

**Adults only or pets welcome:
Use of Anglicisms in the tourist domain in Spanish digital press**
*Solo adultos o mascotas bienvenidas:
Uso de anglicismos en el ámbito turístico en la prensa digital española*

Carmen Luján-García

Universidad de Las Palmas de Gran Canaria

carmen.lujan@ulpgc.es

Abstract

This paper focuses on the increasing presence of Anglicisms in Spanish in the particular field of tourism. The evolution of the tourist industry has allowed the democratization of this sector and the constant penetration of anglicisms in Spanish. This study, firstly, aims at examining the use of anglicisms in eight different Spanish online media using the search tool 'Observatorio Lázaro.' It documents using a sample of Anglicisms with real examples in context. The findings reveal the noticeable use of English borrowings to designate various tourist-related concepts. Secondly, a deeper analysis sheds light on the frequency of use of the examined anglicisms, the types of anglicisms according to different semantic sub-fields, and the pragmatic functions of the sample. In terms of specialization of the sample, some of the words are midway between specialized terminology and semi-specialized vocabulary due to the increasing tendency to use this kind of vocabulary by frequent travelers.

Keywords: tourism, anglicisms, online press, pragmatic functions.

Resumen

El presente artículo se centra en la creciente presencia de anglicismos en español, en el campo concreto del turismo. La evolución de la industria turística ha permitido la democratización de este sector así como la constante penetración de anglicismos en el español. Este estudio pretende, en primer lugar, examinar el uso de anglicismos en ocho medios digitales en español a través de la herramienta de búsqueda 'Observatorio Lázaro', que documenta el empleo de una muestra de anglicismos con ejemplos reales en contexto. Los resultados revelan el notable uso de préstamos del inglés para designar distintos conceptos relacionados con el turismo. En segundo lugar, un análisis profundo aporta luz sobre la frecuencia de uso de las unidades léxicas anglicadas analizadas, los tipos de anglicismos según diferentes subcategorías semánticas y las funciones pragmáticas de la muestra. En términos de especialización, algunos de los términos están en la frontera entre la terminología especializada y la semiespecializada dada la creciente tendencia al empleo de este vocabulario por viajeros frecuentes.

Palabras clave: turismo, anglicismos, prensa digital, funciones pragmáticas.

Introduction

In the globalized world in which we live, the tourist industry is significant since traveling and enjoying different cultures, landscapes, and gastronomies, among others, have become part of our lives. Spain is a country in which one of the main economic engines is the tourist industry, so it has a long tradition and experience in tourism.

Since the topic of tourism is the focus of this piece of research, we include a definition of this concept by an institution such as the United Nations World Tourism Organisation (UNWTO^[1], from now on):

Tourism is a social, cultural, and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents), and tourism has to do with their activities, some of which involve tourism expenditure (<https://www.unwto.org/glossary-tourism-terms>)

According to the UNWTO World Tourism Barometer published in January 2023, the three most visited countries are France, with 48.4 million visitors, followed by Mexico, with 31.9 million visitors, and in third position, Spain, with 31.2 million visitors.

It goes without saying that something has strongly impacted the transformation of the tourist industry throughout the last decades: the Internet. Giménez Folqués (2015:150) states that:

The world of tourism has remarkably evolved in recent times thanks to the rise of the Internet. With this new tool, this sector has found a quick and effective way to reach the public: commercial web pages, official websites of national and local tourism, guides, regulations, etc.

As a result of the pervasive presence of the Internet in our daily lives, we have modified how we plan a trip. From home, you can virtually visit your tourist destination and book your flights, accommodation, and tours. How we organize a trip has varied; any visitor can plan their journey from home, adapting to their necessities and interests. In addition, other online tools such as discussion forums and blogs have noticeably evolved in the tourist field, allowing discussion among professionals in this sector and publishing travelers' opinions and experiences.

New affordable tourist activities such as *home-swapping*, *couchsurfing*, and *backpacking* have emerged. New online platforms such as Airbnb and low-cost airplane companies have revolutionized how tourism has traditionally been understood. The traditional tourism concept has been impacted and transformed by all these new trends. Durán Muñoz (2013:253) states that "the forms of alternative tourism are quite varied, and frequently, the limits among them are blurred and mixed, even being coincident in terms of the types of activities offered, and this is due to the relatively recent emergence of these alternative kinds of tourism." Many of these new alternatives emerged in the 1990s of the 20th century.

As a consequence, new and borrowed terms to designate these new tourist activities have emerged, and they are mostly in English. Giménez Folqués (2015: 150) reports, "There are many specialized languages that have provided foreign words to the Spanish language, including medical, computer or tourism language." Three different types could be distinguished when it comes to the degree of expertise of the language used in this domain. Cabré (1993:222) offers a very extended distinction:

- Specialized vocabulary is mostly used by professionals and managers of the tourist sector, such as travel agents, hoteliers, and tour operators. The kind of terminology has a referential function; the topics are specific and used by specialized users in their professional discourse. The communicative situation is normally formal.
- Semi-specialized vocabulary is midway between the common use of the language and the specialized terminology. These terms have a certain degree of speciality, but it is widely spread and used by professionals and frequent travelers. This paper mainly focuses on this type of vocabulary and the uses of the language.
- Common vocabulary normally has a more conative and expressive function. It is used by any user in any general discourse and addresses general topics. The communicative situations are usually less formal than in the case of specialized vocabulary.

Durán Muñoz (2021: 392) confirms that a specialized language is considered a subcode of the general language used in a particular communicative situation through which specialized knowledge is transmitted. This type of discourse presents lexical, syntactic, morphological, and graphic features that make it different from other types of specialized discourse.

English is undoubtedly in the top position as the main exporter of specialized vocabulary in the tourism domain. The importance of English in current societies may not be questioned since it has become the *lingua franca* or vehicle of communication among speakers of different languages. In addition to the internationalization of English, other denotative values may be associated with English, such as the air of modernity and professionalism that this language confers, which we will discuss in the section on findings.

Several studies have revealed the growing trend to use anglicisms in the current tourist sector. In other countries, different authors such as Lazović (2018) in Serbian, Rodica (2014) in Romanian, Sokoloba (2020) in Italian, and Yakubova et al. (2021) in Uzbek (Uzbekistan) report on the increasing trend to use Anglicisms in the tourist sector of their respective countries.

In Spanish, the situation is quite similar. The amount of literature that addresses the use of Anglicisms in multiple areas within the Spanish tourism domain proves this fact. Some examples are: for marketing and advertising purposes (Robles Ávila 2017); to designate new realities some neologisms such as *turismofobia*, *turistización* and *turistificación* have emerged (Sanmartín Sáez 2019). Other authors (González-Pastor & Candel-Mora 2018) have focused on the difficulties of translating tourist-related anglicisms into Spanish. Some scholars (Ros Pérez and Rocamora 1998; González-Pastor & Candel-Mora 2017) have also

dealt with using anglicisms in tourism. These pieces of research have concluded that the specialized language used by experts in tourism is full of Anglicisms related to technology and marketing applied to this sector. Lozano Barrientos (2020) explored the use of anglicisms on TripAdvisor in the tourist domain in Perú and highlighted the use of non-adapted anglicisms in the advertisements of the three most popular tourist attractions on this popular website.

The language of tourism has also been analyzed with a more pragmatic approach by reputable Hispanists such as Calvi (2010:19), who informed about the different types of genres used in this domain. This author reported that in the sector of tourist management, the discursive forms are similar to those encountered in other commercial activities. However, in terms of marketing approach, the type of discourse along with the vocabulary employed changes to become a modern, attractive, sophisticated language since the final aim is to attract the audience and prospective customers.

Calvi (2019:97) states that the area of lexis in the field of tourism has not received adequate attention in dictionaries and existing repositories. It is important to mention the reference dictionary of leisure and tourism (Alcaraz Varó *et al.* 2006), an important contribution to this field. Still, it was published in 2006, and this field has evolved considerably since then. It is also worth mentioning the Project COMETVAL [iii] of the University of Valencia, which consists of a multilingual tourism dictionary. This online dictionary is a handy tool, but it just includes high-frequency words, so those terms that are not so frequent are not compiled. This tool was not useful for this study since many of the terms examined are not high-frequency words, given their relatively recent incorporation into Spanish. Another remarkable database of Anglicisms in the tourist domain is Anglicor [iiii] (De la Cruz and Tejedor 2019), which compiles terms from 2003 until now. The justification for this paper lies in the attempt to shed more light on this topic and provide some updated terminology in this field.

Objectives

As presented in the previous lines, this paper focuses on using Anglicisms in the Spanish context of the tourist industry. With that aim, I have set some more specific goals:

- Examine the anglicisms that seem to be in use in the Spanish digital edition of eight newspapers.
- Document the uses of anglicisms with real examples in their contexts.
- Classify the sample of anglicisms according to different categories (non-adapted, adapted, and pseudo-anglicisms), considering the frequency of use, various tourist-related semantic fields, and other pragmatic functions.

Method

The method was based on the use of the automatic search tool of anglicisms' Observatorio Lázaro' [iv] (Lazaro Observatory) (Álvarez Mellado 2020) to find new English lexical items employed in the field of tourism in Spanish. 'Observatorio Lázaro' identifies anglicisms in eight different editions of Spanish media, namely *eldiario.es*, *El País*, *El Mundo*, *ABC*, *La Vanguardia*, *El Confidencial*, *20minutos*, and *EFE*.

This database or Observatory started compiling English borrowings in April 2020, so this sample covers the period between April 2020 to February 2022. The criterium for building the sample was based on considering the direct connection of the terms with the field of tourism. The author manually selected those terms used in tourist contexts. Then, the definition of each term and expression had to be looked up in a set of dictionaries, listed a few lines ahead. Next, I had to contrast the uses in the context of each selected word to verify that they belonged to the semantic field of tourism. Thus, the manual construction of the sample was a laborious process, and for obvious reasons, many terms and expressions had to be discarded from the list.

Once the sample was excerpted, I classified each English lexical item according to the kind of Anglicism. The categorization proposed by Pulcini et al. (2012: 6) was employed but adapted to the nature of this sample. The categories of anglicisms included in this analysis are non-adapted or pure, adapted, and false or pseudo-anglicisms.

Pulcini et al. (2012:6-7) define non-adapted anglicisms as words or multi-word units from the English language without or with minor formal and semantic integration so that it remains recognizably English in the RL. Adapted anglicisms are those words or multi-word units borrowed from the English language with orthographic, phonological, and/or morphological integration into the structures of the RL. Eventually, false or pseudo-anglicisms are those words or multi-word units in the RL made up of English lexical elements but unknown or used with a conspicuously different meaning in English.

To discern which English lexical items were false or pseudo-anglicisms, I consulted four well-known English dictionaries: Cambridge English Dictionary (CED), Collins Cobuild Dictionary (CCD), Macmillan Dictionary (MD), and Oxford English Dictionary (OED). Additionally, I carried out some consultations with native speakers of English. The sample was also broken down, considering different semantic fields within the tourism area and other pragmatic functions.

Findings

The first part deals with the categorization of the sample of Anglicisms composed of a total of 48 words. All the terms and anglicized expressions examined are considered specialized or semi-specialized vocabulary used in the context of tourism. In this paper, we will not label each specific term within the category of specialized or semi-specialized since there is a blurred line that distinguishes what a specialized term is from another which is semi-specialized, especially in this field, whose vocabulary turns out to be more and more extended among regular travelers. Calvi and Bonomi (2008:187) inform that this communicative modality responds to the high demand for information among tourist users. Frequent travelers have acquired expertise in managing specific vocabulary and information related to trip plans that confer their discourse certain 'authority.'

Next, the sample of anglicisms is documented with examples where these uses occur in context. Eventually, the classification of the sample according to different semantic fields

related to tourism is included. Table 1 displays a quantitative breakdown of the sample compiled.

Table 1. Categorization of the sample into different types of anglicisms

Anglicisms	Non-adapted	Adapted	Pseudo-anglicisms	Total
Number	36	2	10	48
%	75	4.1	20.9	

The high percentage of non-adapted anglicisms (75%) used in the examined press is noticeable. There seems to be a trend to use English lexical items in Spanish as they are used in English, with no adaptation to Spanish orthography or phonological system. Pseudo-anglicisms are in the second position with 20.9% of the total, which reveals the production of new words with an English appearance. Adapted anglicisms have lower frequencies (4.1%).

Non-adapted Anglicisms: (36 terms). **Non-adapted Anglicisms:** (36 terms). English words or multi-word units borrowed from the English language without or with minor formal and semantic integration so that it remains recognizably English in the RL (Pulcini et al. 2012:6). The sample of non-adapted anglicisms is the biggest one in this study, and it is composed of the following terms: *adults only, beach bar, beach club, beach house, beach resort, bleisure, booking, business travel, camper, chill-out, city break, couchsurfing, dark tourism, fam trip, free tour, gay friendly, house reef, island hopping, jet lag /jetlag, late check-out, last-minute, overbooking, package, pet friendly, press trip, resort, responsible tourism, road trip, safe tourism, screen tourism, slow tourism, slow travel, travel book, traveller/traveler, travel retail, travel size.*

1. Esta “*possessió*” mallorquina del siglo XIII, convertida en un hotel **Adults Only** a principios del 2021, cuenta con una fastuosa decoración interior (*20 minutos*, 31/01/2022).

A *Beach bar* is simply a bar that is on a beach.

2. Una de las localizaciones donde se grabó uno de los episodios del concurso fue el *beach bar* que fundó la ganadora junto con su actual exmarido, Santi Carbones, en Tarifa (Cádiz) (*20 minutos*, 11/12/2020).

A *Beach club* is next to a beach in which some kind of water sports is normally practiced. This type of club usually has a bar or restaurant where you can eat or drink.

3. Sobre las finas y doradas arenas de La Barrosa se enclavan algunos de los 'beach clubs' más deseados del momento (*El Mundo*, 13/08/2021).

A *Beach house* is a holiday house overlooking the sea (CCD). In Spanish, it has become a restaurant to have food or drink in front of the sea.

4. [...] cuenta el empresario en el recién inaugurado *beach house* de *cala Molí*, en el que quiere impulsar un punto de encuentro global para artistas y amantes de la cultura donde mostrar y disfrutar el arte (*El País*, 17/08/2021).

A *Beach resort* is used to designate a tourist resort next to a beach.

5. "El One&Only Reethi Rah, un beach resort en las Maldivas, con bungalows y villas posadas en el agua, gastronomía deliciosa (*El Confidencial*, 19/09/2021).

Bleisure combines the terms 'Business' and 'Leisure' to define users that combine business with leisure during their trip, especially associated with city tourism.

6. la compañía *mantiene su preocupación* por el gran impacto que todavía siguen acusando los hoteles urbanos más dependientes del segmento Corporate y MICE en España y Europa, cuya crisis es indudablemente más estructural que en el segmento vacacional o híbrido ('bleisure'), con especial incidencia en mercados como Francia (*El Confidencial*, 28/07/2021).

Booking is the arrangement you make when you book something, such as a hotel room, a table at a restaurant or a theatre seat (CCD)
Booking is the arrangement that you make when you book something such as a hotel room, a table at a restaurant, or a theatre seat (CCD).

7. "Empieza a funcionar el *booking* en los hoteles del litoral a partir de mediados de junio", dice un directivo del grupo Melià (*El País*, 23/05/2020).

Business travel is the activity of traveling for business purposes.

8. El turismo de reuniones y *business travel* es un gran dinamizador de la industria del turismo global que, en la situación actual, ha necesitado reenfocarse hacia nuevas perspectivas (*20 minutos*, 19/01/2022).

A *camper* is the same as a *camper van*, a motor vehicle designed with a rear unit furnished with beds and other camping equipment (OED). Es lógico que sin ser usuario de un camper o autocaravana tengas dudas sobre qué llevar a tu viaje (*La Vanguardia*, 16/01/2022).

Chill-out is defined in English as places or things intended to help you relax (CCD). In Spanish, it is used as an open-air space in a bar, restaurant, or house to relax. Las 'skyvillas' más grandes, además, cuentan con una cubierta 'chill-out' y piscina, que gracias a la terraza de 160 metros cuadrados que la rodean (*El Confidencial*, 07/09/2021).

A *city break* is a short holiday or weekend break spent in a city (OED).

9. City break (escapadas cortas) (*La Vanguardia*, 21/09/2021).

Couchsurfing is the adapted form of *couch surfing*, and it refers to the activity of traveling around and staying without paying in the homes of people you have met through the Internet.

10. No sé si aquello del *couchsurfing*, con lo que hace años rellenamos tantas páginas de reportajes veraniegos, se sigue realizando (*El Diario*, 29/08/2020).

Dark tourism involves travel to places identified or associated with death, suffering, or tragedy (OED).

11. Hoy entraría dentro de eso que llaman *dark tourism* (turismo oscuro), dedicado a visitar antiguos campos de concentración o centrales nucleares accidentadas (*El País*, 11/05/2021).

Fam trip is a courtesy trip offered by tour operators to travel agents and people involved in the tourist industry to become more familiar with the products offered.

12. Tanto los fam trips como los press trips permiten a las personas que los disfrutan conocer de primera mano un territorio (*La Vanguardia*, 04/10/2021).

A *free tour* is a new system of guided tours that emerged from the philosophy of the collaborative economy. People with specific knowledge offer walks by using digital platforms, and no set fee is established but freely chosen by the users. These guides do not normally have their official recognition as a guide.

13. Civitatis, la empresa líder en la venta de visitas guiadas, excursiones y free tour en español por todo el mundo, recoge en un listado las carreteras más bonitas (*20 minutos*, 07/09/2021).

Gay friendly is the adapted form from gay-friendly, which designates hotels and establishments that welcome gay people.

14. Quiiky, el primer turoperador 'gay friendly' italiano (*El País*, 12/09/2020).

House reef is a diving site easily accessible from a dive resort, usually right off the beach and within easy swimming distance (MD).

15. Además, tiene lo que muchos consideran el mejor *house reef* (arrecife de coral a poca profundidad y accesible a nado desde la playa) (*El País*, 10/12/2021).

Island hopping refers to visiting many islands in succession, usually as part of a holiday (CCD).

16. Una actividad obligada es lo que llaman *island hopping*; es decir, saltar de isla en isla en los coloristas *bangka*, rústicos catamaranes llenos de banderolas y provistos de infiernillo de carbón para asar el pescado del almuerzo incluido en la excursión (*El País*, 14/06/2021).

Jet lag/ Jetlag is the feeling of tiredness and confusion after a long journey by airplane, especially after traveling between places with a time difference of several hours.

17. Le vencieron el cansancio de tantas reuniones agotadores, *de tantos colegas queriendo robarle el tiempo* por los pasillos para fotografiarse a su lado y el *jet-lag* que se vuelve más molesto tras los viajes trasatlánticos (*20 minutos*, 20/11/2021).

Last-minute means given or done at the latest possible time. In the field of tourism, it refers to the tickets or bookings that are done at the latest possible time normally to save money.

18. A medida que se acercan las fechas y se disipa la incertidumbre con respecto a las restricciones de viaje de algunos destinos, la tendencia al alza se refuerza, teniendo en cuenta, además, que estamos ante un “verano last minute”: los españoles están

reservando con una antelación alrededor de un mes y medio (20 minutos, 06/05/2021).

Late check out /Late check-out is an arrangement that allows a guest to check out later than the normal time (CCD).

19. La propuesta incluye cava y fresas, un upgrade a la siguiente categoría de habitación disponible, su famoso desayuno con múltiples especialidades a la carta, como la tortilla de trufa, y un late check out para descansar convenientemente después de ese festín (20 minutos, 31/01/2022).

Overbooking is making more bookings for an aircraft, hotel, theatre, etc.

20. Es una práctica conocida como ‘overbooking’ y que las compañías utilizan porque siempre suele haber una mínima parte de pasajeros (*El Confidencial*, 31/01/2022).

Package is the abbreviated English form for a package tour or packages holiday and it refers to a holiday arranged by a travel company in which your travel and your accommodation are booked for you (CCD).

21. “*Stay in Love*” package (20 minutos, 31/01/2022).

Pet friendly is an expression used by hotels and guesthouses that informs that pets are welcome in the place.

22. Martínez vive dentro del parador con su perra. “Claro, somos *pet-friendly*”, añade. “Muchos clientes vienen a pasear y a visitar los pueblos y traen a su mascota” (*El País*, 14/05/2021).

A *press trip* is a method used by countries, governments, hotels, and holiday resorts through which journalists – often freelance travel writers- are invited to visit the place or to an event to gain exposure and good publicity with the stories told by these writers.

(<https://www.openpr.com/wiki/press-trip>).

23. Tanto los fam trips como los press trips permiten a las personas que los disfrutan conocer de primera mano un territorio (*La Vanguardia*, 04/10/2021).

A *resort* refers to a place frequented for holidays or recreation.

24. Con el fin de avivar la llama en este San Valentín, el resort ha lanzado el paquete “*Stay in love*” (20 minutos, 31/01/2022).

Responsible tourism is about making better places for people to live in and better places for people to visit. Responsible tourism requires that operators, hoteliers, governments, local people, and tourists take responsibility, and take action to make tourism more sustainable.

25. ‘Responsible Tourism’ ha sido creado, según indica el propio Ministerio de Industria, Comercio y Turismo, “para reconocer aquellos establecimientos turísticos que hacen un esfuerzo por crear un entorno seguro no solo para los turistas sino para sus propios trabajadores y los residentes, aplicando las directrices y recomendaciones contenidas en las guías de medidas para la reducción del contagio por el coronavirus SARS-CoV-2” (*El Confidencial*, 14/07/2020).

A *road trip* is a long-distance journey on the road, also a type of cinema genre.

26. Las *fórmulas son infinitas*, pero ahora que prevalece el turismo nacional, aquí os proponemos un *road trip* por el sur (20 minutos, 24/06/2020).

Safe tourism / Safe tourism-certified is a practice initiated in June 2020 certifying tourist facilities' compliance with international hygiene measures against the COVID-19 pandemic to present a safe travel experience to all guests.

27. Los empresarios turísticos desembolsarán “entre 500 y 3.000 o 4.000 euros” por un sello de calidad, de ‘*safe tourism*’ frente al covid, que ofrece el Instituto para la Calidad Turística Española (ICTE) (*El Confidencial*, 14/05/2020).

Screen tourism: the activity of basing a holiday on visiting locations relate to popular films and TV shows (MD).

28. Parecen extras contratados para certificar las palabras de la encargada de promover en Benidorm el llamado *screen tourism*, un segmento de la industria turística cada vez más demandado que atrae al viajero interesado en conocer las localizaciones de sus series y películas favoritas, y que proyecta la imagen de una ciudad en el mundo interconectado actual (*El País*, 11/11/2020).

Slow tourism is closely connected with *slow travel*, described in the following lines.

29. También lo hacen en el *Rihiveli by Castaway Hotels & Escapes*, uno de los menos convencionales, de estilo completamente rústico, y que fue precursor del *slow tourism* (*El País*, 10/12/2021).

Slow travel is related to the Italian philosophy of slow food. It emphasizes connection with local people, culture, food, and music. A trip is understood to have an emotional impact, to know more deeply a local area, but sustainably.

30. Considerado un destino de filosofía 'slow travel', en el que el objetivo es disfrutar de un estilo de vida reposado (*El Mundo*, 27/08/2021).

Travel books: are about traveling to a certain country or region, especially a guidebook (CCD).

31. [...] el hombre es un reputado escritor de *travel books* y, también, de un puñado de bien recibidos *thrillers* exótico-nómada-existenciales que parecen muy bien compuesto (*ABC*, 24/07/2020).

A *traveler / Traveller* is simply a person who travels or makes a journey. Traveler (AmE) appears only once in Observatorio Lázaro, whereas traveller (BrE) occurs eight times.

32. guías de viaje más prestigiosas, pero también las webs más refutadas entre los ‘travelers’ de medio mundo (*El Confidencial*, 10/01/2022).

Travel retail is a term that commonly refers to sales made in travel environments where customers require proof of travel to access the commercial area but which are subject to taxes and duties (<https://dfworldcouncil.com/what-is-duty-free-travel-retail/>).

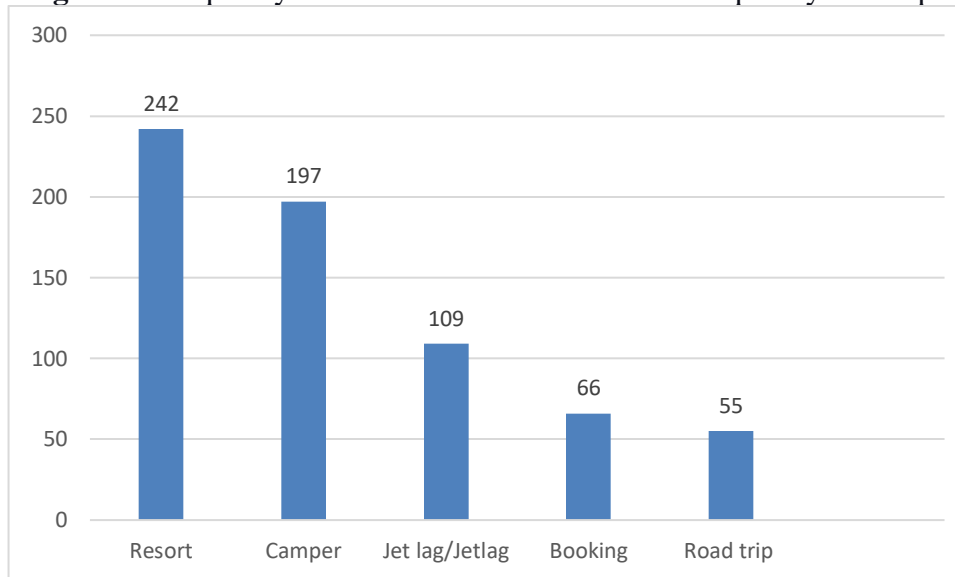
33. Lagardère es un conglomerado especializado en edición de libros y 'travel retail' (comercio minorista en zonas de viaje como aeropuertos). (*El Confidencial*, 16/09/2021).

Travel size refers to a size suitable for travel, small, compact, and easy to carry when traveling (OED).

34. La falta de oferta de sus cosméticos de confianza en distintos lugares del mundo se unía a lo difícil que resultaba hacerse con el mítico 'travel size' que poder subir al avión (*El Confidencial*, 13/05/2021).

When it comes to the frequency of use of the sample, the terms that have more than 50 occurrences in the database "Observatorio Lázaro" are as follows:

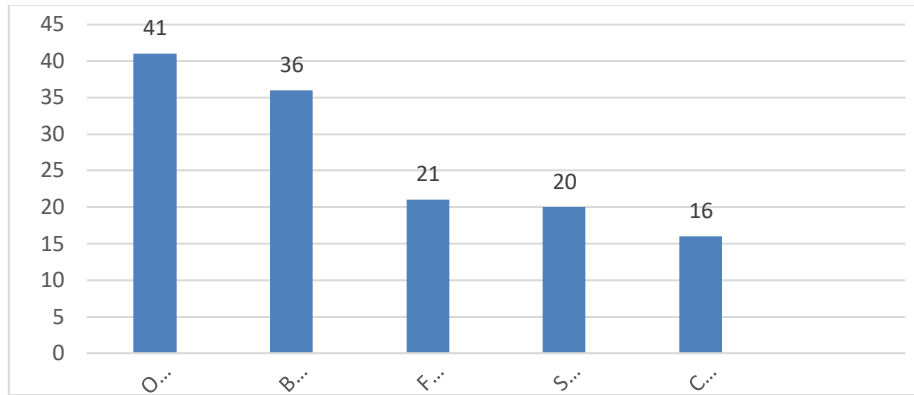
Figure 1. Frequency of occurrence of the five most frequently no-adapted used anglicisms



As Figure 1 shows, resort is the most frequently used non-adapted Anglicism, with 242 occurrences from March 2020 to May 2022. In addition, some combinations such as senior resort (2 occurrences), spa resort (1 occurrence), beach resort (1 occurrence), art resort (1 occurrence), and mega-resort (1 occurrence). The second in terms of frequency of use is camper, with 197 occurrences. Jet lag and Jetlag (both spellings) are in the third position with 109 uses. Booking is the next Anglicism with 66 uses, and road trip counts 55 occurrences. The rest of the sample of no-adapted English lexical items have less than 50 appearances.

Then, a breakdown of those anglicisms that have from 15 to 50 occurrences, as shown in Figure 2.

Figure 2. Non-adapted anglicisms that present from 15 to 50 occurrences.



On the other side, several terms present only one or two uses in "Observatorio Lázaro," which is the case for the following anglicisms: *beach bar*, *beach resort*, *bleisure*, *chillout*, *dark tourism*, *fam trip*, *house reef*, and *travel book* which appear only once—some others such as *island hopping*, *safe tourism*, *travel retail* and *travel size* present two occurrences. Consequently, even though the whole sample covers specialized and semi-specialized terms related to the field of tourism, the frequency of use varies considerably depending on the terms.

It is worth mentioning that many terms are multi-word units, in other words, anglicized expressions composed of two elements rather than single terms. Regarding the use of markers in the Recipient Language (RL, from now on), many inconsistencies may be observed. Most terms are used without any typographical marker that identifies them as loanwords. Other lexical items use italics, double or single quotation marks, as in examples 10, 11, and 13. Less common is the use of bold fonts. In some cases, news reporters provide a brief explanation of the term in Spanish, as in the following expressions: *dark tourism* "(turismo oscuro), dedicado a visitar antiguos campos de concentración o centrales nucleares accidentadas." "Island hopping; es decir, saltar de isla en isla". In the case of *bleisure*, Anglicism is employed as the accurate term for hybrid tourism in example 6. This lack of a uniform criterium provides evidence of the lack of maturity and integration of some of these English lexical items in Spanish. Regarding the treatment of foreign words, *Diccionario Panhispánico de Dudas* (DPD) states that every foreign term should be clearly identified using italics or quotation marks (DPD, 2005: XX). In addition, this dictionary recommends using Spanish equivalents if possible.

Adapted anglicisms: (2 terms). These two terms neither follow the orthographic rules of Spanish nor the rules of English, so they cannot be considered non-adapted Anglicisms, and they have been labeled as adapted Anglicisms.

Caravanning, an adapted form of English *caravanning*, is having a holiday in a caravan (CCD). A caravan is a trailer home that needs to be attached to a jeep, 4x4, or any other vehicle. The trailer is like a mobile home, usually fully equipped.

35. Arranca una nueva temporada de matriculaciones en el sector del caravanning con la vista puesta en los modelos de autocaravana más vendidos en España en 2021 (*La Vanguardia*, 02/01/2022).

Pack is the abbreviated Spanish form to designate English package holiday or package tour. In English, a pack is used in tourism to refer to a bag containing the possessions you carry on your back when you are travelling (CCD).

36. La agencia de viajes online Rumbo.es cifra en un incremento del 68% las ventas de packs vacacionales (vuelo + hotel) en comparación con hace 15 días (*20 minutos*, 06/05/2021).

False anglicisms: (10 terms). This category collects expressions that, despite having an English appearance, do not exist in English, at least with the same meaning as in Spanish. *Autocaravanning, beach spreading, bikepacking, camping, camping-car, camping resorts, Green Passport, senior resort, van tourist, and video tour.*

The amount of pseudo-anglicisms used in tourism, ten out of forty-eight terms, is noticeable. Some of them are neologisms that have emerged because of new events such as the COVID-19 pandemic. For example, a *green passport* refers to the European Passport confirming whether you are fully vaccinated against this virus. Other expressions, such as *beach spreading*, designate a common cultural practice that has been in use for a long time in Spain—spending a Sunday with the whole family at the beach. *Bike packing* is also a new activity that consequently needs a new designation.

Autocaravanning is the type of tourism with an *autocaravana* (in Spanish), called *camper van*, or *motor home* in English. This type of holiday is *campervanning* in English. A camper van is a powered trailer home. Unlike caravanning, there is no need to attach to any vehicle to transport it.

37. Aquellos que estén pensando en iniciarse en el mundo del turismo itinerante y el autocaravanning, lo primero que debe hacer es decidir qué modelo de autocaravana conviene (*ABC*, 30/10/2020).

Beach spreading refers to a Spanish tradition in coastal areas which consists of going to the beach on Sundays with the whole family carrying a lot of stuff (folding tables, folding chairs, big umbrellas, portable fridges, and containers with food) to spend the day most comfortably. The origin of this anglicized expression is unknown. There is a slight possibility that the Spanish themselves are using this foreign expression to describe this practice due to the absence of a Spanish expression. According to elcomidista.elpais.com, the term has been coined by American tourists in Spain, who have called this habit beach spreading, with ironic connotations.

(https://elcomidista.elpais.com/elcomidista/2018/07/17/articulo/1531819286_123395.html).

38. Además, acuérdate del plan cuando vas con tu familia: se monta en medio de la arena poco menos que una verbena de pueblo. En este espectáculo veraniego, conocido como *beachspreading*, uno de tus tíos instala una carpa de un tamaño tal, que es capaz de bajar la temperatura de la Tierra en dos grados si la abre entera. (*El País*, 29/07/2020).

Bike packing is the activity of tourism riding a bike. It has traditionally been called *cicloturismo* in Spanish, but this new term seems to go further, combining trekking and *cicloturismo*. Some sections of the tracks must be walked, while others need to be on a bike. This tourist activity intends to explore new natural places.

(<https://www.brujulabike.com/que-es-bikepacking/>)

39. Un sendero de casi 500 millas a través de las montañas Blue Ridge y Appalachian Trail (EE.UU.), que ofrece a los aficionados del *bikepacking* (mix entre el senderismo y *cicloturismo*) una manera de interactuar con el medio ambiente respetuosa y de bajo impacto (*ABC*, 22/11/2020).

Camping is the adapted or abbreviated form of *campsite* or, in other words, the area where you can stay. In English, camping is not a noun but a verb in expressions such as "going camping."

40. Primero dijo que cuando su expareja se marchó de casa acababan de regresar del camping Riera de Merlès, al que iban a menudo (*La Vanguardia*, 07/02/2022).

Camping-car is another false Anglicism that refers to a camper van or motor home.

41. El público del 'camping-car' suele huir de la masificación (*La Vanguardia*, 17/08/2020).

Campings resorts is also a Spanish expression with an English appearance to refer to a campsite or area where you can stay with your camper van or caravan.

42. El Grup Stel ofrece tres excelentes campings resorts para vacaciones, puentes y fines (*La Vanguardia*, 20/09/2020).

Green Passport has traditionally meant an initiative coordinated by UNEP to introduce simple ways for travelers to make tourism a sustainable activity. It promotes tourism that respects the environment and cultures while triggering economic benefits and social development for the host communities. However, due to COVID, this expression has gained a new meaning. It is a new document that justifies the vaccination against COVID to be able to travel on a plane. Despite its name in English, it is not used in Great Britain.

43. Continuaremos con nuestro programa *green passport* (solo aquellos con un 'pasaporte verde' sellado pueden entrar a ciertos lugares) para que podamos salir del virus del Covid-19 en paz (*ABC*, 01/03/2021).

Senior resort. This pseudo-anglicism refers to a new accommodation system that intends to attract retired European people to coastal areas of Spain.

44. No me cabe duda de que el modelo del *senior resort* va a funcionar en los próximos años, pero de momento no hay operadores (*El País*, 20/11/2021).

A *van tourist* is a person who enjoys tourism in an adapted van. These vans look like mobile homes, and the owners of the vans generally carry out the adaptation.

45. Así lo asegura un estudio elaborado por el *Laboratorio Multidisciplinar de Investigación en Turismo* (LMRT) de la *Universidad de Girona* (UdG) después de entrevistar a alrededor de 400 *van tourists* que, durante el pasado verano, recalaron en la *Costa Brava*. (*El Mundo*, 11/11/2020).

A *video tour* is a Spanish version of an English virtual tour. It is a simulation of an existing location, usually composed of a sequence of videos or still images. Real agents often use this type of tour to sell properties to prospective customers who are abroad or cannot visit the property. Similarly, some hotels provide clients a video tour of their bedrooms and facilities.

46. Lo más curioso de esta venta es que el comprador, cuya única información que se conoce es que tiene nacionalidad europea, *solo vio la isla mediante un 'video tour'* antes de comprarla y abonar la gran cantidad de dinero (20 minutos, 16/07/2020).

The presence of many multi-word units in this sample of false anglicisms is also worth mentioning. After listing the sample in general terms and considering other studies (De la Cruz and Tejedor 2019:72) examining the presence of anglicisms around tourism, the number of nouns seems to exceed considerably different grammatical categories such as verbs, adjectives, or adverbs. These authors also found that most of the sample compiled in this analysis comprises singular rather than plural terms.

Classification of anglicisms according to their semantic field

This paper addresses the use of anglicisms in general terms, but other pieces of research have focused on the presence of anglicisms in specific types of tourism, such as sports and adventure tourism (de la Cruz and Tejedor 2019; Durán Muñoz 2013, 2021). This section breaks down the sample compiled considering different sub-areas within the field of tourism. It is necessary to clarify that this classification is not definite but arguable in some aspects.

Typologies of tourism. (11 terms). Anglicisms that refer to different types of tourism depending on the reason or interest to carry out a trip. *Business travel, city break, dark tourism, press trip, responsible tourism, road trip, screen tourism, slow tourism, slow travel, traveller/traveler, van tourist.*

As the tourist industry evolves, new types of tourism emerge, aiming at responding to tourists' necessities and interests. Thus, this sample collects terms related to traditional travel reasons such as business. Trips are offered to professionals in the tourist sector to enjoy an experience in a resort or hotel that they will subsequently recommend to customers for press tourists. However, other newer and sometimes more sophisticated motivations include visiting disaster areas for dark tourists; being sustainable during your journey for responsible tourists. Visiting spots popular for a film or a TV show is also a reason to travel for screen tourism or experience a trip connecting with local people, food, and culture of a place for slow tourists.

Types of accommodation. (8 terms). Different kinds of sites where you can stay during a period of holiday.

Beach house, beach resort, resort, camping, camping car, camping resorts, senior resort. Traditional types of accommodation, such as hotels, co-exist with new ways of hosting tourists, such as resorts, camping resorts, and senior resorts. Other more affordable ways of traveling are currently offered with practices such as couchsurfing or staying at friends' or relatives' places. Though not present in this study, it is worth mentioning the emergence of new platforms such as Airbnb or Homeaway as other alternative and affordable types of accommodation.

Means of transport. (3 terms). Some of these means are additionally the accommodation during a trip, but due to their main purpose and physical appearance, they will primarily be considered as means of transport rather than a type of accommodation.

Camper, caravanning, autocaravanning

The three terms in this typology are not recent, but they are extended in Spanish, at least for the case of camper, which presents a high frequency of use, as Figure 1 showed.

Tourist activities and attractions. (9 terms). Activities that can be carried out and attractions that may be visited during a trip.

beach bar, beach club, chill-out, house reef, island hopping, travel book, bleisure, beach spreading, bikepacking.

This section also offers several activities and attractions, such as enjoying a drink in a beach bar, beach club, or simply a chill-out. *Chill-out* is used in Spanish with the meaning of a terrace where you can relax and have a drink. Visiting several islands in a single trip is another engaging activity. *Bikepacking* allows tourists to enjoy nature and do some physical exercise. *Beachspreading* is an ironic term that alludes to the practice by many Spanish families that spend Sundays at the beach occupying a great deal of space with their folding tables and chairs and umbrellas for the sun, among others.

Management of the tourist industry. (13 terms). This category is wider since it collects those terms that have a more or less direct relation with the tourist industry.

Adults only, booking, gay-friendly, late check-out/late check-out, last-minute, overbooking, package, pet-friendly, travel size, free tour, travel retail, travel store, pack, Green Passport.

The way to manage the tourist industry has also undergone modifications, including new possibilities for tourists, such as staying at hotels where no children are allowed (adults only) or pets are welcome (pet-friendly)—resorts devoted to gay people (gay-friendly). The stay at a hotel may be extended by using the late check-out. When traveling to foreign countries, a free tour is a cheap option to learn more about that place. With the restrictions of airline companies, luggage must have a travel size. These are some examples of the types of terminology used in this sub-field.

Others. (2 terms). This category includes words that do not fit in the previous categories.

Jet lag/jetlag, video tour.

Pragmatic functions of anglicisms

The uses of these specialized and semi-specialized terms respond to different reasons by news reporters and journalists. In this section, the different pragmatic functions of anglicisms will be examined following Halliday's classification (Halliday, 1978).

The ideational function is also called "referential." The English lexical items that best reflect this function are used to fill in a gap in the RL since there are no equivalent terms when they appear. Therefore, sometimes, these terms are necessary to fill in a gap in Spanish to express a certain concept, which is the case for Anglicisms such as *jet lag* or *overbooking*.

The interpersonal or expressive function is fulfilled by those English borrowings that mark personal and social relations and are employed to express emotive connotations such as irony, contempt, snobbery, and affectation (prestige). The sample offers some examples where

certain anglicisms seem to be used to sound professional or more fashionable, as in the case of traveler whose equivalent in Spanish is *viajero*; adults only, which has the equivalent *solo adultos*; booking instead of *reservar/reserva*; late check-out instead of *salida tardía*.

The textual function aims at simplifying and tends towards the economy of expression by using English borrowings that are shorter and simpler than their longer Spanish equivalent expressions. In these cases, the RL has no short and unequivocal word or expression; consequently, Anglicism is preferred. In the following examples, news reporters use the English expressions and add a brief explanation of their meaning or possible equivalents in Spanish: *Island hopping* (*es decir, saltar de isla en isla*). *Travel retail* (*comercio minorista en zonas de viaje como aeropuertos*). *Bikepacking* (*mix entre el senderismo y cicloturismo*).

The use of foreign terms is a device commonly used by news reporters and journalists, with different purposes such as to attract the reader's attention, to create a foreign atmosphere (Rodríguez González 1996: 123), to sound more professional or to express a concept with more accuracy.

Conclusions

After having examined and documented this sample of Anglicisms used in the Spanish area of tourism, I draw the following conclusions:

The tourist industry is powerful, constantly adapting to current customers' new realities and demands. This innovative industry has extensively incorporated social media and the Internet.

There are many reasons to organize a journey and do some tourism. That is why so many types of tourism can be distinguished: a city break, slow tourism, dark tourism, and screen tourism, among others. Consequently, this variety can also be observed in the various types of accommodation, which range from camping sites to senior resorts, adjusting to the necessities and budget of every person. The activities and places a tourist may visit are also so varied as people who travel who also may range from the slow traveler to the dark tourist. The management of this complex industry also covers many different concepts, some of which have emerged throughout the last decades.

Finally, I analyzed the pragmatic functions of these Anglicisms, considering the news reporters' and journalists' intentions and interests in choosing borrowings rather than Spanish terms. The reasons for using so many anglicisms in this and other fields in Spanish are also various: The touch of modernity, sophistication, and professionalism that the English language confers to Spanish speakers is undeniable.

To summarise, the tourist industry has evolved and continues to do it; consequently, new concepts surrounding this industry emerge. As a result, new words or borrowings are essential to designate these new realities, services, etc. Sometimes, new words are created, as in the case of the *senior resort*. Still, many of these new concepts are frequently expressed with borrowings imported from other languages, mostly English. Additionally, some of these anglicisms were introduced in Spanish in specialized contexts as specialized terminology

some decades ago. However, as tourism becomes increasingly democratized, some of these English lexical items lose a certain degree of expertise or specialization to become semi-specialized vocabulary and, to a lesser extent, common vocabulary.

As the international *lingua franca* in this globalized world, English also owns an internationalism that no other language has enjoyed. Eventually, as powerful economies, the US and the UK are pioneers in many business practices and economic issues, so many new terms related to economy and tourism are born in English and later exported to the rest of the world.

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