

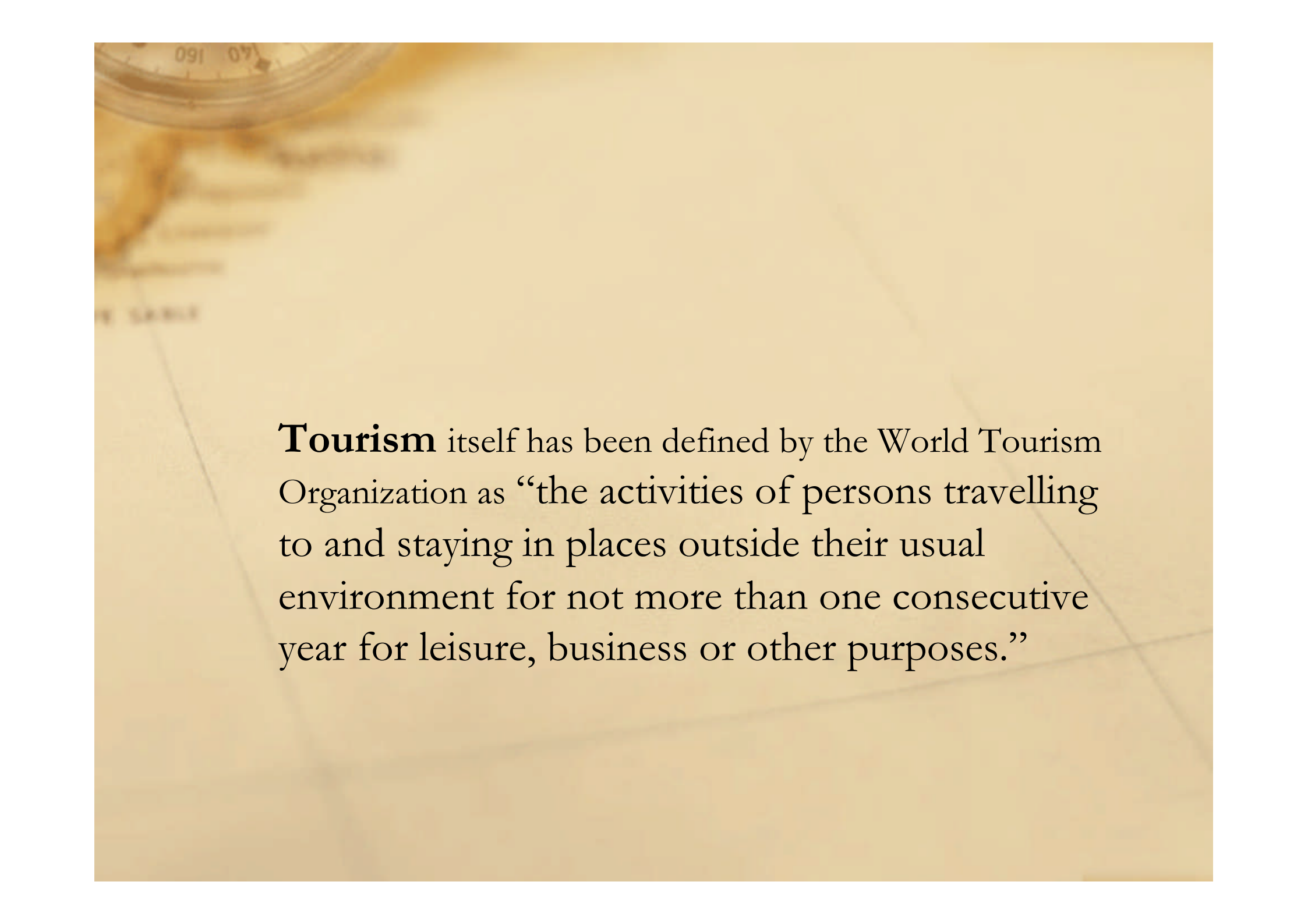


The Words of Tourism

Terminology and lexical resources for
non-native speakers of English

What do we mean by “*Tourism*”?

- **Tourism** is a broad and multifaceted industry whose complexity is reflected in the terminology employed to describe it.
- While there are no standard, internationally accepted definitions of many of the terms currently in use, it is important to have at least a general understanding of what they mean.

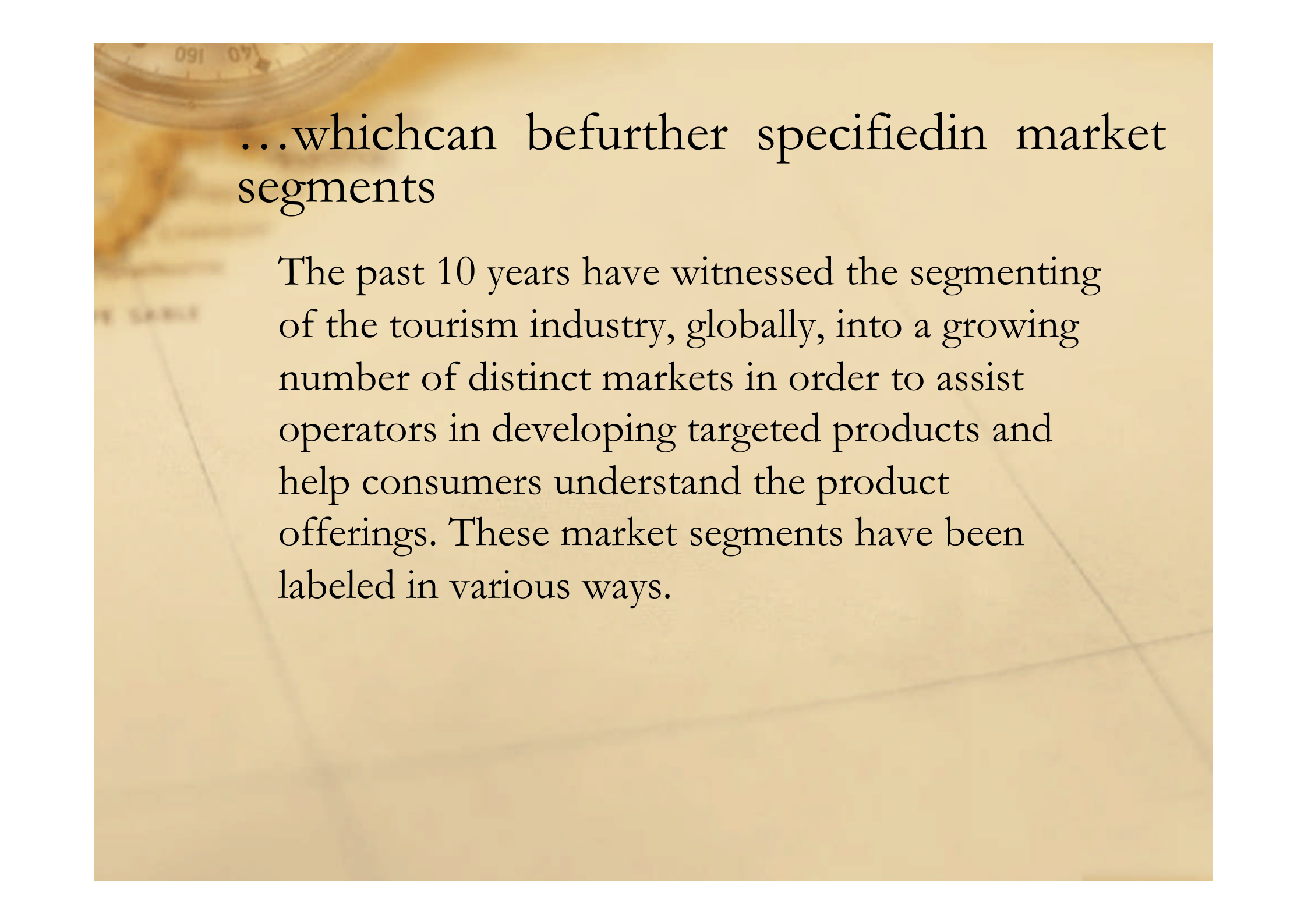


Tourism itself has been defined by the World Tourism Organization as “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.”



At least 3 types of tourism ...

- **Pleasure/Leisure travel** – which includes group travel and fully independent travel (FIT)
- **Business travel** – which includes conventions and meetings; incentive travel
- **Personal travel** – which includes visiting friends and relatives (VFR)

The background of the slide features a warm, golden-brown color palette. In the upper left corner, there is a partial view of a globe showing latitude and longitude lines. Below the globe, a map is visible, with some text and lines that are slightly out of focus. The overall aesthetic is professional and academic.

...which can be further specified in market segments

The past 10 years have witnessed the segmenting of the tourism industry, globally, into a growing number of distinct markets in order to assist operators in developing targeted products and help consumers understand the product offerings. These market segments have been labeled in various ways.

Aboriginal tourism Adventure tourism (e.g. in Canada and Australia)

Agricultural tourism/Agri-tourism

Cultural/Culturally-based and heritage tourism

Ecotourism: a segment of sustainable tourism that offers experiences that enable visitors to discover natural areas while preserving their integrity, and to understand, through interpretation and education, the natural and cultural sense of place. It fosters respect towards the environment, reflects sustainable business practices, creates socio-economic benefits for communities/regions, and recognizes and respects local and indigenous cultures, traditions and values. *(Definition developed by the Tourism Industry Association of Canada)*

Learning and enrichment travel refers to vacations with authentic, hands-on or interactive learning experiences featuring themes such as adventure, agriculture, anthropology, archeology, arts, culture, cuisine, education, forestry, gardening, language, maritime, mining, nature, science, spirituality, sports, wine, and wildlife to name a few! These are the travel experiences that broaden the mind and enrich the soul. *(Definition used by the [Learning and Enrichment Travel Alliance](#))*

Nature-based tourism

Sport tourism

Wellness tourism is the sum of all the relationships and phenomena resulting from a journey and residence by people whose main motivation is to preserve or promote their health. They stay in a specialized hotel which provides the appropriate professional know-how and individual care. They require a comprehensive service package comprising physical fitness/beauty care, healthy nutrition/diet, relaxation/meditation and mental activity/education. *(Definition developed by the Research Institute for Leisure and Tourism, University of Berne, Switzerland)*

Wine/Culinary tourism is tourism in which the opportunity for wine and/or culinary related experiences contributes significantly to the reason for travel to the destination or to itinerary planning while at the destination. *(Definition used by the Ontario Ministry of Tourism, Culture and Recreation and the Wine Council of Ontario)*

Winter tourism

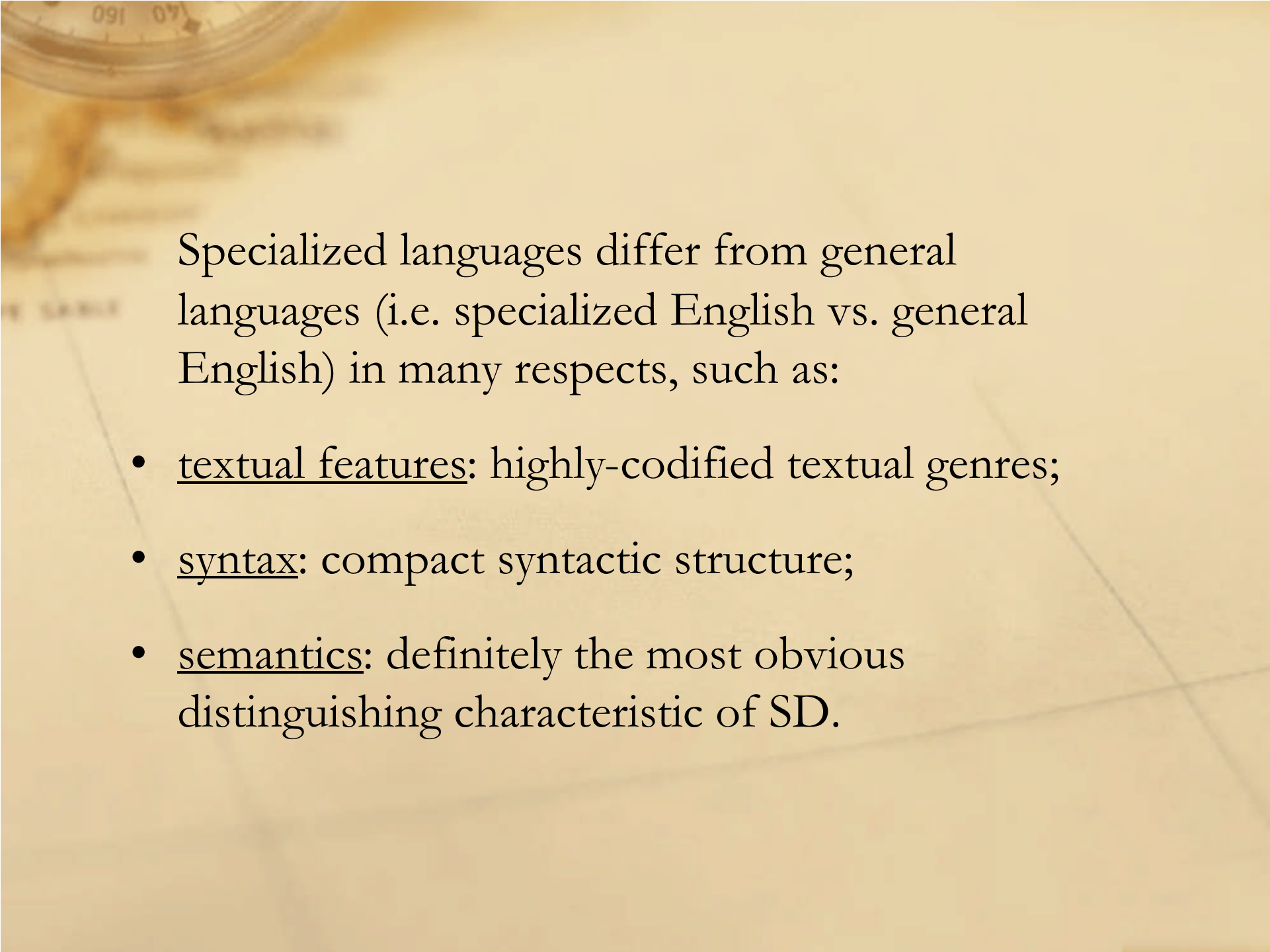
Spa tourism

TourismEnglish

English as it is used in the tourism industry can be considered a type of specialized discourse.

By “Specialized English” or ESP, we refer to a particular variety of English whose use is restricted to a particular topic or field, *e.g. scientific English, English for technology, medical English, etc.*

A specialized language is the verbal expression of specialized knowledge and should not be considered as a sociolinguistic variety, but as an actual language, with its own syntactic, semantic and pragmatic features.



Specialized languages differ from general languages (i.e. specialized English vs. general English) in many respects, such as:

- textual features: highly-codified textual genres;
- syntax: compact syntactic structure;
- semantics: definitely the most obvious distinguishing characteristic of SD.

The Specialized Lexicon

General languages are generally ambiguous and lexical elements are often polysemous, i.e. they have more than one sense.

Specialized languages must be as precise as possible and lexical items are generally domain-specific and monoreferential.

Some features of Specialized English Lexicon:

- Words used exclusively in a specialized field for the sake of precision;
- Highly specific occurrences of lexical items;
- Monoreferentiality: one word = one meaning, hence minimum ambiguity;
- High transparency: the surface form (be it a word or an affix) immediately identifies a concept.
- Denotative function only (no connotations, i.e. emotional neutrality);
- Conciseness (zero derivation; merging; juxtaposition; acronyms; abbreviations).
- Specialization of words taken from general language;

Is Tourism English a type of SD?

YES, it is, but it is a very special type of SD:

- its field of application is very broad and therefore it draws on a number of specialized domains, e.g. architecture, art, economics, law, advertising, etc.
- Wide use of general English terms because it is used in a precise field which involves both professionals and non-professionals
- Emotional neutrality is not always the case

Andyet ...

- It has very conventionalized textual genres;
- It displays the same morphological and syntactic processes at work in other types of specialized discourse (e.g. conciseness)
- Emotional markers become a distinctive and trait of this type of discourse by reason of the frequency of their use.

Different levels of specialization

The degree of specialization varies according to several parameters.

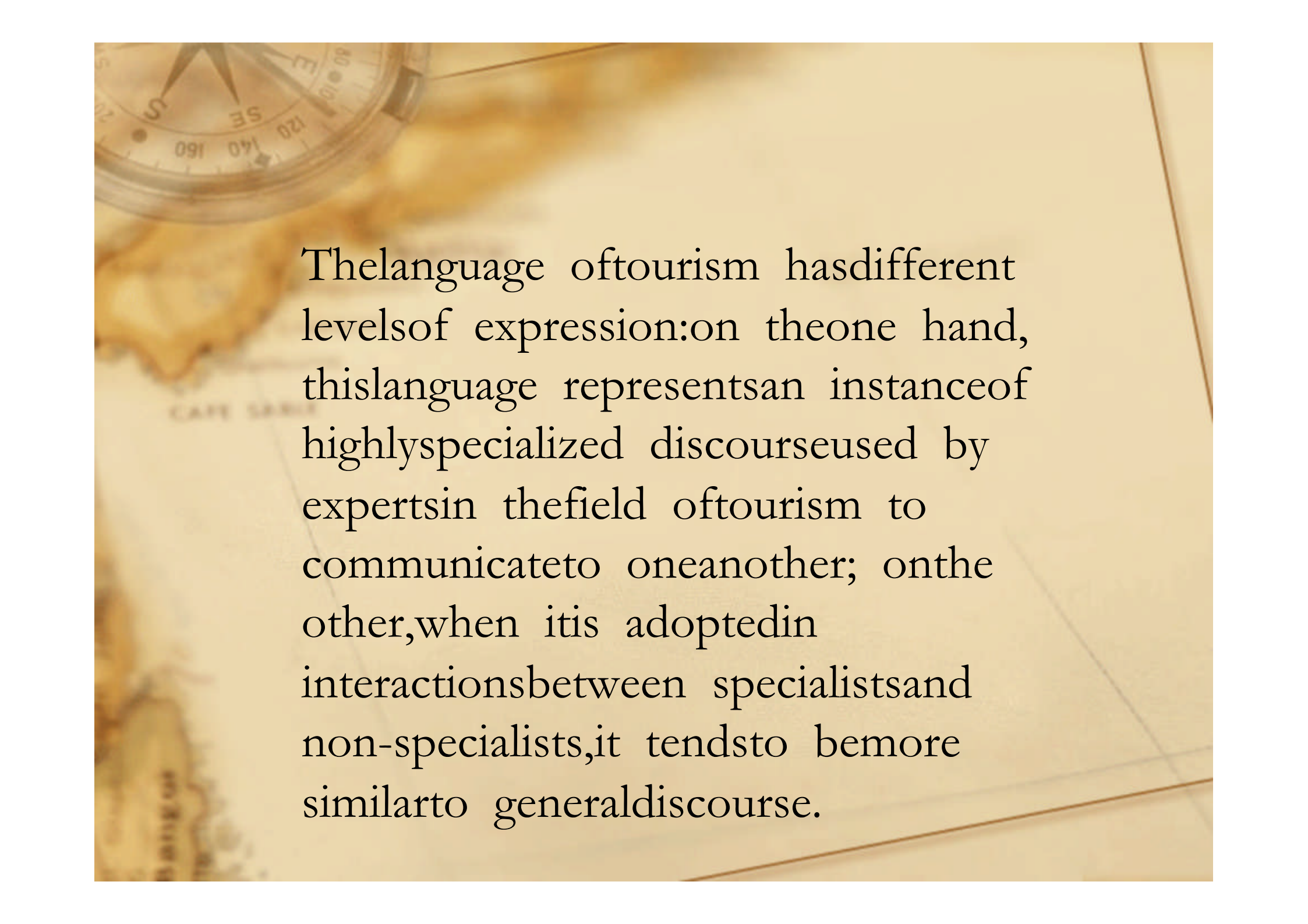
- The mere presence of a specialist is not sufficient to ensure specialized use of a language.
- Specialized use of a language is not limited to peer communication

Differentsituations ofuse ofSD

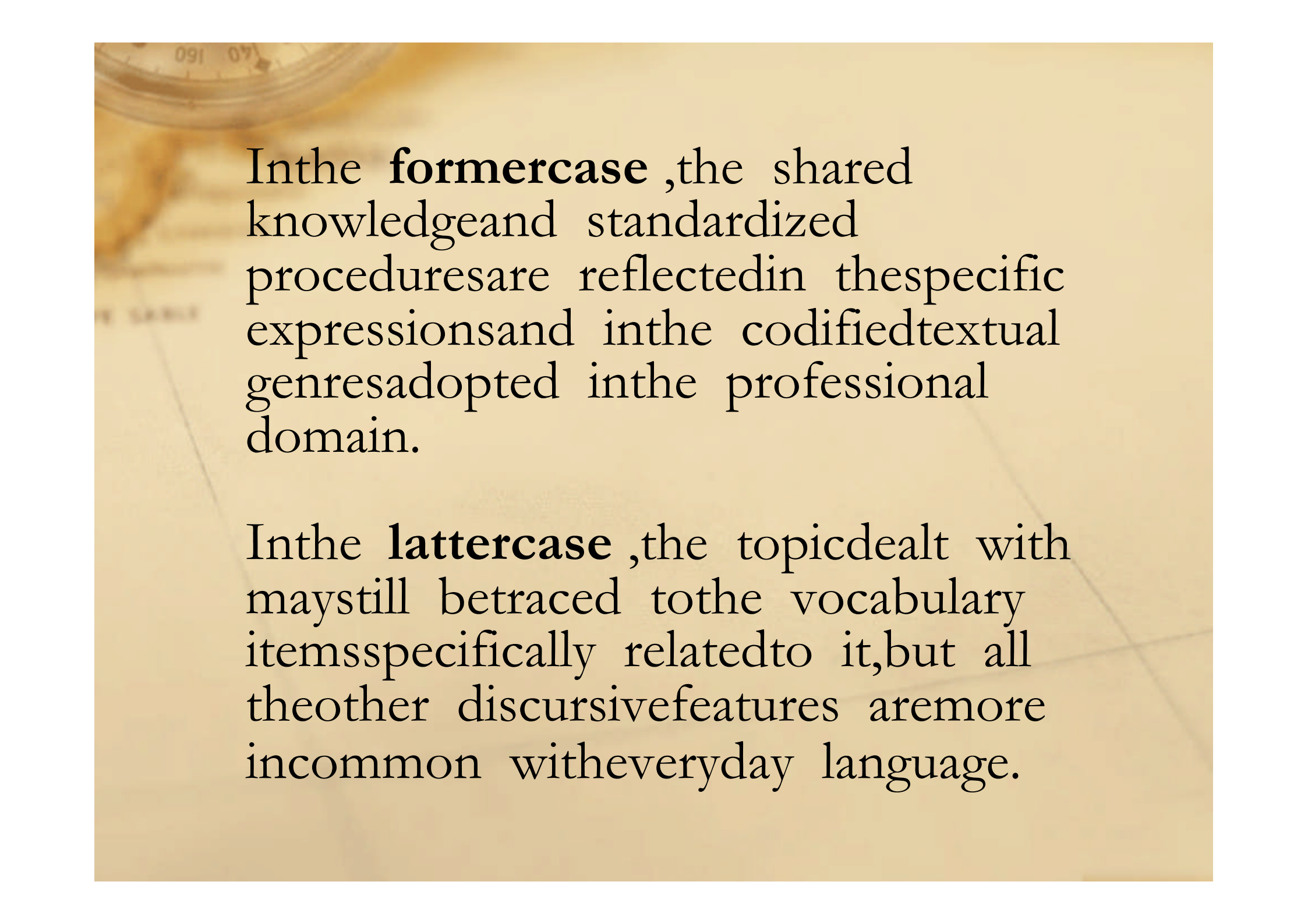
- A. an **expert** addresses other **specialists** to debate issues within his professional field, to discuss a project, report results, explain the use of equipment, etc.
- B. a **specialist** addresses a **non-specialist** to explain notions pertaining to the specialized domain.
- C. a **specialist** addresses a **wider audience of non-specialists** providing profession-related information.

Which are reflected in the language used

- **In scenario A**, if the addressees share a considerable amount of knowledge with the addresser, this latter can make a **frequent use of specialized terminology** whose semantic value is taken for granted (e.g. specialized journal articles);
- **In scenario B**, the addresser can **illustrate the meaning of specialized lexis** whenever it occurs for the first time (e.g. in textbooks and manuals);
- **In scenario C**, the addresser uses **everyday lexis** in order to reach out to a wider audience (e.g. in magazine articles presenting specialized information).

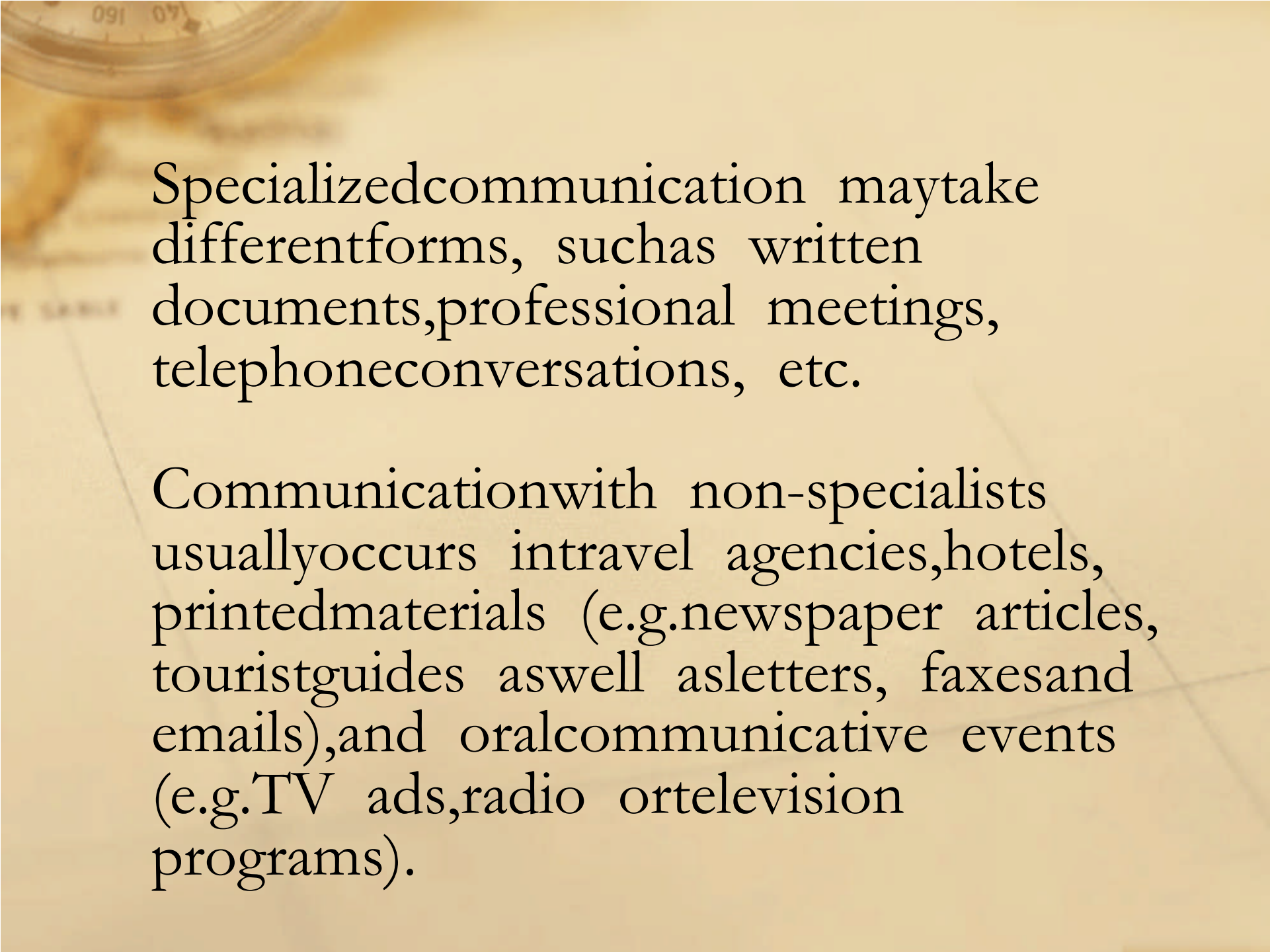


The language of tourism has different levels of expression: on the one hand, this language represents an instance of highly specialized discourse used by experts in the field of tourism to communicate to one another; on the other, when it is adopted in interactions between specialists and non-specialists, it tends to be more similar to general discourse.



In the **former case**, the shared knowledge and standardized procedures are reflected in the specific expressions and in the codified textual genres adopted in the professional domain.

In the **latter case**, the topic dealt with may still be traced to the vocabulary items specifically related to it, but all the other discursive features are more uncommon with everyday language.

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Specialized communication may take different forms, such as written documents, professional meetings, telephone conversations, etc.

Communication with non-specialists usually occurs in travel agencies, hotels, printed materials (e.g. newspaper articles, tourist guides as well as letters, faxes and emails), and oral communicative events (e.g. TV ads, radio or television programs).

The complex multidimensionality of the specialized Lexicon of Tourism English

Many different dimensions must be taken into account when we try to delimit tourism English specialized lexis:

- The types of tourism (*Pleasure/Leisure travel; Business travel; Personal travel*);
- The market segments (*ecotourism, cultural tourism, sport tourism, etc.*);
- The situation of use (*specialists to specialists; specialist to non-specialist; specialist to wider audience of non-specialists*);
- The medium (*written vs. oral*);
- The genre (*magazine, guidebook, brochure, telephone conversation, guided tour, etc.*);
- The variety of English (*British English, American English, etc.*)

The communicative events defined by the various interplays of these dimensions are associated with different specialized terminologies:

e.g. pleasure travel + spa tourism + specialist to specialist + written + market profile

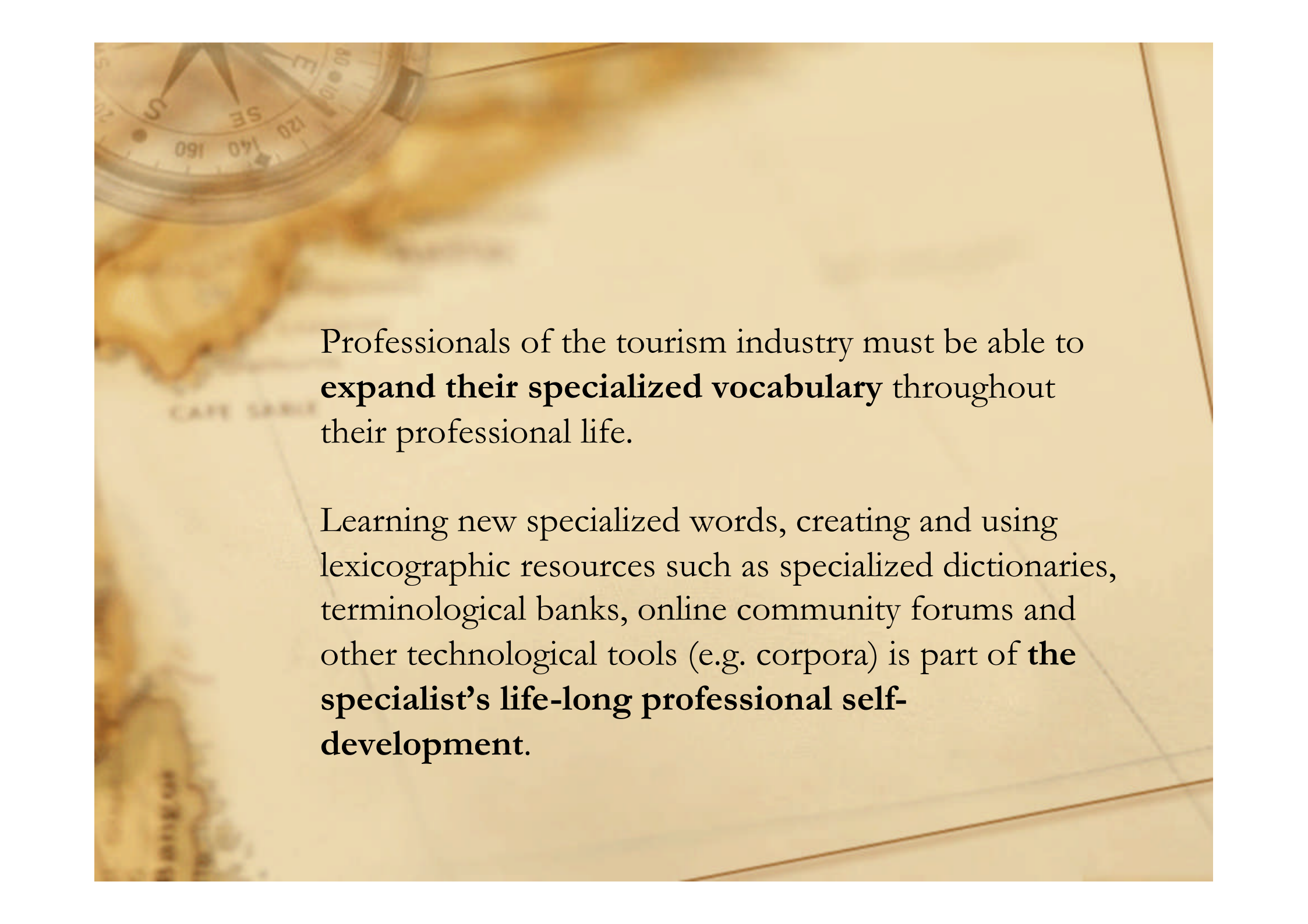
domestic overnight Spa tourism, incoming daytrip Spa visitors, Spa visitors behaviour

e.g. pleasure travel + spa tourism + specialist to non specialist + written + textbook

Wellness Travel is the term used to describe those interested in a travel experience that combines a sense of health and well-being.

e.g. pleasure travel + spa tourism + specialist to wider audience of non-specialists + written + brochure + British/American English

Revive Your Senses, spa holiday, truly relaxing vacation



Professionals of the tourism industry must be able to **expand their specialized vocabulary** throughout their professional life.

Learning new specialized words, creating and using lexicographic resources such as specialized dictionaries, terminological banks, online community forums and other technological tools (e.g. corpora) is part of **the specialist's life-long professional self-development.**



Resources: Dictionaries

English Monolingual Dictionaries

A Dictionary of Travel and Tourism Terminology

by A. Beaver, 2002

Oxford, CAB International

The book covers all aspects of the tourism industry, including hospitality, transport - road, rail, air and sea, and ancillary services such as car rental, insurance, passport and visa services, and foreign currency.

Some examples

- **Air Miles** - The brand name of British Airways promotion scheme, where traders mainly not in the travel industry, offer Air Miles vouchers as a sales incentive. The number of miles of free British Airways air travel provided is denominated on the voucher. [...]
- **Murphy** - A hotel room bed that can fold into a wall recess, cupboard or closet
- **Slot-wobbler** - Colloquial travel industry term for any factor which affects the use of a flight slot at an airport. Because of aircraft congestion, the loss of a slot might substantially delay an aircraft's departure.

Othermonolingual dictionaries

- Harris, R. (2001), *Dictionary of Travel, Tourism and Hospitality Terms*, Global Books & Subscriptions Services
- Medlik, S. (2003), *Dictionary of Travel, Tourism and Hospitality*, Butterworth-Heinemann
- A & C Black Publishers (2005), *Dictionary of Leisure, Travel and Tourism*.
- Chandra Nigam, S. (2007), *Dictionary of Tourism*, Rajat Publications

The background of the slide is a light beige color with a faint, sepia-toned image of a map and a compass rose. The compass rose is in the upper left corner, showing numbers like 091 and 07. The map shows some lines and text, but it is mostly out of focus.

Bilingual dictionaries

- Bait, M. and Vergallo, L. (2002), *Dictionary of tourism: inglese-italiano, italiano-inglese*, Milano, Modern Languages.

Online Monolingual Dictionaries

- Tourism Dictionary online
<http://www.tourismdictionary.com>
- Travel Industry Dictionary
<http://www.hometravelagency.com/dictionary>

General Tourism Terminology Resources

- Tourism Terms Made Simple

http://www.scottsdalecvb.com/docs/Tourism_Terms.pdf

A resource of commonly used terminology in the meetings and convention, and travel and tourism industries.

- Tourism Terms of the Trade

http://www.dced.state.ak.us/oed/toubus/pub/tourism_glossary.pdf

- Thesaurus on Tourism and Leisure Activities, (2001), published by the World Tourism Organization (WTO)

<http://pub.world-tourism.org:81/epages/Store.sf/?ObjectPath=/Shops/Infoshop/Products/1218/SubProducts/1218-1>

- Tourism services - Travel agencies and tour operators – Terminology, ISO EN 13809

http://www.uni.com/uni/controller/it/universo/turismo/turismo_terminologia.htm

This list is not exhaustive

Specialized Terminology Resources

Terminological resources can be classified according to the market segment...

- Ecotourism

<http://www.peopleandplanet.net/section.php?section=10&topic=8>

- Cultural/Heritage Tourism Glossary

<http://www.culturalheritagetourism.org/assets/resourcesSYH/CHTGlossary31.pdf>

... or to the destination (or variety of English)...

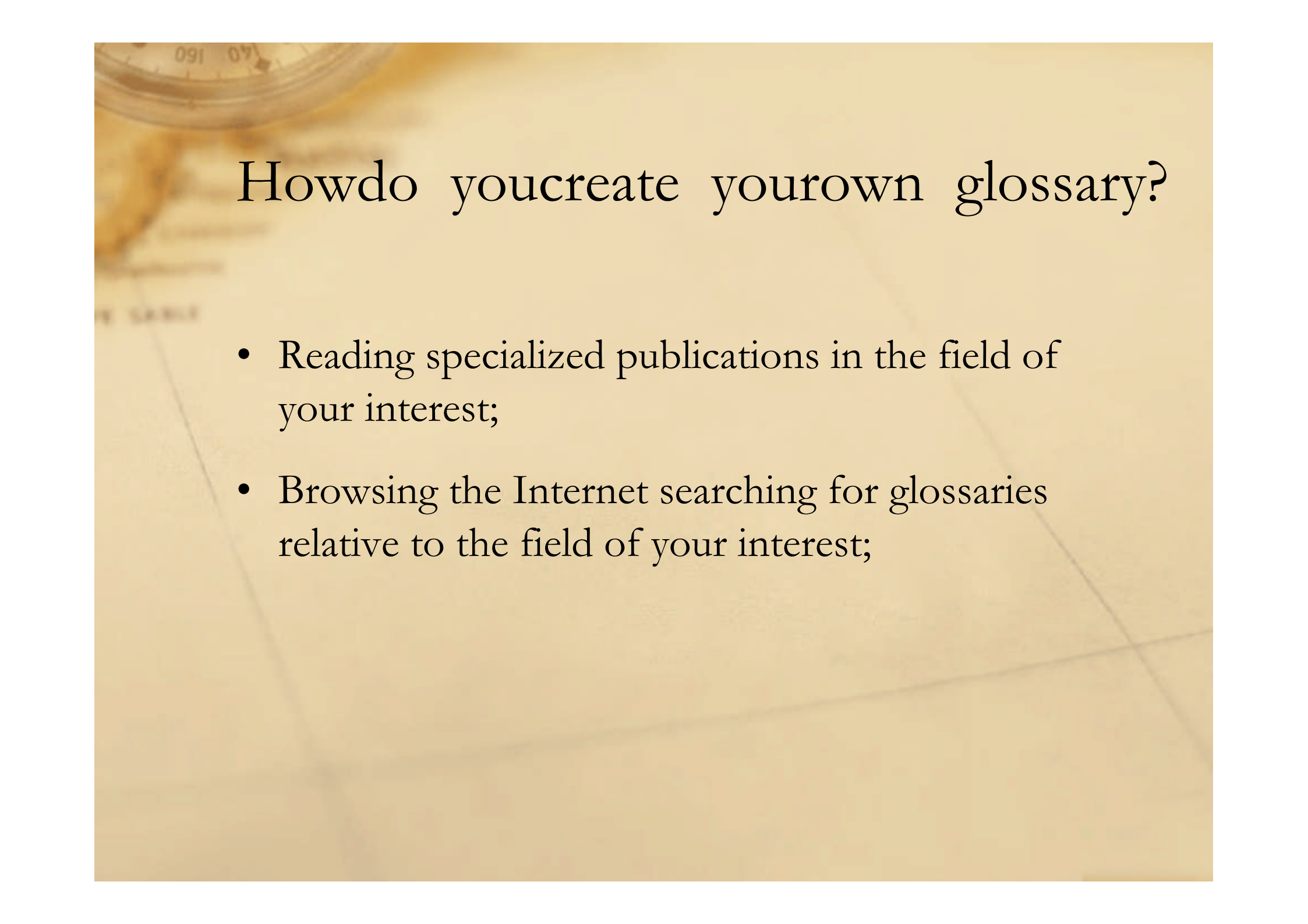
- New Zealand Tourism Terms

<http://www.tourism.govt.nz/quicklinks/ql-glossary.html>

...or to the relevant tourism-related topic/domain...

- Glossary of art terms

<http://www.yourwaytoflorence.com/tourism/glossary.htm>



How do you create your own glossary?

- Reading specialized publications in the field of your interest;
- Browsing the Internet searching for glossaries relative to the field of your interest;

An example ...

“La domanda di turismo accessibile, intesa nella sua più vasta accezione come quella componente turistica che esprime esigenze speciali di comodità ed agevolazioni nei confronti della pratica del viaggiare, è, a tutt’oggi, un campo ancora insufficientemente inesplorato all’interno delle cosiddette discipline turistiche, almeno in ambito europeo..”

Once you have identified the semantic and thematic domain (i.e. Accessibility in Tourism), you can look things up in your dictionary and proofread your translation/text checking to see whether your lexical choices exist in specialized dictionaries. Or you can search for a related document such as a document by the European Community like the one available at this address:

<http://ec.europa.eu/enterprise/services/tourism/accessibility.htm>

La domanda di turismo accessibile = demand for accessible tourism (offer)

Domanda = demand

Turismo accessibile = accessible tourism

Quella componente turistica che esprime esigenze speciali di comodità ed agevolazioni

Componente turistica = Tourism component (and not tourist component)

Esigenze speciali = special needs

Comodità = conveniences (and not comforts)

Agevolazioni = facilities

A possible translation...

- La domanda di turismo accessibile, intesa nella sua più vasta accezione come quella componente turistica che esprime esigenze speciali di comodità ed agevolazioni nei confronti della pratica del viaggiare è, a tutt'oggi, un campo ancora insufficientemente inesplorato all'interno delle cosiddette discipline turistiche, almeno in ambito europeo..”
- The demand for accessible tourism, intended in its broadest sense as the requirement by a tourism component with special needs for travel accessible commodities and facilities, [has not as yet been sufficiently investigated by the so-called tourism sciences, at least within Europe...]

Resources

Cappelli, G. (2006), *Sun, Sea, Sex and the Unspoilt Countryside. How the English language makes tourists out of readers*, Grosseto: Pari Publishing

Gotti, M. (2003), *Specialized Discourse. Linguistic Features and Changing Conventions*, Bern: Peter Lang.

Gotti, M. (2006), “The Language of Tourism as Specialized Discourse”. In: O. Palusci and S. Francesconi (eds.), *Translating Tourism Linguistic/cultural representations*, Trento: Editrice Università degli Studi di Trento.

Nigro, M. G. (2006) *Il linguaggio specialistico del turismo*, Roma: Aracne Editrice.

Van Dijk, T. A. (2001), “Specialized Discourse and Knowledge”, available online <http://www.discourses.org/Unpublished/SpecDis&Know.htm>.