

PARADIGM OF GAIN IN TOURISM COMMUNICATION

OANA COSMAN

Stefan cel Mare University of Suceava, 720229, Romania

oana.cosman@usm.ro**Abstract**

To decode the message in the field of tourism, it is essential to possess the terminological key, that is to know the terms of that field. The paper focuses on the inventory of specialized terms belonging to the paradigm of gain in tourism communication in Romanian and English, extracted from a self-compiled corpus of tourism texts with different degrees of specialization (education, media, brochures, electronic correspondence, etc.). The examination of various tourism terms is based on the use of analytical techniques that belong to corpus linguistics as it would be impossible to detect them intuitively. The benefits of using corpus linguistics techniques rely on the opportunity to identify new patterns (i.e. collocations) based on electronic data analysis. Thus, the study also describes the language of tourism using the notion of 'collocation' as we believe that we can master a specialized language if we can identify its specific collocations.

Key words: corpus analysis, language of tourism, paradigm of gain, specialized language, tourism terms

JEL Classification: C18, C49, C60, C80, Y80, Z11, Z13, Z19, M29

I. INTRODUCTION

The close connection between language and tourism has been pointed out by several researchers (MacCannell, 1976; Urry, 1990), who claim that the tourism industry, through the language used, can build and determine tourist experience and destination imagery. Dann's book "Tourism Languages" (1996) carries out a comprehensive sociolinguistic analysis of the use of language in tourist texts. The author asserts that tourism has its own language and may be characterized as a "language of social control" (1996: 2). Hence, our study focuses on some characteristics of communication in the language of tourism as a specialized language, which includes specific terminology and particular meanings attributed to certain terms and collocations as "any analysis of text that is looking at word level needs to be done with an awareness of the complicated relationship that exists between word and meaning, the ways in which this relationship can be used, and the existence of smaller units and larger structures that need to be considered in relation to the word" (Carter, 1998: 108).

The concept of terminology is defined as "specialized language [...] which uses terminology and other linguistic or non-linguistic means to achieve unambiguous specialized communication" (DSL, 2005) or "the totality of the specialized terms used in a discipline or in a branch of activity" (DEX, 2009). Corpus linguistics has demonstrated its potential in the analysis of specialized language terminology (Stubbs, 1996, McEnery & Wilson,

1996) in comparison with the traditional methods for linguistic analysis. We assert that a corpus, defined as a collection of machine-readable authentic texts, can be an important tool in researching the language of tourism. Hence, the paper focuses on the investigation of the paradigm of gain extracted from a self-made corpus which comprises a total of 300 Romanian and English texts, collected from the tourism industry (i.e. mass-media texts, university textbooks, tourism magazines, journals, brochures, etc.). In designing the corpus for this study, we took into account the number, length and kind of texts to include and the selection of these particular texts (Biber, 1993b). The criteria chosen are of a fairly simple kind so that the margin of error is likely to be small. Also, we rejected the criteria that are difficult to establish, complex or overlapping as errors in classification "can invalidate even large research projects and important findings" (Sinclair, 2004).

Furthermore, the paradigmatic perspective used in this research aims at defining and identifying relevant features of specialized meaning at the level of terminographic and lexicographical definitions, which can be accessible to the non-specialist, too. The Oxford English Dictionary defines the meaning of the term 'paradigm' as "a typical example or pattern of something; a pattern or model", so aspects regarding the description of the meaning of a word from the specialized lexicon of tourism will constitute the paradigmatic analysis of this paper.

II. METHODOLOGY

The study of paradigms is based on their characteristics in texts belonging to the language of tourism in Romanian and English. To get an overall

view of the terminology of this specialized language, we decided to analyze a series of paradigms, formed both on the basis of *common semantemes*¹, which ensure grouping in a certain paradigmatic class, as well as of *variable semantemes*, that express essential differences in meaning. Thus, a relational and differential approach to the meaning of tourism terms brings the interpretation of the paradigms closer to the lexico-semantic fields and a more rigorous differentiation of their meaning makes definitions more efficient, with positive effects on identifying specialized meaning. In delimiting the paradigms, we followed the principles of semantic analysis (Bidu-Vrăncianu 2007, 2010), namely: in a paradigm, the first *common semanteme* will be represented by the part of speech (the term will belong to a single part of speech); we will include only one meaning of the term in each paradigm (if the term is polysemantic); we will identify both the *common semantemes* (CS) and the *differentiating semantemes* (DS) of the terms. Consequently, we consider that the analysis of paradigms facilitates a rigorous interpretation of the specialized meaning in the language of tourism in Romanian and English. Therefore, this paper identifies several lexico-semantic paradigms and highlights their specialized meanings making use of lexicographic and terminographic definitions.

III. PARADIGM OF GAIN

Terms that designate *a sum of money*, with the distinction of *what is to be offered or given*, can be grouped into several classes of paradigms, or subparadigms, depending on the elements of the classification made in lexicographical and terminographic definitions:

- 1). the subparadigm of general terms:
 - bani – cash – lichiditate - numerar - sumă;
 - money - amount – sum – liquidity - cash;
- 2). the subparadigm that refers to the material situation in general, with the archilexeme '*bani primiți*' (engl. 'money received'):
 - câștig – beneficiu – comision – dividend – dobândă – profit – rentă – venit;
 - gain(s) – commission – dividend – interest – profit – income – earnings – revenue.
- 3). the subparadigm that refers to the common semes '*bani obținuți*' (engl. 'money got') and '*de către o persoană fizică*' (engl. 'by an individual'):
 - salariu – leafă – bonus – bonificație – alocație – compensație – primă – redevență – retribuție – remunerație – venit(uri);
 - salary – bonus – allowance – compensation -

benefis/welfare – income – pay – remuneration – royalty – wages.

4). the subparadigm that refers to the material situation '*sumă de bani datorată*' (engl. 'amount of money owed'), with the hypernym '*datorie*' (engl. 'debt'):

➤ creanță – credit – datorie – împrumut – obligațiune – chirie – anuitate;

➤ debt – credit – loan – borrowing(s) – bond – rent – annuity.

5). the subparadigm that refers to determined forms of debt, with the archilexeme (hypernym) '*plată*' (engl. 'payment'):

➤ impozit – taxă – suprataxă – acciză – amendă – comision – contribuție – plată – poprire;

➤ tax – surcharge – excise (duty) – commission – contribution(s) – fine – payment – toll – fee – penalty – admission charge.

6). the subparadigm that refer to money as evaluation of various products:

➤ preț – cost – tarif – avans – taxă;

➤ price – rate – tariff – cost – fee – fare.

7). the subparadigm that refer to '*instrumente financiare*' (engl. 'financial instruments'):

➤ titlu – bond – acțiune – obligație – obligațiune – dividend – cupon;

➤ security – debentures – bonds – equities – shares – stock – title (deed).

Next, we will analyze the paradigm of gain, in which the terms denote the material situation in general, with the archilexeme (*hypernym*) **CÂȘTIG** (engl. 'gain'), that has the *common semantemes* of the whole paradigm '*amount of money obtained*', + '*other material goods*', and + '*through labor, speculations, exploitation*'. To provide a better understanding, we have ordered the lexicographical and terminographic definitions in table 1 (see annex A) as the definitions provided in dictionaries are, in most cases, incomplete. We have also specified both the *common semantemes* (CS) and the *differentiating semantemes* (DS) for all the terms of the paradigm.

Furthermore, the paper illustrates the way in which some of the terms belonging to the paradigm of gain can be encountered in Romanian texts of tourism and travel, with some observations at the contextual level. Thus, we found that general uses of these terms are common in relation to their definitions: "Pentru această activitate, agențiile de turism percep un **comision** ce reprezintă baza existenței lor și, în același timp, o sursă de **profit**."; "Ce se va întâmpla când agențiile vor pierde comisionul de 7% pe care îl primesc de la companiile aeriene?"; "**Profitul** agențiilor de turism este infim.[...] Într-un calcul general al prețului final către client,[...] rata de profitabilitate și rentabilitate a agențiilor de turism este infimă."; "[...] în ceea ce privește bugetul de vacanță pe 2009, el s-a bazat pe **veniturile** din 2008."; "Alături de reducerea și în final eliminarea comisioanelor pentru vânzarea biletelor de avion, factorii amintiți au dus la închiderea a peste

¹ Semanteme = a minimal distinctive unit of meaning.

10.000 de agenții de turism americane[...]."; "Happy Tour Group, liderul pieței de turism din România, a înregistrat la finalul anului trecut o cifră de afaceri de 60 milioane de euro **venituri** realizate exclusiv din turism."

In many contexts, the terms of the gain paradigm are used in collocations and/or with other terms of the same paradigm for a clear specification of the specialized meaning: "[...] se bazează pe **profitul imposabil** realizat în decursul anului. **Profitul imposabil** diferă față de **profitul raportat** în declarația de **venit** generală din cauza elementelor de **venit** sau cheltuieli [...]"; "impozitul gradual pe **venit** îl are asupra întreprinderilor cu unic proprietar și a societăților în nume colectiv, în ceea ce privește **profitul reinvestit**". In other contexts, the terms of the gain paradigm are used in a relationship of synonymy: "Prestige Tour a raportat un **câștig** de 19 mil. lei în primele nouă luni.[...] Touroperatorul, ce face parte din grupul Happy Tour, a înregistrat un **profit** net de 4,5 mil. Eur [...]"; "Pană atunci, cele aproape 180 de agenții acreditate IATA care se bat pentru **venituri** de 7% din volumul de 200 de milioane de euro, [...] adică pentru un **profit total** de circa 14 milioane de euro.". Sometimes the term is defined in the text: "Adunarea Generală a Acționarilor din 25 aprilie 2013 a hotărât repartizarea **profitului** (rezultatului net al exercițiului), respectiv a sumei de 15.068.186 lei".

In English, the hypernym for the paradigm is **GAIN(S)**, term which has the *semantemes* of the whole paradigm '*money earned*'. Table 2 (see annex B) summarizes the lexicographical and terminographic definitions, specifying the *common semantemes* and *differentiating semantemes* for each term of the paradigm.

We noticed that all the terms of the gain paradigm that belong to the language of tourism in English texts are quite frequently used in their general meaning as they are defined in specialized dictionaries. In some contexts, the terms of the gain paradigm are used in a relationship of synonymy, i.e. "[...] the Group reached an **operative profit** of an estimated 860 million Euros in the timeframe from January until September 2013."; "The company's [n.a. Tripadvisor] financial results for last year revealed a jump of 20% in **earnings** [...] **Profits** rose to \$33.6 million in the fourth quarter and for **the total year profits** increased to \$194.1 million"; "Although the Tunisian tourism recovery that started at the beginning of 2017 is real, the sector's **foreign currency earnings** remain low to insignificant.[...] Their growing middle class, raise in job creation, **increasing incomes** and the consumer confidence boost after an election [...]". Besides, they often appear in a relation of equivalence with other terms of the same paradigm, as exemplified below:

► **Gain**: "These are also the areas having the hardest time competing with Asian **tourism gains**. [...] This is going to be the case despite **slight gains** in some areas [...]"; "While it is easy to attribute any **high gains** for April to the late timing of school holidays, the overall growth in a number of key western markets cannot be ignored."; „Hotels are experiencing better occupancy rates and RevPAR, with business tourism showing **impressive gains**."; "[...] which marks the first year that India will sustain **double-digit gains** in spending in several years –with the last being 2011."; "**The gains** in demand have been mostly attributed to leisure and business transient segments [...]".

► **Commission**: "The airline agreed to pay travel agents a 3% **commission**."; "His monthly salary, which is based on **commission**, has dropped from about \$7,000 to \$1,000."; "The National Chamber of Tourism of Peru announced that the digital travel platform Booking.com considers introducing a **commission on tips** received by the hotel staff."; "With these integrations, monitoring reservations that come from direct channels is even easier, and [...] this represents savings on **commissions**."

► **Dividend(s)**: "One of the reactions occurs against tourism that does not produce **dividends** for cities."; "India is likely to become world leader in business travel. [...] Their growing middle class, raise in job creation, increasing incomes and the consumer confidence boost after an election, which World Bank has been calling the "**Modi dividend**," have all aided in the advancement of spending."; "The medical industry could be a good business to invest to. For instance, the Thai hospital Bumrungrad, [...] paid an **impressive dividend** to its shareholders."; "Sri Lanka continues to build on the confidence and stability brought on by their peace **dividend**, making it the top mover in the tourism criterion [...]".

► **Earnings**: "TripAdvisor is delighting in their 20% **increase in earnings** for its 2012 fiscal year when compared to 2011 benefiting from their partnership with Facebook."; "The Lufthansa Group has increased 47 percent of its **adjusted earnings** in the first nine months of 2013. [...] In addition to the **impact earnings** from project and restructuring expenses, the operative profit in the first nine months amount to an estimated 660 million Euros."; "Mexico already recorded, in 2013, record statistics in **foreign currency earnings** and reached 13.8 billion dollars (10.1 billion euros) which was considered the best year in its tourism history."; "According to the first estimates of the Federal Statistical Office [...], around **two thirds of the earnings** come from the tourism with hotel overnight stays.[...] The prices became a bit more attractive for the persons not living in Switzerland which lead to an **increase of the earnings** in 2013 from the day and transit traffic."

► **Income**: "The officials want to expand the country's medical tourism [...] An investor may be granted four

years of **income tax holiday** on **income** solely derived from servicing foreign patients or they pay only 5 % tax on **gross income**."; "One advantage of tourism is that it can provide a **big portion of the income** that most of the local communities receive."; "According to him (Vice-President of FTH), Tunisian **tourism income** has increased by 40% since the beginning of the year [...]"; "According to preliminary data of the National Statistical Institute, **the income** from hotel occupancy increased 18.3% when compared to the performance of 2016 [...]"; "[...] the UEFA Champions League has created a mind-blowing €237 million in **travel income**, and **the possible income** for a host city [...] is just short of €6 million."; "Turkey's **income from tourism** was at \$4.9 billion. Thus, **the income** has almost doubled in the second quarter."; "The airline helped to make tourism in Iceland **the largest source of income** for this small country, [...]."

► **Interest**: "One third of Irish hotels are struggling to repay the **interest on bank loans** as a result of their financial woes."; "Swiss Hotel Credit Society was set up in 2003 to rejuvenate the small and medium hotels. The funding in the form of loan with **low interest** is given to the businesses."; "[...] however, this **short-term surge in interest** could shape tourism for Turkey and Russian tourists for the entire year."; "The recent bankruptcy of the Icelandic low-cost airline Wow Air has been such a strong blow to tourism in Iceland that the central bank has reduced its **main interest** rate by half a point, up to 4%."

► **Profit**: "It is not that the investment in the hotel sector is low but the investors are interested in the large chain hotels with **good profit** rather than private hotels that are small and less profitable. [...] Though medium size hotels try and invest their **profit** in renovation, **the lack of profit** in recent years has slowed down the process."; "It has been estimated that some luxury hotels have as little as 3 euros **profit** on a room once expenses for spas and golf courses are taken into account."; "**Profits** from international visitors in Mexico reached 4.4 billion dollars (3.2 billion euros) in the first trimester of the year, [...] **Profits from air tourism** had the largest growth."

► **Revenue**: "In areas where tourism is a **major source of revenue** these problems are especially worrisome. These are also the areas having the hardest time competing with Asian tourism gains."; "Last year, **81.8% of tourism revenues** were brought by foreign tourists."; "According to Global Blue, **tax-free revenue** is expected to decline by around 4% in the first quarter of 2019."; "A record figure for Martinican tourism that brought in €424 million **in revenue** (+28.9%)."; "We are speaking about a recovery in tourism without seeing a similar increase **in revenues**."; "[...] he denounced

"mismanagement and corruption in the Tunisian tourism sector", claiming "the existence of fraud regarding the country's **foreign currency tourism revenue**."; "Europe remains the world's largest market of SPA services due to its quite a high **average revenues** per spa.[...] These specialized facilities had **revenue** over \$50 billion in 2013."; "While the hoteliers of Athens and some of Greece's top resorts celebrate this general rise in visitors and **revenue**, it is important to look at some of the more specific implications, such as the growth of business tourism.[...] When all these factors combine, the prospects for Greek **tourism revenue** for 2014 becomes a lot more promising."; "Chinese tourists can now spend longer in New Zealand, take advantage of packages at the higher end of the scale and spend more money – all of which is promising for New Zealand's **tourism revenue**."

IV. FINDINGS

The analysis of the gain paradigm in demonstrates a terminological consistency of the hypernym 'money' in the definitions found in general dictionaries as well as a very frequent use of synonyms or periphrastic equivalents, especially at the classification level. Thus, the comparison of the terms that belong to the paradigm of gain in Romanian allows the following observations: the *common semantemes* clearly result from the definitions of all the terms; specialized dictionaries provide some important clarifications, especially regarding the specific differences resulting from the types of **CĂȘTIG** (engl. 'gains'), differences that entail distinct characteristics: '*sumă de bani obținută*' [+ '*din veniturile încasate și cheltuielile efectuate*']; [+ '*pentru intermedierea unor activități comerciale, bancare, bursiere, etc.*']; [+ '*sub formă de salariu, profit, dobândă și rentă*']; [+ '*de posesorul unui bun imobiliar sau mobil*']; [+ '*emisă de o societate de capitaluri*']. Additionally, the classification using general elements is specified by references to other specialized terms, for example '**VENIT**' (engl. 'income'): '*recompensă primită de*' [+ '*posesorii factorilor de producție*']; [+ '*sub formă de salariu, profit, dobândă și rentă*']. For some hyponymic collocations, the classification as '*profit*' may lead to the interpretation of terms as equivalents (i.e. '*beneficiu*', '*rentă*'), which is confusing in relation to their terminographic definition, that indicates the specific difference '*rezultat financiar pozitiv*' (engl. 'positive financial result'), and '*venit relativ stabil*' (engl. 'relatively stable income') for these terms. In addition, the terms '**BENEFICIU**' and '**BENEFIT(S)**' are defined differently in the two languages. Thus, '**BENEFICU**' has the *common semantemes* of '*căștig*', '*profit*' or '*folos*' or '*rezultat financiar pozitiv*' (engl. 'positive financial result') and the *differentiating semantemes* of [+ '*cineva din ceva*'], [+ '*diferența*']

dintre veniturile încasate și cheltuielile efectuate’], [+ ‘de firmă’]. On the other hand, ‘**BENEFIT(S)**’ has the *common semanteme* of ‘advantages received in addition to money’ and the variable semes of [+ ‘by employees’], [+ ‘from their employer’], [+ ‘such as medical insurance, life insurance, and sick pay’], or [+ ‘by people who are sick, unemployed, or have little money’], [+ ‘from the government’]. Consequently, these terms appear in different subparadigms in the two languages, so we included ‘**BENEFICIU**’ in the ‘*money to get*’ subparadigm and ‘**BENEFIT(S)**’ in the subparadigm with the common semes ‘*money to get*’ and ‘[+by an individual]’.

Moreover, the terms of the gain paradigm appear in numerous collocations in both languages, Romanian and English, that clearly specify their meanings in the term definition, as shown in tables no. 3 and 4. Since in natural language words are not combined randomly into phrases and sentences, constrained only by the rules of syntax, we can claim that the ways in which they go together may be a significant source of information for the study of tourism communication. Collocations may be defined as frequently recurrent combinations of commonly two linguistic elements which have a direct syntactic relationship, but whose co-occurrence in texts cannot be explained only by grammatical rules. The Oxford Dictionary describes collocations as „the habitual juxtaposition of a particular word with another word or words with a frequency greater than chance”.

Table 3. Collocations for gain paradigm in Romanian

Term	Collocations
Venit (engl. income)	venit net, venit brut, venit suplimentar, venit impozabil, venit fix, venit mediu, venit general, venit estimat;
Profit (engl. profit)	profit financiar, profit net, profit brut, profit curent, profit amânat, profit plătit, profit (ne)distribuit, profit anormal, profit pur, profit discreționar;
Beneficiu (engl. benefit)	beneficiu fiscal, beneficiu (ne)distribuit;
Rentă (engl. annuity)	rentă financiară, rentă imputată, rentă economică.

Table 4. Collocations for gain paradigm in English

Term	Collocations
Dividend	accumulated dividend, bonus dividend, cash dividend, cumulative dividend, final dividend, ordinary dividend, preference dividend, unpaid dividend;
Income	average income, deferred income, discretionary income, disposable income, dividend income, (un)earned income, expendable income, fixed-income, gross income, high-income, investment income, low-income, money income, national income, net income, operating income, personal income, private income, real income, residual income, sales income, taxable income, tax-exempt income, unreported income;
Profit	accumulated profit, attributable profit, book profit, consolidated profit, distributable profit, gross profit, net profit, operating profit, paper profit, retained profit, taxable profit;
Revenue	average revenue, internal revenue, marginal revenue, sales revenue.

In short, we consider that the analyzed terms, both in Romanian and in English, meet the condition of lexico-semantic paradigms as they are clearly organized by *common semantemes* and *variable semantemes*.

V. CONCLUSION

Overall, we assert the research carried out on tourism language, based on corpus analysis, may result in a better quality of resources and tools to describe this specialized language. As such, this paper focused on the inventory of some terms extracted from the self-compiled corpus and identified structures that encode textual specialized meanings. Consequently, the benefits of using analytical techniques belonging to corpus linguistics in the study of specialized texts, compared to traditional approaches (which do not use computer programs for linguistic analysis) reside in the possibility to detect new word senses in the specialized lexicon of tourism and in the opportunity to perform an in-depth interpretation of their features. All in all, we state that the existence of electronic tools for exploring a corpus of texts dedicated to the language of tourism may facilitate the translation from English into Romanian of specialized terms with multiple meanings, which would lead to a larger number of linguistic sources in the Romanian landscape such as specialized dictionaries for the language of tourism, glossaries of tourism terms, automatic proofreaders, etc.

Annex A - Table 1. Paradigm of gain in Romanian

Term	Definition of terms in general dictionaries ²	Definition of terms in scientific dictionaries ³
BENEFICIU (engl. 'benefit')	CS: câștig, profit sau folos pe care-l are; SD: + <u>cineva din ceva</u> ;	CS: <u>rezultat financiar pozitiv</u> al unei activități lucrative, a cărei mărime o reprezintă <u>diferența</u> ; DS: + dintre <u>veniturile încasate și cheltuielile efectuate</u> ; + de firmă;
COMISION (engl. 'commission')	CS: remunerație (procentuală) <u>primită</u> SD: + de o persoană, de o bancă, etc.; + care a mijlocit o afacere comercială sau care a efectuat un serviciu;	CS: sumă <u>plătită</u> DS: + unei persoane fizice sau juridice; + pentru intermedierea unor activități comerciale, bancare, bursiere, etc.;
DIVIDEND (engl. 'dividend')	SC: profitul care <u>revine</u> ; SD: + <u>parte din</u> [profitul]; + [profitul] unei societăți pe acțiuni; + fiecărui acționar în raport cu acțiunile pe care le posedă;	SC: profit (beneficiu) net ce <u>revine</u> ; SD: + pentru o acțiune; + emisă de o societate de capitaluri;
DOBÂNDĂ (engl. 'interest')	SC: sumă de bani <u>oferită</u> ; SD: + cantitate dintr-un produs [bancar];	SC: venitul <u>însușit</u> sub formă de excedent; SD: + de proprietarul oricărui capital antrenat într-o activitate economică; + în raport cu capitalul respectiv avansat;
PROFIT (engl. 'profit')	SC: venitul <u>adus</u> de; beneficiu <u>obținut</u> ; SD: + într-o <u>întreprindere</u> ; + <u>capitalul</u> utilizat reprezentând <u>diferența</u> dintre <u>încasările efective și totalul cheltuielilor aferente</u> ;	SC: <u>diferența pozitivă</u> dintre <u>venitul obținut</u> ; SD: + prin vânzarea bunurilor realizate și costul lor; + de <u>un agent economic</u> ;
RENȚĂ (engl. 'annuity')	SC: venit, profit pe care îl poate <u>obține</u> ; SD: + <u>regulat</u> ; + un proprietar; + asupra unui teren, capital, etc.;	SC: venit relativ stabil <u>realizat de</u> ; SD: + posesorul; + unui bun imobiliar sau mobil;
VENIT (engl. 'revenue')	SC: ceea ce se <u>obține</u> din; SD: desfășurarea unei activități, - din plasarea unei <u>sume de bani</u> etc.; câștig, beneficiu.	SC: recompensă <u>primită</u> de; SD: + posesorii factorilor de producție; + sub formă de salariu, profit, dobândă și rentă.

ANNEX B - TABLE 2. Paradigm of gain in English

Term	Definition from general dictionaries 4	Definition from specialized dictionaries 5
COMMISSION	CS: an amount of money that is <u>paid</u> ; DS: + an extra [amount] ; + to a person; + or organization; + according to the value of the goods they have sold or the services they have provided;	CS: the practice of receiving payments ; DS: + by someone; + for selling homes, products, investments; + which is directly related to the amount they sell;
DIVIDEND	CS: profit that is <u>divided</u> ; DS: + a part [of the company's profit]; + among the people with shares in the company;	CS: profit that is <u>paid</u> ; DS: + part [of the profit]; + of a company; + to shareholders;
EARNINGS	CS: the profit made by; DS: + a company; + or country;	CS: profits made ; DS: + in a particular period; + by a company; + or industry;
INCOME	CS: the money earned or received DS: + by a person; + from your work; + from investments;	CS: money earned DS: + by a person; + company; + government, etc.; + over particular period of time;
INTEREST	CS: money paid ; DS: + to a person or company; + by a bank or financial institution; + when you keep money in an account;	CS: money earned ; DS: + by a person or organization; + from keeping your money in an account in a bank or other financial organization;
PROFIT	SC: money gained ; SD: + by a person or company; + by selling things or doing business; + after costs have been paid;	SC: money that is <u>earned</u> ; SD: + in trade or business; + after paying the costs of producing and selling goods and services;
REVENUE	SC: money received ; SD: + by a business or organization; + over a period of time; + from selling goods or services.	SC: money received ; SD: + by a company; + from selling goods or services.

² DEX, DEXI, DOOM.³ Dicționar de business, Dicționar de Economie, Dicționar de Economie Modernă.⁴ Longman Dictionary of Contemporary English.⁵ Cambridge Business Dictionary, Oxford Business Dictionary.

VI. REFERENCES

1. Anholt, S. (1999). *Travel and tourism companies: global brands*. Journal of Travel & Tourism Marketing. 18(2). pp.1-13.
2. Biber, D. (1993). *Squibs and discussions. Co-occurrence patterns among collocations: a tool for corpus-based lexical knowledge acquisition*. Computational Linguistics, 19: 3, pp. 531- 538.
3. Bidu-Vrănceanu, A. (coord) (2010). *Terminologie și terminologii*, vol. I, vol. II. București, Editura Universității din București
4. Cabre, M, T. (1999). *Terminology. Theory, Methods and Applications*. Amsterdam, Philadelphia: John Benjamin.
5. Carter, R., Goddard, A., Reah, D., Sanger, K. & Bowring, M. (1998). *Working with Texts: A core book for language analysis*. USA, New York: Routledge.
6. Cohen, S. (1972). *Towards a Sociology of International Tourism*. Social Research, 39 (1), pp. 164 -182.
7. Dann, G.M.S.(1996). *The Language of Tourism -A Sociolinguistic Perspective*. Oxford: CAB International.
8. Gotti, M. (2008). *Investigating Specialized Discourse*. Bern: Peter Lang
9. Hall, E J. (1976). *The Language of Tourism in English*, English for Careers. New York: Regent.
10. Holloway, J. C. (2002), *The Business of Tourism*, 6th Edition, Harlow, England: Financial Times Prentice Hall (an imprint of Pearson Education).
11. Jarworski, A. & Pritchard, A. eds. (2005) *Discourse, Communication and Tourism*. Buffalo and Toronto: Channel View Publications.
12. Kantor, M. L. (2011). *Lexical Specificity of Language in Tourism*. Acta Technica Napocensis –“Diversitate Culturală și Multilingvism” , Languages for Specific Purposes series, vol.11, nr. 3-4, Cluj-Napoca: editura U.T.PRESS, p.120-130.
13. Lominé, L., Edmunds, J. (2007). *Key Concepts in Tourism*, Palgrave Key Concepts, Palgrave Macmillan, Basingstoke, England
14. Manca E. (2004). *Translation by Collocation. The Language of Tourism in English and Italian*, Birmingham: TWC.
15. Manca E. (2004), *The Language of Tourism in English and Italian: Investigating the Concept of Nature between Culture and Usage*. In ESP Across Cultures n.1, Faculty of Economics. University of Foggia.
16. Manca, E. (2007). *Beauty and Tranquillity in the Language of Tourism: Linguistic and Cultural Reasons*. In De Stasio C. & Palusci O. (eds). *The Languages of tourism*. Edizioni Unicopli, Milano.
17. McEnery, T., Wilson, A. 1996. *Corpus Linguistics*. Edinburgh University Press.
18. Morgan, N., Pritchard, A. (eds.), *Discourse, Communication and Tourism*. Clevedon, England: Channel View Publications.
19. Mureșan, L. (2000). *Genre Analysis and Economics*. București: Paideia.
20. Museanu, E. (2011). *Terminologia economică. Nivele de utilizare și caracteristici în româna actuală*, București, Editura Universitară.
21. Museanu, E. (2011). *Stabilitate și variabilitate în terminologia economică*, București, Editura Universitară.
22. Negoescu, A.G. (2013). *A Semantic and Pragmatic of Tourism Advertising: Tourist Leaflets from Sibiu, Romania and South Dakota, USA*. Universitatea Babeș- Bolyai, Presa Universitară Clujeană.
23. Rață, G. (2004). *English for Tourism Managers*. Timișoara: Editura Mirton.
24. Rață, G. (2006). *The English of Tourism and Agritourism*. Timișoara: Editura Mirton.
25. Scott, M., (1997). *Wordsmith Tools version 2*, Oxford: Oxford University Press. ISBN 0-19- 459283-9.
26. Smith Stephen, L.J. (1989). *Tourism Analysis. A Handbook*. England: Longman.
27. Sinclair, J. McH. (2004). *Trust the Text: Language Corpus and Discourse*. London: Routledge.
28. Stubbs, M. (1996). *Text and Corpus Analysis*. Oxford: Blackwell.
29. Urry J. (1990). *The 'Consumption' of Tourism*. Sociology. 24(1), pp. 23-35.

Dictionaries:

1. *Cambridge Business Dictionary* (2011), Cambridge University Press.
2. Collin, P.H. (1994). *Dictionary of Hotels, Tourism and Catering Management*. Great Britain: Peter Collin Publishing.
3. *Dicționar de economie*, 2001, Editura Economică.
4. *Dicționarul explicativ al limbii române* (1998), Editura Univers Enciclopedic, București.
5. *Dicționar explicativ ilustrat al limbii române* (2007), coord.: Eugenia Dima, Editura Arc.
6. *Dicționar de științe ale limbii*, Ed. a 2-a, Bidu-Vrănceanu, A., Călărășu, C., Ionescu- Ruxăndoiu, L., Mancaș, M., Pană Dindelegan, G., Ed. Nemira, București, 2001-2005.
7. *Longman Dictionary of Contemporary English* (2014), Pearson Education Limited.
8. Lupu, N., Stănculescu, G., & Tigu, G. (1998). *Dicționar poliglot explicativ de termeni utilizați în turism*. București: Editura All.
9. Furuța, C., & Popa, A. (1992). *Dicționar euro-turistic*. București: Editura Arta Grafică.
9. Medlick, S. (2003). *Dictionary of Travel, Tourism and Hospitality*. London: Butterworth – Heinemann.
10. Metelka, C.J. (1990). *The Dictionary of Hospitality, Travel and Tourism*. New York: Delmar Publishers.
11. *Oxford Business Dictionary* (2005), Oxford University Press.
12. *Oxford Dictionary of English* (2010), 3rd Revised edition, Oxford University Press.
13. Sava, C., & Caraivan., L. (2012). *Dicționar explicativ de termeni turistici pentru uzul studenților (român-englez)*. Timișoara: Editura Eurostampa.
14. Sava, S. (1999). *Dicționar Macmillan de Economie Modernă*, Editura Codecs.
15. Stăncioiu, A.F. (1999). *Dicționar de terminologie turistică*. București: Editura Economică.
16. Stănculescu, G. (coord.), Lupu, N., Țigu, G., Țițian, E., Stăncioiu, F. (2002). *Lexicon de termeni turistici*, Ed. Oscar Print, București
17. Torkildsen, G. (1994). *Leisure Management A to Z: Dictionary of Terms*. Harlow: Longman.

Online Magazines:

- www.advisortravel.ro
www.horeca.ro
www.romaniaturistica.ro
<https://turismclub.ro/>
<http://www.turism-millennium.ro/>
<https://www.tourism-review.com>
www.travelandleisure.com
www.travelweek.ca
www.travelweekly.com
www.travellermagazin.ro
www.vacantelatara.ro