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Anglicisms in Tourism Language Corpora 2.0

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Abstract

The world of tourism has evolved in recent times because of the impact of the Internet. Tourism enterprises have expanded their commercial point of view and have found a faster way to reach clients through increased tourism advertising on the Web. Along with this increase in advertising are the opportunities to study the lexicon of tourism. One of the main points in this lexicon is the use of foreign words, especially the use of Anglicisms due to English's status as a universal language in these contexts. In this article, we will study the Anglicisms in Spanish tourism from these points of view:

- why these words are used;
- in what context they are used;
- if we use original foreign words or their adaptation to the language of tourism in Spain;
- if we use the normative rules.

We will use as reference the Spanish tourism from the project: *Análisis léxico y discursivo de corpus paralelos y comparables (español-inglés-francés) de páginas electrónicas de promoción turística*, referencia FFI2011-24712.

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1. The role of Anglicisms in the language of tourism

The world of tourism has evolved in recent times in a remarkable way thanks to the rise of the Internet. With this new tool, this sector has found a quick and effective way to reach the public: commercial web pages, official websites of national and local tourism, guides, regulations etc. In this way, the tourism genre has evolved, as Calvi (2010) points out: “Asimismo, se tendrá en cuenta la aparición de nuevos géneros difundidos a través de Internet, en los que los usuarios se convierten en expertos de la comunicación turística (foros, *blogs*, etc.), creando nuevos paradigmas comunicativos que podrían trastocar los esquemas tradicionales”.

On the other hand, the Spanish language has received a large number of words from other languages, especially English. There are many specialized languages that have provided foreign words to the Spanish language, including medical, computer or tourism language.

As a result, we may find a lexicon that is not ordered and classified; therefore, the most recent academic works have attempted to collect and adapt these words to the Spanish form and pronunciation. The Dictionary of the Royal Academy, in its twenty-first edition, has added many new foreign words with respect to the previous editions, but it was the *Diccionario panhispánico de dudas* which took further steps in the adaptation of foreign words to the Spanish form and pronunciation.

The real objective of these adaptations is for Spanish speakers to use a Spanish form, through the use of a Spanish adaptation or through the use of an equivalent in Spanish. Notable examples of these Spanish adaptations are: *tique* instead of *ticket*; *champú* instead of *shampoo*; *campin* instead of *camping*.

In addition, there are other academic works such as *Ortografía de la lengua española* or *Nueva Gramática de la lengua española*. These works study and review some of these foreign words, such as the RAE (2010), which reviews, again, foreign words in the Spanish language according to the latest orthographic changes where, for example, the letters *w* and *k* are considered part of the Spanish alphabet and, therefore, it is not necessary to adapt them when a foreign word is incorporated into the Spanish vocabulary. We can observe some modifications with respect to the *Diccionario panhispánico de dudas*, for example: *wiski* instead of *güisqui*; *vodka* instead of *vodca*.

Finally, in the most recent publication, the *Diccionario de la Lengua Española* (2014), the *Real Academia Española de la Lengua* do not include some of the adaptations of the *Diccionario panhispánico de dudas* because Spanish speakers and the media, after ten years, do not use these forms. On the other hand, the *Diccionario* includes some foreign Anglicisms that are used in the Spanish community, such as: *spa*, *jet lag*, *parking*.

Anglicisms in Spanish tourism represent a fact shown by linguistic experts. The main reason is the importance of the English language as a language of communication in the linguistic world. Another reason we find for the adopting of foreign words, mainly by hotel web pages, is for advertising purposes and, therefore, business purposes. Taking advantage of the internationalization of English, hotel companies search for words that are recognizable for the client.

Thirdly, hotel websites often use Anglicisms, but Spanish equivalents exist. They choose the English forms because they are more easily recognizable by clients. Thus is the case of *room*, *service* or *staff* instead of the Spanish equivalent words *habitación*, *servicio* o *personal de hotel*.

This article collects data from one corpus created by the COMETVAL group from the University of Valencia. This is a tourism corpus of specific tourism words, collected from web pages. These web pages are commercial web pages, official websites of national and local tourism, guides, regulations and forums in Spanish, English and French. In the Spanish group, we have collected more than two million words between Spain and America:

Table 1. Total Spanish words

Corpus	Total words
Total Spanish corpus	2.199.320
Spanish from Spain	1.064.321
Spanish from America	1.134.999

In the collection of Anglicisms, we choose those words that appear with a high frequency in the corpus. Therefore, we have left out those words that have a low frequency and, for this reason, appear sporadically. In this

article, we pay special attention to the Anglicisms that are used more frequently in Spanish tourism websites. After that, we have classified them and studied their particular characteristics.

2. Tourism topic areas

The language of tourism is not a prototypical specialized language, since it has, for example, a thematic diversity. Not only can we find topic areas such as words relating to rooms or beds, but we can also see topic areas of other specialized languages such as words relating to catering or sports. It is true that these kinds of words appear frequently in the language of tourism and, finally, we can consider them as part of this area.

We have classified the Anglicisms into the topic areas which show more information about them. These topic areas are:

- Room
- Bed
- Hotel service and Management
- Technology
- Catering
- Travel and sports

The Anglicisms have been ordered alphabetically within the topic areas and all of them have a high frequency in our tourism corpus. We have also added information about their Spanish equivalents, about their definitions[†] and the Academic works where they appear:

- DPD (*Diccionario panhispánico de dudas*)
- DRAE (*Diccionario de la Lengua Española*, the last version, 2014)
- DA (Latin American dictionaries)

2.1. Room

- *Family suites* (habitación familiar): An especially large suite in a tourist accommodation establishment intended to accommodate more people than a regular suite, in which children are normally included.
- Habitación *premium* (habitación de lujo): A room in a tourist accommodation establishment considered to be of higher level than a basic or standard one and equivalent to a superior or deluxe one in terms of quality, equipment and also price
- Habitación *Standard* (habitación estándar): A basic-type room in a tourist accommodation establishment including standard amenities and furnishings so that it is normally the lowest priced room
- *Room* (habitación): A delimited space of a tourist accommodation establishment that is rented out as separate accommodation with the size and equipment established by the corresponding norms.
- Habitación *vip* (habitación de lujo): A room in a tourist accommodation establishment considered to be special in regard to quality, location or equipment and, consequently, also Price (**DRAE**), (**DA**)
- *Loft*: Apartment with one large room and undivided, usually with natural light (**DA**)
- *Room service* (servicio de habitación): Service typically provided by hotels that allows customers to have food and drink brought to their room

The Room corpus forms a specific topic area of tourism. One characteristic of this topic area is the existence of Spanish equivalents. This is the case of *Vip room* (habitación vip), *room* (habitación), or *family room* (habitación familiar). However, we can observe in this group the predominance of the original foreign words without equivalent or adaptation. Finally, the majority of them do not appear in Academic works, with the exception of *vip* or *loft*.

[†] Definitions extracted from the *Multilingual Dictionary of Tourism* (COMETVAL).

2.2. *Bed*

- *Cama King* (cama grande, cama doble): A double bed that is bigger than usual and bigger than a queen-size one, offered in some high quality hotel rooms, apartments and suites
- *Cama Queen* (cama grande, cama doble): A double bed that is bigger than usual, offered in certain quality hotel rooms and suites. A queen-size bed usually measures 153/160x203 cm.
- *Cama single* (cama individual): A room in a tourist accommodation establishment intended for single occupancy. **(DPD) (DA)**
- *Cama standard* (cama estándar): A basic-type room in a tourist accommodation establishment including standard amenities and furnishings so that it is normally the lowest priced room. Standard rooms belong to an inferior category to that of superior or deluxe rooms. *Estándar* **(DPD)**
- *Cama twin* (cama doble): Two single beds put together, typical of many hotel rooms, suites and apartments. Not to be confused with a double bed, which also sleeps two people but is a one-piece bed
- *Junior (suite)*: A suite in a tourist accommodation establishment, of larger size than a standard room, and made up of a separate living or seating area, a bath and a bedroom. *Júnior* **(DPD)** *yúnior* o *júnior* **(OLE)** – different pronunciation- **(DRAE 2014, júnior)**

The bed topic area also contains specific terms such as *cama king*, *cama queen* or *cama single*; all of them are customary on every private tourism web page that you can visit. Original foreign words are common in this group of words (*queen*, *king*, *twin*). Although we found logical equivalents such as *cama individual* or *cama doble*, they are also common in the general vocabulary.

The most specific words of this topic area do not appear in academic texts, for example, *cama queen*, *cama King* or *cama twin*. However, these texts collect more general words, as *cama standard*, *cama single* or *junior suite*, mainly in the *Diccionario panhispánico de dudas*.

2.3. *Hotel service and Management*

- *Check in* (registro de llegada): The period when guests arrive at the hotel in order to occupy a room. This period is established by the hotel owners **(DA)**
- *Check out* (registro de salida): Payment of costs for services or goods acquired when the guest is leaving the hotel. **(DA)**
- *Delivery* (entrega, reparto): The act of conveying something as a shipment or package.
- *Envío express* (envío exprés, rápido): A fast delivery provided by the hotel **(DPD) y (DA)**
- *Lobby* (vestíbulo de hotel): Area right inside the entrance to the hotel building, and in general to any large building.
- *Low cost* (coste bajo): The amount of money, less than the standard, that a customer has to pay for a product or service.
- *Management* (dirección, gestión, administración): The members of the executive or administration of a hotel. **(DPD) and (DA)**
- *Meeting room* (sala de **reuniones**): Place in which hotel guests and visitors may assemble or gather to discuss a particular item of a company or other organization's business. **(DPD –includes “mitin”-)**
- *Pack* (lote, paquete): Different items, typically services, offered by the hotel or a travel agency as a single deal. **(DPD) and (DA)**
- *Parking* (aparcamiento): Area for hotel guests to leave their vehicles during their stay. **(DPD -includes parquin-) and (DRAE 2014)**
- *Pet friendly* (permitido mascotas): A tourist accommodation establishment in which pets are allowed, even though restrictions may apply in terms of weight or size.
- *Shopping zone* (zona de compras): Establishment that is part of the hotel, where people can buy goods and services.

- *Spa* (balneario): Often high standard hotels offer this service, where guests may go in order to relax or improve their well-being, typically using a swimming pool, sauna, Turkish bath or fitness rooms. **(DRAE 2014)**
- *Transfer* (transferencia): Service provided to drive hotel guests from one place to another inside the entrance to the hotel building, and in general to any large building. **(DRAE, DA and DPD)**
- *VIP room* (habitación con trato preferente): A room in a tourist accommodation establishment considered to be special in regard to quality, location or equipment and, consequently, also Price. **(DPD, DA and DRAE)**

A prototypical group of the tourism language. It is curious to observe how most words of this topic area appear, especially, in the American academic texts. In conclusion, the Anglicisms of this group are extensive, mainly in America, for example *check in*, *check out*, management or *pack*. Another issue to be highlighted is that there are not many Spanish adaptations; there are equivalents, for example *registro*, *entrega* or *dirección*.

2.4. Technology

- *3G* (tercera generación): Short form of third generation, is the third generation of mobile telecommunications technology
- *Android* (there is not a Spanish equivalent): A software package for smartphones, including many application programs.
- *Chat* (cibercharla): May refer to any kind of communication over the Internet that offers a real-time transmission of text messages from sender to receiver **(DPD, DA and DRAE)**
- *DVD Player* (reproductor DVD): Machine or equipment that plays an object like a CD, called DVD, with a film or television programme recorded on it. It is an amenity offered by some hospitality establishments in their rooms. *Deuvedé* **(DPD), DRAE (2014)**
- *E-mail* (correo electrónico): The transmission and distribution of messages, information, facsimiles of documents, etc., from one computer terminal to another **(DPD) and (DA)**
- *Fax*: Machine available for hotel guests that electronically sends and receives documents along a phone line and further prints these out. This service may be granted for the use of hotel guests themselves, or by a hotel employee in charge **(DPD, DA, DRAE)**
- *GPS* (sistema de navegación): The Global Positioning System (GPS) is a space-based satellite navigation system that provides location and time information in all weather conditions, anywhere on or near the Earth where there is an unobstructed line of sight to four or more GPS satellites. **(DRAE) (2014)**
- *Laptop* (portátil): Is a portable personal computer with a clamshell form factor, suitable for mobile use **(DA)**
- *Notebook* (ordenador pequeño con teclado): Is a portable personal computer with a clamshell form factor, suitable for mobile use **(DA)**
- *Online / on-line* (en línea): Controlled by or connected to a computer and as an activity or service which is available on or performed using the Internet or other computer network **(DPD)**
- *Scanner* (escáner): Is a device that optically scans images, printed text, handwriting, or an object, and converts it to a digital image **(DPD and DA)**
- *Smartphone* (There is not an Spanish equivalent): is a mobile phone with an advanced operating system
- *Wi-fi* (conexión inalámbrica de internet): System of accessing the internet from remote machines such as laptop computers and/or mobiles that have wireless connections. Offered as an amenity in rooms of hospitality establishments. Most hospitality establishments offer wifi as a free service **(DRAE) (2014)**
- *Wireless* (inalámbrico): Internet access that is wireless, usually offered in the rooms of all hospitality establishments.
- *Zoom* (zum): To cause text or other graphics in a window or frame to appear larger on the screen **(DPD) and zum in (DPD, DRAE and DA)**

We can observe, at this time, a non-prototypic topic area from tourism language. But again, these words have an extensive use in this language. Technology is a specific language that constantly provides Anglicisms to Spanish language, thus Academic works collect them as we seen just now. Words like *chat*, *DVD player*, *e-mail*, *fax*, *GPS*, *wifi* or *zoom* appear in these dictionaries. Some of them have recently been incorporated in the last version of the *Diccionario de la Lengua Española*, for example: *GPS* or *wifi*.

2.5. Catering

- *Bourbon* (there is not a Spanish equivalent): It is a type of American whiskey: a barrel-aged distilled spirit made primarily from corn. **(DPD)** and **(DRAE)**
- *Brownie* (there is not a Spanish equivalent): Is a flat, baked dessert square
- *Catering* (servicio de suministro de comidas y bebidas): The making and serving of food and drinks in the hotel for social or business events. **(DRAE, DA and DPD)**
- *Cocktail* (cóctel): Drink offered to hotel guests that is typically made from a mixture of two or more alcoholic drinks and fruit juice. **(DPD)** and **(DA)**
- *Coffee break* (descanso para café): Is a routine social gathering for a snack and short downtime practiced by employees in business and industry
- *Cookie* (galleta): Is a small, flat, baked treat, usually containing flour, eggs, sugar, and either butter or cooking oil, and often including ingredients such as raisins, oats, or chocolate chips. **(DA)**
- *Sandwich* (emparedado): Is a food item consisting of one or more types of food placed on or between slices of bread, or more generally any dish wherein two or more pieces of bread serve as a container or wrapper for some other food. **(DPD)** and **(DRAE)**
- *Snack* (aperitivo): Small meal offered to hotel guests that is eaten either between or instead of the main meals. **(DA)**
- *Tea time* (tiempo de té): Usually refers to the evening meal or dinner of the working class, typically eaten between 5 pm and 7 pm.
- *Whisky / whiskey* (there is not a Spanish equivalent): Is a type of distilled alcoholic beverage made from fermented grain mash. **(-güisqui- DPD) (DA) (“güisqui” and whisky in DRAE 2014)**

A peripheral topic area with a large number of equivalents and adaptations in Spanish (*caterin*, *cóctel*, *sandwich*, *wiski*...), it refers to an extended vocabulary and, therefore, this group of words is considered as general and typical of the Spanish language: *catering*, *whisky*, *sandwich* etc. Most of them appear in the *Diccionario panhispánico de dudas*: *cocktail*, *sandwich*, *whisky* etc.

2.6. Travel and sports

- *Camping* (campin/campamento): A tourist accommodation establishment with wide open-air areas where a group of persons or an individual is lodged in a tent or tents or other temporary means of shelter. **(DPD, DA and DRAE)**
- *Fitness center* (centro de deporte): Place with gym equipment where hotel guests may exercise or play sports. **(DA)**
- *Gym* (gimnasio): A place, large room or hall in the hotel, which is equipped for doing physical exercise.
- *Jet lag* (descompensación horaria): Is a physiological condition which results from alterations to the body's circadian rhythms resulting from rapid long-distance travel. **(DRAE 2014)** and **(DA)**
- *Kayak* (there is not a Spanish equivalent): Is a small, narrow boat primarily designed to be manually propelled by means of a double-bladed paddle. **(DPD -includes “cayac”-, DRAE and DA)**
- *Mountain bike* (bicicleta de montaña): Is a bicycle created for off-road cycling. **(DA)**
- *Rafting* (balsismo): Is a recreational activity which use an inflatable raft to navigate a river or other body of water **(DPD)** and **(DA)**

- *Rappel* (descenso rápido): Is the controlled descent down a rock face using a rope. **(DPD, includes “rápel”)**
- *Shopping* (ir de compras): Is an activity in which a customer browses the available goods or services presented by one shop. **(DA)**
- *Snowboard / snowboarding* (there is not a Spanish equivalent): Is a recreational activity that involves descending a slope that is covered with snow while standing on a snowboard attached to a rider's feet. **(DA)**

This group of peripheral topic area is usually one of the most prolific groups in foreign words, especially in those sports activities related to hiking or vacations. Many of them also are recognized by academic dictionaries; for example: *camping*, *jet lag*, *rafting* or *rappel*.

3. Conclusions

With this research we have observed the impact of the Internet on tourism vocabulary, which happens also in foreign words and specifically in Anglicisms, where we have observed how these kinds of words have increased. The number of tourism texts has increased considerably; thus, it is much easier to extract a corpus in this area and investigate it.

On the other hand, we cannot forget the real business purpose there is in private tourism webpages. The real interest, as we have seen, is to reach the maximum number of clients and sell their products. In fact, many of the characteristics of the tourism lexicon in this field are affected by this purpose, including the choice of a foreign word over the Spanish form. Thus, an Anglicism that is more visible than the Spanish form, can be much more attractive than a patrimonial term. In this way, tourism pages prefer original Anglicisms and not the Spanish adaptations proposed by *Diccionario panhispánico de dudas*; for example: *standard*, *camping* or *rappel*, better than *estándar*, *campin*, or *rápel*.

Thus, the first conclusion we arrive at from the tourism corpus we have worked on is the preference for these foreign words: for example, in the name of the hotel room: *king*, *queen*, *twin*, *suite*, etc. It may also happen that we find the use of the Spanish equivalent form coexisting in the same context, for example *room* or *habitación*. However, there are other cases where the equivalent is rarely used, such as *check in*, *check out* or *chef*.

Furthermore, we have observed which tourism thematic areas are the ones with more quantity of Anglicisms. In this case, we can divide them in two types. On the one hand, we have the prototypical tourism areas, such as *room*, *bed*, and *hotel service and management*. In this case we find greater use of original Anglicisms, for example, *queen*, *king*, *twin*, etc.

Secondly, we collected peripheral thematic areas, namely multithematic. They not only appear in the tourism sector, but also appear in other groups, such as *catering*, *technology* or *sports*. In this case, we find greater coexistence of the original foreign words with Spanish equivalents and Spanish adaptations. This is because these groups belong to major thematic areas and, therefore, have a greater frequency, so they are included in Academic dictionaries.

Then, we analyzed these foreign words from the point of view of their normative aspect. The group of foreign words that has no equivalent and no adaptation are less likely to appear in academic dictionaries like the RAE (2005 and 2014); such is the case of *check in*, *check out* or *delivery* for which tourism-specific dictionaries are necessary in order to find them.

It is true that those Anglicisms with an equivalent or Spanish adaptation appear in general dictionaries, especially in the RAE (2005), for example *room*, *spa*, *kayak*, *camping*. Because of their use, these dictionaries include an equivalent or they show Spanish adaptations; so we reach the conclusion that they have greater integrity in the Spanish vocabulary.

Finally, we observe discord between academic dictionaries. On the one hand, they choose to include a Spanish result from these Anglicisms; and on the other, the interests of the commercial websites, which find a word that is attractive and recognizable to the public of all language communities, and thus opt for the Anglicism.

Foreign words continue to be incorporated into the Spanish language, especially Anglicisms. Therefore, it is difficult to collect and classify them, although academic dictionaries are constantly releasing new editions of their dictionaries to achieve this goal.

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