

# The Tourism Terminology and its Relevant Role within the Contemporary French Language Dynamics

**Nicoleta BOTEZ**

**George Bacovia University, Bacau, ROMANIA**

**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.

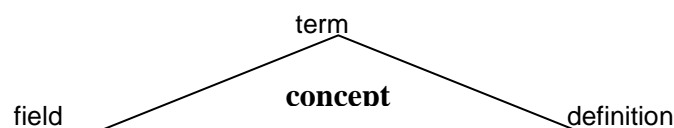
The actual investigation is based upon the fact that the vocabulary represents a very mobile compartment of the language and under the circumstances when the society develops in very rapid way the language must adapt itself to the reality. We must think here at the great number of new terms that are created permanently in different fields of activity and at the languages that inter-act each-other on different levels day by day. Some of them are ad-hoc creations and they disappear immediately after their appearance, but others find their proper place within the lexis and remain their, because a language is a system of oral and written signs linked each-other by a certain history and culture.

Not being a figured entity, immobile for ever, the language changes itself unceasingly: some words disappear, die and other new-ones appear. The world, the environment in which a language functions changes and consequently its lexis evolves. Naturally and normally, there exists a word or a sense for each thing, each notion, and each new appeared reality. In order to denominate the new realities, the French language as any other language, enrich it with new lexical units – neologisms, that are created also starting from the French language, or they are borrowed from other divers languages.

The general concept of language or better said, the language in general is something abstract and in reality it being constituted from an assembly of linguistic acts identical to the community of individuals and representing a system of isoglosses conventionally established, gathering what it is common to the expressions of a community or even to a single group of individuals, within different time periods. Thus, the linguistic acts registered within a community are more or less common, considering them from a scientific point of view, making an abstraction of the aspects that differentiate them. From a linguistic point of view, the limit between "languages" is conventional the same as it is the limit between dialects: it depends upon the isoglosses taken into consideration, because there is almost no isogloss that does not be identical in a certain territory.

Regarding from this point of view the contemporary French language registers a considerable dynamics, being in a permanent change and witnessing an evolution in time or space. This dynamics can be analyzed from the perspective of the human society development as a whole, and when changing, it registers at the same time a permanent evolution, determined by the appearance of the new technologies, due to the social changes having a divers nature and due to the changes between the human communities as well. The language also evolves when, as being a culture vehicle, it accompanies and reflects the scientific and technological progress and when it functions normally, registering the same rhythm as the new technologies in multiple fields of human activity: working space and commerce, education, mass-media, administration, leisure etc., facilitating the exchanges between communities. A special place within these evolutionary processes of the language is attributed to the special terms from the divers fields of activity, that tend to respond the more demanding communication necessities, creating thus the dynamics of the language as a whole.

A terminological definition has in the center of its attention the term as member of an assembly well-structured named terminology. Any terminology reflects the structural organization of well-defined field in which every term is defined by its comparison to the other-ones. As a result of the studies we can consider that the "terminologies are true definitional systems inside which there exists an interdependence between a *concept*, *term* and *field*, an interdependence reflected by the terminological triangle "<sup>1</sup> (Picture 1)



**Picture 1. The terminological triangle**

The terminology from the tourism field in the contemporary French language can be considered being relatively new, witnessing a remarkable dynamics due to the appearance and development of some new economic branches such as the *Tourism Marketing* and the *Tourism and Hotel Management*. As a result of the development of such new economic branches a multitude of new terms appeared in the field in order to facilitate the communication and the understanding of new professions, jobs, services and produces that tourism offer to the public.

We can state that a terminology is before all an assembly of specialized terms belonging to the same field of activity, possessing its own vocabulary. There exists a medical, sport, informatics, navy, aviation, tourism terminology etc. The word terminology designates an activity and we can bring into attention the following statement: terminology is to produce the terms and the definitions to designate the notions and the realities of a field.

The terminological policies concentrate themselves on the development of the vocabulary of a certain field. *Language planning* and *Terminology planning* are two complementary sciences, with a certain area of interaction between them. Some researchers in the field (Budin and Galinski) suggest for use the term "*Communication planning*" in order to include both.. The UNESCO directives for the terminological policies describe the omnipresence of terminology stating that the terminology plays a crucial role when the knowledge of a specific field are:

- Generate (research, development)
- Used (specialized texts)
- Registered (data bases, dictionaries)
- Taught (training courses)
- Implemented (from the technological point of view or through knowledge transfer)

<sup>1</sup> Angela Bidu Vrânceanu, *Lexic comun, lexic specializat*, Note de curs, Universitatea București

- Translated and interpreted.

The terminology as a subject is defined as “the scientific study of notions and terms in use in the specialized languages”. By specialized language we must understand a linguistic sub-system that uses a terminology and other linguistic means in order to eliminate the communication non-ambiguity within a certain field of activity.

The flourishing of the new technologies brought the appearance of a new linguistic need. The scientific and technological researches lead to the development of new concepts inducing at their turn the appearance of new denominations.

If we consider the terminology as a *scientific terminology*, it can be defined as a field in which cross different knowledge studying the concepts and the representations by means of terms. When studying terminology three different concepts are put together:

1. the assembly of scientific principles and norms dealing with the study of terms,
2. the assembly of directives found within the terminological works,
3. the assembly of terms found, functioning and used in a certain specific field.

As main branch of the linguistics, the terminology, a complex subject, with a vast field of activity, demands a permanent and continuous adaptation, being characterized by inter-disciplinarity; as a scientific subject, it studies the specialized vocables and the conditions in which these are put into application and so it has not focused upon a certain goal. Under these circumstances it constitutes as a subject within the core of other subjects such as translation, foreign language teaching and linguistic normalization, the scientific and technical writing<sup>2</sup>.

Referring strictly to the terminology of the tourism field in contemporary French language, we can state that it witnessed a remarkable dynamics especially after the '90s. From the linguistic point of view the tourism terminology appears as an assembly of expressions denominating in the French language notions revealing a field of knowledge greatly thematic. These expressions are of multiple natures: pure linguistic (it represents in fact words or group of words), pure extra-linguistic or a mix. Their common point is to denominate and not only to designate an object or a class of objects, and its direct product is the creation of a terminological corpus which does not materialize only as a simple alphabet, neutral vehicle of some information, but it is a specific sub-assembly, which inside an enterprise, for instance, exemplifies the conceptual fields created or only used in its activity. Within the functional-praxiological plan everything depends upon precisizing: *for whom are the technologies made?*, *who is interested to use the terminologies?* and, somehow implicitly, *who is studying all these aspects?* (the specialist strictly, the specialists in the theory of knowledge, linguists etc.)? Because our investigation can not be situated on the position of an internal approach from the strict perspective of the specialist of a certain scientific field, but in a little extent, the research will be oriented towards the analysis of the importance of *terminologies* for larger socio-professional groups, continuing up to the use in the standard literature language (beyond a certain specialization).

Within a scientific text or of vulgarization, for popularization, the terms are conceptual minimal units for transmitting the information. It is the point where the terminological activity appears offering to the terminology a dynamic characteristic. Currently, the terminological activity has as object this assembly of elements that interact one-another and define themselves one-another and that sometimes juxtapose or become concurrent in the relation with a concept denominating it simultaneously, or, on the contrary, leave it non-covered from a linguistic point of view. Two kinds of activities can be made opposite a terminological corpus: the objective description of terms or an active intervention, eventually normative, of them. Within this context the terminological regulation appear as a necessity<sup>3</sup> besides the greater and greater volume of documentary quantity.

The terms, expressions and definitions listed bellow are selected to be exemplified from the works and studies of different commissions specialized in terminology and neology, collaborating each-other within the organism responsible for the enrichment of the French language and of the terminologies specific to the field of tourisms. To a large extent, it is about a limited assembly of terms specific to the field of tourism, and which are not present within the general dictionaries or which are present within the general dictionaries, but having a different sense of the one attributing in this specific field. These terms have been previously published by the General Commission of terminology

<sup>2</sup> Anger P., Rousseau L.J. *Méthodologie de la recherche terminologique*, Régie de la Langue Française, Québec, 1977.

<sup>3</sup> Bally C., *Le langage et la vie*, 2e éd., Zurich, 1935

and neology under the form of lists in the Official Journal (dated: 2 December 1997, 16 December 1998, 22 September 2000, 20 June 2000, 21 October 2004, 22 October 2004, 12 February 2006, 16 September 2006). Their publishing aims to enrich the French language, the main goal being to facilitate the understanding of the notions, often not very known by the large public and also to enlarge their use outside the professional area, by any locutor.

**1. bourse professionnelle**, *field* : Tourisme-Économie et gestion d'entreprise. *Synonym* : rencontre interprofessionnelle. *Definition* : Manifestation permettant un échange d'informations ou des négociations entre professionnels d'un ou de plusieurs secteurs d'activité sur les problèmes les concernant. - *Foreign equivalent* : workshop. (Source : *Journal officiel* du 22 septembre 2000).

**2. contingent**, n.m., *field* : Tourisme. *Definition* : Capacité d'hébergement ou de transport attribuée par un prestataire à un tiers. - *Foreign equivalent* : allotment. *Note* : Le terme « allotement » ne doit pas être employé. (Source : *Journal officiel* du 22 septembre 2000).

**3. défaillant, -e**, adj., *field* : Transports-Tourisme. *Definition* : Se dit d'un voyageur qui n'utilise pas la réservation effectuée en sa faveur. *Foreign equivalent* : no-show (n.). (Source : *Journal officiel* du 22 septembre 2000).

**4. kiosque**, n.m., *field* : Tourisme-Restauration. *Définition* : Présentoir, à l'origine circulaire, destiné à la restauration en libre-service. *Foreign equivalent*: scramble. (Source : *Journal officiel* du 22 septembre 2000)

**5. organisateur de voyage**, *field* : Tourisme. *Synonym* : voyageur, n.m. *Definition* : Personne morale ou physique qui conçoit et met en oeuvre des voyages. *Foreign equivalent*: tour operator. *Note* : Le terme « tour-opérateur » ne doit pas être employé. (Source : *Journal officiel* du 22 septembre 2000).

**6. ristourne**, n.f., *field* : Tourisme-Économie et gestion d'entreprise. *Definition* : Réduction accordée dans le cadre d'une transaction commerciale. *Foreign equivalent*: discount. (Source : *Journal officiel* du 22 septembre 2000).

**7. station**, n.f., *field* : Tourisme-Économie et gestion d'entreprise. *See also* : complexe touristique. *Foreign equivalent*: resort. (Source : *Journal officiel* du 12 février 2006).

**8. voyage à forfait**, *abreviation* : forfait, n.m., *field* : Tourisme. *Definition* : Ensemble de prestations de services (transport, hébergement, restauration, visites, excursions, distractions, etc.) proposé à prix fixe par un organisateur de voyages ou de séjours. *Foreign equivalent* : inclusive tour, package. (Source : *Journal officiel* du 22 septembre 2000).

**9.voyage à la carte**, *field* : Tourisme. *Definition* : Voyage à forfait composé d'éléments choisis par le client parmi les possibilités proposées par un organisateur de voyages. *Foreign equivalent* : package travel. *Note* : The term « voyage en kit » does not be employed (Source : *Journal officiel* du 22 septembre 2000).

A series of terms from the field are to be found on the site *France Trem*, dedicated to the terms recommended by the Official Journal of the France Republic, from 27 August, 2008:

**10. aire de restauration**, *field*: Restauration-Tourisme. *Foreign equivalent*: food court (en.)

**11. autocaravane**, n.f., *field*: Tourisme-automobile.: camping -car (en) ou motor-home(en.)

**12. autocaravane à cellule**, *field*: Tourisme-automobile. *Foreign equivalent*: detachable motor caravan (en.)

**13. autocaravanier,- ière**, n., *field*: tourisme-automobile. *Foreign equivalent*: caravaner (en.)

**14. bon d'échange** ou **bon**, n.m., or **coupon**, n.m., *professional language*; *Field*: tourisme. *Foreign equivalent*: voucher (en.)

**15. caravane n.f.**, *field*: Tourisme automobile. *Foreign equivalent* : caravan (en.) (GB.) or trailer (en.) (EU)

**16. caravanier, -ière**, n., *field*: Tourisme-automobile. *Foreign equivalent*: camper (en.) or caravaner (en.) (GB)

**17. compagnie a bas prix**, *field*: Tourisme-Transports / Transport aerien. *Foreign equivalent* : low cost airline (en.)

**18. complexe touristique** ou **complexe**, n.m, *field*: Économie de Gestion.d'Entreprise – tourisme.: *Foreign equivalent* - resort (en.)

**19. saisonnalité**, n.f., *field*: Tourisme. *Foreign equivalent* : seasonality (en.)

**20. salon professionnel**, *field*: Tourisme. *Foreign equivalent*: trade exhibition (en.) or trade show (en.)

The main destination of terms in the field of tourism is to assure an efficient communication and transmitting the specific information of the covered field - tourism, to those interested, specialists and non-specialists. The regulation of a terminology is not possible but under the conditions in which it founds its strategy upon the creation of data banks and upon term normalization. It results the necessity to create official organisms able to administrate the terminologies.

## Bibliography

Anger P., Rousseau L.J. *Methodologie de la recherche terminologique*, Regie de la Langue Française, Québec, 1977.

Auger, P., Boulanger, J.C., *Terminologie et terminographie*, Hiver, 1995

Bally C., *Le langage et la vie*, 2e éd., Zurich, 1935

Berejan, S., *Terminologia tehnico-științifică internațională în dicționarele naționale generale // Terminologie și limbaje specializate*. Ed. a II-a., Chișinău, 2000 - P. 19-27.

<http://franceterme.culture.fr/FranceTerme/>, (12 Decembre 2008)