

NOTES ON TOURISM TERMINOLOGY IN THE NEW ZEALAND ENGLISH

TURISTIČKI IZRAZI U NOVOZELANDSKOM ENGLESKOM

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Abstract. The purpose of the study is to show if there are any differences between the British English of tourism and the New Zealand English from a globalising perspective. The study was carried out on a relatively small corpus of tourism terms (91), which we analysed from a lexicographical point of view. The study shows that most of these terms are acronyms, probably due to the speed people need to communicate nowadays. The study was limited by the fact that most of the tourism terms analysed cannot be found in English Language dictionaries. The practical implications of the study concern students in tourism economics: thus, they can get aware of the fact that though the English language spoken in New Zealand may seem identical to that spoken in Great Britain, the English of tourism may be considerably different. The originality of the paper consists in the fact that this is the first time such an inventory is being analysed in the Balkans.

Sažetak. Cilj ovog istraživanja je ustanoviti da li postoje neke razlike između britanskog i novozelandskog engleskog jezika u području turizma s aspekta globalizacije. Istraživanje je provedeno na relativno malom korpusu turističkih izraza (91) analiziranog s leksikografskog gledišta. Rezultati pokazuju da su većina termina akronimi, što je vjerojatno posljedica potrebe za bržom komunikacijom. Ograničavajući čimbenik u istraživanju je činjenica da se većina ovih izraza ne može pronaći u rječnicima engleskog jezika. Praktične koristi od ove studije će imati studenti koji se bave ekonomikom u turizmu: jer će biti svjesni činjenice da, iako se engleski jezik u Novom Zelandu čini identičnim onom u Velikoj Britaniji, postoje značajne razlike u izrazima na području turizma. Treba naglasiti da se u ovom radu prvi put provela analiza ovakvih termina na Balkanu.

Key words: tourism terminology, New Zealand English
Cljučne riječi: izrazi u turizmu, novozelandski engleski.

INTRODUCTION

Globalisation brings about a series of problems, among which communication ones are of great importance. Two main trends are being taken into consideration: the first one claims that globalisation is about to swipe out any national features, the second one claims quite the opposite. Finding out the truth can also be done through analysing different corpora of specialised terms such as the New Zealand English of tourism, for example.

MATERIAL AND METHOD

In order to carry out our analysis of a specialised corpus, we have picked up a **Glossary of Tourism Terms** (<http://www.tourism.govt.nz/quicklinks/ql-glossary.html>). Within this corpus, we have identified a number of 91 tourism terms, among which acronyms (deciphered and also explained) and notional words.

RESULTS AND DISCUSSION

Of the 91 tourism terms, 56 (62%) are acronyms and 35 (38%) are notional words.

1. **Acronyms.** Of the 56 acronyms, 37 (66%) are deciphered and 19 (34%) are both deciphered and defined.

1.1. Are only deciphered the following 37 acronyms: **AA** 'Automobile Association', **APEC** 'Asia Pacific Economic Community', **CAM** 'Commercial Accommodation Monitor', **CRM** 'Customer Relationship Management', **CRS** 'Computerised Reservation System', **DOC / DoC** 'Department of Conservation', **DTS** 'Domestic Travel Study', **ECAT** 'E-Commerce Action Team', **FORST** 'Foundation of Research, Science and Technology', **FOREX** 'Foreign Exchange Earnings', **FTE** 'Full Time Equivalent employee', **GBA** 'General Booking Agreement', **GDP** (Per Cap) 'Gross Domestic Product (earned per capita).', **GSA** 'General Sales Agreement', **HANZ** 'Hospitality Association of New Zealand', **HIS** 'Hospitality and Service Industry Training Organisation', **IATA** 'International Air Transport Association', **ICOMOS** 'International Council of Monuments and Sites', **ITOs** 'Industry Training Organisations or Inbound Tour Operator', **ITOC** 'Inbound Tour Operators Council', **LGNZ** 'Local Government New Zealand', **MFE** 'Ministry for the Environment', **MICE** 'Meetings, Incentives, Conventions and Events', **NZTE** 'New Zealand Trade and Enterprise', **OECD** 'Organisation for Economic Co-operation and Development', **PATA** 'Pacific Asia Travel Association', **RMA** 'Resource Management Act', **SFRITO** 'Sports, Fitness, Recreation Industry Training Organisation', **SME(s)** 'Small and Medium Enterprises', **STA** 'Student Travel Association', **TLAs** 'Territorial Local Authorities', **TNZ** 'Tourism New Zealand (also known as NZTB)', **TRCNZ** 'Tourism Research Council New Zealand', **TRM** 'Trade Relations Management', **WTO** 'World Tourism Organization', **WTTC** 'World Travel & Tourism Council', and **YHA** 'Youth Hostels Association'.

Very rarely, the authors supply synonyms for these acronyms (as in **TNZ** 'Tourism New Zealand (*also known as NZTB*)'). In some cases, the acronyms render the plural form of the nouns they represent (**ITOs** for 'Industry Training Organisations or Inbound Tour Operator', **SME(s)** for 'Small and Medium Enterprises', and **TLAs** for 'Territorial Local Authorities'). Some acronyms are not complete (**FTE** for 'Full Time Equivalent *employee*'), some are both incomplete and unintelligible (**HIS** for 'Hospitality and *Service Industry Training Organisation*'), some others lack *articles* (**the** in **MFE** 'Ministry for *the* Environment'), *prepositions* (**for** in **OECD** 'Organisation *for* Economic Co-operation and Development'; **of** in **HANZ** 'Hospitality Association *of* New Zealand'), or *conjunctions* (**and** in **HIS** 'Hospitality *and* Service Industry Training Organisation', **MICE** 'Meetings, Incentives, Conventions *and* Events', **NZTE** 'New Zealand Trade *and* Enterprise', **OECD** 'Organisation for Economic Co-operation *and* Development', and **SME(s)** 'Small *and* Medium Enterprises').

1.2. Are both deciphered and explained the following 19 acronyms: **FIT** 'Free Independent Travellers - visitors coming to NZ on holiday who do not purchase pre-packaged travel or pay for anything other than international airfares prior to arriving in NZ. Whilst in NZ, they organise their own travel as they go, do not travel as part of a tour group or on a coach tour.', **IMP** 'International Media Programme - a Tourism New Zealand programme to attract quality media to cover New Zealand.', **IVA** 'International Visitor Arrivals - research on the number of international arrivals to NZ.', **IVS** 'International Visitor Survey - research on the behaviour of international visitors to NZ.', **LOS / LoS** 'Length of Stay - the amount of time a tourist spends in a particular place.', **NTO** 'National Tourism Organisation - the body responsible for marketing the nation to tourists.', **NZTB** 'New Zealand Tourist Board, trading as Tourism New Zealand.', **OTSP / OTSp** 'Office of Tourism and Sport - now know as the Ministry of Tourism, te Manatu Tapoi (TMT).', **RTO** 'Regional Tourism Organisation - the entity responsible for marketing a region to tourists.', **SIT** 'Semi-Independent Travellers - Visitors coming to NZ on holiday who do not purchase a fully pre-planned travel package. They may organise their own travel arrangements prior to or after arriving in NZ.', **TAANZ** 'Travel Agents Association of New Zealand - association for NZ based travel agents.', **TIA / TIANZ** 'Tourism Industry Association of New Zealand - association that represents members

in the tourism industry, mainly small and medium sized businesses.’, **TMT** ‘*The Ministry of Tourism*, te Manatu Tapoi (also known as OTSp)’, **TRENTZ** ‘*Tourism Rendezvous New Zealand* - annual exhibition at which tourism operators to market their products and services to wholesalers.’, **TSA** ‘*Tourism Satellite Account* - official calculation of the contribution of tourism to the New Zealand economy.’, **USP** ‘*Unique Selling Proposition* - your point of difference, the thing that makes your product / service uniquely marketable to customers.’, **VFR** ‘A trip for the purpose of *Visiting Friends or Relatives* for 1-365 days.’, **VIN** ‘*Visitor Information Network* - officially recognised network of information centres.’, and **WOM / WoM** ‘*Word of Mouth* – what customers say to others about your product / service.’

Very rarely again, the authors supply synonyms for these acronyms (as in **TMT** ‘The Ministry of Tourism, te Manatu Tapoi (*also known as OTSp*)’), or different spellings for the same acronym (**LOS / LoS** ‘*Length of Stay*’). Some acronyms are not complete (**TIA** for ‘Tourism Industry Association of New Zealand, but the full form – **TIANZ** – is also supplied), some others lack *prepositions* (*of* in **OTSP / OTSp** ‘Office of Tourism and Sport’, **TAANZ** ‘Travel Agents Association of New Zealand’, **TIA / TIANZ** ‘Tourism Industry Association of New Zealand’), or *conjunctions* (*and* in **OTSP / OTSp** ‘Office of Tourism and Sport’, *or* in **VFR** ‘A trip for the purpose of Visiting Friends or Relatives’).

2. **Notional words and phrases.** There are 35 notional words and phrases in our corpus designating the most important components of tourism: **types of tourism / travel** (12): **business travel** ‘Travel of 1-365 days duration for the purpose of attending a convention or training, conducting official / government or private business.’, **domestic tourism** ‘Travel within the country of residence.’, **holiday travel** ‘Travel of 1 - 365 days duration, for the purpose of a holiday, a honeymoon, skiing / snowboarding, or as an incentive / reward for good work.’, **impromptu travel** ‘No arrangements booked in country of destination prior to travel. (Another name for FIT travel).’, **inbound travel / tourism** ‘Short term arrivals into a country by nationals / residents of other countries.’, **independent travel** ‘Travellers who make their own arrangements and devise their own itineraries, i.e. both FIT and SIT travellers but not group or coach tour travellers.’, **long-haul travel** ‘Air travel of 8 or more hours duration.’, **medium-haul travel** ‘Air travel of between 4 and 8 hours duration.’, **outbound travel** ‘Short term departures by nationals / residents of a country.’, **pre-booked travel** ‘Domestic airfares, accommodation, activities / attractions or transport paid for prior to arrival in NZ.’, **short-haul travel** ‘Air travel of less than 4 hours duration.’, **TOURISM** ‘The activity of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or any other purpose. (United Nations approved definition)’; **types of tourism traders** (5): **consolidators** ‘Based in some offshore markets, consolidators buy air fares in bulk from airlines and sell these to retail agents for on-sale to consumers.’, **inbound tour operator** ‘NZ based tourism operators who put together itineraries and process reservations (including accommodation, transport, activities and attractions) on behalf of offshore tour wholesalers and retail agents.’, **retailer** ‘Firms such as travel agents and airlines, that promote and sell travel to consumers.’, **supplier** ‘New Zealand based tourism companies, includes accommodation providers, activities / attractions, event organisers, retail shops, tour and transport operators.’, **wholesaler** ‘Firms that purchase products or ground arrangements from New Zealand suppliers or inbound operators, and package products for sale. Wholesalers deal primarily with retailers, but sometimes also sell directly to the public.’; **types of tourists** (5): **backpacker** ‘A visitor in NZ for the purpose of a holiday or special event who stays in a backpackers lodge / hostel.’, **group travel** ‘Often used to mean coach tour travellers, but can also refer to holiday-makers who travel with a group of two or more couples, a family group, a school or special interest group, etc.’, **package traveller** ‘Travellers who buy pre-packaged travel arrangements such as international airfares, accommodation, transport, activities /

attractions prior to arriving in NZ for a holiday.’, *tourist* ‘Anyone who spends at least one night away from home, no matter what the purpose.’, *visitors* ‘A broader category than ‘tourist’, includes tourists and same-day visitors.’; **types of tourism research** (4): *demographic profile* ‘Characteristics used in research such as age, gender, occupation, income, marital status, place of residence, etc.’, *population ageing* ‘The effect of slowing birth rates and longer life expectancy on the median age of the population.’, *seasonality* ‘The influence of the time of the year on patterns in travel. The volume of travel to NZ is far greater during our summer and lower over winter.’, *tracking research* ‘Ongoing research conducted at regular intervals to track changes in specific factors, for example, potential customers’ intention to travel to NZ.’; **types of tourism marketing** (3): *macro region* ‘Grouping of Regional Tourism Organisations into a larger regional marketing entity.’, *newRTOs* ‘Proposed ‘new generation’ RTOs [Regional Tourism Organisations]’, *qualmark* ‘Classification and grading system for the New Zealand tourism industry, using 5 star system.’; **types of tourism prices** (3): *door rate* ‘Retail price for accommodation / activity.’, *gate rate* ‘Retail price for accommodation / activity.’, *rack rate* ‘Retail price of accommodation, airfares, activities / attractions.’; **types of tourism materials** (1): *collateral* ‘Promotional materials distributed to travel trade partners, for the purpose of educating sellers about and/or assisting in the sale of suppliers’ products.’; **types of tourism regulations** (1): *deregulation* ‘Removal or relaxing of barriers to travel such as restrictions on the nature of outbound travel, amount of money taken out of the country, visa requirements and costs, air service agreements.’; **types of tours** (1): *coach tour* ‘A guided bus tour for a group of holiday makers that follows a scheduled itinerary. Visitors purchase all arrangements from the Inbound Tour Operator prior to arrival in NZ’.

As we can see, of the 91 tourism terms, 56 (62%) are **acronyms** and 35 (38%) are **notional words and phrases**. Further on, of the 56 **acronyms**, 37 (66%) are deciphered and 19 (34%) are both deciphered and defined. Though deciphered and/or defined, some of these acronyms are incomplete, some are both incomplete and unintelligible, and some others lack *articles, prepositions, or conjunctions*, which makes some quite unintelligible for most of the English language speakers. As for the 35 **notional words and phrases**, they seem to observe the definitions given by the World Tourism Organisation regulations, as they also meet the definitions given by any English language dictionary.

CONCLUSIONS

Though there are fears about globalisation wiping out any specific features, as far as the English of tourism is concerned, it is only half true, as one needs a specialised glossary to understand the numerous acronyms (representing over half of the tourism terms) used in the field of tourism in New Zealand, for example. We can only hope that all the communities using one and the same language (in our case, English) will continue to produce specialised glossaries meant to help understanding the special meanings involved in using acronyms in particular and notional words and phrases in general.

LITERATURE

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