

ANGLICISMS IN ROMANIAN AND SERBIAN HOSPITALITY AND TOURISM DISCOURSE

PREDRAG NOVAKOV

University of Novi Sad

MIHAELA LAZOVIĆ

The Academy of Applied Studies Belgrade

Abstract: *Being at the core of intercultural communication, hospitality and tourism industries have become the meeting point of different languages and cultures. Consequently, English terms, or anglicisms, are commonly integrated into Serbian and Romanian languages, particularly within tourism and hospitality contexts.*

This paper analyses the impact of anglicisms on the Romanian and Serbian tourism and hospitality lexicons, offering insights into their assimilation within the respective discourses. Additionally, it deliberates upon the validity of using anglicisms in these contexts. The primary objective is to identify, analyse, and translate anglicisms found in the tourism and hospitality terminology of these two languages.

This study adopts a corpus-based approach, extracting data from various websites and promotional materials of Serbian and Romanian hotels, tourism organizations, and agencies. The findings emphasise the widespread usage of anglicisms in the discourse of tourism and hospitality, significantly influencing the Serbian and Romanian translation equivalents.

Key words: *Anglicisms, Serbian and Romanian translational equivalents, tourism and hospitality discourse*

1. Introduction

The fields of hospitality and tourism serve as dynamic and essential domains representing the meeting point between diverse languages and cultures. From a linguistic perspective, these fields not only facilitate communication across linguistic boundaries but also witness the extensive integration of anglicisms into local languages such as Serbian and Romanian.

In the context of hospitality, hotel employees often adopt English terms to cater to international clientele, creating a linguistic environment where phrases like *check-in*, *room service*, *spa* and *all-inclusive* seamlessly blend with local languages. Similarly, in tourism, the promotion of destinations and services frequently incorporates English terms to appeal to a global audience, influencing the lexicon of both Serbian and Romanian.

The extensive use of anglicisms in these languages reflects broader trends in globalization, where English serves as a lingua franca in international business communication. This phenomenon raises questions about the justification as well as impact of anglicisms on local languages, encouraging scientific research into their adaptation and integration within the Serbian and Romanian tourism and hospitality discourse.

By examining the occurrence and adaptation of anglicisms in Serbian and Romanian within mentioned contexts, this study seeks to deepen our understanding of how languages evolve in response to global influences, offering insights into linguistic diversity and intercultural communication. Furthermore, this paper examines the impact of anglicisms on the Romanian and Serbian tourism and hospitality lexicons, offering insights into their assimilation within respective discourses. Additionally, it explores the validity and implications of using anglicisms, aiming to identify, analyse, and translate English borrowings found in the terminology of tourism and hospitality.

Employing a corpus-based approach, this study extracts data from a variety of sources including websites and promotional materials from hotels, tourism organizations, and agencies in Serbia and Romania. By focusing on these texts, the research highlights the prevalent use of anglicisms and their significant influence on Serbian and Romanian translation equivalents.

2. Theoretical Background

Existing linguistic literature has explored the diffusion of English loanwords in both Romanian and Serbian. In these linguistic contexts, two primary tendencies regarding the influence of English on these languages become apparent. The first tendency advocates for the preservation of native language purity, while the second supports linguistic tolerance. Proponents of linguistic purity of the Romanian language, George Pruteanu and Eugen Simion (2001:3), strongly oppose English influence and criticize the blending of Romanian and English in public and professional discourse, coining the term *romgleză* to describe this linguistic fusion. Similarly, in Serbian linguistics, Tvrtko Prčić (2005:20) argues for restraining English influence, highlighting the emergence of a hybrid language named *Angloserbian*. This hybrid language, according to Prčić (2005: 34-49), arises from the conscious or unconscious incorporation of English words by urban youth and represents a linguistic anomaly, adopting English semantic, pragmatic, grammatical, and spelling norms across various linguistic domains.

a. Serbian Linguistic Literature

The study of anglicisms in the Serbian language has garnered significant attention in linguistic research. Prčić (2005:59) offers a twofold definition of anglicisms. Firstly, anglicisms are commonly understood as general words borrowed from English and integrated into Serbian with varying degrees of assimilation. Secondly, anglicisms encompass words, phrases, or even sentences in Serbian that follow or mirror the orthographic, phonological, grammatical, semantic, or pragmatic norms of the English language.

In the Serbian relevant literature, anglicisms are categorized according to their degree of integration into the target language, ranging from fully unjustified to fully justified. This paper applies Prčić's scale of justification levels (2005:130-134), which categorizes anglicisms into five levels: fully unjustified, unjustified, conditionally justified, justified, and fully justified. This framework provides a structured approach to evaluate the justification of anglicisms within the Romanian and Serbian tourism and hospitality discourses.

Namely, according to Prčić (2005:130) an anglicism is considered fully unjustified if there already exists a native or well-established term in the native language. For example, using *bord* instead of *odbor* / *upravni odbor* in Serbian, or *consiliu de administrație* in Romanian.

Furthermore, an anglicism is deemed unjustified if the foreign concept can be translated using productive morphological, syntactic, and semantic means of the Serbian language. For example, in the hospitality and tourism lexicon: using *all-inclusive* instead of *sveuključujući* in Serbian, or *totul inclus* in Romanian.

Also, an Anglicism is conditionally justified if it offers a noticeably shorter and more economical way of expressing a new or existing concept compared to the native or well-established term. Examples include *PR*, which is shorter and more economical than the Serbian *odnosi s javnošću* or *služba za odnose s javnošću*, and similarly in Romanian, *relații publice* or *departamentul de relații publice*.

On the other hand, an anglicism is justified if it introduces a new nuance of meaning into the Serbian language system (Prčić 2005:133). Examples include *hamburger* as compared to *pljeskavica*.

Finally, an Anglicism is fully justified if it introduces an entirely new meaning into the Serbian language system, thereby filling a lexical and/or conceptual gap (Prčić 2005:133). Examples include *milkshake*, *fish burger*, and *management* in both languages.

The provided examples demonstrate that Prčić's five-level scale for the justification of anglicisms is applicable to the hospitality and tourism lexicon in both Romanian and Serbian. This scale will also serve as the basis for research and corpus analysis in this paper.

b. Romanian Linguistic Literature

The theoretical background of anglicisms in the Romanian language is rooted in the study of language contacts, borrowings, and sociolinguistics. This phenomenon is also analysed regarding language adaptation, where borrowed terms are often modified to fit the phonological and morphological patterns of Romanian, demonstrating the dynamic nature of language evolution. Mioara Avram (1997:9), considers English borrowings a natural linguistic evolution rather than a negative phenomenon. Furthermore, Hortensia Pârlog (2004, 2005, 2024), a notable Romanian linguist, has extensively studied the phenomenon of anglicisms in the Romanian language. Namely, Pârlog analyses the integration of anglicisms into Romanian, aiming to normalize and standardize their usage across linguistic registers. She approaches the subject with a keen awareness of the complex socio-cultural and linguistic dynamics at play. Pârlog acknowledges the inevitability of language contact in a globalized world, highlighting that the influx of English terms is a reflection of Romania's integration into global networks. However, she also emphasizes the importance of maintaining linguistic identity and the potential risks of over-reliance on anglicisms, which may lead to a dilution of the native lexicon and cultural nuances. Pârlog advocates for a balanced approach, where the adoption of foreign terms is met with careful consideration of their necessity and impact on the Romanian language. Her work encourages ongoing dialogue among linguists, educators, and the public to navigate the challenges and opportunities presented by this linguistic evolution.

Additionally, Arina Greavu is a prominent Romanian linguist known for her in-depth analysis of language contacts and borrowings, particularly focusing on the impact of English on the Romanian language. In her book *Recent Anglicisms in Romanian: Evolution and Integration* (2018), Greavu provides a comprehensive examination of the recent influx of English terms into Romanian. She explores the socio-cultural and linguistic factors driving this trend, such as globalization, technological advancements, and the pervasive influence of English in media and education. Greavu's analysis delves into the adaptation processes that anglicisms undergo to fit Romanian phonological and morphological patterns, highlighting how these borrowed terms are integrated into everyday use.

c. Serbian and Romanian Linguistic Literature in the Domain of Hospitality and Tourism

Despite the extensive research on anglicisms in various fields such as sports, economy, mass media, IT, etc. only a few scientific papers have specifically addressed the topic of anglicisms in the hospitality and tourism discourse in Serbian and Romanian languages. These studies highlight a gap in the literature, emphasizing the need for further investigation into how English loanwords are integrated and utilized in the mentioned sectors, particularly given their significant role in international communication and business. This type of research is in its initial stages, with only a few scholars addressing the topic. Notably, Lazović is the primary researcher who has examined the integration of anglicisms in the hospitality and tourism discourse, comparing both Serbian and Romanian languages. Her work represents a pioneering effort in this area, indicating a substantial need for further studies to deepen our understanding of English loanwords' impact on these linguistic contexts.

Namely, Lazović's (2020:71-83) research explores the impact of globalization on the use of English in hospitality and tourism terminology in Serbian and Romanian. Her findings show that anglicisms frequently replace native terms, often due to their modern and sophisticated appeal and language economy since anglicisms are typically shorter. This trend may positively impact the industry by attracting more guests. Lazović (2018a:780-782) provides insights into the use of anglicisms in communication technology within these fields, identifying profession-driven and status-driven motivations behind their adoption. The research highlights the most commonly used anglicisms in both languages, comparing whether the same anglicisms appear in both languages and offering Serbian and Romanian translational equivalents. Similarly, Lazović (2015) examines global trends, demonstrating the significant impact of English terms on Serbian and Romanian tourism and hospitality lexicon.

Lazović's research is crucial for understanding the integration of anglicisms in the tourism and hospitality discourse in Serbian and Romanian. By identifying and analysing the most commonly used English terms and their native equivalents, Lazović highlights the significant impact of globalization on these languages. Her research sheds light on how profession-driven motivations influence the adoption of anglicisms, providing valuable insights for language planning and communication strategies in the hospitality and tourism sectors. Furthermore, her research not only underlines the dominance of English influence but also offers practical solutions for balancing linguistic integrity with modern linguistic trends.

3. Corpus

This research adopts a corpus-based methodology to investigate a specific functional register within the domains of tourism and hospitality. It conducts a comparative analysis between Romanian and Serbian corpora, examining the prevalence and adaptation of anglicisms within each linguistic context.

This comprehensive corpus-based methodology involves gathering data from a variety of sources that include websites and promotional materials originating from hotels, tourism organizations, and agencies situated in both Serbia and Romania. The examples from the corpus have been copied from websites without any changes. A complete list of the websites visited for extracting the corpus examples is provided at the end of this paper.

By examining these textual sources, the research aims to clarify the widespread adoption of anglicisms and their profound impact on the Serbian and Romanian translation equivalents. This study aims to uncover how these borrowed English terms infuse and reshape the linguistic landscapes of both countries, shedding light on the complexities of language assimilation and adaptation within the dynamic contexts of tourism and hospitality.

3.1. Romanian

The Romanian portion of the corpus was compiled from various travel agency websites, with Christian Tour being the most prominent, as well as hotel and restaurant websites accessed between January and August 2024. A complete list of websites accessed for the purpose of collecting the corpus is offered at the end of the paper. The corpus includes both adapted and raw anglicisms, recording 410 distinct instances. The work on the corpus revealed frequent repetitions of anglicisms. The total number of anglicisms (including repetitions) found on the mentioned Romanian websites approximates 1400. The analysis conducted for this paper has shown that about 76% of the anglicisms in the Romanian corpus are raw, meaning they are not orthographically adapted. The rest of anglicisms are to some extent morphologically adapted. However, the research indicates that all anglicisms in the Romanian language are phonologically adapted, following English pronunciation norms, which can often result in pronunciation errors. Furthermore, the anglicisms in the corpus are classified into two categories: justified and unjustified and analysed accordingly.

3.2. Serbian

Serbian part of the corpus was compiled from the website of the *Kontiki* travel agency (accessed in January and February 2024.), one of the oldest and largest renowned travel agencies in Serbia. This website is in the Latin script, which means that it allows both adapted and unadapted anglicisms to appear. It includes offers for winter and summer tours, faraway destinations, individual tours, wellness with the locations both in European and non-European countries. Approximately, this website comprises 35 000 words and 376 different anglicisms were recorded (only the first occurrences, very frequent repetitions were not recorded separately; with the repeated occurrences, the number would be about 1300). The analysis showed that about 60% of the recorded anglicisms were raw anglicisms (inserted in the Serbian text without any orthographic or phonological adaptation).

4. Goals

The aim of this paper is to conduct a comprehensive analysis of anglicisms in the Romanian and Serbian corpora, within the fields of tourism and hospitality. Specifically, the study focuses on several key aspects: identifying anglicisms used in both languages, distinguishing between raw and adapted anglicisms, classifying anglicisms as justified or unjustified, and offering the underlying reasons for their usage. By addressing these aspects, the research aims to provide a nuanced understanding of the impact and integration of English loanwords in these two languages.

Firstly, the study seeks to identify the most frequent anglicisms within the Romanian and Serbian corpora of tourism and hospitality. This will offer insights into the prevalence of English influence in these sectors. The next objective is to distinguish between raw anglicisms, which are directly borrowed without modification, and adapted anglicisms, which undergo some degree of phonological, morphological, or orthographic change to fit the host language. This differentiation is crucial for understanding how English terms are assimilated into Romanian and Serbian.

Additionally, the research categorizes anglicisms as justified or unjustified based on Prčić's scale (2005:129-134). Justified anglicisms are those that fill a lexical gap in the host language, while unjustified anglicisms are considered unnecessary and could be replaced by existing native words. This classification helps evaluate the appropriateness of borrowing and the extent to which it enriches or dilutes the host language.

Finally, the study aims to identify and analyse the reasons underlying the use of anglicisms in these specific linguistic contexts. Factors such as globalization, technological advancement, cultural prestige associated with the English language, and practical convenience are considered to understand why speakers of Romanian and Serbian might prefer English terms over native equivalents. By exploring these motivations, the research contributes to a broader understanding of linguistic change and the dynamics of language contact in the modern world.

5. Analysis of the Corpus

5.1. Romanian

After identifying and collecting the anglicisms appearing in the Romanian hospitality and tourism discourse, the analysis involves distinguishing between adaptation and justification of the anglicisms from the corpus.

In terms of adaptation, the analysis of the Romanian part of the corpus has revealed that 76% of the anglicisms are raw. This means that the anglicisms were borrowed in their original English form without any graphological, phonological, or morphological alterations. For example:

1. a) Zona de *Wellness* și *SPA* este un sanctuar dedicat dumneavoastră.
b) Lansare oferte *charter* 2024!
c) Va rugam sa alegeti o data de *CheckIn* si *CheckOut* pentru a vedea preturile.
d) Reducerile *Early Booking* au început!
e) In intregul hotel este disponibil acces gratuit la *internet WiFi*.
f) *City Break* by Traveliana.
g) Ofertele *last minute*.

Furthermore, the corpus records examples of raw anglicisms on which Romanian suffixes have been attached, with or without the hyphen. For example:

2. a) ...poți găsi locuri de relaxare, precum parcuri sau *spa-uri*, pentru a te destinde.
b) *Site-ul* nostru este conectat in timp real iar tarifele si disponibilitatea sunt reale.
c) *Resorturi* pe plaja cu *all inclusive*.

The research results have proven that the hyphen is added arbitrarily regardless whether the anglicisms end with a vowel or consonant, as seen in examples like:

3. a) Persoana specializata din cadrul *staff-ului* va asigura suport pentru grupuri organizate.
b) Este necesara consultarea *site-ului* oficial si a fact *sheet-ului* hotelului.
c) Utilizarea *voucherelor*...

The use of foreign words has been somewhat regulated by DOOM 3 (*Dictionary Of Orthography, Orthoepy, and Morphology*) which states that loanwords are written without a hyphen when accompanied by a determiner (definite article), with the exception of loanwords ending in *w* or *y* pronounced /u/ or /e/ like in: bungalow [w pron. ũ] s. n., art. bungalow-ul; pl. bungalow-uri; chardonnay s. n., art. chardonnay-ul [pron. șardoneul], (porții; sorturi) pl. chardonnay-uri [pron. șardoneuri] (DOOM https://doom.lingv.ro/studiu_introductiv/observatii_recomandari#sectiunea-6.3 [2024, August 20]).

Therefore, it can be argued that the creators or writers of websites obviously did not consult the DOOM 3 dictionary, but added the hyphen based on their own judgement or preference.

Nevertheless, such anglicisms may be considered a subgroup of raw anglicisms which have experienced some level of morphological adaptation i.e. the addition of suffixes.

The second group are adapted anglicisms, which can be subcategorized into obvious and hidden, following Prčić (2005:120-123).

Obvious anglicisms are merely procured from the English language and incorporated into Serbian and Romanian without any attempt of translation but with a degree of morphological or phonetical alternation (Prčić 2005:121).

There are merely a few examples of morphological alteration of English words, like in the following:

4. a) Alege un *resort* cu *Aquapark*.
b) *Aquaparcurile* cu multe tobogane pentru toate vârstele.
c) *Aqua Park*
d) *Exclusiv Christian Tour*
e) *Videoproiector*

Namely, the example (4b) the Romanian *c* is used instead of English *k* (*auqaparcurile*) this can be attributed to a spelling error or the ignorance of the website creator concerning English spelling. The same can be argued for the examples (4d, 5e). Furthermore, the corpus has revealed three spelling variants of the anglicism *Aqua park*.

To this note, the corpus records inconsistent use of hyphen in anglicisms as well, especially with the words *minibar* and *check-in/check-out* which are sometimes written with a hyphen and sometimes without it.

Finally, the corpus examples of hidden anglicisms are numerous encompassing around 30% of the corpus. According to Prčić (2005:121-122), the discourse formulas in hidden anglicisms mirror the structure, semantics and use of English structures, which have been domesticated in both Serbian and Romanian language, replacing and even displacing their translational equivalents. They point to structural mistakes influenced by the English language. For example:

5. a) *Manager Restaurant Muse, Iasi – restaurant manager*
b) *Locuri de munca manager hotel in Timisoara – hotel manager*
c) *Sală conferință – conference hall*
d) *Sistem audio / sistem traducere simultana – audio system / simultaneous translation system*
e) *Facilități de fitness – fitness facilities*
f) *Sala fitness – fitness hall, gym*
g) *Room service – servire în cameră*
h) *recepție 24/24 – recepție 24 de ore pe zi*
i) *Transfer aeroport-hotel-retur – airport transfer*
j) *Teren tenis / teren sport – tennis / sports courts*
k) *Kit de ras / kit dentar / kit igienic – shaving kit, dental kit, hygienic kit*
l) *Training-ul personalului – personnel training*
m) *Centrul spa ultramodern – ultramodern spa crater*
n) *Camera PlayStation – PlayStation room*

In these examples, the English phrase structure is apparent as it has been directly mirrored in the Romanian language. Romanian translational equivalents do exist, but are rarely used: *directorul hotelului, restaurantului, sala de conferinte, trusa de ras, trusa dentara, trusa igienica*.

Regarding the second criterion, anglicisms in the corpus are classified into two categories: justified and unjustified.

The justification of anglicisms largely depends on whether they address a specific linguistic need that cannot be met by existing native terms, their acceptance within the linguistic community, and their contextual relevance. Anglicisms are generally considered justified if they provide a new and useful concept not adequately represented by native vocabulary, if they are widely used and recognized within the target language community, or if they denote a notion that native terms cannot effectively cover. The research results indicate that 27% of anglicisms in the Romanian part of the corpus can be deemed justified. The majority of them represent new terms denoting a modern way of life or are connected to IT technologies. For instance:

6. a) *Spa*
b) *Wellness*
c) *Fitness*
d) *Sauna*
e) *Internet*
f) *Online*
g) *Wi-fi*

On the other hand, the corpus registers anglicisms that have been in use in the Romanian language for a longer period of time, and are recorded in prominent dictionaries on Romanian language such as DEX (*Explicative Dictionary of the Romanian Language*) (<https://dexonline.ro/> [2024, August 21]):

- 7. a) Lift
- b) Liftboi
- c) Weekend, weekenduri
- d) Non-stop
- e) Bar
- f) Suvenir
- g) Sandvici, sandviciuri / sendviș, sendvișuri

As shown in example (7b), the dictionary records an anglicism with an altered spelling to ease Romanian pronunciation.

On the other hand, anglicisms may be considered unjustified if suitable native equivalents are readily available and can be standardized, or if their use is not contextually appropriate. Namely, if a well-established term already exists in the Romanian language that conveys the same meaning, the adoption of an anglicism might be seen as unnecessary. Additionally, if native alternatives can be easily developed and standardized, the use of anglicisms may lack justification.

In the context of unjustified anglicisms from the corpus, there have not been any attempts to translate the raw anglicisms, even in the cases Romanian translational equivalents exist. This phenomenon is particularly observed in the names of hotel rooms, views, as well as food and accommodation arrangements. For example:

- 8. a) Standard Room – Double
- b) Studio Triple – Double
- c) Dubla Standard – Double
- d) Double Extra Bed – Double+Extra Bed
- e) Superior Room Garden View – Double Room
- f) Junior Suite Prestige – Double Room
- g) Superior Room Sea View – Double Room
- h) Garden Deluxe Lake Land View – Double
- i) Self-Catering
- j) Royal All Inclusive
- k) Ultra All Inclusive
- l) All Inclusive Plus
- m) All Inclusive

In the example (8c) the Romanian word has been used *dubla* even though the correct room name in Romanian is *camera matrimonială*. *Land view* is an interesting term which is not used in English when referring to views from hotel rooms. The Romanian translational equivalents for room views that can be used in these contexts are: *camera / balcon cu vedere la munte, mare, grădină...*

The last set of anglicisms concerning accommodation and food arrangements often includes the anglicism *all-inclusive* without any offered translation even though the Romanian equivalent is acknowledged: *totul inclus*.

Furthermore, many unjustified anglicisms have been used in the names of jobs in the hospitality industry. For example:

- 9. a) Descrierea *jobului*
- b) *Manager hotel*
- c) Manager Restaurant
- d) Manager locatie
- e) Ospatar / *barman*
- f) Casa Bunicii angajeaza ospatar *full time*
- g) Kartoffel Iulius Mall - Angajam *personal fast-food*

In the Romanian subset of the corpus, around 73% of anglicisms are considered entirely unjustified, as Romanian equivalents can be easily generated and standardized.

5.2. Serbian

As it has been indicated in section 3.2., the Serbian part of the corpus consists of the examples from the website of the *Kontiki* travel agency. These examples are going to be analysed according to the two criteria: the level of adaptation and the level of justification.

As for the level of adaptation, it has already been mentioned (3.2.) that more than a half of the recorded examples are raw anglicisms (about 60%). Therefore, the first Serbian examples to be analysed belong to raw anglicisms, those which did not undergo any adaptation (graphological, phonological or morphological):

- 10. a) all inclusive
- b) adults only bar
- c) flat screen TV
- d) pet friendly
- e) back view

So (10a) is the only option in the corpus, there were no attempts to translate it, even though it is possible to find and standardize a short direct translation equivalent which would be then included in standard use. The same goes with (10b), (10c) and (10e), that is adequate translation equivalents are possible to find. However, it is difficult to find a short translation (that is, a premodifier and a noun) for the example (10d); the transfer of its semantic content to Serbian would require a relatively long postmodifying clause which would clash with the requirement of this functional style to present information briefly and effectively. In this case perhaps the solution would be to adapt this anglicism and standardize it.

A subgroup of Serbian raw anglicisms includes the examples without graphological or phonological, but with some morphological adaptation. Namely, as a language with rich morphology, Serbian requires suffixes for number and cases of nouns (as well as suffixes for tenses). In some instances, such suffixes were attached directly to raw anglicisms like in:

- 11. a) ... duga plaža koja je neizostavni deo *resorta*... ('a long beach which is a ... part of the resort')
- b) svi family *suitovi* ('all familiy suites')
- c) možete koristiti uslugu *all inclusive-a* ('you can use the service all inclusive')
- d) do iskusnih skijaša i *snowbordera* ('to experienced skiers and snowboarders')
- e) besplatnim šatl *busevima* ('by free shuttle buses')
- f) WiFi-jem ('with WiFi')

The examples point to the fact that some suffixes are added directly to the noun (11a, 11b, 11d, 11e) or after the hyphen (11c, 11f). What makes things worse is the fact that in (11e) the first part of the English compound is adapted (transcribed) – *šatl*, while the second part is not (*busevima*, although the noun *bus* is used in colloquial speech in Serbian). In such cases it is necessary to observe the rules of Serbian prescriptive grammars and recommendations for correct usage.

Moreover, the English words are sometimes partly misspelt (11d) or partly transcribed (12a, b, c, d), for instance:

- 12. a) room *servis*
- b) kompletan izbor *velness* sadržaja ('complete selection of wellness content')
- c) *lobi* bar
- d) *sneck* barovima na plaži ('snack bars at the beach')

In a few cases (about 5%) the Serbian translation equivalent is used, but followed by the English original in brackets, which is not necessary:

- 13. a) Apartman sa jednom spavaćom sobom (onebedroom apartment)
- b) Apartman sa dve spavaće sobe (twobedroom apartment)

Finally, there are a few cases (about 5%) with calques:

- 14. a) ulica barova ('bar street')
- b) nekoliko plažnih barova ('several beach bars').

In these cases, the authors translated English phrases observing the original English structure, which is one way to avoid the overuse of anglicisms.

As for the second criterion, the level of justification, one can simply divide anglicisms into justified and unjustified or use the already mentioned (section 2.1.) more refined five-level scale proposed by Prčić (2005). A large number of the anglicisms in the Serbian part of the corpus (about 30%) is fully unjustified, because a Serbian translation equivalent can be easily created and standardized. For example:

- 15. a) ili dva *singl* ležaja ('or two single beds') – alternative: ili dva *odvojena* ležaja
- b) *WiFi* internet – alternative: *bežični* internet
- c) *bungalow sea view* – alternative: *bungalov s pogledom na more*
- d) zapravo su dve *interconnected* sobe ('are actually two interconnected rooms') – alternative: dve *povezane* sobe

In some cases, these anglicisms are sporadically translated in the corpus (like 15a, 15b), or there is a commonly used phrase instead (15c). The raw anglicism in (15d) is probably the result of inertia, since there is a frequently used word which correctly replaces this anglicism. Conditionally justified anglicisms (about 20%) occur in the description of the rooms, that is the room type. Translation is possible, but it would be a long descriptive phrase, although their orthographic adaptation is advisable. For example:

- 16. a) corner deluxe sobe ('rooms')
- b) family room garden annex
- c) family connection aneks
- d) deluxe adult room swim up
- e) deluxe loft room

However, it is different with the simple descriptions of apartments like:

- 17. a) U *one bedroom* apartman ('in one bedroom apartment')
- b) *One bedroom* apartman (40m2) se sastoji ('one bedroom apartment (40m2) consists of...')

In these cases, the anglicisms are fully unjustified, because there is a Serbian equivalent.

Finally, there are a few justified anglicisms (about 5%) which are difficult to translate with a short phrase or a clause, for instance:

- 18. a) spa centar
- b) velnes ('wellness')

Namely, it is difficult to find a short translation equivalent in Serbian for these two lexical units and their semantic components (18a, b), because Serbian does not have a

lexicalized concept underlying these units. However, these anglicisms should be adapted orthographically and not used in their raw form (particularly *wellness*), which is actually necessary in the Serbian Cyrillic script.

6. Conclusions

In the hospitality and tourism industries, linguistic and cultural knowledge are crucial for successful business operations in an international environment. English is preferred by the majority of investors, managers, and businessmen, even those from non-English speaking countries, due to its status as a global lingua franca.

Through this structured approach, the study contributes to a deeper understanding of language dynamics within the tourism and hospitality sectors of Romanian and Serbian linguistic landscapes, shedding light on the complexities and implications of linguistic borrowing and integration. Thus, the main goal of this research was to acquire an insight into the number of anglicisms as well as their level of adaptation and justification of their use.

In conclusion, the analysis of anglicisms in Romanian hospitality and tourism discourse reveals a significant prevalence of both raw and adapted anglicisms. While raw anglicisms, including those with arbitrary hyphenation and minimal morphological adaptation, dominate the corpus, there is a notable presence of adapted anglicisms with varying degrees of phonological and morphological alterations. The study also identifies a range of anglicisms that reflect direct translation from English, often resulting in structural inconsistencies with Romanian language norms.

The justification for using anglicisms depends on their ability to address specific linguistic needs, their acceptance within the target community, and their contextual relevance. About 27% of anglicisms are deemed justified, particularly those introducing modern concepts or technological terms. However, approximately 73% of anglicisms are considered unjustified, as they often have readily available Romanian equivalents or fail to meet contextual needs effectively.

To address the overuse of anglicisms, it is essential to promote standardization, encourage the use of native terms, and enhance transparency in text presentation. Such measures will help improve clarity and ensure that language usage aligns with Romanian linguistic standards.

The Serbian corpus with a large number of raw and unjustified anglicisms pointed to the fact that standardization of the professional terminology in this register is necessary with strict language-editing and guidelines for the authors of the texts presenting offers of travel agencies. One might even suspect that the large number of anglicisms prevents the average Serbian reader to understand fully what the travel agencies actually offer. Moreover, it seems that the principle of language economy is not the primary reason for the occurrence of anglicisms, because in many cases Serbian translation equivalents can efficiently replace them.

Based on the research results, the following anglicisms are most frequently used in the Serbian and Romanian languages in the fields of tourism and hospitality: *spa*, *all inclusive*, *room service*, *first / last minute*, *Wi-Fi* and *wellness*.

Of the mentioned anglicisms, *spa* is the most frequent in both languages. The corpus has shown that this anglicism often appears in phrases such as: *Wellness & Spa i Fitness Centar*, *Wellness Suite paket* (in Serbian) or *Centru Spa*, *Wellness și SPA*, *Zona relaxare Spa*, *facilități SPA*, *tratamente spa* (in Romanian).

A particular curiosity in both languages is the use of the same anglicisms when referring to different types of hotel rooms: *twin soba / camera twin*, *duplex soba / duplex camera / duplexuri*, *superior soba / camera superior*, *executive soba / executive camera*, *studio soba / studio*, *junior apartman / junior apartament*, *president apartman / president apartament*.

It is interesting to point out that the research results have shown that all anglicisms in the Romanian language are adapted on the phonological level, while anglicisms in the Serbian language are sometimes morphologically adapted, both following English norms, which frequently results in pronunciation and spelling errors.

This analysis brings to attention the enduring linguistic dilemma: Are language borrowings justified? While it is widely accepted that languages must evolve and adapt to new scientific and technological advancements, there is concern that losing linguistic norms and characteristics could undermine identity of a language. Opposing the influence of English on other languages, including Serbian and Romanian, is futile, as this is a natural process that has been ongoing for a long time. Historically, similar influences have occurred with dominant languages such as Latin and Sanskrit. However, simply yielding to this trend of anglicism overuse without any oversight or standardization is linguistically irresponsible.

Finally, it goes without saying that the above-mentioned discussion refers to the analysed corpora and that further research should be conducted with larger corpora including websites of more travel agencies as well as the texts advertising offers in the field of tourism industries.

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- <https://www.hoteltimisoara.ro>
- <https://www.olx.ro/locuri-de-munca/personal-hotelier-restaurant/personal-fast-food/q-iulius-mall-loc-de-munc%C4%83/>
- <https://www.olx.ro/oferta/loc-de-munca/casa-bunicii-angajeaza-ospatar-full-time-IDgPIEi.html>
- <https://www.ejobs.ro/locuri-de-munca/timisoara/hotel-manager>

Website for the Serbian part of the corpus accessed in January and February 2024:
<https://www.kontiki.rs>

Notes on the authors

Dr Predrag Novakov is a full professor at the Faculty of Philosophy, Department of English Studies, University of Novi Sad, Serbia. He acquired his doctoral degree in 1992 in the field of contrastive English-Serbian morphosyntax. His other professional interests include aspectual and translation studies. In 1988/89 he had a Fulbright fellowship for the graduate studies at the University of South California, Los Angeles. Predrag Novakov participated in numerous international scientific conferences and published papers in domestic and international journals. His monographs include *Aspect and Situation Type in English and Serbian* and *Glossary of Structuralist Terms (morphosyntax)*.

Dr. Mihaela Lazović is a professor of vocational studies at The Academy of Applied Studies Belgrade, Serbia, with the department: The College of Hotel Management. She published a college textbook titled *Business English Language 1 and 2* (in three editions in 2016, 2019, 2021) and a monograph titled *Telicity and Aspect in the English and Romanian Language in the Past Tense* (in 2019), a practicum *Hotel Business Discourse* (in 2023), as well as over 55 scientific papers in the field of comparative linguistics (English, Romanian and Serbian), ESP, tourism and hospitality and participated in numerous international conferences. She delivers international seminars for La Fondation pour la Formation Hotelière from Zurich, Switzerland on the topic of linguistics and language of tourism and hospitality, as well as ESP. She is also a published translator (English, Romanian and Serbian).