

**COMMUNICATING (IN) WINE TOURISM:
WHAT ARE THE PATHS FOR HARMONISING THE
SECTOR AND THE TRANSLATION PROCESS?**

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Abstract: Wine tourism is an emerging area of specialisation to which several areas of knowledge (marketing, economics, anthropology, viticulture, etc.) converge. Portugal's wine culture has a long tradition and is internationally recognised, placing it at the forefront of economic, professional, and academic initiatives in this sector. Communication between specialists and between specialists and national and international wine tourists requires an international terminology that is, simultaneously, mindful of tradition and that favours inclusive, efficient, and competitive trade exchanges.

Our research aims to contribute to the terminological harmonisation of Portuguese wine tourism, even though no ISO/IPQ standards have been issued in this emerging transdisciplinary area. In this article, two comparable academic sub-corpora (10 theses) on wine tourism will be analysed. Their comparison was carried out with the *Sketch Engine* programme, which allows, in addition to corpus management, to extract terms, identify keywords and represent their conceptual organisation. Our methodological approach included the analysis of the results based on the 50 most relevant terms in each of the corpus. Ten case studies taken from the corpora emphasise the diversity of terminogenic patterns in each language, the influence of cultural factors in the specialised wine tourism terminology of both languages, and, lastly, the influence of the English language on Portuguese wine tourism terminology. These results should be considered in the proposal of harmonised terminologies and in the translation of specialised wine tourism discourse.

Keywords: Terminology, Wine Tourism, Standardisation, Cultural Studies, Translation

1. Introduction

The last one hundred years bear witness to humankind's most impressive technological and scientific progress, which has led to historically unparalleled economic, social, political, and cultural changes. The human mind landed us on the Moon, eradicated smallpox, erected buildings above 800 metres, and created a vaccine in under 9 months to fight a pandemic disease. In fact, knowledge has not only been generated in enormous quantities but also in ever smaller time frames and to the highest quality standards. New

technologies such as AI or Quantum Computing¹ may process huge amounts of data at speeds once deemed “science-fictional”, while also enabling real-time communication between the most distant parts of the world. This also means that people from diverse cultural and linguistic backgrounds will need to have their communicative requirements met as seamlessly, which puts an extra strain on translators, independently of what type of text they may be working on.

Given Portugal’s privileged geographical characteristics, mild climate, and political and social stability, it does not come as a surprise that the tourism industry has become so relevant to the national economy. Even though the COVID-19 pandemic wreaked havoc in the sector with all the lockdowns and restrictions to human contact in the second half of 2020 (which were still in place in 2021), the World Travel & Tourism Council (WTTC) put forward a forecast in June 2022 according to which: “[...] the travel and tourism sector will boost the Portuguese economic recovery, reaching pre-pandemic levels as soon as 2023. [...] next year this sector will contribute with €39.5bn to the Portuguese GDP, which represents 17.4% of the economy.” (Público, 2022) [our translation]. The fact that this is a service industry [highly dependent on both tangible and intangible assets for its continuing attractiveness (Gravili, S., Iazzi, A. & Rosato, P. (2015))] and so determinant for the global economy may be some of the reasons contributing to tourism becoming a well-established field of studies from the 1960s onwards.

Its importance for the Portuguese academia has gained momentum over the past 40 years, both as a social science per se and for other knowledge areas that aim at meeting the structural needs posed by the tourism industry itself. The Portuguese Tourism Authority²

¹ For a list of the latest technologies see Duggal, N. (2022, August 5). Top 18 New Technology Trends for 2022. *Simplilearn*. <https://www.simplilearn.com/top-technology-trends-and-jobs-article>.

² See www.turismodeportugal.pt.

accompanied this growth with its educational offer, which covers vocational programmes (there are 12 Hospitality and Tourism Schools located in Portugal and they are run by the Portuguese Tourism Authority). Similarly, Portuguese higher education, which is divided into two subsystems, university and polytechnic education (represented in both public and private institutions), offers as many as 41 undergraduate and 37 graduate degrees (tourism management, tourism marketing, tourism and the oceans, tourism and spas, tourism information, tourist entertainment, management of tourist activities, etc.), as well as 39 Higher National Diplomas³.

A quick analysis of the study programmes will suffice to show that these educational projects are increasingly specialising, and all focus greatly on a transdisciplinary and integrated approach of scientific and technological know-how (theoretical and practical), to prepare experts with comprehensive skills 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, the focus of this article.

2. The business and science of wine tourism in Portugal

The geographical area making up the Portuguese territory in the Iberian Peninsula was used for vine-growing and winemaking long before the country established its borders in 1143. According to Charzyński *et al.* (2017, p.6), the Phoenicians brought the wine when they settled in the Peninsula attracted by its mineral resources, but it was the Greeks who initiated the plantation of “grapevines and developed winemaking”. The ebb and flow of invaders such as the

³ These are short study cycles, lasting 4 semesters that aim to confer professional qualifications to students who finished their secondary education but are not looking for an academic degree and want to specialise in technical areas. See <https://www.dges.gov.pt/pt/pagina/sistema-de-ensino-superior-portugues?plid=371>

Romans resulted in more expansion for viticulture and solidified its economic relevance for the region.

The Portuguese discoveries in the 15th century boosted wine-making and its exports even further, as the trade to India and Asia always included the national wines. The Methuen Treaty signed in 1703 by Portugal and England secured the protection of English textiles (that were not taxed when entering Portugal) in exchange for special duties applied to the Portuguese wines sent to England, as they paid one-third less than French wines. Ironically, the success of Port wine in England almost resulted in its demise around 1750, as speculation and some fraudulent practices in wine production led to a fall in demand. As put forward by Monteiro (2020), these were the reasons behind the decision, in 1756, of the Marquis of Pombal (Portugal's then-prime minister) to regulate the Port wine trade with the creation of a state-controlled company, the *Companhia Geral da Agricultura das Vinhas do Alto Douro* (later known as the *Real Companhia* or *Companhia Velha*) and the establishment of the first demarcated wine region in the world, the Douro Valley (Região Demarcada do Douro, in Portuguese).

In the mid-19th century, imports of native American vines to Europe brought about catastrophic consequences for the wine industry, as the plants carried an insect plague, phylloxera, against which the European vines had no defense system, resulting in the total loss of many vineyards, namely in the Douro region. Saving the vines implied grafting the European vines to the roots of the native American varieties⁴, but this was not the only overhaul the industry would have to undergo to overcome other shortfalls and difficulties originating in demographic, political, economic, and technical challenges taking place in the 20th century. As stated by

⁴ For a thorough description of the recovering process in the Iberian Peninsula see <https://www.vinetowinecircle.com/en/history/revival-of-iberian-viticulture/>

Magalhães, N. (n.d.) “Much later, in the 1960s and 1970s, [...] it became imperative to mechanise most farming operations. Labour was scarce, wages increases, and quicker, more efficient cultivation solutions had to be found, and ones which preferably cost less.” Among the important developments being implemented by local and national authorities in the wine industry over the last 3 decades of the 20th century was the grapevine selection programme⁵ that allowed for the recovery of some ancient varieties, thus ensuring the quality of the wines being produced (e.g. the Touriga Nacional, a red wine variety). This signalled a change in the direction the industry had decided to go: the investment in new technologies for planting and harvesting grapes was accompanied by modern concerns about environmentally friendly usage of pesticides and sustainable land use (emphasising the importance of agricultural decisions with long-term effects on the environment and people’s livelihoods), as well as a strong bet on preserving the wine culture heritage and its landscapes. The unique character of both the Alto Douro region and of the Pico Island (Azores) Vineyard Culture are some of the motives for UNESCO’s inscription of the areas, in 2001 and 2004 (respectively), as a World Heritage Sites, in the Cultural Properties category:

The long tradition has produced a cultural landscape of outstanding beauty that is at the same time a reflection of its technological, social, and economic evolution. The visually dramatic landscape is still profitably farmed in traditional ways by traditional landholders. (UNESCO, n.d.)

The Pico Island landscape reflects a unique response to vinticulture on a small volcanic island that has been evolving since the

⁵ See <https://www.fao.org/iaction/plant-breeding/our-partners/europe/portugal/en/>

arrival of the first settlers in the 15th century. [...] The extraordinarily beautiful human-made landscape of small, stone walled fields is a testimony to generations of small-scale farmers who, in a hostile environment, created a sustainable living and much-valued wine. (UNESCO, n.d.)

For a country with an area of 92,225 sq km, Portugal boasts 1,900 sq km (190,000 ha) of vines, organised in 14 Wine Demarcated Regions with 31 protected designations of origin (PDO), 31 protected geographical indications (PGI)⁶ and, as mentioned before, with a history and tradition in successful wine making that has not only been recognised worldwide but that also shows great potential for establishing a sustainable and profitable wine tourism sector. According to Bebiana Monteiro (2020), the concept of wine tourism is fairly recent and has been evolving differently in each of the wine countries, depending on their own cultural contexts and the type of experience made available to tourists. The author put forward a summary table with reference books and articles that charts the evolution of the concept of wine tourism from 1996 onwards (pp.147-149), which is quite useful for grasping how this sector is also establishing itself as an emerging transdisciplinary area of study in academia.

The already considerable number of technical and specialised studies on wine tourism, either presented as master and Ph.D. theses, or articles and chapters printed in dedicated journals and books are accompanied by new projects and platforms created by entrepreneurs investing in the sector and in the business links established between private and public entities of the tourism sector, as is the case of *Associação de Hotelaria de Portugal* (Portuguese Hospitality Association) and Turismo de Portugal, I.P, which created

⁶ See <https://www.winesofportugal.com/pt/descobrir/regioes-vitivincolas/>

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 foster the industry's competitiveness and visibility.

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 fundamental for our competitiveness in international markets and key to our integration in European economics.

The *Instituto Português da Qualidade* (Portuguese Institute for Quality), responsible for the national standardisation programmes and processes (implemented 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 higher education institutions) and its technical committee (TC144), whose main objective is to prepare the standardisation programmes for the industry (later approved and sanctioned by IPQ) to contribute to the implementation and control of quality systems for tourism services and activities.

Presently, the committee has 9 normative documents in force, concerning: accessible tourism (hotels, apartments and inns), industrial tourism services, nature tourism activities, nature tourism – environmentally friendly accommodation, manors and rural tourism – service supply requirements and characteristics, tourism and related services – requirements and guidelines to reduce the spread of Covid-19 in the tourism industry (ISO/PAS 5643:2021), tourism and related services – requirements and guidelines to reduce the spread of Covid-19 in the tourism industry – European visual identity, tourism and related services – accessible tourism for all – requirements and recommendations. Still, Technical Committee 144 has not initiated any project in terminology standardisation aimed at the wine tourism sector. Given how relevant normalisation is (on IPQ's

website one may read: “As the National Entity for Normalisation, IPQ is responsible for creating the Portuguese norms, guaranteeing the currentness and coherence of its norms, and for adjusting the national laws on products to the European Union norms” [our translation]), this lack may become an obstacle 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 to internationalise their companies and attract geographically distant market segments.

If natural languages are the medium of human communication *par excellence*, then specialised languages will be the communication vehicle between experts and their peers⁷ 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, must 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, 2003, p. 27), nor as rigid inflexible structures of lexical organisation, in which the terms presuppose an unquestionable univocity with extra-linguistic reality, as was originally recommended by Wüsterian theory (Wüster, 1998). 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

⁷ Here, we are assuming “specialised communication” as put forward by Fernandes, J. (2015, p.58-59): “[...] conceito de comunicação especializada – da nossa perspectiva entendido como interação verbal de carácter técnico, científico e profissional resultante da actividade mental em torno de um determinado domínio do conhecimento..”

consequence of the phenomenon of globalisation and internationalisation of scientific and technological knowledge, results from the real possibility of some languages no longer 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:

En este panorama de cambios generalizados, mientras que las sociedades que lideran la economía de mercado imponen de manera natural sus propias normas (incluida la imposición de lengua), las sociedades económicamente dependientes, se quieren conservar su especificidad lingüística, deben arbitrar políticas encaminadas a conseguir que la lengua propia sea de uso normalizado, que pueda y sea utilizada para todas las funciones de comunicación, tanto informales como formales, y por parte de todos sus ciudadanos. (Cabré, 2005, p. 445)

As already mentioned, the pace with which the Internet needs information and updates available may have rather negative impacts on so-called limited (or low) diffusion / dissemination languages⁸, especially those not supported by educational, social or governmental bodies that establish language incentive and maintenance programmes for all knowledge areas. These are particularly important in sectors society consider prestigious and vital to economic development:

De fait, les terminologies techniques et scientifiques d'une langue expriment le dynamisme et la créativité des ingénieurs,

⁸ For an updated definition of “language of low diffusion” see Giczela-Pastwa, J. (2021). Developing phraseological competence in L2 legal translator trainees: a proposal of a data mining technique applied in translation from an LLD into ELF, *The Interpreter and Translator Trainer*, 15:2, 187-204, DOI: 10.1080/1750399X.2020.1868177

chercheurs, scientifiques, techniciens, praticiens, dans tous les domaines. Une fois tarées les sources terminologiques dans une langue, en raison par exemple d'une masse d'emprunts trop importante, cette langue tend à ne plus être utilisée de façon opérationnelle et à s'effacer, au départ dans certains domaines, et par contagion dans d'autres domaines. On passe d'un déséquilibre lexical (l'afflux d'emprunts) à un changement de statut de la langue, dans son usage et sa circulation. (Depecker, 2021, p. 18)

A globalización cultural, económica e científica actual fai que toda lingua que queira salvaguardar a súa identidade e reafirmarse necesite comunicar e representar coñecemento especializado para sobrevivir. (Galanes, 2015, p. 34)

This is then, perhaps, one of the most important and visible roles for the terminology of this new century: contributing to the survival of minorised languages⁹. We consider Terminology has an important sociological dimension, 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 to 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:

⁹ For a thorough explanation of the difference between “minorised” and “minority languages”, see Quirion, J & Freixa, J. (2021).

Or l'appartenance des "sciences-et-techniques" aux cultures contemporaines constitue un fait majeur, en même temps qu'un défi démocratique. Les sciences du langage ont à replacer les signes qu'elles étudient au sein de la vie sociale, c'est-à-dire dans leur dimension culturelle et conflictuelle. (Gaudin, 1994, p. 14) and

However, due to globalization processes, there are more and more organizations that operate internationally or whose workforces are culturally mixed. As a result, a major part of business communication is cross-cultural, which means that in order to transact business, one must communicate with managers, employees, or suppliers who differ in nationality, race, gender, age, religion, and social and educational background. (Michalik, U., Sznicer, I. 2017, p. 30)

In short, this is the socio-technical and theoretical context from which we have developed our own terminologically-based approach to the analysis of the use and representation of expert knowledge in the field of wine tourism, a task we initiated in 2018 and whose first results were presented in the 2nd International Conference on Tourism Research (ICTR 2019). At the same time, this approach, which framed and supported the definition of criteria for the collection and analysis of a specialised *corpus*, resulted in a proposal for the linguistic harmonisation of this area.

3. Terminologists, translators and wine tourists

Intralinguistic systematisation and harmonisation are key requirements for any conceptual system to be considered coherent, valid, and communicatively efficient. Those are also central in any

useful terminological project, which, in turn, may prove invaluable for translators working with specialised texts and accessing terminological databases.

[...] se entiende por *traducción especializada* cualquier traducción que pertenezca o se relacione con áreas específicas del conocimiento y, por ende, especializadas del lenguaje, identificadas comúnmente como *lenguas especializadas* o *lenguas para fines específicos*. En consecuencia, además de lo “puramente” científico o técnico, en esta clasificación, se incluirían ámbitos como el jurídico, el económico, el financiero, el turístico o el corporativo. [...] No cabe duda de la necesidad que tienen los traductores de textos especializados de encontrar los equivalentes terminológicos y gestionar la información sobre las unidades léxicas especializadas en el proceso de traducción. Así, estos profesionales, en las tareas relacionadas con los términos, deben ser capaces de identificar e interpretar adecuadamente la terminología del texto original, así como encontrar y utilizar la documentación y los recursos de información apropiados tanto para adquirir diversos tipos de información sobre los términos (conceptual, pragmática y lingüística) como para aplicar sus equivalentes correctos, pues ello supone apostar por la calidad en toda traducción especializada. (Vargas Sierra, C. 2020, p. 7).

This was the starting point for the research project we have been developing with the specialised language of Wine Tourism, a relevant sector in Portuguese tourism offer, as gastronomy and wines were earmarked as “a qualifying national tourism asset” because “The awards that Portuguese wines have received have recognized Portugal as one of the best wine producing countries in the world and wine can serve as a calling card to leverage Enotourism” (Turismo de Portugal, I.P., 2017, p. 54).

Given its highly interdisciplinary nature, wine tourism gets contributions from varied and distinct areas of knowledge, such as Marketing, Economics, Anthropology, Cultural Studies, Viticulture, and Oenology (as we will see in further detail when describing the bilingual *corpora* we have gathered). The compilation of texts for the *corpora* was based on origin, relevance and typology criteria and organised to ensure that the linguistic fabric used/produced by experts is a clear and revealing source, signaling domain concepts and their relations:

[...] a pertença a uma comunidade científica faz-se pela via de dois saberes distintos: o conceptual e o linguístico. O especialista é, conseqüentemente, o produtor e o receptor de textos de especialidade, escritos e orais que são produzidos e consumidos por e para uma comunidade de especialistas, que perfaz uma comunidade de comunicação também ela restrita. Assim, fazer parte de uma comunidade científica implica, entre outras perícias, dominar um discurso próprio a um conjunto de indivíduos que têm comum saberes específicos sobre uma área de conhecimento. (Costa, R. 2005a)

As stated before, the high level of transdisciplinarity in Wine Tourism calls for systematisation, so that the area may be conceptually organised. Such structuring needs input from domain experts on any provisional structures suggested/determined by terminologists along the process, and feedback from experts is fundamental for any successful terminological organisation. The *corpora* we have gathered are a direct product of cooperation with experts in the areas of Oenology, Tourism, and Hospitality (working both in academia and in the industry), as they pointed us to the most relevant specialised texts, thus outlining 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.

Additionally, the business side of 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. The European Health and Digital Executive Agency¹⁰, which has the aim of “boosting Europe by building, from earth to space, a healthy society, a digital economy and a competitive industry” has successfully created the EuroTermBank¹¹, whose objectives include enabling “exchange of terminology data with existing European terminology databases. Through harmonisation, EuroTermBank strongly facilitates enhancement of public sector information and strengthens the EU linguistic infrastructure.” Therefore, both the applicability and pertinence of a project aiming at the linguistic harmonisation and systematisation of the Portuguese wine tourism sector will be more understandable.

The existence of synonyms may be an obstacle to effective and unambiguous communication and, apparently, this has made many Portuguese experts choose English (and its wine terminology), as they perceive it as a way to avoid any misunderstanding resulting from synonymy. 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 and trade links to the English brands marketing Port wine.

In addition to all the consequences for Portuguese science and society that may result from the ‘linguistic affiliation’ of Portuguese

¹⁰ See https://hadea.ec.europa.eu/index_en

¹¹ See <https://www.eurotermbank.com/>

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 and put into practice by translators working from and to specialised texts from the area, thus achieving a twofold objective: overcoming “a lack of trust of the users from the translator community in the applicability of the terminological resources” (Rajh, I., & Runjaić, S. 2018, p. 234) and enticing the production of texts that reflect the immense cultural and social heritage of the Portuguese language.

When the purpose is to organise knowledge¹², 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:

Para que um texto científico seja aceite pela comunidade de comunicação de especialistas a quem se dirige, é necessário que os outros elementos que constituem o grupo o considerem. Os membros da comunidade auto-regulam os seus discursos, sendo eles os verdadeiros juizes da sua produção científica. (Costa, R. 2005b)

Therefore, text typology should scaffold any coherent, cohesive and representative *corpus*:

O estabelecimento de uma tipologia implica a classificação e a reunião de um conjunto de textos, que mantém entre si relações de semelhança ao nível das respectivas macro e/ou

¹² We are pointing out to just one of the many roles a terminologist may have in a terminological project. For a thorough description of their professional profile see Drewer *et al.* (2014).

microestruturas, sob uma mesma etiqueta, através da identificação de regularidades de um conjunto de textos, por oposição às regularidades de outros conjuntos. (Costa, R. 2005b)

[...] the corpus should be as representative as possible, but this representativeness also takes into consideration the types of texts through which terms are disseminated. (Condamines & Picton 2022, p. 224)

Whatever the aims behind any terminological task (prescription or description), the quality of the results depends on the accurate delimitation of the study object, thus avoiding any textual or typological incongruences that could warp the conception of a quality product (and communicatively effective), one that may solve any terminological and conceptual issues 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 recommended, given that

Mesmo sendo a língua um diassistema, no qual se inter-relacionam, como vimos, diversos sistemas e sub-sistemas, isso não significa que a sua unidade seja posta em questão, pelo menos, enquanto todos os seus falantes se entenderem. É óbvio que a língua tem de registar variedades significativas. (Mimoso, A. 2010, p. 10)

We aim at putting forward 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. The resulting terminological

database could contribute to the optimal transmission of scientific knowledge between experts, to faster transmission of Portuguese technical-scientific information, and to its implementation in European electronic platforms and information systems for the Tourism industry.

4. Creating a bilingual *corpus* for wine tourism: what have we learnt from our methodological approach (so far)

The diversity of scientific areas identifiable 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” expressions among them. This will impact on the job any translator working with texts from this area, given that “[...] o mediador debe contar con léxico que valore adecuadamente a variación horizontal (por áreas de conocimiento) e vertical (segundo graos de abstracción en: especializado, semiespecializado e xeral)[...]” (Galanes, 2015, p. 39). Furthermore, if one is working in bilingual terminology for wine tourism, one is set to be dealing with the interdisciplinarity of fairly recent academic fields times 3, because according to Silvia Montero Martínez & Pamela Faber (2011, p. 92) both terminology and translation are “conditioned by semantic, pragmatic, contextual and cultural factors [...] and also happen to be convergence points for linguistic, cognitive, and communication sciences”, which are also clearly visible in the specialised texts of wine tourism.

As we have mentioned before, the wine industry benefits from the intersection and contribution of other trades and sciences, with the resulting impact on its communication and how it is materialised: “la naturaleza poliédrica del enoturismo hace que la comunicación

enoturística sea rica y compleja” (Pascual Cabrerizo, M. 2020, p. 206). This meant that we had to decide which type of (written) text we would choose to create our bilingual *corpora*, and the choice fell on Ph.D. theses, because these are part of the academic genre: sender and receiver (namely the thesis examiner) may be assumed to be experts on the subject being presented, and the text a product of specialisation. To clarify our stance on what we think a specialised text is, we take it to be a communication tool for experts and the communication unit for translators, which is visibly influenced by the functionalist approach as put forward by textual linguistics (with the work of academics such as Wolfgang Dressler and Robert de Beaugrande, and later carried on and developed by Guiomar Ciapuscio) and systematised by translation scholars like Christiane Nord.¹³ This perception emphasises the fact that each text is the product of a specific communicative situation, bringing front and centre the need to understand the context in which the communication is taking place, as well as resulting differences in text genres. As the concept of genre has been widely debated by textual linguists, terminologists¹⁴ and translation scholars, and yet there is no definite and final decision on which term to use to refer to it (with words such as *type*, *class*, *category* or *genre* being used interchangeably), when building the *corpora*, we opted for using the distinction put forward by Amparo Hurtado Albir as our guiding principle:

Esta dispersión, además de mostrar la complejidad de la cuestión, no hace, quizás, sino poner de relieve la necesidad de vías clasificatorias diferentes y complementarias. Por nuestra parte, pensamos que los textos pueden agruparse en cuanto a su función

¹³ See, for example, Ciapuscio, G. (2005) and Nord, C. (2006).

¹⁴ See Pecman & Kübler (2022).

(los tipos), pero también en cuanto a su forma convencional y situación de uso (los géneros), ya que son niveles clasificatorios distintos. Además es necesario identificar qué rasgos afines (internos y externos) nos ayudan a definir cada uno de ellos. En este sentido, las propuestas flexibles e integradoras, como la que propone Castellà, y las que introducen la definición de rasgos estructurales diferenciadores, como la de Bustos, son de sumo interés. Por otro lado, la consideración de los géneros como eje clasificatorio nos parece de todo plausible, dada su operatividad al trabajar con categorías más concretas y relacionadas con situaciones de comunicación específicas. (Hurtado Albir, A., 2011, p. 470)

Also central to the construction of our *corpora* is the statement by Pascual Cabrerizo, M. (2020, p. 207), relating to the characteristics of wine tourism texts “[...] la hibridación de funciones, formas y contenidos y por un grado de especialización relativa entre 0,5 y 7 en una escala de 0 a 9 [...]”. In what the author calls a “clasificación pragmática”, the academic genre will be represented in the texts coming under the umbrella of product creation and development (in wine tourism), where one can assume the communication to be happening between experts: “En el conjunto de textos relacionados con la creación y el desarrollo del producto, encontramos textos pertenecientes a la familia de géneros legales [...] y géneros académicos, por ejemplo, tesis, fichas de cursos, temarios, monografías, conferencias...” (p. 208).

Having decided on the text genre we would focus on in our research, the next step was to search the RCCAP (Repositórios Científicos de Acesso Aberto de Portugal) portal¹⁵, whose objective is “to collect, aggregate and index Open Access scientific contents from Portuguese institutional repositories” kept by R&D organisations and higher education institutions. We were able to select 5

¹⁵ See <https://www.rcaap.pt/>

Ph.D. theses (that successfully passed the *viva voce* examinations between 2009 and 2015, as these were the more recent ones available), written in European Portuguese, all in PDF format, with the most relevant identification elements listed below:

2009	
Title:	O Enoturismo em Portugal: da “Cultura” do Vinho ao Vinho como Cultura - A Oferta Enoturística Nacional e as suas Implicações no Desenvolvimento Local e Regional
Author:	Vaz, Ana Isabel Inácio Gomes da Silva Lopes
Keywords:	Wine tourism; Tourist and Agricultural Pluriactivity; Regional and Local Development; Wine tourism Destination; Value Creation.
University:	University of Lisbon, Faculty of Letters (PhD programme in Geography – Regional and Urban Planning)
2014	
Title:	Perfil e Motivações do Enoturista do Pólo de Turismo do Douro
Author:	Costa, Adriano Azevedo
Keywords:	Marketing; Consumer Behaviour; Wine tourism; Motivations; Satisfaction; Product and Destination Loyalty.
University:	University of Aveiro, Department of Chemistry (PhD programme in Tourism)
2015	
Title:	Cultura e Enoturismo: um estudo na Região Demarcada do Douro
Author:	Brambilla, Adriana
Keywords:	Wine tourism - Douro region (Portugal); Cultural Studies; Cultural Identity – Douro region (Portugal)
University:	University of Aveiro, Department of Languages and Cultures (PhD programme in Cultural Studies)
Title:	As Empresas Vitivinícolas e o Desenvolvimento do Enoturismo: o Caso da Região do Alentejo, Portugal
Author:	Lavandoski, Joice
Keywords:	Wine tourism; Viticulture Companies; Dynamic Capacities; Institutional Theory, Alentejo; Structural Equation Modelling.
University:	University of the Algarve, Faculty of Economics (PhD programme in Tourism)
Title:	O Perfil do Enoturista - O Caso Português
Author:	Lameiras, Edgar Teles Marques Salgado

Keywords:	Wine tourist; Characterisation; Segments; Motivation; Routes.
University:	University of the Algarve, Faculty of Economics (Ph.D. programme in Tourism)

To create a comparable *corpus* in English, we searched the NDLTD (The Networked Digital Library of Theses and Dissertations), as it is “an international organization dedicated to promoting the adoption, creation, use, dissemination, and preservation of electronic theses and dissertations (ETDs).”¹⁶ It is also quite important that this organisation encourages electronic publishing and open access to such resources, further facilitating and promoting research projects such as ours. We selected 5 theses (to have the same number of documents making up the English language *corpus* as that of the Portuguese one), successfully completed between 2015 and 2019, with the most relevant identification elements also listed below (for a simplistic comparison):

2015	
Title:	From Grapes to Wine to Brands to Culture: A Qualitative Study of Kentucky Wineries and Kentucky Wine Producers
Author:	Triana, Benjamin J.
Keywords:	Kentucky; Wine; Field of Cultural Production; Brand Management; Ritual Communication; Qualitative Research
University:	University of Kentucky, College of Communication and Information
2018	
Title:	A Multi-Methodological Approach to Exploring Wine Tourist behavior and Valuation of Cold-Hardy Wines
Author:	Eustice, Crystal L.
Keywords:	Wine tourism; Wine Selection; Consumers' Preferences; Branding (Marketing)
University:	Michigan State University
2019	
Title:	The Gastronomic Experience of Fine Australian Wines of Provenance and Food Pairings

¹⁶ In <https://ndltd.org/>

Author:	Kustos, Marcell
Keywords:	(not given)
University:	University of Adelaide, School of Agriculture, Food and Wine
Title:	Sustainable winegrowing practices and wine tourism in Australia and New Zealand cool climate winegrowing regions: a longitudinal and comparative context
Author:	Baird, Tim
Keywords:	Wine tourism; Sustainable winegrowing; Cool climate winegrowing; Rural development; Regional development; Biosecurity; Social justice; Migrant workers' rights; Branding; Partial-industrialisation; Innovation; Climate change; Cross-national research.
University:	University of Canterbury, Christchurch, New Zealand
Title:	Conceptualizing Contemporary Chinese Domestic Wine Tourism: From Product-level to Culture-related values and its Effect on Winery Visitation
Author:	Duan, Yichen
Keywords:	Wine tourism; China; Winery visitation; Culture-related values; Tourist experience; Product offerings
University:	Griffith University, Griffith Business School, Department of Tourism, Sport and Hotel Management

The preparation work entailed changing all PDF documents into a .txt format, which was a painstaking assignment because we had to make sure that:

there were no word, sentence, or paragraph overlaps, thus respecting the integrity and coherence of the texts;

the special characters in Portuguese (such as the letter ç or diacritics) were not unformatted;

any tables or graphs (that were present in considerable numbers, given the data analysis and comparison objectives of some of the theses) were readable and presented in the right sequence;

any bibliography or bibliographic references were deleted.

We used the Notepad++ software (a free text editor that is compatible with several programming languages, runs in Windows and has the European Portuguese language option) to create the .txt document for each thesis and the .txt with all the theses grouped so that the contents were readable by the text analysis tool we chose to build our *corpora* on wine tourism: Sketch Engine¹⁷. This lets us experience how languages work in real communication contexts, given that any corpora uploaded to their online platform may be examined and explored through different statistics based on frequency. We consider this the right approach to a working methodology in a project involving terminology and translation, given that: “The study of Terminology in translator training should target the use of terms in real-life contexts, and situate these specialized knowledge units within the context of dynamic communication processes.” (Montero Martínez, S. & Faber, P. 2011, p. 3)

Corpora enable the extraction of linguistic data to create terminological products, to carry out lexicographic studies (dictionaries, glossaries, databases for translation memories, thesaurus, etc.), to develop linguistic analysis through terminological management tools (term extraction, concordance lists, markers, lemmas, etc.) or to represent specialised knowledge (conceptual maps, ontologies), which are some of the reasons for our choice of methodological approach.

¹⁷ The company behind Sketch Engine, Lexical Computing, was created in 2003 by Adam Kilgarriff, and the software programme is described as “an online text analysis tool that works with large samples of language, called text corpora, to identify what is typical and frequent in a language and what is rare, outdated, going out of use or what new words or grammar are beginning to be used. In a nutshell, Sketch Engine is a tool to learn how language works.” In <https://www.sketchengine.eu/what-can-sketch-engine-do/>. The research centre CEOS.PP bought two academic licences in April 2021, which has allowed us to create and manage our bilingual *corpora*.

Our Portuguese *corpus* has a total of 524,697 words, syntactically organised in 19,605 sentences. When using the tool “Keywords & terms”¹⁸ made available by Sketch Engine, we can compare our focus *corpus* to the reference *corpus* (Portuguese Web 2011, in this case) and get results in 3 possible formats: keywords (individual words), terms (multi-word expressions appearing more frequently in the focus *corpus*) and n-grams (also called lexical bundles). The first 50 results for multi-word terms in our Portuguese focus *corpus* are shown below:

Word	Word	Word	Word
1 capacidades dinâmicas	14 qualidade gastronómica	27 destino enoturístico	40 espaço rural
2 adegas cooperativas	15 forma de turismo	28 motivações internas	41 turismo turístico
3 actividade turística	16 turismo gastronómico	29 formas de turismo	42 abordagem de capacidades dinâmicas
4 oferta de atividades	17 produção de vinho	30 motivações pull	43 equações estruturais
5 regiões vitivinícolas	18 hall et	31 tipo de turismo	44 produtos turísticos
6 atividades enoturísticas	19 hall et	32 operadores turísticos	45 associações locais
7 elaboração própria	20 produto turístico	33 consumidores de vinho	46 aldeias vinícolas
8 rotas de vinho	21 actividade enoturística	34 motivações externas	47 provas de vinhos
9 motivações push	22 turismo cultural	35 oferta de atividades culturais	48 estudos turísticos
10 oferta de atividades enoturísticas	23 oferta de diversão	36 experiência turística	49 pólo de turismo
11 formas de alojamento	24 hall et al	37 análise fatorial	50 formas de enoturismo
12 actividade vitivinícola	25 hall et al	38 abordagem de capacidades	
13 modelo de medida	26 modo estrutural	39 laços familiares	

Figure 1. Multi-word terms in our Portuguese focus *corpus*: first 50 occurrences.

When applying the same procedure to the English *corpus*, there will be a count of 286,855 words, organised syntactically in 10,515 sentences, with the following results for multi-word terms:

¹⁸ “Keywords is a concept used in connection with Keyword & Term extraction. Keywords are words (single-token items), that appear more frequently in the focus corpus than in the reference corpus. They can be used to identify what is specific to one corpus (focus corpus) or its subcorpus in comparison with another corpus (reference corpus) or its subcorpus. Comparisons can also be made between two subcorpora of the same corpus or between the whole corpus and one of its subcorpora. Keywords can be extracted using the Keywords & Terms tool in Sketch Engine. Typically, the largest corpus in the language will be selected as the reference corpus.” In *Sketch Engine Glossary* (<https://www.sketchengine.eu/guide/glossary/?letter=K>)

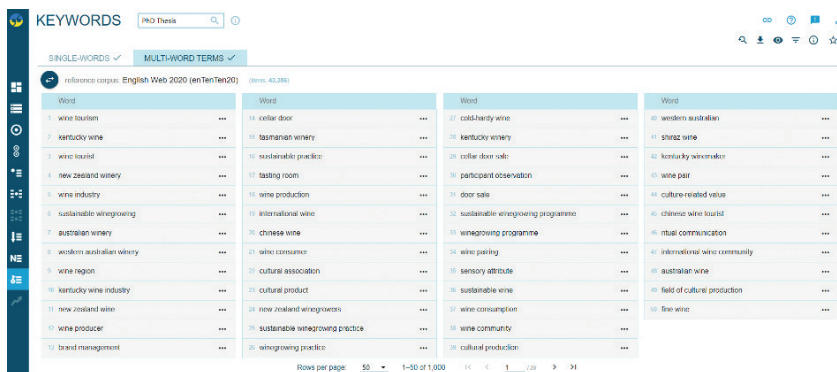


Figure 2. Multi-word terms in our English focus corpus: first 50 occurrences.

As for the results concerning single words in both *corpora*, the following table puts them side by side for a more analysis-friendly display:

Single Word (Portuguese reference <i>corpus</i>)	Single Word (English reference <i>corpus</i>)
1. enoturismo (2,083 hits ¹⁹)	1. winery (2,867 hits)
2. enoturistas (397 hits)	2. xiao-zi (296 hits)
3. vitivinícola (645 hits)	3. winegrowing (302 hits)
4. quintas (407 hits)	4. winemaker (503 hits)
5. adegas (214 hits)	5. winegrowers (182 hits)
6. enoturista (178 hits)	6. pairing (325 hits)
7. enoturísticas (175 hits)	7. brewer (123 hits)
8. adega (784 hits)	8. cold-hardy (123 hits)
9. getz (197 hits)	9. tasmanian (349 hits)
10. enoturística (150 hits)	10. wine (7,561 hits)

¹⁹ “Frequency (also absolute frequency) refers to the number of occurrences or hits. If a word, phrase, tag etc. has a frequency of 10, it means it was found 10 times or it exists 10 times. It is an absolute figure. It is not calculated using a specific formula.” In *Sketch Engine Glossary* (<https://www.sketchengine.eu/guide/glossary/?letter=F>)

Comparing the results, we are faced with the (apparently) first disparity: the Portuguese list has “enoturismo” (wine tourism) and “enoturistas” (wine tourists – plural form) as the (unsurprisingly) first two more frequent hits in the reference *corpus*, whereas the English counterpart puts forward “winery” and “xiao-zi”. The explanation lies in the word formation process used in Portuguese to build the word “enoturismo” and “enoturistas”, known as “morphologic composition”, whereby the radical *eno* (from the Greek *oínos*, meaning wine) was added to the noun *turismo* to refer to a specific type of tourism²⁰, thus resulting in a single linguistic unit. Contrary to Portuguese, the English language presents the concept of this type of tourism by using the noun *wine* as a modifier, followed by the noun *tourism*, graphically represented as two separate words. This is also the reason why the word *wine*, which comes tenth in the English list of single keywords, has as many as 7,561 hits in the reference *corpus*: the number of occurrences reflects the quantity of compound nouns used in this tourism sector (wine destinations, wine regions, wine production, wine tasting, wine festival, wine museum, etc.).

Another interesting aspect highlighted by the table is the need for correctly identifying cultural references whenever one is working with specialised languages. In the case in point, the second and eighth words in the English *corpus* point to two cultural concepts originating in two different countries that have been making headway in the wine tourism sector, China and the United States (therefore their contribution to the sector is quite significant also in the writings of academics and experts in the area). According to the Chinese-English-Pinyin Dictionary²¹ *xǎo zī* means petit bourgeois, hence its

²⁰ Enoturismo: [nome masculino] Turismo que se baseia na apreciação do vinho nas regiões que o produzem e da história, cultura e tradições dessas regiões. “enoturismo”, in *Dicionário Priberam da Língua Portuguesa* [on line], 2008-2021, <https://dicionario.priberam.org/enoturismo> [Retrieved on 23 October 2022].

²¹ See <https://chinese.yabla.com/chinese-english-pinyin-dictionary.php>

usage being broadened to refer to a lifestyle where one strives to achieve modern living standards, enjoy the arts and try new tastes, including quality wine, a clear manifestation of individualism in a once strictly collectivist society²². If a translator is unaware of such a concept when translating a text, he/she may easily disregard the importance of contextualising the term using a footnote, for example. The same can be said of *cold-hardy*, a compound adjective used to refer to cold climate-resistant grape varieties being successfully grown in Minnesota, USA, to make good quality wine, an important evolution given the impacts climate change may/will have on wine production and, consequently, on wine tourism.

The two examples given above are illustrative of how relevant the terminological work can be for specialised translation assignments. Had it not been for the creation of these two comparable *corpora* and the semasiological approach for onomasiological purposes we opted for, the full scope of those two words would have gone unnoticed to us (as could also happen with the nouns listed in 7th and 9th positions in the English and Portuguese *corpora*, respectively, as they are the surnames of well-known and much-cited academics working in this field). Though fully aware of the limitations of that type of approach, we analysed the data from the *corpora* and then had them validated by experts²³ (linked to the different areas of knowledge that contribute to Wine Tourism), whom we asked for help clarifying any words whose meanings were not found in dictionaries and glossaries. This constitutes a cyclic and dialogic process considering the expert's perspective and the results from *corpus* extraction. It also underscores how

²² See Duan, Y. (2019). *Conceptualizing Contemporary Chinese Domestic Wine Tourism: From Product-level to Culture-related values and its Effect on Winery Visitation*. Griffith University.

²³ The experts are identified at the end of the article and a brief biographical note is provided.

central it is to adequately establish and analyse a reference *corpus*, as well as the obvious benefits of cooperating with experts.

Partint de la base que el treball col·laboratiu en terminologia és indispensable avui dia en un context general de cerca de l'eficiència màxima amb el major estalvi de recursos possible, el model de treball sinèrgic presentat aporta un valor afegit indiscutible als organismes que el promouen, als usuaris que hi participen i a la societat en general que se'n beneficia. (Caralt, C. & Sánchez, À. 2018, p. 241)

As for the results presented in the multi-word terms display screen of Sketch Engine, we would like to comment on three occurrences in English, namely those in numbers 14, 34, and 50 of the list presented in Figure 2, and on two occurrences in Portuguese, specifically those in lines 9 and 15 of Figure 1, as they may exemplify culturally marked expressions and the usage of linguistic loans whose understanding implies being knowledgeable in wine and wine tourism terminology. Number 14 in the English multi-word term list is “*cellar door*” (159 hits in the *corpus*), which is (also) a figure of speech (synecdoche) whereby the physical entrance to the winery not only gives access to where the wines are stored but where (over the last 3 decades) it has become quite usual (and trendy) to buy wines directly from producers, after tasting and/or having been given a tour of the premises, meaning it has now come to signify “buying directly from the winemaker”. Translating this term into Portuguese will mean choosing between “*adega*” (taking the whole instead of the part) or “*caves*” (if one is referring to Port wine, as this beverage will have to age in such dark and damp facilities before being bottled). The translational choices will vary even more in the instances where “*cellar door*” is used to qualify tasting experiences, sales and operators, which we were able to

determine happens with considerable frequency in our English focus *corpus*. If one is working (as is so common in the case of translation) with tight deadlines, while at the same time not being very well-informed about wine, these culturally determined restrictions for the specialised terminology can have negative effects on the naturalness of the target text and how it ultimately is accepted by Portuguese speakers (the intended receivers of the communication process) who are also experts on wine and wine tourism: “En definitiva, o mediador debe utilizar terminoloxías precisas e correctas, de modo conciso e sistemático, para asegurar a intelixibilidade do texto meta e a súa calidade, por iso as ferramentas que consulte deben estar adaptadas á mediación.” (Galanes, I. 2015, p. 39).

“*Wine pairing*” (85 hits in the *corpus*) raises another type of translation issue in Portuguese, as there is a clear difference between the terminology preferred by the area experts (“*harmonização*” and “*harmonizar*”) and what is used more commonly by non-experts and laypeople (“*emparelhamento*” e “*emparelhar*”). This difference in register (specialised vs. nonspecialised usage) seems to be the direct result of the influence of Brazilian Portuguese on European Portuguese, as sometimes the translation of companies’ promotional leaflets is assigned to Brazilian companies and then simply “transferred” to the Portuguese market.

Also quite interesting from a terminological and translational perspective is the concept of “*fine wine*” (line 50), with 96 hits in our reference *corpus*. Given that the theses making up this *corpus* originated in wine-producing countries from the “New World”²⁴, it is not surprising how many times it is used to emphasise the quality of the wines (or, by extension, the type of experience being offered to wine tourists in specific wine regions), whose producers have

²⁴ For a clear and concise definition of what constitutes “Old World” and “New World” for wine production, please check <https://vervewine.com/blogs/the-blog/old-world-vs-new-world-everything-you-need-to-know>

been actively promoting them as qualitatively equivalent to the wine made in the Old World. Translating “*fine wine*” to “*vinho de boa qualidade*” will be considered linguistically correct, but the truth is that the nonprofessional Portuguese reader may miss the undertones.

The first example taken from the Portuguese focus *corpus*, on the other hand, reveals how much specialised languages may be influenced by the prevalence of the English language. The usage of “*motivações push*” (75 hits), as well as “*motivações pull*”, as the preferred way to refer to the tourists’ motivations for their choices is a telltale sign of specialists taking for granted that the subtext (implicit information) is known by their readers, but more importantly in our perspective, of a language not concerned enough with the possibility of losing its place in the international forum of specialised communication. In the words of J. Quirion and J. Freixa (2021, p. 36)

En conséquence, anglophones ou non, les scientifiques du monde entier contribuent à l’avancement et à la dissémination du savoir en anglais, ce qui a d’ailleurs favorisé un développement remarquable de sa terminologie. En revanche, les autres langues, minorisées ou pas, créent leur vocabulaire à partir de connaissances déjà existantes et maîtrisées, raison pour laquelle leur terminologie ne constitue qu’une traduction de l’anglais.

Our last case in point is “*formas de enoturismo*”, placed 50 (39 hits) in our list, which may be translated into “*subtypes of wine tourism*”²⁵, because the term in Portuguese refers to all the different forms of tourist activities that include wine appreciation (such as wine routes, gastronomy and wine fairs, wine museums, wine interpretation centers, etc.). If the translator is not well-informed about the tourism industry,

²⁵ Our translation results from the explanations given by the experts cooperating in our project.

he/she may easily use a hypernym for the translation of “*formas*”, i.e., “types”, thus misrepresenting the organisational structure of the industry and refuting how important it is that

estos profesionales, en las tareas relacionadas con los términos, deben ser capaces de identificar e interpretar adecuadamente la terminología del texto original, así como encontrar y utilizar la documentación y los recursos de información apropiados tanto para adquirir diversos tipos de información sobre los términos (conceptual, pragmática y lingüística) como para aplicar sus equivalentes correctos, pues ello supone apostar por la calidad en toda traducción especializada. (Vargas Sierra, C. 2020, p. 8)

5. Concluding remarks

The creation of our bilingual *corpora* aimed at mapping the specialised knowledge being produced by experts working in what is a (comparatively) newly established subsector of the tourism industry: wine tourism. Despite the historic, social, and economic significance of wine production and consumption in the Old World (and in the past 4 decades also in the New World), the evolution and market implementation of this type of leisure activity has been distinct from country to country, in part due to specific cultural contexts and the kind of experiences made available to visitors. The transversal character of wine tourism as an activity is thus transferred to its study, with scholars from different knowledge areas contributing with their specialised writings to its establishment and recognition as a social science.

If terminological work is carried out to conceptually organise a given domain, one must bear in mind that the quality of the results will only be as good as the precision with which the study

object was delimited. The success of any descriptive or prescriptive terminological task is highly dependent on clearly establishing the boundaries of what is used as the fabric for constructing the terminological product. In the case of our bilingual project, we opted for Ph.D. theses, given that the academic genre can be assumed to be the product of specialised communication, thus also delimiting the communicative context which, in turn, is beneficial for any translator having to work with this type of written text.

Gathering our comparable *corpora* implied resorting to open-access platforms, namely the RCCAP for the Portuguese texts and the NDLTD for the English theses, as they openly instigate and promote open access and the dissemination of scientific contents as a form of knowledge exchange, for the advancement of science and the benefit of society at large. Under this same principle, we used the Notepad++ software (a free text editor) to create the .txt documents from the original PDF documents (that underwent a thorough revision process to guarantee the orthographical integrity of the texts) and then uploaded them to the Sketch Engine, a *corpus* manager and text analysis software. We considered this to be an appropriate methodology to use in a project analysing real texts because we were able to perform linguistic analysis with terminological management tools, namely term extraction and concordance lists while representing specialised knowledge in both languages.

The comparison of the results was quite insightful not just from a terminological point of view but also for the tasks faced by anyone translating specialised texts, given that it clarified how word formation processes may impact the design of comparable concordance lists and the resulting need to establish the right correspondences in terms of linguistic choices, the role of cultural references in specialised texts dealing with heritage and traditions but also with modern techniques of wine growing, how much specialists may be influenced by the English language (even when they are writing in

their mother language) and, last but not least, the importance of cooperation with experts when working with specialised terminology.

Clearly, wine tourism communication in Portuguese needs more research and analysis to map its knowledge organisation, as well as for establishing its place in the international arena as a source of credible scientific know-how, thus reinforcing its strength as a communicative tool used by experts. We are, therefore, already considering the next step in this research: broadening the scope of our terminological work by including other types of text, namely semi-specialised ones, as this change to the type of text receiver may determine how experts use language differently: “Esta ampliación do destinatario derívase das novas necesidades de mediación lingüística nun contexto no que as interaccións especializadas se multiplican e xa non teñen exclusivamente como emisor e receptor o especialista.” (Galanes, I. 2015, p. 36)

The experts cooperating with us in this project are:

Bebiana Monteiro, a food engineer and oenologist who has worked in production and quality management, winemaking and consultancy in several Portuguese wine regions. She created innovative experiences as wine tourism director at the first wine hotel in the Vinho Verde Region. She is a member of the Global Wine Tourism Organization & The Enotourism Academy, coordinates gastronomy and wines projects, the Wine School and the postgraduate programmes in wine tourism at the School of Hospitality and Tourism, Polytechnic Institute of Porto.

Mónica Oliveira is a recognised specialist in Hotel and Restaurant Management, who was responsible for designing the educational and training programmes for Turismo de Portugal, IP (the Portuguese Tourism Authority) between 1998 and 2017. She has been working in the tourism and hospitality areas since 1991, the research she has carried out and the projects she has been involved with have

given her a broad perspective of how the sector has been working and evolving in the past 30 years.

Paula Pereira has a degree in Marketing Management and in 2016 she was among the inaugural intake for the Executive Programme in Wine Marketing at the Universidade do Minho. Since 2017 she holds the challenging Level 3 qualification of the Wine and Spirits Education Trust (WSET).

Paula worked for 10 years at Sogrape, which she still sees as her professional *alma mater* and the place where she first fell head over heels with wine in general, and with Port in particular. For over four years, she was responsible for Marketing and Wine Tourism at a company that runs several prestigious wine estates along the Douro River.

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Coimbra University Press

2023

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