

# TECH TERMS (STRUČNA TERMINOLOGIJA)

ENGLISH LANGUAGE IN TOURISM (dr. S.Kesić)

| <u>BUSINESS OPERATIONS</u> | <u>HOSPITALITY&amp;GASTRONOMY</u> | <u>CULTURAL HERITAGE&amp;ARTS</u> |
|----------------------------|-----------------------------------|-----------------------------------|
| outbound/inbound tourism   | MICE                              | heritage site                     |
| tourist receipts           | hospitality establishment         | collection                        |
| SWOT                       | boutique hotel                    | BC/BCE                            |
| business plan              | inns&hostelries                   | to commemorate                    |
| start-up revenue           | chalet bungalow                   | hands-on (museum)                 |
| to boost revenue           | frachised motel                   | exhibit                           |
| overseas suppliers         | business venue                    | artifact                          |
| emerging market            | amenities                         | masterpiece                       |
| consumer boom              | business facilities               | design, n.                        |
| inward investment          | hotel occupancy                   | display                           |
| to level off               | running of the spa                | excavations                       |
| affluent consumers         | state-of-the-art equipment        | engravings                        |
| disposable income          | banqueting facilities             | marble pillar                     |
| bill                       | room rates                        | bas-relief                        |
| invoice                    | adjacent bedrooms                 | balustrade                        |
| fixed and variable costs   | refurbishing                      | minaret                           |
| turnover                   | bedding                           | arch                              |
| deposit                    | catering                          | vaulted ceiling                   |
| value for money            | cuisine                           | wood-beamed ceiling               |
| entrepreneur               | finger buffet                     | plaster ceiling                   |
| benchmark                  | reception                         | finely wrought iron gate          |
| accountant                 | to savour                         | steeple                           |
| seed capital               | bland food                        | spire                             |
| overheads                  | beverages                         | dome                              |
| break even point           | whet the appetite                 | antechamber                       |
| earmark                    | tempt the palate                  | cabinet-maker                     |
| balance sheet              | diner/dine out                    | gilded chandelier                 |
| volume of business         | fare, n.                          | to embellish                      |
| bank loan                  | high-end restaurant               | ornament                          |
| cost-benefit analysis      | gourmet products                  | imperial attire                   |
| oversaturation             | dairy produce, n.                 | besieged                          |
| labour costs               | <i>hors d'oeuvre</i>              | mantelpiece                       |
| retail/wholesale           | appetizer                         | stained glass                     |
| vendor                     | celebrity chef                    | pottery                           |
| service provider           | fusion cuisine                    | jewellery                         |
| commission                 | soul food                         | replica                           |
| fringe benefit             | staple food                       | shield                            |
| wages                      | mouth-watering dish               | helmet                            |
| exchange rate              | succulent                         | bracelet                          |
| fluctuation                | done to a turn                    | cloak                             |
| private limited company    | barbecue                          | replica                           |
| shareholders               | stew                              | shrine                            |
| to gross                   | simmer                            |                                   |
| push&pull factors          | roast                             | <u>EVENT</u>                      |
| inward/outward investment  | poach                             | <u>MANAGEMENT&amp;HR</u>          |
| to tailor a package        | greasy                            |                                   |

(AIR) TRAVEL

signage  
toll-free motorway  
lifeboat  
disembark  
cart  
overbooking  
excess baggage  
cargo  
time slots  
hold luggage  
carrier  
conveyor belt  
pax  
runway/tarmac  
hub airport  
to allocate seats  
short-haul flight  
congestion  
curfew

landside and airside

ENVIRONMENT

sustainable tourism  
tourist influx  
green energy  
energy waste  
natural resources  
indigineous community  
cultural diversity  
biodiversity/ flora and fauna  
archipelago  
humidity  
endangered species  
marine life  
nature trails  
cycling paths  
bird observatories  
conservation project  
wildlife habitat  
remote areas  
fjord  
altitude  
reclaimed land  
overconsumption  
recycling  
leakage  
people trafficking  
stakeholder

ripe  
rancid  
insipid  
tangy  
flavoured with  
sautéed  
pickled food  
garnished  
cutlery

IT SECTOR&DIGITAL  
MARKETING

banner advertising  
publicity  
to go viral  
branding  
feedback  
post a message  
page layout  
bandwith  
scroll  
upload/download  
media coverage  
press release  
broadcasting information  
blogs and podcasts  
to browse the Internet  
to foster communication  
repeat visitors  
to launch social media campaign  
niche  
target market  
market share  
market segments  
seniors market  
the word of mouse  
embedded video

LAW

terms&conditions  
null&void (contract)  
provision of the contract  
appendix  
a breach of contract  
negligence  
non-refundable  
non-transferrable  
due date  
lease  
licence

contingency plan  
liase  
to stage an event  
to set up a display  
to supervise  
spokesman  
attendance  
to see to it  
business associates  
exhibitor  
to showcase  
to throw a party  
gatecrashers  
record labels  
racecourse  
company branch  
line-up/bill  
joint task force  
set things in motion  
agenda  
AOB

minute-taker  
unanimous decision  
chairperson  
find a common ground  
human resources  
headhunt  
versatile  
to graduate from  
short-listed candidates  
recruiting  
probationary period  
internship  
job appraisal  
personnel  
positive feedback

LAW

legislation in force  
cancellation charges  
force majeure  
(third) party  
to draw up  
outsource  
contractor/ subcontractor  
legally bound  
on behalf of  
liability insurance  
penalty clause  
legal fees