildo, lothario, segregation, dodge, ghetto, luge, piste, marfia, arsenal, ventur, valuta which have entered the English language, enrich the English vocabulary. [8;9]

**Words of tourist origin from Spanish and their features**

English borrowed from Spanish from several sources. Many of them entered American English during the time of the Mexican and Spanish cowboys working in Southwestern United States. The second source is words obtained through business agreements and trade. The third major source is food names that have no English equivalent. Most of the words changed their meaning when they entered the English language. Sometimes words have a narrower meaning than the original language. fajitas, taco, ancho, tortilla, chipotle, habanero, maquiladora, palapa, sinsemilla, telenovela, tomatillo, tonto, savvy, Lolita, El Nino, silo, bonanza plaza, salsa, fiesta, avocado, burrito, bizarre, bravo, guerrilla, chili are the words of Spanish origin. [8;9]

Recently borrowed Spanish words are as follows: abalone, bonanza, bronco, chaparral, enchilada, gaacho, gringo, mustang, peyote, ranch, nacho, serape, taco, rumba, salsa, tango, tamale, ayahuasca, burrito, canasta, cilantro, daiquiri, hoosegow, lolita, pachuco, quesadilla, taco, tuna. [8;9]

**Words of tourist origin from Chinese and their features**

Although Chinese has been used in the United States for a century and a half, English has had almost no effect on vocabulary compared to French, Italian, and Spanish. Even some words have become so neutral that they have become part of the vocabulary. Examples of Chinese lexical units that have recently been borrowed into English are: bonsai, geisha, ginkgo, judo, ju-jitsu, hara-kiri, kamikaze, karaoke, karate, kimono, origami, sushi, tsunami, tycoon, wasabi, chow mein, kowtow, mahjong, oolong, shanghai, shantung, sudoku, wok, chutney, loot, puttee, thug. [8;9]

China’s rich culinary culture has resulted in the introduction of Chinese food into Western culture. English words from Chinese can be found on the menus of western restaurants. For example, Mushu Pork, Dim Sum, Ramen, Pecking Duck, Wonton, ginkgo, ginseng, lychee, Chaomein, etc. There are also a lot of Chinese
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Internet origin calques: *human flesh search, play hide and seek, to get soy sauce, wechat, weibo, knock off, Alibaba* and so on. [8;9]

**Words of tourist origin from the Japanese language and their features**

Borrowed words of Japanese origin are a special part of the English lexicon. While some words are simple transliterations of words that glorify Japanese culture, others are words of Chinese origin. According to research, 900 Japanese words entered the English language. 200 of them are units entered into English through Japanese. This includes lexical units belonging to food, popular culture, and economic fields like, *Nori, ginkgo, ramen, teppanyaki, kombu, matsutake, sashimi, wakame; anime, ikabana, karaoke, manga, tamagotchi, kamikaze, araoke, sashimi, Otaku, Otaku girl; kaizen, kanban, karoshi, keiretsu, tsunami, zaitech, bonsai, bunraku, karaoke, kirigami.* [8;9]

**Words of tourist origin from German and their features**

A number of words of German origin have enriched the vocabulary of the English language in various fields. For example, words and expressions related to culture, art, classical music, sports, and everyday life, entering the lexicon of language, have played an important role in its global status in the last few decades.

As German and English are derived from the same root - West German, some English words have similarities in spelling (hand, sand, finger) and pronunciation (fish - fisch, mouse - Maus) with German lexical units. However, in German borrowings, the umlaut symbols were replaced by the letter combinations ae, oe, and ue. Food and beverage sectors includes lexical units such as, *frankfurter, hamburger, delicatessen, Gummi bear, Berliner, weisse, kirschwasser, hefeweizen, schnaps, spritzer, stein, pilsner, hasenpfeffer, lager, bundt cake, kipfel, biergarten, bratwurst, muesli, pretzel, pumpernickel, rollmops, noodle, sauerkraut.*

Examples of words borrowed in the sports sector are *rucksack, turnverein, kletterschuh, volkssport, blitz, wanderlust, Gemütlichkeit, Gesundheit.* Words of German origin used in everyday life are also frequently used in the lexicon: *zeitgeist, hood, Gestalt, hinterland, doctoral, festschrift, kitsch, privatdozent, professoriat, gemütlich, kaffeeklatsch, kaput, strafe, waltz, wrangle, slang, stru, waldsterben* and so on. [8; 9]
Words of tourist origin from the Turkish language and their features

The rapid development of tourism in Turkey in recent years is accompanied by a large influx of tourists. The level of services in the country’s tourism sector to the satisfaction of customers is increasing the interest in the country day by day. Especially rich cuisine attracts tourists to this country. In addition to Turkish, English is an additional language in the country, which helps to communicate with visitors. From this point of view, the Turkish language continues to leave its mark on the language with which it is in contact. Turkish words that entered the English language in the 20th century are mainly related to food names: doner kebab, taramasalata, tsatsiki, bamia, bulgur, dolmush, imambayildi, moussaka, oda, pastrami, sanjak, sarma, tavla and so on. [8;9]

Words of tourist origin from Russian and their features

As we have noted, in comparison with other languages, Russian words are not very common in modern English dictionaries. The words are mainly related to Russian culture, politics and the Cold War (apparatchik, Bolshevik, glastnost, pogrom, satellite, troika, vodka or zemstvo.) Even the fact that the word is derived from Russian or other Slavic languages is controversial. [8;9]

Words of tourist origin from Arabic and their features

The Arabic words transferred into English directly from Arabic and via other languages. Lexical units like, Nadir, artichoke, arsenal, zenith, hijab, doner kebab, imam bayildi, sheshbesh, gal, fatwah, Hamas, Hezbollah, Talibank or Taleban, bedouin, emir, jakir, gazelle, giraffe, harem, hashish, lute, minaret, mosque, myrrh, salaam, sirocco, sultan, vizier, bazaar, caravan enrich English. [8;9]

Words of tourist origin from African languages and their features

Very few words have come from African languages to modern English: bongo, goober, gumbo, impala, safari. [8;9]

In recent years, English has borrowed words from a number of other languages: smorgasbord, salchow, gravadlax (Sweden), luge (Switzerland), slalom (Norway), lego (Denmark), bagel, shlep, schnozzle, chutzpah (Jewish), bikini (marshals), Rubik's cube- (Hungarian), yo-yo (Philippines), lutz (Switzerland). [8;9]

Studies show that although all of these units are part of the English lexicon, not all speakers know the meaning of these words. However, there are words that are
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understood by everyone. For example, the word **sushi** first appeared in English in the 1890s. For a long time, this word was difficult to understand without being explained in language. After **sushi** has taken its place in the world market in the last few decades, the word has become accepted as **sushi** in the whole English-speaking world, and even in all the world's languages.

In modern times, new words such as **internet, computer, cell phone, meeting, business** appear in English every day, and these words are associated with the emergence of new words rather than the process of borrowing. In contrast, modern loan-words are manifested in various fields.

In conclusion, English language, as a global language, is exerting greater influence on the world. It has been enlarging along with the development of the society, the progress of science and technology by the way of borrowing from other languages such as French, German, Italian, Spanish, Russian, Chinese, Japanese, and Arabic in the fields of tourism. Borrowing or loan word has become an important part in the process of English vocabulary acquisition.

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