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## The Language of Adventure tourism and its Key Terms in English and Spanish

### El lenguaje del turismo de aventura y sus términos clave en inglés y español

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**Abstract:** Adventure tourism is conceived as a type of alternative tourism that moves away from typical practices, such as sun and beach or cultural tourism. In particular, this segment implies a tourist who assumes an active role in an adventure activity that is practised in contact with nature and where a feeling of excitement prevails, depending on the level of risk that is experienced. For this reason, the keywords defining this specialised discourse are *adventure*, *nature*, and *risk*. Taking this into consideration, the current paper hypothesises that these key terms are used in a similar way in different languages. Therefore, it aims to analyse these terms and their phraseology in English along with their Spanish counterparts (*i.e.*, “aventura”, “naturaleza”, and “riesgo”) in a specialised corpus that covers the domain under study. To do so, the corpus-based methodology applied will be divided into four steps: (1) the compilation of the comparable (English-Spanish) corpus, (2) the search for the keywords, (3) a quantitative analysis based on the frequency of use of these keywords in every language, and (4) a qualitative analysis in terms of the phraseological combinations of the keywords in English and Spanish. Additionally, their adjectival derivatives in the two working languages will be examined. The findings show that the terms selected are more frequent in Spanish than in English, although they behave quite similarly when it comes to their phraseological study and use in context.

**Keywords:** Adventure tourism, Keyword, Qualitative analysis, Quantitative analysis, Specialised corpus

**Resumen:** El turismo de aventura se concibe como un tipo de turismo alternativo que escapa de otras prácticas comunes, como son el turismo de sol y playa o el turismo cultural. En particular, este ámbito implica la participación de un turista que asume un papel activo en una actividad de aventura en contacto con la naturaleza y donde prevalece un sentimiento de emoción dependiente del nivel de riesgo que se experimenta. Por esta razón, se podría confirmar que las palabras clave que definen a este discurso especializado son *adventure*, *nature* y *risk*. En este sentido, el presente artículo parte de la hipótesis de que estos términos clave se emplean de manera similar en diferentes lenguas; por lo tanto, se propone su análisis en inglés junto con sus equivalentes en español («aventura», «naturaleza» y «riesgo») y su fraseología en un corpus especializado que abarca el dominio de estudio. Para llevarlo a cabo, se empleará una metodología basada en corpus dividida en cuatro pasos: 1) la compilación del corpus comparable (inglés-español), 2) la búsqueda de las palabras clave, 3) un análisis cuantitativo basado en la frecuencia de uso de estas palabras en cada lengua, y 4) un análisis cualitativo en función de las combinaciones fraseológicas de las palabras en inglés y español. Además, se examinarán los adjetivos que derivan de estos términos en las dos lenguas de trabajo. Los resultados muestran que los términos seleccionados son más frecuentes en español que en inglés, aunque se comportan de manera notablemente similar en lo que respecta a su estudio fraseológico y uso en contexto.

**Palabras clave:** Turismo de aventura, Palabra clave, Análisis cualitativo, Análisis cuantitativo, Corpus especializado

#### INTRODUCTION

Tourism has evolved over the years to adapt to the demands of new tourists who search for higher quality, specialised, sustainable, and flexible tourism. In this context, there has been a segmentation of the tourism market as a means of responding to these new needs and motivations of tourists (*cf. Llamas Arjona, 2009, p. 30*) and, therefore, to bring tourism services closer to demand and not vice versa, as was previously the case. Thus, for example, we find traditional tourism segments, such as sun and beach, rural, or cultural tourism, but also other alternative segments that promote low-density tourism in natural or rural areas, with more active and specialised activities. The types of alternative tourism that are available at present are remarkably varied and, in fact, their boundaries are often blurred and intermingled. Examples of alternative types of tourism are ecotourism, adventure, nature, rural, green, or active tourism. Each of these focuses on different aspects and offers diverse activities, but they also often cause confusion. For example, *ecotourism* is defined by The International

Ecotourism Society as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education” (TIES, 2023, “The Definition”), while *nature tourism* refers to “actividades recreativas y de esparcimiento en la naturaleza sin degradarla” (Ministerio de Agricultura y Pesca, Alimentación y Medioambiente, 2017, p. 2). In other words, both are sustainable types of tourism and take place in nature, but their purpose is slightly different despite being often used as synonyms. Something similar happens with adventure tourism, which is the segment under study in the current paper, since it is frequently confused with other types of alternative tourism, like nature tourism or active tourism.

This type of tourism “is one of the most rapidly growing sectors in the world,” according to the Global Report on Adventure Tourism (WTO, 2014, p. 10), and consists in the practice of adventure activities such as climbing, rafting, or canyoning, which take place in the nature with greater or lesser intensity and risk. In this context, both from physically well-prepared to completely unexperienced tourists can practise adventure activities adapted to their level and their preferences. This entails from less physically demanding activities, such as cycling or hiking, to highly demanding and risky experiences, like bungee jumping, white-water rafting, or skydiving.

To date, no agreed definition of *adventure tourism* exists, although in general most experts recognise that it entails the following features: danger, risk, challenge, novelty, excitement, exploration, and discovery. As a way of example, the Adventure Travel Trade Association (ATTA; 2024a) considers that adventure tourism “contains three main components [...]: 1) physical activity, 2) a connection to nature and the environment and 3) an immersive cultural experience” (“Values Statement,” par. 2). It complements this definition by adding that “Adventure travel isn’t just about adrenaline, distance, or physical challenge. Adventure travelers are seeking to learn about history and culture, to immerse themselves in nature, and to engage deeply with your destination” (ATTA, 2024b, “What is Adventure Travel?”, par. 1). To summarise, adventure tourists play an active role in these activities with a high degree of involvement, demand a real adventure experience in nature, and search for certain elements of risk.

Based on the main features of this type of tourism, the initial hypothesis of this work suggests the idea that the use of the main keywords defining adventure tourism are the same in both English and Spanish. Having said that, the objectives of this paper are twofold: on the one hand, to carry out a corpus-based study of the nominal keywords that define this type of tourism according to most of the definitions found so far (*cf.* Section 3.2.), that is, *adventure*, *nature*, and *risk* (and their adjectival forms *adventurous*, *natural*,

and *risky*) and their equivalents in Spanish (*i.e.*, “aventura”, “naturaleza”, and “riesgo”, as well as “aventurero”, “natural”, and “arriesgado”/“peligroso”). On the other hand, we aim to analyse their frequency of use and combinatorial properties in these languages. This will shed some light on the usage of these terms in this specialised field and the main differences or similarities between the two working languages.

In order to achieve these objectives, the paper is structured as follows: first, the DicoAdventure Project and the resulting resource *DicoAdventure* are covered in Section 1; second, an overview of the main features of the terminology used in adventure tourism is presented in Section 2; third, the methodology followed in this corpus-based study is described in Section 3; then, the results obtained and their analysis are presented in Section 4, and, finally, the conclusions of the study are provided.

#### 1. *DICOADVENTURE*: THE SKELETON OF THE LANGUAGE OF ADVENTURE TOURISM

While there is a relatively wealth of work that examines the language of tourism in general (*e.g.*, Calvi, 2009, 2010, 2014; Calvi & Bonomi, 2008; Dann, 1996, 2007; Durán-Muñoz, 2008, 2012; Kelly, 1997, among others), there is a dearth of studies about specific tourism segments like adventure tourism. Fortunately, several studies have been published in the past years about the language of this particular segment, especially in the framework of the DicoAdventure Project (DicoAdventure, 2024).

The main goal of this project is to analyse the terminology of this specialised language and to create a flexible and comprehensive bilingual e-resource (English, Spanish), named *DicoAdventure* (DicoAdventure. *Online dictionary of adventure tourism*, 2024), to facilitate the acquisition of this specialised knowledge in a user-friendly and intuitive way. This tool is based on the linguistic theory of Frame Semantics (Fillmore, 1976, 1982, 1985, 2006; Fillmore & Baker, 2015), which may apparently lead to implausible interpretation of the data unless the user is familiar with the basic tenets of this theory. However, contrary to that thought, a few terminological resources born in the Observatoire de Linguistique Sens-Texte (OLST, University of Montreal, Canada) –such as *DiCoEnviro. Dictionnaire fondamental de l'environnement* (2024; a terminological database on the environment) – set a long-standing precedent for the birth and success of *DicoAdventure*.<sup>1</sup>

In fact, the abovementioned terminological resources are inspired by FrameNet (Fillmore & Atkins, 1992; Ruppenhofer *et al.*, 2016), which is an ambitious project running at the International Computer Science Institute in Berkeley, California (the United States), since 1997 and is considered the

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<sup>1</sup> For more information on the *DiCoEnviro* and similar resources, see L'Homme (2020).

practical application of Frame Semantics. FrameNet designates an open access database that gathers thousands of English terms and the frames that they evoke. To explain, a frame is understood as a cognitive scenario rooted in the speakers' experience in such a way that the understanding of a given frame may vary between different speakers of the same language, depending on their personal experience of the world and background knowledge. These frames are characterised by a set of events and a number of participants, and exposure to a specific linguistic form in a given context activates or "evokes" (Fillmore, 2006, p. 378) a frame in the perceiver's mind.

FrameNet served as a source of inspiration for *DicoAdventure* too because it offers a method to organise the terminology belonging to a specialised subject field, such as adventure tourism, by providing definitions, relations, and examples in context, and making *DicoAdventure* the perfect skeleton to host this terminology. The information contained is manually annotated, showing the frame elements that are core or non-core to a given scenario (*i.e.*, necessary or optional to understand the meaning of the event, respectively). For instance, at present the resource mainly includes motion verbs, both conveying real and fictive meaning. These terms are described according to the frame elements involved in their meaning, more specifically, the semantic roles detected in the scenario of an adventure activity, namely: TOURIST, RESPONSIBLE, PLACE, DIRECTION, SOURCE, DESTINATION, PATH, INSTRUMENT, VEHICLE\_WITH\_ENGINE, VEHICLE\_WITHOUT\_ENGINE, SAFETY\_EQUIPMENT, AND SPECIFIC\_CLOTHING. An example is the verb *to ascend*, defined as "A 'Tourist' moves in an upward 'Direction' along a 'Path' from 'Source' to 'Destination'" in the entry *ascend*<sub>1</sub> included in the dictionary.

The reason for the existing implementation of motion verbs into *DicoAdventure* is the confirmation that *motion*, understood as the displacement of one entity from one place to another (either real or fictive), is of paramount importance in the terminology of adventure tourism. By way of illustration, Durán-Muñoz and L'Homme (2020) state that nearly half of the verbs automatically extracted from a specialised corpus covering the language of adventure tourism (*i.e.*, the ADVENCOR corpus; *cf.* Section 3.1.) were motion verbs, for instance, *to climb*, *to dive*, or *to trek*. In other words, motion is extensively present in the specialised texts about adventure tourism—in the form of verbs but also nouns—since it is a type of tourism where tourists play an active role in the activities that they perform. Nevertheless, as shown in Section 2, motion is not the only feature that characterises this language.

## 2. THE TERMINOLOGY OF ADVENTURE TOURISM

If one of the goals in this paper is to explore some of the main keywords defining the segment of *adventure tourism* (in particular, *adventure*, *nature*,

and *risk*, both in English and Spanish –*aventura, naturaleza, riesgo*–, as well as their adjectival forms), it is mandatory to delve into the meaning of this growing and valuable niche within the tremendous potential that is tourism. As aforementioned, the core idea about this type of tourism is that it provides a sort of alternative tourism. In other words, it offers a series of activities that drift away from the masses and take care of the environment at the same time as they allow for fresh ways of enjoyment in unusual, unconventional, remote, and exotic destinations. According to the WTO (2014), “adventure tourists are passionate and risk-taking” (p. 10), so they are willing to pay extra for having the opportunity to experience feelings of excitement, danger, novelty, and challenge. However, not even one of these feelings would arise without the active involvement of the tourists in the adventure activities taking place. For these reasons, it seems comprehensible that the most frequent terms found in the language of adventure tourism can be classified according to four semantic categories (Durán-Muñoz, 2013, p. 260):

1. The person who organises, guides, or practises an adventure activity, *e.g., a trekker*;
2. The activity that is carried out, *e.g., trekking*;
3. The place where the activity is carried out, *e.g., in the mountain*, or along which it is carried out, *e.g., a trail*;
4. The equipment employed to carry out the activity, *e.g., a stick, trekking boots*, etc. This can subsequently be divided into four subcategories: *clothing and footwear, safety, vehicle* (with or without engine), and *complementary material*.

With these four categories (and their subcategories), we can organise most of the terms that are extracted from the ADVENCOR corpus (*cf.* Section 3.1.), which means that the majority of this terminology revolves around the activities that are offered in this segment and imply the use of verbs, as explained above. In addition, this terminology includes a broad range of terms from adventure sports (or risk sports) such as climbing, canyoning, caving, among others, which are practised professionally and, therefore, at a more advanced level. These terms refer especially to the type of equipment needed to practise these activities, like the type of rope used for climbing, special clothing, safety items, and so on.

Other relevant aspects about the terminology of this tourism segment that can be highlighted are: (1) the use of foreign words – especially in languages different from English, such as Spanish; examples of these terms are *trekking, mushing, hydrobob*, or *nordic walking* in Spanish, and their extensive use could even convince the Real Academia Española to include

them in their well-known Spanish dictionary, like *aquaplaning*;<sup>2</sup> (2) the creation of neologisms to name or to adapt (existing) adventure activities, like *zorb* or *aquasailing*; (3) the frequent presence of polysemy, that is, the use of a term to refer to different concepts, such as *climb* (noun) and *to climb* (verb); and (4) the variability of names of the adventure activities, like *flysurfing* and *kitesurfing* or *rappel* and *abseiling* in English, and *barranquismo* and *descenso de barrancos* in Spanish.

Finally, an interesting aspect which, to the best of our knowledge, has not been analysed so far regarding the terminology of this specialised segment refers to the real use in promotional texts of the key terms that define it. To put it differently, as mentioned in the introduction of this article, there are several terms that characterise the activities performed in this niche of tourism, which are *adventure*, *nature*, and *risk* (and their adjectival forms *adventurous*, *natural*, and *risky*), as will be explained in Section 3.2., in English and their equivalents in Spanish (“*aventura*”, “*naturaleza*”, and “*riesgo*”, and “*aventurero*”, “*natural*”, and “*arriesgado*”/“*peligroso*”). Therefore, the purpose of this paper is to analyse their frequency of use and combinatorial properties with the aim of gaining some insights into the keyness of these terms in this specialised field and the main differences or similarities between the two working languages. In Section 3, we present the methodology followed to achieve these objectives and to provide the main findings of the study.

### 3. METHODOLOGY

The methodology applied in this work involved four different steps, which were: (1) the compilation of a specialised comparable (English-Spanish) corpus, (2) the search for the main keywords that define the domain of adventure tourism, (3) a quantitative analysis based on the frequency of use of these keywords in every language, and (4) a qualitative analysis in terms of the phraseological combinations of the keywords in English and Spanish. In the following sections we provide more details of every step.

#### 3.1. *Compilation of ADVENCOR EN / ES*

The first step of our methodology was the compilation of a specialised comparable (English-Spanish) corpus, which we called ADVENCOR (Durán-Muñoz & Jiménez-Navarro, 2021). Both subcorpora, ADVENCOR EN and ADVENCOR ES, were built by applying the same set of external criteria (Biber, 1993; Sinclair, 2003), specifically:

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<sup>2</sup> *Aquaplaning* was added to the Spanish dictionary in its update of 2023. The term is defined in the same way as it is in English (*i.e.*, to practise water-skiing on a thin board) and has not suffered any spelling modification or adjustment.

1. Time of publication: the selected texts had been published in the past five years on the Internet, which would allow the most up-to-date linguistic analysis;
2. Geography: the texts making the English subcorpus had been originally published in English-speaking countries (e.g., the United Kingdom, Ireland, the USA), while the texts contained in the Spanish subcorpus had been released in Spain; this way, the corpus would block any hint of typical dialectical patterns;
3. Authorship: the texts had been written by public and/or private institutions dedicated to tourism, thus ensuring no authorial style in the corpus;
4. Text type: the texts chosen belonged to the promotional genre, given that it is admitted that the specialised language of tourism is a language for promotion (Dann, 1996; Federici, 2018; Mănescu, 2020; Nigro, 2006), so it would make our corpus a representative one of the domain under study; hence, the purpose of the texts was to woo tourists interested in adventure tourism in general and adventure activities in particular;
5. Text length: we selected complete written texts (as opposed to fragments of texts, such as abstracts or methods in research papers);
6. Level of specialisation: the publishers of the texts were experts on the subject matter, although the receivers of the messages may be common people, which would explain the lay terminology resulting in the corpus.

After having established the texts' selection criteria, a total of 33 keywords and phrases representing adventure tourism were picked to extract a list of potential websites that met the aforementioned criteria (Durán-Muñoz, 2019, p. 358). More specifically, the "New Corpus" function integrated in the software Sketch Engine was trusted and these keywords and phrases were keyed in. Although the process was carried out automatically, it was also carefully monitored so as to avoid irrelevant or inappropriate websites that could skew the final results. In fact, 30% of the URLs provided were discarded during the compilation of ADVENCOR EN due to their irrelevant contents (e.g., *Wikipedia*, *Amazon*), duplication, or authorship. After having finally selected the texts, the corpus was built and annotated, resulting in a bilingual English-Spanish corpus whose features are shown in Table 1.



	EN	ES
<b>Number of words</b>	1,064,664	1,118,903
<b>Type of corpus</b>	Specialised / electronic	
<b>Mode</b>	Written	
<b>Language</b>	English	Spanish
<b>Domain / Subdomain</b>	Tourism / Adventure tourism	
<b>Genre</b>	Promotional	
<b>Text length</b>	Full texts	
<b>Purpose</b>	Terminological and phraseological analysis	
<b>Communicative situation</b>	Semi-specialised	
<b>Publication date</b>	Previous five years	
<b>Source of texts</b>	Websites	
<b>Authorship</b>	English-speaking public and private institutions	Spanish public and private institutions

**Table 1. Distinctive characteristics of ADVENCOR**

Source. Own elaboration

### 3.2. Search for keywords

After the compilation of the specialised corpus, the keywords defining the segment under study were investigated using the “Keywords” function of Sketch Engine, which compares the relative frequency of words in the corpus being analysed to a reference corpus available in the tool. As it has been previously mentioned, adventure tourism is conceived as a type of alternative tourism according to which the tourist is actively involved in adventure activities that take place in nature and offer certain levels of risk. Hence, the nominal keywords selected were *adventure*, *nature*, and *risk* in English and *aventura*, *naturaleza*, and *riesgo* in Spanish. Some well-known definitions of adventure tourism that support our keywords selection (highlighted in bold by the authors of this paper) are provided below:

[It is] the sum of the phenomena and relationships arising from the interactions of **adventure** touristic activities with the **natural** environment away from the participant’s usual residence area and containing elements of **risk** in which the outcome is influenced by the participation, setting, and the organiser of the tourist’s experience. (Sung, 1996, as cited in Sung *et al.*, 1996, p. 53)

[It] involves travel and leisure activities that are contracted into in the hope that they will produce a rewarding adventure experience. An **adventure** experience will be of a heightened **nature** and involve a range of emotions, of which excitement will be key. It will entail intellectual, spiritual, physical or emotional **risks** and challenges. (Swarbrooke et al., 2003, p. 27)

Es un turismo en la **naturaleza** [...] Consiste en un tipo de turismo activo, puesto que requiere de un comportamiento activo de los turistas a la hora de realizar las actividades de **aventura**, es decir, actividades que incluyen cierto elemento de **riesgo**, desconocimiento y desafío, tanto mental como psicológico [...]. (Durán-Muñoz, 2013, p. 255)

Entre la amplia oferta de actividades que engloba el turismo deportivo se encuentra el turismo activo, el cual se centra en la práctica de deportes de **aventura** en la **naturaleza**; por esta razón también se denomina turismo de aventura. Al margen de otros deportes, existe una actividad turística que atrae un turista muy diferente al hasta ahora visto. Se trata de los deportes de **aventura**, cada vez más demandados por consumidores amantes del **riesgo** y con un espíritu **aventurero**. (Calvopiña Andrade et al., 2017, p. 9)

It involves **adventurous** travel where there is exploration and physical exertion, and the travel has a perceived or real **risk** involved; the **adventure** tourists often step outside their comfort zone and experience a rush or flow [...]. The experience is not about taking risks or pushing personal boundaries [...] Adventure tourism is closely related to **nature**-based tourism [...]. (Huddart & Stott, 2020, p. 2)

[...] el turismo de aventura guarda relación con el turismo cultural que se relaciona también con una combinación entre la **naturaleza** y la identidad. [...] De esta manera al hablar del turismo de aventura se hace necesario hablar sobre los deportes de **aventuras**. [...] Ahora bien, en el turismo de aventura debe hacerse referencia también al **riesgo**. (Tapia-Pazmiño et al., 2021, pp. 568, 569, 570)

As can be seen, in some cases the adjectival forms of the keywords selected are used in the definitions. For this reason, the adjectives *adventurous*, *natural*, and *risky*, on the one hand, and *aventurero*, *natural*, and *arriesgado/peligroso*, on the other, were also considered.

### 3.3. Comparative quantitative analysis

The frequencies of use of the keywords selected were extracted in every subcorpus, that is, ADVENCOR EN and ADVENCOR ES. At this step, we unexpectedly discovered that some of the terms were not regarded as keywords by Sketch Engine.

First, regarding the English terms, *adventure* was ranked 39th with a frequency per million of 3,712.77 tokens in the focus corpus (vs 47.01 in the reference corpus) and a keyness score of 77.4 (vs 466.2, which was the keyness score of the term ranked first, *ferrata*). As for *nature* and *risk*, none of them was retrieved (neither were their adjectival forms), although the adjective *adventurous* was ranked 99th on the resulting list, with a frequency per million of 176.56 tokens in the focus corpus and 3.87 in the reference corpus, and a keyness score of 36.4.

Second, with respect to the Spanish terms, the *adventure*'s counterpart *aventura* was ranked higher, that is, in the 29th position, with a frequency per million of 6,124.31 tokens in the focus corpus (vs 44.96 in the reference corpus) and a keyness score of 133.3 (vs 954, which was the keyness score of the term ranked first, *barranquismo*). These numbers show that the keyness value of the term in ADVENCOR ES is more significant than in ADVENCOR EN. In fact, several compounds containing the word *aventura* were also extracted as key terms, such as *multiaventura*, as well as names of travel agencies, for instance, *Turiaventura*, *Cuencaventura*, or *TurAventura*. One more difference is that the Spanish term *naturaleza* was regarded as a key term by Sketch Engine. That is, it was ranked 703rd and showed a frequency per million of 1,272.41 tokens in the focus corpus (vs 111.82 in the reference corpus) and a keyness score of 11.3. On the other hand, the adjective *aventurero* (whose counterpart was also retrieved in English) was included in a higher position on the list, more specifically, it was ranked 207th with a frequency per million of 147.92 tokens in the focus corpus and 4.89 in the reference corpus, and a keyness score of 25.3.

Despite these differences between the English and the Spanish subcorpora, we can establish some similarities considering the keywords extracted by Sketch Engine. For example, most of the more prominent terms on the lists are directly related to the semantic categories explained in Section 2 (Durán-Muñoz, 2013), that is, (1) the adventure activities carried out in the nature, such as *canyoning* (ranked 3rd) and *barranquismo* (ranked 1st), *climbing* (ranked 15th) and *escalada* (ranked 27th), or *mountaineering* (ranked 16th) and *montañismo* (ranked 48th); (2) the equipment employed when doing these activities, for instance, *zipline* (ranked 5th) and *tirolesa* (ranked 11th), *kayak* (ranked 10th in ADVENCOR EN) and *kayak* (ranked 6th in ADVENCOR ES), or *canoe* (ranked 36th) and *canoa* (ranked 20th); (3) the places where the activities take place, such as *ferrata* (ranked 1st in ADVENCOR EN and 7th

in ADVENCOR ES), *canyon* (ranked 34th) and *barranco* (ranked 14th), and proper names like *dolomite* (ranked 19th) and *guadarrama* (ranked 41st).<sup>3</sup>

Given this situation, and in order to make sure that the keywords selected for this research were relevant to the understanding of adventure tourism, the “Concordance” function of the software was used, which would inform of their frequency in the corpus under analysis. Besides that, the frequency per million of every keyword in the specialised corpus was matched against the frequency per million of the same terms in a reference corpus (“enTenTen20” in English and “esTenTen18” in Spanish) in order to ensure that they could be regarded as representative of the domain under study. After having done so, the frequencies of both the nominal and adjectival terms were compared in English and in Spanish.

#### 3.4. Comparative qualitative analysis

The last step of this work was a qualitative analysis based on the phraseological combinations in which the keywords co-occurred and on their use in context in both English and Spanish. Thus, the “Word Sketch” function of Sketch Engine was relied upon, given that it offers a summary of the grammatical and lexical combinations of words, whereas the “Concordance” function of the software was used to check the contexts of use of the co-occurrences.

### 4. RESULTS

As aforementioned, the keywords selected in this study were *adventure*, *nature*, and *risk* in English and *aventura*, *naturaleza*, and *riesgo* in Spanish, as well as their adjectival derivatives *adventurous*, *natural*, and *risky*, and *aventurero*, *natural*, and *arriesgado/peligroso*, respectively. Section 4.1. shows the results obtained in the comparative quantitative analysis of these terms, whereas Section 4.2. describes the results that the comparative qualitative analysis yielded.

#### 4.1. Quantitative analysis of English-Spanish keywords

Table 2 displays the number of tokens of the keywords selected in both ADVENCOR EN and ADVENCOR ES.<sup>4</sup>

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<sup>3</sup> These proper names should be written in capital letters and plural, if necessary (*i.e.*, *Dolomites* and *Guadarrama*), but we indicate here the lemmatised forms provided by Sketch Engine.

<sup>4</sup> It must be emphasised that Sketch Engine allows the extraction of all the forms of the lemmas, so singular, plural, masculine, and feminine forms of the keywords selected were considered.

ADVENCOR EN		ADVENCOR ES	
<i>adventure</i>	4,416	<i>aventura</i>	8,138
<i>nature</i>	643	<i>naturaleza</i>	1,686
<i>risk</i>	502	<i>riesgo</i>	451
<i>adventurous</i>	210	<i>aventurero</i>	196
<i>natural</i>	521	<i>natural</i>	1,969
<i>risky</i>	17	<i>arriesgado/ peligroso</i>	6/89

**Table 2. Frequency of the keywords selected in ADVENCOR**

Source. Own elaboration

First of all, it must be said that, according to Sketch Engine, the only real keywords of adventure tourism are *adventure* and *adventurous* in English, and *aventura*, *aventurero*, and *naturaleza* in Spanish, given that they were the ones extracted with the “Keywords” function, as explained in Section 3.3. Nevertheless, after comparing the frequency per million of every keyword in both the specialised corpus and a reference corpus, we were entitled to confirm that the rest of the keywords selected are representative of adventure tourism too, since the presence of these terms in the specialised subcorpora is much higher than in the reference corpora. For example, the frequency per million of *adventure* and *aventura* in ADVENCOR is 3,712.77 and 6,135.7 tokens, respectively, whereas their frequency per million in the reference corpora is 44.8 and 45.36 tokens, respectively. Similarly, when it comes to the frequency per million of *nature* and *naturaleza*, the specialised corpus retrieves 540.6 and 1,271.17 tokens, respectively, while the reference corpora extract 137.47 and 111.82 tokens, respectively.

As for the nominal terms, it can be observed in Table 2 that both *aventura* and *naturaleza* are far more frequent in ADVENCOR than *adventure* and *nature* (8,138 and 1,686 tokens vs 4,416 and 643 tokens, respectively). However, *risk* and *riesgo* show an almost similar recurrence, with *risk* slightly standing out (502 vs 451).

Regarding the use of the adjectival terms, the frequencies of *adventurous* and *aventurero* are quite close (210 vs 196 tokens), whereas there is a significant difference between the recurrence of *natural* in ADVENCOR ES (1,969 tokens) and *natural* in ADVENCOR EN (521 tokens). In other words, this adjective is almost four times more frequent in Spanish than in English.

Last but not least, *risky* is seldom used in English (17 tokens), albeit a bit more recurrent than its counterpart *arriesgado* in Spanish (6 tokens). Even so, the second possible equivalent of *risky* in Spanish, that is, *peligroso*, is much more common than the previous ones (89 tokens). Nevertheless, after checking the frequency of a possible equivalent of *risky*, that is, *dangerous*, in ADVENCOR EN, it must be said that it is even more recurrent in English than its counterparts in Spanish, for the specialised subcorpus yields 100 tokens.

#### 4.2. Qualitative analysis of English-Spanish keywords

The previous section has shown that, in general, the keywords selected are much more recurrent in ADVENCOR ES than in ADVENCOR EN. Nevertheless, we must turn our attention now to the phraseological features of the terms and their behaviour in context. For example, the output of the phraseology extraction containing the nominal keywords under study confirms that they produce the same combinations in both languages.

With respect to *adventure* and *aventura*, they are used as a noun modified by qualifying adjectives (example (1)<sup>5</sup>), but they also act themselves as modifiers of several nouns, such as *activity/actividad*, *tourism/turismo*, and *sport/deporte* (example (2)):

- (1) a. Don't miss this **exciting adventure** full of history and spectacular scenery. / Embárguese en una **emocionante aventura** al aire libre en el corazón del antiguo Imperio Inca.
- b. Colorado Via Ferrata is the newest **extreme adventure** from AVA. / Te damos hasta 10 motivos por los que deberías experimentar esta **aventura extrema** en tu vida.
- (2) a. It also provides specific information to assist organisations and individual leaders plan and run **adventure activities** for various groups. / Damos comienzo al verano 2019 con todas nuestras **actividades de aventura** en Galicia.
- b. This swing in attitude could herald a renaissance in **adventure tourism**. / El **turismo de aventura** ofrece la posibilidad de vivir muchas experiencias distintas.
- c. It is your tourist destination for a range of **adventure sports** but mainly hang gliding would catch your keen

<sup>5</sup> The relevant items in the contexts have been highlighted in bold by the authors of this paper.

*interest. / Descarga adrenalina y realiza **deportes de aventura** extremos antes de que te arrepientas.*

Regarding the nouns *nature/naturaleza*, they produced the same types of adjective + noun and verb + noun collocations in both languages, as it can be seen in examples (3) and (4), respectively:

- (3) a. *You are situated in **wild nature**, in clear air and in a good company of lovers of unknown terrain where the human foot has not yet set. / Desembarcaremos para recorrer la zona y sus inmediaciones a pie, en un área cercana al glaciar, donde estaremos rodeados de **naturaleza salvaje** y tundra.*
- b. *No roads, no trails, no cabins, just **pure nature**. / [...] actividades acuáticas en el nacimiento del Río Atoyac, en el Valle de Amatlan, en pleno contacto con la **naturaleza más pura**.*
- (4) a. *The less people around (you), the more likely you are to **feel unspoiled nature**. / **Siente la naturaleza** y vívela intensamente con la máxima tranquilidad.*
- b. *We welcome diversity, folks who can laugh and people who **respect nature** and all the beauty it has to offer us! / [...] rutas en 4x4 con los coches adecuados y siempre **respetando la naturaleza** del entorno.*

As for the last nominal keywords addressed in this analysis, also *risk/riesgo* co-occur in similar sorts of phraseological combinations, such as adjective + noun and verb + noun (examples (5) and (6), respectively), as well as collocations in which the noun acts as a modifier of a different noun, specifically, *activity/actividad* (example (7), in the same way as *adventure/aventura*):

- (5) a. *However, this sport involves **high risk** of landslide, sudden weather changes, snowstorm and many unknown dangers. / [...] debemos destacar el paracaidismo o skydive, un deporte de aventura extremo de **alto riesgo**.*
- b. *Canyoneering has **inherent risks** and you assume complete responsibility for your own safety. / La decisión de participar en estas actividades supone que el participante asume el **riesgo inherente** a la actividad [...].*

- (6) *It will help maximise an activity's success and **minimise risks** to participants. / Escalada deportiva: usa sistemas de seguridad que **disminuyen** notablemente **el riesgo** para los escaladores, si bien se aumenta la dificultad en la actividad.*
- (7) *Whilst there is potential for serious misadventure, with appropriate training, safety briefing and leader qualifications, it is a relatively low **risk activity**. / El puenting, al igual que cualquier otra **actividad de riesgo**, tiene el incentivo de la adrenalina para su práctica.*

On the other hand, it must be said that this situation did not arise in the phraseology of the adjectival terms under study. First, *adventurous* is more productive in terms of collocations and collocational types than *aventurero*, given that it is a frequent element of adverb + adjective (e.g., *wildly adventurous*), verb + adjective (e.g., *feel adventurous*), and adjective + noun (e.g., *adventurous activity*) combinations, whereas its Spanish counterpart is only productive in adjective + noun combinations. Despite that, one collocation that both languages share is *adventurous spirit/espíritu aventurero*, which is, in fact, one of the strongest combinations for each term (their association score is 10.6 and 11.8, respectively –14 is the maximum score possible–). Example (8) represents these collocations in context:

- (8) *Breathtaking scenery beckons thrill seekers and our diverse landscape provides an outlet for your **adventurous spirit**. / Este deporte es ideal para todos los amantes de la naturaleza y para aquellos que cuentan con **espíritu aventurero**.*

Second, the adjective *natural/natural* does show some types of similarities in terms of its phraseology in English and Spanish. On the one hand, it co-occurs in adjective + noun collocations with the same nouns, such as *beauty/belleza*, *environment/entorno*, or *slide/tobogán*; contexts of use are included in example (9).

- (9) a. *Unspoiled, **natural beauty** surrounds you as you dive deep into the Costa Rica Rainforest, leaving civilization behind. / En el Parque Cañón del Sumidero se puede navegar por sus aguas y disfrutar de las **bellezas naturales** que lo rodean.*
- b. *Explore, take a swim in the pristine waters, photograph the abundant wildlife, or simply relax in this unique **natural environment**. / Subirse a una piragua, remar y disfrutar*



*del entorno natural es un verdadero goce para muchas personas.*

*c. Those of you who enjoy abseiling descents and **natural slides** will also be satisfied. / En el barranco nos encontraremos saltos, **toboganes naturales** y, sobre todo, preciosos paisajes.*

Third, we previously mentioned that the adjective *risky* may have two equivalents in Spanish, namely, “arriesgado” and “peligroso”. Nevertheless, it was shown that *peligroso* is far more recurrent in adventure tourism, which may be the reason why only *peligroso* produced collocations in this work. As for the more latent collocates shared by both languages, they are *activity/actividad* and *sport/deporte* (which also co-occurred with *adventure/aventura*), exemplified in (10). It is important to realise that *activity/actividad* also co-occur with the nominal terms *risk/riesgo* acting as adjectival modifiers, as it has been shown above. On the other hand, *peligroso* is highly productive compared to *risky*, for *risky* only provided 10 collocates in total, whereas *peligroso* tripled that result.

(10) *a. Mountain climbing, like rock climbing, is a **risky activity** and not to be taken lightly [...]. / La naturaleza vertical de la práctica del rápel la hace una **actividad peligrosa** si no se realiza adecuadamente.*

*b. There is least risk involved in bungee jumping, although it is thought to be a **risky sport**. / Para los más experimentados se puede practicar uno de los **deportes extremos más peligrosos** del mundo, el espeleobuceo o buceo en cuevas.*

## CONCLUSIONS

The initial hypothesis of this work was the thought that the use of the main keywords defining adventure tourism would be similar in the languages under study, namely, English and Spanish. Therefore, our objective was the analysis of a set of nominal terms and their adjectival derivatives which characterise this domain. Accordingly, the keywords selected were *adventure/aventura*, *nature/naturaleza*, and *risk/riesgo* because adventure tourism is supposed to involve adventure activities that take place in nature and which are likely to incorporate elements of risk (*cf.* Section 3.2.), such as abseiling, scuba diving, and so on.

In this context, our objective was an approach to these nominal keywords and the corresponding adjectives (*i.e.*, *adventurous*, *natural*, *risky*

in English and *aventurero*, *natural*, *arriesgado/peligroso* in Spanish) in order to know the frequency of these terms in the ADVENCOR corpus (quantitative analysis) as well as their combinatorial properties and contexts of use (qualitative analysis).

Regarding the first type of analysis, the terms under study were found to be more recurrent in ADVENCOR ES than in ADVENCOR EN. What is more, only *adventure* and *adventurous* were extracted as keywords of this domain in English according to Sketch Engine, whereas in Spanish, the tool detected three keywords, *aventura*, *aventurero*, and *naturaleza*. In spite of that, we made sure that the other terms could still be regarded as keywords defining adventure tourism after matching their frequency per million against reference corpora.

Moving on to the second type of analysis, we discovered that the equivalent nominal terms produced the same sorts of collocations in both languages. However, when it came to the phraseology of the adjectives, we encountered three different situations: (1) *adventurous* was more productive both in terms of collocations and collocational types than *aventurero*, (2) *natural* in English produced similar collocations to *natural* in Spanish, and (3) *peligroso* was more productive than *risky* in terms of the number of collocations (not in terms of collocational types); *arriesgado* did not produce any collocations.

Overall, we can state that our initial hypothesis was partially confirmed, depending on which aspect of our analysis we look at. That is, in frequency terms, the use of the keywords selected is higher in Spanish than in English; in quality terms, these keywords are equivalent and their use in context is similar, although their collocational productivity is not always the same.

Further research may explore nominal keywords other than the ones selected here (e.g., those retrieved by the “Keywords” function of Sketch Engine) and undertake a comparative analysis in English and in Spanish. Similarly, a contrastive study of the combinatorial properties of those keywords may be performed. Finally, research on other types of keywords (e.g., adjectives, verbs) may be conducted.

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