

## Introduction

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Sport and adventure tourism are two areas with much appeal to modern society. Different though they are conceptually and historically, they tend to represent two sides of the same coin, namely the increasing interest in physical activity and outdoor adventure among people today. This development seems to be due to several factors. One of them is clearly the continued leisure revolution in society, where a growing number of people are able to enjoy a greater proportion of free time from work, domestic chores, etc. Another factor is the recent media explosion, where a wide range of sports events and adventurous activities suddenly have become part and parcel of our daily lives, through virtual experiences on television screens, computers, smart phones, etc. To these two, one may add, the increased commoditization of sport and adventure, which has turned these areas into proper businesses, providing a livelihood for large groups of people. In the case of sport, this trend is marked by growing financial support of different sporting activities, mainly through various types of sponsorships. In the case of adventure tourism, the same development applies and has also rescued some disadvantaged areas and sectors of the population from poverty and created tourism opportunities for areas with little or no agricultural or industrial power.

Sport, as we know it, is thought to have originated some 3 000 years ago in China. At that time, it consisted primarily of preparations for war or training as a hunter, a situation which may also explain why so many of the early sporting activities involved the throwing of objects and one-on-one sparring with opponents. A milestone in the development of the modern concept came with the introduction of the Olympic Games in Greece 776 B.C. This era saw the emergence of a greater variety of sporting activities, such as wrestling, jumping and discus throwing as well as various foot and chariot races. Since then, sport has developed its forms gradually over the centuries, becoming more organized and regulated, and giving birth also to the notion of team



sport, as practised in, for example, football, floor bandy, ice-hockey and rugby. Accordingly, today, we tend to think of sport as organized physical activities in which athletes, players or teams compete against each other on the basis of a predefined set of rules or a code of practice.

Adventure tourism, on the other hand, has a much more recent history. Relying on features of the natural terrain, and generally requiring some specialized equipment, it is thought to have appeared in its modern sense in the mid-1800s, when adventurers began to push the limits of mountaineering and river rafting. Two specific events stand out as exponents of this early trend: the first climbing of the Matterhorn in 1865 and the descent of the Colorado River in 1869. Over the years, such adventurous activities have been popularized by the media and thus become more of a public pastime, bringing larger groups of people out of their comfort zone. Aided to some extent by technological invention, the range of activities has also been extended to include new disciplines, such as kayaking, boating, diving, surfing, snowboarding, ice climbing, snow-cat driving and various aerial adventures.

Given the noted interest in sport and adventure tourism in recent years, it is only natural that these activities have also attracted some scholarly attention. Thus, there are a host of academic studies published on the topic of sport in its different forms. Usually, such accounts take a sociological perspective (Hargreaves & McDonald, 2000; Guilianotti, 2005; Spaaij, 2011) or an anthropological one (Blanchard & Cheska, 1985; Sands, 2002; McGarry, 2010; Besnier et al., 2018), but there are also a fair share of studies focusing on linguistic issues, e.g. Ferguson (1983), Seagrave et al. (2006), Lipoński (2009) Callies & Levin (2019). Within linguistics, the language of football has received particular attention, either generally, as in Müller (2007), Lavric et al. (2008), Bergh & Ohlander (2012), or from the point of view of various subdisciplines, as in Balteiro (2011, 2018, 2019), Ringbom (2012), Bergh & Ohlander (2017, 2018).

A similar development can be noted within the realm of adventure tourism. Here we find studies of a mainly sociological or anthropological nature, such as Midol & Broyer (1995). Works on tourism and tourism management include Cloke & Perkins (1998), Pomfret (2006), Buckley (2006, 2007, 2010), Roberts (2011), amongst others. As for linguistics proper, there are studies dealing mainly with adventure terminology, e.g. Turčová et al. (2005), Dragoescu & Merghes (2012).

In spite of the great growth of these activities, in terms of both practitioners and professionals involved in their provision, research on the language of sport and adventure tourism does unfortunately not seem to have developed in parallel fashion. This is a somewhat surprising situation, given the proliferation of sport and outdoor activities in general, and the great economic impact they have had on the economies in Europe and elsewhere. Still, there is a clear need for academic studies on professional languages and languages for specific purposes, not least those reflecting sport and adventure tourism. This is necessary, arguably, in order to contribute not only to the education of present and future sports professionals, but also to cater for the needs of sports translators and commentators. In addition, such work is also likely to contribute to the establishment of a proper platform for general communication between sporting officials, athletes and lay people.

The present volume can be seen as a new, state-of-the art contribution to the field of scholarly studies on sport and adventure tourism. In particular, it contains eight original articles, which may be grouped into the following topics: (1) the language of sport and adventure tourism in general, (2) the language of football, (3) the language of surfing, (4) the language of running and (5) the language of boating. Three of the articles deal with the specific use of syntactic, semantic or lexical elements (stance markers, synonyms and Anglicisms) in sport and adventure tourism (Wilton, Klégr & Bozděchová, and De la Cruz & Tejedor, respectively); two focus on the language of football (Bergh & Ohlander, and Nomdedeu), whereas the other three address linguistic issues related to either surfing, running or boating (Granvik, Jeandidier, and Brooke, respectively).

The volume begins with Bergh & Ohlander's "A hundred years of football English. A dictionary study on the relationship of a special language to general language", where the authors address the question of how dictionaries reflect ongoing lexical changes. Particular attention is paid to special language elements that become part of the general language, as well as to those that become increasingly specialized, occasionally becoming almost incomprehensible to non-specialists. The second article, authored by Brooke, adopts a systemic functional approach to the analysis of the language and discourse of dragon-boating, exploring the rich schema of unique semiotic associations in Hong Kong and Singapore. These two articles are followed by five papers reflecting the pervasive influence of English on selected sports and outdoor activities, either due to the origin of the sport itself or to the status of English as a *lingua franca* worldwide. The studies deal with the question of sports Anglicisms, their presence and incorporation in different European languages, namely Spanish, Portuguese, French and Czech. Accordingly, while De la Cruz and Tejedor deal with sports and adventure Anglicisms found in recent texts from specialized websites and printed magazines in Spanish, Granvik focuses on the presence of English loan words in both Portuguese and Spanish surf talk and its descriptions. Jeandidier addresses the question of Anglicisms in French, where attention is paid to the semantic extension and precision of the term running, whereas Klégr and Bozděchová concentrate on how Anglicisms in sports terminology tend to be replaced or supplemented by vernacular terms in Czech, creating new relations of synonymy in the language. Unlike these, Nomdedeu, using a historical approach, examines the lexical contribution of fifty-three football-related Anglicisms to the history of Spanish. Finally, in the last paper of the volume, Wilton applies an ethnographic conversation analytic approach to explore the use of epistemic stance markers in professional sports interviews. The analysis looks at how such markers contribute to the foregrounding of the players' perspective as well as to the maintenance, negotiation and progression of the interviews.

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