

Key words: *terminology, term, linguistics, terminological corpus, language dynamics*

Abstract: The research proposed is a linguistic approach of the contemporary French language dynamics viewed through the perspective of the tourism terminology. The tourism terminology of the contemporary French language can be considered a relatively new field. Under this perspective it witnesses a remarkable dynamics especially due to the appearance and development of new economic branches such as "The Marketing of Tourism" and "The Tourism and Hotel Management". The investigation is placed upon the hypotheses that the vocabulary represents one of the very mobile section of the language, and the specialized languages contribute in a special way to it, bringing by their influence for the dynamics of the general language. The new tourism terminology enables the enrichment of the contemporary French language; it develops especially its use in the field of the civilization and socio-cultural exchanges, ameliorates its diffusion proposing new terms able to serve as reference and contributes in facilitating the communication in general.