A CONTRASTIVE ANALYSIS OF TOURISM TERMINOLOGY IN ENGLISH, FRENCH AND ROMANIAN

Svetlana CIOBANU

CZU: 81`276.6:338.48=00 ciobanu.svetlana676@gmail.com

Acest studiu abordează terminologia ca proces și produs, analizând vocabularul utilizat în domeniul turismului, în special dificultățile terminologice în procesul de traducere a termenilor și textelor turistice, din punct de vedere structural și semantic, stabilirea asemănărilor și deosebirilor dintre terminologia limbii engleze și cea a limbilor franceze și române, precum și identificarea procedeelor practice și strategiilor de bază utilizate în procesul de traducere. Analiza este bazată pe un corpus trilingv care încearcă să dezvăluie modul în care mai multe tehnici de traducere permit traducătorilor să evite posibilele inadecvări ale traducerii. Produsele cercetării sunt un glosar de 150 termeni din domeniul turismului, un vocabular de 100 denumiri de mâncăruri tradiționale autentice, specifice zonelor geografice ale Republicii Moldova și 5 fișe terminologice executate în trei versiuni lingvistice.

Actuality of the study consists in the fact that language is continuously changing and developing. The large number of tourism terms is continually coined, increasing scientific interest in the questions of translating tourist terminology into different languages. The research on specialised texts (and their translation) is one of the most important directions of investigation in applied linguistics, translation studies and terminology. The relevance of the research is determined by the growth of intercultural relations, the role of tourism language in the modern communicative process, as well as insufficient research data of word-formation, morphological, semantic and functional peculiarities of tourism terminology.

Terminology represents the vocabulary of a specialized field as contrasted with the general vocabulary of a language [1, p. 1032]. It becomes a science only if the terminologist knows where, how, and by whom this or that particular unit is actually used for scientific communication [2, p. 42]. Tourism terminology is an important section of the term system of any language. This is explained by the fact that the sphere of tourism occupies an important place and plays a significant role in the life and activity of every person.

Furthermore, an important factor in analytical comparison is the choice of an etalon language. English is the etalon language, because tourism language in English is widely scientifically described and it serves as an excellent starting point for a contrastive analysis in all three languages. Due to its leading role in the majority of countries, the major influence of English is particularly visible in the field of international travel. The tourism terminology system is constantly updated and developed. At one time, people travelled primarily out of necessity; business and family visits were

the usual reasons. Today, people travel for many other reasons, including education, culture, and personal development. Many would like to learn more about the society in which they live. And for all reasons translation may be defined as the instrument of communication which helps in decoding cultures, languages and concepts.

Table 1

Term Formation Related to Tourism Field

Term Formation Types					
I. Creating new forms					
derivation	**Derivational morphology**		**English term**	**French translation**	**Romanian translation**
	Prefixation	**un-**(Latin origin); un + root:	**un**welcome guest	invité **in**désirable	oaspete **ne**poftit
		pre- (Latin origin); pre+ root (in advance):	**pre**-departure check	vérification avant le départ	verificare înainte de plecare
		off- (Latin origin); off + root	**off**-peak	hors pointe	în afara orelor de vârf
	Suffixation	noun-forming suffixes	-*ation* explor**ation**	-*ation* explor**ation**	-*are* explor**are**
		adjective-forming suffixes	-al continent**al** breakfast	-al déjeuner continent**al**	-al mic dejun continent**al**
		verb-forming suffixes	-*ain* compl**ain**	réclamer	reclama
	Libfixation	English libfix **-moon**	mommy**moon**		
blending	The amount of space available for your legs when you are sitting behind another seat [CAMBRIDGE definition and meaning].		**Legroom** (leg+room)	L’espacement pour les jambes	Spaţiu suplimentar pentru picioare (în avion)
compounding	**Simple term**	one-member terms	**inn**	**auberge**	**han**
	Complex terms	two-member terms	**landscape reserve**	**réserve paysagère**	**rezervația peisagistică**
		three-member terms	**code-share flights**	**vols code-share**	**zboruri code-share**

Abbreviation	**Initialism**	**WTM** - World Travel Market	
	Acronym	**UNESCO**- United Nations Educational, Scientific and Cultural Organisation	
	Shortening	**Brit**- British (person)	
	Clipped term	**Ourtelcon** (our telephone call)	
	Contraction	**H-bag** (handbag)	
	Graphical abbreviations	**MTG**-meeting	
II. Using Existing Forms			
Conversion		**journey** (noun)- the act of travelling from one place to another, especially in a vehicle.	**to journey** (verb) - to travel somewhere.
Terminologization		**guide** - a book that gives you the most important information about a particular subject;	**guide** - a person whose job is showing a place or a particular route to visitors.
Reterminologization		Termes used in the sphere of economy and finance	**discount**

III. Interlingual Borrowing			
Borrowing types	**English term**	**French Term**	**Romanian Term**
Direct borrowing	Lobby	Lobby	Lobby
Loan translation	Boarding pass	Carte d'embarquement	Carte de îmbarcare

Source: compiled by the author

The main criterion for the terminologist to use when trying to divide the terms from the rest of the vocabulary of a language is definability. English, French and Romanian languages belong to Indo-European family; however, English is one of Germanic groups and French- Romance. Romanian is also a Romance language, belonging to the Italic group. According to their etymology, most tourism terms are either native or borrowed from other languages. Due to historical events, many terms from tourism field were borrowed from Latin, French and Greek. **Derivation** represents one of the most common ways of creating new tourism terms through adding a prefix or suffixes to the root. Analysing suffixes according to the part of speech they create, it is compulsory to mention the fact that the most frequent are adjective-forming suffixes, then noun-forming suffixes and less verb-forming suffixes. **Compounding** is another method of forming tourism terms, the most common parts of speech involved in this process being adjective+ noun and then noun+ noun. Studying the structural classification of tourism terms, they are either simple or complex ones. Although there

is a great number of simple terms in the tourism field, two-member terms and three-member terms are also present in tourism language. The search for translation equivalent and functional replacement are less frequent partly because of the phenomenon of “inexistence of terminology”. Most troublesome and difficult objects of translation are acronyms, abbreviations which are pronounced solidly as words and often coincide in form with general lexis.

The process of drawing meaning from one text is known as semantic analysis. Semantic analysis starts with the relationship between individual words, requiring the understanding of lexical hierarchy, including monosemy, polysemy, synonymy and antonymy. For example, synonymy represents a semantic concept that refers to a major type of sense relationship between lexical items. The global nature of tourism is reflected in the existing synonymy of tourist terms: e*xcursionist* has the synonym *same-day visitor, tourist* has the synonym *overnight visitor.*

J. P. Vinay and J. Darbelnet proposed seven translation methods to achieve equivalence [3, p. 56], which in turn were divided into **direct** translation procedures and **oblique** translation procedures. For example, literal translation means a one-to-one transfer of the source language structure, which is possible in cases of direct word correspondence and identical syntactic order.

RO (ST)	EN (TT)	FR (TT)
“Areciem dorința dumneavoastră de **a vizita** Brașovul, regiunea Transilvania și/sau de **a planifica** o **excursie / vacanța** în această **destinație”**[5].	“We appreciate your desire **to visit** Brasov, Transylvania and/or **to plan** a **trip / holiday** in this **destination”** [5].	« Nous apprécions votre désir **de visiter** Brasov, Transylvanie et/ou de **planifier** un **voyage / des vacances** dans cette **destination »** [5].

The Lexicon of Tourism Terms [6] confirms that all terms are correctly translated into the target languages. The Romanian terms” excursie”,” vacanță”,” destinație”, with the verbs” a *vizita*” and” a *planifica*” have the coresponding English collocations” trip”,” holiday”,” destination”,” to *visit*”,” to *plan*” and in French as well as « *voyage* », « *vacance* », « *destination* », « *visiter* », « *planifer* ». We encountered a situation of modulation from singular to plural in French « *des vacances* ». In French « *vacance* » means the period of time during which an office or post is vacant. The translator should be careful about this and use only the plural version « *vacances* » which refers to the period of rest.

To summarise, in the process of translation, translators deal with a variety of challenges that necessitate a thorough understanding of the tourism topic as well as several competences applied to solve the difficulties. Differences in grammatical (tenses, definite and indefinite articles, word order), lexical (idioms, collocations, false friends) and pragmatic aspects (culture-bound words) between two languages should be al-

ways taken into consideration. The contrastive analysis cannot be overestimated as an indispensable stage in the writing of tourist texts. It is also of great value for an efficient professional who knows that to have a native like command of a foreign language; to be able to speak idiomatic English, terms, word-groups and whole expressions must be learned within the lexical, grammatical and situational restrictions of the English language.

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Research Advisor
***Nina ROSCOVAN**, Associate Professor, PhD*