

BOOK REVIEW

Leksikon turizma

destinacije
gastronomija
hotelirstvo
agencije
organizatorji
prevozniki

LEKSIKON TURIZMA Tourism Lexicon

(Ed.) Sonja Sibila Lebe

(2012), Multidisciplinary Research Institute Maribor
ISBN 978-961-93146-1-6, 781 pp.

In 2012, the first ever tourism lexicon in the Slovene language (Leksikon turizma) was published by the Multidisciplinary Research Institute Maribor. The institute decided to translate the German “Lexikon Tourismus”, published by the Oldenbourg Verlag, instead of putting together a new original lexicon. This decision was based on time reasons: translating and adapting an existing version to Slovene needs was managed within only two years’ time; putting together a new encyclopaedia would have taken many more years.

The wish to publish such a fundamental work in the mother tongue derives from the recent development of the field of tourism in Slovenia. Since the country became part of the EU, large investments have followed in the area of tourism infrastructure (new wellness centres and spas, new ski lifts, restoration of existing hotels and building new ones). Due to these changes, new segments of tourists could be attracted, and new markets could be attracted additionally to the traditional ones. With more than 12% of the GDP, and with 12% of employment, tourism belongs to the biggest sectors of the economy. Its importance is still bigger after the last development in the world financial markets: tourism has proved to be a very stable sector of the economy even in times of crisis.

What in some parts remained sub-optimal was the quality of services (slightly inferior compared to the most developed European tourism countries), which led to lower competitiveness and lower prices that Slovenia could achieve in the global market. The best way to augment it is to invest into the knowledge of tourism employees – and here the Tourism Lexicon is expected to contribute its positive part by supporting tourism employees with very concentrated knowledge (not having to browse several sources to obtain the suitable data). Tourism Lexicon is a suitable support for tourism students as well: additionally to very specific terms covering the fields of hospitality, catering, tourism agencies, tourism destinations and civil transportation, it shortly explains the most frequently used common economic terms (e.g. accounting benchmarking, competitiveness etc.).

Phenomena related to tourism –this most significant social phenomenon of our time– are illuminated from several viewpoints: from the geographical, sociological, psychological, cultural, ecological and many others.

The terms included into this 800-pages book include about 75% of original texts. Several terms have been adopted or replaced (e.g. the item about the German tourism trade union was replaced with data on Slovene tourism and hospitality trade union; the text regarding Lufthansa as the German national carrier has been shortened to only 10% of its original length, and a new term regarding the Slovene national carrier Adria Airways has been added etc.).

A positive outcome of this translation project was a strict sticking to the Slovene language, resulting in a sophisticated vocabulary in the national language for the field of tourism and hospitality. This will have a positive impact in practice, where several sectors have adopted English words in the past, although they could have easily been translated (e.g. use of “check-in” instead of the Slovene word “prijava”). The Slovene language has thus got the possibility to express any issue regarding tourism and hospitality in its national words, thus being equal to the most frequently spoken “big” languages.

This first edition will for sure have successors – Tourism Lexicon is conceptualised as a “growing book” that can easily be adapted to the quickly modifying world of tourism by adding new items or updating those that already form a part of this fundamental piece of tourism literature.

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