Importance of the English Language for Tourism Promotion in the Croatian Context

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Importance of the English Language for Tourism Promotion in the Croatian Context

MEĐIMURSKO VELEUČILIŠTE U ČAKOVCU
SPECIJALISTIČKI DIPLOMSKI STRUČNI STUDIJ
MENADŽMENT TURIZMA I SPORTA

NELICA FRANCKI - NOVAK

ZNAČAJ ENGLESKOG JEZIKA U TURISTIČKOJ PROMOCIJI U HRVATSKOM KONTEKSTU

ZAVRŠNI RAD

ČAKOVEC, 2017.
POLYTECHNIC OF MEDIMURJE IN ČAKOVEC
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MANAGEMENT OF TOURISM AND SPORT

NELICA FRANCKI – NOVAK

IMPORTANCE OF THE ENGLISH LANGUAGE FOR TOURISM PROMOTION IN THE CROATIAN CONTEXT

FINAL PAPER

Mentor: Marija Miščančuk, mag.educ. philol.angl., senior lecturer

ČAKOVEC, 2017
Importance of the English Language for Tourism Promotion in the Croatian Context

Abstract

Tourism, as the sum of the phenomena, interactions and relationships between tourists and hosts, depends largely on their mutual communication. This communication, verbal and non-verbal, takes place in many different ways. The most important one is by language, written and oral. The lack of knowledge of foreign languages, especially the English language, is considered to be a competitive disadvantage in all branches of the economy, and this particularly applies to tourism. Promotion, accompanied by good marketing communication plays a very significant role in successful development and advancement of tourism. Just as there is no tourism evolution without marketing and promotion, there is no promotion without communication. Promotion and communication are highly interrelated and interdependent activities, and it can be considered that promotion without communication does not even exist. The most important and the most used language in this field is English. It is a Germanic language of Indo-European family and is extremely widespread in the world. By the number of people who speak this language, it is the third in the world, probably the most popular foreign language taught almost all over the world. English is considered as the original language of tourism. Croatian public and media space, as well as the field of economy and tourism are filled with an increasing number of English words that, due to new technologies and the western industry, entertainment and fun, but sometimes also because of faddishness, are increasingly dominating in the domicile language. A large number of English expressions influence everyday speech, primarily those spoken by young Croats, and not just them, but also people of all ages can be heard somewhere and in some context use some English word. Thus many Anglicisms which are infiltrated into the Croatian language slowly replace domestic words. The further trend of arrival of the English language is expected to be even more intensive. There are many reasons for that: further development of technology, the growing global influence of Anglo American culture and the growing competence of both young and older people in the English language.

Key words: tourism, communication, promotion, foreign languages, English language.
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1 Introduction

This Final Paper describes some general facts about tourism in the world, as well as tourism in the Republic of Croatia, one of the most visited countries in the Mediterranean. It is important to mention that despite the global crisis which is affecting the world today, the world tourism is constantly growing, and so is in Croatia, where in 2016 the share of tourism revenues in total GDP was 18.9%, thus having a major impact on the overall economy in the country. Therefore, tourism is for Croatia the most important economic branch and certainly the most profitable economic activity.

Due to the fact that in the last decade Croatia has become increasingly popular in many of the world's leading journals and tourism promotional materials, in this Final Paper it is also emphasized how marketing and promotion are important factors which have a great impact on successful development and advancement of tourism. For the evolution and promotion of tourism one of the most important factors is tourism promotion accompanied by good marketing communication, so some basic facts about it are also described. Communication is performed in many ways. It can be verbal and non-verbal. The most important one is using language. In the field of tourism, English language is the language most used and most frequently spoken. Therefore, this Final Paper also describes some basic facts about this language and its influence that has spread throughout the world, not just in the sphere of tourism, but in all areas of business and life in general, which is shown by numerous examples.

Two separate surveys, which were designed and conducted for the purpose of this Final Paper, are also presented. The aim was to explore to a certain extent how much and how well the employees in one part of the tourism sector in Croatia use the English language in their workplace, and to view to what extent English words are represented in everyday speech of Croatian people. The obtained results show that in all spheres of life, and well as in tourism promotion, many domestic words are replaced by English expressions.
2 Generally about tourism

Since the beginning of time people have travelled. The first reason for that was searching for safety, food, water or trade. Soon afterwards the idea of travelling for pleasure or exploration emerged. First travellers walked or rode animals. Discovery of the wheel and the sail enabled new modes of transportation. Each improvement in technology increased the opportunities for travelling. As roads were improved and governments stabilized, the interest in travel increased for many new reasons – sport, sightseeing, education, culture, ethnicity, religious purposes, recreation and many others.

There are four essential requirements for realisation of tourism and tourism travelling and they are the following:

**Time**: as the hours intended for leisure increase so does the opportunity for travel. Changes in work days and school calendars always affect how and when people will travel. Generally, the overall travel pattern has changed from a two week vacation to 6-8 three or four day mini-vacations per year.

**Mobility**: it refers to the access to transportation (car, train, plane bus or ship) and the time required to get to a tourism destination.

**Motivation**: represents the reason why people travel. Motivation may include seeking for new experiences, meeting new people, education, adventure or just reduction of stress.

**Money**: the majority of travel requires discretionary income. That is money left over after fulfilment of all monetary obligations (such as food, rent and taxes). (http://www.prm.nau.edu/prm300/what-is-tourism-lesson.htm)

2.1 Definition

As regards the definition of the term tourism, there are many of them, and this one describes it very clearly: “Tourism is travel for recreation, leisure, religious, family or business purposes, usually for a limited duration. Tourism is commonly associated with international travel, but may also refer to travel to another place within the same country. The World Tourism Organization defines tourists as people "travelling to and staying in places outside their usual
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environment for not more than one consecutive year for leisure, business and other purposes". (http://www.tugberkugurlu.com/archive/definition-of-tourism-unwto-definition-of-tourism-what-is-tourism)

According to Macintosh and Goeldner (1986) tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors. (http://www.prm.nau.edu/prm300/what-is-tourism-lesson.htm)

From these definitions it can be clearly concluded that tourism is based on certain interpersonal relationships and interactions. The basis of such interactions is communication, of every kind, which takes place between tourists who travel to different destinations and their hosts, i.e. all persons included in the activities related to tourism travel and stay at tourism destinations, such as accommodation, catering, culture, sightseeing and all other services in general. It is clear that all these activities are not possible at all without communication, in the first place communication using language.

2.2 Significance of tourism

Tourism is the fastest - growing branch of the world economy today and is very important, even vital source of income for numerous countries. It has a significant influence on the economy of both the source and host countries, and for some of them it is of vital importance. (Picture 1)

Speaking about significance of tourism, according to Bartoluci (2013), who is recognized as an expert in the field of tourism, economy and entrepreneurship, over 250 million people are employed today in the world tourism, it yields about 5% of overall world consumption and capital investments and makes more than 9% of world GDP /WTTC,2022:1/. Its importance was recognized also in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations.” (http://www.univeur.org/cuebc/downloads/PDF%20carte/65.%20Manila.PDF)
So according to these indicators, tourism belongs to the leading economic activities in the world with a tendency of growth. It has a special economic role in the receptive tourism countries which have comparative advantages for the tourism growth, as it is Croatia.

### 2.3 World tourism

Tourism is developing all around the world and it is today's significant global phenomenon with a fast-growing tendency. Recent data show that over 50 million tourists more travelled to international destinations around the world in 2015 compared to 2014.

According to Vukonić and Keča (2001), world tourism is a part of our everyday lives, part of the present world, and thus part of the future of our planet. Although it is a relatively new phenomenon in the history of mankind, tourism has so far brought many consequences to the areas and countries where it was developing, both positive and negative. The 2016 World Tourism Day was marked by the slogan "Billions of Tourists, Billion Opportunities", which is related to tourism spending, or tourism export, which amounted to over $1.5 bn in 2015.
International tourist arrivals in the world in 2015 grew by 4.4 percent compared to the previous year and make for over one billion travel trips, or more precisely 1,184 million, according to the UNWTO Tourist Information Office. (Picture 2)

Taleb Rifai, Secretary-General of UNWTO, stressed that the most important reasons for increase of tourism movements were the influence of the currency exchange rates, oil prices, as well as natural and civilization crisis in many parts of the world. He added that growth of the tourism sector contributes also to economic growth and creating new jobs all over the world. That is why it is very important for all countries to encourage further growth and development of tourism through various facilitations, human resources development, taking self-sustainability into account. (http://hrturizam.hr/svijetom-u-2015-godini-putovalo-preko-1-2-milijardi-turista/)

Today, it is almost inconceivable to compete for most jobs without having good skills in foreign languages, of which English is almost compulsory. In many economic branches, especially in tourism, languages are the imperative, especially because of the development of the entire global economy and the Internet. Markets are growing and more and more companies are opting to compete on foreign markets. Without language knowledge it would be impossible to even communicate with the existing or attract new visitors to the tourism destinations. (http://www.poslovni.hr/blog/vaznost-komunikacije-i-poznavanje-stranih-jezika-1059)

*Picture 2: International Tourist Arrivals 2015*

![International Tourist Arrivals 2015](http://hrturizam.hr/svijetom-u-2015-godini-putovalo-preko-1-2-milijardi-turista/)

2.4 Tourism in Croatia

Like all over the world, tourism has also developed in Croatia, starting its history in this area in the middle of the 19th century – in the year 1850 (Picture 3), and since then its growth has been steady with a tendency of constant increase.

*Picture 3: Opatija, Kvarner – first built hotel facilities*

Source:https://www.google.hr/search?q=Opatija&espv=2&source=lnms&tbm=isch&sa=X&ved=0ahUKEwj7qsLenZ_TahXD

Today Croatia is one of the most visited tourism destinations in the Mediterranean, with numerous very attractive places (Pictures 4, 5 and 6). It consists of several tourism regions each of which develops its own characteristic offer in accordance with specificity and diversity each region has. The most important Croatian tourism regions in the Adriatic are Istria, Kvarner, Dalmatia and Dubrovnik with its broader shoreline.

*Picture 4: Dubrovnik – the most famous cruise destination*

Source:https://www.google.hr/search?q=dubrovnik+slike&espv=2&tbnid=isch&imgil=vGrsFPXSs7cXGUM%253A%253BD7A
The continental part of the country also abounds in many attractive and frequently visited destinations, some of which are shown below.

*Picture 5: Plitvice Lakes – National Park*

Source: https://www.google.hr/search?q=plitvička+jezera+slike&espv=2&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi

*Picture 6: Zagreb, capital city, located in the continental part of the country*

Source: https://www.google.hr/search?q=Zagrebslike&espv=2&source=lnms&tbm=isch&sa=X&ved=0ahUKEwvjxqreopJ_TA

In the last decade, Croatia has become increasingly popular in many of the world’s leading journals, as well as in other media, where its natural and cultural attractions are particularly emphasized. The importance and important share of tourism in the overall GDP, a large increase in the number of tourist arrivals from a growing number of emissive countries, better and diverse tourism offer, more and more protected tangible and intangible cultural heritage and increasing investment in tourism and supporting infrastructure have also contributed to the growth of Croatia’s popularity as a tourism destination. So what can be noticed is the
enhanced promotion of Croatia as the host country and increased communication openness and focus towards emissive areas of the world, which are important for tourism and its growth and development.

Tourism is the most important economic branch and certainly the most profitable economic activity for Croatia, with a major impact on the total GDP of the country. In the year 2016 the share of tourism revenues in total GDP was 18.9%. Over $ 8.6 billion in revenue from foreign guests has been achieved, which is an increase compared to the previous year of 8.5%.

In 2016 there were 15,594,157 arrivals and 78,049,852 tourist nights spent in tourism accommodation facilities in the Republic of Croatia. Thus, 8.7% more arrivals and 9.0% more tourist nights in 2016 than in 2015 were realised in tourism accommodation facilities in the country, according to the Central Bureau of Statistics.

In the structure of total tourist arrivals 88.5, % are foreign tourist arrivals and 11.5% domestic tourist arrivals, while foreign tourists realised 92.5% of the total realised nights, and 7.5% was realised by domestic tourists. The county which has made the most tourist nights in 2016 is Istria, which particularly refers to foreign visitors. Most visited cities by foreign tourists are Rovinj, Dubrovnik, Poreč (Picture 7), Medulin, Umag, Mali Lošinj, Vrsar. (http://hrvatskadanas.com/2017/02/11/drzavni-zavod-za-statistiku-u-hrvatskoj-u-2016-godini-ostvareno-9-vise-dolazaka)

*Picture 7: Poreč, Istria, the county most visited by foreign tourists*

*Source:* https://www.google.hr/search?q=Poreč+slike&espv=2&source=lnms&tbm=isch&sa=X&ved=0ahUKEwiZsfLLmZ_T
Generally, more intense promotion through all kinds of communication has had an impact on increasing interest in Croatia in the last decade, expanding the structure of tourists to new emitting countries. Croatia is constantly visited by an increasing number of tourists of higher purchasing power every year. Such visitors mostly arrive from the foreign countries. (http://croatia.eu/article.php?id=34&lang=1)

Thus, according to the above data and the constant trend of increase in recent years, Croatia is one of the most visited countries in the Mediterranean.

3 Promotion

For the development and promotion of tourism, and especially for its evolution, one of the most important factors is tourism promotion, accompanied by good marketing communication. Well-designed advertising and publishing are the most effective way to reach possible consumers of tourism services and goods.

Promotion is advancement of a product, idea, or point of view through publicity and/or advertising. (http://www.businessdictionary.com/definition/promotion.html) It is a process of communication between a certain legal entity and a client in order to create a positive attitude towards products and services that leads to their favouring in the process of buying on the market. Promotion refers to every form of communication whose role is to inform or remind people about products, services, images, ideas, or some social engagement. (https://sveomarketingu.wordpress.com/2014/11/18/seo-optimizacija-za-tretrazivace/)

3.1 Promotion in tourism

By expanding the application of the general marketing concept, the concept of tourism marketing also developed. It determines the specifics of products, pricing, promotion and distribution as well as the rules of their creation, design and matching into a promotional mix.

Promotion in tourism marketing stands out as a particularly important component, which in the development of the world tourism is confirmed by the increasingly better organization and expertise that promotes tourism in many developed countries. Tourism promotional activities
are a highly sophisticated market communication, as competition in the tourism market is increasingly struggling for tourists on domestic and international markets, according to Dr. Tonka Pančić Kombol. (http://www.turistplus.hr/hr/promocija_u_turizmu/2857/)

3.2 Promotion of tourism in Croatia

Promotion of tourism in Croatia is realized according to the specifics of this area and adapted to the general characteristics and rules that tourism promotion must possess. For the purpose of promotion and improving of tourism in the Republic of Croatia, tourism boards are established. They also serve for the purpose of economic interests of legal and natural persons who provide catering and other tourism services or carry out other activities directly related to tourism in a way to manage the destination at the level for which they are established.

According to the Act on tourism boards and the promotion of Croatian tourism, the system of tourism boards consists of tourism boards of municipalities, tourism boards of the cities, tourism boards of the county tourism boards, Tourism Board of the City of Zagreb and the Croatian Tourism Board. (https://www.zakon.hr/z/342/Zakon-o-turistickim-zajednicama-i-promicanju-hrvatskog-turizma)

3.2.1 Croatian Tourism Board

The supreme bearer of the promotion of tourism in Croatia is the Croatian Tourism Board. It is a national tourism organization, founded to create and promote the identity and reputation of Croatian tourism, for planning and implementation of the common strategy and the concept of its promotion, suggestion and performance of promotional activities at home and abroad from the common interest to all subjects in tourism, as well as for raising the level of the quality of the entire tourism offer of Croatia, according to the Act on Tourism Boards. (http://business.croatia.hr/hr-HR/Hrvatska-turisticka-zajednica). Apart from the Croatian National Tourism Board, the holders of the promotion of tourism are still the tourism boards of counties, cities, municipalities, economic entities and all other subjects in tourism that work indirectly and directly on the improvement and promotion of tourism in the Republic of Croatia, tourism offices and overseas offices, international tourism organizations, citizens, residents, especially locals in tourism destinations.
4 Communication

Promotion and communication are highly interrelated and interdependent activities. In fact, it can be said that the promotion without communication does not even exist. The promotion itself has to be somehow communicated - whether in written, oral or pictorial form, by sound, motion or otherwise. For everything that is happening, communication is needed. It is inevitable in all kinds of social relations and in every situation of life of all living and inanimate entities. It is particularly important in interpersonal relations, especially those in today's extremely important sphere of economy - tourism.

4.1 Definition

There are various definitions of the term communication and here is one that describes it well: “Two-way process of reaching mutual understanding, in which participants not only exchange (encode-decode) information, news, ideas and feelings but also create and share meaning. In general, communication is a mean of connecting people or places. In business, it is a key function of management, because an organization cannot operate without communication between levels, departments and employees“.

(http://www.businessdictionary.com/definition/communication.html)

The psychological model of interpersonal communication consists of five elements: sender, message, recipient, means of communication and feedback. (http://ss-obrtnicka-osobneusluge-zg.skole.hr/upload/ss-obrtnicka-osobneusluge-zg/images/multistatic/78/File/PSIHOLOGIJA-2_%20GODINA.pdf)

The importance and complexity of communication is best reflected in the sentence by Pavao Brajša (2000), a well-known Croatian psychiatrist and communicologist, in which he concludes that man quickly masters the art of speech, but his whole life needs to overcome the art of conversation. The importance of successful communication is very clearly illustrated in Picture 8.
So, communication is a process of exchanging information - sending information to another entity, in different ways, usually in oral or written language. It can be verbal and equally important - nonverbal. This paper deals with the use of English words in Croatian context, with special reference to communication in English in the field of tourism promotion.

**4.2 Importance of successful communication in tourism**

In the communication process, so-called noises must not come into the communication channel, but it must be clear, known and recognizable to the recipient and without ambiguous meanings, if the original message is to be transmitted truthfully and reliably.

Applying these conclusions to the field of tourism and tourism promotion, it is very clear that good communication is one of the prerequisites for the overall successful customer – consumer - guest and host - service provider relation. This implies communication, no matter which languages are spoken by these two sides. This leads to a simple conclusion: if it is necessary to communicate in a foreign language, it is necessary to do it properly and as well as possible. It is particularly important in the interaction of the mentioned parties that appear as actors in tourism relations.
4.3 English as the "original" language in the field of communication in tourism

In recent years, researchers in the field of tourism - tourism scientists and experts in the developed countries have published research, scientific and professional works that clearly define the development of specific tourism terminology. Tourism has been explored for more than a decade by scientific methods, it is studied at all educational levels, and the results of the research and other works are mostly published in English, thus this language can be considered a kind of "original" language of tourism. (http://www.turistplus.hr/hr/specificnosti_u_hrvatskoj_turistickoj_terminologiji/1668/)
The elements of verbal and non-verbal communication are important, if not a decisive factor in creating the first impression of people and the country visited by a tourist.

There are many professions that do not belong directly to a group of occupations and profile of personnel exclusively belonging to the tourism branch, but are certainly related to it. For example, when entering a country, tourists first come to a border crossing with police and customs officials, regardless of which means of transport they use. General courtesy and performance at these first moments of conversation with the visitor are very telling and are very important for the first contact of the tourists with the country to which they have arrived and intend to spend the holiday. Further examples are people employed in stores, petrol stations, banks, kiosks, post offices, museums, theatres, hospitals, dental offices, taxi services and elsewhere, where a minimum of welcome with hearty behaviour is expected. In fact, there is virtually no profession that could be completely excluded from a possible encounter with the visitor - the tourist.

As Croatia is a tourism receptive country, better and more adequate education about tourism and English language in all professions would have contributed to more successful communication possibilities between hosts and visitors. That could provide a better image of the country as a tourism destination, which is important and has a significant impact on the whole economy of the state. The lack of knowledge of the English language is considered to be a competitive disadvantage in all branches of the economy, and this particularly applies to tourism.
5 English language

English is a Germanic language of the Indo-European family. It is extremely widespread in the world, so by the number of people who speak this language, it is the third in the world, after the Spanish language as the second and Chinese as the first, and probably the most popular foreign language taught almost all over the world. (http://www.lingua-soft.hr/blog/10-najrasirenijih-svjetskih-jezika) It is believed that there are 300 million native speakers of English, 300 million to whom it is the second, and another 100 million, who use it as a foreign language. It is the official language of international and inter-state communication, and is also the official language in many countries, as well as in the European Union and many other world organizations. This is the language most used in science, computing, aviation, diplomacy and tourism. It is also the business language and the language of today's media because half of all business deals in the world are made in English, and it is estimated that two thirds of scientific documents are written in this language.

English is the official language in 45 countries but is spoken in many other countries. It is significant in the cultural, political and economic sphere of society in the following countries, where it dominates: Antigua, Australia, the Bahamas, Barbados, Belize, Bermuda, Dominican Republic, Guiana, Grenada, Ireland, Jamaica, RSA, Canada, New Zealand, Kristofer and Nevi, St. Lucia, St. Vincent, UK, Trinidad and Tobago. (http://engleski-jezik.com/tekstovi/znacaj-engleskog-jezika.htm)

5.1 The origin of the English language

English is today the global lingua franca, imposed as indispensable in international communication throughout the world. So, how did the English language develop and has become so widespread in the world?

Viewing the history of English language, the first known fact is that it started with the arrival of German tribes on the British islands, who came across the North Sea from today's Denmark and northern Germany. Immigrants originally spoke Celtic, but it was soon changed. Most people who spoke Celtic were suppressed in Wales, Cornwall and Scotland. One group emigrated to the coast of France, where they still speak Celtic. The Angles got the name from the word Engle, the name of their homeland. Their language was called Englisc, and the word English originates from it. As England became the colonial force in the coming centuries, its
inhabitants came into contact with different people and languages all over the world. That is why many words from other languages have found a place in English, which certainly contributed to the enhancement of the English vocabulary. The English dictionary is the largest in the world.

Languages that have had a greater impact on English are: Latin, Greek, French, German, Arabic, Hindi, Italian, Malay, Dutch, Farsi (from Iran and Afghanistan), Nahuatl (Astheh language), Sanskrit (from ancient India) Portuguese, Spanish, Tupi (from South America) and Ewe from Africa. (http://engleski-jezik.com/tekstovi/znacaj-engleskog-jezika.htm)

5.1.1 Overview of the main impacts on English

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5.2 Presence of English words in the Croatian language

As well as all other languages, the Croatian language also abounds with English expressions. The reason for this is the impact and the widespread expansion of American and British culture around the world, and hence its impact and influence on other languages. Such an impact affects today all spheres of Croatian public, political, scientific, economic, cultural and private life.

English words such as O.K. (O.K. is the most widely used word in the world), show, in, bar, cool, shop, fast food, backstage, lifestyle, and - as shown below - many others have long been present in the Croatian language as well. People use foreign words for several reasons - sometimes simply as a habit, sometimes because they are more attractive, interesting or effective. Sometimes the cause is that domestic language fails to follow the import ingenuity and does not create enough fast domestic names for new products, and sometimes it is easier and simpler for people to do so and express themselves in English.

General Americanization has imposed English as a language that offers better expressing language solutions that are implemented in the native language and then used in everyday and official communication. The fact is that if a Croatian word that would replace a foreign language is not found soon, the foreign word becomes more and more prominent among the speakers.

The first and basic principle of accepting foreign words in the Croatian language system says that, wherever possible, the word of foreign origin should be replaced by an identical domestic word. Only if there is no adequate quality replacement in the Croatian language, the foreign word is welcome. Unfortunately, this attitude of linguists, translators and lecturers in our country is most often stigmatized as language purism and is in no way consistent with so-called Croatian-English language that is popular today and heard literally everywhere.

(http://editor.hr/anglizmi-u-hrvatskom-jeziku)

All European and many world languages face the same problem. Not only the dictionaries of different languages are full of Anglicisms, but the English language also has a significant influence on grammar. For example - in the Croatian language the noun is often used instead of adjectives: film festival instead of originally Croatian filmski festival, internet stranica instead of Croatian internetska stranica.

More and more experts warn and point to the need of adjusting the spelling according to these English language influences. Sometimes this is done, but in many cases it is not, so the English original spelling remains in the Croatian language, as more and more people simply
accept and use such adopted words. Some of them remain in the Croatian language in their original written form, while some assume more domestic expression, either in pronunciation or in writing.

Thus, two types of accepted English words are created in Croatian: those that remained original - such as brainstorming, wellness, outfit, fast food, OK, monitor, babysitter, start-up, booking, pay pal payment, stage, evergreen, web shop, test, student, standard, juice, e-mail, bard, test, fitness, jogging, lifestyle, team building, time-out, night life, Internet, hotel, motel, paintball, make-up, bar, blog, brand, marketing, problem, film, celebrity, model, online, casual, hit, vip, face lifting, promo, inbox, logo, baby boom, slow motion, mainstream, dating pages, element and many others - they are pronounced the same as in English, with a little shade due only to the specificity and the difference between the two languages, but basically are the same. These words in the Croatian language appear in writing in the original form and can hardly be found in the Croatian phonetic form – there is no lajfstajl, timbording, najtlaf and similar.

The second group of words are those which already got their Croatian form, either in the spoken, or in the written form, as for example: budget/budžet, favourite/favorit, idol, sandwich/ sendvič, weekend/ vikend, centre/ centar, microphone/ mikrofon, effekt/ efekt, factor/ faktor, virus, expert/ ekspert, teenager/ tinejdžer, exterior/ eksterijer, interior/ interijer, cluster/ klaster, context/ kontekst, computer/ kompjuter, client/ klijent, continent/ kontinent, stressor/ stresor, routine/ rutina, interview/ intervju, butler/ batler, shopping/ šoping, software/ softver, hardware/ hardver, forehand/ forhend, backhand/ bekend, tennis/ tenis, summit/ samit, boxing/ boks, catalogue/ katalog, aerobics/ aerobik, material/ materijal, jocker/ džoker, champion/ šampion, optimism/ optimizam, pessimism/ pesimizam, zone/ zona, etc. Some of them are originally written and pronounced differently, and some are pronounced similar to English and written differently, in other words, these words are slightly changed in the speech or in the writing, but they are English words. It is very easy to spot the fact that there are many such words, many more than from any other foreign language.

5.3 Areas where English terms occur frequently

Although there is no field where English words do not appear, these are some important areas where many English words occur and are used more often than Croatian.
5.3.1 Sport and recreation

This is the area where the words from the English language have been used for the longest time - since the 1950s. These are some examples of originally written English words used in Croatian language: *sport, dream team, knockout, playmaker, sprinter, golf, mini golf, dribbling, sprint*. The following words are English, but modified in the Croatian language: *tennis/tenis, curling/karling, boxing/boks, volley/volej, foto finish/foto finiš, forehand/forhend, backhand/bekend, apercate/aperkat, service/servis, hattrick/hetrik, fair play/fer plej, baseball/bejzbol, cricket/kriket, kickboxing/kikboks* etc. Some newer words in this area are, originally written: *jet ski, fitness, rafting, surfing, snowboarding, mountain bike, body building, powerlifting, bench press*. In a fitness centre *workout, fitness and stretching* are performed, and when somebody is running, he/she is *jogging*. *Time-out and time-break* are the terms also used. There are no Croatian terms for these words. On sports jerseys and shirts very often it is written *Gym team* or simply *Gym*. Some modified newer words are: *paragliding/paraglajding, pole position/pol pozicija, aerobics/aerobik*. In a *match/meč teams/timovi* achieve a *score./skor*.

5.3.2 Computing and the Internet

These are areas where English words are inevitable. Although Croatian linguists are actively trying to find adequate replacements for many English words, there are currently very few of them in everyday use.

Some of these words which are used very frequently and actively are: *monitor, printer, portal, notebook*. People open *file and folder on desktop*, and there are also *server, driver, laser, virus, upgrade, chat, password, spam, offline, online, link, site, blog, wireless, virus, update, searching the Internet, web, print screen, touchscreen, portal, hard disk*. Business is taking place on the *Internet portals*. Almost everything is done *on-line*. Further examples are: *blog, troll, bot* on the *Internet pages*. There is also *leasing, monitoring, chat, bit, dron*, and many other words, those which have remained in their original form. Along with these originally written words, also in this field there are those modified, such as: *computer/kompjuter console/konzola, joystick/džoistik, usb stick/stik. micorchip/mikročip, software/softver and hardware/hardver*. People operate with a *cursor/kursor*, by clicking/kliking on an *icon/ikona*, and use *a microchip/mikročip*.
The use of the originally English verbs with Croatian pronunciation, usually colloquialisms, is also present and widespread, so in Croatia people will say downloadati - which is an English verb *download* with Croatian infinitive suffix -ti. For this there are many other examples: hostati/host, kvotati/quote, postati/poste, brovsati/browse, hakirati/hack, resetirati/reset, instalirati/install, logirati/log, guglati/google, surfati/surf, mejlati/mail, chatati/chat, sherati/share, etc.

5.3.3 Lifestyle

The products of American popular culture are another reason for the abundance of English words in the field of lifestyle. Some examples are: *auto, life coaches*, people go shopping/sometimes also šoping, have status and standard, use taxi. Clothes are washed with a detergent. People drink juice – there is no Croatian term for juice. The popular hairstyle that young people wear is dreadlocks. Lotion aftershave is used. People watch talk shows and generally show programs on television. Everyone will say new age, nobody will use the Croatian term. Furthermore, people live in a Penthouse – there is no Croatian expression for this word. For reading and learning people use bookmarks – for this word there is the Croatian expression, but it is very rarely used. Children are looked after by babysitters. Participants in some event are more and more often the stakeholders. People will say wow and sorry more frequently than they would use the Croatian word. People do makeover, or say that everything is super (great), or cool, in, or out, or that something is a spin, party, after party and so on - these are just some of many very commonly used English words. In newspapers the section *LifeStyle* is read. Also the names of some newspapers and magazines are English, like: *Story, Globus, Extra, Express, Glossy Magazine, Business.hr*, and in many of them there is a section *Red Carpet* about show business. Here are some examples of modified words in this field: stress/stres, spray/sprej, centre/centar, control/kontrola. People flirt/flert, read best-sellers/bestseler, or have a jocker/džoker. In the kitchen multipractic/multipraktik is used to mix/miks. People become experts/eksperti, the Croatian term for which is very rarely used. Further examples are *business/biznis, businessman/biznismen, manager/menadžer, management/menadžment, design/dizajn, designer/dizajner, weekend/vikend*, etc.

5.3.4 Various events and programmes

Great numbers of the names of various events and programmes have also been anglicised, so there is *Beer Fest* with performance of *XY Band, Weekend Media Festival* (festival is a word
without adequate Croatian translation at all), miCROfest in Zagreb, people are called to visit Late Night Shopping in West Gate or in King Cross, City Centre Split, City Centre One Zagreb East and West, Garden Mall, Avenue Mall – these are all the names of shopping malls in big cities. There is an event called Family Day in Cineplexx. There are some examples of sport and entertainment programmes in English - Wine & Music manifestation held in Zagreb, Chill and Grill Zagreb event, Football Fest, Impuls Festival in Rijeka, Biograd Boat Show, Croatia Boat Show, Fashion and Friends, etc. This year racing a half-marathon in Dubrovnik is named Du-Motion, in Poreč the name of the competition is SUPer Surfers Challenge, and in Vukovar Made in Vukovar. The names of these events are completely in English, and more and more various events are getting their names in English. In advertising more and more often phrases such as Shopping days! Way To Go! Time To Move! Best Buy Offer can be seen, also only in English.

5.3.5 Music

This field is also full of English phrases, which is understandable since almost all famous music genres were made in the USA, as well as the development of the radio. Most of musical genres have English names, such as pop, rock, rock’n’roll, techno, techno party, blues, jazz, heavy metal. The same is with some dances: quickstep, rock’n’roll, break dance, slow fox, swing, twist. DJ – disc jockey is also the English word for which there is no Croatian expression. Some more examples are: beat, go-go, jingle, stage and backstage, evergreen, hit, mainstream, single, CD player, dance party, stand-up comedian, talk-show, night show, crossover. These words have remained written the same as in the English language, and here are some examples of the words which are slightly modified: band/bend, gramophone/gramofon, transistor/tranzistor, microphone/mikrofon, disc and diskette/disk and disketa, jukebox/džuboks, and others.

5.3.6 Film

The word film itself is also originally English word adopted in the Croatian language. This area abounds in many English expressions, too. That is the result of a bulky American production which has spread its influence all over the world on all generations. About 80% of all movies presented in Croatian cinemas originate from the English speaking area. The
situation is similar in many other countries. Some examples are: blockbuster, remake, soundtrack, science fiction. Some other genres got the modified version, e.g. thriller/triler, western/western, horror/horor, musical/mjuzikl. The word title in the Croatian is titl, and sponsor is sponzor.

In many cases, there is in fact no adequate Croatian word for a particular term. Thus Anglicisms, which are infiltrated into the Croatian language, slowly displace domestic words, and their use in everyday speech is increasing.

Further trend (trend is also an English word) of arrival of English expressions is expected to be even more intensive. There are many reasons for that: further development of technology, growing global influence of Anglo American culture and growing competence of both the young and the older generations in the English language.

5.4 English words that occur in the field of tourism

Viewing tourist promotional materials of all kinds - prospects, leaflets, brochures, announcements, advertisements and price lists, printed, as well as those on-line, it is noted that they are dominated by the expressions in English, or better to say, many English terms are actually mixed with the text that is written in Croatian.

5.4.1 Most frequently used English terms in Croatian language in the hotel industry

The hotel industry sector abounds with English expressions. When reading the hotel offers it can be seen: all inclusive, weekend getaway or last minute arrangements. The hotel room contains a telephone, terrace, balcony, sat TV, pay TV, mini bar, alarm, free Internet and Skype. The rooms offered are Economy double room, Deluxe room, Superior room, Single room, Junior room, Twin room, Suite room, New Year's Eve Special Room, written in English in the promotional materials. In new promotional materials and price lists the abbreviations for specific market segments are written in English. So there is a bid for DINKS = Double Income No Kids or YUP = Young Urban Professionals, etc. In some hotels on the manager's door the word manager is written in English. Room reservation at the hotel is booking and it can be up-graded. In some hotels or bars requested dress code is obligatory. Apart from the
ordinary hotel bar there are also: aperitif bar, beach bar, hobby bar, hobby club, lobby bar, snack bar, cocktail bar, where shakes or cocktails are offered. Hotels offer buffet breakfast and for the evening guests are invited to a wide range of various evening entertainments of night life - dancing terrace, night club, night show, dance party with a band, or with a DJ. On the hotel beach there is a beach party and other show programmes. Folklore performance can be seen too. There is a possibility to order a room service. In some hotels there is a casino, or a boutique with branded goods. On the hotel pool animation is offered as well as stretching, water stretching, jacuzzi or aquagym – for these words no other expressions will be used. Some facilities have a possibility to rent-a-bike. The basic contents of some accommodation facilities include wellness, beauty salon, fitness, acquapark, jet ski, whirlpool, tennis, windsurfing, surfing, rafting, workout, aerobics, body building, there are jogging runways and trekking tracks. In some hotels people are offered to play paintball.

Likewise, many names of accommodation facilities are in English (although also in some other languages) in order to attract foreign tourists. So, the foreign name of the accommodation itself (hotels, motels, camps, villas or resorts) is a part of the promotion. Here are some examples of the names in English: Sheraton hotel, Sol Garden/Umag, Sol Polynesia /Umag. Hotels are called Crystal, Villa Holiday, Croatia, Excelsior/Dubrovnik, Lovran/, many of them are Park, Palace, Admiral, Ambassador, Splendid, Adriatic, Imperial, Bristol/Opatija, Dubrovnik and many others. A well-known tourist resort near the city of Zadar has an English name: Zaton Holiday Village, on the island of Brač there is a resort named Waterman Supetrsus Resort. In the famous tourist village Tučepi, the tourist resort Afrodit is advertised as bluesun Afrodit. There is also hotel bluesun Alga, hotel bluesun Neptun – these are only some of the many English names of the hotels and other accommodation facilities.

5.4.2 Other hospitality facilities and services

As well as in the hotel industry, the same is with the names of restaurants, cafes and cafe bars, so many of them bear English names, like Joker, Aqua Grill, Water Grill, Beach Garden - not only in the tourist areas, but everywhere in the country. Some names of such restaurants are e.g. Mondoaka Street Food, Maltese Freestyle Food, Sexy Cow, Burger Bar, Luka Ice Cream
Importance of the English Language for Tourism Promotion in the Croatian Context

and Cakes, Flumen Pub, Food City.¹ (https://www.tripadvisor.com/Restaurants-g294453-Croatia.html). There is no Croatian term for the widely used word catering. In Fast food restaurants people consume food like hamburgers and cheeseburgers, and they are called junk food.

Programmes and arrangements for the tourist travel are made and designed by tour operators. There are offers and programmes for team building. Some people spend holidays camping in camps. There is no Croatian expression for the word camp, only its Croatian version - kamp. Vacation can be also spent in a resort, or the golf resort. Well-known type of accommodation facilities is bungalows. Tourists travelling with a backpack are backpackers. Accommodation facilities with lump sum payment are called time-sharing.

It is obvious that in general in Croatia the whole field of economy, and not only tourism, is filled with the terms taken from the English language. In running business offshore accounts are used, people operate through outsourcing, perform controlling/kontroling and realize profit. New entrepreneurs start their business through start-up incubators. For these words there are no Croatian expressions. People buy in a shop, outlet or giftshop. The word business/biznis is used more frequently than the Croatian term, as well as management/menadžment and manager/menadžer. There is a bank/banka, credit/kredit, revolving credit/revolving kredit and so on. The number of such words is really enormous.

It is also worth mentioning that this year's promotional material which relates to Croatian health tourism was developed in Croatia, but it is written completely in the English language. The name of this written material is Health Tourism Industry News (HTI) and will be used at congresses and conferences on Croatian health tourism which are going to be held in 2017.

5.5. Slogans as an important element of attracting tourists

According to Pike (2010) the word slogan comes from the Celtic term which means "battle shout". The slogans in English are also called tag lines or strap lines. (Pike, 2010)

Today, when marketing plays a very important role in attracting guests, it is imperative to choose an attractive tourist slogan. Every tourist destination must have its slogan. All over the

¹ The names were found in Trip Adviser for larger cities in Croatia
world tourist slogans are mostly in English language, and so it is in Croatia, which confirms the previous statement that English is the "basic" language in the field of communication in tourism. As an excellent example, the following can be mentioned: Vienna – Where History Meets Future – the slogan which completely describes what Vienna really represents. In Austria and in Vienna this slogan appears mostly in the English language, too. It is also the same in all other countries including Croatia. The former slogan of the Croatian Tourism Board was *Croatia For Better Life*, and the new one is *Croatia Full of Life*, with some derivatives like *Croatia Full of Diversity, Full of Energy, Full of Flavours, Full of Love*, depending on the market niche which it targets.

The British Telegraph portal has recently released its list of the top ten and the worst ten tourist slogans used by countries around the world in 2016.

These are the best:
1. Djibuty – Djibeauty
2. Scotland – A spirit of its own
3. Morocco – Much mor
4. Greenland Islands – No stress
5. Greece – All time classic
6. Latvia – Best enjoyed slowly
7. Argentina – Beats to your rhythm
8. Norway – Powered by nature
9. Austria – Arrive and revive
10. Turkey – Be our guest – examples what a good slogan must look like, and the 10 worst are as follows:
1. Hungary– Think Hungary more than expected
2. Slovakia – Travel in Slovakia, good idea
3. Lithuania – Real is beautiful
4. Tunisia – I feel like Tunisia
5. Cyprus – Cyprus in your heart
6. Honduras – Everything is here
7. Ecuador– All you need is Ecuador
8. Uruguay – Uruguay natural
9. Qatar – Where dreams come to life
In conclusion, it can be easily noticed that Croatian public and media space, as well as the field of economy and tourism, is filled with an increasing number of English words that, due to new technologies and western industry, entertainment and fun, but sometimes also because of faddishness, are increasingly dominating the domicile language. A large number of English expressions influence everyday speech, primarily that spoken by young Croats, but not just them, as people of all ages can also be heard using English words in specific situations.

6 Surveys

As part of this paper, two separate surveys were designed and conducted. In the first one, the aim was to explore to a certain extent how much and how well the employees in one part of the tourism sector in Croatia use the English language in their workplace, and in the second survey, to view to what extent English words are represented in real speech among the people of different profiles and ages, i.e. the words for which at the same time an adequate Croatian term already exists.

6.1 Methodology

The first survey was made and sent targeted to the group of employees in the Croatian tourism sector, which means that it has included people who every day and directly come into contact with tourists in their workplace, while the second survey was sent to people of different demographic characteristics, considering that most people at some point in life appear in the role of a tourist, or at least somehow come in contact with tourists and the elements of tourism offer and demand.

The aim of the research was to find out the attitude of people towards the English language, in the field of tourism, and how frequently English words are used in the Croatian language. The surveys were made in the Croatian language and translated into English by the author of this paper.
6.2 Description of the first survey

The first survey which was used for the purpose of this paper consists of 12 multiple choice questions and 4 Likert scale questions. It was sent to the tourism facilities in two northern and two seaside Croatian counties. It has surveyed a total of 60 people in an on-line form. The first two questions are of a general character referring to gender and age. Related to age, three possibilities were offered – up to 24 years, 25-55 years and 56 and more years. They are followed by specific questions about the knowledge and use of English language in their workplaces. Eleven possible answers were offered – 10 different jobs and the option “other” as the eleventh. After that the respondents had to answer how many years they learned English language, and then rank their skills relating to the knowledge and use of English language. At the end they had to answer if they were/were not interested in improvement of their knowledge of the English language and why and how they would do it.

6.2.1 Analysis of the first survey

Question 1 - The respondents are asked what their gender is - male or female.

*Figure 1: Gender*

60 people were tested on-line, 65% (39) of them were male and 35% (21) female, as shown in Figure 1.
Question 2 – The respondents are asked what their age is, and they can choose among the following offered answers: up to 24 years, 25-55 years and 56 years and more.

*Figure 2: Age*

![Age Distribution Diagram](image_url)

As shown in Figure 2, most of the respondents 51.7% (31) are between 25 and 55 years of age, 28.3% (17) are 56 and more, while the lowest percentage 20% (12) is under the age of 24.

Question 3 - The respondents are asked what their job is. The following possible answers are offered: manager, receptionist, waiter/waitress, chef/cook, maid, animator, doorman, telephonists, those working in sales and marketing and other.
Figure 3: Jobs

Source: own research

Figure 3 shows the structure of respondents regarding their job. Most of them 20% (12) are managers, 15% (9) receptionists, waiter/waitress 15% (9), 10% (6) are chefs/cooks, 3.3% (2) are maids, as well as doormen and telephonists, animators are 10% (6), 8.3% (5) are lifeguards, 7% (4) work in sales and marketing and 5% (3) marked the answer „other“.

Question 4 – The respondents are asked how many years they have been learning English language, and they can choose among the following possible answers: 0-4, 5-8, 9-12 and more than 12 years.

Figure 4: Years of learning English

Source: own research
Figure 4 shows that most of the respondents or 41.7% (25) learned English for 9-12 years, 30% (18) 5-8 years, 18.3% (11) more than 12 years, and least of them - 10% (6) learned it up to 4 years.

Question 5 – The respondents are asked to mark how well in their opinion they speak English language, and they can choose among the following answers: 1- poorly, 2- satisfactory, 3 - well, 4 - very well and 5- excellent.

*Figure 5: Speaking English*

![Pie chart showing distribution of responses](chart.png)

*Source: own research*

As shown in Figure 5, most respondents - 30% (18) have defined that they speak English well, 33.3% (20) very well, 18.3% (11) think that they speak excellent English, 10% (6) satisfactory and 8.3% (5) consider their speaking skills as poor.

Question 6 – The respondents are asked how they rate their ability of understanding an English text they have read and they can choose among the following answers: 1- poorly, 2-satisfactory, 3 -well, 4 - very well and 5- excellent.
Figure 6: Understanding English

Source: own research

Figure 6 shows the following: most of the respondents – 33.3% (20) have defined their understanding of the text they have read in English as very good, 31.7% (19) rate it as good, 16.7 (10) consider it excellent, 10% (6) as satisfactory, while the least percentage - 8.3% (5) rate it as poor.

Question 7 – The respondents are asked how well in their opinion they write in the English language, and they can choose among the following possible answers: 1-poorly, 2-satisfactory, 3-well, 4-very well and 5-excellent.

Figure 7: Writing English

Source: own research
Answering the question how well they write English, most of the respondents chose the response very good – 33.3% (20), while 31.7% (19) chose the response well. To write English excellently think 16.7% (10) of them, satisfactory 10% (6), and the least of them chose the response poorly – 8.3% (5), as shown in Figure 7.

Question 8 – The respondents are asked how they rate their skills in understanding English speech. The following possible answers are offered: 1-poorly, 2- satisfactory, 3 -well, 4 - very well and 5- excellent.

![Figure 8: Understanding English speech](source: own research)

Figure 8 shows that 37% (20) of the respondents rate their skills in understanding English as very good, 24.1% (13) as excellent, 22.2% (12) rate it as good, 9.3% (5) as satisfactory, and only 7.4% (4) think that they understand English poorly.

Question 9 – The respondents are asked how often they need knowledge of the English language at work, and they can choose among the following answers: often, sometimes, very rarely and never.
Figure 9: Need for English language skills

Source: own research

Figure 9 shows that the highest percentage of the respondents – 53.3% (32) need the knowledge of English at work often, 31.7% (19) need it sometimes, 8.3% (5) need it very rarely, and the lowest percentage – 6.7% (4) marked the answer never.

Question 10 – The respondents are asked if they are satisfied with their overall ability to communicate in English, and here they can choose between yes and no.

Figure 10: Satisfaction with the knowledge of the English language

Source: own research

Figure 10 clearly shows that the majority of respondents, 70% (42) of them, are satisfied with their overall ability to communicate in English, and the remaining 30% (18) are not.

Question 11 – The respondents are asked if they come in situations when they fail to communicate well with their guest in English, and they can choose among the following answers: often, sometimes, very rarely and never.
Figure 11: Misunderstandings in communication in the English language

Source: own research

According to Figure 11, 51.7% (31) marked that they very rarely come in situations when they cannot achieve good communication with their guest, 25% (15) marked that they never come in such situations, and 23.3% (14) answered that it happens sometimes. Nobody marked the answer often.

Question 12 – The respondents are asked if they want to improve their knowledge of the English language, and they can choose between yes and no.

Figure 12: Desire to improve English

Source: own research

Figure 12 shows that 42.4% (26) want to improve their knowledge of the English language, and 57.6% (34) do not want it.

Question 13 – The respondents are asked if improvement of their English language skills could enable their promotion at work, and they can choose between yes and no.
Figure 13: Promotion at work with better English

Source: own research

Figure 13 shows that 66.7% (40) marked that their better knowledge of English language could enable them to be promoted at work, while the others - 33.3% (20) responded negatively to this question.

Question 14 – The respondents are asked if they intend to improve their English by additional education, and they can choose between yes and no.

Figure 14: Intention to improve English

Source: own research

In Figure 14 it is shown that 56.7% (34) of the respondents intend to improve their English, and 43.3% (26) do not.

Question 15 – The respondents are asked if they would finance possible additional education themselves, or would it be financed by their employer, so they choose between the answers myself and employer.
Figure 15: Financing possible education

Source: own research

Figure 15 shows that 75% (45) of the respondents would finance additional education in English themselves, and 25% (15) consider that it should be financed by their employer.

In the last question, the respondents are asked to specify possible reasons why they would not improve their knowledge of English language by an additional education.

Figure 16: Reasons for not improving English language skills

Source: own research

Some of the answers to the above question were as follows: I know enough, I don't need it, I am not interested in it, I have no ambition, I don't consider it necessary, It is too hard for me, It can be always better, but I am not sure, It can be always much better, but it is hard for me, I am interested, but I don't know and similar. The most common answer was „I don't need it“, and some of them did not answer this question.
6.2.2 Discussion

The survey shows interesting, although mostly expected results. Most respondents belong to the age group from 25 to 55 years, which means that they already have certain work experience in the tourism sector. Waiter, reception and concierge staff, as well as animators belong to a very important segment of tourism employees because of their daily direct contact with visitors and guests in tourist facilities. That means that the knowledge of foreign languages, and especially the knowledge of English, is of essential importance for the quality performance of their job. It can be also noticed that the majority of respondents learned English for 9 – 12 years, which is long enough to learn it pretty well. Accordingly, they consider that their knowledge of English is mostly very good, excellent or good, and very few of them consider that their English is poor. That was also expected, considering that most of the respondents were managers, receptionist, waiters/waitresses, animators and marketing staff, employees who communicate daily with visitors, and the lower percentage were cooks, chefs and maids who do not communicate frequently in English. The majority of respondents declared that they need knowledge of English in their workplace often or at least sometimes, and a fewer number of them answered that they never or rarely need it. It is of course understandable, considering that the survey was sent to the tourist facilities where knowledge of foreign languages is obligatory and inevitably necessary.

Most respondents are not interested in improving their knowledge of English language, which is somewhat unexpected if you take into account that any knowledge can be improved. Accordingly to such answers, they also consider that possible improvement of their English would not enable promotion. Only one third of them think the opposite. The majority of them also declare that they have no intention to improve their English by any additional education, which is in accordance with the previous answers. In case that they would attend any additional education, two-thirds of the respondents expect their employer to finance it, and the rest of them would finance it themselves. Answering the question about the reasons why they would not try to improve their knowledge of English, the responses were predominantly something like – not interested in, it is too hard for me, I don't think it is necessary for me and the like.
The survey, sent to a certain number of employees in the tourism sector, has shown that among the respondents there were no major deviations related to the knowledge and use of English language in their workplaces. Most of the responses were expected, considering that in this sector the employees have to speak, write and understand English at least very well. Surprising were the answers about the ambition to improve the knowledge of English language. What possible explanation could be given for the responses provided by the respondents who consider that their existing knowledge is sufficient for performing their job, with no further ambition for possible promotion at work.

6.3 The second survey

The second survey was sent to a wide range of people - to persons of different demographic characteristics, considering that most of people at some point in life appear in the role of a tourist, or at least somehow come in contact with tourists and elements of the tourism offer and demand.

6.3.1 Description of the second survey

The survey which was used for the purpose of this paper consists of 4 introductory questions. It has surveyed a total of 64 people in on-line form. The questions are multiple choice questions. The first two questions are of a general character referring to gender and age. Related to age there were three possibilities – up to 24 years, 25-55 years and 56 and more years. In the third question the respondents had to choose between yes or no if they considered it appropriate to use the English word in the Croatian language where for the same word exists an adequate Croatian term. In the fourth question the respondents are asked how often they use English words in their everyday speech, business and private. After these 4 questions 42 words were offered for which the respondents had to mark if they use the English or Croatian word, assuming that for every word the adequate Croatian term exists. It was noted that in case they use both terms they would mark the one used more often. The words of typical everyday speech were chosen, for which it is known that both English and Croatian terms are used. The majority of these words are in some way connected with tourism and tourism promotion. All of them can be seen in the original survey enclosed to this paper. In the analysis the average for all 42 words is calculated as well as the percentages of the English and Croatian terms used.
6.3.2 Analysis of the second survey

Question 1 - The respondents are asked what their gender is and they can choose between male and female:

Figure 17: Gender

Source: own research

Figure 17 shows that out of 64 surveyed persons 57.1% (36) were female, and 42.9% (28) male persons.

Question 2 - The respondents are asked what their age is, and they can choose among the following answers: up to 24 years, 25-55 years and 56 years and more.

Figure 18: Age

Source: own research
As shown in Figure 18, 50% (32) i.e. the half of the respondents are between 25 and 55 years. Up to 24 years there are 28.1% (18), while the least percentage – 21.9% (14) are over 56 years of age.

Question 3 – The respondents are asked if they consider it appropriate to use the English word in the Croatian language where for the same word an adequate Croatian term already exists, and they can choose between yes and no.

*Figure 19: Approval of using English terms*

In Figure 19 it is easily noticeable that two-thirds of the respondents – 75% (48) answered that they consider it appropriate to use the English word where for that word exists an adequate Croatian term and 25% (16) answered negatively to this question.

Question 4 - The respondents are asked if they use the English words in everyday speech, business and private, and they can choose among the following answers: always where possible, periodically, rarely, and never – I avoid it.
Figure 20: Use of English words

Source: own research

Figure 20 shows that 46.9% (30) of the respondents use English terms periodically, 29.7% (19) use them always where possible, 17.2% (11) rarely, while the least number of them – 6.3% (4) avoid using the English terms.

Question 5 – The respondents are offered 42 words to choose whether they use the English or the Croatian term more often. The English term is always put first and then the Croatian term as the second.
These are 42 English words that were offered in the survey, together with the percentages they have achieved compared to Croatian terms: wellness: 88.9%, resort: 63.5%, fast food: 74.6%, casino: 57.1%, shopping: 74.6%, booking: 62.9%, O.K.:74.6%, fitness: 73%, aerobic: 74.6%, body building: 92.1%, password: 65.1%, smartphone: 73%, computer: 83.9%, to download: 68.3%, jet set: 71.4%, jogging: 55.6%, business: 61.9%, design: 76.2%, image: 74.6%, link: 82.5%, manager: 77.4%, marketing: 83.9%, band: 80.6%, in: 71.4%, super/great: 68.3%, profit: 65.1%, catering: 84.1%, upgrade of booking: 50%, e-mail: 90.3%, interview: 65.1%, destination: 74.6%, tour operator: 69.8%, trekking: 69.8%, time sharing facilities: 66.7%, web page: 92.1%, animation: 65.6%, all inclusive: 84.1%, show programs: 55.6%, grill: 74.6%, rent-a-bike: 66.7%, room service: 59.7%, last minute: 85.5.

6.3.3 Discussion

The survey shows interesting and very much expected results. Half of the respondents belong to the age group from 25 to 55 years, which means that they already have a certain life experience from all aspects, which also applies to their knowledge of foreign languages, as well as the use of English terms in their everyday speech. It can be also easily noticed that two-thirds of them consider it appropriate to use the English word instead of the Croatian term for the same word. A few said that they didn't use, or avoid using English terms in their daily speech. This means that the majority of 80% do use English terms as normal in their everyday, private and business speech. In accordance with such opinions are also the final results, when the respondents were asked to choose between the English and Croatian term.
Analysing the last question, here are some interesting facts. The area in which English terms are most used is the IT sector, which is understandable and expected. For the words like *e-mail, web page, computer, password* and similar many people normally use the English term, which can be heard and easily noticed in everyday life. The word which achieved the highest percentage of use in English is *web page*, but it is also the same with the word *body building*, which belongs to the area of sport. As for the terms from the area of tourism, it can be also noticed that for most of the words offered in the survey the use of English words prevailed. The words like *all inclusive, last minute, wellness, catering* achieved over 80% of use in English. The average percentage for words from the sphere of tourism is about 70%. The only word that has an equal percentage of usage is *upgrade of booking*. Not one word in the survey achieved a larger percentage of usage in Croatian than in English.

The overall percentage calculated on the basis of the survey shows that 72.6% of the respondents prefer to use an English term instead of Croatian (27.4%).

The survey was sent to 64 people of different demographic characteristics, because most people at some point in life appear in the role of a tourist, or at least sometimes somehow come in contact with tourists and elements of the tourism offer and demand. The overall analysis has obviously shown that the surveyed people do frequently use English words for the words for which an adequate Croatian term already exists in their daily speech. The results are expected, as today everywhere and from everybody – younger as well as older people – these English words can more frequently be heard in all spheres of life.
7 Conclusion

Although the entire world economy and many tourism markets around the world have been affected by the global financial crisis, tourism, as an important branch of economy, is constantly growing. With some other reasons, this growth is primarily influenced by effective and successful tourism promotion, which becomes more and more intense and important throughout the world, and so is in Croatia, where the tourism industry has an important share in the total GDP and is the most significant export service.

Well-designed advertising and publishing are the most effective way to reach possible consumers of tourism services and goods, and that is where a good promotion has to be reflected. It can be also determined that entire promotion is based on successful communication, as these are two highly interrelated and interdependent activities. In fact, there is no promotion without communication. In tourism it is of vital importance to communicate well in foreign languages, especially in English. This language is considered as the original language of tourism. Viewing tourism promotional materials of all kinds - prospects, leaflets, brochures, announcements, advertisements and price lists, printed, as well as those on-line, in most of them expressions in English dominate. But it is not so only in the field of tourism – also the other spheres of business and life in general abound with English words, either those original, or those slightly customized to the domicile language. So there is a large number of English expressions that influence everyday speech in Croatia, as well as all over the world. Thus, many Anglicisms, infiltrated into the Croatian language, slowly displace domestic words. Further trend of arrival of English language is expected to be even more intensive. There are many reasons for that: further development of technology, the growing global influence of Anglo American culture, and the growing competence of both young and older people in the English language. It can be concluded that in all spheres of life and business, as well as in tourism promotion, many domestic words are indeed replaced by English expressions.

Considering all above mentioned facts and data, but also listening how people speak, it can be firmly ascertained that English language has actually become *lingua franca* of today's world - in other words - the language which crosses all the borders, including the Croatian. (http://latindictionary.wikidot.com/printer--friendly/portable:latin-to-english).
Importance of the English Language for Tourism Promotion in the Croatian Context

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Appendix

Surveys

The first survey
1. Kojeg ste spola?
2. Koja je Vaša starosna dob?
3. Koji je Vaše radno mjesto?
4. Koliko godina ste učili engleski jezik?
5. Po Vašem mišljenju - koliko dobro govorite engleski?
6. Kako ocjenjujete svoje sposobnosti razumijevanja pročitanog teksta na engleskom jeziku?
7. Po Vašem mišljenju - koliko dobro pišete na engleskom jeziku?
8. Kako ocjenjujete svoje sposobnosti razumijevanja slušanog teksta?
9. Koliko često Vam je potrebno znanje engleskog jezika na poslu?
10. Jeste li zadovoljni svojom sveukupnom sposobnošću komunikacije na engleskom jeziku?
11. Dolazite li u situacije u kojima se ne uspijete razumjeti s Vašim gostom u komunikaciji na engleskom jeziku?
12. Želite li poboljšati Vaše znanje engleskog jezika?
13. Bi li Vam poboljšanje razine korištenja engleskog jezika omogućilo napredovanje na poslu?
14. Namjeravate li poboljšati Vaše znanje engleskog jezika dodatnim obrazovanjem?
15. Ako da, da li ćete to sami financirati ili ćete tražiti financiranje od strane Vašeg poslodavca?
16. Ako ne, navedite razlog.

The second survey
1. Kojeg ste spola?
2. Vaša starosna dob je:
3. Smatrate li prikladnim korištenje engleskih riječi u hrvatskom jeziku tamo gdje postoji za taj pojam hrvatski izraz?
4. Koristite li engleske riječi u svakodnevnom razgovoru, i poslovnom i privatnom?
5. Označite koji izraz koristite, ili češće koristite:
   welness - salon za opuštanje
   resort - odmaralište
fast food - brza hrana
Casino/kazino - kockarnica;
shopping/shopping - kupovina
booking - rezervacija
O.K. - u redu
fitness - vježbanje
aerobic/aerobik - vježbanje
body building - izgradnja tijela
password - zaporka
smartphone - pametni telefon
computer/kompjuter - računalo
download - skinuti
jet set - visoko društvo
jogging - trčanje
business/biznis - posao
design/dizajn - nacrt
image/imidž - ugled
link - veza
manager/menadžer - voditelj
marketing - promidžba
bend - glazbeni sastav
in - moderno
super/great - odlično
profit - zarada
catering - dostava hrane
upgrade rezervacije - nadogradnja rezervacije
e mail - e pošta
intervju - razgovor
destinacija - odredište
turoperator - organizator turističkih putovanja
trekking - hodanje planinarskom stazom uzbrdo
time sharing - plaćeno korištenje turističkog objekta
web stranica - mrežna stranica
animacija - zabava
all inclusive - sve uključeno
show programi - zabavni programi
grill - pečenjarnica
rent-a-bike - najam bicikala
room service - posluga u sobu
last minute aranžmani - aranžmani u posljednjem trenutku