Do You Speak Wine Tourism?

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Abstract: The latest forecasts for the Portuguese tourist industry show that it will represent 16% of the Portuguese GNP very soon and, for 2017, the State Statistical Office registered over 3.5 million guests visiting the North of Portugal and around 7.4 million overnight stays in the region's tourist accommodation, which makes it safe to say that investing in projects that foster a common language in business communication will not only result in tangible financial gains but also in improved multi-cultural and multilingual understanding. Companies need, thus, to communicate seamlessly in a fully internationalised and digital world challenges companies to meet the need to systematise and harmonise language to properly convey meaning, thus promoting successful business undertakings. Such a need, a direct consequence of the phenomenon of globalisation and internationalisation of scientific and technological knowledge, becomes clear in a region with all the necessary elements to anchor sustainable growth, namely the four locations classified as UNESCO's World Heritage sites (Porto's historic center, Alto Douro wine region, Côa Valley Archeological Park and Guimarães Historic Center). "WiTo - Do you speak wine tourism?" is a project, supported by a PhD thesis, that aims at creating an electronic multilingual thesaurus the wine tourism experts will consider a useful tool for communicating with different publics (experts and non-experts). Thus, we will have to determine which subjects and technical know-how are considered core, complementary and cross-sectional to wine tourism, leading to the conceptual representation of wine tourism specialised language (which, in turn, will allow for structuring and harmonization of the linguistic heritage clearly visible in the area's terminology). This project aims at providing the necessary basis for optimising knowledge transfer (thus promoting a faster flow of technical and scientific information) and its implementation in tourism information systems and electronic support platforms. This article aims at giving an overview of the current research in this area and presenting WiTo by highlighting some of its preliminary results and discussing some of the open questions.

Keywords: Wine tourism; specialised languages; terminology; knowledge representation; expert communication.

1. Background

It may sound almost trivial to state that the technological and scientific evolution taking place over the last century has led to unprecedented economic, social, political and cultural changes. Nonetheless, the human mind has never produced so much, in such a short time span and with such quality. The new technologies that make it possible to process huge amounts of data at speeds once deemed "science fictional", also enable real time communication between the most distant parts of the world.

This is the ever more compelling reality for the tourism industry, a segment which is economically vital for Portugal, as it is one of the forces behind the country's economic recovery: "Portugal is striving to become the biggest growing European destination, but to do so based on a competitive and sustainable tourism offer, one which is diversified, authentic and innovative. Thus, tourism will become a core activity in the country's economic development and in its territorial cohesion." (Turismo de Portugal, I.P., 2014) [our translation].

Such central role is also becoming visible in the Portuguese articles and papers on Tourism, both as a social science per se and on other knowledge areas that aim at meeting the structural needs posed by the tourism industry itself. According to the site from the Portuguese Tourism Authority (www.turismodeportugal.pt), this growth factor is visible in its educational offer, covering vocational programmes (16 Hospitality and Tourism Schools located in Portugal), and in 93 undergraduate and graduate degrees (tourism management, tourism marketing, tourism and the oceans, tourism and spas, tourism information, tourist entertainment, etc.), both in university and polytechnic higher education.

A quick analysis of the study programmes will suffice to show that these educational projects are increasingly specializing, and all focus greatly on a transdisciplinary and integrated approach of scientific and technological know-how (theoretical and practical), so as to prepare experts with comprehensive competences that will allow them to work in any (of the many) sectors that make up the tourism industry, as is the case with wine tourism, on which we will focus our research project.

The exponential growth in the number of syllabi with a specialising technological dimension in first and second cycle higher education degrees, which are closely linked to Tourism, may also be a reflection of the need to keep pace with the new projects and platforms created by the European Union. This same trend is also visible in Portugal, where Associação de Hotelaria de Portugal (Portuguese Hospitality Association) and Turismo de Portugal, I.P created the website Tourism Think Tank (http://www.ahp-ttt.com) with the aim of not only contributing to a culturally inclusive and coherent information society, but also to boost the industry's competitiveness.

Being knowledgeable in new technologies and proficient in their terminologies is, thus, a determining factor for the development of the Portuguese economic and social fabric, as it is core for our competitiveness in international markets and key to our integration in the European area. The Instituto Português da Qualidade (IPQ) (Portuguese Institute for Quality), responsible for the national normalisation programmes and processes (materialised in the Portuguese System for Quality) presents on its website (www.ipq.pt) the entity responsible for the sectoral standardisation in tourism (made up of business associations and federations) and its technical committee, whose main objective is to prepare the standardisation programmes for the industry (later approved and sanctioned by IPQ) so as to contribute to the implementation and control of quality systems. However, this concern with the standardisation of methods and techniques to use in the industry has not been met with the same care in the use of normalised terminology, which is the basis for communication between experts in the area. To date, IPQ has not created any Technical Committee responsible for terminology standardisation in wine tourism, as it did with the linguistic standardisation projects for the areas of Electronics and Information Technology. This may be one of the obstacles for the expansion and consolidation of Portuguese as a "knowledge language" both in academia and in the World Wide Web, the communication platform exponentially used by tour operators, travel agencies, tourism businesses and promoters in order to internationalise their companies and attract geographically distant market segments.

2. Description of the Research Project

If natural languages are the medium of human communication par excellence, then specialised languages will be the communication vehicle between experts and their peers and between specialists and their public. From this it follows that anyone professionally connected to any of the areas of scientific and technological knowledge, increasingly complex and specific, have to process and master new concepts and their respective terminology (which should be systematised and unambiguous), for communication to be effective and successful.

However, specialised languages can no longer be seen only as a repository of "vocabulary of subjects to which, it is assumed, the average person will not have access" (Maia, 2001), not as rigid inflexible structures of lexical organisation, in which the terms presuppose an unquestionable univocality with extra-linguistic reality, as was originally recommended by Wüsterian theory. Terminology, as a science, has evolved to try and meet the systematisation and harmonisation needs with which natural languages are faced with increasing urgency.

Such a need, a direct consequence of the phenomenon of globalisation and internationalisation of scientific and technological knowledge (greatly accelerated by the expansion and increased use of the Internet as a cultural and scientific sharing space but also, and increasingly, for economic exchanges, which materialize in e-business), is the result from the real possibility of some languages stop being used if, in professional communication settings, they are replaced by languages considered more appropriate to transmit the desired information, as it is often the case with the English language: "In this ever-changing backdrop, while market economy leaders naturally impose their norms – including linguistic ones- economically dependent societies should foster standardisation policies for their languages, thus ensuring they will be used in all communication functions, both formal and informal, and by all their speakers" (Cabré, 1998) [our translation].

The ´evolution´ of the General Theory of Terminology to include a more functionalist perspective of language, as advocated by Sociolinguists and the Socioterminology (Yves Gambier and François Gaudin are perhaps the best known references of the latter), will also have to be included at the level of planning and linguistic harmonisation policies: "A term cannot be seen only in relation to a system (adequacy of the designation, connection to a network of notions ...): it is also to be seen in its operation, in the field of social contradictions.

(Who uses what? Who innovates? How and by whom are terms transmitted? How do the re-adjustments of the terminology, the reformulations take place?" (Gambier, 1987) [**our translation**].

This is, however, a controversial theme, as for General Linguistics the process should be the result of the natural evolution that occurs in all languages and one which will be instigated by the real and daily use that users make of their linguistic heritage. As we have said previously, the speed at which information is available today on the Internet may result in the extinction of so-called minority languages - at least of those that are not supported by governmental, social, educational and other institutions which create programmes to instigate and maintain the national linguistic entity in all knowledge areas, especially those areas deemed prestigious and nuclear for economic development:

"The interaction between the different elements of a process of social normalisation, in which the language is one of the most important and constant elements, can make a developing society move forward as a whole. Hence the great importance terminology has in this process." (Cabré, 1998) [our translation].

As stated before, the pace with which information is made available on the Internet may result in the extinction of the so-called minority languages, especially those not supported by educational, social or governmental bodies or any others that establish language incentive and maintenance programmes for all knowledge areas. These are particularly important in areas society consider prestigious and core to economic development: "São cada vez mais as circunstâncias em que os especialistas, numa situação de comunicação especializada, comunicam noutra língua que não a sua, perdendo assim a capacidade de poder ensinar, redigir e comunicar na sua língua materna. Aqui está um dos maiores perigos para as línguas de especialidade." (Costa, 2006a) This is then, perhaps, one of the most important and visible roles for the terminology of this new century, the science that we consider to have an important sociological aspect to it, with goals and applications of a practical and functional nature, which seeks to address the production and dissemination of knowledge arising from two apparently contradictory movements in scientific development over the past five decades, i.e., interdisciplinarity and hyper-specialisation. The apparent opposition in these trends seems be carried on to the need for harmonising systems and languages (to achieve a precise understanding between different cultural realities) and the urgency of maintaining the linguistic identities of communities participating in economic, material and intellectual exchanges. This too is not only compatible, but also feasible and very much desirable, for the sake of multilingualism and multiculturalism:

"The fact that "science and technology" belong to contemporary cultures is of central importance, as well as a democratic challenge. The language sciences have to replace the signs they study in social life, that is to say, in their cultural and conflictual dimension." (Gaudin, 1994) [our translation]) and "Related to legal aspects are the multicultural facets of many eTourism transactions which span cultures and frequently involve both very small and very large players, thus also mixing organizational cultures" (CEN, 2009).

This approach describes briefly the socio-technical and theoretical context from which we will develop our own terminologically-based approach to the analysis of the use and representation of expert knowledge in the field of wine tourism. At the same time, it will frame and support the definition of criteria for the collection and analysis of a specialised corpus leading to the construction of a proposal for linguistic harmonisation of the said area.

2.1 A more detailed analysis

Intralinguistic systematisation and harmonisation are key requirements for any conceptual system deemed coherent, valid and communicatively efficient. Those are also central in any useful terminological project. This was the starting point for the research project we intend to develop with the specialised language of Wine Tourism, a relevant sector in Portuguese tourism offer, not only for our national tradition in wine production but also because this activity "has an ever more important role in regional development and in job creation in the more disadvantaged areas") (Grupo Lusófona, 2009) [our translation]. Given its highly transversal nature, wine tourism gets contributions from varied and distinct areas of knowledge, such as Marketing, Economics, Anthropology, Viticulture and Oenology.

We will start by determining which subjects and technical knowledge are considered core, complementary and transversal to Wine Tourism, so as to organise and rank the representative terms in each of the areas referred above. Our starting point will be the official documentation and national legislation made available by Turismo

de Portugal, I.P., as well as the Classification of Scientific and Technologic Areas (Classificação de Domínios Científicos e Tecnológicos - FOS), the National Classification for Training and Educational Areas (Classificação Nacional das Áreas de Educação e Formação), and the Classification of Scientific Areas from the Rectory of the University of Porto (Classificação das Áreas Científicas da Reitoria da Universidade do Porto). These will be the texts for an initial but fundamental analysis, which will lead the selection of core texts for the knowledge area of Wine Tourism. Then we will focus on books listed in fundamental bibliographic references, masters' and PhD's theses, articles written in reference journals specialising in Wine Tourism core areas (all written in Portuguese), as well as on the linguistic material displayed on web pages maintained by Wine Tourism Portuguese companies. The compilation will be based on origin, relevance and typology criteria and organised so as to ensure that the linguistic fabric used/produced by experts is a clear and revealing source, signaling domain concepts and their relations: "[…] belonging to a scientific community is materialized through two different types of knowledge: the conceptual and the linguistic one. The specialist is, therefore, the producer and recipient of written and oral specialty texts that are produced and consumed by and for a community of experts, which makes it a restricted communication community. Thus, being part of a scientific community implies, among other skills, mastering a discourse specific of a set of individuals who share specific knowledge about an area of knowledge." (Costa, 2006a) [our translation].

As stated before, the high level of transdisciplinarity in Wine Tourism requires such systematisation, so as to organise the area conceptually. This structuring will need the input from domain experts, via analysis cycles on the structures determined meanwhile, as this is fundamental for any successful terminological organisation.

We would also like for our research to be a tell-tale sign of the productive cooperation with experts in the areas of Oenology, Tourism and Hospitality, which we have already initiated with the preparation of the specialised texts and the delimitation of the knowledge areas making up the basis for communication between experts. The preliminary results of this cooperation have shown very interesting cultural and linguistic results, given the transdisciplinary nature of communication in Wine Tourism: the expert community is, very clearly, heterogeneous, which leads to a multitude of communicative contexts where speech is materialised.

Moreover, the money-making aspect in Wine Tourism, as part of a sector with producers and consumers, entails communication with non-experts such as tourists enjoying wine tourism products, etc., and has been growing exponentially in the WWW with the creation of websites, which tourists may research/visit before deciding on a product. If one takes into consideration the recent initiatives from the European Union to promote the creation of virtual platforms where the European tourism industry's information systems will be integrated, the urgency of a project aiming at the linguistic harmonisation and systematisation of the Portuguese wine tourism sector will be more obvious.

The existence of synonyms may be an obstacle for effective and unambiguous communication and, apparently, this has made many Portuguese experts choose English (and its wine terminology) to avoid any linguistic misunderstanding. The need for appropriate and inexpensive communication may also be an important factor behind the choice for the English language, especially if one considers the predominance of English in this sector, which is further boosted by the historic links to the English brands marketing Port wine.

In addition to all the consequences for the Portuguese science and society that may result from the 'linguistic affiliation' of Portuguese experts to another communicative and cultural reality, we should bear in mind that any linguistic harmonisation proposals should be sanctioned and accepted by the wine tourism experts. Otherwise, they may not feel compelled to produce texts that reflect the immense cultural and social heritage of the Portuguese language, a heritage whose characteristics attract foreign and Portuguese tourists alike.

2.2 Most relevant objectives

The problems and needs that most probably will become apparent when describing, structuring and harmonising the terminology of a knowledge area, will also necessarily be varied and distinct. However, we would like to emphasise the following:

- which terminological methodologies (and how) should be used to conceptually represent the domain knowledge, so as to promote a broader and more effective knowledge representation?

- what is the real contribution of structured and representative conceptual systems (built from a specialised corpus and validated by experts) for the maintenance and dissemination of a specialised language in a natural language?
- can a bilingual thesaurus in a specialised area foster the usage of a language instead of another considered more prestigious?
- how can we disseminate the results more efficiently, influence the professionals of the area to use certain terms and what is the role of the terminologist in this process?

These questions will drive our use of terminological methods in building a linguistic tool, whose prime objective will be to contribute to a more ordered, coherent and scientifically accurate domain terminology. In order to organize knowledge, the terminologist should look into the textual production of the specialised domain, gathering specialised corpora where terms and concepts used by experts are recognised as such by the respective scientific cadre.

The terminologist should always bear in mind that any text in his/her reference corpus must be of undisputed scientific and technical relevance: "For a scientific text to be accepted by the community of specialists to whom it is addressed, it is necessary that the other elements that constitute the group consider it as such. The members of the community self-regulate their speeches, being the true judges of their scientific production." (Costa, 2005) [our translation]).

This is why text typology should anchor any coherent, cohesive and representative corpus: "Establishing a typology implies the classification and the gathering of a set of texts, which maintains relations of similarity between the respective macro and / or microstructures, under the same label, through the identification of regularities of a set of texts, as opposed to the regularities of any other sets." (Costa, 2005) [our translation]

Whatever the main objective behind any terminological task (prescription or description, or a productive mix of the two, as we aim to achieve), the quality of the results depends on the precise delimitation of the study object, thus avoiding any textual or typological incongruences that could bias the creation of a quality product (and communicatively effective), one that may solve any terminological and conceptual questions held by domain experts. It is clearly not simple to achieve this objective, nor can we do it without deep scientific and methodological discussions, but given the state of the art in Terminology as a science closely linked to Knowledge Engineering, Artificial Intelligence, Translation and Information Technologies, those are actually recommended: "[…] multi-conditioning and multifunctionality of language. Both of these have to be said to play a decisive role in the emergence of new disciplines, since they meet the scientific need to investigate various kinds of factors that determine the very existence of language, its structure, its performance as a specific semiotic instrument of human beings, their interaction and interdependence with various components of human biology and behavior, etc." (Figueroa, 1998) [our translation]

With this method we will propose a precise and unambiguous Wine Tourism terminology, analysing synonyms of a possible regional origin, assessing its contribution to scientific and technical communication, and contributing to the implementation and use of Portuguese in core economic sectors, as this process will be accompanied and validated by the same experts expected to use that same specialised language.

The creation of a thesaurus considered by the domain experts as a useful working tool will be the final outcome of our research project. The thesaurus could contribute to the optimal transmission of scientific knowledge between experts, to a faster transmission of Portuguese technical-scientific information, and to its implementation in electronic platforms and information systems for the Tourism industry. The construction and implementation of this thesaurus will be assisted, from its pilot phase, by experts from the areas of Documentation and Library Sciences.

3. Methods

The variety of scientific areas detectable in Wine Tourism literature and websites is proof of the transdisciplinarity typical of human knowledge. Even though it is apparently developing towards vertical depth, different scientific areas increasingly show "borrowed" and "shared" utterances amongst them. Therefore, we will have to rank and qualify the scientific contribution of the different areas to Wine Tourism, using the official documents and national legislation in force for the sector. The first step will consist in determining which

subjects and technical knowledge are considered core, complementary and transversal to Wine Tourism; then, we will do a systematic survey of the terminology used in articles from specialised journals, Master's and PhD's Theses, which will become the basis for creating conceptual maps (an example of semiformal knowledge organisation). Later, we will list texts according to the typologies considered determinant for Wine Tourism, always bearing in mind that "If, on the one hand there is symbiosis, on the other it is vital to have the theoretical distinction so as to understand the difference between the linguistic perspective - rather semasiological - and the conceptual - rather onomasiological - perspective, which are not mutually exclusive, but complement each other, this being the ultimate competence of the terminologist. Presently, we consider this almost dichotomous opposition very reductive." (Costa, 2005) [our translation]

Though fully aware of its limitations, we opted for a semasiologic approach for onomasiologic purposes, i.e., we will analyse the data from the corpus and then have them validated by experts, which will be a cyclic and dialogic process taking into account the expert's perspective and the results from corpus extraction. If we have a reference corpus dully built and analysed, we may then extract credible results to extrapolate to the specialised language. Throughout this process we will continue to have the cooperation of experts linked to the different areas of knowledge that contribute to Wine Tourism. We wish to establish a formal consultation and working methodology with them, according to which we will put forward our linguistic harmonisation proposals for all term candidates, so as to build a tool that will support and promote a more effective communication among experts and with their different publics.

4. Results (so far)

We have gathered a bilingual specialised corpus in Portuguese and in English. The Portuguese corpus has 15 peer-reviewed articles published in specialised journals, 2 monographies, 62 Master's theses, 6 PhD's theses, 14 presentations at national and international conferences, and 4 official documents drafted by *Turismo de Portugal, I.P*. All texts will be converted to .txt and analysed with WordSmith and Termostatweb softwares. So far, we have completed that process with the 15 peer-reviewed articles (with a total of 20,211 words) and 9 Master's theses (totalling 563,568 words), with the following result illustrations:

Word	Freq.	%	Texts	%
VINHO	4 251	0,72	2	100
TURISMO	2 915	0,5	2	100
ENOTURISMO	2 377	0,4	2	100
VINHOS	2 113	0,36	2	100
REGIÃO	2 100	0,36	2	100
DESENVOLVIMENTO	1 750	0,3	2	100
VISITANTES	1 494	0,25	2	100
ROTA	1 478	0,25	2	100
ACTIVIDADE	1 305	0,22	2	100
ADEGAS	1 204	0,2	2	100
PRODUÇÃO	992	0,17	2	100
PRODUTOS	974	0,17	2	100
REGIÕES	960	0,16	2	100
TURÍSTICA	867	0,15	2	100
VITIVINÍCOLA	721	0,12	2	100
AGENTES	718	0,12	2	100
TURISTAS	694	0,12	2	100
PORTUGAL	675	0,11	2	100
SECTOR	647	0,11	2	100
VINHA	643	0,11	2	100
VISITAS	640	0,11	2	100
QUALIDADE	621	0,11	2	100
QUINTAS	619	0,11	2	100
REGIONAL	619	0,11	2	100
OFERTA	617	0,1	2	100

Figure 1: Results of the *corpus* analysis with the WordSmith software, where the words "vinho, turismo, enoturismo" (wine, tourism and wine tourism, in English) show the highest frequencies of usage by the experts who wrote the analysed texts

Figure 2: Results of the corpus analysis with Termostatweb. The results are identical to those of Wordsmith, as the first three candidate terms are exactly the same. This programme also provides an analysis of the syntactic structures of the analysed texts, which constitutes an important help in terms of understanding how experts organize specialised information

These preliminary results are being used to further enrich the corpus, to support the conceptual analysis of the wine tourism domain and to populate the thesaurus. As the domain is, by definition, multidisciplinary (the specialist community has distinct academic backgrounds, namely oenology, viticulture, geography, museology, and geography) we will use Teresa Cabré's communicative theory of terminology to explain any linguistic variation we will most certainly find when the specialised documents are individually assessed.

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