

группы; настойчивости в решении задач, даже когда остальные уже не верят в успех; открытости, которая предполагает умение делиться своими знаниями и опытом для достижения общей цели. Роль преподавателя заключается во включенном наблюдении за процессом подготовки проекта. Однако следует дать возможность студентам проявить свою индивидуальность, работать самостоятельно и получить собственный опыт на всех фазах обучения.

Одним из важных аспектов развития навыков 21 века является овладение навыками коммуникации. Именно при дистанционном обучении, когда многие задания приходится сдавать в письменном виде, развиваются навыки письменной коммуникации. Необходимо научиться выбирать стиль изложения материала, четко формулировать мысли и грамотно строить фразы. При письменном общении с преподавателем и сокурсниками развивается культура ведения электронной переписки.

В современном мире дистанционное обучение невозможно без знаний информационных технологий. Интернет прочно вошел в нашу жизнь. При столь бурном информационном росте специалисту требуется учиться практически всю жизнь. В этой связи, использование Интернет технологий и дистанционного обучения открывает новые возможности для непрерывного обучения, профессионального роста и самовыражения, делая процесс более творческим и индивидуальным.

Таким образом, сочетание традиционной и дистанционной форм обучения способствует формированию навыков 21 века, т.е. нацелено на развитие способности анализировать и давать оценку новой информации, на овладение способами, приемами и стратегиями по самостоятельному преодолению трудностей, на формирование целостной личности обучаемого, его способности быстро адаптироваться в постоянно изменяющихся ситуациях профессиональной деятельности, самостоятельно приобретать знания и применять их на практике.

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## SPECIALISED TOURIST DISCOURSE

## СПЕЦИАЛИЗИРОВАННЫЙ ТУРИСТИЧЕСКИЙ ДИСКУРС

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The concept of specialised tourism discourse presents several difficulties for researchers. First of all, at present there is no unanimity among scholars about the definition of specialised discourse due to the variety of approaches employed in this field. Another difficulty arises from a binary nature of the language of tourism: on the one hand, it is employed by numerous specialists working in the industry of tourism. On the other hand, due to the high social impact of tourism and for promotional purposes tourism discourse must cater for as many people (tourists and potential clients) as possible, hence, its language must be comprehensible even for laymen with different levels of instruction. As many linguists observe, “Rarely are the professional aspects of tourism discourse investigated” (Maci 2020). Moreover, development of Internet brought further challenges to the studies of specialised tourism discourse. This paper focuses on the analysis of tourism discourse in English in socials for promotional purposes and on the specialised tourism discourse of ecological sustainability of the industry of tourism.

Концепция специализированного туристического дискурса представляет ряд трудностей для исследователей. В настоящее время среди ученых нет единого мнения относительно определения специализированного дискурса из-за разнообразия подходов, используемых в этой области. Другая трудность связана с бинарной природой языка туризма: им пользуются многочисленные специалисты, работающие в индустрии туризма. С другой стороны, из-за высокого социального воздействия туризма и в рекламных целях дискурс туризма должен быть понятен как можно большему числу людей и его язык должен быть доступен даже для непрофессионалов. Как отмечают многие лингвисты, «редко исследуются профессиональные аспекты туристического дискурса» (Maci 2020). Развитие Интернета поставило новые задачи в области изучения специализированного туристического дискурса. Статья анализирует дискурс туризма на английском языке в социальных сетях и специализированный дискурс устойчивого экологического развития индустрии туризма.

*Key words:* tourism, discourse, English, specialized discourse, ecology, ecological sustainability.

*Ключевые слова:* туризм, английский язык, дискурс, специализированный дискурс, экология, устойчивое экологическое развитие.

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The World Tourism Organization (UNWTO) defines tourism as “a driver of economic growth, inclusive development and environmental sustainability.” Thus, tourism is a widely spread, well-established and fast growing social phenomenon that embraces such sectors as marketing, anthropological, financial, artistic, geographical, historical, etc, and is expressed through language, which is often defined as specialized tourism discourse. However, the concept of specialized tourism discourse presents several difficulties for researchers. First of all, at present there is no unanimity among scholars about the definition of specialized discourse due to the variety of approaches employed in this field. Another difficulty arises from a binary nature of the language of tourism: on the one hand, it is employed by numerous specialists working in the industry of tourism. On the other hand, due to the high social impact of tourism and for promotional purposes tourism discourse must cater for as many people (tourists and potential clients) as possible, hence, its language must be comprehensible even for laymen with different levels of instruction. As many linguists observe, “Rarely are the professional aspects of tourism discourse investigated” (Maci 2020). Moreover, development of Internet brought further challenges to the studies of specialized tourism discourse.

According to Maci, one of the most distinctive aspects of specialized discourse is that it complies with norms that govern the realization of specialized text genres. [1] Calvi prefers to use for the same purpose the term LSP. [2] It should be pointed out that there is a problem with definition and interpretation of specialized discourse. These differences, according to Gotti, are determined by different approaches from the theoretical point of view. [3] At present, there are several terms used in this field.

- Special language
- Specialized discourse
- Language for special/ specific purposes
- micro language
- language of a given sector

As Maci observes, «Linguistically, tourism therefore can be seen as a macro-specialized discourse which groups together micro-specialized languages of the different disciplinary domains and sub-domains». [1] When tourism discourse is not developed for illocutionary promotional purposes, it is possible to define it as a language for special purposes. (LSP). As Maci holds, «The language of tourism as LSP is a form of specialized discourse because it shares with general discourse most phonetic, lexical, morpho-syntactic and textual resources by means of which the communicative functions typical of specialized texts are realized». [1]

According to Calvi, [2] there are two components in every specialized language:

**Thematic component:** is more connected to the knowledge of experts spread in a certain professional field that is mainly manifested through lexis.

**Communicative aspect** serves to convey information or to persuade, depending on the interlocutors, communicative situations and channels employed. It is mainly manifested in discourse strategies. Communicative aspect can be further divided into:

- communication between experts
- communication between experts and non experts
- communication between experts and non experts to divulgate knowledge and for promotional purposes.

In the language of tourism, communication between experts takes place among professionals employed in the tourism industry: between travel agencies, hotels, tour operators, airlines, railway transport, etc. It also comprises laws, norms, conventions, regulations relative to the tourism industry, marketing, planning, etc. Taking this aspect into consideration, it is possible to view specialized tourist discourse as a kind of institutional discourse, like political discourse, legal discourse, sports discourse, medical discourse, etc. According to Freed, «Institutional discourse refers to verbal exchanges between two or more people where at least one speaker is a representative of a work-related institution and where the interaction and the speakers' goals are partially determined by the institution in play.» [4] Thus, tourism discourse can be considered institutional discourse if at least one expert employed in the industry of tourism is involved in the discourse.

Promotional communication is aimed at wide audience, potential tourists and visitors. Depending on their pragmatic function, the following tourism genres (printed or digital) can be identified:

1) Tourist guides. Their function is to provide information and create an attractive image of tourist destinations; they can be printed or digital/multimedia and can blend several types of specialized discourse: historical discourse, artistic discourse, scientific/scholarly discourse, etc., depending on destinations and target audience.

2) Inflight magazines are free magazines provided on board by air plane companies as a part of tge marketing process. They contain various advertisement and offers of goods and touristic products, discounts made by shops, restaurants, hotels, museums and other protagonists of tourism industry.

3) Articles in specialised journals/magazines. They can describe tourist destinations and can compare tendencies and prices of various touristic products, offers, etc.

4) Tourism advertising. It advertises sites/ locations, providing descriptions, useful information, transport, numbers, web sites, etc.

5) Leaflets. They advertise and sell tourist products, accommodations, packages, etc.

6) Itineraries. They describe the places that can be visited, the activities available on sites, etc.

7) Travel packages. These are several products (for example, accommodation, airplane/ train/bus tickets, excursions, etc.) often with discounts.

It should be pointed out that tourist texts can be considered hybrid genres, since they share many linguistic features and discursive strategies with other genres. Moreover, they owe their hybrid nature also to mixing features of generalist and specialized language. Tourist texts can also be considered multimodal texts, since they often present information in different modes (or different sign systems). For example, printed leaflets, inflight magazines, brochures printed tourist guides usually contain both texts in verbal language and pictures/photos (visual mode of signification). Tourist guides can be also multimedia; they can contain verbal language, pictures/photos, videos, audio files, etc.

Lexical features of specialized discourse are monoreferentiality, precision, lack of emotion, transparency, conciseness. Moreover, «the most distinguishing characteristics of specialized discourse is its lexicon [...]. The most distinguished feature of the lexicon of specialized discourse is monoreferentiality, i.e the fact that in a given context only one meaning is allowed.» [1]. For example, if in general language the word «quark» can mean either a type of cheese or an acronym from question mark used by James Joyce, in a specialized discourse of physics it denotes only an elementary particle and nothing else. In the same way, flavour in particle physics refers to the species of an elementary particle, while in the general discourse it has several meanings: taste, savor, spice, relish, aroma, fragrance, to season, etc. The same goes for terms in specialized tourism discourse: they become monoreferential while they can be polysemantic in general discourse. For instance, the word «cabin» referring to cabin luggage, the word «carrier» referring to an air plane, etc. Monoreferentiality alongside with lack of emotion contribute to precision and transparency in specialised tourism discourse. Its another characteristic feature is lack of emotion (when not used for promotion). Conciseness in specialized tourism discourse is achieved through the wide use of acronyms and abbreviations. For example, LOS stands for Length of Stay, fly-drive means a holiday package that includes both transportation and a car rental, a campsite instead of camping site, etc.

As far as the syntactic features of a specialized discourse are concerned, one should point out its conciseness. The phrases are compact, which is usually achieved through omissions of particles, articles, etc. This is especially manifested in legal writing, in the contracts, agreements, promotional leaflets advertising various tourist products, etc.

When tourist discourse is used for promotional purposes, it's main objectives are to convince, persuade, attract attention and motivate to visit or to come back as many tourists as possible. For these reasons, specialized language of tourism is sometimes referred to as

Language of social control (Dann, 1996)

Language of modernity/consumerism (Moeran, 1983)

Language of promotion (Selwyn, 1993)

Differently from other specialized languages, the language of tourism is not used only by a narrow circle of experts in this industry. On the contrary, its main target is to attract, motivate to visit, etc., hence, it caters for a wide public. For this reason, the language of tourism texts is direct and easily understandable. These characteristics become even more obvious in the advertisements in social networks. Nowadays the use of social reached unprecedented levels and this fact is actively used by the industry of tourism for promotion and advertisement.

If we analyse the language of tourism in social for advertising (corpus-driven quantitative and qualitative analysis), we can observe some difference between the language used by travel agencies to advertise their products and the language used by public organizations (pro-loco, etc) to promote destinations. A corpus-driven quantitative and qualitative analysis demonstrates that in case of posts published by travel agencies the words used are related to the precise technical details of packages and other products, for example, number of nights, dates, flights, transfers, hotel category, etc. and aim at motivating potential clients to buy these packages. On the other hand, in the posts published by organizations, the main attention is paid to the destinations which tourists are invited to visit.

Thus, in the posts by public organizations 10 most frequently used key words are: city, beauty, building, city center, history, century, province, symbol, masterpiece. The most frequently used words employed by the travel agencies for the advertising are: days, dates, flight, travel, hotel, nights, available, cancellation, summer, beach. This representative selection can give an idea about the function of the texts and their «aboutness». As we can see, 10 keywords used by agencies can be considered specialized lexis (usually these words are polysemantic in generalist language but become monoreferential in tourist discourse) and provide important information concerning the 'aboutness' of the analysed texts. Qualitative analyses of the obtained tokens demonstrate that in the former set prevail abstract nouns with clearly marked positive (beauty, masterpiece) or neutral connotation (history, century, symbol). This characteristics is closely related to the function of the posts by public organizations: to create an attractive image of a certain destination, using euphoric language to motivate tourists to come and to contribute to economic development of a certain touristic destination in general (bying entrance tickets, souvenirs, paying meals, tourist tax, beaches, etc.) On the other hand, while public organizations are not always selling their products/services (f.ex. pro-loco city organizations), the main purpose of the travel agencies is to sell their products for which they bear legal responsibilities. For this reason their language is only in part euphoric to attract but also more concise and contains such key words of prospective legal contractual agreements with clients as dates, flight, cancellation, etc. Hence, in this case we can speak of interference of legal discourse into touristic discourse.

If we follow Sabbatini's division of texts into 3 macro-areas based on the degree of binding rigidity imposed by the author on reading interpretation" (highly binding, moderately binding, and scarcely binding), we can observe that posts by travel agencies can be better described as moderately binding, while posts by organizations are scarcely binding texts.

While posts by agencies also contain some metaphors, the posts of public organizations are extremely rich in metaphors. There are several reasons for this phenomenon, one of the main ones being the necessity to explain abstract concepts (like beauty of places, the feelings and emotions they arouse, etc) by means of more physical concepts: «We try to understand the target domain, a conceptual domain, with the help of another conceptual domain (the source domain). Target domains are typically more abstract and subjective than source domains.» [Kövecses cited in 5]. The other function of metaphors in these posts is to fill in semantic lacuna. Also, Paul Ricoeur observes that «metaphor elevates our sentiments and feelings. He calls it the poetic function of metaphor. [...] According to Ricoeur, the function of metaphor is also to convince.» [5] Some scholars hold that «metaphorical talk effects a familiarity or 'intimacy' between speakers, and between them and their world. Metaphor helps to make people at home.» [5] It is obvious that all these functions performed by metaphors perfectly correspond to the target of the tourism discourse for promotion: they create an euphoric description of destinations, fill in semantic lacunas, elevate feelings and sentiments and convince tourists to visit a certain touristic destination.

The conceptual metaphor theory is the best instrument to study metaphors occurring in the specialized tourism discourse on both levels: at the conceptual level and at the linguistic level in texts. «Conceptual metaphors can become explicit in several ways but mainly in language. That is why it's important to make distinction between conceptual metaphors, which are cognitive in nature, and particular linguistic expressions of these conceptual metaphors. In fact, any discussion of a metaphor must take place on 2 levels: the conceptual level and the linguistic level.» [5] However as we said, there are not so many studies dedicated to the specialised tourism discourse and those scholars who venture to do these studies, usually don't have competence in the conceptual metaphor theory (and other useful tools of cognitive linguistics) to analyse metaphors in specialized tourism discourse.

It should be pointed out that the abovementioned analysis of 10 most frequent keywords used by agencies and public organizations for promotion demonstrates that it's possible to split qualitative examination in two broad lexical sets, one relative to lexemes defining terms of a trip and the other regarding the semantic sphere of history, arts (mainly architecture), and topography.

Today, with ever growing ecological concern for the environment and especially taking into consideration the global warming effect and climate change, the problem of ecological sustainability in tourism becomes one of the important themes in specialized tourism discourse. The discourse of ecological sustainability embraces many highly technological spheres, such as energy-saving technologies, ecologically friendly production, green energy production, etc., hence, besides tourist jargon, it contains specialized scientific terms from physics, chemistry, ecology and other sciences. Besides, it also employs words borrowed from general discourse that underwent a process of semantic transformation or metaphorization. Even a noun *sustainability* clearly demonstrates such a process of transformation. It appeared in English as a verb in the 13th century, meaning *to support*. In the 1970s it developed into an adjective *sustainable* (*supporting*). The noun *sustainability* derived from an adjective with the sense of *support*. Then around 2001 it extended its meaning and acquired a specialized sense of «relating to, or designating forms of human economic activity and culture that do not lead to environmental degradation, especially avoiding the long-term depletion of natural resources (OED). The specialized discourse of ecological sustainability in tourism is not widely studied or analysed due to the complexity of scientific macro-areas and terminology it embraces. Though at present it remains mainly a discourse between experts and protagonists of tourism industry, the necessity of further studies of the discourse of ecological sustainability and divulgation of relative knowledge to wide public is obvious. Tourists should be able to understand the efforts of protagonists in tourism industry that care about ecology and use ecologically friendly technologies in order to be able to make conscious choices while planning their holidays.

To conclude: The paper analysed some important aspects of specialized tourism discourse. It pointed out some difficulties relative to the concept of specialised tourism discourse, to the binary nature of the language of tourism and to the variety of approaches employed in this field. The paper focused on the analysis of tourism discourse in English in socials for promotional purposes and on the specialized tourism discourse of ecological sustainability of the industry of tourism.

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