

ENGLISH TERMS HIGHLY USED IN ROMANIAN AND SPANISH TOURISM TERMINOLOGY

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Abstract:

Qualitative variables have a big importance in economy, being associated to a big number of economic processes and phenomena. In economic-mathematic modeling process, the main problem which needs to be solved is to express numerically the level of such variables, especially if their importance is big, or if qualitative effects worth to be considered. Measuring of qualitative variables give the chance of input them in quantitative kind models that would help mostly to reduce the degree of indetermination and therefore, to a fuller explanation of the evolution of economic phenomena.

An important number of terms currently used in tourism are of English origin. If we consider Romanian and Spanish tourism terminology, although there are corresponding terms in these languages that express the same concept in tourism, the present-day tendency is to prefer and use the English terms at all levels of specialization. This preference is an image of globalization, a sign of the international and worldwide features of today's tourism.

From the quantitative point of view, the English influence in tourism terminology is significant, especially at the mass-level communication.

Despite their extensive use, Anglicisms do not make difficult the decoding of the message, sometimes being used together with explanations, terms or equivalent syntagms, all these facilitating the access to the specialized meaning in tourism.

Key words: *tourism terminology, Anglicisms, specialized syntagms*

JEL Classification: Y80

The insertion of foreign words is a very common and frequent process for any living language. English has the biggest influence in the world, thus leading to linguistic interrelation.

We used the method of combining the onomasiological approach with the semasiological approach, by semantic disintegration of tourism terms. The

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description of these English terms follows the two semantic dimensions, the paradigmatic and the syntagmatic axes.

In the most specialized level of tourism communication/terminology, there are many English terms that are widely used in Romanian and Spanish tourism terminology: ALLOTMENT, BACK-OFFICE, BOOKING, BRUNCH, CARAVANING, CATERING, CHECK-IN, CHECK-OUT, FRONT-OFFICE, GATEWAY, HALL, HANDLING, HIKING, HUB, INTERHOME, LAYOVER, LOW-COST, OVERBOOKING, PACKAGE, PLANNING, RACK, RAFTING, RAPPEL, RELEASE, RESORT, ROUTING, RUNWAY, SHUTTLE, SINGLE, SLIP, SLOT, STAND-BY, STOPOVER, TICKET, TRANSFER, TREKKING, TWIN, VOID, VOUCHER, WALK-IN, WINDSURFING etc. (according to DTUR, DTTO, LTT, DTT).

We will try to illustrate some semantic relationships between terms by presenting a complex relation of synonymy and some relevant terms, together with some explanatory examples extracted from different types of texts. The analysis we present is based on the information provided by the Spanish and Romanian general and specialized dictionaries, as well as by the media, tourism literature and newspapers.

For example, BOOKING, an English term highly used in tourism, has a wide thematic variety of uses. It can be applied to more tourism sectors: one can book a restaurant seat/meal in a restaurant, a room in a hotel, a seat in the theatre, a flight, a train ticket etc. (according to DTTO). While referring to the equivalent terms in Romanian and Spanish, this term is used in a relation of synonymy with the Spanish term RESERVA and the Romanian term REZERVARE. This is a term taken from the common vocabulary and, after being extensively used in tourism, it acquired a specialized meaning in this field.

Some of the syntagms that employ this term developed a sectorial specialization: for the accommodation sector: RESERVA POR GRUPOS/ RESERVA ANTICIPADA, RESERVA POR CUPOS o CONTINGENTES etc.; for the transportation sector: RESERVA DE CUPOS, RESERVA ANTICIPADA, etc.

Talking about all the above-mentioned formalities, these are done by the CENTRALES DE RESERVA (*“empresa o departamento de un hotel o cadena de hoteles, encargada de gestionar las reservas”*) (Blasco 2006: 82). This is a fixed specialized syntagm, also registered in tourism dictionaries, and intensely used in this terminology, in the accommodation sector. For the transportation sector, this “booking” is normally done by the SISTEMAS INFORMATIZADOS

DE RESERVA (loan translation of CRS = *Computer Reservation System*), a fixed syntagm that is mainly used in this sector, as well as in the accommodation sector.

Another fixed syntagm, a quasi-synonym of the above-mentioned one, is SISTEMA GLOBAL DE DISTRIBUCIÓN (loan translation of GDS = *Global Distribution System*). This one is registered in the tourism specialized dictionaries and has the characteristic of “*que reúne a los distintos mercados nacionales en un único centro donde concurren oferentes, en particular proveedores de servicios turísticos y de viajes, tales como compañías aéreas, establecimientos hoteleros o agencias de viajes mayoristas, y demandantes, donde el usuario final es un intermediario, esencialmente una agencia de viajes minorista*” (DTUR 1998: 330). All these fixed syntagms reveal and prove their specialized use from the user’s point of view, who is a tourism professional, and not the tourist himself.

From the point of view of the relation of synonymy, and by language separation, we have identified examples of interlinguistic synonymy: BOOKING = RESERVA (En. - Sp.) / BOOKING = REZERVARE (En.- Ro.), used in free variation, which is also used at the syntagmatic level: COMPUTER RESERVATION SYSTEM = SISTEMA INFORMATIZADO DE RESERVAS = SISTEM DE REZERVARE COMPUTERIZAT(Ă); GLOBAL DISTRIBUTION SYSTEM = SISTEMA GLOBAL DE DISTRIBUCIÓN = SISTEM DE DISTRIBUȚIE GLOBALĂ.

OVERBOOKING is another widespread English term in tourism. Because of its extensive use, it has already been registered in the Spanish general dictionaries (Romanian general dictionaries do not register this term yet): “*Venta de plazas, especialmente de hotel y de avión, en número superior al disponible*” (DRAE 2001: 1641). It is used in the accommodation and transportation sectors, in syntagms with specific determiners: OVERBOOKING AÉREO², OVERBOOKING HOTELERO³. It refers to a

² “Para justificar el *overbooking aéreo*, el más habitual, las líneas aéreas alegan que un elevado número de clientes reservan vuelos que finalmente no toman, con los consiguientes perjuicios económicos que esto supone para ellas.” http://revista.consumer.es/web/es/20040501/economia_domestica/68788.php [March 14, 2014].

³ “La crisis aérea desatada por la decisión de los controladores de abandonar masivamente sus puestos de trabajo ha provocado en Canarias un ‘*overbooking*’ hotelero en el que se solapaban los turistas que llegaban desde este pasado sábado, la mayoría extranjeros, con los que aún no habían podido irse y habían optado por ampliar sus reservas, según explicaron a Europa Press varios responsables y representantes de cadenas hoteleras presentes en las islas.” <http://www.20minutos.es/noticia/895305/0/> [March 14, 2014].

very wide tourism practice, which is the desire/need to fully occupy all tourist services (rooms in hotels, seats in airplanes, etc.).

The specialized Spanish dictionary DTUR includes the English term OVERBOOKING, as well as its Spanish equivalent SOBRECONTRATACIÓN, and defines it as “*exceso de contratación o admisión de un número de reservas mayor que el de plazas disponibles*”. Then it explains it as “*la contratación, reserva y venta de una misma plaza de transporte o alojamiento a dos o más clientes*” (DTUR 1998: 332), thus adapting it to both sectors that we are considering here, accommodation and transportation. In tourism practice and communication, there are other synonyms used to express the same concept: SOBRE(R)RESERVA, SOBREVENTA and SOBREOCUPACIÓN (these terms are confirmed by their use in texts with different levels of specialization).

SOBRE(R)RESERVA is a term that is not registered in the general or specialized dictionaries, but it is confirmed by its use in the texts: “*El overbooking o SOBRESERVA tiene lugar cuando se confirma una plaza al pasajero implicando que el número total de reservas efectuadas para ese vuelo sobrepasa la cifra que corresponde a la capacidad real del avión*” (Mapelli López 1991: 475).

The specialized dictionary DTTO includes the synonym SOBREVENTA, which is also confirmed by field literature: “*El overbooking o SOBREVENTA de billetes por parte de las aerolíneas afecta a 250 000 viajeros de los 250 millones de pasajeros que sobrevuelan cada año el espacio aéreo de la Unión Europea*” (de Juan 2013: 156). This term is mainly used when it refers rather to selling plane tickets/flights than to booking rooms, thus indicating a slight preference and specialization for the transportation sector: “*El nuevo reglamento comunitario establece indemnizaciones de entre 250 y 600 euros para los pasajeros afectados por SOBREVENTA de billetes de avión (overbooking) o retrasos, unas compensaciones que hasta ahora ascendían a 150 y 300 euros y sólo eran efectivas para vuelos superiores a 3.500 kilómetros*”⁴.

SOBREOCUPACIÓN is another term used in tourism terminology, a synonym of the above-mentioned ones, according to CLAVE general dictionary. Its tourism use is also confirmed by the (specialized and non-specialized) texts: “*El sindicato CCOO de Girona ha alertado de que los hoteles de Lloret de Mar permiten la SOBREOCUPACIÓN de las habitaciones, es decir, que haya más camas de las permitidas y de dejar de contratar a gente ocupando estos*

⁴ <http://www.elmundo.es/mundodinero/2005/02/16/Noti20050216205233.html> [March 12, 2014].

*puestos de empleo con becarios*⁵; “Infracciones graves: [...] g) La reserva confirmada de plazas de alojamientos en número superior a las disponibles, siempre que se produzca una SOBREOCUPACIÓN efectiva”⁶, but it is confined to the accommodation sector (we have not identified any example in reference to the transportation sector i.e. SOBREOCUPACIÓN AÉREA, but there are numerous examples of SOBREOCUPACIÓN HOTELERA, thus confirming its use at the syntagmatic level: e.g. “La sobredemanda del mercado ruso hacia Turquía, así como del francés, alemán y británico en Túnez, ha provocado que estos dos países competidores de Mallorca vayan a registrar una situación de «overbooking» en junio, julio y agosto (SOBREOCUPACIÓN HOTELERA), lo cual va a provocar desvíos de grupos de turistas hacia Mallorca, principalmente, y en menor medida hacia Menorca y Eivissa”⁷).

We have also identified another synonymous syntagm in the legislation and the mass media, large coverage texts: EXCESO DE RESERVA(S): “vuelo con EXCESO DE RESERVA, todo vuelo en el que el número de pasajeros que tengan una reserva confirmada y que se presenten al registro dentro del plazo y de las condiciones requeridos sea superior al número de plazas disponibles”⁸; “e) No existirá obligación de indemnizar en los siguientes supuestos: [...] 2. Cuando la cancelación del viaje, salvo en los supuestos de EXCESO DE RESERVAS, se deba a motivos de fuerza mayor o causa suficiente, entendiendo por tales aquellas circunstancias ajenas a quien las invoca, anormales e imprevisibles, cuyas consecuencias no habrían podido evitarse, a pesar de haber actuado con la diligencia debida”⁹.

As a sign of this complex and vast relation of synonymy, we have found a term that can be seen as a quasi-synonym of OVERBOOKING, that is DENEGACIÓN DE EMBARQUE¹⁰. In fact, it implies a relation of hyponymy

⁵ http://www.hosteltur.com/161880_ccoo-alerta-hoteles-lloret-mar-sobreocupan-habitaciones.html [March 12, 2014].

⁶ Ley 6/1989, del 3 de mayo, sobre la función inspectora y sancionadora en materia de turismo.

⁷ <http://ultimahora.es/mallorca/noticias/local/2012/72441/overbooking-turquia-tunez-garantiza-optimo-verano-turistico-mallorca.html> [March 12, 2014].

⁸ REGLAMENTO (CEE) N° 295/91 DEL CONSEJO, de 4 de febrero de 1991, por el que se establecen normas comunes relativas a un sistema de compensación por denegación de embarque en el transporte aéreo regular.

⁹ The catalogue *Paradores 2014* of VIAJES EL CORTE INGLÉS, page 64.

¹⁰ “Overbooking, su traducción al castellano sería sobreventa de billetes o *denegación de embarque*, es una práctica lícita seguida por la práctica totalidad de las compañías aéreas y que más de un usuario habrá tenido que padecer. Para justificar esta práctica, las aerolíneas alegan que un elevado número de clientes reservan vuelos que finalmente no toman, con los consiguientes perjuicios económicos que ello les supone.” http://www.acutavc.com/index.php?option=com_content&task=view&id=22&Itemid=40&lang=spanish [May 8, 2014].

at the significance level, this referring to a consequence of the “overbooking”: *“Habitualmente la DENEGACIÓN DE EMBARQUE se produce por el fenómeno del overbooking. El overbooking es una situación permitida por las leyes que se da cuando el número de pasajeros es mayor que el número de plazas del avión. Esto puede deberse a diversas causas, como el retraso de un vuelo de conexión, la cancelación de un vuelo anterior, la sobreventa de plazas en previsión de pasajeros que no se presentan o cancelan sus reservas, etc.”*¹¹. This fixed syntagm is also used in specialized texts (i.e. tourism legislation), where it is defined as *“la negativa a transportar pasajeros en un vuelo, pese a haberse presentado al embarque en las condiciones establecidas en el apartado 2 del artículo 3, salvo que haya motivos razonables para denegar su embarque, tales como razones de salud o de seguridad o la presentación de documentos de viaje inadecuados”*¹². This definition indicates its highly specialized nature, and it has been transferred to mass-level communication, because of its direct impact on the passenger: *“La compañía aérea Ryanair ha abonado la cantidad de 250 euros a una socia de Facua-Málaga tras sufrir una DENEGACIÓN DE EMBARQUE. La afectada tenía contratado con la compañía aérea el vuelo Valencia-Málaga para el día 27 de mayo de 2012”*¹³.

In conclusion, we have identified the following types of synonymy:

Intralinguistic quasi-synonymy: SOBRECONTRATACIÓN – SOBREVENTA – SOBREOCUPACIÓN - EXCESO DE RESERVA; it is also used in specialized syntagms, where this relation is established for each sector individually: SOBREVENTA AÉREA¹⁴ - SOBRECONTRATACIÓN AÉREA¹⁵, and SOBRECONTRATACIÓN HOTELERA (DTTO) - SOBREVENTA

¹¹ http://www.seguridadaaerea.gob.es/lang_castellano/particulares/pasajeros/dchos_pax/denegacion_embarque/over_booking.aspx [March 12, 2014].

¹² REGLAMENTO (CE) No 261/2004 DEL PARLAMENTO EUROPEO Y DEL CONSEJO de 11 de febrero de 2004 por el que se establecen normas comunes sobre compensación y asistencia a los pasajeros aéreos en caso de denegación de embarque y de cancelación o gran retraso de los vuelos, y se deroga el Reglamento (CEE) no 295/91.

¹³ <http://www.laopiniondemalaga.es/malaga/2014/05/29/ryanair-abona-usuaria-250-euros/680966.html> [May 30, 2014].

¹⁴ “Las líneas aéreas europeas regulares y chárter que operen en la Unión Europea deberán doblar el año próximo las indemnizaciones a los pasajeros a quienes se niegue el embarque pese a tener billete, según el acuerdo final entre el Consejo de Ministros de la UE y el Parlamento Europeo para modificar el actual reglamento de sobreventa aérea.” *El Periódico de Catalunya* [Spain] 16.10.2003, page 37.

¹⁵ Ignacio Moralejo Menéndez (1999) “Notas en torno a la sobrecontratación aérea “Overbooking” in *Estudios sobre consumo*, No. 48, pages 177-181.

HOTELERA¹⁶ - SOBRECUPACIÓN HOTELERA - SOBRESERVA HOTELERA.

Interlinguistic synonymy: SOBRECUPACIÓN = OVERBOOKING (Sp. - En.); SOBRECUPACIÓN = OVERBOOKING (Sp. - En.); SOBRESERVA = OVERBOOKING (Sp. - En.); SOBREVENTA = OVERBOOKING (Sp. - En.); SUPRAREZERVARE = OVERBOOKING (Ro. - En.), also present at the syntagmatic level: SOBRECUPACIÓN AÉREA = OVERBOOKING AÉREO; SOBREVENTA AÉREA = OVERBOOKING AÉREO; SOBRECUPACIÓN HOTELERA = OVERBOOKING HOTELERO; SOBREVENTA HOTELERA = OVERBOOKING HOTELERO; SOBRECUPACIÓN HOTELERA = OVERBOOKING HOTELERO.

Another term that is commonly and almost generally used in tourism terminology is TICKETING (Sp. BILLETAJE, Ro. TICKETING). This term is circumscribed to the transportation sector. Despite of its tourism specialization, the specialized dictionary DTUR does not include it. In Romanian we have identified it in just one of the two specialized dictionaries we have consulted, that is the LTT, where it is defined as “*emiterea biletelor la tariful corespunzător pentru transportul de pasageri*”. The non-inclusion of this term in either Romanian or Spanish general dictionaries (DEX, DEXI, DRAE) illustrates its specialized nature.

The field literature identifies this term by a number of actions that make up this process: “*Procesul de ticketing reprezintă o înșiruire logică de acțiuni în vederea determinării celor mai potrivite tarife, realizării rezervărilor de transport aerian și emiterii biletelor de avion. [...] identificarea acelor zboruri care întrunesc în totalitate cerințele pasagerilor, [...] determinarea tarifului optim pentru fiecare rută, [...] emiterea biletului de călătorie*” (Gheorghe 2010: 103), thus emphasizing its complexity at the specialized level. The contexts clarify its use and its semantic structure which the specialized definition does not cover (the definition of LTT is limited to the action of issuing tickets).

¹⁶ “SOBREVENTA HOTELERA (OVERBOOKING). PROMETOUR España S.L. se reserva el derecho de alojar a sus clientes en otros hoteles o chalets de similar o superior categoría si por motivos particulares ajenos a nuestra voluntad, los hoteles o establecimientos utilizados, rechazan nuestras reservas a causa de sobreventa (overbooking).” http://www.prometour.es/es/download/clausulas_y_condiciones_2007_2008.pdf [March 12, 2014].

In Romanian and Spanish the term used to refer to this process is mainly the English one. In particular, we can identify interlinguistic synonymy (we indicate just the Spanish term BILLETEAJE, because in Romanian there is no equivalent term), or intralinguistic synonymy (BILLETEAJE¹⁷ and its periphrastic synonym EMISIÓN DE BILLETES; in Romanian we use the English term TICKETING or the Romanian periphrastic synonym EMITERE DE BILETE), in a free variation use. In the mass-level communication and texts, this term is used mainly in reference to the issuing of tickets¹⁸, as it is the most visible level or part of the entire ticketing process.

The general dictionary DRAE includes the term BILLETEAJE and defines it by the *genus proximus* “collection”: “*Conjunto de los billetes o boletos que autorizan el acceso a un teatro, un tranvía, etc.*”. This definition describes this term as belonging to the general language and not as a specialized term in tourism. This specialized meaning is recovered in the texts (specialized, field literature or general/mass media).

The position of some of these terms in the tourism field is very relevant for the conceptual level, as well as by its frequency of use in the specialized language. This position is strengthened by their inclusion in the general and specialized dictionaries. Some of these terms are included only in the specialized dictionaries (i.e. ALLOTMENT, BOOKING, BRUNCH, CARAVANING, GATEWAY, HANDLING, VOID etc.), but others are also defined in the general dictionaries (i.e. CATERING, OVERBOOKING, VOUCHER etc.). On the other hand, some terms with high frequency in use (with specialized and figurative significance) like BACKPACKER, TICKETING etc. are not included yet in the general or specialized Romanian and Spanish dictionaries.

From the quantitative point of view, this English influence in the tourism language is very high, especially in mass media texts. Although there are

¹⁷ Term registered in the DTTO and confirmed by texts “Viajes Extremo Oriente, integrada en Airmet, está especializada en *billeteaje* aéreo y en viajes organizados.” *Hosteltur* [Spain] No. 236, March 2013, page 8.

¹⁸ “EasyJet es la primera compañía que se convierte en una aerolínea de **light ticketing** dentro del sistema Amadeus, lo que mejora considerablemente el modo en que los agentes de viajes acceden, reservan y prestan servicios al vender vuelos de la aerolínea. Se espera que esta mejora incremente el número de reservas de easyJet por el canal de las agencias de viajes gracias a las nuevas funciones de fijación de precios, *billeteaje* y reserva, que ofrecen al agente la misma experiencia de usuario que con la reserva de las aerolíneas tradicionales.” http://www.hosteltur.com/110800_easyjet-primera-aerolinea-adoptar-mejoras-tecnologicas-amadeus-reservas-vuelos-low-cost.html [April 2, 2014].

corresponding terms in the target languages (Spanish and Romanian, with a higher frequency in Spanish) that express the same tourism concept, there is a preferential use of the English terms that demonstrates their global and worldwide use. Romanian proves to be more open to the assimilation of Anglicisms. Tourism information texts explicitly reflect the linguistic and extralinguistic dynamic and play an important role in the evolution of terminology.

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