

BOOK REVIEWS

THE ENGLISH OF TOURISM¹

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Tourism is the single largest international trade in the world which makes it virtually impossible for anyone's life to keep unaffected by it. *The English of Tourism* is a collection of essays on the use of English in the field of tourism, edited by Georgeta Rață, Ioan Petroman and Cornelia Petroman and addresses a large variety of readers: from hotel and restaurant staff, lexicographers, professors or researchers, to students, tour-guides, tour-operators or translators from English-, French-, Romanian-, Croatian- and Russian-speaking countries.

The editors decided to gather the essays into two chapters according to their subject of interest; thus a first chapter entitled *Tourism* contains fifteen papers written by both Romanian and foreign authors, followed by a slightly larger chapter of eighteen essays on *Hospitality* with a similar authorship of mixed nationality. The book presents a linguistic approach, with a focus on stylistic features and technical lexis, and offers different points of view by analysing the use of English language in the field of tourism, like tourism industry and hospitality, or in some fields related to tourism, such as gastronomy, hotel, restaurant, toilet, sports and adventure tourism, tourist industry advertising.

A few essays focus on the impact of tourism on the evolution of the English language, among which we have Dragana Vuković-Vojnović and Marija Nićin's *English as a Global Language in the Tourism Industry* that states the importance of English as a global language in the professional context of the tourism industry, as a result of a questionnaire on the needs analysis of speaking skill tasks, distributed to tourism employees in Novi Sad and Belgrade (two main urban tourist destinations in Serbia). Sara Zamfir, Sara Hauptman and Rachel Tal's essay on *Teaching Lingua Franca:*

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The Significance of English for Bedouin High School Students in Israel aims at examining how the students in the research group (10th graders in Negev Bedouin schools) understand the function and authority of the English language, and how they perceive the impact this language would have on their social, academic and professional future.

Moreover, we have papers that focus on the development of tourism-related concepts, beginning with Georgeta Rață's work on the aspect of authenticity in tourism, with a paper on *Cultural Tourism: Authenticity Revisited*. After a close analysis of the first 24 issues of the *Islamic Tourism Magazine*, Cornelia Petroman and Ioan Petroman's *Islamic Tourism* brings forth the key features of this new kind of tourism that satisfies primarily the Muslim segment of tourists from all over the world and is a novelty for the Christian world. *Malaysian Cuisine: A New Fusion Cuisine* is Georgeta Rață, Ioan Petroman, Cornelia Petroman and Ioan Trișcău's attempt to prove that, despite the independent labels attached to Malaysian cuisine, it goes beyond being described as cross-cultural/ inter-cultural/ multi-cultural to just another type of fusion cuisine, as is the case for Romanian cuisine.

The last aspect of the impact of tourism focuses on the linguistic marketing of a country in Jovana Dimitrijević-Savić, Marta Dimitrijević and Jelena Danilović's paper on *Serbia Marketed Linguistically* where we have a study of the different ways of previewing the tourist destinations in Serbia, as they are shaped by their linguascape, which is placed within a particular setting and a heritage frame. The goal is to see how language is used for tourist purposes.

This collection of essays also tackles the problem of morphologically built terms in the field of tourism in communities using one and the same language (in our case, English). Therefore, Anica Perković and Georgeta Rață, in *Tourism Terminology in English of New Zealand*, discuss abbreviation resulting from the need for a specialised glossary to understand the various acronyms that represent over half of the tourism terms used in the field of tourism in New Zealand, in comparison to notional words and phrases in general. *The English of Eco-Tourism* presents Georgeta Rață, Cornelia Petroman, Ioan Petroman and Anica Perković's findings on the aspect of combination/compounding of the English vocabulary of eco-tourism such as it is used in Indian tourism sites, based on a common method of quantitative linguistic analysis of the words combined with eco-. The practice of derivation is discussed in Georgeta Rață, Scott Hollifield, Ioan Petroman and Cornelia Petroman's study of '*Definienda*' and '*Definientia*': *The Case of 'Travel'*, where the purpose of the research is to determine if the definitions supplied by English language dictionaries meet the requirements

of a proper definition: setting out the essential attributes of the thing defined and avoiding circularity, taking the example of travel-related words.

Furthermore, a group of three essays focus on the English of tourism from a morpho-syntactic point of view. In Georgeta Rață's *Adjectival Tourism* the purpose of the research is to provide Romanian equivalents for English adjectival tourism, assuming there are ways to render these terms in Romanian without having to borrow them from English into Romanian. Another paper on *Special Types of Tourism: Tourism in the Countryside*, brings forth Georgeta Rață, Anica Perković and Ioan Petroman's study on tourism nomenclature nowadays, a field in which the different type of tourism related to countryside and/or nature interfere or overlap resulting in noun phrases such as "agrarian tourism, agricultural tourism, agritourism, country(side) tourism, farm tourism, rural tourism, village tourism", for which not even the World Tourism Organisation supplies proper definitions. The third essay, *'Travel' Collocations*, represents Georgeta Rață's results of the study of grammar collocations, lexical collocations and special collocations (clichés or idioms) of the word "travel".

When it comes to lexicology and lexicography, the authors focus on three types of study regarding language borrowings. Firstly, there is an essay on *English borrowings in Croatian and Romanian Cuisine* by Anica Perković and Georgeta Rață, followed by Mircea-Ionuț Petroman, Cornelia Petroman and Anica Perković's *English Borrowings in Croatian and Romanian Drink Names*. Secondly, the focus of analysis narrows things down to the study of English borrowing into Romanian as follows: *English Borrowings in the Romanian Agritourism (Internet Sites)*, written by Georgeta Rață, Cornelia Petroman and Ioan Petroman; *English Borrowings in the Romanian Cuisine* by Scott Hollifield, Cornelia Petroman and Ioan Petroman; *English Borrowings in the Romanian of Drinks* by Georgeta Rață, Scott Hollifield and Ioan Petroman; followed by Georgeta Rață and Ioan Petroman's two essays on *English Borrowings in the Romanian of Tourism (Travel Agencies)* and *(Sites of Travel Agencies)*; and last, Anica Perković and Georgeta Rață's *The Language of Adventure Tourism: A Contrastive Approach* or Alina-Andreea Dragoescu and Petru-Eugen Mergheș's *The Language of Sports and Adventure Tourism: An Etymological Approach*. Lastly, the study of language borrowings focuses on foreign insertions into the English language with two essays on: *French Borrowings in the English Gastronomy* (Alina-Andreea Dragoescu) and *Russian Borrowings in the English Cuisine* (Georgeta Rață and Anica Perković).

Next, the field of semantics is represented by papers in which the focus is on synonymy, as in the case of *Travel* (Georgeta Rață, Scott Hollifield, Ioan Petroman and Cornelia Petroman), followed by a focus on semantic fields, with Cornelia Petroman, Ioan Petroman and Snežžana Tolić two papers on *Coffee* and *Café*. The last focus in this category is on semantic change with the help of Dana Percec and Luiza Caraivan's *Cultural Tourism: The Case of the Banat Region*, where the potential of cultural tourism is discussed, reaching the conclusion that its versatile nature contributes substantially to the reconvention of the status, value and impact of a region (in this case the Banat region).

Enough attention is given to pragmatics issues in papers on: *Food-Related Metaphors in Culinary Tourism Advertising* (Nadežda Silaški and Tatjana Đurović), *as Metaphors: An Inquiry into Drink Names* (Alina-Andreea Dragoescu) and *Alternative Use of Commands in Tourist Industry Advertising* (Tatjana Đurović and M. ...)

the manifold utility of metaphors in culinary advertising, drink names and industry advertising in order to encode messages to prospective tourists.

Finally, the domain of etymology is covered by two essays that prove it is a valuable tool in understanding terminology. Thus, Scott Hollifield, Ioan Petroman and Cornelia Petroman have written *Hotel Terminology: An Etymological Approach* and Anica Perković, Ioan Petroman and Cornelia Petroman '*Restaurant*': *An Etymological Approach*, for a closer analysis of hotel/restaurant-related words that suggest intriguing developments in both form and meaning.

In conclusion, the vast variety of aspects discussed in this collection of essays on *The English of Tourism* determine the book's appeal to academic teaching staff, researchers and students in the field of tourism and of its main fields (hospitality and food-service), as well as in the field of English for Specific Purposes (ESP).

Source

Rață, Georgeta, Petroman, Ioan and Petroman Cornelia (eds). 2012. *The English of Tourism*. Newcastle: Cambridge Scholars Publishing.

