

**“BABEȘ-BOLYAI” UNIVERSITY
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SPECIALIZED LANGUAGE IN TOURISM

SUMMARY OF DOCTORAL THESIS

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KEY WORDS: terminology, tourism, language of tourism, grammatical structures, word formation, speech acts, conversational implicature, deixis, Cooperative Principle, Relevance Theory, Politeness Theory, stylistic features, figures of style, discourse analysis, social factors, culture, effective communication

INTRODUCTION

Language is a topic so common, a theme that was used very often and it was, it is and it will be a base from which so many papers, projects, works, thousands and thousands of pages started and will start. Through it we succeed to communicate our feelings and our thoughts and everything we want, so it is like an important tool, by which we have a reason to live, to go on and to have a purpose in this life. Everything we do, it is made through it and it is the channel or the conduit, as we need a path or a road to arrive somewhere. The same is with language, through it we arrive somewhere, and if we want to arrive “there”, in a better place, as quickly as possible, we should and we must improve our language all the time. But these are just a few and very vague reasons why I chose to write about this ample subject¹.

There will always be pieces of advice, about how to use language, how to communicate, how to pass over the conversational misunderstandings, over the unwanted or bad events which unfortunately take place, having as the main reason an unstudied, intolerant or uncontrollable language. Being always “awed by the variety of several thousand languages and dialects, expressing a multiplicity of world views, literatures, and ways of life” (Crystal 1997:1), we could observe two advantages that derive from the study of this theme: the linguistic importance and the touristic importance. The development of international tourism needs professional communication and the learning of English- especially- has become increasingly important. According to Graham Dann (2012), the common parties of the communication process in tourism are tourism professionals, tourists and local population ‘toureers’ and they appear in different combinations. And why English? The English is the main language of social interaction and the only one that unites the entire world. Moreover, as Corina Pike (2013) pointed out: “over

¹ see Kantor, M. L. (2011). “Lexical Specificity of Language in Tourism” in *Acta Technica Napocensis – “Diversitate Culturală și Multilingvism”*, Languages for Specific Purposes series, vol.11, nr.3-4, Cluj-Napoca: editura U.T.PRESS, p.120-130.

a billion people across the globe either speak English or are in the process of learning it and one in four people can, to some level, understand and/or communicate in English”².

The present research will be focused on the approach to the language used in tourism, starting from the English grammatical structures, pragmatics, stylistics and discourse analysis. The analysis is based on a theoretical framework and on terms and exercises selected from several types of tourist texts and books such as: university textbooks, tourism magazines, specialized and general dictionaries, brochures, leaflets, travel articles, guidebooks, commercial and promotional websites.

The motivation for writing this paper

Through this research I tried to describe the language used in tourism and how the tourist texts are created. There was an impulse to use the linguistic and cultural knowledge acquired as an English teacher for almost eight years when I taught at primary schools, gymnasium and high school, and I also didn't want to let apart my second specialization- geography- so implicitly tourism, because I have to confess that it is very close to my heart and we need motivation “to put” travel between the most important priorities in our life.

The idea to elaborate this subject started especially when I found and I read so many things about statistics regarding the importance of English and the fact that it became *the language of globalization*. For example, as Chirimbu and Banciu (2014) pointed out³:

-Three-quarters of the world's mail, telexes and cables are in English.

-More than half of the world's technical and scientific periodicals are in English.

-English is the medium for 80% of the information stored in the world's computers.

-English is the language of navigation, aviation and of Christianity.

-Five of the largest broadcasting companies in the world (CBS, NBC, ABC, BBC and CBC) transmit in English, reaching millions and millions of people all over the world.

Another reason was the fact that tourism became more and more widespread across the world and we're all connected by a love for travel! Nowadays it is a very “searched”, studied domain, being understood as a way of relaxation, of doing business, of culture development, etc. Our

² see <http://www.bridgeenglish.com/5-reasons-why-you-should-learn-english/>

³ see Chirimbu ,S. & Banciu, V. (2014). *Effective Communication in Business English. Curs de Comunicare de Afaceri în Limba Engleză*. Oradea: Editura Universității din Oradea.

assumption regarding tourism is that of Cohen, who since 1972 emphasized the fact that: “Whereas primitive and traditional man will leave his native habitat only when forced to by extreme circumstance, modern man is more loosely attached to his environment, much more willing to change it, especially temporarily, and is remarkably able to adapt to new environments. He is interested in things, sights, customs and cultures different from his own, precisely because they are different. Gradually a new value has evolved: the appreciation of the experience of strangeness and novelty” (Cohen, 1972:165). Therefore, people should start to pay more attention to the effective communication, it is extremely important within the touristic context since the situations that could appear are extremely varied, the linguistic misunderstandings which could appear lead to mistakes and here English plays a cardinal part.

The novelty and originality of the paper

The study began with some observations made after reading several works, thus realizing the fact that tourism discourse is very wide, the language of tourism is persuasive and seductive and its linguistic techniques attract millions of people. We must enrich our vocabulary because: “theories and models of language –like those of any other phenomenon such as weather, the economy, or the nature of the galaxy – will constantly need to be revised whenever more data come to light” (Graddol, 1994:1).

There are many books and articles, which like our thesis, are based on the analysis of language in tourism from the perspective of pragmatics, stylistics and discourse analysis. Thus, the originality of this paper consists in the fact that we analyzed the present studies and put into practice the theoretical notions, offering a personal opinion, but using different tourism texts and interesting grammar exercises, all of them selected with a great attention. Not in the least, we wanted that any reader of this research could understand the theme and all the examples and all the exercises, irrespective of his/her age, nationality, specialty, job, hobby or any other factor.

Aim and research objectives

We need to have a communicative behavior of civilized conversation so people can learn how to employ elegant communicative strategies from ads, from different circumstances, in our case from travelling. So, the *aim* in our study is on the one hand to describe the language of tourism as being a specialized language, from a linguistic perspective and on the other hand, at least, to

“catch” little moments of clarity that highlight truths about travel, adventure, and life. Consequently, we tried to underline some specific characteristics that show the fact that the language of tourism is a specialized language, for example it uses a specific terminology and specific grammatical structures, the relations between words, such as synonymy, hyponymy, homonymy, collocations, etc., are extremely developed, and not in the least there are speech acts and figures of style.

Regarding the research objectives, in the the first chapter of the work we described the terms and syntagms of the tourism discourse, theoretical notions and the characteristics of the tourism, as well as the properties of the language of tourism. Further on, the work presents different grammatical structures used in tourism, giving also examples of touristic texts and grammar exercises. The chapter three and the chapter four focuses on the study of the language of tourism at the pragmatic and stylistic levels. In the chapter five, having established the entire analytical framework and the theoretical background we decided to analyze 55 questionnaires for a comparative study between British, American and Romanian tourists. We formulated two global hypothesis, three main important objectives and eleven secondary operational objectives for our research and the results were presented on the one hand and to some extent with Content Analysis because it is deductive, objective and text oriented method; it can offer reliable and accurate data about the lexical field used, frequencies of certain words, the key relations which are important in analyzing discourse. On the other hand we reproduced the results by using percentages and critical language study.

The *first hypothesis* is that: in Romania, most of the people especially those who in the last few years (at least as everybody could observe) take a holiday once, twice or more times per year here, in our country or abroad, but also the young ones *understand and speak the English language*, and they do not have the fear of failure to communicate by using it. Moreover, they speak good English, we could say, they try to learn more words every year through various means (movies, books, games, competitions, courses, congresses, conferences, vocational trainings, studies, surveys, etc.), briefly said they are not afraid of unknown. Regarding the questions that we used in the questionnaire we were sure that they would succeed to answer them, to understand them in the same way as any other native speaker, from UK/USA, but mostly, maybe, in a more professional and thorough manner (this is a reason why we choose a vast category of age). The *second hypothesis* refers to the fact that, as Risager (2006:6), stated:

language unifies people, enhancing their sociable nature and allowing them to express the norms which define the *culture*.

Further on, around these two hypotheses we established three main and important objectives:

1. to obtain interpretations from a certain number of subjects about: what kind of Websites use the potential tourists, to verify if people use to look over promotional materials and in their opinion which are the elements that lead to successful ones, to notice the people opinion regarding which institutions should get more involved in the ecological education of the tourists, etc.

2. to identify the most widespread interpretations and explain their occurrence.

3. to see if there are any significant differences between natives and non-natives.

According to these three main objectives, mentioned above, we constructed *eleven secondary operational objectives*, for the comparative study that represented the case study of this thesis. So, the questionnaire has come to contain a total of 30 questions. The operational objectives are as follows:

O 1 -to identify/ to observe what kind of travellers predominate, because there are various types of travellers and the promoters have to adapt their strategies depending on them.

O 2 –to identify what kind of Websites use the potential tourists, when they want to choose a holiday destination.

O 3 – to find out if the potential tourists prefer information online to purchase the services or they prefer to visit a travel agency and to consult with a tour operator.

O 4 – to notice what kind of content generally, is searched on a Website.

O 5 – to identify what people know about the structure of a Website and what makes it a good one.

O 6 – to verify if people use to look over promotional materials and in their opinion which are the elements that lead to successful ones, for example the leaflets.

O 7 – to enumerate which elements, features of images and techniques are important for a successful tourist leaflet.

O 8 – to find out if people consider necessary the using of a slogan in a leaflet and to motivate their choice.

O 9 – to notice the people opinion regarding which institutions should get more involved in the ecological education of the tourists.

O 10 – to find out which are the most five important elements, that influence positively the tourism.

O 11 – to find out which are the most five important elements, that influence negatively the tourism.

Nevertheless, we have tried for this study to use interesting grammar exercises and touristic texts, various specialized dictionaries and glossaries, books and articles, catalogues, price-lists, etc.

The methodological support of the paper

The approach is basically linguistic so that the help of the methods and terminology provided by the individual branches of linguistics was required. Grammar, semantics, discourse analysis and pragmatics are presented from a theoretical point of view- to provide the working tools for the subsequent analysis of the language of tourism.

The methodological support of the paper is represented first by the work with the dictionary, then, by the structural analysis (used to study the relation of hyponymy specific to the terms and syntagms used in tourism), the semantic analysis (used to present the meaning of vocabulary items) and the discourse analysis (used to study the questionnaires).

In the presentation of the language of tourism, we also tried to explain with rigor and precision all the definitions of the tourist terms, the pragmatic principles (the Cooperative Principle, the Politeness Principle) and theories (the Theory of Speech Acts), which appear in this vast domain. Not in the least we took into consideration right from the beginning of the paper (when we were thinking at its content) the reasons why we should improve our language and our English, as Corina Pike (2013) pointed out in her article⁴:

- for professional opportunities- more and more businesses all over the world require from their employees to be bilingual

- in social networking and relationships – to become a global citizen- a person that can live anywhere, thrive anywhere, and speak to anyone

- for entertainment and cultural understanding - the wealth of information and entertainment that the world has access to is primarily in English

⁴ see <http://www.bridgeenglish.com/5-reasons-why-you-should-learn-english/>

- in education-research and academics – with more than 2000 universities and colleges and more than 400 billion dollars spent every year on research, the US alone offers an incredible array of opportunities to those who are able to function in an English only environment. Knowing English opens doors for study abroad, because many universities around the world have recognized the need for English and are now teaching entire courses in English.

- for access to knowledge- the Internet - with the advent of the Internet, it is easier than ever to access all sorts of information and the percentage of web pages with English content is estimated to be over 50%.

With these reasons in mind, we should make our first step towards freedom and knowledge!

The theoretical-scientific support of the paper

The theoretical-scientific support of this research is represented by **linguistic works**: Dann, G. (1996). *The Language of Tourism- A Sociolinguistic Perspective*. Oxford: CAB International; Cappelli, G. (2006). *Sun, Sea, Sex and the Unspoilt Countryside. How the English language makes tourists out of readers*. Pari: Pari Publishing; **dictionaries**: Firuța, C. & Popa, A. (1992). *Dictionar euro-turistic*. București: Editura Alcor S.R.L. și Editura Arta Grafică; Stăncioiu, A.F. (1999). *Dicționar de terminologie turistică*. București: Editura Economică; Stănciulescu, G., Lupu, N., & Țigu, G. (1998). *Dicționar poliglot explicativ de termeni utilizați în turism*. București: Editura All-Educational; Sava, C., & Caraivan., L. (2012). *Dicționar explicativ de termeni turistici pentru uzul studenților (român-englez)*. Timișoara: Editura Eurostampa; **glossaries**: Tourism Glossary - <https://www.gdrc.org/uem/eco-tour/t-glossary.html> / <http://www.arizonaguide.com/travel-professionals/tourism-glossary>, Glossary of Words and Expressions used in Tourism, (Adapted from the Oregon Tour and Travel Task Force Education Committee (1997 Update- 2007) Written by Cynthia Billette, CTP, www.oregonpackagedtravel.com. **textbooks**: Evans, V., Dooley, J. & Garza, V. (2011), *Tourism*. Berkshire, Newbury: Express Publishing; Evans, V.,Dooley,J.&Garza,V.(2011), *Hotels&Catering*.Berkshire,Newbury:ExpressPublishing; **magazines**:<https://www.blueairweb.com/companie/revista-inflight>,www.turism-millennium.ro, www.travelweek.ro,

The structure of the paper

CHAPTER 1 THE ENGLISH TERMS AND SYNTAGMS USED IN TOURISM

The first part of this thesis introduces the domains of study of this work –linguistics and respectively tourism- and the relationship between them. It contains basic terminology for the subsequent analysis. The chapter starts with the definitions and the most important notions referring to terminology, term and word, and the difference between them. Starting from the structure of the lexicon: paradigmatic and syntagmatic (Lipka, 1990:4) we will discuss about the relations between words: synonymy, hyponymy, antonymy, homonymy, polysemy, selection restrictions, collocations, binominals and idioms.

The chapter further presents the tourism, its definitions, tourism product and the characteristics of tourism product. The tourism is generally considered ‘research territory’ of the social sciences and of economics and marketing strategies. Therefore, most of us will eventually come into contact with tourism-related language.

Finally, the chapter presents the four principal properties of the language of tourism, namely *functions, structure, tense* and *magic* and four additional characteristics that distinguish it from alternative forms of communications: *lack of sender identification, monologue, euphoria and tautology*.

CHAPTER 2 THE ENGLISH GRAMMATICAL STRUCTURES USED IN TOURISM

The chapter presents the grammatical structures, such as: tenses, modals, aspect and aspectual categories, conditional sentences, active voice versus passive voice, prepositions, word order, direct and indirect speech. Each category is explained and then illustrated in grammar exercises. We will also mention the parts of speech and the syntactic categories as they are fundamental concepts which contribute to the enrichment of our vocabulary.

The second section begins with word formation, which means the creation of new words to name new notions, because it is greatly used in the field of tourism. It is presented the classification of the compounds used in tourism, which represent one of the most typical and specific features of English word structure. The section further exposes the second important

process related to word formation: derivation, which can be *class changing* or *class maintaining*. Further on, the analysis of abbreviations in the last part of the chapter is motivated through the general tendency of economically employing speaking means, and especially employing specialized language.

CHAPTER 3 PRAGMATIC ASPECTS IN TOURISM

Certain forms of communication could help, could improve a problem, could resolve a conflict, etc., just as lack of certain forms of communication could contribute to countless difficult situations, as Crystal (2010:124) underlined: “a large number of factors govern our choice of language interaction”. In tourism the people count on good and clear communication. We need effective communication because linguistic misunderstandings risk leading to mistakes. For improving our “conversation technique” we should have more information about the types of speech acts, their form and the effects they could produce. People perform speech acts in both spoken and written interaction and the Grice’s Cooperative Principle is very important for the understanding of many terms which are used in the tourism field.

Other pragmatic categories, such as the Relevance Theory, the Politeness Theory, deixis, conversational implicatures, speech acts and indirect speech acts are also encountered in the language of tourism. Thus, the chapter presents all these important pragmatic aspects giving also examples from different types of tourism texts (travel articles, information booklets, hotel brochures, excursion itinerary, travel guides, etc.).

CHAPTER 4 STYLISTIC ASPECTS IN THE LANGUAGE OF TOURISM

This chapter has in view to study the stylistic features from the tourism field because there are a lot of words which “can be used to create connections between areas of meaning that may have no direct link, but offer a useful comparison or connection that helps to enhance, clarify, make more vivid or even reinforce existing ideas and concepts” (Carter, et al., 1998:83). Further on, the figures of speech, such as the metaphor (a mechanism of putting reality into language), the euphemism, the oxymoron, the metonymy and the synecdoche are described because these are a variety of techniques used to give an auxiliary meaning, idea, or feeling, and they make English language more creative and more expressive.

CHAPTER 5 THE LANGUAGE OF TOURISM FROM THE PERSPECTIVE OF THE DISCOURSE ANALYSIS

The chapter presents the analysis of several questionnaires, with the aim to find out whether or not there are any cultural or individual differences in using grammatical or lexical units, or unusual characteristic features used in tourism. The questionnaire is one of opinion, it includes both close and open questions and it refers to subjective data, with the help of which we have studied the attitudes, the interests and the dispositions of the Romanian potential tourists, English potential tourists and American potential tourists. We decided to analyze written language, because it is useful to any linguistic study, and from our point of view it is more interesting in analyzing the way sentences work. Moreover, written language is one of the dominant means of communication in society. We made our analysis using the critical discourse analysis, content analysis and quantitative analysis. We will look at how the choice of grammar and the vocabulary, the context and the culture, the discourse markers or other grammatical features affect the structure of discourse, because its focus is on the structure of naturally occurring spoken and written language.

CONCLUSIONS

The purpose for improvement is infinite so, the aim of this thesis is to give some more solutions (or to underline the old ones) for using language, acquiring more qualities and skills especially in tourism field. Why tourism? Because the tourism is “at least part of the way we now perceive the world around us, wherever we are and whatever we do. It is a way of seeing and sensing the world with its own tool kit of technologies, techniques and aesthetic sensibilities and predispositions” (Franklin & Crang 2001:8).

In human communication, there is such a variability and difficulty in the same time because all of us sometimes, we can't choose or find our words - to explain something, to find an argument, to point out an idea, to maintain different points of view, etc.. Then, we must have at least a basic form of knowledge, but as Gilbert Ryle (1949) suggested – not a propositional knowledge about the world, “knowing that”, but procedural knowledge about how to do things - “knowing how”⁵.

In this study we wanted to conduct a cross-cultural analysis of the English language, because it is the most important in the tourism field, even if it has been subject to an on-going evolutionary process of change for centuries. It has a very rich and extensive word stock because it has borrowed from other languages all over the world, and still does. Consequently, we must improve our knowledge of up-to-date English, to learn about the cultures of the English speaking world. How can we do this?

- ⇒ by non-judgmental observation
- ⇒ by taking further courses
- ⇒ by study visits to English-speaking countries
- ⇒ by taking up a new professional interest
- ⇒ by learning a new skill or improving an old one

Only by practical skills we can meet the demands of the modern world and for having ability in a foreign language we must: use it, practice it and repeat it often. The same thing it could be said by studying The Ten Best Vocabulary Learning Tips⁶:

⁵ see Kantor, M. L. (2011). “Lexical Specificity of Language in Tourism” in Acta Technica Napocensis – “Diversitate Culturală și Multilingvism”, Languages for Specific Purposes series, vol.11, nr.3-4, Cluj-Napoca: editura U.T.PRESS, p.120-130.

⁶ http://www.sheppardsoftware.com/vocabulary_tips.htm

- Read, Read, Read!
- Improve your context skills.
- Practice, practice, practice
- Make up as many associations and connections as possible
- Use mnemonics (memory tricks)
- Get in the habit of looking up words you don't know.
- Play with words
- Use vocabulary lists.
- Take vocabulary tests
- Get excited about words!

The borrowing is world-wide and in fact all languages are in a continuous modification, so given the vastness and the vague sections that exist within the tourism field, the study of linguistics and of its main branches and the relationship that occur between them is required. We have tried to elaborate a theoretical framework of the process of linguistic communication and in the same time not forget about the human interaction and the way in which humans represent the world in their minds. Nevertheless, the style characteristics of the specialized languages, including (the specific terminology, the preference for certain morpho-syntactical structures, the particular meanings attributed to certain phrases), should not be left unnoticed. The term 'word' is not as easy to define as it first seems: "Any analysis of text that is looking at word level needs to be done with an awareness of the complicated relationship that exists between word and meaning, the ways in which this relationship can be used, and the existence of smaller units and larger structures that need to be considered in relation to the word" (Carter et al., 1998:108).

Regarding the English grammatical structures used in tourism, the writing style stresses the use of the active voice because it is more direct, more conversational and easy to understand. The difference between the active voice and the passive is a matter of emphasis, although sometimes the passive voice can be vague, evasive, and hard to understand. As concerns the modals, there is some variation, as we could observe, between different central modals and in certain contexts some of them fail the active-passive test, regarding the semantic independence of the subject. Many of the semi-modals are showing signs of modal behavior (grammaticalization). As we could also notice, some sentences involve specific grammatical areas that might cause

uncertainty about word order, despite the simplicity of the basic rules. Last but not least, the compounds, though certainly fewer in quantity than derived or root words, still represent one of the most typical and specific features of English word structure.

The communication in the tourism field must be: -good and clear; -its most important goal is to convey a message and convince the audience of a point of view; -it is crucial to the function of our society and -the precise and timely transmission of information is very important. We use many different methods to express meaning, but sometimes there is an unambiguous language, it appears a breakdown in conversation, because the real intention is not understood. In other words as Professor Zdrenghea remarked (2013:30) *“paradoxally, despite the advantages offered by our contemporary human rights – advocating civilization, whose supreme value is the individual’s freedom of choice, scholars (Coman 2007, Dinu 2007, Kapferer 2002, Keller 2001, Larson 2003, McLuhan 1994, Mucchielli 2002, Rime 2008, Ruști 2005) seem to speak more and more frequently and fervently of persuasion, disinformation, manipulation, coercion and of the frustrations generated by the lack of freedom of choice”* In such cases, we need pragmatics and its principles because pragmatics shows us the way in which language can be manipulated to reflect attitudes or influence the opinion of reader or listeners. Pragmatic dimensions such as speech acts and conversational types are essential parameters to successful understanding of the true nature of communication threads. The function of any statement becomes clear during verbal exchanges in a dynamic context. So, mention should be made of the fact that people accomplish their aims through language, by means of pragmatic competence.

Apparently, there is no implicature or gap to be bridged, since different speech communities could interpret the meaning and the force of the utterances, in different ways, as in Kramsch’s opinion: (2000: 65) *“there is a natural connection between the language spoken by members of a social group and that group’s identity. By their accent, their vocabulary, their discourse patterns, speakers identify themselves and are identified as members of this or that speech and discourse community.”* But, Grice’s Cooperative Principle and Relevance Theory are vital in understanding the theories evincing the motivation and intention beneath so many terms used in the tourist discourse.

The lexicon used in tourism distinguishes itself by its force of expressiveness. One of the most common methods of expressing meaning involves figures of speech. Figures of speech are very common, you most likely use them on a daily basis and don't even notice. When they are

used and are brought into the picture, the complexity that exists in the relationship between the word and the meaning becomes visible. For example, the metaphors make the discourse much more captivating and their function of carrying the sense of the expression from a level easy to understand to another one, more difficult are evident.

In the tourism industry, there are used different tools and methods, very suggestive ones to manipulate, to shock or to strike, but above all to sell the services/the products. The way in which the services are presented, they represent the brand of the tourism agency, and evocative and representative ways are often associated with a good product and vice-versa. Therefore, the language of tourism has to follow specific rules, it can be motivating, persuading, manipulative, etc., depending on the context, on the participants and on the purpose, everything must be established in minute details, because travel “remains a highly involving experience, extensively planned, excitedly anticipated and fondly remembered” (Morgan et al, 2004:4). In other words, the tourism industry has to manage to develop its means of promotion, making them more appealing to the people and easily accessible. For example, tourist materials which use multimodal strategies, allow for the tourism destinations to be presented in minute details, and they should also be “complemented by pictures, grids or maps in order to better illustrate what has been visited and could be visited by others travellers” (Francesconi, 2014:6). Moreover, the tourist materials should present people, landscapes, services, culture, customs and traditions of the country, which they promote, because all these things have a positive impact on the tourists and are important decision-making factors. For instance, Dilley (1986), (quoted by Dann 1996:193), pointed out that the “tourist brochures allocate approximately 32% of their space to landscapes (coasts, mountains, rural and urban scenes, flora and fauna), 36% to culture (history, art, local people) and 16% each to recreation and services”.

The thesis does not only analyze the potential social impact of tourism, it also aims to verify it by applying a questionnaire to a selected group of respondents and proving that it is possible to use language creatively, irrespective of the linguistic and socio-political impediments that could appear. The questionnaires share a similar social context and as the analysis proved, there are special structures, lexical and grammatical features and patterns of usage that reflect that the environment and culture have a deep impact on the way of communication. The analysis makes us realize that the language of tourism can control the tourism demand and the tourists’ decisions, it sets trends, it promotes great destinations, it manipulates, it can create ambiguity,

etc. However, the experiences, the level of knowledge, skill, training, commitment to the task in hand are essential tools in any activity we operate. Moreover, the wordplay, the creativity, the imagination and resourcefulness may prove also a great utility to any tourist/person. Furthermore, there are of course, besides the language other methods for raising the interest and getting attention of the potential customers/tourists, such as special texts with illustrative images, as Sabrina Francesconi remarked (2014:131): “dynamic, vivid colors, vibrant sound effects and appealing fonts have cognitive and emotional effects on the text recipients tourists or travellers-to-be”. But all these facts remain and could be discussed just in a further research.

Further research should also focus first of all on more respondents, on different advertisements from tourism domain and on a special system /a modern one for the statistical comparison of the results of the study. It would be also necessary to investigate other modern principles, patterns and aspects of the language of tourism. Furthermore, it would be important to consider more than three countries in a future study, to observe their similarities and differences and to make suggestions about the possible changes of the language of tourism, having as the most important goal: the communication in the same way with people irrespective of their origin and cultural background. Finally the ideas, feelings, wishes and expectations of the tourists should also be examined, more attentively for a future analysis of the language of tourism.

In summary, we consider we need to develop our language, our English especially, because it is the leader by far and it opens doors, because no matter what profession we have or we follow this fact will help us to better integrate in the communities we are going to become part of. We have to go on the principle that written and spoken communication functions within different cultures in order to facilitate the multiple social interactions that are of great importance in the production of knowledge. Nowadays, maintaining the production of knowledge in each field of activity plays a crucial role firstly, for our advancement as humans and secondly, for the advancement of scientists’ and scholars’ research programs. We hope that the subject *tourism* inspired you and as Matthew Karsten said⁷: “pack up everything and head out into the unknown, to explore the farthest reaches of our planet and your soul, to see the world for what it really is”.

⁷ see <https://expertvagabond.com/best-travel-quotes/>

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