

Y. BESSEKEY¹, **T. IMANGULOVA²**, **G. ZHUMAGULOVA³**, **A. PESTOVA²**

¹Ablai Khan University of International Relations and World Languages

(Kazakhstan, Almaty), e-mail: e-rki_n@mail.ru

²International University of Tourism and Hospitality, (Kazakhstan, Turkistan)

³South Kazakhstan Medical Academy JSC, (Kazakhstan, Shymkent)

TOURISM INDUSTRY TRANSFORMATION THROUGH THE LENS OF ENGLISH-LANGUAGE BORROWINGS IN CONTEMPORARY TOURISM TERMINOLOGY

Abstract. *The transformation of the tourism industry is accompanied by changes in the organization of travel, the production of tourism services, and interactions among market participants. These processes are reflected in professional terminology, much of which is developed and disseminated through English. This study aims to systematize English-language terminological units in contemporary tourism and explain their relationship with key areas of industry transformation. It adopts a theoretical and analytical design combining conceptual synthesis of the literature, terminological comparison, and thematic classification. The material comprises scholarly publications, international tourism documents, and a purposively compiled analytical list of 90 English terminological units. The list is used to systematize concepts and is not treated as a representative corpus of Russian-language usage. Direct borrowing, calquing, descriptive translation, and the use of international abbreviations are distinguished. Six interrelated areas of terminological renewal are identified: digitalization, changing tourist behavior, diversification of accommodation and services, sustainable development, marketing transformation, and the development of platform business models. The study proposes a classification linking terms to the industry changes they denote and a conceptual model connecting transformative factors, new practices, their naming, and cross-linguistic adaptation. The diagnostic value of terminology depends on the specificity of the practice denoted rather than the foreign form of the word. The existence of a term does not, by itself, establish the extent to which the corresponding phenomenon has spread. The theoretical contribution lies in integrating industry and terminological analysis. Practical applications include professional education, multilingual glossaries, tourism product development, and communication materials.*

Keywords: *tourism terminology, tourism industry, English-language borrowings, tourism transformation, tourism digitalization, tourist behavior, sustainable tourism, tourism services.*

Introduction

Transformation of the contemporary tourism industry

*Бізге дұрыс сілтеме жасаңыз: Bessekey Y., Imangulova T., Zhumagulova G., Pestova A. Tourism Industry Transformation through the Lens of English-Language Borrowings in Contemporary Tourism Terminology // Bulletin of the International University of Tourism and Hospitality. – 2026. – No3(13). – Б. 153–171. <https://www.doi.org/10.62867/3007-0848.2026-3.11>

*Cite us correctly: Bessekey Y., Imangulova T., Zhumagulova G., Pestova A. Tourism Industry Transformation through the Lens of English-Language Borrowings in Contemporary Tourism Terminology // Bulletin of the International University of Tourism and Hospitality. – 2026. – No3(13). – P. 153–171. <https://www.doi.org/10.62867/3007-0848.2026-3.11>

Contemporary tourism is changing simultaneously at technological, organizational, and social levels. Digital services are integrated into information searches, booking, payment, service delivery, and travel evaluation. Platforms connect tourists with service providers, while user ratings contribute to trust. The spread of remote work enables trips that combine professional activity with leisure. Environmental and social responsibility requirements are changing the criteria used to assess destination development. As a result, individual tools are changing alongside the ways tourism value is created, distributed, and perceived [1–4].

In this study, industry transformation is understood as a change in the relationships among tourists, services, technologies, providers, and places. This approach distinguishes transformation from a simple expansion of the product range. For example, selling an existing hotel room through a website changes the distribution channel. The development of platform-based accommodation affects the composition of providers and the mechanisms of trust and intermediation. A trip that allows regular remote work changes requirements for space, length of stay, and daily routines. The differences between these processes are essential to interpreting the terms that denote them.

The globalization of tourism communication facilitates the transfer of professional designations across languages. English units are used in research, international documents, platform interfaces, and marketing materials. Different forms of transfer perform different functions: some provide concise names for new products, others describe technological procedures, and others introduce management problems into professional discussion. Terminological renewal therefore constitutes a distinct aspect of tourism industry change.

Research problem and gap

The concepts glamping, staycation, bleisure, workation, overtourism, travel tech, digital nomad, and smart tourism belong to different areas of tourism activity. They share the capacity to denote changes in products, behavior, infrastructure, or management. However, an English expression cannot automatically be considered a borrowing in Russian. Translation, professional adoption, competition among variants, and semantic clarification intervene between international naming and establishment in the receiving language.

The relationship between tourism neologisms and innovation has already been examined by T. Orel Frank [5]. Accordingly, the research problem is not to discover a previously unknown relationship between language and tourism. It is to develop a more differentiated explanation of that relationship: which industry changes new vocabulary denotes, how terms operating at different levels can be compared, and under what conditions terminological renewal can serve as an indicator of transformation. Existing approaches to tourism neologisms need to be supplemented with analysis of digital ecosystems, hybrid mobility, platform intermediation, and sustainable management.

A further difficulty concerns the conflation of genuinely new concepts with established procedures. Check-in, check-out, and overbooking did not emerge as a result of recent digital developments. Their inclusion in a contemporary terminological system is justified only when changes in the operations they denote are explained. Conversely, a new marketing label does not necessarily indicate structural innovation. These considerations require analytical criteria that prevent linguistic novelty from being equated with industry novelty.

Aim objectives and research questions

The study aims to identify and systematize English-language terminological units in contemporary tourism and determine their conceptual relationship with the principal areas of tourism industry transformation. Within the Russian-language context of the original article, particular attention is paid to how these units are rendered and to the distinction between an English designation

and a borrowing.

The objectives are to identify areas of industry change; explain the role of English in international tourism communication; compile an analytical list of terms; compare their meanings and thematic affiliations; develop a classification and conceptual model; and determine the opportunities and limitations of applying the findings in practice.

RQ1. Which transformative processes in the contemporary tourism industry are most clearly reflected in the English-language terminological units examined?

RQ2. Which thematic groups of terms are associated with digitalization, changing tourist behavior, sustainable development, and new business models?

RQ3. How are industry changes related to the renewal of the professional conceptual and terminological apparatus and its cross-linguistic transfer?

Literature review

Main areas of tourism transformation

Digital tourism research examines technologies in relation to information flows, tourist experiences, and management. In the smart tourism concept, data become a resource for interaction among tourists, businesses, and destinations [1]. Studies of tourism technology development identify a transition from information provision to more complex forms of automation and personalization [2]. Reviews of this research reveal diverse objects of analysis, including tourist behavior, service innovation, and organizational decisions [6]. Digital transformation thus encompasses several industry levels and cannot be reduced to the availability of online booking.

Subsequent conceptual developments extend the technological perspective to artificial intelligence and virtual environments [4, 7]. These studies are relevant here as evidence of changes in the range of professional concepts. However, the development of a research concept is not equivalent to widespread implementation of the corresponding solutions. Terminology may describe an established practice, an individual experiment, or a prospective model. These statuses must be distinguished when moving from publication analysis to conclusions about market conditions.

The COVID-19 pandemic has been examined in studies addressing changing industry priorities, digital interaction, and opportunities to reconsider the tourism model [3, 8–10]. These publications help account for the influence of external shocks on professional discourse. Nevertheless, a crisis does not automatically produce a transition to a sustainable system. For terminological analysis, this implies that growing attention to a concept may reflect the need for change rather than its completion.

Research on mobility and remote work addresses digital nomadism and hybrid travel [11–14]. It thereby qualifies the view of tourists as people who temporarily separate leisure from work. Accommodation and services during such trips may be evaluated in relation to work requirements. However, a mobile worker does not always meet the statistical definition of a tourist. International tourism definitions remain important for distinguishing travel, residence, and migration [15].

Another research strand concerns sustainable development and tourism impact management. The conceptualization of overtourism shifts attention to the consequences of tourism pressure [16, 17]. Reviews demonstrate the long history of sustainable tourism research [18], while studies of regenerative approaches broaden discussion of tourism's role in local development [19]. The associated vocabulary should therefore be viewed as part of a change in the criteria for industry success rather than as a set of new leisure activities.

Formation of tourism terminology

Tourism terminology brings together concepts from transport, accommodation, services,

economics, marketing, destination management, and digital technologies. Its interdisciplinary character explains the presence of terms adopted from neighboring fields. For example, dynamic pricing relates to price management, chatbot to digital communication, and carbon footprint to environmental impact assessment. In tourism, these concepts acquire a specific domain reference while retaining links to their original fields.

M. T. Cabré's terminological approach makes it possible to relate a designation to its concept and the conditions of specialized communication [20]. This relationship is particularly important in tourism: the same unit may be used with different levels of precision in a scholarly text, a contract, and an advertisement. A service name becomes an effective professional communication tool when participants understand its essential features and its differences from related services. A list of foreign words without conceptual definitions is therefore insufficient for industry systematization.

Studies of variation in tourism terminology emphasize register and usage context [21]. In practice, this requires distinguishing scholarly categories, professional designations, and advertising labels. Smart tourism may function as a management concept, whereas the use of smart in the name of a hotel package does not establish the existence of such a system. Similarly, green hotel requires clarification of the property's environmental characteristics; an advertising epithet cannot replace verifiable criteria.

English as a channel for the international dissemination of concepts

The role of English in tourism terminology is explained by its use in international scholarly and professional communication, the spread of digital interfaces, and the cross-border nature of tourism services. This does not imply that all tourism concepts originated in English-speaking settings. The article distinguishes word origin, the language of international dissemination, and the language of local usage. This distinction is particularly important for units formed from international components.

Cross-linguistic transfer may preserve the English form, adapt it graphically and grammatically, translate its components, or describe the concept in the receiving language. Glamping is rendered as «ГЛЭМПИНГ»; digital nomad may be rendered as «цифровой кочевник»; and online booking as «онлайн-бронирование» or «бронирование через интернет». These methods are not linguistically interchangeable, although they may denote closely related industry processes.

The convenience of an English abbreviation does not remove the need to explain its meaning. OTA denotes an online travel agency, and UGC denotes user-generated content. Professional brevity is useful among specialists; in tourist-facing materials, an unexplained abbreviation may hinder understanding. International terminological compatibility should therefore be combined with functional clarity in local communication.

Terminological renewal and industry change

This study combines two analytical perspectives. The first explains changes in tourism products and market organization. The second examines how the corresponding concepts are designated and transferred. Studies of neologisms provide a basis for this combination [5], while conceptual article methodology supports the transition from a literature review to a typology and a model of relationships [22, 23].

The proposed position is that a term mediates between changes in practice and their professional conceptualization. A new service requires a distinctive name; dissemination of that name facilitates comparison among offerings; and clarification of its definition helps incorporate the service into educational materials and management decisions. However, the sequence may vary. A practice sometimes exists before a stable name emerges, while a marketing label may precede the development of a distinct product.

Terminological analysis can therefore reveal areas of conceptual restructuring in tourism, but it cannot replace research into the prevalence of services, tourist flows, or economic effects. This distinction underpins the research design and interpretation of the findings.

Materials and methods

Research design

The study employs a theoretical and analytical design aimed at systematizing contemporary tourism terminology and relating it to major transformations in the tourism industry. The methodology combines conceptual synthesis, thematic classification, and explanatory modelling, with emphasis on semantic and conceptual relationships rather than term frequency. The methodological approach draws on principles of conceptual research and literature review as a research method [22, 23].

Literature was purposively selected across six areas: digital tourism, changing tourist behavior and hybrid mobility, accommodation and services, sustainable tourism, tourism marketing, and platform business models. Search terms included smart tourism, tourism transformation, digital nomad, workation, glamping, overtourism, tourism terminology, tourism neologisms, and sharing economy. Sources were included when they provided a relevant conceptual definition, explained an industry mechanism, or contributed to the systematization of tourism concepts. Priority was given to scholarly publications and documents of international organizations. Earlier studies were used for conceptual foundations, while publications from 2020–2025 supported the analysis of contemporary transformations.

Material and scope of analysis

The material consists of scholarly publications, international tourism documents, and an analytical list of 90 English-language terminological units presented in Table 1. The units were distributed across six thematic groups, with 15 terms in each group. Equal group size was used for analytical organization and does not indicate the relative prevalence of these categories in professional discourse.

The list includes terms denoting tourism practices, technologies, services, product types, interaction models, and management issues. Units were selected according to their relevance to identifiable changes in tourism activities and industry organization. Both relatively recent terms and established concepts with changing forms of implementation were included.

The unit of analysis is the relationship between a terminological designation, its conceptual meaning, the tourism practice it denotes, and the corresponding area of industry transformation. Russian equivalents of English terms are examined as forms of cross-linguistic adaptation. The variants presented in Table 2 are treated as working equivalents rather than frequency-based or normative dictionary forms.

Selection criteria and procedure

The analysis was conducted in four stages. First, six thematic areas of tourism transformation were identified from the literature. Second, relevant English-language terminological units were selected and assigned to these areas. Third, related concepts were compared to clarify their meanings and identify conceptual overlaps. Fourth, the results were integrated into a thematic classification and conceptual model.

Terms were excluded when they represented general English vocabulary without a tourism-specific conceptual function, duplicated another selected concept without adding an analytical distinction, or could not be clearly linked to one of the identified areas of tourism transformation.

Conceptual differentiation was guided by five questions: (1) what does the term denote; (2) which tourism practice, resource, or relationship does it describe; (3) whether it primarily concerns the tourist, service provider, or destination; (4) how the practice differs from established forms of tourism activity; and (5) how the English term can be rendered in Russian.

Each unit was assigned to one primary thematic group according to its dominant function. For example, mobile check-in was classified under digitalization, check-in under accommodation and service processes, and OTA under platform business models. Conceptual overlaps were considered during interpretation, but terms were not duplicated across groups.

Methods and credibility

Theoretical analysis was used to identify major areas of tourism transformation, conceptual analysis to clarify the meanings and boundaries of terms, terminological comparison to examine English designations and their Russian equivalents, and thematic classification to organize the 90 units. Comparative analysis was applied to closely related concepts, including bleisure, workation, and digital nomadism.

Transparency is ensured through presentation of the complete analytical list, explicit classification criteria, and literature foundations. The study is based on purposive conceptual selection and does not measure term frequency, establish normative linguistic status, or test causal relationships. No survey, experiment, statistical analysis, or independent coding was conducted. The findings should therefore be interpreted as a theoretically grounded systematization of relationships between terminological change and transformations in contemporary tourism.

Findings of the theoretical and analytical study

Digital transformation of tourism services

Three levels of tourism digitalization can be distinguished: transaction organization, service interaction, and data integration. The first includes online booking and e-ticketing; the second includes mobile check-in, self check-in, and chatbots; and the third covers smart tourism, smart destinations, big data analytics, and recommender systems. Together, these concepts demonstrate how digitalization changes service access, delivery, and decision-making.

Online booking enables tourists to reserve services remotely, compare available options, and complete purchases without visiting a physical office. It primarily reflects a change in the distribution process, while its broader market significance depends on who controls the booking channel, customer data, and conditions of interaction.

Mobile check-in and self check-in reflect changes in the distribution of functions between tourists and service providers. Mobile check-in identifies the communication channel, whereas self check-in refers to the independent completion of the procedure by the customer. Thus, self check-in may be performed through either a mobile application or a fixed terminal.

Smart tourism represents a broader level of digital transformation involving interconnected technologies, data, management systems, and tourist experiences [1, 6]. Its significance lies not in the presence of individual digital tools but in their integration into destination management and service delivery.

Artificial intelligence introduces a further stage of digital transformation by changing tourism search, recommendation, personalization, and decision-support processes [4, 7, 24]. Terms associated with AI therefore reflect the increasing role of automated and data-driven technologies in tourism

services.

New patterns of tourist behavior

The behavioral group reflects changing relationships among travel, leisure, work, time, and place. Staycation, bleisure, workation, and digital nomad describe different forms of mobility and tourism consumption that have emerged or gained prominence alongside changes in lifestyles and working practices.

Staycation refers to leisure undertaken at home or close to a person's usual place of residence. It creates opportunities for local recreation and short-distance tourism products, although activities within the usual environment do not always meet statistical definitions of tourism [15]. The concept is therefore particularly useful for analyzing changing patterns of leisure consumption.

Bleisure combines a business trip with leisure activities, whereas workation involves working remotely while staying in a destination associated with recreation or travel. The distinction has practical implications for tourism products: business travelers extending a conference trip require different services from remote workers combining employment with a longer stay.

Digital nomad refers to a lifestyle characterized by remote work, mobility, and relative independence from a fixed workplace [11–13]. This group may generate demand for extended accommodation, reliable digital infrastructure, flexible services, and opportunities for social interaction.

These concepts demonstrate the growing temporal and functional hybridization of travel. Traditional distinctions between work, leisure, and tourism are becoming more flexible, requiring tourism businesses to consider duration of stay, work schedules, connectivity, accompanying persons, and combinations of professional and recreational activities.

Diversification of accommodation and services

Contemporary accommodation terminology includes both new forms of stay and terms describing service operations. Glamping, coliving, and homestay refer primarily to accommodation formats, while check-in, check-out, upgrade, and overbooking describe operational processes.

Glamping combines accommodation in a natural setting with an increased level of comfort. Its tourism product includes the natural environment, accommodation facilities, equipment, and associated services [25]. The concept reflects the diversification of accommodation demand, particularly the combination of nature-based experiences with comfort.

Coliving emphasizes shared living spaces and communal facilities and is often associated with longer stays and remote work. Homestay, by contrast, refers to accommodation within a host's domestic environment. These terms reflect diversification not only in physical accommodation but also in patterns of interaction between guests, hosts, and other residents.

Operational terminology has also developed alongside technological change. Check-in may now be mobile, automated, or contactless; upgrade describes movement to a higher service category; and overbooking refers to confirmed reservations exceeding available capacity. Such terms demonstrate how established hotel operations are being adapted to new technological and commercial conditions.

Accommodation terminology therefore develops in two main directions: the emergence of new product formats and the transformation of established service procedures. Both processes influence service design, staff competencies, and customer experience.

Sustainable development and new tourism practices

The terminology of sustainable tourism reflects increasing attention to the environmental and social consequences of tourism development. Responsible tourism, carbon footprint, overtourism, slow tourism, green hotel, eco-lodge, and regenerative tourism represent different aspects of this

transformation.

Overtourism describes excessive tourism pressure and its negative consequences for destinations, local residents, and visitors [16, 17]. Unlike simple growth in tourist numbers, the concept draws attention to spatial concentration, pressure on infrastructure, resident perceptions, and the quality of visitor experience.

Slow tourism emphasizes a slower and more place-oriented form of travel [26, 27]. It may involve fewer destinations, longer interaction with particular places, greater engagement with local culture, and alternative transport choices. Its significance lies in the character of the tourist experience rather than simply in trip duration.

Green hotel and eco-lodge reflect the growing environmental orientation of accommodation services. Their practical meaning depends on identifiable measures related to energy and water consumption, waste management, environmental protection, and interaction with local communities.

Regenerative tourism extends the sustainability discussion by focusing on the restoration and improvement of destinations rather than only on minimizing negative impacts [19]. It emphasizes positive contributions to places, communities, and ecosystems and therefore represents a broader value and management approach.

Overall, this terminological group demonstrates a shift from evaluating tourism primarily through visitor numbers and economic activity toward greater consideration of environmental, social, and destination-level impacts.

Transformation of tourism marketing

Changes in tourism marketing have generated terminology related to new communication channels, content formats, and actors. Destination branding, storytelling, influencer marketing, travel blogger, travel influencer, user-generated content, and content marketing illustrate this development.

Destination branding concerns the formation and communication of a destination's distinctive image and identity. Storytelling uses coherent narratives to communicate tourism experiences and connect destinations, attractions, and cultural meanings with potential visitors.

The development of social media has transformed how tourism information is created and distributed [28, 29]. Tourists are no longer only recipients of information: they publish reviews, photographs, videos, and other materials that influence the perceptions and decisions of other travelers.

User-generated content refers to content created by users rather than tourism organizations. In tourism, reviews, photographs, and videos can influence service selection, expectations, and destination image. Their growing role demonstrates the redistribution of communication functions between tourism businesses and consumers.

Influencer marketing involves cooperation with content creators who have established audiences. Travel influencers and travel bloggers function as communication actors, whereas influencer marketing and content marketing describe broader promotional approaches [30]. Distinguishing between actors, content, and marketing methods improves the analysis of contemporary tourism communication.

Tourism marketing transformation can therefore be understood as a shift from predominantly organization-controlled communication toward a more distributed system in which destinations, companies, tourists, bloggers, and influencers jointly participate in the production and circulation of tourism-related meanings.

Platform business models and market organization

Platform terminology reflects changes in tourism distribution, intermediation, pricing, and relationships between providers and consumers. OTA, metasearch, peer-to-peer accommodation, sharing economy, dynamic pricing, and last-minute deal represent different components of this

transformation.

An OTA is an online intermediary that enables consumers to search for and book tourism services. Metasearch services primarily aggregate and compare offers from different sources, while the final booking may occur through another provider. The distinction is important because the two models perform different functions within the tourism distribution system.

Peer-to-peer accommodation refers to market arrangements in which accommodation is offered by individual providers to consumers, usually through digital platforms. Such platforms have influenced competition and accommodation supply [31], although their operation may still involve commercial intermediaries and professionalized providers.

Sharing economy is a broader concept encompassing models based on access to or exchange of resources through digital platforms. In tourism, its application requires consideration of platform functions, commercial relationships, local communities, and the distribution of economic and social effects [32].

Dynamic pricing refers to the adjustment of prices according to demand, timing, availability, and other specified conditions. A last-minute deal is a more specific commercial offer associated with the proximity of the service date. The distinction illustrates the need to separate general pricing mechanisms from individual sales tools.

Overall, platform terminology reflects the restructuring of tourism intermediation, customer access, data flows, pricing, and supply coordination. Its development demonstrates that digital transformation affects not only how tourism services are purchased but also how market relationships are organized.

Systematization of the findings

Thematic analytical list

Table 1 presents the complete analytical list of 90 English-language terminological units classified according to their dominant functions. The terms are distributed across six thematic groups: digital transformation, tourist behavior, accommodation and services, sustainable tourism, marketing, and platform business models. Equal group sizes were adopted for analytical systematization and do not indicate equal prevalence or importance of the six areas.

Table 1 – English-language terminological units and areas of tourism industry transformation

Area	Analytical list of terminological units	Industry change and focus of interpretation
Digitalization	1. online booking; 2. travel tech; 3. smart tourism; 4. smart destination; 5. e-ticketing; 6. chatbot; 7. mobile check-in; 8. self check-in; 9. contactless service; 10. virtual tour; 11. augmented reality; 12. virtual reality; 13. big data analytics; 14. recommender system; 15. digital twin	Transformation of transactions, service interaction, and data use; technological support for tourist experience and management
Tourist behavior and travel practices	16. staycation; 17. workation; 18. bleisure; 19. digital nomad; 20. solo travel; 21. backpacking; 22. flashpacking; 23. microadventure; 24. weekend getaway; 25. experiential travel; 26. transformative travel; 27. wellness travel; 28. adventure travel; 29. digital detox; 30. revenge travel	Changing motivations, time arrangements, and consumption patterns; combining work and leisure, individualization, and experience orientation

Continued on the next page

Accommodation and services	31. hostel; 32. glamping; 33. coliving; 34. homestay; 35. boutique hotel; 36. aparthotel; 37. serviced apartment; 38. extended stay; 39. check-in; 40. check-out; 41. upgrade; 42. overbooking; 43. concierge; 44. room service; 45. all-inclusive	Diversification of accommodation products and service organization; renewal of living arrangements and operational procedures
Sustainability and impact management	46. overtourism; 47. ecotourism; 48. slow tourism; 49. green hotel; 50. carbon footprint; 51. responsible tourism; 52. sustainable tourism; 53. regenerative tourism; 54. community-based tourism; 55. low-carbon tourism; 56. carbon offsetting; 57. carrying capacity; 58. visitor management; 59. eco-lodge; 60. nature-based tourism	Changing development criteria; environmental and social impacts, participant responsibility, and management of tourism pressure
Marketing and communication	61. destination branding; 62. storytelling; 63. influencer marketing; 64. travel blogger; 65. user-generated content; 66. content marketing; 67. electronic word-of-mouth (eWOM); 68. social media marketing; 69. travel influencer; 70. destination image; 71. customer journey; 72. search engine optimization; 73. branded content; 74. engagement; 75. online reputation management	Distributed production of tourism information; formation of expectations, trust, and destination image
Business models and market mechanisms	76. online travel agency (OTA); 77. sharing economy; 78. dynamic pricing; 79. last-minute deal; 80. metasearch; 81. peer-to-peer accommodation; 82. direct booking; 83. channel management; 84. revenue management; 85. commission model; 86. subscription model; 87. disintermediation; 88. reintermediation; 89. collaborative consumption; 90. platform economy	Restructuring of distribution, intermediation, and monetization; coordination of access to supply and revenue management

Note: Compiled by the authors based on the conceptual and terminological analysis of the literature. The allocation of 15 units to each thematic group is an analytical device and does not indicate the relative frequency, prevalence, or importance of the groups in tourism discourse.

Forms of cross-linguistic transfer

Analysis of English-language influence requires separating the borrowing of a form from the transfer of a concept. Table 2 presents 12 focal units, two from each group. Russian variants are identified as working renderings; their normative status and prevalence require separate lexicographic and corpus investigation.

The selected units illustrate several mechanisms of cross-linguistic transfer, including direct borrowing, calquing, descriptive translation, and the use of international abbreviations. These mechanisms differ in the extent to which the original English form is preserved and adapted to Russian professional discourse. Their comparison makes it possible to examine not only how tourism concepts are named across languages, but also how terminological adaptation accompanies the introduction of new technologies, services, practices, and business models into the tourism industry.

Table 2 – Focal concepts Russian renderings and industry content

English unit	Working Russian equivalent / explanation	Method of rendering	Essential conceptual feature
Travel tech	тревел-тех; технологии для путешествий	Form adaptation / descriptive translation	Technological solutions for tourism services and processes
Smart tourism	умный туризм	Calquing	Integration of technologies and data with tourist experience and management
Bleisure	бизнес-поездка, совмещённая с отдыхом; блэжер	Form adaptation / descriptive translation	Leisure component added to a business trip
Workation	воркейшн; совмещение удалённой работы и отдыха	Form adaptation / descriptive translation	Continued work while staying in a leisure destination
Glamping	глэмпинг	Graphic and phonetic adaptation	Accommodation in natural settings with enhanced comfort
Coliving	коливинг; совместное проживание	Form adaptation / translation	Shared spaces and organization of communal living
Overtourism	овертуризм; избыточный туризм	Form adaptation / descriptive translation	Adverse effects of excessive tourism pressure on a destination
Carbon footprint	углеродный след	Calquing	Greenhouse gas emissions associated with a particular activity
Storytelling	сторителлинг; повествовательная коммуникация	Form adaptation / descriptive translation	Narrative organization of a tourism message
User-generated content (UGC)	пользовательский контент; контент, создаваемый пользователями	Calquing / descriptive translation	Content created by tourists and other users rather than tourism organizations
Online travel agency (OTA)	онлайн-туристское агентство; онлайн-агентство путешествий	Calquing / international abbreviation	Digital intermediation between tourism service providers and consumers
Dynamic pricing	динамическое ценообразование	Calquing	Adjustment of prices according to demand, timing, availability, and other conditions

Note: compiled by the authors on the basis of conceptual analysis [1, 11–14, 16, 20, 25, 28–32]. The rendering variants are not recommendations to use transliteration in every genre. English abbreviations and translations are not equated with direct lexical borrowing.

The table demonstrates that a single industry concept can be rendered in several ways. Form selection depends on the audience and communication purpose. In a scholarly article, it is useful to provide the English designation at first mention and then use a defined Russian equivalent. In a

contract, the service components should take priority. An interface may clarify meaning through a short hint. Replacing every unit with transliteration therefore does not ensure professional clarity.

Types of relationship between terminological and industry change

The authors' systematization identifies four relationship types. The first concerns distinguishing a product or practice; the second, changing an established process; the third, framing a new problem; and the fourth, conceptual or marketing redescription. These types characterize a term's analytical function rather than its historical date of emergence.

The mode of cross-linguistic transfer may also reflect the degree to which a concept has been integrated into professional tourism discourse. Direct borrowings and international abbreviations are particularly useful when terminological consistency across markets is required, whereas calques and descriptive equivalents make specialized concepts more accessible in national-language communication. However, linguistic adaptation should be distinguished from industry transformation itself: a new linguistic form may denote an established practice, while an established term may acquire new relevance as technologies, consumer behavior, or business processes change. This distinction provides the basis for examining different relationships between terminological and industry change.

Table 3 – Types of terminological reflection of industry change

Relationship type	Examples	What changes	What requires further verification
Identification of a distinctive product or behavioral combination	glamping; workation; bleisure	Service components, combination of functions, or trip organization	Differences from related products, actual offering components, and target audience
Refinement or technological modification of an existing process	mobile check-in; self check-in; dynamic pricing	Operational channel, performer, speed, or rules	Actual mechanism, conditions of application, and customer consequences
Naming a problem or management criterion	overtourism; carbon footprint; carrying capacity	Object of assessment and basis for management decisions	Impact indicators, geographical boundaries, and assessment method
Conceptual or marketing redescription	smart tourism; transformative travel; green hotel	Understanding of value and positioning approach	Definition, implemented characteristics, and consistency with claims

Note: an analytical typology developed by the authors through comparison of the concepts examined. Types may overlap; the table neither establishes causality nor assesses prevalence.

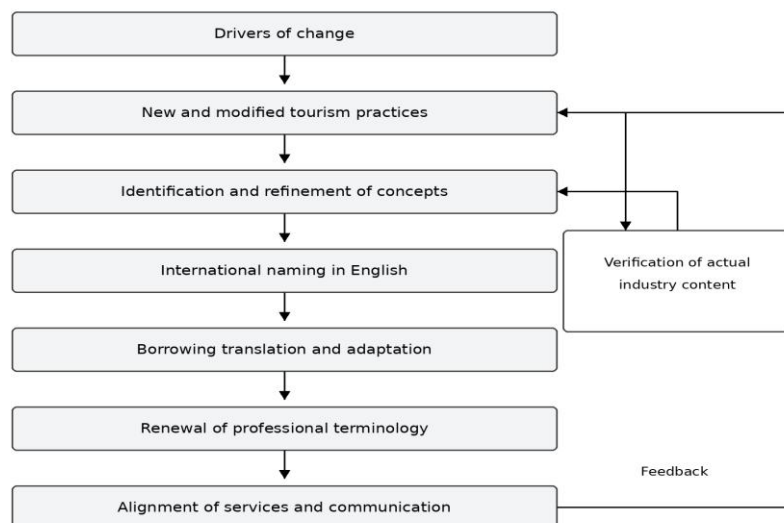
The typology limits unsupported inferences. If a new word provides an advertising redescription, it cannot serve as an indicator of infrastructure change without additional evidence. If a term describes a new problem, impacts should be investigated alongside services. If a procedure changes, service organization must be analyzed. Systematization thus establishes a route from vocabulary to the substantive object of tourism research.

Conceptual model of industry and terminology transformation

The proposed model explains relationships among transformative factors, practices, concepts, and cross-linguistic transfer. It is an analytical representation of possible connections. Its elements

are not mandatory stages through which every term passes in the same order.

Figure 1 – Conceptual model linking tourism industry transformation and terminological renewal



Note: developed by the authors through theoretical synthesis of tourism transformation research and terminological approaches [1–5, 11–23, 31, 32]. Arrows indicate conceptually proposed relationships rather than empirically established causal effects. The model describes one channel for the international dissemination of concepts and does not exclude naming in other languages.

Drivers of terminological change include digitalization, platform-based markets, changing tourist needs, global professional communication, and sustainability requirements. These factors transform tourism practices, services, mobility, and management, creating a need to identify and name new or modified concepts.

English terms circulate internationally through scholarly and professional communication and may enter Russian-language discourse through direct borrowing, adaptation, translation, or descriptive rendering. The choice depends on existing equivalents, conceptual specificity, and communication context. Thus, industry transformation and linguistic borrowing are related but do not develop in a fixed sequence.

The explanatory value of a term depends on whether it denotes identifiable characteristics of a tourism practice. Verification therefore focuses on three questions: what the term denotes, how the concept differs from related practices, and which observable characteristics support that distinction. For example, *workation* requires the combination of work and leisure, *green hotel* requires identifiable environmental practices, and *self check-in* involves independent completion of registration.

Terminological and industry change may also occur at different times. A practice may exist before receiving a distinct name, a term may enter professional discourse before the corresponding service becomes widespread, or a concept may remain primarily academic. The proposed model therefore treats terminology as an indicator of tourism transformation rather than direct evidence of the prevalence of the practices it denotes.

Discussion

Mechanisms of English-language influence

English tourism terminology spreads through research, digital platforms, professional communication, and marketing. These channels introduce terms for new technologies, services, business models, and travel practices and support their circulation across national tourism markets.

The usefulness of international terminology depends on context. Abbreviations such as OTA are efficient in professional communication but may require explanation for tourists. In multilingual settings such as Kazakhstan, the main task is therefore to preserve the same conceptual meaning across English, Russian, and Kazakh rather than reproduce each term literally. An English designation can serve as an international reference, while a local equivalent or definition makes the concept clear to its intended audience.

Terminology as an indicator of transformation

Tourism terminology can indicate areas in which the industry is developing new distinctions. The difference between bleisure and workation, for example, reflects different ways of combining work and leisure, while overtourism frames excessive tourism pressure as a management problem. Terminological change can therefore reveal how tourism practices are being conceptualized and differentiated.

However, terminology should be interpreted together with actual industry practices. The use of coliving does not by itself establish a new market segment, just as references to carbon footprint do not demonstrate lower emissions. A term becomes analytically useful when it is linked to a clear definition and observable characteristics. Terminological analysis can therefore identify relevant areas for further investigation but cannot replace market or service analysis.

From transferring a word to transferring a tourism concept

The transfer of terminology is more than the adoption of a foreign word. A concept becomes professionally useful when its defining characteristics are understood and applied. Glamping requires a defined combination of a natural setting and comfort; workation requires conditions for both work and leisure; and overtourism requires assessment of tourism pressure and its consequences.

These concepts are adapted to local conditions. Climate, infrastructure, transport accessibility, cultural expectations, and market characteristics influence how a tourism practice is implemented. The same concept may therefore take different practical forms while retaining its core meaning.

Problems arise when a term is adopted more quickly than the practice it describes. In such cases, the name may promise characteristics that the service does not fully provide. Comparing the definition of a concept with its actual implementation helps identify this gap.

Theoretical contribution and limitations

The study connects six areas of tourism transformation with four forms of terminological change. The thematic classification shows where changes occur, while the relationship typology explains how these changes are reflected in terminology. The conceptual model then links industry transformation, concept formation, naming, and cross-linguistic adaptation. This approach moves the analysis beyond a descriptive list of English borrowings.

The study has several limitations. The 90-unit analytical list was purposively constructed and cannot be used to measure the frequency of English borrowings in Russian tourism discourse. The study also does not reconstruct the etymology of each term or test the classification through independent coding. Russian equivalents are treated as working renderings rather than established normative forms.

Further research could use comparable Russian- and Kazakh-language tourism corpora to examine term frequency, translation variants, and changes over time. It could also compare terminology with actual service characteristics and investigate how professionals and tourists

understand selected concepts.

Practical implications

The classification can be used in tourism education to connect terminology with professional tasks. Students can apply terms by designing a bleisure package, defining requirements for a workation product, describing a self check-in procedure, or identifying criteria for a green hotel. This approach develops both terminological knowledge and understanding of tourism practices.

Professional glossaries can follow the same principle. Each entry should include the English term, an agreed local equivalent, a concise definition, key conceptual features, a contextual example, and a source. Where necessary, the entry can also indicate whether the unit functions mainly as a technological term, management concept, professional abbreviation, or marketing designation.

In product development, terminology can be used to check whether a service matches its description. A workation product should specify working facilities and leisure opportunities; a homestay should clarify the host's role; and slow tourism should be reflected in itinerary design and interaction with the destination. This helps align marketing language with the actual tourism product.

For translation and professional communication, a complex term should be defined at first mention and then used consistently. English forms are useful for comparison with international literature, while local equivalents improve accessibility. Destination management organizations can also use the six thematic groups to structure analysis of digital services, tourist behavior, accommodation, sustainability, marketing, and distribution channels.

Conclusion

This study shows that English-language influence on tourism terminology is closely connected with changes in tourism services, travel practices, communication, and market organization. English terms do not simply add new vocabulary; they often name concepts that have become relevant through technological, behavioral, environmental, or organizational change.

The analysis identified six areas of terminological renewal: digitalization, tourist behavior and travel practices, accommodation and services, sustainability and impact management, marketing and communication, and business models and market mechanisms. The analytical list contains 90 units distributed across these areas. Four types of relationship between terminology and industry change were also identified: naming a distinctive product or practice, modifying an established process, defining a new problem, and conceptual or marketing redescription.

The proposed model explains this relationship as a sequence linking industry change, tourism practices, conceptual differentiation, terminology, and cross-linguistic adaptation. The sequence is not always linear: a practice may exist before it receives a distinct name, while a term may enter professional discourse before the corresponding service becomes widespread.

The main conclusion is that tourism terminology can be used as an indicator of industry transformation only when terms are linked to the practices they actually describe. The presence of an English term alone does not demonstrate innovation or market change. Its analytical value comes from the concept behind it and from observable changes in tourism products, services, behavior, or management.

The proposed classification can support tourism education, multilingual glossaries, translation, product development, and professional communication. Further corpus-based and empirical research can test how widely these terms are used and how closely their meanings correspond to tourism practices in particular markets.

BIBLIOGRAPHY/REFERENCES

1. Gretzel U., Sigala M., Xiang Z., Koo C. Smart tourism: foundations and developments // *Electronic Markets*. – 2015. – Vol. 25. – P. 179–188. DOI: 10.1007/s12525-015-0196-8.
2. Buhalis D. Technology in tourism—from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: a perspective article // *Tourism Review*. – 2020. – Vol. 75, No. 1. – P. 267–272. DOI: 10.1108/TR-06-2019-0258.
3. Gretzel U., Fuchs M., Baggio R., Höpken W., Law R., Neidhardt J., Pesonen J., Zanker M., Xiang Z. e-Tourism beyond COVID-19: a call for transformative research // *Information Technology & Tourism*. – 2020. – Vol. 22, No. 2. – P. 187–203. DOI: 10.1007/s40558-020-00181-3.
4. Koo C., Shin S., Gretzel U., Xiang Z. AI-powered smart tourism 2.0: A 10-year retrospective and updated model // *Electronic Markets*. – 2025. – Vol. 35. – Article 108. DOI: 10.1007/s12525-025-00847-y.
5. Orel Frank T. Neologisms in the Language of Tourism as Indicators of Innovativeness in Tourism // *Academica Turistica – Tourism and Innovation Journal*. – 2014. – Vol. 7, No. 2. – P. 69–76.
6. Ye B. H., Ye H., Law R. Systematic Review of Smart Tourism Research // *Sustainability*. – 2020. – Vol. 12, No. 8. – Article 3401. DOI: 10.3390/su12083401.
7. García-Madurga M.-Á., Grilló-Méndez A.-J. Artificial Intelligence in the Tourism Industry: An Overview of Reviews // *Administrative Sciences*. – 2023. – Vol. 13, No. 8. – Article 172. DOI: 10.3390/admsci13080172.
8. Sigala M. Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research // *Journal of Business Research*. – 2020. – Vol. 117. – P. 312–321. DOI: 10.1016/j.jbusres.2020.06.015.
9. Hall C. M., Scott D., Gössling S. Pandemics, transformations and tourism: be careful what you wish for // *Tourism Geographies*. – 2020. – Vol. 22, No. 3. – P. 577–598. DOI: 10.1080/14616688.2020.1759131.
10. Gössling S., Scott D., Hall C. M. Pandemics, tourism and global change: a rapid assessment of COVID-19 // *Journal of Sustainable Tourism*. – 2021. – Vol. 29, No. 1. – P. 1–20. DOI: 10.1080/09669582.2020.1758708.
11. Hannonen O. In search of a digital nomad: defining the phenomenon // *Information Technology & Tourism*. – 2020. – Vol. 22, No. 3. – P. 335–353. DOI: 10.1007/s40558-020-00177-z.
12. Reichenberger I. Digital nomads – a quest for holistic freedom in work and leisure // *Annals of Leisure Research*. – 2018. – Vol. 21, No. 3. – P. 364–380. DOI: 10.1080/11745398.2017.1358098.
13. Hermann I., Paris C. M. Digital Nomadism: the nexus of remote working and travel mobility // *Information Technology & Tourism*. – 2020. – Vol. 22, No. 3. – P. 329–334. DOI: 10.1007/s40558-020-00188-w.
14. Bassiouny M., Wilkesmann M. Going on workation – Is tourism research ready to take off? Exploring an emerging phenomenon of hybrid tourism // *Tourism Management Perspectives*. – 2023. – Vol. 46. – Article 101096. DOI: 10.1016/j.tmp.2023.101096.
15. World Tourism Organization. UNWTO Tourism Definitions. – Madrid: UNWTO, 2019. DOI: 10.18111/9789284420858.
16. Mihalič T. Conceptualising overtourism: A sustainability approach // *Annals of Tourism Research*. – 2020. – Vol. 84. – Article 103025. DOI: 10.1016/j.annals.2020.103025.
17. World Tourism Organization; Centre of Expertise Leisure, Tourism & Hospitality; NHTV Breda University of Applied Sciences; NHL Stenden University of Applied Sciences. ‘Overtourism’? – Understanding and Managing Urban Tourism Growth beyond Perceptions. – Madrid: UNWTO, 2018. DOI: 10.18111/9789284420070.
18. Agarwal R., Mehrotra A., Mishra A., Rana N. P., Nunkoo R., Cho M. Four decades of sustainable tourism research: Trends and future research directions // *International Journal of Tourism Research*. – 2024. – Vol. 26, No. 2. – Article e2643. DOI: 10.1002/jtr.2643.

19. Bellato L., Frantzeskaki N., Nygaard C. A. Regenerative tourism: a conceptual framework leveraging theory and practice // *Tourism Geographies*. – 2023. – Vol. 25, No. 4. – P. 1026–1046. DOI: 10.1080/14616688.2022.2044376.
20. Cabré M. T. Terminology: Theory, Methods and Applications. – Amsterdam; Philadelphia: John Benjamins, 1999. DOI: 10.1075/tlrp.1.
21. Pulcini V. Register variation in tourism terminology. – 2012. – Institutional repository of the University of Turin.
22. Jaakkola E. Designing conceptual articles: four approaches // *AMS Review*. – 2020. – Vol. 10. – P. 18–26. DOI: 10.1007/s13162-020-00161-0.
23. Snyder H. Literature review as a research methodology: An overview and guidelines // *Journal of Business Research*. – 2019. – Vol. 104. – P. 333–339. DOI: 10.1016/j.jbusres.2019.07.039.
24. Tuo Y., Wu J., Zhao J., Si X. Artificial intelligence in tourism: insights and future research agenda // *Tourism Review*. – 2025. – Vol. 80, No. 4. – P. 793–812. DOI: 10.1108/TR-03-2024-0180.
25. Pop A.-M., Marian-Potra A.-C., Hognogi G.-G., Puiu V. Glamping tourism as a sustainable response to the need to reinvigorate domestic tourism // *Journal of Destination Marketing & Management*. – 2024. – Vol. 31. – Article 100803. DOI: 10.1016/j.jdmm.2023.100803.
26. Serdane Z., Maccarrone-Eaglen A., Sharifi S. Conceptualising slow tourism: a perspective from Latvia // *Tourism Recreation Research*. – 2020. – Vol. 45, No. 3. – P. 337–350. DOI: 10.1080/02508281.2020.1726614.
27. Balaban E., Keller K. A systematic literature review of slow tourism // *Hungarian Geographical Bulletin*. – 2024. – Vol. 73, No. 3. DOI: 10.15201/hungeobull.73.3.6.
28. Xiang Z., Gretzel U. Role of social media in online travel information search // *Tourism Management*. – 2010. – Vol. 31, No. 2. – P. 179–188. DOI: 10.1016/j.tourman.2009.02.016.
29. Zeng B., Gerritsen R. What do we know about social media in tourism? A review // *Tourism Management Perspectives*. – 2014. – Vol. 10. – P. 27–36. DOI: 10.1016/j.tmp.2014.01.001.
30. Femenia-Serra F., Gretzel U., Alzua-Sorzabal A. Instagram travel influencers in #quarantine: Communicative practices and roles during COVID-19 // *Tourism Management*. – 2022. – Vol. 89. – Article 104454. DOI: 10.1016/j.tourman.2021.104454.
31. Guttentag D. Airbnb: disruptive innovation and the rise of an informal tourism accommodation sector // *Current Issues in Tourism*. – 2015. – Vol. 18, No. 12. – P. 1192–1217. DOI: 10.1080/13683500.2013.827159.
32. Zmysłony P., Leszczyński G., Waligóra A., Alejziak W. The Sharing Economy and Sustainability of Urban Destinations in the (Over)tourism Context: The Social Capital Theory Perspective // *Sustainability*. – 2020. – Vol. 12, No. 6. – Article 2310. DOI: 10.3390/su12062310.

Y. BESSEKEY

Associate Professor, Ablai Khan Kazakh
University of International Relations and World
Languages, (Kazakhstan, Almaty)
e-mail: e-rki_n@mail.ru
<https://orcid.org/0000-0003-1312-0944>

T. IMANGULOVA

Candidate of Pedagogical Sciences, Acting
Professor, International University of Tourism
and Hospitality, (Kazakhstan, Turkistan)
e-mail: tanya_geo@mail.ru
<https://orcid.org/0000-0003-0460-5456>

G. ZHUMAGULOVA

Candidate of Philological Sciences, Head of the
Department of Foreign Languages, South
Kazakhstan Medical Academy JSC,
(Kazakhstan, Shymkent)
e-mail: polatadilzhan@gmail.com
<https://orcid.org/0009-0009-8666-2235>

A. PESTOVA

PhD, Acting Associate Professor, International
University of Tourism and Hospitality,
(Kazakhstan, Turkistan)
e-mail: a.pestova@iuth.edu.kz
<https://orcid.org/0000-0003-1266-4210>

Received 12.02.2026

Received in revised form 11.09.2026

Accepted for publication 30.09.2026

Е. БЕСЕКЕЙ¹✉, Т. ИМАНГУЛОВА², Г. ЖУМАГУЛОВА³, А. ПЕСТОВА²

¹Абылай хан атындағы Қазақ халықаралық қатынастар және әлем тілдері университеті (Қазақстан, Алматы), e-mail: e-rki_n@mail.ru

²Халықаралық туризм және меймандостық университеті, (Қазақстан, Түркістан)

³«Оңтүстік Қазақстан медицина академиясы» АҚ, (Қазақстан, Шымкент)

ҚАЗІРГІ ТУРИЗМ ТЕРМИНОЛОГИЯСЫНДАҒЫ АҒЫЛШЫН ТІЛДІ КІРМЕ СӨЗДЕР АРҚЫЛЫ ТУРИЗМ ИНДУСТРИЯСЫНЫҢ ТРАНСФОРМАЦИЯСЫН ТАЛДАУ

Аңдатпа. Туризм индустриясының трансформациясы саяхатты ұйымдастырудағы, туристік қызметтерді өндірудегі және нарық қатысушылары арасындағы өзара әрекеттегі өзгерістермен қатар жүреді. Бұл үдерістер кәсіби терминологиядан көрініс табады, оның едәуір бөлігі ағылшын тілі арқылы қалыптасып, таралады. Зерттеудің мақсаты – қазіргі туризм саласындағы ағылшын тілді терминологиялық бірліктерді жүйелеу және олардың индустрия трансформациясының негізгі бағыттарымен байланысын түсіндіру. Зерттеу әдебиеттерді тұжырымдамалық синтездеуді, терминологиялық салыстыруды және тақырыптық жіктеуді біріктіретін теориялық-талдамалық дизайнға негізделген. Зерттеу материалдары ғылыми жарияланымдарды, туризм саласындағы халықаралық құжаттарды және мақсатты түрде құрастырылған 90 ағылшын тіліндегі терминологиялық бірліктен тұратын талдамалық тізімді қамтиды. Бұл тізім ұғымдарды жүйелеу үшін пайдаланылды және орыс тіліндегі қолданысты репрезентативті түрде көрсететін корпус ретінде қарастырылмайды. Терминдерді тілдік бейімдеудің тікелей кірме сөз, калькалау, сипаттамалық аударма және халықаралық аббревиатураларды қолдану сияқты тәсілдері ажыратылды. Терминологиялық жаңарудың өзара байланысты алты бағыты анықталды: цифрландыру, туристік мінез-құлықтың өзгеруі, орналастыру орындары мен қызметтердің әртараптандырылуы, тұрақты даму, маркетингтің трансформациясы және платформалық бизнес-модельдердің дамуы. Зерттеуде терминдерді олар білдіретін салалық өзгерістермен байланыстыратын жіктеу және трансформация факторлары, жаңа тәжірибелер, оларды атау және тілдерлік бейімдеу арасындағы байланысты көрсететін тұжырымдамалық модель ұсынылды. Терминологияның диагностикалық құндылығы сөздің шетелдік формасына емес, ол білдіретін тәжірибенің ерекшелігіне байланысты. Белгілі бір терминнің болуы өздігінен оған сәйкес келетін құбылыстың қаншалықты кең таралғанын дәлелдемейді. Зерттеудің теориялық үлесі салалық және терминологиялық талдауды бір арнаға біріктірумен сипатталады. Зерттеу нәтижелерін кәсіби білім беруде, көптілді глоссарийлер әзірлеуде, туристік өнімдерді қалыптастыруда және коммуникациялық материалдарды дайындауда қолдануға болады.

Кілт сөздер: туризм терминологиясы, туризм индустриясы, ағылшын тілді кірме сөздер, туризм трансформациясы, туризмді цифрландыру, туристік мінез-құлық, тұрақты туризм, туристік қызметтер.

Е. БЕСЕКЕЙ¹✉, Т. ИМАНГУЛОВА², Г. ЖУМАГУЛОВА³, А. ПЕСТОВА²

¹Казахский университет международных отношений и мировых языков имени Абылай хана, (Казахстан, Алматы), e-mail: e-rki_n@mail.ru

²Международный университет туризма и гостеприимства, (Казахстан, Туркестан)

³АО «Южно-Казахстанская медицинская академия», (Казахстан, Шымкент)

ТРАНСФОРМАЦИЯ ИНДУСТРИИ ТУРИЗМА ЧЕРЕЗ ПРИЗМУ АНГЛОЯЗЫЧНЫХ ЗАИМСТВОВАНИЙ В СОВРЕМЕННОЙ ТУРИСТСКОЙ ТЕРМИНОЛОГИИ

Аннотация. Трансформация индустрии туризма сопровождается изменениями в организации путешествий, производстве туристских услуг и взаимодействии между участниками рынка. Эти процессы находят отражение в профессиональной терминологии, значительная часть которой формируется и распространяется посредством английского языка. Цель исследования – систематизировать англоязычные терминологические единицы современного туризма и объяснить их связь с ключевыми направлениями трансформации отрасли. Исследование выполнено в рамках теоретико-аналитического дизайна, объединяющего концептуальный синтез научной литературы, терминологическое сопоставление и тематическую классификацию. Материал исследования включает научные публикации, международные документы в сфере туризма и целенаправленно сформированный аналитический список из 90 англоязычных терминологических единиц. Данный список используется для систематизации понятий и не рассматривается как репрезентативный корпус русскоязычного употребления. Выделены такие способы языковой адаптации терминов, как прямое заимствование, калькирование, описательный перевод и использование международных аббревиатур. Определены шесть взаимосвязанных направлений терминологического обновления: цифровизация, изменение туристского поведения, диверсификация средств размещения и услуг, устойчивое развитие, трансформация маркетинга и развитие платформенных бизнес-моделей. В исследовании предложены классификация, связывающая термины с обозначаемыми ими отраслевыми изменениями, и концептуальная модель, отражающая взаимосвязь между факторами трансформации, новыми практиками, их номинацией и межъязыковой адаптацией. Диагностическая ценность терминологии определяется спецификой обозначаемой практики, а не иноязычной формой слова. Само наличие термина не свидетельствует о степени распространения соответствующего явления. Теоретический вклад исследования заключается в интеграции отраслевого и терминологического анализа. Практическое применение результатов возможно в профессиональном образовании, разработке многоязычных глоссариев, формировании туристских продуктов и подготовке коммуникационных материалов.

Ключевые слова: туристская терминология, индустрия туризма, англоязычные заимствования, трансформация туризма, цифровизация туризма, туристское поведение, устойчивый туризм, туристские услуги.