

## Review Paper

# COMMUNICATING TOURIST OFFER IN A FOREIGN LANGUAGE HIGH- AND LOW-CONTEXT COUNTRY TESTIMONIALS

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**ABSTRACT:**

This paper aims to examine the way two different non-native English-speaking countries communicate their tourist offers. Websites of the selected hotels from Lithuania and Serbia were observed, more specifically their versions in English, as English is the language international tourism largely relies on. The content of the offer, within the available website menus was observed, as well as the phrases used to describe the selected establishments. Given the fact that the two countries are characterised by different attributes through the eyes of the Hofstede's cultural dimension theory, the results are discussed with reference to the very theory, as well as the Hall's theory differentiating between high- and low-context cultures. Apart from confirming some of the hypothesised differences, it has been shown that the two cultures, when communicating their tourist offers in English, also share common elements.

**KEY WORDS:**

Communication; High VS Low- Context Cultures; Hofstede's Theory; English; Tourism;

**SAŽETAK:**

Ovaj rad ima za cilj da uporedi način na koji dvije, kulturološki različite zemlje, Litvanija i Srbija, oglašavaju svoju turističku ponudu na engleskom jeziku, odnosno komuniciraju sa potencijalnim korisnicima usluga posredstvom internet stranica hotela. Posmatran je sadržaj odabranih hotela iz turistički primamljivih gradova dvije zemlje – Beograda, Novog Sada, odnosno Kaunasa i Viljnusa. Uredna analiza je obuhvatila jezičke obrasce koji su upotrebljeni za opis turističke/hotelske ponude, a interpretirana je kroz prizmu klasifikacija iz teorije kulture – Holove diferencijacije kultura visokog i niskog konteksta i Hofstedove višečlane dimenzije nacionalnih kultura. Polazeći od brojnih razlika među dvije kulture, na koje ukazuju pomenute teorije, rad polazi od pretpostavke da odabrane kulture i svoju turističku ponudu, iako na engleskom, koji je jezik interkulturalnog komuniciranja, oglašavaju na različite načine. I pored toga što rezultati pokazuju, i jednim dijelom potvrđuju polazište, takođe naglašavaju i neke, možda neočekivane, sličnosti.

**KLJUČNE RIJEČI:**

Komunikacija; Kulture visokog i niskog konteksta; Hofstedev model nacionalne kulture; Engleski jezik; Turizam;