

ANGLICISMS IN HOSPITALITY TERMINOLOGY

Mihaela Lazovic

The College of Hotel Management, Belgrade, Serbia

laz_13@yahoo.com

Abstract

In these modern times, the English language has, undoubtedly, become the language of globalization, and as such, it has entered almost every sphere of our lives. By means of mass communication, media and the internet English terms, i.e. anglicisms have found their way into our personal and professional lives. Anglicisms are extensively used in media, and sports as well as in professional terminology. Being in the very centre of intercultural communication, the hospitality industry has become the meeting point of different languages and cultures. Consequently, anglicisms have flooded this profession. This paper aims to determine, analyze and translate the most frequently used anglicisms in the Serbian and Romanian language when the hospitality terminology is concerned.

Key words: anglicisms, hospitality terminology, English, Serbian and Romanian language, translational equivalents.

АНГЛИЦИЗМИ У ХОТЕЛИЈЕРСКОЈ ТЕРМИНОЛОГИЈИ

Извод

У модерним временима, енглески језик је, несумњиво, постао језик глобализације, и као такав је ушао готово у сваку сферу наших живота. Путем масовне комуникације, медија и интернета, енглеске речи односно англицизми пронашли су пут у наш лични и професионални живот. Англицизми се обично користе у медијима и спорту, али и у професионалној терминологији. С обзиром да се налази у самом центру интеркултуралне комуникације, угоститељска индустрија постала је тачка у којој се сусрећу различити језици и различите културе, што је резултирало у чињеници да су англицизми поплавили ову професију. Циљ овог рада је одреди, анализира и преведе најчешће коришћене англицизме у српском и румунском језику када се ради о терминологији везаној за хотелијерство.

Кључне речи: англицизми, хотелијерска терминологија, енглески, српски и румунски језик, преводни еквиваленти.

INTRODUCTION

It is a well-known fact that the English language has been successfully indorsed and certified in the global linguistic marketplace and as such it acquired great importance as a communication tool at a worldwide level. Thus, the English language has become the key to the international currencies of technology, commerce and tourism. Consequently, today, English is the

language of international communication. It holds a dominant position in science, technology, medicine, and computers; it is the language used in research, scientific journals, books, and software; as well as in transnational business, trade, transport, travelling, tourism and hospitality, in politics and diplomacy, in mass media and entertainment, news agencies, and journalism; in youth culture and sport; in education systems. This makes it the most widely learnt foreign language.

Namely, based on survey conducted by the “Special Eurobarometer 243” about the languages spoken in Europe, it can be argued that English is the most widely spoken language in the EU with 51%. This survey reveals that 38% of EU citizens can carry a conversation in English (apart from the citizens of the United Kingdom and the Republic of Ireland, and Malta). Hence, it can be argued that English remains the most widely spoken foreign language throughout Europe. In 19 out of 29 countries surveyed, English is the most widely spoken language apart from the mother tongue: Sweden (89%), Malta (88%) and the Netherlands (87%). 77% EU citizens believe that children should learn English throughout their education. It is important to point out that according to this survey English is spoken by 51% of EU citizens, either as a native language or as a second or foreign language, followed by German with 32% and French with 28%.

Being in the very centre of intercultural communication, the hospitality industry has become the meeting point of different languages and cultures. Consequently, anglicisms have flooded this profession. This paper aims to determine, analyze and translate the most frequently used anglicisms in the Serbian and Romanian language when the hospitality terminology is concerned.

ANGLICISMS. DEFINITION AND CONTROVERSIES

The term anglicism has been defined many times, by many researchers, in the broad sense anglicisms are words which originate from the English language, but are adopted or borrowed, thus commonly used in other languages.

It is a common fact that the English language has supremacy among other international languages used in communication. English has a great impact on almost every language in the world, including Serbian and Romanian. Due to their enormous influence on every aspect of our professional and personal lives, English terms are very frequently used in the Serbian and Romanian language especially in the domain of tourism and increasingly in hospitality terminology.

In modern times, we witnessed a great influx of English words into Serbian and Romanian (and many other languages). This unique linguistic, sociological and cultural phenomenon initiated the linguistic anglomania and became a recognizable status symbol.

As a consequence of the extent usage and influence of the English language, Serbian underwent a gradual hybridization which resulted in a new, hybrid

language or a new sociolect used mostly by young people who are using anglicisms with the intent to be trendy, posh, and socially superior.

According to the motivation and the function of the borrowing, Sextil Puscariu (1976: 25) classified anglicisms into two categories: *necessary anglicisms* and *luxury anglicisms*. This classification was proposed by a Romanian linguist, but it can be easily applied to anglicisms in Serbian.

1) *Necessary anglicisms* are words and phrases that do not have a corresponding translational equivalent in the recipient language, in this paper, Serbian and Romanian, or have some advantages over the domestic term. In this respect, anglicisms have the advantage of precision and conciseness. They are motivated by their novelty and are also international words that have no Serbian or Romanian equivalents and are considered specialized terms: *broker, cash&carry, design, duty-free, electronic mail, hypermarket, leasing, non-profit, offshore, outlet, supermarket, voucher, wireless*, etc. These anglicisms appeared due to the need for a common, international, professional terminology between different Serbian and Romanian economic and commercial entities that have initiated and continued relationships with foreign partners.

2) *Luxury anglicisms* are useless borrowings, associated with the tendency of some social groups to individualize themselves linguistically in this way. Such anglicisms only double Serbian and Romanian words. For example: *advertising, agreement, board, brand, businessman, chairman, discount, full-time job, grant, management, marketing, part-time job, staff, shopping*.

The battle between the necessary and luxury anglicisms, the distinction between what is useful and what is useless is rather vague, and often subjective. It is merely time and the language usage that can eventually decide more clearly upon this matter.

In the languages analyzed in this paper, i.e. Serbian and Romanian, two main tendencies can be distinguished regarding the English influence on the Serbian and Romanian language. Namely, the first category is in favour of the purity of the native languages and the second is in favour of language tolerance.

Linguists and researchers who support the purity of Serbian and Romanian, are fighting to suppress any English influence. The renowned defenders of the Romanian language are Eugen Simion and professor George Pruteanu, who use the term *romglezã* to refer to the current mixture of Romanian and English used in the public sphere. In the Serbian relevant linguistic literature, we can find very similar opinion suggested by Tvrtko Prcic, who argues that the massive influence of the English language on Serbian brought upon a gradual hybridization of the Serbian language creating in such a way, a new, hybrid language which can be named Angloserbian (*anglosrpski*). Angloserbian is a new sociolect used mostly by young urban people who are consciously or unconsciously using English words in the Serbian language considering themselves to be more fashionable, refined and socially superior. This hybrid language is in fact a variety of Serbian language which has adopted the

semantic, pragmatic, grammatical and even spelling norms of the English language (Prcic 2005: 56). It is safe to say, that the Angloserbian language represents a linguistic anomaly which developed parallel linguistic norms which are incorporated into every linguistic domain (Prcic 2005: 78). Similarly, the Romanian linguist George Pruteanu considers that the English term seems more "valuable", more "modern" than the one in Romanian, as if Romanian language were obsolete, outdated, embarrassing.

The linguists who do not share this opinion fall under the second category. They tend to tolerate the English borrowings in contemporary Serbian and Romanian, aiming to normalize and standardize anglicisms. One of them is the renowned Romanian linguist Mioara Avram (1997: 9) who does not consider the influence of the English language a negative phenomenon and states that it is no more dangerous than other foreign influences that have had an impact on the Romanian language.

There have been many researches in this field with the aim to determine whether the English borrowings in Serbian and Romanian are necessary or they are simply fashionable. The domains which have verified to be more open to anglicisms are economics, advertising, as well as hospitality and tourism being at the intersection of different cultures and languages.

In the hospitality industry, linguistic and cultural knowledge are very important for a successful business in an international environment. English is preferred by the majority of investors, managers and businessmen even though they come from non-English speaking countries.

THE RESEARCH AND CORPUS

This paper presents a contrastive analysis of anglicisms used in hospitality terminology in the Serbian and Romanian language.

This research aims to determine the most frequently used anglicisms in the hospitality terminology in the Serbian and Romanian language. Furthermore, the paper will determine whether the same anglicisms appear in both languages, as well as present the analysis of the anglicisms from the corpus regarding the frequency of their use and offer translational equivalents in both Serbian and Romanian.

As previously mentioned, this is a corpus based research. The corpus was extracted from numerous websites of Serbian and Romanian hotels, from brochures, leaflets and other marketing materials. The corpus consists of words and phrases which are of English origin, but used in Serbian and Romanian sentences. The anglicisms are further subcategorized according to their rate of recurrence in the marketing materials analyzed in this paper.

The anglicisms which are presented in this paper as examples have the same morphological form and spelling as they do on the websites, brochures and leaflets from which the corpus was extracted. The problem of morphological form and spelling norms of anglicisms will not be dealt with in this paper since

that topic is a completely different and complex issue which opens many questions, ambiguities and controversies. It can be a very interesting and stimulating topic for further research.

This research has shown that the most frequently used anglicisms in both Serbian and Romanian are: *spa, bar, internet, all inclusive, room service, booking, apartment, e-mail, first / last minute, Wi-Fi* and *wellness*.

The analysis conducted for this paper has proven that the most frequently used anglicism in both Serbian and Romanian is *spa*. It is usually used in noun coordinated phrases such as the following: *Wellness & Spa i Fitness Centar, Wellness Suite paket* (in Serbian) or *Centru Spa* (in Romanian).

Furthermore, the second most frequently used anglicism in both languages is *bar*. A special curiosity about this anglicism reflects in the fact that, in both Serbian and Romanian, it is used in noun phrases to denote different types of bars in hotels. For example: *all inclusive bar, lobby bar, caffe bar, aperitiv bar, lounge bar, mini bar, piano bar, beach bar, pool bar, snack bar, wellness bar*.

It is interesting to point out that in both languages analyzed in this paper, the same anglicisms were used to indicate different room types offered in hotels. For example: *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*.

According to the analysis of the corpus, it can be argued that the most frequently used anglicisms are nouns and noun phrases. Although, there are some English verbs mostly found on Serbian hotel websites and other marketing materials analyzed for this paper. These verbs are usually connected to activities offered by the hotel such as: *treking, mountaineering, biking, hiking, bird watching, rafting*. Some verb anglicisms do appear in both Serbian and Romanian corpus: *check in, check out, rent-a-car*.

The corpus recorded low percentage of English adjectives used in hospitality terminology, the most frequently used in both languages is: *all inclusive*. Furthermore, as previously mentioned, there are English adjectives denoting room types: *superior, junior*.

The following table will present the anglicisms used in hospitality industry and their Serbian and Romanian translational equivalents. Anglicisms from the corpus are ranked according to their frequency rate.

Anglicism	Serbian translational equivalent	Romanian translational equivalent
spa	banja, spa	bai, spa
bar	bar, kafic, kafana, krcma	bar, cafenea, café, carciuma
internet	internet, net, svetska kompjuterska mreza	internet, retea globala de calculatoare

apartment	apartman	apartament
e-mail	elektronska posta	posta electronica
all inclusive	sve usluge su uključene u cenu	totul inclus
room service	usluzivanje u sobi	servire in camera
booking	rezervacija	rezervarea
first minute	cena rane rezervacije	pretul rezervarii anticipate
last minute	poslednja ponuda	ultima oferta
wellness	zdravlje, dobrobit	sanatate
resort	odmaraliste	statiune
check in	prijaviti se, prijavljivanje	a se inregistra
check out	odjaviti se, odjavljivanje	a pleca de la hotel
brand	marka	marca
ski centar / ski centru	skijaski centar	centrul da schi
rent-a-car	izajmljivanje kola	a inchiria o masina
relaxing	opustajuci	relaxant
fitness	biti u doborj fizickoj formi	buna conditie fizica
VIP	znacajan, vazan gost	oaspete important
lux	luksuzni	de lux
service	usluga	servire, servicii
konekcija	veza	conexiune
taxi servis	usluga prevoza	servicii de transport
diet	dijetalni, bez secera	dietetetic
Wi-Fi	bezicni internet	internet fara fir
biznis (centar)	poslovni centar	centru de afaceri
lobby	predvorje, hol	hol, vestibul, foaier

Table 1. Anglicisms in hospitality and their Serbian and Romanian translational equivalents

It is interesting to point out that the most frequently used anglicisms are in fact new words denoting modern, contemporary concepts, like the word *spa* for example which used to express a place with mineral springs where mostly older people went for medical reasons. This is what *banja* denotes in Serbian or *bai* in Romanian. However, in modern times the word in question gained another semantic dimension as M. Webster puts it: *spa* is a *commercial establishment providing facilities devoted especially to health, fitness, weight loss, beauty, and relaxation*. Thus, spas are no longer visited only for medical treatments by old people; it became a new, modern way of life, a lifestyle if you will, of

young beautiful wealthy women. So, what happened in Serbian and Romanian, is instead of adjoining the additional meaning to the already existing Serbian and Romanian words *banja* and *bai*, the English word *spa* simply began to be used. As for the translational equivalents we could propose descriptive translation: *sadržaji posvećeni zdravlju, gubitku telesne težine, lepoti i opustanju / facilitati dedicate sanataii, pierderi in greutate, frumusetii si relaxarii*. But we are afraid that it is too long to be put on marketing materials and, on the other hand, the anglicism *spa* is rather short and concise and has already entered both Serbian and Romanian language and, what is more, it is widely spread and commonly used to be replaced now. Furthermore, together with the anglicism *spa*, there are others which are closely connected to it and very commonly used with it in collocations and those are *wellness* and *fitness*. These English words were also simply copied into Serbian and Romanian language without any attempt to be translated.

The Dictionary of the Serbian Language (Rečnik srpskoga jezika) published by the renowned Matica srpska, as well as the Descriptive Dictionary of the Romanian Language (Dictionarul explicativ al limbii romane, DEX) published by the renowned Academia Romana do not record any of the mentioned anglicisms (*spa*, *wellness*, *fitness*). Only the term *fit* was found in The Great Lexicon of Foreign Words and Expressions (Veliki leksikon stranih reci i izraza) offering the Serbian translational equivalent *biti u dobroj kondiciji*.

On the other hand, the bilingual dictionaries consulted for the purpose of this research do not offer the new semantic definition of the anglicism *spa*, only the basic definitions can be found: *a mineral spring (banja, banjsko leciliste, mineralno vrelo, topolice, lekovito kupaliste* in Serbian and *izvor mineral / de apa minerala, statiune balenara, baleno-climaterica* in Romanian). Furthermore, the bilingual dictionaries do not record the newly coined anglicisms *wellness* and *fitness* only the adjectives *well* and *fit*.

On the other hand, the anglicism *bar* has raised many questions and controversies. Namely, it is not a modern term, since bars have existed merely since the dawn of times. However, the cultural note is the one playing the crucial role here. Namely, all the terms mentioned in the table regarding the word *bar* have the same meaning: *a place where drinks, i.e. alcoholic drinks are served and drank*. Everybody is familiar with the difference between an *English pub* and an *American bar*, as well as between Serbian *kafana* and Romanian *carciuma*. They all differ conceptually and culturally, but essentially the basic idea is the same.

CONCLUSION

The research concocted for this paper has revealed the most frequently used anglicisms in both Serbian and Romanian language to be the following: *spa*, *bar*, *internet*, *all inclusive*, *room service*, *booking*, *apartment*, *e-mail*, *first / last minute*, *Wi-Fi*, and *wellness*. The analysis of the translational equivalents has

shown that the translational equivalents of anglicisms used in hospitality terminology do exist, but are rarely used which brings us to the conclusion that anglicisms are preferred and frequently chosen over the native term. This phenomenon can be explained by the strive of the writers and creators of marketing materials to sound more modern, posh, sophisticated aiming to attract as many guests as they possibly can. One other reason may be language economy, due to the fact that the anglicism is shorter. Or the writers are simply not familiar with the translational equivalent in their mother tongue.

Be it as it may, this research has proven that anglicisms are commonly and very frequently used in both Serbian and Romanian. Many linguists consider this to be a negative influence on the purity of Serbian and Romanian language. They recommend that the Serbian or Romanian terms should be used instead of anglicisms. On the other hand, there are those who do not consider this flood of anglicisms to be an issue and that anglicisms cannot compromise the recipient language. They believe language borrowings to be a natural process and that it is to be expected between languages in contact. What is more, they argue that the recipient language benefits from borrowings in the sense that it becomes more modern, contemporary, capable to express any concept, idea, remaining in such a way dynamic and alive.

It is interesting to point out that the majority of the anglicisms from the corpus were not registered in older dictionaries. Nevertheless, it is becoming evident that today we can no longer communicate efficiently without them. Still, we recommend that the anglicisms that appear in a language must be systematically monitored and controlled as much as possible.

Since a language is a means of expressing various real or conceptual situations, it inevitably changes and evolves. The language changes and transforms either following the language rules and patterns or not, creating in such a way new norms and rules. However, in time, all the obsolete, not useful words which do not meet the contemporary language needs are not used any longer. Bearing this in mind, it is safe to say that is unnecessary to fear that our language is going to be reformed or changed as a result of language borrowing process.

The means of enriching vocabulary are various. The issue of renewing and modernizing the vocabulary has preoccupied linguists a lot. And whether new words or anglicisms are a language necessity or just a strive to sound stylish and classy remains to be seen. Still, this topic has raised many questions and controversies some of which were an inspiration for writing this paper.

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