EXAMINING GENERATIONAL GAP IN THE INCORPORATION OF ANGLICISMS IN THE ROMANIAN AND SERBIAN TOURISM AND HOSPITALITY LEXIS

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Abstract: *This paper investigates the prevalence and implications of anglicisms in the Romanian and Serbian tourism and hospitality lexis, with a focus on how these loanwords are perceived and utilized across different generations. Through a combination of linguistic analysis, surveys, and qualitative interviews, this study explores the extent to which English loanwords have been integrated into the professional discourse of the tourism and hospitality sectors, and how generational differences influence language use and attitudes within these domains.*
Keywords: *Anglicisms, tourism, hospitality, lexis, generation gap, Romanian, Serbian*

1. INTRODUCTION

In an increasingly globalized world, languages continuously evolve through interactions with other linguistic systems. One outstanding phenomenon is the incorporation of anglicisms into non-English languages. Romanian and Serbian, like many other languages, have experienced a significant influx of English loanwords in recent decades. However, the acceptance and usage of these anglicisms may vary among different generations, reflecting broader societal changes and generational shifts in language attitudes.

The tourism and hospitality industries are inherently international, attracting visitors and professionals from diverse cultural backgrounds. In this context, language plays a crucial role in communication and customer service. English, as a global lingua franca, often infuses the lexicon of these sectors, leading to the incorporation of anglicisms into languages worldwide.

This paper examines the presence and impact of anglicisms in the tourism and hospitality lexicon of the Romanian and Serbian languages,

considering generational variations in language use and attitudes. Furthermore, the study investigates the influx of English loanwords into these languages and examines how generational differences influence language use and acceptance of anglicisms. Through a combination of linguistic analysis, sociolinguistic surveys, and qualitative interviews, this research sheds light on the evolving linguistic landscape in Romania and Serbia, and its implications for intergenerational communication and identity.

2. RELEVANT LITERATURE REVIEW

Existing literature has explored the diffusion of English loanwords in Romanian and Serbian in the domains of tourism and hospitality. Studies have highlighted the role of globalization, marketing strategies, and technological advancements in driving the adoption of anglicisms in professional contexts.

However, research on generational differences in language attitudes within these industries remains limited. Understanding how different age groups perceive and utilize anglicisms in tourism and hospitality can provide valuable insights for language planning and communication strategies.

The study of anglicisms has garnered significant attention in linguistic research. Prćić (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 linguistic contexts of Serbian and Romanian, two primary tendencies regarding the influence of English on these languages emerge. The first tendency advocates for the preservation of the native language purity, while the second favours linguistic tolerance.

Proponents of linguistic purity, such as Eugen Simion (2001: 3) and George Pruteanu in the Romanian linguistic literature, heatedly oppose English influence and criticize the blending of Romanian and English in public discourse, coining the term "romgleză" to denote this linguistic merger. Similarly, Tvrtko Prćić (2005: 20) in Serbian linguistics argues for the suppression of English influence, identifying the emergence of a hybrid language, named "Angloserbian," characterized by the conscious or unconscious incorporation of English words by urban youth. This hybrid language, according to Prćić (2005: 34-49), represents a linguistic anomaly, adopting English semantic, pragmatic, grammatical, and spelling norms across linguistic domains.

Conversely, proponents of linguistic tolerance, such as Romanian linguist Mioara Avram (1997: 9), adopt a more permissive stance towards English borrowings, viewing them as a natural linguistic evolution rather than a detrimental phenomenon. Hortensia Pârlog (2004. 2005. 2024.), among contemporary Romanian linguists, analyses the integration of anglicisms into Romanian, aiming to normalize and standardize their usage across linguistic registers.

Likewise, the Serbian linguistics literature offers a diverse array of studies examining anglicisms across various academic domains. Milić (2013) contributes a detailed typology of anglicisms as synonyms within the sports lexicon. Filipović-Kovačević (2004) delves into the adaptation process of anglicisms from the fashion register, while Silaški (2009a, 2009b, 2009c, 2013) sheds light on issues surrounding the adaptation and standardization of anglicisms in the economic register. Kavgić and Panić Kavgić (2011) provide insights into anglicisms within computer-related terminology.

In contrast, the author of this paper undertakes a more extensive analysis of anglicisms within the hospitality and tourism discourse, illuminating the wide array of anglicisms flooding the lexicon of this sector. Lazović (2020) explores the phenomenon of linguistic angloglobalization, offering comprehensive insights into the use of anglicisms in communication technology language within hospitality and tourism (Lazović 2018a), as well as identifying global trends in the hospitality and tourism discourse (Lazović 2015b).

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.

Despite previous research on the use and adaptation of anglicisms in Serbian and Romanian, there is a notable gap in literature specifically addressing generation disparities in the incorporation of anglicisms within tourism and hospitality, encompassing both Serbian and Romanian contexts. Therefore, this paper aims to provide a more comprehensive understanding of this distinct linguistic phenomenon.

The debate surrounding anglicisms in Serbian and Romanian reflects broader discussions on language purity, cultural identity, and linguistic evolu-

tion. By exploring divergent perspectives on the incorporation of English borrowings, researchers contribute to a nuanced understanding of language dynamics, cultural shifts and generational gaps within these linguistic communities.

3. RESEARCH METHODOLOGY

This study employs a mixed-methods approach to examine anglicisms in the Romanian and Serbian tourism and hospitality lexis. A corpus-based linguistic analysis will identify English loanwords commonly used in tourism and hospitality professional contexts. Surveys will be administered to students and professionals in the tourism and hospitality sectors to assess their perceptions of anglicisms and preferences for language use. Additionally, qualitative interviews will be conducted with representatives from different generations to explore the socio-cultural factors influencing language choices and attitudes.

3.1. Corpus-based linguistic analysis

This part of the study involves analysing sentences containing anglicisms from the tourism and hospitality domain in the Romanian and Serbian languages. The analysis aims to identify English loanwords that are frequently used in professional contexts within these languages. By examining real-world language usage, the paper will shed light on the extent of Anglicization in these fields and the specific terms that have been borrowed from English.

3.2. Surveys

Surveys will be conducted among students and professionals working in the tourism and hospitality sectors in Romania and Serbia. The surveys will aim to gather quantitative data on professionals' perceptions of anglicisms in their respective languages. Questions may inquire about the frequency of English loanword usage, attitudes towards anglicisms, and preferences for using native or borrowed terminology. Survey responses can provide statistical insights into language usage patterns and attitudes within these industries.

3.3. Qualitative interviews

Qualitative interviews will be conducted with representatives from different generations within the Romanian and Serbian communities. These interviews aim to explore the socio-cultural factors influencing language choices, preferences and attitudes towards anglicisms. By engaging the participants from different generations, this research can delve deeper into the nuances of language use, uncovering cultural influences, generational shifts, and individual perspectives on linguistic borrowing and identity.

Overall, by combining quantitative survey data, qualitative interviews, and corpus-based linguistic analysis, the study aims to provide a comprehensive understanding of anglicisms in the Romanian and Serbian tourism and hospitality lexicon, while also shedding light on the socio-cultural dynamics shaping language attitudes and usage patterns.

4. FINDINGS

The analysis conducted for this paper reveals a significant presence of anglicisms in the tourism and hospitality lexis of both Romanian and Serbian languages. English loanwords are commonly used to describe services, amenities, and marketing strategies. However, generational differences emerge regarding the acceptance and integration of these anglicisms. Younger professionals may demonstrate greater familiarity and comfort with English terms, viewing them as standard practice in an internationalized industry, while older generations may exhibit more resistance or preference for traditional native language vocabulary.

The research has proven that in both Romanian and Serbian languages anglicisms serve as universal features, reflecting the pervasive influence of English in the internationalized landscape of these industries. However, intriguing generational distinctions surface concerning the reception and assimilation of these anglicisms.

The analysis conducted for this paper underscores the complex interplay between language, culture, and generational dynamics within the tourism and hospitality sectors in Romania and Serbia.

4.1. The findings from the corpus-based linguistic analysis

The findings from the corpus-based linguistic analysis of anglicisms in the tourism and hospitality domain in Romanian and Serbian languages provide valuable insights into the prevalence and usage patterns of English loanwords within these professional contexts.

The corpus was extracted from a variety of sources including hotel and restaurant websites, tourism agency websites, promotional materials, and more. It encompassed Serbian and Romanian sentences containing English words or phrases. These sentences were directly sourced from their respective contexts without any modifications to spelling or morphology. Consequently, some Serbian sentences retained English spellings, while others had undergone phonetic transcriptions. This approach preserved the authenticity of the linguistic material, providing a comprehensive dataset for analysis. Through meticulous corpus examination, a substantial pres-

ence of anglicisms across various domains within the tourism and hospitality sectors was identified. English loanwords were found to be frequently integrated into the lexicons of both Romanian and Serbian even if there is a native term, reflecting the pervasive influence of English as a global lingua franca in these industries.

The analysis has revealed that English loanwords are commonly utilized to describe a wide range of services, amenities, and marketing strategies within the tourism and hospitality sectors of Romania and Serbia. From terms related to accommodation and transportation to those associated with culinary offerings and leisure activities, anglicisms have become ingrained in the professional terminology of these fields.

The following table presents 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	băi
bar	bar, kafić, kafana, krčma	bar, cafenea, café, carciuma
internet	internet, net, svetska kompjuterska mreža	internet, rețea globala de calculatoare
e-mail	elektronska pošta	poșta electronică
all inclusive	sve usluge su uključene u cenu	totul inclus
room service	usluživanje u sobi	servire în cameră
booking	rezervacija	rezervarea
first minute	cena rane rezervacije	prețul rezervării anticipate
last minute	poslednja ponuda	ultima ofertă
wellness	zdravlje, dobrobit	sănătate
resort	odmaralište	stațiune
check in	prijaviti se, prijavljivanje	a se inregistra
check out	odjaviti se, odjavljivanje	a pleca de la hotel
brand	marka	marcă
fitness	biti u dobroj fizičkoj formi	bună condiție fizică
lux	luksuzni	de lux
Wi-Fi	bežični internet	internet fără fir

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

It is important to point out that the corpus-based analysis facilitated the identification of specific anglicisms that are particularly widespread in the

Romanian and Serbian tourism and hospitality lexicon. These findings shed light on the specific terms that have been borrowed from English and assimilated into the discourse of professionals operating within these industries.

By uncovering the extent of Anglicization in the Romanian and Serbian tourism and hospitality domains, the corpus-based linguistic analysis provides a comprehensive understanding of the language use within these sectors. The findings not only highlight the extensive influence of English in internationalized industries but also offer valuable insights for language planning and policy-making aimed at promoting linguistic diversity and preserving indigenous terminology.

4.2. The findings from the surveys

The findings from the surveys conducted among students and professionals working in the tourism and hospitality sectors in Romania and Serbia offer valuable quantitative data on their perceptions of anglicisms and language usage patterns within these industries.

The survey methodology involved a questionnaire derived from corpus sentences analysed in the preceding section of this paper. The questionnaire aimed to establish the comprehension of anglicisms among participants. Specifically, respondents were tasked with indicating their level of understanding of the highlighted anglicisms in provided sentences. If understood, they were then prompted to provide the Serbian or Romanian translational equivalent. Furthermore, participants were asked to express their perspective on whether the highlighted word or phrase i.e. anglicism was perceived as foreign or domesticated within the Serbian and Romanian language, thus determining its relevance for unrestricted usage. Some example questions from the survey are as follows:

1) Do you understand the meaning of the underlined words or phrases?
2) Please provide Serbian / Romanian translation equivalents for the underlined words or phrases.
3) Do you consider the underlined words or phrases foreign?
4) Do you consider the underlined words or phrases domesticated, and can be freely used in the Serbian / Romanian language?

The research findings indicate that a significant portion of participants understood the highlighted anglicisms in the survey. Particularly noteworthy is the perception that many of these anglicisms have become integrated into the Serbian and Romanian language and need not be translated, but rather freely used. The questionnaire results suggest that certain anglicisms,

such as *spa, fitness, wellness, marketing, manager, all inclusive, booking, check in, check out, hamburger, cheeseburger, milkshake* are widely adopted in Serbian and Romanian tourism and hospitality lexis.

However, only 45.4% of respondents answered the questions correctly, suggesting that a considerable segment of the public does not fully understand these anglicisms. Notably, respondents paradoxically acknowledged the domestication of these terms while providing accurate Serbian or Romanian equivalents, indicating that such equivalents do exist and are recognized by a majority of examinees.

Quantitative analysis of survey responses reveals varying attitudes towards anglicisms among hospitality and tourism professionals in Romania and Serbia. While some respondents demonstrate a high degree of acceptance and comfort with the usage of English loanwords, others express reservations or preferences for native terminology. These findings underscore the nuanced perspectives towards language use within the tourism and hospitality domains of both countries.

Key findings from the surveys include insights into the frequency of English loanword usage among hospitality and tourism professionals in Romania and Serbia. The research has shed light on the frequency of use of anglicisms in different aspects of professional communication, including marketing materials and customer interactions. By quantifying the frequency of English loanword usage, researchers gain a deeper understanding of the extent to which these terms have flooded the linguistic landscape of the tourism and hospitality sectors in Romania and Serbia.

Additionally, the surveys provide insights into professionals' preferences for using native or borrowed terminology in their daily work. Respondents' choices and justifications offer valuable insights into the factors influencing language choices within the tourism and hospitality industries, including considerations such as communication effectiveness, cultural authenticity, and market appeal.

Overall, the survey findings contribute to a comprehensive understanding of language usage patterns and attitudes towards anglicisms within the tourism and hospitality sectors of Romania and Serbia. By providing statistical insights into professionals' perceptions and language preferences, the surveys facilitate informed decision-making for language planning and policy initiatives aimed at promoting linguistic diversity and enhancing communication effectiveness within these industries.

4.3. The qualitative interviews

The qualitative interviews undertaken with individuals representing various generations within the Romanian and Serbian communities provide rich insights into the socio-cultural factors shaping language preferences and viewpoints towards anglicisms within the tourism and hospitality sectors. The participants were categorized into two distinct groups. The first group comprised university professors specializing in hospitality, restaurant, gastronomy, or tourism management as well as individuals with university degrees but lacking professional expertise in tourism and hospitality terminology. The targeted age group was 50 and above years of age. The second group encompassed students studying hospitality management, restaurant, gastronomy, or tourism management as well as young people without professional knowledge in tourism and hospitality lexicon. The targeted age group was from 15 to 50 years of age.

By fostering dialogues with participants, the study analysed the complexities of language usage, revealing the impacts of culture, generational changes, and personal attitudes on the adoption of foreign linguistic elements i.e. anglicisms and the formation of identity. This approach offered a broader understanding of how language dynamics intersect with broader cultural and social contexts, illuminating the complexities of linguistic borrowing and its implications for individual and collective identities within these communities.

The interviewers offered their perspectives on linguistic borrowing and identity, shedding light on the complex interplay between language, culture, and generational dynamics. Key findings from the qualitative interviews include:

1. Cultural Influences: Participants highlighted the role of cultural factors in influencing language choices within the tourism and hospitality sectors. Cultural pride and a desire to preserve linguistic heritage emerged as significant considerations, particularly among older generations. Conversely, younger participants often emphasized the importance of internationalization and the adoption of anglicisms as a means of enhancing global competitiveness.

2. Individual Perspectives: Individual experiences and backgrounds played a significant role in shaping participants' attitudes towards anglicisms. Factors such as education level, professional experience, and exposure to international contexts influenced participants' comfort levels with English loanwords and their willingness to incorporate them into their professional communication.

3. Generational Shifts: The interviews revealed notable generational differences in attitudes towards anglicisms. Younger professionals tended to exhibit greater familiarity and acceptance of English terminology, viewing it as a natural consequence of operating in an increasingly globalized industry. In contrast, older generations expressed a degree of scepticism or resistance towards the proliferation of anglicisms, citing concerns about language purity and cultural authenticity.

Generational shifts and gaps in the usage of anglicisms within the hospitality and tourism sectors reflect broader socio-cultural dynamics and attitudes towards language evolution. Younger professionals often display a heightened familiarity with and acceptance of English terminology, attributing it to the inherent globalization of their industry. This perspective aligns with their experiences of engaging with diverse international audiences and operating within an interconnected global market.

For younger professionals, the integration of anglicisms is seen as a pragmatic response to the demands of a cosmopolitan clientele and a reflection of the industry's embrace of global standards. They view English terminology as a tool for enhancing communication efficiency and professional adaptability, recognizing its ubiquity in international tourism and hospitality contexts.

On the other hand, older generations may exhibit uncertainty or resistance towards the widespread use of anglicisms. Their reluctance stems from concerns regarding language purity and the preservation of cultural authenticity. For these individuals, the extensive use of anglicisms represents a departure from traditional language norms and a potential dilution of cultural identity.

The generational gap in attitudes towards the use of anglicisms highlights contrasting perspectives on language adaptation and cultural preservation. While younger professionals prioritize linguistic flexibility and international compatibility, older generations may prioritize linguistic heritage and the maintenance of indigenous language forms.

Addressing these generational shifts and gaps requires a nuanced approach that acknowledges the value of linguistic diversity while also recognizing the importance of cultural authenticity. Bridging these divides may involve fostering intergenerational dialogue, promoting language education and awareness initiatives, and developing inclusive language policies that strike a balance between linguistic innovation and cultural preservation.

Ultimately, understanding and navigating generational differences in the usage of anglicisms is essential for promoting effective communication

and collaboration within the hospitality and tourism sectors, ensuring that language practices align with the evolving needs and expectations of a diverse global audience.

Overall, the qualitative interviews provided valuable insights into the dynamics of language use within the tourism and hospitality sectors in Romania and Serbia. By capturing participants' experiences and perspectives, the interviews enriched our understanding of the socio-cultural factors driving language choices and attitudes towards anglicisms. These findings contribute to more informed language planning and policy-making efforts aimed at promoting linguistic diversity and fostering effective communication within these industries.

5. FUTURE IMPLICATIONS

The findings underscore the complex interplay between language, culture, and professional identity in the tourism and hospitality sectors. While anglicisms can facilitate communication and align with industry standards, their usage may also reflect broader socio-cultural trends and generational dynamics. Bridging the generation gap in language use requires sensitivity to the diverse linguistic backgrounds and preferences of professionals, as well as strategic language planning to ensure effective communication with customers and colleagues.

Understanding the role of anglicisms in the tourism and hospitality lexis of the Romanian and Serbian languages has practical implications for language education, training, and marketing strategies within these industries. Incorporating English language skills into professional development programmes can enhance employability and competitiveness in an international market. Moreover, promoting multilingualism and cultural sensitivity can enrich customer experiences and foster inclusive environments for both staff and visitors.

Furthermore, understanding the integration of anglicisms in Romanian and Serbian professional discourse can inform language planning and education policies, promoting linguistic diversity while addressing concerns about language standardization and language maintenance. Bridging the generation gap in language use requires fostering intergenerational dialogue and mutual respect for different language preferences. Moreover, raising awareness of the socio-cultural significance of language choices can enhance cross-generational understanding and promote inclusive language practices.

Continued research and collaboration between academia, industry

stakeholders, and language experts may be essential for staying abreast of evolving language trends and consumer preferences. This interdisciplinary approach could yield valuable insights and innovative solutions for addressing language-related challenges in the sector.

Language choices and communication strategies could increasingly serve as a means of market differentiation for tourism and hospitality businesses. Organizations that effectively cater to the linguistic preferences of their target audience while maintaining cultural authenticity may gain a competitive edge in the marketplace.

Organizations may need to develop adaptive language strategies that cater to diverse linguistic preferences and customer demographics. This could involve incorporating a mix of indigenous terminology and internationally recognized anglicisms to ensure effective communication with a broad audience.

6. CONCLUSION

In conclusion, this study contributes to our understanding of anglicisms in the Romanian and Serbian tourism and hospitality sectors, highlighting the influence of generational dynamics on language use and attitudes. By examining how different age groups perceive and utilize English loanwords in professional contexts, we gain insights into the evolving linguistic landscape of these industries. Addressing the generation gap in language attitudes requires a nuanced approach that balances the benefits of linguistic diversity with the need for effective communication and professional standards.

Furthermore, this study contributes to our understanding of the impact of anglicisms on the Romanian and Serbian languages within the context of generational dynamics. By examining how different age groups perceive and use English loanwords, we gain insights into broader socio-cultural trends and language evolution processes. Addressing the generation gap in language attitudes and usage is crucial for fostering linguistic diversity, intergenerational communication, and cultural cohesion in multicultural societies.

In conclusion, the comprehensive research methodology employed in this study, encompassing corpus-based linguistic analysis, surveys among hospitality and tourism professionals, and qualitative interviews with representatives from different generations, has provided valuable insights into the presence and perception of anglicisms in the tourism and hospitality sectors of Romania and Serbia.

The corpus-based linguistic analysis has revealed a significant dominance of English loanwords across various professional contexts, reflecting

the pervasive influence of English as a global language in these industries. These findings underscore the extent of Anglicization within the lexicons of Romanian and Serbian tourism and hospitality professionals, highlighting the specific terms that have been borrowed from English.

Surveys conducted among hospitality and tourism professionals offered quantitative data on attitudes towards anglicisms and language usage patterns. These findings revealed varying degrees of acceptance and preferences for native or borrowed terminology, providing valuable insights into the factors influencing language choices within the industry.

Qualitative interviews provided nuanced perspectives on the socio-cultural factors shaping language attitudes and preferences. Participants' answers highlighted the interplay between cultural influences, generational shifts, and individual experiences in determining attitudes towards anglicisms. These insights deepen our understanding of the complexities surrounding language use within the tourism and hospitality sectors in Romania and Serbia. The research conducted for this paper has proven that younger examines exhibit a heightened familiarity and ease with English terminology, often regarding it as standard practice within the globally interconnected realm of tourism and hospitality. For them, the incorporation of English loanwords is perceived as a natural consequence of operating within an industry characterized by cross-cultural interactions and international standards. On the other hand, the research has shown that older generations display a degree of resistance or a preference for traditional vocabulary. Their attitudes towards anglicisms may stem from a desire to preserve linguistic heritage or a sense of nostalgia for indigenous terminology. For these individuals, the influx of English loanwords may represent a departure from established linguistic norms and cultural identity markers, prompting a more cautious approach towards their adoption.

Overall, the findings from this study emphasize the importance of considering linguistic diversity and cultural authenticity in professional communication within globalized industries. By integrating insights from corpus analysis, surveys, and qualitative interviews, this study contributes to informed language planning and policy-making efforts aimed at promoting effective communication and preserving linguistic heritage within the tourism and hospitality sectors in Romania and Serbia. As the study progresses, further exploration promises to provide deeper insights into the nuanced attitudes and perceptions surrounding the use of anglicisms in these professional domains.

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