

**Compilation of a Multilingual (Spanish / English / French / Portuguese) Lexicon  
of Rural Tourism Terms of Castile and Leon**

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### Abstract

Our aim is to give an account of the process carried out in the compilation of a multilingual lexicon of rural tourism terms. This lexicon provides equivalents of Spanish local culturally-loaded terms in English, French and Portuguese, the languages spoken by the vast majority of visitors to Castile and Leon. This tool will contribute to improve the communication in the catering industry in this region and will prove to be a user-friendly and time-saving device. More specifically, we have created this terminographic tool as a contribution to: (i) the understanding and fruitful communication between foreign visitors and local workforce; (ii) the specific language needs of this workforce involved in facilitating a pleasant stay to foreign travelers; (iii) the learning of the uses, needs and preferences of tourists; (iv) the avoidance of pitfalls in written texts - web pages, menus, letters, brochures, etc. Our lexicon consists of over 4,600 terms in Spanish and their equivalents in English, French and Portuguese.

## 1 Introduction

Communication barriers are a big challenge for rural tourism businesses who wish to increase guest satisfaction ratings, when it comes to providing quality service to international markets.

One way to overcome this difficulty is to provide catering personnel with a means to easily and quickly check up difficult terms not easy to find in a traditional dictionary.

There are several studies devoted to analyzing the terminology used in rural tourism in Spanish (Fuentes Luque, 2005, 2009; Bonomi, De Santiago & Santos López, 2014; Calvi, 2001, Fijo León & Fuentes Luque, 2013, Le Poder & Fuentes Luque, 2005; Kelly, 2005); however, most of them provide just a monolingual perspective. Thus, as part of an ongoing project devoted to analyzing different strategies for the wooing and catering of local rural tourism, we have designed a multilingual lexicon of rural tourism terms that we believe will contribute to enhance the foreign language ability of those who work in the rural tourism sector.

The languages included in our lexicon are Spanish, English, French and Portuguese, since these are the languages spoken by the majority of visitors to Castile and Leon (Boletín de Coyuntura Turística de Castilla y León, 2014).

## 2 The language of rural tourism

Rural tourism is the kind of tourism that takes place in the countryside, and is based on local resources. It includes a wide array of tourism activities and services in rural destinations, where the different businesses operating there are often owned and managed by local entrepreneurs and their families; typically they offer small-scale accommodation, homemade cuisine and close contact with nature and the host community.

Rural tourism involves the direct contact with the

culture of the area –its folklore, customs, gastronomy, etc. - and therefore, the language of tourism serves as a link between the visitors and the place they are visiting together with its culture (Durán Muñoz, 2008:31).

One significant characteristic of rural tourism is its intimate connection with ethnography, heritage, art and architecture, history and rural life. Thus, the consequence of the promotion of these destinations has been the revival of former methods of production and ways of living, which favor the re-use of terms in many cases obsolete and/or outdated. But it is also very closely linked with other areas of study, such as marketing, economics, public relations, geography and landscaping, etc. It is due to this varied mixture of disciplines that linguists play a basic and fundamental role in the supervision of the correct use of language in rural tourism communicative situations. Our interest in this work is from a lexicographic perspective and it should be noted that the emergence of rural tourism in the past few years worldwide but also in Castile and Leon, has contributed to the widening of the “repertoire of this specialized language” (Fijo & Fuentes, 2013:213). From a multilingual perspective, a problem that arises from this phenomenon is the constant divergence found between the terms used in the different languages; and this is something we intend to clarify with this empirical analysis and classification.

### 3 Methodology

Our multilingual lexicon is the result of a team project that includes university professors from different Linguistics and Translation departments of Portuguese, French and English languages from the University of Valladolid (Spain) and Universidad do Minho (Portugal).

To build our lexicon we have first compiled a monolingual electronic corpus of Spanish online rural tourism websites and pdf documents referring to Castile and Leon tourism. The corpus consisted of 350 texts in Spanish (50,000 words). For the extraction of the Spanish candidate terms we used a word list generated by AntConc, which is a free online corpus analysis tool. Once extracted, a selection of these terms was made, discarding those that were not appropriate for our purposes. The selected Spanish terms were classified and a conceptual tree was built using tags designating different subfields of the domain of rural tourism -*art, artistic activities, architecture,*

*churches and convents, castles and fortifications, handicraft, popular celebrations, typical dishes, businesses* and so on-. To be included in this lexicon these subdomains had to directly apply to an issue relevant to Castile and Leon rural tourism.

Once the Spanish terms were assigned to the different subfields, the experts had to conduct a research in order to find appropriate equivalents for these often very culturally-loaded Spanish terms in the target languages. When no equivalent term was found, these specialists had to elaborate a concise and precise definition explaining the entry term.

The final product is a lexicon consisting of more than 4,600 terms in Spanish and their equivalents in English, French and Portuguese. This lexicographic tool is in the process of being published as a printed terminographic resource and also as an online source. The reason for these two versions is that, due to the specific orographical characteristics of the region of Castile and León, it is very difficult to access the Internet in various locations due to technical problems; therefore, a hard copy version of the lexicon would be the most appropriate solution. On the other hand, an online version of the lexicon will allow the authors to constantly update it with new terms. Also this terminology tool will easily be accessed through app devices.

### 4. Results

The lexicon compiled contains terms dealing with different subfields of rural tourism. While finding appropriate equivalents for the terms, we had to face various terminology and translation issues. Often we had great difficulty when there was a lack of equivalent in the target language due to referential opacity or if there was one it was either too general, inaccurate or confusing (Rabadán, 1991: 166). When unable to detect a correct equivalent, we decided to rather include a brief and accurate description of the pertaining term, for example this was the case of the terms ‘palloza’ and ‘hogaza’:

**palloza:** traditional stone thatched house typical of Leon (En) maison en pierres sèches, couverte de paille, typique du nord de Léon (Fr) casa de campo, quinta típica da Leão (Pt)

**hogaza (de pan):** round multi-grain peasant bread (En) miche (Fr) fogaça (Pt)

When the case was that the Spanish term has been borrowed, sometimes we decided to also include a brief explanation in the target language. The reason for this is that we believe that despite the lexicalization of this borrowing, some users may not be familiar with it yet. This is the case of ‘sangría’:

**sangría:** sangria, red wine punch (En) sangria, boisson rafraîchissante à base de vin rouge et de jus de citron (Fr) sangria (Pt)

Another important issue we had to cope with was the case of polysemous words. There are some words that are found under two different subfields since they are used with different meanings in each subfield, for example: ‘muela’ listed under the subfields *handicraft* and *parts of the body*, ‘crucero’ listed under *churches and convents* and *traditional architecture*, and ‘talla’ belonging to the fields *clothes and accessories* as well as *sculpture*. Since we also provide an alphabetical list of all the terms the user can refer to it if in doubt.

**muela (molino):** millstone (En) meule (Fr) moinho (Pt) (HANDICRAFT)

**muela:** molar, back tooth (En) molaire (Fr) molar (Pt) (PARTS OF THE BODY)

**crucero:** transept (En) croisée du transept (Fr) transepto (Pt) (CHURCHES AND CONVENTS)

**crucero:** stone cross (En) calvaire, croix dressée sur une plate-forme ou à un carrefour (Fr) cruzeiro (Pt) (TRADITIONAL ARCHITECTURE)

**talla (madera):** carving (En) sculpture (Fr) talha (Pt) (SCULPTURE)

**talla:** size (En) taille (Fr) tamanho (Pt) (CLOTHES AND ACCESSORIES)

We also took into account the most relevant collocations in the language of rural tourism in Spanish while compiling our lexicon. A collocation is a recurrent word combination consisting of a base and one or more collocates (Méndez Cendón, 2004: 196). We used a concordance tool to detect collocations. The high frequency of occurrence of a given collocate with a certain base was a key issue to identify a collocation for the lexicon. It is important to mention that sometimes there is just a verb as the equivalent in one or some of the target languages instead of an equivalent collocation. For example: ‘esculpir/tallar madera/metal’, ‘hacer autostop’, ‘ir en bicicleta’ and ‘ir a caballo’:

**esculpir (madera):** to carve (En) sculpter (Fr) esculpir

(Pt)  
**esculpir (metal):** to engrave (En) sculpter (Fr) gravar (Pt)

**tallar (madera):** to carve (En) tailler, sculpter (Fr) talhar (madeira) (Pt)

**autostop (hacer):** to hitch-hike (En) auto-stop (Fr) pedir, andar à boleia (Pt)

**bicicleta (ir en):** to cycle (En) monter à vélo (Fr) andar de bicicleta (Pt)

**caballo (ir a):** to ride (En) monter à cheval (Fr) montar (Pt)

On other occasions, the equivalents are other collocations in the target languages:

**aire (tomar el):** to get some fresh air (En) prendre l’air (Fr) ar (apanhar) (Pt)

**copa (tomar una):** to have a drink (En) prendre un verre (Fr) beber um copo (Pt)

**ciclismo de montaña (hacer):** to go mountain-biking (En) faire du cyclisme de montagne (Fr) fazer ciclismo de montanha (Pt)

## 5. Conclusion

The ultimate goal of our study has been to make a minor contribution to the communication between foreign visitors and local workforce in the rural catering industry. We have found that there were relevant issues that needed to be clarified when searching for the right equivalents in the target language – e.g. opacity, borrowings, lexicalization, polysemy, collocations and so on. We hope that our lexicographic tool will be of great help to those involved in the different areas of the rural tourism industry.

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