Linguistic Strategies in Tourism and Hospitality Marketing: A Comparative Study of Serbia and Romania

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Abstract: This paper examines the language of tourism and hospitality marketing in Serbia and Romania, focusing on the interplay between cultural identity and global influences. It analyses the use of anglicisms, regional features, and cultural references in marketing materials to uncover patterns shaping consumer behaviour and destination branding. By employing a comparative analysis of language strategies in both countries, the research highlights the role of language in creating persuasive narratives, and bridging the gap between local authenticity and global appeal, revealing generational differences in preferences. The findings offer insights into linguistic strategies that reflect cultural identity, support economic growth, and address evolving traveller expectations. It provides practical insights for marketing professionals and linguists, striving to create effective, culturally sensitive marketing strategies in the dynamic tourism industry of South-eastern Europe.

Keywords: Hospitality Marketing, Tourism Discourse, Linguistic Identity, Serbia, Romania, Anglicisms in Tourism and Hospitality

JEL Classification codes: I23, M31, O33

INTRODUCTION

Tourism and hospitality marketing rely heavily on language to shape consumer perceptions, create compelling narratives, and establish brand identity.

This study aims to analyse the linguistic strategies employed in tourism and hospitality marketing in Serbia and Romania, investigating the role of anglicisms in branding and advertising. It seeks to identify cultural and generational differences in language preferences while providing recommendations for crafting effective, culturally sensitive marketing strategies. By examining marketing materials from both countries, the study aims to highlight how language choices impact consumer perceptions, brand identity, and engagement in the tourism sector. Furthermore, this research strives to bridge the gap between linguistic authenticity and the demands of globalization, offering insights into how marketing professionals can optimize their communication strategies to appeal to diverse demographics. By conducting a comparative analysis, the research uncovers key patterns in how tourism and hospitality brands communicate with diverse audiences.

Namely, this study employs a comparative approach, analysing marketing materials such as brochures, websites, advertisements, and social media content from Serbian and Romanian tourism agencies and organizations, hotels and restaurants. Textual analysis is conducted to identify linguistic patterns, including the frequency and function of anglicisms in marketing discourse.

Additionally, the research conducted for this paper includes a customer survey. Namely, the survey analysis is an important component of this study as it provides valuable insights into the perceptions, preferences, and attitudes of tourists regarding the use of anglicisms in tourism marketing materials. By gathering direct feedback from consumers, the survey allows the research to capture the impact of linguistic choices, such as the incorporation of English words, on the decision-making process of potential tourists. Understanding how consumers interpret and respond to these marketing strategies is essential for identifying the effectiveness of such linguistic approaches in attracting and engaging different target audiences.

Additionally, the survey data serves to complement and enrich the corpus analysis by providing a real-world perspective on how consumers perceive linguistic trends in tourism marketing. While the corpus analysis focuses on the frequency and context of anglicisms in marketing materials, the survey offers a more nuanced understanding of how these linguistic features influence consumer behaviour, brand perception, while also shedding light on the socio-cultural dynamics shaping language attitudes and usage patterns.

By addressing these questions, the research aims to provide a comprehensive analysis of the linguistic landscape in Serbian and Romanian tourism marketing, contributing to the understanding of how language shapes consumer behaviour and cultural perception.

The focus on Serbian and Romanian tourism and hospitality marketing materials is driven by linguistic, cultural, and economic factors. As neighbouring countries with interconnected historical and economic ties, Serbia and Romania share similar tourism dynamics while exhibiting distinct linguistic influences. Both nations have experienced a growing influx of English borrowings in professional and commercial discourse, particularly in tourism and hospitality, where global trends and international branding play a crucial role.

Linguistically, this study provides a comparative perspective by examining two languages from different language families - Serbian, a Slavic language, and Romanian, a Romance language - while also considering the influence of English, a Germanic language, which serves as the dominant global lingua franca of modern times. This contrast allows for a deeper analysis of how anglicisms are integrated into structurally different languages, both morphologically and syntactically. Furthermore, the author's bilingual proficiency in Serbian and Romanian, combined with a doctorate in English linguistics, provides a unique and authoritative perspective on the subject. As a connoisseur of all three languages, the author is uniquely positioned to conduct a nuanced analysis of language contact, borrowing, and adaptation in tourism and hospitality discourse, offering valuable insights into linguistic globalization trends in the region.

Furthermore, findings from this study will provide valuable insights for marketing professionals and linguists offering guidance on how to create effective, culturally resonant marketing strategies that appeal to both local and international travellers. The research contributes to a deeper understanding of the evolving role of language in tourism and hospitality, particularly in the context of globalization and digital communication.

1 LITERATURE REVIEW

1.1 Language and cultural tourism

Previous studies on tourism discourse about linguistic globalization and national identity preservation are rather scarce. However, in the domain of language and cultural tourism a few studies offered a sociolinguistic and discourse-based perspective on the intersection of language and cultural tourism, a concept closely aligned with the field of "sociolinguistics of

tourism" (Thurlow & Jaworski, 2010:1). It explores the role of language and communication in the realm of cultural tourism, as well as the discursive strategies that support language ideologies in cultural and event tourism.

The scientific research focusing on language in tourism and hospitality is still in its early stages. Initial research has primarily concentrated on sociolinguistics, particularly discursive analysis of various tourism contexts, examining language use and representation (Cohen & Cooper, 1986:554; Heller, 2003; Boudreau & White, 2004:328; Manca, 2008:370; Jaworski & Pritchard, 2005:3; Jaworski, 2009:663). Sociolinguistics focuses on the ways in which language elements are used to achieve social goals in the broader representation of cultural and other identities within tourism (Coupland, 2003:420; Cos, 2006:15). Further research in sociolinguistics has also addressed the role of language in presenting cultural identities within tourism destinations (Pietikäinen & Kelly-Holmes, 2011; Coupland et al., 2003; Cos, 2006; Thurlow & Jaworski, 2011; 2013; Ploner, 2013).

Understanding the use of language in both cross-cultural and event tourism settings is crucial. Additionally, it is essential to grasp how cultural event destinations market themselves and how hosts and guests collaboratively create tourism experiences (Lauren, Hall-Lew & Lew, 2014:344). As Thurlow and Jaworski (2011:289) point out, language occupies a central role in the tourist experience, influencing its representation and realization.

1.2 Serbian and Romanian linguistic literature

Anglicisms refer to words which have been borrowed from English and integrated into Serbian to varying degrees (Prćić 2005:59). For the purpose of this research, Prćić's (2005:130-134) scale of justification levels has been used. Prćić differentiates between fully unjustified, unjustified, conditionally justified, justified and fully justified anglicisms. Prćić's five-level classification demonstrates the varying degrees of anglicism integration in Serbian lexicon. Hence, it forms the foundation for the corpus-based analysis conducted in this study. Additionally, following Prćić (2005:120-123), the anglicisms in this study have been subcategorized according to their meaning, form and use into three groups: raw, obvious and hidden anglicisms.

The study of anglicisms in Romanian is rooted in the fields of language contact, borrowing, and sociolinguistics, particularly regarding their adaptation to Romanian phonological and morphological structures. Avram (1997:9) considers English borrowings a natural and inevitable stage of linguistic evolution rather than a negative phenomenon. Furthermore, Pârlog (2004, 2005, 2024) has extensively researched anglicisms in Romanian, analysing their integration across linguistic registers. Pârlog highlights the complexity of language contact in a globalized world, acknowledging that the influx of English terms reflects Romania's integration into international networks. However, she also emphasizes the risks of excessive reliance on anglicisms, which may erode the native lexicon and cultural identity. Another prominent linguist, Greavu (2018), has conducted in-depth research on English influence in Romanian. She examines the socio-cultural and linguistic factors driving the adoption of English loanwords, such as globalization, technological advancements, and media exposure.

1.3 Serbian and Romanian linguistic literature in hospitality and tourism

While extensive research exists on anglicisms in sports, economics, mass media, and IT, relatively few studies focus on their role in the hospitality and tourism industry in Serbian and Romanian. Notably, Lazović has conducted pioneering research on the integration of anglicisms in hospitality and tourism terminology in Serbian and Romanian. Her studies

highlight the impact of globalization on language use in these fields. Lazović (2020:71-83) found that anglicisms often replace native terms due to their modern appeal and linguistic economy, as English words are generally shorter and more marketable. This phenomenon has significant implications for branding and consumer engagement. Lazović (2018:780-782) further examined the role of anglicisms in communication technology within the tourism and hospitality industries, identifying both profession-driven and status-driven motivations for their adoption. Her research provides a comparative analysis of commonly used anglicisms in Serbian and Romanian, offering translational equivalents in both languages. Similarly, Lazović (2015:1-10) explored global linguistic trends, demonstrating the profound impact of English on Serbian and Romanian tourism discourse. Furthermore, Lazović (2024:179-193) examined the impact of anglicisms in the tourism and Romanian and Serbian hospitality lexicon by focusing on generational differences in language use and acceptance. Through linguistic analysis and surveys, she explored the evolving linguistic landscape and its effects on intergenerational communication and identity.

The findings from Lazović's research are essential for understanding the linguistic landscape of tourism and hospitality in Serbia and Romania. Her work illustrates how English terms shape industry communication, offering practical insights for language policy, translation practices, and marketing strategies.

2 METHODOLOGY

This study employs a qualitative and quantitative comparative analysis of Serbian and Romanian tourism marketing discourse. The mixed-methods approach enables a deeper understanding of linguistic strategies by combining textual analysis with audience perception studies. Using comparative linguistic analysis, the study examines the role of anglicisms, cultural markers, and generational language preferences within the tourism and hospitality industry of both countries.

The corpus for this study was compiled through a structured selection process to ensure a representative and objective analysis of anglicisms in Serbian and Romanian tourism and hospitality marketing discourse. The selection criteria focused on promotional materials widely used in the industry, including official websites of national tourism organizations, hospitality businesses, travel agencies, and event organizers. Additionally, digital and print marketing materials such as brochures, advertisements, and social media campaigns from leading hotels, restaurants, and tourism service providers were included. The corpus was also extracted from texts from travel blogs, online booking platforms, and media sources that significantly influence consumer perception. The corpus examples encompass words, phrases and sentences where English words, i.e. anglicisms were used in Serbian or Romanian marketing texts. The examples from the corpus have been copied form the mentioned sources without any alternations.

The anglicisms in the corpus were selected based on their relevance, frequency of use, and impact within the tourism discourse, ensuring that the analysed texts reflect contemporary linguistic trends in both countries.

By analysing these sources, the research aims to clarify the extensive use of anglicisms and their influence on the Serbian and Romanian language. Furthermore, it aims to explore how these borrowed English terms integrate into and transform the linguistic landscapes of both countries, highlighting the complexities of language assimilation and adaptation within the evolving domains of tourism and hospitality.

Data interpretation includes statistical analysis of word frequency and contextual qualitative analysis of marketing materials to uncover patterns in linguistic strategies. The corpus includes

1000 sentences, phrases, and words in which anglicisms have been used in Serbian and Romanian marketing materials.

The Serbian portion of the corpus was accessed during January and February 2025. revealing 556 distinct anglicisms that varied from raw and obvious to hidden anglicisms. Only the first occurrence of each anglicism was recorded, excluding frequent repetitions. The Romanian segment of the corpus was accessed between January and February 2025. The corpus documents 513 different anglicisms, excluding repetition, including both raw and adapted forms.

The anglicisms from the corpus have been analysed according to their linguistic patterns, semantics and function. Additionally, the investigation focused on three key aspects: domain-specific relevance, degree of adaptation and anglicism integration patterns.

To assess the effectiveness of different linguistic strategies, consumer perception was measured through a survey analysis. The methodology used for the survey involved a carefully designed multiple-choice questionnaire aimed at gathering quantitative data on the perceptions of anglicisms in tourism marketing among different generational groups in Serbia and Romania. The survey was divided into three sections: Demographic Information, Language Perception in Tourism Marketing, and Brand and Consumer Engagement. Each section was structured to capture relevant insights on the use of English loanwords in tourism marketing materials, their impact on consumer perceptions, and how language choices influence consumer behaviour in these industries.

The survey was distributed to a diverse sample of 200 participants, including both professionals and non-professionals in the tourism and hospitality sectors. The survey aimed to analyse and explain the generational perceptions of anglicisms in tourism marketing in Serbia and Romania. By categorizing respondents into two distinct age groups - **older generation (51 and above)** and **younger generation (18-50) -** the results highlight clear differences in how these groups view the use of English terms in tourism and hospitality marketing.

3 RESULTS AND DISCUSSION

As English has become the dominant language of international tourism and digital communication, anglicisms frequently appear in tourism marketing across Serbia and Romania. Words such as *luxury resort, city break, wellness spa,* and *boutique hotel* are commonly used to signal modernity and global appeal. While these borrowings enhance the destination accessibility to international tourists, they also raise concerns about cultural dilution and the erosion of linguistic identity.

3.1 Semantic and functional analysis

The study conducted an in-depth analysis of the role of anglicisms in tourism discourse, examining their presence and function across various communication contexts. The investigation focused on three key aspects: domain-specific relevance, degree of adaptation and anglicism integration patterns.

Domain-specific relevance

Anglicisms were most commonly found in key domains of tourism-related language, particularly in contexts where international terminology enhances clarity, prestige, and marketability. Their prevalence was observed across various subfields, including accommodation descriptions, wellness and spa services, food and beverage menus, tourism marketing materials, and event tourism.

- Accommodation descriptions

The research conducted for this paper has shown that English terms were widely used in hotel and lodging descriptions to highlight luxury, modernity, and alignment with international hospitality standards both in Serbian and Romanian part of the corpus. This analysis has shown that anglicisms are most frequently used in accommodation descriptions, accounting for 29% of the entire corpus. The examples illustrate how anglicisms are seamlessly integrated into native language structures, often without modification, contributing to a mixed linguistic register that reflects the globalized nature of the hospitality industry. For example:

1) *Hotelul pune la dispozitie oaspetilor recepție 24/24,* ***Wi-Fi*** *– în hol, 3* ***baruri, centru spa & wellness, fitness, restaurant, room service, babysitting, rent-a-car, transfer aeroport, jet ski*** *în apropiere.*

This Romanian example showcases extensive use of English borrowings which are interwoven with native Romanian words. Notably, "24/24" is a direct calque of the English "24/7," reflecting influence at the syntactic level as well. The direct adoption of English words suggests that English terminology is perceived as more prestigious or internationally recognizable.

2) *20 de camere* ***duble family****, 192 de camere* ***duble twin*** *si matrimoniale; 8 apartamente, Camerele* ***lifestyle*** *sunt de la etajul 1 pana la etajul 6.*

The term *duble family* (intended as "double family") is an example of hybridization, combining the Romanian *dublă* with the English *family*. Additionally, *lifestyle rooms* (camerele lifestyle) is a direct borrowing, reflecting the trend of luxury branding in hotel descriptions.

3) *Hotel poseduje 98 standardnih soba, 138* ***superior*** *soba****, 23*** ***duplex suites*** *i* ***6 superior suites*** *… 3* ***ekonomi soba****, 6* ***club soba*** *(max 2 osobe), 4* ***club*** *apartmana,* ***9 terrace*** *apartmana, 8* ***garden*** *apartmana.*

This Serbian example displays an extensive use of English terms, such as *standard, superior, duplex suites, club, terrace, garden*. The term *economi soba* reveals a spelling mistake (*economi* instead of *economy*), indicating a partial adaptation that does not align with standard English spelling conventions.

4) *Gostima je na raspolaganju recepcija 24h,* ***room servis****, 5 restorana…* ***šoping*** *centar, usluge pranja veša,* ***sauna****,* ***jacuzzi****, zdravstveni centar/****SPA, fitnes*** *i teretana…*

The presence of anglicisms like *room servis, shopping centar, jacuzzi, SPA, fitness* highlights the tendency to integrate English terminology directly into Serbian hotel discourse. However, the word *fitnes* is a phonologically adapted form of *fitness*, following Serbian spelling norms by omitting the double *s*.

The analysis of anglicisms in Serbian and Romanian hospitality discourse reveals several key trends. Many English terms, such as *Wi-Fi, spa & wellness, room service, babysitting,* and *rent-a-car*, are incorporated without any modification, indicating their full acceptance into professional discourse. In contrast, some borrowings undergo phonological adaptation, as seen in *fitnes* and *economi*, which reflect attempts at integration but result in non-standard spellings. Additionally, hybrid formations and calques, such as *dubla family* and *split klima uređaj*, illustrate how English influences local terminology, often blending with native linguistic structures. Furthermore, inconsistencies in spelling, exemplified by *economi* (instead of *economy*), *fitnes* (instead of *fitness*), and *duble* (instead of *double*), suggest a lack of formal standardization in the adoption of anglicisms, highlighting the dynamic and evolving nature of English influence in the tourism and hospitality sectors.

- Event tourism

The terminology associated with festivals, cultural events, and entertainment-oriented tourism showcased a significant number of anglicisms: 26% of the entire corpus. This linguistic trend highlights how event tourism integrates English terminology across various domains, including art, literature, sports, wellness, and business. The widespread adoption of unmodified English words reflects a shift in branding strategies, where English serves as a bridge between local cultural identity and global market accessibility. As shown in the following examples:

5) ***Open Mic*** *de poezie*
6) Festivaluri de ***LIFESTYLE | Sport, Wellbeing****, Modă, etc din 2025*
7) Beogradski sajam knjiga • sajam obrazovanja • ***media market***
*8) Međunarodni festival studentskih pozorišta „****Urban fest***"

The analysis of the corpus related to event tourism has revealed that anglicisms are used in the 97% of the event names and also in the marketing texts describing the events as well as in the event programs. The frequent use of raw anglicisms, such as *Open Mic, Street FOOD Festival,* and *Winter Events & Spa Travel Market*, suggests a deliberate strategy to enhance international appeal and align with global trends. They are used in their original English form without any spelling or morphological modifications. Even in mixed-language contexts like *Festivaluri de LIFESTYLE*, English terms stand out, reinforcing their perceived prestige and communicative efficiency.

- Wellness and spa hotels

The wellness tourism sector exhibited a strong reliance on English terminology. Anglicisms related to wellness and spa terminology encompass 22% of the entire corpus. Borrowed terms such as *wellness*, *spa retreat*, *detox program*, *massage therapy*, and *fitness package* were commonly used to attract international clientele. Specialized services, including *hot stone massage*, *aromatherapy*, and *hydrotherapy*, were almost exclusively presented in English, as these concepts often lacked widely accepted native equivalents. For example:

9) ***Saunele*** *si piscinele* ***spa-ului*** *sunt parte a unui adevarat Circuit Spa de detoxifiere*
10) hoteliere din aceste stațiuni funcționează centre ***wellness SPA*** *și sala de* ***fitness***
11) ***Medical fitness*** *studio i* ***power plate*** *trening*
12) ***Antistres*** *masaža celog tela u trajanu od 30 min*

These corpus examples highlight the prevalent use of anglicisms in wellness and spa tourism, often blending English terms with Serbian and Romanian structures. Phrases like *Medical fitness studio i power plate trening* and *korišćenje wellness & spa centra* retain English elements, reflecting global branding strategies. Meanwhile, terms such as *Antistres masaža celog tela* and *Saunele si piscinele spa-ului* demonstrate partial adaptation, where English loanwords integrate into local grammatical frameworks, sometimes leading to inconsistencies. In Romanian, *Sala de fitness* and *centre wellness SPA* illustrate the normalization of English borrowings.

Overall, these examples underscore the dominance of English in wellness and spa marketing, where raw or minimally adapted anglicisms enhance international appeal and prestige. While some terms undergo slight morphological adjustments (*spa-ului, relaksiranje*), most remain unchanged, reflecting the industry's reliance on English to signal modernity and exclusivity.

- Food and beverage menus

Anglicisms played a significant role in shaping the language of gastronomy, particularly in menus and restaurant promotions. The analysis of the corpus has shown that borrowings like *brunch*, *cocktail*, *smoothie*, *buffet*, *fine dining*, and *finger food* were used extensively, reflecting global dining trends and the influence of international cuisine. For example:

13) ***VegFriptura Spare the Lamb, Super Duper VegMici***
14) Tofletă: Ingrediente: Potrivit la ***breakfast, brunch*** *sau oricand.*

15) ***BIO MIX*** *RUKOLA obrok salata,* ***Krispi*** *salata sa piletinom,* ***Šefova*** *salata.*
16) Od pića su u ponudi cеđeni sokovi i ***smutiji,*** *kraft* ***pivo i kafa.***
17) Za doručak ili ***brančč*** *možete naručiti* ***pesto omlet, avokado tost*** *ili činiju sa* ***acai*** *bobicama.*

These examples and other corpus examples from this section illustrate the growing presence of English terminology in food menus, especially in the context of plant-based and health-conscious offerings. Terms like *VegFriptura Spare the Lamb* and *Super Duper VegMici* combine catchy English adjectives with local dishes (*mici*), signalling modernity and international appeal. Additionally, expressions like *Double Perfection Meniu* and *BIO MIX RUKOLA* combine English terms with Serbian phrases, showing how local menus use English to signify modernity and cater to international audiences. The inclusion of words like *smoothies* and *acai* in phrases like *cеđeni sokovi i smutiji* further highlights the widespread influence of global dining trends, with English terms becoming fully integrated into Serbian food culture.

- Tourism marketing materials

The corpus analysis has proven that language of tourism advertising relies heavily on English borrowings to enhance promotional effectiveness. Common anglicisms included *special offer*, *early booking*, *all-inclusive*, *city break*, and *last-minute*, as these terms conveyed urgency and exclusivity while appealing to internationally minded consumers. Travel agencies and online booking platforms frequently employ English words and phrases in advertising slogans, loyalty programs, and digital marketing campaigns, reinforcing the globalized nature of tourism discourse. For example:

18) Reducerile ***Early Booking*** *au început!* ***Resorturi*** *pe plaja cu* ***all inlcusive.***
19) ***Ofertele last minute:*** *City Break by Traveliana.*
20) Hotel je ***pet friendly.***
21) ***First minute*** *popust. Usluga na bazi* ***all inclusive.***

These examples demonstrate the extensive use of anglicisms in tourism marketing, particularly in promotional offers and hospitality terminology. Many of these borrowings appear in their raw English form, reflecting their strong international branding appeal. Their use suggests that these terms are widely understood by the target audience, eliminating the need for translation or adaptation.

Additionally, some phrases incorporate English words into local grammar, such as *First minute popust* and *Hotel je pet friendly*, where English borrowings are seamlessly integrated into Serbian sentence structures. Meanwhile, *Resorturi pe plaja cu all inclusive* and *Usluga na bazi all inclusive* show how the anglicism is retained unchanged, in both Romanian and Serbian contexts. This reliance on English terminology highlights the globalized nature of tourism marketing, where English is used to convey prestige, modernity, and international accessibility.

3.2 Linguistic categorization of anglicisms

Applying Prćić's (2005: 130-134) five-level justification scale, the anglicisms in the corpus were categorized to reflect their degree of necessity in the context of Serbian and Romanian tourism and hospitality discourse.

Fully unjustified anglicisms

Fully unjustified anglicisms are instances where direct equivalents in Serbian or Romanian exist, but the English term is used in its place without a clear reason. These terms are often used due to convenience, familiarity, or the perceived prestige of English, even when a native alternative would suffice. Examples of **fully unjustified anglicisms** in the corpus include:

22) ***Resorturi All*** *sau* ***Ultra All Inclusive.***
23) Usluga na bazi ***all inclusive****. (doručak, ručak, večera - švedski sto).*

In these examples the anglicisms *all-inclusive* could easily be replaced by the native Serbian equivalent *sveuključujući* or the Romanian term *totul inclus*. Both these translations express the same notion without the need for the English term. The use of *such anglicisms* has little justification other than for branding or marketing purposes, where English may be considered more globally recognized, especially in tourism-related contexts.

The corpus notes other examples of fully unjustified anglicisms such as: *marketing* instead of *reklama* and *comercializare* or *booking* instead of *rezervacija* and *rezervarea*.

The widespread use of fully unjustified anglicisms in Serbian and Romanian tourism discourse reflects several linguistic and socio-cultural trends. While these English terms have direct and often more suitable native alternatives, they continue to be used for practical reasons, mainly for their global recognizability and association with international branding. In many cases, the English term is adopted because it is already ingrained in the global tourism lexicon, making it easier for international travellers to understand and creating a sense of modernity or prestige.

From a linguistic perspective, these fully unjustified anglicisms raise questions about the balance between preserving the integrity of the native languages and accommodating the globalized influence of English. The use of English in this context is often not driven by necessity, but by a desire to align with global trends and to maintain competitiveness in the tourism market. This phenomenon illustrates how language can be shaped by commercial and marketing imperatives, leading to the unnecessary adoption of English words even when native equivalents would be more appropriate.

Unjustified anglicisms

In the analysis of anglicisms within tourism and hospitality discourse, a significant category involves borrowings that could have been translated into Serbian or Romanian without losing their original meaning. These borrowings are often the result of **marketing practices** or **linguistic convenience**, where English terms are favoured for their global appeal and perceived prestige, even when native equivalents would convey the same idea effectively. For example:

24) Reduceri ***last minute*** *– descoperă discounturile linii septembrie*
25) ***First minute*** *popust*

These corpus examples highlight the widespread use of English terms in Romanian tourism discourse, even when direct native equivalents exist. The term *last minute* could be replaced by *poslednja ponuda* and *ultima oferta*, while *first minute* could be translated as *prva ponuda* or *ofertă anticipată*. Despite these alternatives, the English terms persist, reflecting the influence of **global marketing strategies** associated with English in international tourism. The frequent use of these anglicisms shows the preference for English in promotional contexts, likely driven by **brand recognition** and the standardization of terminology across international platforms. This phenomenon is indicative of the **globalization of tourism** and the desire for consistency in advertising materials, where English words are seen as more accessible and appealing to a global audience, even when native equivalents would suffice.

Conditionally justified anglicisms

This category includes instances where the use of English terms is considered justified due to their ability to provide a more concise, recognizable, or universally understood alternative in specific contexts. For example:

26) In intregul hotel este disponibil acces gratuit la ***internet WiFi.***
27) ***WiFi*** *je omogućen u celom hotelu.*

The above examples illustrate conditionally justified anglicisms, where the use of English terms, despite the availability of native equivalents, is deemed acceptable due to specific contextual factors. In both cases, the term *WiFi* is favoured over the more literal native translations, such as *internet fără fir* or *bežični internet*, because it provides a more concise, recognizable, and universally understood reference, particularly in the context of global tourism. The widespread use of conditionally justified anglicisms in marketing and hospitality services makes it more efficient for both service providers and customers, as it instantly conveys the intended message without the need for additional explanation.

This reliance on anglicisms reflects a broader trend in the tourism sector, where globalization and standardization of services often necessitate the use of English terms to ensure clarity and consistency across international markets. Therefore, while native alternatives exist, the use of conditionally justified anglicisms in this context is considered justifiable, as it caters to the expectations of an international audience familiar with the term.

Justified anglicisms

Justified anglicisms introduce nuanced meanings absent from native lexicons. The corpus revealed justified anglicisms (about 7%) as being difficult to translate with a short phrase or a clause. For instance:

28) Sala de conferinte este dotata cu ecran proiectie, videoproiector, ***laptop,*** *DVD player.*
29) Biznis centar nudi ***laptopove*** *gostima.*

The use of the word *laptop* in both Romanian and Serbian serves as a **justified anglicism** due to its global recognition. While both languages have native equivalents (e.g., *calculatoare portabile* in Romanian or *prenosni računar* in Serbian), the term *laptop* is widely accepted and commonly used across various industries, especially in business and technology sectors, due to its concise and unambiguous nature. Replacing *laptop* with a longer native phrase would not only be less efficient but could also cause confusion in international settings where the English term is universally recognized.

These examples show that, in certain contexts, **anglicisms** are **justified** because they offer concise, specific meanings that are difficult to replicate with native terms. They are particularly useful in the **tourism, hospitality, and business sectors**, where **globalization** demands standardized terminology that can be universally understood. As a result, using English words in these contexts is often seen as more **efficient** and **pragmatic**, allowing clear communication and reducing ambiguity.

Fully justified anglicisms

Fully justified anglicisms address lexical gaps with no direct Serbian or Romanian equivalent.

30) Centru ***Spa, Wellness & Fitness***
31) U sklopu hotela je i ***spa*** *centar…* ***fitness*** *sala,* ***wellness*** *caffe.*

The examples provided fall under the category of fully justified anglicisms as they represent lexical gaps in both Serbian and Romanian, where no direct equivalent fully captures the intended meaning of the English terms. Namely, the words *spa* and *wellness* are used because they refer to a specific concept that has no concise, universally accepted native equivalent. While words like Serbian *banja* or Romanian *băi* (*spa*) or *zdravlje* | *bunăstare* (*well-being*) might convey some elements of these notions, they fail to encompass the full scope of modern, international *spa* and *wellness* experiences, which typically involve a combination of relaxation, fitness, and holistic health services. Replacing *spa* with *banja / băi* or *wellness* with *zdravlje / bunăstare* would additionally require longer, descriptive phrases that do not encapsulate the complete meaning, such as *wellness pentru îmbunătățirea stării fizice și mentale* (wellness for improving physical and mental state), which would not be as **efficient** or **recognizable** to an

international audience. Similarly, in the Serbian example, *spa centar* and terms like *fitness sala* and *wellness caffe* are understood globally and signify a specific type of service offering that goes beyond simple health or fitness facilities. Thus, these terms are fully justified anglicisms because they introduce new concepts that would otherwise require complex explanations or lose their precise meaning in translation.

A comparative analysis of the anglicisms adaptation revealed that while Serbian and Romanian exhibited similar patterns of anglicism adoption, Romanian displayed a higher percentage of direct borrowings.

3.3 Degree of adaptation

The extent to which anglicisms were adapted into the native language varied between Serbian and Romanian. Serbian demonstrated a tendency for phonological and morphological modifications, which aligns with Serbian spelling conventions. As seen in the following example:

32) internet Wi-Fi (besplatno), ***room service*** *(plaća se)*
33) parking (do popune mesta), ***room servise****,*
34) … recepcija 24h, ***rum servis****, 5 restorana…*

Such examples indicate the uncertainty or even ignorance of the user of the anglicisms especially since there is a Serbian translational equivalent: *usluživanje u sobi* which could have been used instead.

In contrast, Romanian anglicisms largely retained their original English forms, indicating a higher level of direct linguistic borrowing and less phonetic integration. However, there were instances of morphological modification in the Romanian part of the corpus a well:

35) Alege un resort cu ***Aquapark***
36) ***Aquaparcurile*** *cu multe tobogane pentru toate vârstele.*
37) piscine pentru copii, ***Aqua Park***

Such examples indicate the uncertainty or even unawareness of the user of the anglicisms especially since there are Romanian translational equivalents which could have been used instead and it is found on the same website:

38) ***Parcul acvatic*** *al hotelului cu 22 tobogane*

This inconsistency may stem from several factors, including the absence of standardized terminology, varying levels of English proficiency among content creators, and the influence of local phonetic adaptation. Such discrepancies can impact brand identity and professional credibility, potentially causing confusion among international visitors and diminishing the overall perception of service quality.

Referring to the degree of adaptation of anglicisms into Serbian and Romanian some similarities and differences can be observed, especially regarding suffixation.

As it has been previously mentioned, the Serbian language is more prone to morphological adaptation of anglicisms mainly because it makes the addition of suffixes easier and more natural. For example: *stu**dia,** studi**ja,** jacuzzij**em**, WiFi-**jem,** suit**ova**, snowborder**a***. As it can be seen form these examples, the analysis of the corpus has revealed many discrepancies regarding the actual suffix addition. Namely, in some examples the hyphen has been used (*WiFi-**jem***), in some there has been some degree of morphological alternation after which the suffix has been added (stid**ija**), and in some examples the Serbian suffix has simply been added to the raw anglicisms in its original English form (*jacuzzij**em,** suit**ova**, snowborder**a***).

In the case of the Romanian language, suffixes have been directly appended to the English form of anglicisms without any modifications: *spa**-uri**, resort**uri**, bar**uri**, souvenir**uri**, suvenir**uri**, discount**urile**, site**-ul**, weekend**uri**.* Instances of morphological alternations were minimal (*suvenir**uri***), which could be attributed to the writer's lack of adherence to English spelling conventions. Additionally, as observed in the Serbian examples, hyphens are employed with anglicisms ending in vowels (*spa-**uri**, site-**ul***).

3.4 Anglicisms integration patterns

The study identified three primary ways in which anglicisms were incorporated into Serbian and Romanian tourism discourse, demonstrating distinct patterns of linguistic adaptation that align with broader theoretical categorizations of anglicisms. These categories: direct borrowings, calques, and hybrid formations, closely intersect with the classification of raw, obvious and hidden anglicisms proposed Prćić (2005:120-123), revealing the varying degrees of integration and visibility of English influence in the local languages.

Direct borrowings as raw anglicisms

These include terms like *wellness*, *spa, first minute, business class*, *check in, check out, room service* and *all-inclusive*, which were adopted without modification and are instantly recognizable as English-origin words. Such borrowings maintain their original spelling and pronunciation, making them transparent markers of globalization in tourism discourse. The analysis revealed that around 63% of the recorded anglicisms were raw borrowings, meaning they were integrated into the Serbian text without any orthographic or phonological adaptation. The findings indicate that around 85% of the anglicisms in the Romanian corpus are raw, maintaining their original English form without orthographic modifications. However, while some anglicisms show morphological adaptation, all recorded instances follow English pronunciation norms.

As raw anglicisms, they emphasize international prestige and ease of communication but simultaneously diminish the use of native equivalents. Their prevalence in marketing and branding suggests that they function as status symbols, catering to an international audience rather than prioritizing linguistic adaptation.

Calques as obvious anglicisms

Loan translations retain the conceptual structure of the English original while conforming to the grammatical norms of the target language. Despite their native appearance, these calques remain obvious anglicisms due to their direct structural correspondence with English, making their foreign origin easily traceable.

The corpus notes as much as 24% of such examples. In the Romanian language: *teren tenis, teren sport, sala fitness, transfer aeroport-hotel-retur, sistem audio, alarmă fum, restaurant bufet*. Despite the fact that the Romanian translational equivalents do exist and are more often than not used on the same website, most likely to avoid repetition. To point out some spelling alterations: *bufet, sistem*. Translation equivalents of the Romanian obvious anglicisms are as follows: *teren de tenis, teren de sport, sala de gimnastică/sport, transport de la aeroport la hotel și retur, sistem de sunet, alarmă de fum, restaurant cu autoservire*. Similar occurrence can be observed in the Serbian language: *milkšejk, roming, hamburger, vaučer, čekirati, džogirati, lobirati, lajv, pripejd, super, top ponuda, bufet doručak, etc.* Likewise, the Serbian translational equivalents can easily be found on the websites: *pljeskavica, prijaviti se, trčati, zagovarati, direktan prenos / uživo, unapred plaćena usluga, odličan, jako dobar, izuzetan, najbolja ponuda, doručak na bazi švedskog stola.* It is important to point out that some obvious

anglicisms are in fact merged into the Serbian language and used without translational equivalent: *milkšejk, roming, vaučer*.

These examples illustrate how loan translations attempt to preserve native linguistic norms while maintaining the structure of the English original. However, their direct correspondence with English makes their borrowed nature evident. Adjusting phrase structures to better align with Serbian and Romanian syntax enhances fluency and consistency while justifying the overt influence of English.

Hybrid formations as hidden anglicisms

These adaptations blend English and native linguistic elements, subtly integrating foreign language influence into local discourse. For example:

*39) Bacău **Fest Monodrame** este un eveniment cultural*
*40) **Šekspir festival***

The direct translation in the Serbian example creates an unnatural phrase structure. A more linguistically appropriate adaptation would be to align the event name with Serbian syntax: *Šekspirov festival* or *Festival Šekspirovih dela*. Similarly, in the Romanian example, *Bacău Fest Monodrame*, the phrase structure does not fully align with Romanian linguistic conventions. An interesting curiosity is that a more natural translation can be found on the same website referring to the same cultural event: *Festivalul Monodramei Independente 2024 la Brașov*. This phrasing follows Romanian syntactic norms, demonstrating that a more linguistically appropriate structure is already in use.

This classification reveals the nuanced ways in which globalized tourism discourse shapes local languages. While some terms remain unchanged due to their international appeal, others undergo subtle modifications. The degree of adaptation depends on cultural attitudes toward language preservation, the dominance of anglicisms in tourism branding, and the necessity for linguistic efficiency in cross-cultural communication.

3.5 Generational perceptions of anglicisms in hospitality and tourism marketing

This section examines generational differences in the perception of anglicisms in tourism and hospitality marketing among Romanian and Serbian respondents. The survey was conducted among 200 participants, with 100 native Serbian speakers and 100 native Romanian speakers. Participants included industry professionals, students, and individuals outside the tourism and hospitality sector. The study categorized them into two groups: the older generation (51 and above) and the younger generation (18-50). The objective was to assess their attitudes towards the use of anglicisms in marketing materials, preferences for native vs. borrowed terminology, and how these choices influenced perceptions of authenticity and modernity.

The survey analysis revealed that both Romanian and Serbian respondents demonstrated similar patterns in their attitudes toward anglicisms, with slight variations. Generational differences were evident in both countries, as younger participants were more open to English-language influences, whereas older respondents favoured native terminology.

Namely, among younger participants, 89% of Romanians and 83% of Serbians stated that language plays a crucial role in selecting a travel destination. Additionally, 65% of younger Romanians and 59% of younger Serbians believed that English terminology enhances the modern and international appeal of destinations, while only 14% of older Romanians and 29% of older Serbians shared this perspective. This suggests that language plays a vital role in shaping perceptions of a destination, especially among younger generations who are more likely to be influenced by globalized trends and digital media. Therefore, younger respondents

view anglicisms as making a destination seem more modern and international, highlighting the appeal of globalized branding.

Regarding language preferences, 61% of younger Romanians and 57% of younger Serbians favoured a mix of English and their native language in marketing materials, whereas 79% of older Romanians and 87% of older Serbians preferred exclusively native terminology. These results further reinforce the younger generation's openness to English-language marketing, reflecting broader global trends in communication, while the older generation remains more rooted in national identity and cultural authenticity.

The influence of anglicisms on willingness to visit a destination also revealed similarities. While 58% of younger Romanians and 52% of younger Serbians stated that English expressions increased their interest in visiting a location. Conversely, 19% of older Romanians and 21% of older Serbians stated that anglicisms made them less interested in a destination. This difference may indicate that older generations value authenticity more and may feel distanced from destinations that rely too heavily on globalized language.

When asked whether tourism marketing in their country is culturally representative, responses varied across generations. 55% of older Romanians and 58% of older Serbians felt that tourism marketing effectively represents their cultural heritage. However, younger respondents were more likely to perceive an excessive focus on globalized trends, with 23% of Romanians and 24% of Serbians stating that marketing lacks cultural authenticity. These findings indicate a generational gap in perceptions of cultural representation, highlighting the challenge of balancing global appeal with local identity in tourism branding.

The comparative analysis highlights parallel trends in generational attitudes toward anglicisms in tourism marketing. While younger generations in both countries embrace the use of English to enhance international appeal, older generations prioritize the preservation of cultural and linguistic identity. These findings underline the influence of global media and digital platforms on younger generations, making them more receptive to anglicisms in tourism marketing, while older generations value authenticity and cultural identity. Similarly, perspectives on cultural representation in tourism marketing reflect a divide, with younger respondents seeking more emphasis on authenticity and older respondents generally satisfied with current approaches.

These insights underscore the need for tourism marketers to strike a balance between global branding strategies and local cultural representation to appeal to diverse demographic segments.

3.6 Managerial implications: Leveraging corpus and survey analysis for effective tourism marketing strategies

The integration of both corpus analysis and survey analysis enhances the managerial implications of this research by providing a comprehensive understanding of how language use, specifically anglicisms, influences consumer perceptions and decision-making in tourism and hospitality marketing. The corpus analysis examines real-world marketing materials, providing insights into the frequency and context of anglicisms used in tourism advertisements. By analysing these materials, the research uncovers patterns in language use that can help tourism and hospitality managers assess whether their marketing strategies are aligned with consumer expectations and cultural trends. The survey analysis complements this by offering direct feedback from consumers, divided into generational groups, about their attitudes toward anglicisms in tourism marketing. The data reveals that younger generations tend to embrace anglicisms, viewing them as markers of modernity and international appeal, while older generations often associate these terms with a loss of cultural authenticity. This generational divide provides critical insights for managers when designing targeted marketing campaigns.

For younger audiences, incorporating English terms can enhance the global appeal of a destination or service, appealing to their preference for modern, innovative branding. In contrast, older consumers may prefer native language terminology that reflects tradition and cultural authenticity.

By combining the results of both the corpus and survey analyses, tourism and hospitality managers can develop marketing strategies that strike the right balance between international appeal and cultural authenticity. The corpus analysis guides the selection of language that aligns with actual usage in the industry, while the survey analysis provides insights into consumer preferences, enabling managers to craft messages that resonate with diverse demographic groups. This dual approach allows for more informed and targeted marketing, ensuring that language choices are not only linguistically appropriate but also strategically aligned with the evolving needs and expectations of consumers. Ultimately, the findings empower managers to create more engaging, culturally sensitive, and effective marketing materials that drive consumer engagement and enhance brand loyalty.

CONCLUSION

The use of language, particularly anglicisms, in tourism and hospitality plays a crucial role in shaping the tourist experience and the global competitiveness of tourism destinations. Both Serbia and Romania reflect broader linguistic trends where the integration of English terminology is seen as a tool for modernity and international appeal. The use of anglicisms in this context reinforced the globalized nature of hotel, restaurant and tourism operations.

The compiled corpus provides a representative dataset of anglicisms used in Serbian and Romanian tourism and hospitality discourse. The analysis of the corpus has shown that these anglicisms have become an integral part of the promotional language, reflecting the globalized nature of tourism and hospitality marketing and the influence of international trends on local advertising strategies. The inclusion of such linguistic elements in tourism discourse is significant because it reveals how modern, internationalized language has shaped consumer perceptions and marketing in the industry.

This analysis of anglicism usage in Serbian and Romanian tourism discourse reveals key differences in how the two languages incorporate English terms. The corpus research has shown that both languages use anglicisms extensively, reflecting the globalized nature of tourism marketing, but with distinct approaches. Romanian relies more on direct borrowing of raw anglicisms, often preferring them over native equivalents. In contrast, Serbian adapts English terms phonetically and morphologically, somewhat preserving linguistic identity while incorporating global terminology. The research conducted for the purpose of this paper has proven that both languages embrace English forms even when native words exist. However, Serbian is more prone to translation equivalents. Furthermore, the analysis of five-level anglicism justification scale has shown that Romanian tends to favour a broader use of anglicisms, often falling within the un**justified** or **conditionally justified** levels, even when native alternatives exist. In contrast, Serbian is more selective, adopting anglicisms primarily at the **justified** or **fully justified** levels, ensuring that they are necessary or contribute significantly to clarity or global appeal.

The survey results clearly indicate a **generational divide** in perceptions of anglicisms in tourism marketing in both countries. **Younger generations** are more inclined to embrace the use of English in marketing materials, associating them with modernity, global appeal, and innovation. They are more likely to engage with tourism advertisements that incorporate anglicisms and are more influenced by globalized branding. In contrast, the **older generation** of Romanians and Serbians remains more sceptical of anglicisms, favouring the use of native language for authenticity and a stronger cultural connection. These findings suggest that

marketers targeting younger consumers in the tourism and hospitality sectors should consider integrating more English terms in their branding and promotional efforts, while also being mindful of the older generation's preference for cultural authenticity.

By combining consumer response data with the analysis of marketing materials, the study offers valuable insights for tourism and hospitality marketers. It helps professionals understand consumer language preferences and design more effective, culturally sensitive strategies, making the research more relevant to the industry. Recommendations include selective adoption of anglicisms, standardization of terminology, and improved translation strategies to preserve linguistic identity while maintaining global competitiveness.

This study provides valuable insights into the evolving language of tourism marketing and the role of anglicisms in shaping consumer perceptions. Future research could explore the long-term effects of anglicisms on cultural identity, language evolution, and marketing effectiveness in the tourism and hospitality industries.

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