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Ways of Formation and Structural Features of Hybrid Terms of Tourism Sphere in Kazakh Language

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ABSTRACT

The rapid development of science and technology has led to the emergence of new concepts and opportunities in the field of tourism. Tourism plays a significant role in politics, economics, intercultural communication, and the social sphere of many countries. It is a multifaceted phenomenon, considered the world's largest industry, a communicative practice, a form of relaxation and leisure, and, at the same time, a promising sector of business and economy. Thus, the tourism industry and its terminological structure represent a relevant topic for this research. This study explores the formation and classification of hybrid terms in the Kazakh language, focusing on their structural and semantic features in the tourism sector. The results of the terminology system analysis in the tourism sector show that borrowings from Russian and Kazakh languages can be classified into direct borrowings, indirect borrowings, and hybrid formations. One of the most productive ways of forming hybrid words is through the combination of two or more words, resulting in single-component and multi-component hybrid terms. Notably, two-component and three-component terms are predominantly used in the tourism sphere. This research employs methods such as the collection of scientific data, factor analysis, expert assessments, and systematic analysis. Theoretical, contrastive, and analytical methods have also been applied. The hybrid terms have been identified and analyzed theoretically, structurally, and semantically through comparative analysis.

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1. Introduction

Countries worldwide are making significant efforts to attract and engage foreign tourists. This provides an additional stimulus for economic growth, including job creation, expansion of the restaurant and hospitality industry, construction of new hotels, foreign currency influx, increased income, and, ultimately, an improvement in the quality of life in tourist destinations. Consequently, tourism is regarded as a key driver of economic and social transformation, stimulating infrastructure development and public services.

Language is a crucial aspect of civilization, serving as a means of recording history and forming specialized vocabulary that can be consciously regulated and organized. The connection between language development and cultural history is most evident in terminology, which consists of specialized lexical units in various fields of knowledge[1]. The most noticeable linguistic changes are usually observed in the vocabulary system. The dynamism of any language can be identified by the emergence of new words[2].

The word "hybrid" originates from Latin (*hibrida* – hybrid). Initially used in biology to describe organisms resulting from the reproduction of different species with diverse genetic codes, the term "hybrid" has been adopted in linguistics to refer to word formation. Linguistically, a hybrid word is derived from two or more languages but retains a similar meaning. Akhmanova defines a hybrid as a complex word whose components or word-forming elements belong to different languages[3]. A hybrid consists of genetically heterogeneous elements. On a linguistic level, hybridization is interpreted as the blending of languages[3]. In hybrid structures, both original and borrowed linguistic units are involved[4].

Researchers such as Fleischer and Barz define hybridization as a process that combines native and borrowed elements according to modern word-formation models[5]. Kazakh scholar Kurmanbayuly defines a hybrid term as a term in which one part is translated from another language while the other part is either an ancient word or translated into the host language[6]. Additionally, Sanchez-Stockhammer views hybridization as a process by which new words enter a language through three primary means: (1) the creation of entirely new words, (2) the formation of new words based on existing material, and (3) borrowing from other languages[7].

Despite significant advancements in tourism infrastructure, the terminological system of the tourism sector in Russian and Kazakh languages remains underdeveloped and requires further study. The tourism industry in Kazakhstan began to develop after gaining independence, and the terminology of this field is still in its infancy. The number of terminological dictionaries for tourism is relatively small. Each of these dictionaries contains approximately 2,000 terms and expressions widely used in international tourism.

This article aims to analyze hybrid words and phrases related to tourism in Russian and Kazakh, identifying their meanings, semantics, and structures. The study focuses on formal criteria, structural peculiarities, and the derivational process of hybrid terms, which are essential for understanding hybrid tourism terminology. Hybrid terms in the tourism sector often emerge due to semantic shifts, leading to a significant disparity between their original meanings and the new concepts they come to represent. These terms typically arise from the expansion of existing meanings within the language.

Recent discussions on the linguistic characteristics of specific languages have raised several questions in the study of multilingual typology. The novelty of this research lies in the evolving nature of intercultural relations, the role of tourism language in contemporary communication, and the insufficient exploration of word formation, semantics, functions, and structural peculiarities of hybrid terms.

2. Materials and Methods

The methodological foundation of this research is an inductive empirical approach that includes data collection, description, systematization, and classification of terms. The following research methods were employed to analyze the material scientifically: content analysis, interdisciplinary synthesis, comparative analysis, interpretation, structural component analysis, word-formation modeling, and statistical research.

The study draws on scientific articles in the Kazakh language related to tourism, methodological and educational materials, monographic works, and mass media sources. These methodologies allowed for a detailed examination of how the terminological system of the Kazakh language in the tourism sector has evolved over time, from historical developments to its current functions and usage.

Approximately 300 hybrid terms related to tourism were selected from terminological dictionaries and the website *termincom.kz*. Their structural nature, methods of word formation, and word-formation models were analyzed. To ensure a comprehensive study of hybrid terms in tourism, a diverse range of contemporary literature was examined. The following dictionaries provided primary research materials:

1. *Russian-Kazakh Terminological Dictionary (Sport and Tourism)* by Kaspakpayeva[8].
2. *Large Kazakh-Russian-Kazakh Online Dictionary* (https://sozdik.kz/).
3. *Russian Encyclopedic Dictionary "Tourism"* by Zhitenev[9].

These sources facilitated a comprehensive analysis of the structural and semantic characteristics of hybrid tourism terms, their development, and their current functions in the Kazakh language.

3. Results and Discussion

3.1. Structural and Word-Formation Features of Hybrid Terms Related to Tourism in the Kazakh Language

Historical research indicates that monolexemic terms in the field of tourism emerged as a result of interlingual borrowing. Interlingual borrowing, accompanied by processes such as specialization, expansion, metaphorization of common words, and intersystem borrowing of lexemes, can be considered a lexical-semantic method of term formation[10]. Hence, borrowing is the primary means of enriching the vocabulary of any language.

Hybrid terms in the tourism sphere in Russian and Kazakh are primarily borrowed from English. Similar to other professional fields, tourism is characterized by a vast layer of specialized terminology, the presence of univocal parallels in most languages of communication, and extensive

practical applications compared to other terminological systems. Tourism terms are an essential part of any language's terminological system. This is evident from the significant role the tourism sector plays in people's lives. The tourism terminology system (TTS) is continuously evolving and expanding.

One distinctive feature of TTS is the borrowing of terms from other fields. Examples include:

- *carousel* – "belt conveyor at the airport,"
- *animation* – "image multiplication,"
- *restricted goods* – "goods restricted in production or circulation,"
- *standby* – "spare,"
- *stopover* – "stop."

Another feature is the independent formation of tourism-related terms, such as:

- *back-to-back charter* – "round-trip charter,"
- *catering* – "public food,"
- *concourse* – "main lobby in a station,"
- *consolidator* – "unifier,"
- *inclusive tour* – "tourist trip with pre-paid services,"
- *itinerary* – "guide,"
- *open-jaw fare* – "round-trip fare with different arrival and departure airports,"
- *redcap* – "porter,"
- *time-share* – "limited time ownership,"
- *tour package* – "travel package"[11].

There are many interdisciplinary terms in the tourism discourse of the Kazakh language. These terms contribute to expanding the cultural competence of speakers in two ways. First, they help shape a nation's image. According to research, "the national image of a country is formed primarily through the choice of vocabulary used to name and evaluate the country and its various components"[12]. Many tourism-related concepts, such as a country's geographical location and climate, are described using physical geography terms, while its political system is conveyed using political science and sociology terms. Similarly, financial matters are described with economic terminology, and historical definitions are provided using terms rooted in the past.

Second, the relationship between language evolution and the historical development of a community's material and spiritual culture is most evident in specialized vocabu-

lary [10]. To describe this evolution, various technical, artistic, and supplementary terminologies are required. Furthermore, the Kazakh language contains numerous hybrid terms related to tourism, formed by combining elements from different languages.

The rapid development of economic, political, and cultural ties between different languages and cultures, along with the internationalization of science and technology, has led to the widespread use of borrowed vocabulary and has accelerated word-formation processes. Under conditions of intensive interaction between culture and language, the recipient language is subject to various influences from the donor language. One manifestation of such influence is the emergence of hybrid terms in the Kazakh language. A hybrid term is a combination of native and borrowed elements, including components from two languages.

Hybrid formations in the Chinese language have been studied by Chinese scholar Novotná, while Johannes investigated the use of hybrid words in Sanskrit [13, 14]. In his study of hybrid combinations in Pennsylvania German, Schach argued that hybrid forms with loanwords arose as a result of the initial interaction between the two languages [15]. The structural features of hybrid words formed by combining Turkish words with English, French, German, and Italian words in Turkish were analyzed by Şirin [16].

The number of hybrid terms in the Kazakh language has increased significantly in recent years. Hybrid terms are now present in science, technology, and mass media, making them an integral part of modern linguistic landscapes. Linguists note: "With the proliferation of hybrid terms in science, technology, and the media, we can conclude that the Kazakh language is incredibly flexible and dynamic, reflecting the complexity of the modern world" [17].

Hybrid terms also play an important role in the tourism industry. Vinogradova, who studied tourism terms in Russian from a structural perspective, suggests that word-formation elements from English are actively used to create tourism-related terms in Russian [18]. The researcher provides examples of derivative terms formed with the suffix -инг (from English -ing), such as:

- *паркинг* (parking),
- *караванинг* (caravanning),
- *яхтинг* (yachting),
- *дайвинг* (diving),

- *кемпинг* (camping),
- *кейтеринг* (catering).

Researcher Turgunbaeva emphasizes that the morphemic structure of tourism terms mainly consists of one-component terms:

- simple non-derivative terms, one-word lexical units, the basis of which coincides with the root: *jacuzzi, cruise, safari, resort, quota, parador, junker, hostel, hub, cabana*;
- derived terms, one-word lexical units, the basis of which contains a root and affixes [19].

3.2. Ways of Word-Formation and Derivational Models of Hybrid Terms in the Field of Tourism

When classifying hybrid terms, special attention is given to the origin of the foreign-language substrates they contain. Hybrid terms can be classified into the following categories:

- English-Kazakh words
- Greek/Latin-Kazakh words
- German, French, and other foreign-language influences
- Russian-Kazakh words

Figure 1 below illustrates the linguistic origins of hybrid words that have entered the Kazakh language.

Figure 1. Ways of penetration of hybrid terms into the Kazakh language.

According to researchers studying hybrid terms of foreign origin, "It is not Latin and Ancient Greek as languages, but the words and elements of Latin and Greek origin that continue to serve people. These elements have retained their

function as an international means of naming objects and phenomena. In European and American countries, the main sources for enriching terminology and creating new words remain Greek and Latin words or elements of words"[20].

The fact that most hybrid terms in the Kazakh language have a Latin-Greek basis supports this view. These international lexical units easily form new terms in combination with Kazakh words, and their inherent terminological semantics aids in understanding the meaning of newly coined hybrid terms.

In studying foreign-language substrates in hybrid terms related to the tourism industry in modern Kazakh, we found that words with Latin and Greek roots are the most frequently used. Additionally, a number of English, French, and German words undergo hybrid formations.

We conducted a statistical analysis of 200 hybrid terms containing foreign-language components related to the tourism industry in the Kazakh language. The results of this analysis are illustrated in **Figure 2**.

Figure 2. Percentage of hybrid term components by origin.

Hybrid terms in the Kazakh language are primarily formed using synthetic, analytical, analytical-synthetic, and lexical-semantic methods. Hybrid terms in the tourism sector of the Kazakh language have also developed through these methods.

During the study, our analysis of hybrid tourism-related terms in the Kazakh language revealed that they are formed based on the following functional-derivative models:

1) Borrowed base + native suffix
2) Prefix + root/base
3) Borrowed language base + native word
4) Native word + native suffix + borrowed language base
5) Abbreviation + native word.

The Kazakh language belongs to the group of agglutina-tive languages, and its most productive method for creating new words is the synthetic approach. The formation of hybrid terms using this approach follows the model of "word root + term-forming suffix." While this model remains singular in structure, various term-forming suffixes are used in practice.

As scholars note, "Nouns are typically formed by adding word-formation suffixes to words with full lexical meanings. Terms in various fields of science and technology also follow a structured pattern so that the derived terms reflect the internal relationships and systemic features of the concept system in our language"[21]. Each word-formation model contains structural components that provide a comprehensive view of how international elements are adapted into the language and how new terms emerge.

Hybrid terms are often formed by adding the noun-forming suffixes *-лық, -лік, -дық, -дік, -тық, -тік*. Examples include:

- *туристік фирма (turis(t)+tik),* (tourism company) – an enterprise that provides tourism services to consumers.
- *туристік ресурс (turis(t)+tik),* (tourism resource) – natural, climatic, historical, socio-cultural, and health-related sites, as well as other objects intended for tourism that fulfill the spiritual needs of travelers while restoring and strengthening their physical well-being.
- *паспорттық бақылау* (passport control) – the place at an airport, port, or border where an official checks your passport.
- *рекреациялық туризм* (recreational tourism) – tourism aimed at restoring a person's spiritual and physical well-being after work, enhancing their activity and health.
- *президенттік люкс* (a presidential suite) - a common name for the most expensive suite in a luxury hotel.

Additionally, suffixes such as *-да, -де, -та, -те, -ла, -ле* are productively used in hybrid terms, for example:

- *брондау* (to book) – reserving hotel rooms and nearby accommodations in advance.
- *тапсырысты аннуляциялау* (order cancellation) – refusal by a tour operator (or travel agent) to accept an entire order or any part of it.
- *сапарды аннуляциялау* (trip cancellation) – a refusal by a tourist, tour operator, or travel agent to fulfill obli-

gations under a contract for tourism services [22].

3.2.1. The Model "Prefix + Root/Base"

The prefixes *auto-*, *agro-*, *macro-*, *micro-*, and *quasi-* entered the Russian language from foreign sources. These prefixes are usually placed before Kazakh words, leading to the formation of new terms in fields related to science and technology. Examples of hybrid terms in the field of tourism include: *автотуризм, агротуризм, этнотуризм, антитуризм, гиперқызмет* (autotourism, agrotourism, ethnotourism, antitourism, hyperservice).

The prefix *hyper-* also comes from Greek and conveys the meaning of "increase" when attached to a noun. The words *интертурист* (intertourist) and *интерфейс* (interface) incorporate the prefix *inter-*.

Additionally, the Latin-derived prefix super- conveys the meaning of uniqueness, as seen in *супертуризм, супертуринг* (supertourism, supertouring).

Some tourism-related terms are formed through an analytical approach. This method follows a borrowed root/stem + native root/stem model. Hybrid terms formed by this model occur in three different ways:

1). **Hybrid terms in the form of doubled words:**
   - *гид-аудармашы (guide-interpreter)* – A professionally trained person who provides excursion, informational, and organizational services to tourists to familiarize them with the tourist resources of the country (or place) of their temporary stay.
   - *жоспар-карта (map-plan)* – A diagram of the seating arrangement in a cabin or compartment.
   - *блок-чартер (block-charter)* – The rental of a specific section of an aircraft's passenger cabin for one or more scheduled flights.
   - *эко-қонақ үй (eco-hotel)* – An environmentally sustainable hotel or accommodation.
   - *өзін-өзі тамақтандыру жүйесі* (*self-catering holiday*) – A holiday where travelers cook their own meals instead of relying on provided catering.
   - *мини-барлар (mini-bars)* – Small refrigerators built into hotel rooms to store drinks and snacks for guests.

2). **Compound terms:**
   - Hybrid terms incorporating the web- component:

вебхабарлама, вебқосымша, вебәзірлеме, вебқызмет, вебмекенжай (web message, web application, web development, web service, web address).
   - Terms derived from the euro- root (short for Europe): *еуротур, еуровалюта* (euro tour, euro currency).
   - Hybrid terms with defining composites (usually two or three components): *туристік аттрактивтілігі, туризм географиясы, туристік ұсыныс, туризм индустриясы, туризм базасы, туристік маркетинг* (tourist attractiveness, tourism geography, tourism offer, tourism industry, tourism base, tourism marketing).

3). **Hybrid terms formed using the analytical-synthetic approach:**

This model follows the original root + suffix + loan word structure and is often found in compound words:
   - *уәкілетті орган* (authorized body) – A central executive body responsible for public administration in the field of tourism services [8].
   - *сапарды аннуляциялау* (trip cancellation) – A travel insurance benefit covering trip cancellations for eligible reasons.
   - *жарнамалық тур* (promotional tour) – A tour conducted for marketing purposes, often at a brewery or similar venue, to highlight the company's customer service.
   - *әлеуметтік туризм* (social tourism) – A type of tourism designed to be accessible and affordable for individuals and groups from lower-income backgrounds or those with specific needs.
   - *шартсыз франшиза* (unconditional franchise) – A set minimum amount deducted from insurance compensation in all cases.
   - *шартты франшиза* (conditional franchise) – A deductible rule where no compensation is paid if damage costs fall below a specified amount. If the damage exceeds this threshold, full insurance compensation is paid without deductions [22].

3.2.2. The Model "Abbreviation + Root"

Most tourism-related hybrid terms are formed using the "abbreviation + root" model. According to this pattern, a

borrowed abbreviation + borrowed word structure is used, where the first component is written in Latin script and the second in Cyrillic. Examples include:

- *медтуризм* (медициналық туризм) (medicaltourism),
- *экотуризм* (экологиялық туризм) (ecotourism),
- *агротуризм* (ауылдық туризм) (agrotourism).

Other examples follow the Latin-letter abbreviation + Cyrillic component format:

- HR-менеджер, PR-бизнес, PR-кампания, PR-менеджер, PR-фирма, VIP-банкинг, Wap-браузер, WAP-портал, Wap-сайт, Web-сервер, Web-сайт, WWW-сервис, WiFi (Wireless Fidelity), LAN (Local Area Network).

Some abbreviations are specific to the tourism industry:

- *AOH* – Automatic telephone number definer,
- *IDE* – Telephone (commonly used in Thailand hotels),
- *IDB* – Telephone with caller ID and digital answering machine,
- *IDD* – Telephone with *International Direct Dialing* capability.

Abbreviations also appear in hotel terminology:

- *LCD (Liquid Crystal Display)* – Often used for televisions, including both flat-panel LCD and plasma screens.

Hybrid terms are also prevalent in organizational names:

- *ҚТА* – Қазақ Туристік Ассоциациясы (Kazakhstan Tourist Association),
- *ALA* – Алматы Халықаралық Әуежайы (Almaty International Airport),
- *Tez Tур* (Tez Tour),
- *ETA* – Еуразия Туризм Ассоциациясы (Eurasian Tourism Association).

They are also commonly used for service types and professional communication in the tourism industry:

- *STD, DLX BB, HB, FB, RO, DBL* (standard, deluxe, bed and breakfast, half board, full board, room only, double room),
- *CHD, FLT, INF, OW, F, C, Y* (child, flight, infant, one-way ticket, first class, business class, economy class).

3.2.3. Hybrid Terms Formed by Lexical-Semantic Approach

Hybrid terms formed through the lexical-semantic approach are relatively rare in tourism terminology. Russian tourism terms have been translated into Kazakh through calques, such as:

- *Үшінші жас туризмі* (туризм «третьего возраста») – "Third Age Tourism" (tourism for retirees),
- *Күміс туристер* (серебряные туристы) – "Silver Tourists" (senior travelers),
- *Күйіп бара жатқан тур* (горящий тур) – "Hot Deal Tour" (last-minute deals),
- *Бермуд жоспары* (бермудский план) – "Bermuda Plan" (a type of hotel meal plan),
- *Жасыл дәліз* (*зеленый коридор*) – "Green Corridor" (customs clearance lane for travelers with nothing to declare),
- *Керуен туризмі* (караванный туризм) – "Caravan Tourism" (traveling with recreational vehicles or caravans),
- *Өлі кезең* (мертвый сезон) – "Dead Season" (off-peak travel period with low tourist activity),
- *Арқа мен арқа* (спина к спине) – "Back-to-Back" (consecutive travel itineraries without breaks between trips).

Hybrid terms are also classified based on the number of components they contain. During our research, we identified single-component, two-component, and multi-component hybrid terms in tourism terminology. Polymorphemic composites often consist of three or four words, combining endogenous and exogenous elements.

The semantic-functional model assumes a certain conventionality in language use concerning a cultivated structure, the contours of which vary depending on the era, political regime, and society. The study of hybrids at the morphological level should primarily aim to establish clear criteria that allow us to distinguish hybrid terms from related lexical formations. While hybrid structures represent a unique form of borrowing, they are based on different word-formation mechanisms and should therefore be classified separately. Identifying hybrids at the lexical level serves as a foundation for proposing a typology of hybrids based on various criteria, including origin mechanisms, morphological structure, and functional use [23].

Hybrid terms can also be classified based on the number of components they contain. During our research, we identified single-component, two-component, and multi-component hybrid formations in tourism terminology. Polymorphemic composites, which consist of three or four words, incorporate endogenous and exogenous elements. Examples of such hybrid terms include:

- *Туристік-экскурсиялық ресурс* (туристско-экскурсионный ресурс) – "Tourist-Excursion Resource" (a resource used for tourism and excursion purposes).
- *Туристік операторлық қызмет* (туристско-операторская деятельность) – "Tour Operator Ac-

tivity" (services provided by a tour operator).

- *Туристік агенттік қызмет* (туристско-агентская деятельность) – "Tour Agency Activity" (services provided by a travel agency).
- *Туристік маршруттар мен соқпақтардың мемлекеттік тізілімі* (государственный реестр туристских маршрутов и троп) – "State Register of Tourist Routes and Trails" (an official listing of designated tourist paths and routes).

Table 1 below includes commonly used terms and terminological phrases in the tourism sector of the Kazakh language.

Table 1. Hybrid terms of tourism.

Tourism Terms in Kazakh Language	Translation in English	Etymology/Origin
Аннуляциялық мерзімдер	Cancellation period/Annulations	Аннуляция (Latin: annihilatio - cancel)
Иммиграциялық бақылау	Immigration enquiries	Иммиграция (Latin: im-migrate – to remove, move in)
Жүк квитанциясы	Baggage receipt	Квитанция (Latin: quitancia -receipt)
Брондау	Booking	Брондау (English: book - reserving in advance)
Қызмет көрсету бюросы	Service bureau	Бюро (French: bureau – table, writing table)
Бутик отель	Boutique hotel	Бутик отель (English: boutique hotel – a small stylish hotel)
Велосаяхат	Bike trip	Вело (Latin: velox,velocis - quick
Ішкі туризм	Domestic tourism	Туризм (French: tourisme, tour –to walk, to travel)
Су туризмі	Water tourism	Туризм (French: tourisme, tour –to walk, to travel)
Қайтарылмалы квота	Refundable quota	Квота (Latin: quota- amount, how much)
Топтық инклюзивтік тур	Group inclusive tour	Инклюзив (Latin: includio –to include)
Ұжымдық туризм	Group tourism	Туризм (French: tourisme, tour –to walk, to travel)
Ақпараттық чек	Information check	Чек (English: cheque – check, receipt, information verification - alphabetical list of guests according to registered room numbers)
Туризм инфрақұрылымы	Tourism infrastructure	Туризм (French: tourisme, tour –to walk, to travel)
Шенген визасы	Schengen Visa	Виза (Latin: visus –an official mark in passport to enter or to leave a country)
Туристік база	Tourist base	База (English: base - basis)
Яхталар жарысы	Yacht racing	Яхта (Dutch: jacht, jagen –to drive)

3.3. Statistical Analysis of Hybrid Terms in Tourism Sphere

The analysis of the terminological system in the field of tourism in the Kazakh language revealed that borrowing is one of the most productive methods of vocabulary expansion. Borrowings can be categorized into three groups: direct borrowings, calquing, and hybrid formations.

1). **Direct borrowings** include words adopted through transliteration and transcription methods.
Transliteration involves transferring a foreign word letter by letter into the native language, in this case, Kazakh. Examples include: *акватель, туризм, айссерфинг, виза, рум-тур, апгрейд, спа центр, вилла, шале, патио, талассотерапия* (aquatel,

tourism, ice surfing, visa, room-tour, upgrade, spa center, villa, chalet, patio, thalassotherapy).

Transcription refers to the phonetic adaptation of a loanword in writing. Examples include: *ресепшн, кейтеринг, караванинг, отель, трансфер, апартаменттер, хостел* (reception, catering, caravanning, hotel, transfer, apartments, hostel).

2). **Calquing** (loan translation) occurs when a foreign word is either literally translated or morphologically adapted to the target language[24]. Examples of semantic and structural calquing hybrid terms: *нишалы (нишевый) туризм, пакетті тур, клиенттік сервис, дьюти-фри* (niche tourism, package tour, customer service, duty-free).

3). **Hybrid formations** (*hybrids*) combine elements from

both the native and borrowed language. Examples include: *алдын-ала брондау, әуе диспетчері, бортсерік, экстремалды турлар, чартерлік рейс, әуекомпания, континентальды* (booking in advance,

air traffic controller, flight attendant, extreme tours, charter flights, airline, continental). **Table 2** below presents the results of a statistical analysis of hybrid terms in the tourism field in the Kazakh language.

Table 2. Statistical analysis of hybrid terms related to tourism in the Kazakh language.

Ways of Word-Formation	Examples	Number of Terms
Synthetic compounds	Брондау, инструкторлық, агенттік, интертурист, интерфейс, гиперқызмет	45
Analytic word-formation	Спелеотуризм, PR-менеджер, PR-фирма, WiFi зона, АОН - (телефон аппаратында) – нөмірді автоматты анықтағыш; IDE – телефон, IDB - телефон - АОНы және цифрлық автожауап беру құрылғысы бар телефон аппараты; IDD - телефон - International Direct Dialling - халықаралық нөмірді тікелей теру мүмкіндігі бар телефон	130
Analytic and synthetic word-formation	Туристік ресурстар, туристік кешен, туристік топ, туристік имидж, медициналық туризм, экологиялық туризм, туристік бағдар, ауылдық туризм, туристік-экскурсиялық ресурс, туристік агенттік қызмет, туристік маршруттар мен сокпактардың мемлекеттік тізілімі,туристік рекреациялық ресурс, рекреацияның шаруашылық потенциалы, туристік-экскурсиялық қызмет көрсету комплексі	130
Lexical and semantic word-formation	"Үшінші жас" туризмі, (Туризм "третьего возраста"), күміс туристер (серебряные туристы), "күйіп бара жатқан" тур (горящий тур), бермуд жоспары (бермудский план), жасыл дәліз (зеленый коридор), керуен туризмі (караванный туризм)	12

According to the statistical analysis conducted in our research, it was revealed that 45 hybrid terms related to tourism were formed using synthetic word formation, while 130 terms were created through analytic word formation. By combining these two methods, a total of 130 hybrid terms were developed in the field of tourism. The least common method was lexical and semantic word formation, accounting for only 12 hybrid terms in this domain.

4. Conclusions

In everyday speech, when discussing tourism, economics, and other aspects of life in the media, we introduce new words into our linguistic culture. Their gradual incorporation into the language is a natural phenomenon driven by necessity. The group of internationalisms often contains elements from Latin, Greek, and French, as well as words formed from their combinations. In general, words borrowed from French are particularly common in the tourism sector, as the word tourism itself originates from the French word "tourisme", derived from tour—meaning "a walk" or "a journey."

In France, tourism plays a significant role in the country's economy, serving as a major source of income. Every year, 77 million tourists from other countries visit France. Many words from the French language are used in the tourism sphere, such as:

- à la carte
- pensionnat
- hotel
- motel
- tracto[25].

In today's era of globalization, with the rapid development of society, new concepts that require terminological definitions are emerging in large numbers. Adopting a certain type of terminology often means committing oneself to a certain theoretical position and second, adopting a particular theory is often unnecessary for the solution of particular empirical problems[26].

Due to the rapid expansion of tourism, most new concepts in this field are created using phrases or compound words, as these provide the most complete and precise expression of their essential meaning. When forming hybrid terms related to tourism, the Kazakh language commonly incorporates native-language components along with borrowed elements from German, Latin, and French. The presence of foreign words in hybrid formations in modern Kazakh is explained by the need for brevity and clarity in conveying concepts.

Our research determined that, in Kazakh tourism terminology, as well as in Russian, lexemes were formed through semantic, morphological, and borrowing-based word formation methods. A significant portion of tourism-related terms in both Kazakh and Russian were borrowed from other

languages. However, it should be noted that borrowings are more prevalent in Kazakh terminology than in Russian. The borrowing of foreign lexemes, primarily from Greek and Latin, remains the primary method for forming monolexemic Kazakh terms.

Both synthetic and analytical approaches are used to form hybrid terms in the Kazakh tourism industry. However, during our analysis of hybrid terms, it was revealed that the analytical approach holds greater potential for forming new words. This is because international terms are often combined or structured analytically, rather than being adapted to the language using suffixes. These analytically formed terms are widely used across various scientific fields and contribute to the enrichment of Kazakh terminology.

Hybrid terms in the tourism sector highlight the word-formation flexibility of the Kazakh language and demonstrate the important role of linguistic hybridization in terminology development.

Author Contributions

Conceptualization: G.A. and A.N.; Methodology: G.A.; Formal analysis and investigation: G.A.; Resources, A.N.; Data curation and project administration: A.N.; Writing—original draft preparation, supervision and validation, B.K.; Writing—review and editing and visualization: G.T.; Funding acquisition and software: K.K. All authors have read and agreed to the published version of the manuscript.

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The authors confirm that all data generated and analyzed in this study are included in this paper.

Conflicts of Interest

The authors stated that there are no conflicts of interest.

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