

EXTENDED ABSTRACT

HISTORY OF SOME TOURISM DENOMINATIONS IN SPAIN: *TURISMO DEPORTIVO, TURISMO CULTURAL, TURISMO MARINERO AND TURISMO GASTRONÓMICO*

Giuseppe Simone Pedote

Universitat Autònoma de Barcelona

Giuseppe.Simone@uab.cat

<https://orcid.org/0000-0001-6531-3065>

INTRODUCTION

The present study proposes to trace, analyze and describe the history of some of the most representative denominations of tourism typologies used in Spain since the beginning of the 20th century: *turismo deportivo*, *turismo cultural*, *turismo marinero* and *turismo gastronómico*. This research is part of the research project *El Léxico especializado del español contemporáneo (LEEC)* undertaken by the Neolcylt team, funded by the Spanish Ministry of Science and Innovation, and formed by researchers from different Spanish universities. It aims to develop materials that will be used for the creation of a historical dictionary of the technical and scientific lexicon that is currently lacking in the Spanish language.

OBJECTIVES

This article aims to analyze and describe the history of some of the most representative names of tourism typologies used in Spain since the beginning of the 20th century, as well as to provide adequate materials for the elaboration of historical dictionaries. To this end, the appearance of these terms in the language has been investigated by searching for their oldest written documentation, as well as relating their history and examining their actual use in written texts. The globalization achieved in recent years, thanks above all to new technologies, has favored a considerable increase in the tourism lexicon. However, this linguistic specialization has developed and differentiated both with the integration and transformation of concepts that predate the development of tourism and come from different disciplines and perspectives and with the emergence of new ideas related to current changes and requirements.

Between the end of the 19th century and the beginning of the 20th century, the so-called Grand Tour, which carried with it a clearly cultural brand, gradually developed into what is defined as “mass tourism”, involving people who want to escape, have fun and enjoy themselves. In fact, nowadays we often speak of various types of tourism, such as

sports tourism, cultural tourism, marine tourism, gastronomic tourism, etc. Consequently, it can be affirmed that the above-mentioned development of the tourism lexicon has been linked to the development of new leisure habits, the promotion of new types of tourism, and the increase in exchanges and communications.

As it is well known, the tourism lexicon includes slogans from other sectors, such as gastronomy, economy, sport, culture, transport, art history, etc. Balboni (1989: 56-57) describes the micro-language of tourism as a set of micro-languages used in the different contexts in which both the tour operator and the tourist move, in which borrowings, technical terms and neologisms converge. According to Vittoria Calvi (2010), this incorporation of terminology may have contributed significantly to the fact that the tourism lexicon has had, until now, less scientific significance than other specialty languages.

Concerning this research, it has been decided to investigate the period between the late nineteenth and early twentieth centuries, since it represents the period in which modern tourism develops and the need to give a name to new concepts related to this field is perceived. To do so, it has been necessary to thoroughly analyze the process of introduction and development of tourism in the strict sense of socioeconomic activity.

With these initial considerations in mind, the specific objectives of the article are as follows:

1. Select the terminology of the different denominations of tourism in the Spanish language from the Grand Tour to the 20th century.
2. Analyze the terms of the tourism denominations in texts and dictionaries, to check the explanation of their meaning, their evolution along the lexicographical history and the advice on their use.
3. Accurately demonstrate the paths of formation, introduction and fixation of these lexical sets in today's Spanish.

METHODOLOGY

From the methodological point of view, given that one of the objectives of this study is to prove, through documents, the appearance of terms used in Spanish for the denominations of the various typologies of tourism in the period and to analyze their actual use in written texts, to achieve this end it was necessary to create a lexical corpus.

The terminological search was carried out by looking for voices related to tourism within the definitions of all the entries present in two Spanish language dictionaries in electronic and digital format, respectively: the *Diccionario de uso del español de María Moliner* (2007 - 3rd edition) and the *Diccionario de la Lengua Española de la RAE* (2014 - 23rd edition). By entering some keywords in the search engine of these dictionaries, such as *turismo*, *turístico*, *veraneo*, *hotel*, etc., the two dictionaries provided a list of terms, all belonging to the tourism sector, which made it possible to start the search for the texts in which these terms supposedly appear for the first time, and which constitute the main object of analysis of this research.

The texts have been searched in the digital libraries of the *BNE* and the newspapers *La Vanguardia* and *ABC*. The decision to search for such documentation in these three

newspaper libraries was taken because the documents published in the years that constitute the main core of interest of this work are digitized and accessible there. In the newspaper archive of the *BNE*, texts related to the Spanish historical press can be found from its beginnings until almost the middle of the twentieth century. The newspaper archive of *La Vanguardia* has nearly two million digitized pages of information published by the same newspaper from February 1, 1881 (date of publication of the first issue) to the present day, making it one of the most important newspapers published in the Spanish language still in circulation. Likewise, the ABC newspaper archive contains all the issues published from 1903 (the year of its foundation) to the present day. It should also be noted that some texts documenting the words analyzed in this research have been retrieved from the *Corpus Diacrónico del Español (CORDE)* of the Royal Spanish Academy.

These are texts belonging to the historical Spanish press, such as newspapers, specialized magazines, advertisements, etc., which have made it possible to document the appearance and consolidated use of these words long before their first appearance in the dictionaries of the Royal Spanish Academy as well as in non-academic dictionaries. In addition, it has been possible to document the existence of many words belonging to the common lexicon in use during the centuries before the 19th and 20th centuries, which have successively become part of the tourism lexicon.

RESULTS

It has been possible to verify that the first allusions in the Spanish language to terms related to the denominations of some types of tourism date back to the beginning of the 20th century, when they appear in written texts, basically newspapers and magazines. In order to speak of the first publications of tourism texts in Spain in the modern sense, it is necessary to go back to the fifties of the 20th century. This is because in that decade favorable circumstances converged for the development of tourism in Spain: in a Europe devastated by the destruction of the war, there was a growing need, not only for the wealthier European classes but also for the middle classes, to enjoy leisure and recreational activities, which boosted and required the appearance of texts related to the field.

As it has been shown throughout the article, tourism, as it is understood today, was an unknown phenomenon in the Peninsula until the end of the 19th century, when Spain was included in the itineraries of the Grand Tour. In this context, which extends into the 20th century, denominations appear that represent a nucleus of words relating to the first tourist concepts (tourism and tourist), and another referring to the denominations of the various typologies of tourism, among which some of the most representative of current Spanish tourism have been pointed out: *turismo deportivo*, *turismo cultural*, *turismo marinero* and *turismo gastronómico*.

CONCLUSIONS

The textual production on tourism and its diversification have led to a linguistic specialization generated both by the integration and transformation of concepts before the development of tourism and by the contribution coming from different fields, disciplines

and perspectives, in which the vertiginous increase in communications has played, and continues to play, a decisive role.

It is only from the middle of the 19th century that professional development of the language used in the field of tourism has been observed, which could be considered the genesis of a specialty language. It is true that there is still no unanimity in considering the language of tourism as such, due to the ambiguous profile that defines it and its heterogeneous nature. It is for this reason that it is necessary to investigate its history, its inherent interculturality and to distinguish between the impact of globalization and the history of the tourism lexicon itself in the Hispanic area.