



Original Article

Open Access

# About the Concepts of "Travel", "Tourism Industry", "Terminology", "Tourism Terminology", and "Tourism Terminology System"



Le Thanh Ha

Thanh Hoa University of Culture, Sports and Tourism, Vietnam

Email: [lethanhha@dvttdt.edu.vn](mailto:lethanhha@dvttdt.edu.vn)



## Article History

Received: 2 April 2022

Revised: 19 May 2022

Accepted: 25 May 2022

Published: 28 May 2022

## How to Cite

Le, T. H. (2022). About the Concepts of "Travel", "Tourism Industry", "Terminology", "Tourism Terminology", and "Tourism Terminology System". *Sumerianz Journal of Education, Linguistics and Literature*, 5(2): 30-34.

## Abstract

Language is a medium that plays an extremely important role in tourism. To meet the needs of tourism activities, and contribute to promoting the process of the integration of Vietnam's tourism with world tourism, the development of the Vietnamese language in specialized fields is an urgent requirement. This paper clarified the concepts of "travel", "tourism industry", "terminology" and "tourism terminology" and which class (or subsystem) of terms the tourism terminology system included. As a result, we could understand the typical features of the terminology itself and propose some solutions to the terminology standardization.

**Keywords:** Terminology, tourism terminology, tourism industry, terminology standardization.

## 1. Introduction

Tourism organization and management and tourism human resource training are two issues given to tourism development. Tourism terminology is essential to these activities. The construction and standardization of tourism terminology are considered the foundation for specialized language training and development. How are new terminologies constructed? Are they self-generated or borrowed from a foreign language? Borrow in its original form or borrow in transcription? If borrowed by phonetic transcription, based on the original sound of which national language? Are the syllables written together or separately? If written separately, is there a hyphen between the syllables? How do standardize incomplete terminologies?

To answer the questions posed, the concepts of tourism terminology and terminology need to be clarified. On what basis do define and divide classes in tourism terminology? The definition of tourism terminology (terminology or common word?) is based on explicitly defined concepts. Due to the concept of the terminology in general, the typical features of the terminology are analyzed in detail. Only then will we not be confused with the characteristics resulting from the researcher's subjective perception of the terminology. Based on these features. we have some solutions to standardize the terms.

Meanwhile, the core issues presented above have not been resolved in the studies on tourism terminology in both the UK and Vietnam.

Nowadays, the sustainable tourism development have promoted the studies on terminology and relevant issues of tourism industry in the UK. The study on terminology in particular such as building terminology, compiling dictionaries of terminology, standardizing terminology... and terminology in general were at good condition in the UK. In the UK, Terminology Society, the Terminology Institution, Terminology Research Center ... had carried out researches and training activities on terminology.

Over the years, British linguists have focused on theoretical and applied linguistics such as: terminology theory, terminology construction, dictionary compilation ...

In the UK, there have not been many studies on tourism terminology in which there have not performed any research on English tourism terminology so far. Practically, some achievements in dictionary compilation of English tourism terminology had been well-done. A series of English tourism dictionaries had been published, namely:

1. *Dictionary of and Tourism Handbook*, London: Hodder & Travel, Tourism and Hospitality Terms, Stoughton Melbourne: Hospitality Press Hart, N.A. 1996.
2. *Advance Dictionary of Tourism* của Ascem Anand. Sarup & Sons publisher, 1997.
3. *Modern Dictionary of Tourism* của Karan Raj. Sarup & Sons Publisher, 1999.
4. *Dictionary of Tourism* của Scottsdale Convention & Visitors Bureau. Scottsdale Convention & Visitors Bureau Publisher, 2000.
5. *A Dictionary of Travel and Tourism Terminology* của Allan Beaver. Wallingford CAB International, 2002 (2nd edition).
6. *Dictionary of Travel, Tourism and Hospitality* của S. Medlik. Butterworth Heinemann Publisher, 2003 (3rd edition).
7. *Academic Dictionary of Tourism* của J.K. Krishan. Isha Books Publisher, 2005.
8. *Dictionary of Hotels, Tourism and Catering Management* của P.H. Collin, A & C Black Publisher. Ltd. 2005, (3rd edition).
9. *A Dictionary of Travel and Tourism Terminology* của Allan Beaver, Oxford University 3rd edition, 2012, (2<sup>nd</sup> edition).

In the UK, there have been not any article on the concepts of "tourism" and "tourism industry", "tourism terminology" and "tourism terminology system". Practically, some English words defined different concepts of "travel" and "tourism". That led to the distinction between the concepts of "tourism" and "tourism industry".

In Vietnam, there have been very few studies on the theory and application of tourism terminology. In particular, no research on English-Vietnamese tourism terminology has been conducted. Currently, there have been only a few Vietnamese-English dictionary of tourism terminology, namely;

1. *Vietnamese-English tourism dictionary* (Hotel management, Tourism and Catering, Service), Youth Publisher, 2002.
2. *Chanh (2004), Vietnamese – English dictionary* (Business - Travel - Hotel and Catering), Youth Publisher.

In addition, some gaps in the tourism terminology system and the English-Vietnamese tourism terminology system needed to be fulfilled. In addition, the habit of saying off led to the research confusion. There was only one syllable [zulik6] that represented two concepts: "activity/travel" and "tourism industry"

The researchers did not separate these two concepts, so the term "tourism" is defined either in the first concept or in the second concept. Sometimes, both concepts were merged into one definition. That led to the controversy among researchers (Section 3.3). Thus, the paper mainly discussed the above open-ended theory in the hope of having a deeper understanding on the theory and application of tourism terminology.

## **2. Research Methodology**

Firstly, comparative-constrative method was used to handle the given issues of the paper. English was considered source language (or etalon). Accordingly, we discovered that Vietnamese syllable [zulik6] needed to be separated from the two concepts that were expressed with two different terminologies in English as mentioned above.

Secondly, component and semantic analysis was applied to identify the unique features of the terminologies. Since then, the lexical-semantic subsystems of tourism terminologies in Vietnamese were established (Section 3.3).

## **3. Research Results and Discussion**

### **3.1. The Concept of "Terminology"**

Terminology makes up a large part of the vocabulary of a developed language. In all activities, especially in tourism activities, people need to use words to express concepts or objects in their lives, professions, sciences or different professional fields. Among "specialized" terminologies, there is a group of words called terminologies. Up to now, Vietnamese and foreign researchers have had inconsistent views on terminology. In identifying and distinguishing terms, foreign researchers suggested the two trends: (1) clearly distinguish the terminologies from common words; (2) define the terminology concerning its denotation.

Inconsistent views on terminology also came from Vietnamese linguists. However, most Vietnamese linguists analyzed the concept of terminology about its denotation. The distinction between terminology and common words was only performed in discussions on terminology identification. Do (1962); Do (1981); Nguyen (1985); Hoang (1983); Van and Nhu (1977); Dai et al. (1986); Nguyen (2011); Nguyen (2012); Nguyen (2016); Nguyen (1960); Nguyen (1968).

In my opinion, Vietnamese linguists' viewpoints on terminology according to the second trend were better than that of the first trend. None of all the concepts of the terminology given by Vietnamese linguists was related to its denotation. Accordingly, the terminology was the name of the concept (of things, a science or a specialized field).

Thus, no matter which way the terminology is defined, the terminology is always within its conceptual relationship. "Concept" is understood as the definition of things, actions, properties, and processes... (the so-called things) in different fields of science, technology, ...etc. As a result, the terminology is also the name of things in which its concepts are defined in different fields of science, technology, ... etc. However, the relationship between terminology and concepts should be of primary concern. It is a fact that the concepts of the terminology are not

contradictory, but different in terms of two points (things or concepts of things). The two points are never separate. As a result, the concept is chosen and presented as: "A terminology is a word or a phrase that expresses the concept of things, phenomena of a science or a specialized field".

### 3.2. The Concepts of "Travel", "Tourism Industry", "Tourism Terminology" and "Tourism Terminology System"

Foremost, the connotations of the concepts of "travel" and "tourism industry" need to be clarified. Tourism is a multifaceted field that can be viewed, described, analyzed and evaluated from many different perspectives on culture, entertainment, economy, business... There are many different definitions of tourism due to different research backgrounds and perspectives. "In tourism, the number of researchers equals the number of definitions". Through the definitions given by researchers, we find that there is not yet a clear distinction between tourism activities and the tourism industry due to the abbreviation in Vietnamese of two concepts that share the same phonetic shell (/tourism /)The different definitions represent the cognitive characteristics of tourism researchers. Based on the ontological characteristics of "tourism", the definitions will be essentially the same. Due to the limitation of the ontological characteristics of "tourism", there are not too many definitions of tourism. Therefore, "in tourism, the number of researchers equals the number of definitions".

Auster and Nguyen Khac Vien are two researchers on tourism. Auster said *tourism was the art of individuals' trips*. Nguyen Khac Vien believed that *tourism was the expansion of human cultural space* (Nguyen, 2005). Thanks to the component and semantic analysis, we realized the definitions of "travel" presented tourism activities or "the art of going out" or "the expansion of cultural space".

Accordingly, the following definitions of tourism was defined as a verb indicating tourism activity. Vietnamese dictionary explained that tourism was a trip to another land (Hoang, 2010). Tran Nhan defined *tourism as the process of human activities leaving the homeland for another place with the main purpose of appreciating the unique and different material and spiritual values of the homeland, not for profit or money* (Tran and Nhan, 1995).

Kaspar believed that **tourism** is not only the movement of residents but also all things related to that movement. Therefore, he defined **tourism** as *Tourism is a collection of relationships and phenomena occurring during the movement and people's accommodation in their unstable place of residence or working place*. (Vietnam National Administration of Tourism, 2010).

Hunziker and Kraff also share a similar view with Kaspar: "Tourism is a collection of relationships and phenomena coming from the journeys and individuals' temporary stays in their unstable place of residence or working place". The definition of these two Swiss scholars was later accepted by the Association of Scientific Experts in Tourism (Nguyen, 2005).

In "Geographical Basis of Tourism and Sightseeing Services", the Belarusian geographer emphasized: *Tourism is a form of leisure time activity of the residents related to migration and temporary accommodation to develop physical and mental values, raising the level of cultural awareness or sports activities accompanied by the consumption of natural, economic, cultural, service values* (Pirojnik, 1985).

Some definitions of the tourism industry were also presented. According to economists, tourism is not a social phenomenon that must be closely linked with economic activities. Economists presented different statements from the perspective of studying economics, however. In an attempt to provide a specific analysis of the tourism economy, economist Picara Edmod stated that *tourism was a collection of its organization and function not only in terms of walk-in tourists but also in terms of values given by tourists and walk-in tourists who have much money for direct consumption (in the hotel) as well as indirect consumption to satisfy their need for knowledge and entertainment* (Nguyen, 2005).

According to Michaud, *tourism is a collection of activities of production and consumption for travel and at least one night's stay outside of usual accommodation for leisure, business, health, meeting, sport or religion* (Michaud, 1983).

Based on the community approach, the American authors (Robert et al., 1995) considered *tourism as a collection of phenomena and relationships arising from the interaction among customers, suppliers, government and host communities in the process of attracting and welcoming tourists* (Michaud, 1983).

Nguyen Cao Thuong and To Dang Hai gave a clearer definition of tourism. This definition showed a broader and more general view and concept. These two authors believe that *tourism is a socio-economic and service sector, with the task of serving the needs of sightseeing, entertainment and relaxation, whether or not combined with medical checks, sports and research activities. scientific research and other needs* (Nguyen and To, 1990).

In 1963, to internationalize the concept of tourism, at the United Nations Conference on Tourism meeting in Rome (August 21 to September 5), experts stated that tourism is a collection of relationships, phenomena and economic activities arising from the journeys and individuals' temporary stays in their unstable place of residence or working place in the hope of having a peaceful destination. Their staying place is not their working place (Pirojnik, 1985). Thus, according to this definition, travel and tourism were merged into one concept.

With the above definitions of the tourism industry, we understood the change in the perception of the content of the terminology "tourism industry": (i) Some people thought that tourism was only a social phenomenon (from simple to complex meanings); (ii) Others believed that tourism could be an economic activity.

The above contents were merged into the concept of "tourism" (ie the tourism industry), and thus tourism in the sense of tourism shall include all relations (social and economic) arising from the act of travel; and two categories of tourism activities and economic activities (tour organization) have a premise - outcome relationship.

Different from the above views, Vietnam Encyclopedia divided tourism into two basic the following contents. Firstly, tourism was human's relaxation or active visit outside their residence place for rest, entertainment, sightseeing, historical sites, cultural works, art, etc. Secondly, tourism was considered a highly effective general business that aimed to improve tourists' understanding of nature, historical traditions and national culture, thereby contributing to increasing the Vietnamese's love for the country; increase the national friendship between Vietnamese people and international tourists. From an economic point of view, tourism was a very effective business which could be considered a form of on-the-spot exporting goods and services (Encyclopedia Dictionary, 1996).

To our knowledge, the ontological features of the phenomenon are expressed by the word "tourism" because the two most important distinctive features have been chosen as the "inner form" of the name. Accordingly, the terminology "du" meant "going out" and "lich" meant "experiencing" (Dao, 2013). Thus, "du" was the method and "lich" was the goal. The characteristics related to the above two distinctive features have ontological meanings that need to be included in the connotation of the concept of "tourism".

As a result, the concept of "tourism" – with the meaning of tourism activities (travel) can be understood as individuals or group activities of moving and staying temporarily in their free time outside their residence, to experience their on-the-spot awareness of the world around them, improving their health, with or without the consumption of certain natural, economic, cultural values and services provided by professional suppliers.

In terms of the tourism industry, many people have thought that tourism is an economic industry so far. In terms of the tourism industry, many people think that tourism is an economic industry so far. Therefore, economic efficiency is the top concern. That means making full use of resources and all business opportunities. Meanwhile, tourism is first and foremost a social phenomenon. It contributes to improving people's intellectual level, recovering community health, educating patriotism and solidarity, etc.

In our opinion, the social and economic aspects of tourism are intertwined and interact with each other. If tourism activities are done well, the tourism industry will achieve high economic efficiency in terms of the social aspect. If achieving high economic efficiency, the tourism industry would create good conditions for tourists' tourism activities. Therefore, the whole society should be responsible for the development of the tourism industry. As a result, the tourism industry is understood by us as the socio-economic sector that organizes and manages, researches and trains services related to tourists' tourism activities.

Tourism terminology can be understood as a word or a phrase that expresses the concept of things, and phenomena of the tourism industry. The tourism terminology system is understood as a system of terminologies in tourism.

So what classes or groups (or sub-systems) of tourism terminologies does the "tourism terminology system" include? Based on the statements of Nguyen Duc Ton and Nguyen Thi Bich Ha (Nguyen *et al.*, 2004), we find the answer to this question.

Firstly, the theory of frame structure given by Ch. J. Filmore stated that a frame was a set of words, each of which denoted a certain part or aspect of a whole concept. For example, a buying and selling context included sellers, buyers, money, goods, buying and selling activities, and so on. Correspondingly, there will be a set of English words describing different parts and aspects of this context such as: buy, sell, pay, spend, cost, price, money, change and dozens of other words (Nguyen *et al.*, 2004). Word sets belonging to a framework can be divided into smaller sets, called subsystems, and other types of structures. However, the semantic description of words (terminologies) is only performed when the conceptual diagram supporting the framework has been detailed.

Secondly, based on the theory of the predicator - arguments structure that Nguyen Duc Ton used to distinguish the semantics of synonyms (Nguyen, 2006) and the results of a survey of actual documents on tourism terminologies, we identify the following tourism parameters: tourism subject (*receptionist*), tourism activities (*booking - room reservation*), tourism products (*beach tourism*), tourist objects (*luggage insurance*) and relevant services. Corresponding to the above tourism parameters are sub-systems of terminologies denoting tourism *subjects*, tourism *activities*, tourism *products*, tourism *objects* and relevant *services*.

Thus, all terminologies belonging to the above 5 sub-systems form the tourism terminology system used in tourism and tourism research and training.

In terms of tourism activities (travel), tourism is individuals or group activities of moving and staying temporarily in their free time outside their residence, to experience their on-the-spot awareness of the world around them, improving their health, with or without the consumption of certain natural, economic, cultural values and services provided by professional suppliers.

In terms of the tourism industry, tourism is a socio-economic sector that organizes, manages, researches and trains services related to tourism activities.

Tourism terminology is a word or a phrase that expresses the concept of things, and phenomena of tourism including tourism activities, tourism subjects, tourism products, tourism objects and relevant services. A tourism terminology system is a collection of all terminologies used in tourism including 5 sub-systems of terminologies denoting tourism *subjects*, tourism *activities*, tourism *products*, tourism *objects* and relevant *services*

## 4. Conclusion

Terminology is an important part of the vocabulary of a language. Researches on terminology development and standardization in general and tourism terminology in particular aim to improve the development of the society and tourism that is considered a potential economic sector, contributing to the success of the current industrialization, modernization and international integration in Vietnam.



The paper clarified the concepts of "tourism", "tourism industry", "terminology" and "tourism terminology". The tourism terminology system includes word classes (or subsystems). We hope that the paper will make practical theoretical contributions to the correction and standardization of terminology in general and tourism terminology in particular. Since then, contributing to the development of Vietnam's tourism more and more commensurate with the potential and available opportunities. We hope the paper will make practical theoretical contributions to the correction and standardization of terminology in general and tourism terminology in particular. Since then, tourism development in Vietnam has been commensurate with the potential and available opportunities.

## References

- Chanh (2004). *Vietnamese - English dictionary (Business - Travel - Hotel and Catering)*. Youth Publisher.
- Dai, X. N., Nguyen, D. D. and Vuong, T. (1986). *Linguistics- its trends and concepts*. Social Science Publishing House, H.
- Dao, D. A. (2013). *Chinese - Vietnamese dictionary*. Culture and Information Publishing House.
- Do, H. C. (1962). *Vietnamese language, Episode 2*. Education Publishing House, H.
- Do, H. C. (1981). *Vietnamese vocabulary and semantics*. Education Publishing House, H.
- Encyclopedia Dictionary (1996). Episode 1, H.
- Hoang (1983). About the formation and development of Vietnamese terminology. *Journal of Languages*, 4: 26-142.
- Hoang (2010). *Vietnamese dictionary*. Encyclopedia Publishing House, H.
- Michaud, J. L. (1983). *Le tourisme face à l'environnement*. Press Universities de France: Paris.
- Nguyen (1960). *Linguistics theory*. Education Publishing House, H.
- Nguyen (1968). *Modern Vietnamese lexicology*. Education Publishing House, H.
- Nguyen (1985). *Vietnamese lexicology*. Intermediate and University Publishing House, H.
- Nguyen (2005). *Professional skills of hospitality*. Statistical Publishing House, H.
- Nguyen (2006). *Vietnamese synonyms*. Social Science Publishing House, H.
- Nguyen (2011). Some issues on research, development and standardization of Vietnamese terminology in the current integration and globalization era (continued). *Journal of Languages*, 1(260): 1-10.
- Nguyen (2012). Researching and surveying Vietnamese terminology for the development of the Law on Languages in Vietnam, Ministry-level scientific research project, Code:CT 11-13-02).
- Nguyen (2016). *Modern Vietnamese terminology*. Social Science Publishing House, H.
- Nguyen and To, D. H. (1990). *Tourism statistics*. Education and Univeristy Publishing House, H.
- Nguyen, Thi, T. and Bich, H. (2004). *Structural features of Japanese-Vietnamese commercial terminologies*. Social Science Publishing House, H.
- Pirojnik (1985). *Geotourism facilities and sightseeing services*. General University Publishing House. Minsk. Translated document General University Publishing House.
- Robert, W., McInntoch, Charles, R., Goeldner and Brent, R. J. R. (1995). *Tourism, principles, practices, philosophies*. 7th edn: John Wiley: New York.
- Tran and Nhan (1995). *Tourism and tourism business*. Culture Pulishing House, H.
- Van, L. and Nhu, Y. (1977). The Condition and development trend of Vietnamese terms in the past decades. *Journal of Languages*, 1: 44.
- Vietnam National Administration of Tourism (2010). *An overview of tourism accommodation*. Social Labor Publishing House, H.