INFLUENCES ON THE LANGUAGE IN TOURISM

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ODJEL MENADŽMENT

PREDDIPLOMSKI STRUČNI STUDIJ MENADŽMENT

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Sažetak rada

Turizam započinje sa strancem koji putuje u nepoznato odredište u kojem ga nitko ne razumije. Društvo u kojem danas živimo ima puno normi i pravila koje pojedinac mora imati na umu. Jezik kojim pojedinac priča je jedinstven i usvojen na drugačiji način, bilo da se učio od djetinjstva ili u kasnijim godinama. Postoje razni načini kojima se može prenijeti željena poruka. Možemo gledati način prenošenje poruka kao direktno ili indirektno. U radnom okruženju vrijede malo drugačija pravila ovisno o organizaciji, radnom mjestu i suradnicima. Menadžeri moraju paziti na način prenošenja poruke, da budu što direktniji i da stvore pozitivnu radnu atmosferu za sve. Povijest modernog jezika i kulture još uvijek je u razvijanju ali prvi počeci nisu bili nimalo laki. Naši preci su nam ostavili puno prostora za razvijanje jer svaka generacija doprinese načinu na koji se moderan jezik razvio. Emocionalna inteligencija je kao pomoćni alat prilikom komunikacije kojim možemo predvidjeti nečiji stav, razmišljanje i pripremiti se za bilo kakvu iznenadnu situaciju.

Ključne riječi: *jezik, govor, komunikacija, norma, turizam*

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Summary

Tourism started with a stranger travelling to an unknown place where he was not understood. Society today has many norms and rules which individuals should keep in mind. The language an individual speaks is unique and adapted in different ways, whether learned since childhood or in later years. There are various ways to transfer a wanted message. We can look at the way we transmit messages as direct or indirect. In the working environment, there are slightly different rules depending on the organization, workplace, and colleagues. Managers need to be careful about how they convey the message, to be as direct as they can, and to create a positive working atmosphere for everyone. The history of modern language and culture is still in development, but the first beginnings were not at all easy. Our ancestors have left us a lot of room to develop because each generation contributes to the evolution of language. Emotional intelligence is like an auxiliary tool. While communicating we can anticipate someone's attitude, thinking, and prepare for any sudden situation.

Key words: *language, speech, communication, norm, tourism*

Contents

1. Introduction

How would a modern person today describe their day? Would that person describe their day as a good or a bad day? How does a modern person describe his day? Little by little, we work our duties without realizing how time flies by. Just stopping for a moment we are sometimes asked the question: „How was your day?". Thinking of an answer we first think about all our encounters and conversation from that day. How come we first seek every possible communication that happened before everything else. Humans are social beings. We are overwhelmed by the thoughts of work, mistakes, good experiences, and people we talked to throughout the day.

In history, life was turned around when tourism fever began in search of implementing and making experiences in life. What drives the human will to breathe every day? The question arises whether a person is motivated more by family and friends or by society in general. The pressure of work makes us tense, therefore we and not in the mood for good deeds. Here we encounter the struggle for tolerance. Communicating with many people in a day can make us exhausted and lose that goodwill necessary to tolerate someone if it isn't convenient for us at the moment.

Sometimes it does not matter how direct or indirect the message is if we do not have patience and time to hear it or think about it. The receiver has to be willing to receive and process the message. An open mindset is a good ability to possess. What barriers are there if not to cross them. In comparison to previous days, there are more people around us. Some people perceive their living environment crowded, but other people would say it is more deserted. That faraway feeling we have, when we are not in social gatherings, is just that contact we miss with the outside world.

A dream of mankind, that is old as a living, is achieving unity through mutual understanding, human touch and living a life of self-righteousness.

2. Sociology

In the old ways of the world, you could have spotted a person of a higher rank simply by quality clothes, quality of jewelry, ways of behavioral representation and movement in space, speech etiquette, possession belongings, new fashion, ancestral blood, or even their place of staying.

Influential or people of higher cultural ladder stayed in the residential place of big prosperity and by staying there was expected certain cultural behavior. Certain sports were played and sometimes in the case of the expensive equipment general population couldn't afford. Today also first edition product is estimated with a higher price range.

According to Fanuko (2006), every society has its behavioral patterns that are accepted as some kind of rule book for every possible scenario that is learned through life. He states that some cultural standard is eating at the table with food utensils with no squelching, burping or sipping. Some cultures approve the mentioned sipping sounds to show how delicious the food was prepared by the chef. There is also an order to be followed. First, an appetizer is served, then the soup, then the main dish, and lastly a dessert. Every culture has its own preference for a certain type of meat. Grasshoppers or mole meat are still taboo in European culture. These sets of rules represent norms that can be in any kind of every day to specific situations.

Norms are like a manual for adequate manners in peculiar circumstances just like dressing code, style of speech, or education of various matters. Much like breaking them would indicate crushing the sets of expectations as your social rank is that of course invisible but with gossips sometimes it seems visible.

Fanuko (2006) states, that the weight that society gives to a single norm, varies according to its penance as also in its type. The first type Fanuko describes as the Folkways, which is the easiest in the aspect of sanctions and usually the norm for the routine of casual interaction. An example of Folkways is putting your hand up while yawning, keeping yourself clean, or giving a handshake while meeting someone for the first time. Not applying Folkways, someone would be considered weird, unusual, or just uneducated.

Next in line would be, Mores (2006), which are given great importance, and they are morally binding with heavier punishments if not followed. For example, picking one's nose in a public place is not allowed. If someone picks his nose in public, he will be judged by the people for not conforming to the social norms. Forbidden things that contradict Mores are stealing, fraud, abuse, betrayal, or even murder. Morally wrong behaviors are believed to be a grievous sin. Mores are principles that are paid much attention to in the social life of everybody and cause powerful emotions. Taboo is considered to be a part of Mores.

On a bigger scale Fanuko (2006) puts Law as the third norm, that applies to a formalized group of social norms for certain societies or institutions.

2. 1. Emotional intelligence

Emotional intelligence was introduced, according Fanuko (2006), as a division from social intelligence, which was about two main things, Interpersonal and Intrapersonal intelligence. Interpersonal intelligence is mostly about the correlation, connection, and bonds between people, while the latter is focused on the inner thought process and level of knowledge of one's self. Emotional intelligence is defined as a process of recognizing your own emotional state and someone else's emotional state as of more effective problem-solving and a more effective way to regulate one's behavior. Fanuko's (2006) definition is a little different. In his definition, emotional intelligence includes the ability to estimate and express emotions fast or like a capability to foresight them and deal with them easier or with better judgment while understanding the situation and emotions altogether.

Recently *EI (emotional intelligence)[1]* tests were more focused on self estimate than they were on other kinds of testings. Takšić, Mohorić & Munjas (2006) believe that EI tests are not so reliable and are too similar to other intelligence testings, so it is proposed to do the EI testing in solving problematic situations in finding the right answer. Takšić, Mohorić & Munjas (2006) are satisfied with the fact that EI does not affect 75% of a person's success at school and in real life. One of the reasons that EI interested certain people are how it should be a kind of test where it measures one's true potential incompetence in everyday life.

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[1] Daniel Goleman (1946-): defined a term *Emotional intelligence*.

2.2. From non-tolerance to mutual dialogue

A dominant conflict of unity, coexisting and intolerance occurs in communication. The identity of an employee in a business environment is important. The motto of people in the world used to be that with the strength of everybody together, there will be unity just like people together can go against the world. With growing knowledge and growing obstacles of the day, that picture is no longer in the first line as we become more fragile in different means, so does the world as a whole.

Globalization has brought us a sensitivity towards others with a new line of tolerance that had to emerge eventually. Tolerance has brought us to a higher level of humanity. By all means, we should treat others like we want to be treated. The modern lifestyle puts us under pressure, we do not always find that life force we need to fulfill our life path.

Tradition is part of cultures worldwide from the beginning and so is conservatism. Following old Folkways was never just accepted, it was always secretly questioned in whole communities. Thankfully, learning from others that are different, has brought light. A tendency against Folkways generated generations of rebellious teenagers introducing change.

Identity as a part of society and individuals has a certain role in ongoing life. Environmental tension can because of interpersonal accusations and open conflicts. Just like from the beginning of humans, there was a trace of back and forth between identity and others. Jozić, Mihaljević & Tadić claim that every intelligence is wrapped in a cloak (2005) of higher values and aims. Identity solidifies and toughen up while often being opposed to.

While identity is in the focus of the socialization process, a person needs to learn about oneself to fully understand their own identity. Asking ourselves questions we unfold the meaning of our whole identity. Identity is, according to Jozić, Mihaljević & Tadić (2005) the cornerstone of overall human development. Further more, intolerance is described as a sign of spiritual poverty and unpreparedness or unwillingness for different and new, while at the same time is a direct indicator of one's insecurities and self-sufficiency.

2.3. The emergence and development of sociology of tourism

According to Štefanić (2002), countries were never prepared for expanding tourism in various countries at once as a large market for the global and national economy. Social consequences can be also seen in psychological, health, and ecological next to the economic and social areas of the community. Vacationers simultaneously contribute to the development of tourism (2002). It was often believed that tourism is a subject for scientific interest. Tourism was recognized as a widely popularized social activity while being part of the sociology field.

Sociological analysis greatly alerts the complexity of mass tourism on previous, current, and future affects where current and future are not realized. Tourism benefits are perceived significantly while territorial pollution and impact on the local population are not. To see the world we want, we should pay attention to how we shaped it.

The sociology of tourism was present even before its recognition of scientists. With the beginning of the journey of man we also had the beginning of the sociology of tourism.

The traveler of the 16th century becomes a role model of the behavioral norm for other typical travelers. More time was devoted to travelogue[2], tourism brochure, and guides that officially represent the first steps of describing and tryouts in better outlining social and other features of spare time. Exploratory travel groups gained the main focus on the experience. This kind of education was hugely supported by scientists such as Savelli (1989), Bacon (1625) and Comenius (2005 (3rd edition)). Exploratory travel groups gained the main focus on the experience. This kind of education was hugely supported by scientists such as Savelli, Bacon and Comenius. Former themes of sociology were linked to topisc of stranger as a tourist, evolution in concept of foreigner, tourist motives, draft of general teachings on tourism and others.

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[2] Travelogue- a film, book, or illustrated lecture about the places visited by or experiences of a traveller.

Stranger as a tourist

In 1908, Simmel (1908) explains the social meaning of strangers regarding specific social groups of strangers. According to Simmel, the stranger is seen as someone who makes harmony between remoteness and vicinity in himself. While analyzing strangers in behavior Simmel distinguishes three principles known as mobility, objectivity, and generality. These mentioned principles of the behavioral norms are regarded as unusual by the community.

Štifanić (2002) mentions that the stranger is on the subjective side while participating in local events of social organization. He also says the stranger is evaluated based on his attitude towards the group. We can predict strangers' intentions which motivate strangers towards their travels. A traveler is not blood-related to the community he travels to, therefore he is perceived as a stranger. The stranger has the possibility to participate in all social organizations available with a different perspective in mind.

Štifanić (2002) elaborates that the stranger is a borderline spectator. This means that the stranger is connected to the community of his choosing. The category of the stranger, according to Štifanić, is based on equal relations for general needs.
Foreign culture is at the same time close and far away to a stranger. The stranger is an observer that has access to all ongoing social gatherings while still having high positive acceptance within the community.

Evolution in the concept of the foreigner

Štefanić (2002) states that a stranger is uncertain of his behavior and his role in society. He says that the stranger steps towards cultural differences known as ethnocentrism. A stranger who travels places is seen fondly in the eyes of the natives. Natives are taken aback by travelers' determination to come to visit places far from home.

A Common identity of foreigners in the culture of a global world creates inner and outer borderlines. The foreigner's mind is interested in culture and to bring as many people closer as they can while traveling.

Conversational topics in cultural communication consist of simple ways of living, differences in nature, interesting facts about cuisine, manners, and even skin color.

The multicultural concept is no longer a wonder as there is an increase in multicultural couples, children, songs, programs, and others, all in for self-discovery and self-knowledge. Today would be unimaginable not to know what you like, what you are passionate about, and what you would rather do. From an early age, we are confronted with a large number of choices to access and explore.

Tourist motives

Sociology of tourism has a special kind of study that is interdisciplinary and follows the traffic of foreigners (2002). To claim the right information there is a necessity in researching the microenvironment unto the macro environment (2002).

The traffic of foreigners primarily started from desire and that desire can be for fun, pleasure, work activity, or other reasons like to go sightseeing or to visit distant cousin or other (2002). It turns out that this kind of traffic is the sum of the relationships between persons who are temporarily in one place and persons from that same place.

Draft of general teachings on tourism

Creating new opportunities for tourism analysis they created historical steps in establishing an institutional network for scientific and scientific-research education in the area of tourism.

Diverse schooling systems and protocols with domestic and international associations were being initiated (2002).

After World War II, the problem of organizing and controlling free time was solved by presenting a new form of spare time in the now called seasonal period (2002).

3. Society

3.1 Social aspect of tourism

Traveling is thought to be a privilege for those who are relatively free of duties and responsibilities in everyday life and can afford to change whereabouts here and there. Every trip is one of a kind considering all probable factors and people included. The value that the trip brings is priceless. The person starting a new journey is abandoning the safety of its known residence and family and takes upon the risk of many sorts.

The word tourism is first mentioned in the Oxford dictionary 1811, where it was explained in the simplest way as a round journey. Štifanič (2005) states that the second explanation was involved with French, where it was stated that the world tour came from the french word for a tower and it means round built buildings. While the first travel brochure was written, the quality of catering and lodging services were improved. Many families were interested in getting some extra cash on the side, so they were more serious about the whole hospitality. With visibly more and more facilities for receiving guests there came other things in perspective like the location that is more valuable than others due to the betterment of way of transport which also became more and more comfortable with time.

According to Štifanić (2005), the first terminology of the healthy and valuable holiday comes with a spa-like bathing area and newly developed adoration for nature, sea, village, and mountains. The town is not so favorable anymore as a reminder of a new kind of torturous industrial work with long hours. Štifanić (Štifanić, Sociološki aspekti turizma, 2005) claims that after the war state made difference between people in the cultural and psychological sense there was also a new item in a promotion called package deal.

Štifanić (2005) satates that there are three kinds of vacation, first is free time at the end of the day, then free time at the end of the week and there is the annual leave as for purpose of the holiday break. For a while there has been a positive effect on performance at work and workers were given some time to see what interested them, or to do a hobby or to charge batteries on their new trip to someplace new to them. Short term break liberates and also

makes you see the difference in your day to day life opposed to noncommitment and fulfilling leisure time, wherever and with whoever did at that time seem fit.

Sociology firstly researched economic influences mass tourism travels onto an individual, family, local community, and society. Modern tourist sociology investigates the effects of tourism upon populated areas and its landscape that are more prone to changes due to tourist activities. To get the best researching results, it is advised to make reviews with other social sciences.

The central concept of individuals' environment is taken as the ground basis of society. The individual wants to escape such a type of concept. The individual shows interest in authenticity on various levels of consciousness and perception of reality through tourist experiences. Cohen
(1984) singles out trait characteristic for tourists which differ from other passengers.

Tourist can have differnt reasons for their travels. A tourist is a temporary traveler who has his permanent residence even when he travels. That differentiates him from nomads, homeless people, and others. A tourist is a voluntary traveler who goes on trips whenever pleased and comes back home whenever he feels like it . The tourist goes on a round trip. The starting point is also the final point. The tourist does not do a short excursion, on the contrary, he travels for a while. A tourist goes traveling, but not often. This excludes going to a second home for a while. A tourist as a passenger does not have a defined purpose. A journey is meaningful only for that certain individual who enjoys his travels.

Therefore, a tourist is a voluntary and temporary traveler whose purpose is to enjoy the changing and unusual thought experience on the journey. There are two types of tourists: Štifanić (2005) claims that sightseers are here because of the scenery and sights of attraction. The whole journey is a greater deal for them than an actual place of temporary stay. They are usually souvenir buyers and braggers. Štifanić (2005) takes a stand that vacationers travel to get a true rest. The goal is to get out of you are permanent residence and enjoy hospitality.

3.2 Negative social legacy

Šundalić & Pavić (Antun Šundalić, 2011) claim that the criterion of a successful individual is impacted by the market of relations on an economic level between subjects and goods. They also state that neoliberalism stands behind its belief that every individual has a right to achieve abilities and potential talent that the individual owns. There also lurks that risk of not becoming successful or to become socially crushed. It's about society to give every individual the same condition, so it makes sense for an individual to have social status as a result of giving effort and ability.

Šundalić & Pavić (2011) state that social inequality and holding social status can be achieved differently as through formal qualification which holds different levels of ability and given effort, then also the differences on market-result basis achieved legally. They also claim that those differences are achieved illegally through bribery, political ties, friendly ties, nepotism, and others. Everybody has a different lineage and the origin of resources. From the previous generation, we can get family assets, family connections, cultural capital, corporate knowledge, and other. Many would agree that there is unfairness because some people inherited more than others.

4. Evolution of speech and language

Language has been part of humanity from the beginning. It is interesting to see that it developed in many ways. How exactly did it start and come to this point? Janković & Šojer (2014) claim species around the world also had the goal to transfer messages between each other. Humans succeeded to transfer thoughts among themselves. They also claim that scientists think that modern language could have started from two possible scenarios, throughout the evolution process or the process of saltation. Furthermore, they state that the evolution process is an ongoing process and had certain aspects in different periods. Saltation includes modernized behavior, modern anatomical build, and other attributes.

The ancestors' legacy gives us an idea of how they lived and communicated with each other. An example well known to everyone, Darwin's publication On the Origin of Species, had a different view on the language process and its beginning, in contrary to the already existing mythologies and holy scriptures. Darwin believed that language comes from animals in trying to copy various sounds of nature for the process of natural selection. The first vocalization attempts led to sounded spoken language, according to Janković & Šojer (2014).

The language itself is hard to describe, but many have tried. Two things always crossed paths in trying to explain the language, and that words are universal and remarkably human. Language in modern days had become very symbolic and with a specific number of symbols, it can create new languages.

Humans learn language culturally while animals learn their language genetically. Humans mainly use symbol comprehension while animals use language only for function. Noam Chomsky had a theory of universal grammar that claims how humankind has an inborn system of language adoption or simply put unified structural ground for grammar setting that is common to all modern languages according to Janković & Šojer (2014). They also state that theory has supposedly come trough saltation in which gene mutation has caused reconstruction in neural structure inside the brain.

Janković & Šojer (2014) state that Prelanguage is the term from which modern languages had come into existence. They claim that peaking a language is a selective advantage chosen naturally in human evolution. Humans are known to be very social, so it is not weird that numerous previous individuals contributed in many ways of becoming of a modern language. There was a certain need to linguistic express and numerous ways to do so. Language between genders can be tough as we are aware of differences and classes from the past. The need for change in language expression also cames from forming professions. The quickest way to transfer messages previously consisted of physical contacts. Today people aim at an efficient relation between social groups. If we imagine that we lived in a place of a small group of people like a village, and they had faraway neighbors, there certainly was a need to manage in the space they lived in.

While the population grew, the number of populated areas grew. The increase of inhabited areas for encounters, exchange of knowledge, help, or even merges were bound to happen. By known groups of people in the specific territory, there were different customs in that territory. Mixed alltogether they became the culture of that territory. The language is soon enough developed in that country.

Janković & Šojer (2014) state that chimpanzees communicate wanted message trough vocalization, smell and facial expressions.They also claim that the humans can recognize human emotions by the individual's facial expression that is in combination with body position. They also states that human communication is not just words, other things come into consideration. Beside words there are emotions, the mindset and eyecontact. Eyecontact is very important for language and speech skills known as multisensory speech perception.

The human brain in communication uses many different regions and senses that intersect. Lindsay (2020) reveals that one research paper had an experiment with a chimpanzee raised in a human environment and was raised to learn sign language. She also states that a chimpanzee was good at sign language until after the age of two where chimpanzee abilities didn't progress anymore in the development of further language skills. She also states that there was also an experiment with gorillas that proved that gorillas had a bigger capacity for learning words in sign language from a chimpanzee in ration three to one. According to Janković & Šojer (2014), certain regions of the brain and brain structures were believed to be the main reason for behavioral characteristics to be considered in (pseudo)scientific

phrenology. Some people are going too far to even systematize morals, and other characteristics of an individual predicated on the phenotypic characteristics of an individual's skull.

Janković & Šojer (2014) claim that phrenology affected linguistic knowledge in the medical and researchable way by two known doctors. They aslo state that the names of these doctors are Paul Broca and Carl Wernicke who in 1861 researched a patient damaged with frontal neocortex or today called a Broca's region . They discuss that a damage to the front upper part of the brain can cause speech impairment because it is responsible for language production and phonological processing as well as hand coordination in complex movement, sensory-motoric learning, and integration. They also claim that other researches had shown that Broca's part light up while planning motions to bringing something closer to the mouth. They state that his neural mechanism is solely for transferring motoric patterns, letting functional transfer of communication to vocal mode, and formation of speech ability. Wernicke has in 1874 discovered that the posterior part of the cortex is responsible for speech understanding, the latter called after him according to Janković & Šojer (2014). Wernicke's area holds mainly sign language, spoken language, written language, processing of a language and reception of a language. The previously mentioned reasons for complex behavior are not proven as no single area responsible for it.

Vocalization happens in shorter or longer terms and higher or lower sound patterns according to Janković & Šojer (2014). They state that comparing inner human and apes throat we could say that humans evolved to speak while apes stayed in their primal needs. Lindsay (2020) claims that the main difference is the position of the hyoid bone, which in the case of humans moves lower in the throat at the age of three and four. Higher hyoid bone results in a different order and appearance that conclusively makes different abilities. In apes, there is tongue limited movement, and lower tongue root that is a reason there is no tongue and whole frontal cavity linking, responsible for specific consonances making. Janković & Šojer (2014) state that in a functional neural system (FNS) or case functional language system (FLS), the task is to quickly transfer, understand, store, and process information through speech.

Janković & Šojer (2014) state that PTO is the short form for parietal-temporal-occipital and it designs language ability. They also claim that linguistic cognition, behavior, recognition, receipting, and producing abilities are most developed in this PTO part of the brain that also

includes Brodmann's area (beside auditory cortex and Wernicke's area) and Wernicke's area. Since there are no vocal or language measurements, we can only analyze first writing traces and fossilized structural bone's position to see if they are the same or similar or may be entirely different from ours.

According to Janković & Šojer (2014), before 3-5 million years ago, there was the Pliocene epoch and later Pleistocene epoch (till 12 thousand years ago) where Hominini lived as a tribe from the subfamily of Homininae (human as homo and chimpanzee as pan). According to Janković & Šojer (2014), the only one well preserved to inspect was Australopithecus robustus (lived 2/1,2 million years ago). They state that homini had bigger frontal lobe than people today. The mentioned discovery attributed to Homo habilis, showed that brain reorganization went towards anatomical modern humankind according to Janković & Šojer (2014). They claim that it is believed that motoric-controlling areas of the brain are coevolved with the somatosensory area. They also state that a simple example is in making tools, where there is a need for neural thumb control and eye coordination.

According to Janković & Šojer (2014), homo erectus had an increase in body mass for about 50-70% and had increased cranial volume, particularly in the neocortex in charge of mastering complex behaviors, relations, and progressing with complex language structure. They claim that by looking into the position of the oral cavity and pharynx as to modern humans, there was a trace of similarity 40,000 years ago. Our ancestors did not yet speak very well, but that is an ongoing process.

Neanderthals were on the halfway of modern speaking, considering they were limited by genioglossus, palatoglossus, and mylohyoideus throat muscles according to Janković & Šojer (2014). They claim that vocalization words are not all in muscles either, but also in tongue position, lip placement, and jaw movement knowing that every person produces vocal sounds. Until now our ancestors lived only to survive, but with a better understanding of the world and social group they lived around, they started the process of burial. They had a certain level of symbolism and consciousness in their lives.

Painted caves also suggest their need for leaving an imprint of their lives and story for the next generations. Janković & Šojer (2014) claim that there even was a clue that they started planning ahead by tools that were found away from their founded sanctuary. This natural

selection was chosen to be our world today by more and more complex lives and relations which needed some better kind of understanding besides symbolism, which was speech.

Janković & Šojer (2014) state that the beginning of the 21st century brought the discovery of the language gene shortly called the FOXP2 gene. They claim that gene was believed to be essential for developing and predisposition for talking and general linguistic capabilities. They also disicuss in which family was studied for language and speech capability problems. The last three generations all had difficulties with the exactly damaged FOXP2 gene accpording to Janković & Šojer (2014).

Knowing how human always crave for better transportation, we always come up with something better and better, but just as that wish we have is just thought there is also motivation. We can say with certainty that language developed through evolution rather than saltation.

5. Speakers in encounter

Meeting two interlocutors with slightly different language knowledge can be cause for misunderstanding not because of the language itself, but that meaning is interpreted in some other way. While learning another language, the certain intention should be brought towards ways of learning, as in spoken and also in written form. There is a certain difference in knowing your language.

Jelaska (2001) explores the idea that language can be adopted from an early age or can be learned later on. A stranger who comes to a tourist destination is not expected to speak the native language of that tourist destination. Native speakers rarely care about a foreigner's pronunciation and grammar.

In the larger picture, there is some kind of approval that non-native language learners anticipate as in is it a yes or no to accept from native speakers. While some native speakers are focused on overall comprehension others can be more focused on grammar and correct spoken form.

The modern age is crowded with different dialects so with that in mind it is easier to figure someone out with a bigger vocabulary than restricted correct form that can also cause great fear of speaking. As an example[3], there is this game on the internet about five horses, every each of them makes a different sound or vocal repetition of some kind and by clicking on one, he starts his part and by clicking on the other, he starts his part and if you want to stop any horse you can un-click, creating your musical assembly of liking. You see, just like those five horses your language can be represented in those five horses like your stronger or weaker link that you know better or worse. The first horse would be learned grammar, second would be vocabulary, third would represent casual speech, fourth would represent formal speech and the last would be capability or will to speak the language. As you can see, you are your own creator of the sort, so of course, everybody speaks their language differently.

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[3] https://www.girlsgogames.com/game/singing-horses

Jelaska (2001) states that as a baby, we first try to adopt phonetics or rather oral and dental sounds and sounds like /d/, /n/, /t/ and /l/. Latter it becomes easier and easier to learn the language because, we can use the words we know to describe other unknown words. Individuals that are in an environment where there is the usage of the two main languages, usually the other language is called a second language. Other individuals that learn some other language of interest can call that language, foreign language, or if is the younger person also the second language.

 Jelaska (2001) sees that children are known to learn a new language with an emotional understanding between physical touch, scents, speech, and others. She states that there is also research showing that children can't learn a new language by watching foreign cartoons alone. She also claims that people from the environment usually speak to a child in a simplified way, which is also known as mother's speech.

Speech rules are learned through constant interaction in everyday situations. Jelaska (2001) writes that language is learned in an active and passive kind of way. A well-known fact is, that as a child and individual learns a new language, it usually understands more than it verbally reveals. The older we are when learning a new language, the harder it is, and we need to put in more effort. The first language interferes with the new language. There should be an awareness that no one speaks literary in and out of the day. Speaking with a native speaker does not guarantee that you will meet the same end page despite your absolute efforts.

5.1. Speech Etiquette

Working people of any class and level all have one thing in common, and that is obligatory on-the-job manners. Website Citeman (2007)proves that formalities are learned in the work environment and composed of things like dress code, eating and drinking area, proper engagement with your superiors, workmates, clients, or other human resources, social get-togethers, and business appointments.

Pieces of Advice for senior leadership can be various in conversational manners throughout anticipated case scenarios according to website Citeman (2007). Some essential on-work

etiquette in interaction with others should present figures for relation improvement among other coworkers.

Without saying, we all know how noise can make us lose our focus at hand. We should be mindful of others and if we must speak, we should speak with hushed tones. Interruptions should also be avoided during a meeting, someone's work, or even during brainstorming if we don't brainstorm with them according to website Cteman (2007). Even if greatly pressured, angry, or are in a bad state of mind, never take it on others nearby by yelling or raising a voice, rather clear your mind and move on.

Good manners are widely found on the internet. Being on time, respecting others' time, and requesting some time from the other person is an indicator of good manners. After confirmation of the other person's time available, you can give a quick intro about the subject and then discuss what needs to be sorted out.

Personal phone calls have to be delayed in colleagues' presence because it can be irritating. Important calls have to be saved for later, while being in the presence of others, even if it is of great importance (2007). Shouting across the room to a coworker should be avoided.

Essential meetings should be attended on time and be thoroughly listened to(2007). Focus on the chains of the event in meetings with no phone or e-mail checking. People in the meeting can be put off by aggressive and loud talk. Polite speech and soft talk is advised and seems more friendly. One should restrain from talking badly to steam off and always when remembered to put on a smile to brighten the room. There goes without saying that some things should never be said inside the work environment solely to save job positions.

People can come towards you with questions that are not related to your area of expertise. There is always a reason which only shows your company spirit and could be rewarded afterward or having one of those "I owe you"-remarks, that brings coworkers closer together. A Sentence that should be avoided is: "That's not my job all right!". Showing the real face in the work environment is positive, even if you have to decline someone's cry for help, but if it is not within your hands to help someone, it is better than becoming an "unreliable coworker". That coworker says sentences like; „Yes okay, no problem". A sentence like: "Listen it's not my fault okay!", should be avoided so as not to become the blame shifter.

According to Citeman (2011), Mayo[4] has described morale as the maintenance of cooperative living, but it is only one out of many. Being part of a greater group of people feeling like belonging and being after the same goal seems pretty alright. Dr. Leighton[5] stated that morale as the capacity of a group of people to pull together persistently and consistently in pursuit of a common purpose. Citeman (2011) claims that prof Kossen outlines morale as in employees' attitudes.

Here is another example, what morale is in two types, individual and group of one, by Halloran[6] (2011). Individual morale is in the guidelines of life expectations and living to fulfill them. Mentioning the realization in our needs and figuring out how to please them almost like work satisfaction. Group morale is a collective individual's attitude to life fulfillment. Guion came with five factors as a basis of delight toward high morale (2011).

Components of Morale:
i.   Inner work gratification (2011).
ii.   Contentment with company (2011).
iii.   Pleasure with supervision (2011).
iv.   Comfort with rewards (2011).
v.   Enjoyment with coworkers (2011).

Measurement of morale can be done by observation, by surveys, suggestion box, and records. Firstly, company records can be filling on the employee's skills, absenteeism, grievance, performed work, achievements, and other information. Observation is not a sure way of measuring someone, but it can greatly suggest and imply someone's problem that may dry out energy levels or even mood. The survey is a great deal of finding information about someone's stand or feeling toward some other person, organization, and politics as a form of interview or as a questionnaire. The suggestion box is an anonymous buzzer of what is going on and around in the organization.

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[4] Elton Mayo (1880.-1949.): Psychologist, industrial researcher and organizational theorist.
[5] Alexander H. Leighton (1908.-2007.): Sociologist and psychiatrist.
[6] Sylvester Halloran (1728.-1807.): Irish surgeon with interest in Gaelic poetry and history.

Affectors of moral status can be out of leadership, co-worker, type of work, work surroundings, and employees. Work that is monotonous gradually with years sets life force lower and lower in dormancy. Surrounding work should keep on being clean, safe, comfortable, and with pleasant work conditions and morale boosters.

A co-worker may be sometimes boring, but should never be overly negative because it can ruin the experience of work for another person, and influence them, and turn the day just a bit longer so with time you also begin to suffer slowly and softly.

Individuals lacking self-confidence or who suffer from poor physical or mental health repeatedly develop moral problems. Managers influence new employees.

A positive work environment differs from a negative one, but the main difference is in work pressure, rewarding words, and authority. High morale makes the work more pleasant and will go a long way in enhancing the work environment. Leaders encourage the workgroup to reach the goals more naturally and smoothly with a higher cooperative spirit

5.2. Active listening

Active listening is the ability to focus completely on a speaker, understand their message, comprehend the information, and respond thoughtfully. Unlike passive listening, which is the act of hearing a speaker without retaining their message, this highly valued interpersonal communication skill ensures you are able to engage and later recall specific details without needing information repeated (2016). Active listening is a soft skill that is always welcomed in a personality trait.

Soft skills are skills that each individual possesses differently. Accorsing to Bratić and Vidanec (2020), soft skills help in your work and they could be from time managing, networking, creative thinking, conflict resolution to teamwork. Usually, soft skills are related to how you work. Doyle (2020) mentiones that, unlike hard skills that need to be learned, soft skills are connected to EI, which allows people to predict and to scan situations, the environment, or other factors. While being interviewed for a job position, the employer could indirectly ask about your soft skills through example cases. According to Doyle (2020), soft skills characterize how a person interacts in relationships with others and there are many types like: problem-solving, critical thinking, teamwork, conflict resolution, motivation,

communication, adaptability, creative thinking, work ethic, time management, dependability, and positivity.

Active listeners use verbal and nonverbal techniques to show and keep their attention on the speaker. This not only supports your ability to focus but also helps ensure the speaker can see that you are focused and engaged. Instead of thinking about and mentally rehearsing what you might say when the speaker is done, an active listener carefully considers the speaker's words and commits the information to memory. One website (2020) states that non-verbal signs of attentive listening can be seen in five main features.

Smile is the first indicator that you are being listened to. With paid attention and agreeing to the told message, another person also shows emotions of joy while listening to you. The head nod confirms the listeners' approval. The second feature would be eye contact, encouraging both speakers to be in the main focus, as mentioned by the website Skills you need (2020). Glaring eyes are not a part of positively established interaction. Glaring eyes should be avoided at all costs for another person's comfort. Third on the list would be a posture that can say a lot about the speaker and listener in interpersonal interactions in website Skills you need (2020). The attentive listener is slightly forward with his body, tends to rest his head on one hand. The direction of foot placement can also tell you where the individual's intention is. If directed toward the doors, that person wants to leave the room, if directed toward the speaker, the individual listens closely. Fourth is in a way mirroring the speaker with the same repeated expressions (facial) and motions with a teacup or brushing the hair on the side by website Skills you need (2020).

Website "Skills you need" (2020) mention the last one is a distraction that cannot be disrupted unless the listener is not paying close attention. These distractions can be displayed through fidgeting, time checking, doodling, hair playing, fingernails picking, or even being on the phone by website online (2020). Verbal signs of active listening are also important according to"Skills you need" (2020). Here and there positive, convincing feedback or a question for more information would be an example of good communication. Remembering key points of the conversation, names, and also briefly jog your memory with notes for later discussion on website "Skills you need" (2020). Active listening can be demonstrated by simply asking questions relevant to the topics of the day. "Skills you need" (2020) states that reflecting on a speakers message can be done by repeating or interpreting speakers story

message in understandable terms. Clarification for correct information. Summarize the main points if the remembered information is correct or need correcting.

5.3. Process of indirect expression of disagreement

Vukelić & Bajšalski (2016) mentions that indirect speech is when a vocal sentence while communicating doesn't match with the original meaning of that sentence. Vukelić & Bajšalski (2016) states that the indirect speaker usually says something that he doesn't mean, but hopes for the conversational partner to catch on onto the real meaning of the message. Even in movies, we would see that when someone says „there are the doors" it applies to other individuals as unwanted in the presence of the first speaker.

There are two theories which are trying to prove when the indirect speech is used in comparison to direct speech. Vukelić & Bajšalski (2016) discuss politeness theory is a theory of indirect speech where an individual who can be on a higher social scale or not, needs to preserve the reputation in the means of social standards like respect or autonomy by inducing emotions toward the other speaker while concealing insult or criticism. Vukelić & Bajšalski (2016) states that theory of the Strategic Speaker indicates that language and communication have been always at odds with each other in the interlocutor's eyes. It represents a whole logical strategy where the interlocutor can decide to bite the fish or in this case take upon the given meaning or reject implying message and be secured. Vukelić & Bajšalski (2016) states that it is believed that those theories are used in the language of digital media and that direct speech is seen through implicit perception as in that implied though is not directly expressed. Helping the toll for intentions to be expressed in an unambiguous, integral, and sufficient way.

Vukelić & Bajšalski (2016) states that the detected indirect speech somehow denies the right meaning of speech act and can harm the norm of behavioral type on relations. Two speakers have their way of understanding if they are in constant communication touch. Unique standards only they accept or even agree on. The closer communication relationship has communication behaviors that are welcomed and also the ones that are not so welcome. As an example, at a close friend's house, you can use the bathroom or phone without asking while visiting someone for the first time you politely ask permission for everything since you're the guest there.

According to Nenad (2006), indirect speech is the perfect solution for the individual's behavior that is a little different from the usual public norm. He further explains that to keep the until-now type of communication relationship, almost like the thing with truth where once betrayed toughly regained. There needs to be shared knowledge in communication between two parties to be successful. For instance, in the conversation between friends if one of them says; „she knows that you know" while talking about common knowledge where Irene has a crush on Thomas it would imply that „she knows that Irene has a crush on Thomas" what could be called conversation code. Conversational code is very good while talking in public about something that doesn't need to be known by others.

Direct speech, by Vukelić & Bajšalski (2016), can preserve or destroy common knowledge and relationships. Indirect speech is a story for itself where it allows common individual knowledge, but doesn't common collective knowledge. Same goes for fans that are contrary to each other where they don't line up all facts and information by having common collective knowledge, certain information is withheld and each side thinks that their side better causes every individual knows for the best, themselves. Common collective knowledge insinuates that each communication side knows that the other side knows certain information too instead of just speculating.

Negative return information can be said politely by a quantum factor known as „some" where you use a bigger majority of people as your cover or expressing in the name of others (2016). A suitable example here would be while we are giving an opinion about someone's work and by not liking it, we would say; „Some of us didn't particularly like that part" or „Some of us had a different idea in mind". But also if we don't know that person very well and would like to express our positive opinion, we would say; „Some of us liked your part" or „Some of us liked that cake of yours". Attributing opinions according to Vukelić & Bajšalski (2016), directly leads to individual knowledge from the listener and speaker to become common. The more direct speech is becoming direct the more clear the meaning for listeners' side becomes.

In existence, three functional factors emerge in a possible threat of honorable stand to another person in conversation. These three factors increase in these situations of social distance, a power which the listener has over the speaker, and the degree of imposition that the speaker has on the listener. Speakers strategically manage their speech to protect themselves and to hint another person for needed action by communicating in various degrees of straightforwardness in the opinion of Vukelić & Bajšalski (2016).

5.3.1. Management

With high-quality management, we can achieve total control over the organization. The important part is that all those involved are equipped with the necessary information. The team can work together if everyone is in the informational loop. If there is some kind of unknown fact in the job profession, there is a possibility for conflict. it can ruin a professional relationship.

The organization has good leadership if involved desires and motivations are known between members of the team. The better the atmosphere in the working environment the better performance and results will be. According to the opinion of Ivanova & Klimova (2019), the organization's values were essential for the success of an organization. Behavioral norms on the workplace and firm standards of communication only bring towards success in the market and its organizational development.

Effectiveness of one is the new approach where there is an Identity Focused Communication (IFC) in organization development as claimed by Ivanova & Klimov (2019). A valuated employee is assured of a stable job while being interested in company functions and directive. An Individual's work performance improves with self-awareness and known responsibilities of their work. That responsibility is actually the thing we know how to do and are inspired by our work. Nowadays, not so many people do not agree with the company's core values.

New workers have their own solutions for certain work-related problems that may not sit well with the already working class. While communicating at work you can always spare some time on a possible solution. Acceptance plays a huge role in the newer working class. Where there is confusion there is a rebellion of some kind.

Managers communicate different goals, noticeable intentions, and methods of work in the organization. Proper managers should gravitate towards communication strategy, and be on alert for other communicators' behavior in the opinion of Ivanova & Klimov (2019). They state some essential stages of the communication process that are consisted of sending and receiving the informational message. They also claim that information codes and meanings in a message of the sender travel through certain media. An intended message for listeners

sometimes needs understanding and wisdom. The active listener should always give feedback about the speaker's performance. The explained process of the Shannon-Weaver data transmission model is shown here:

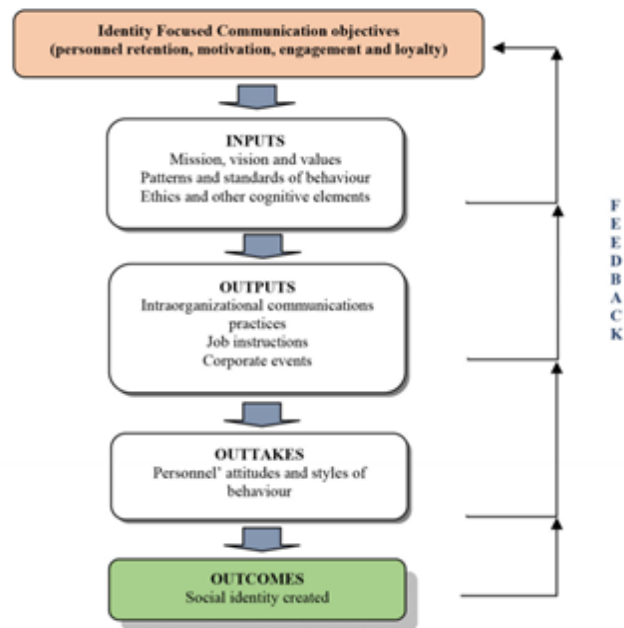*1. Figure: Schematic diagram of the Shannon-Weaver model*
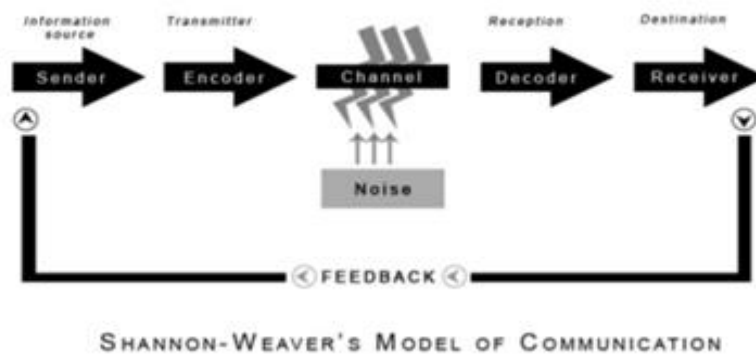
Izvor: Ivanova, N., & Klimova, A. (2019). The Role of Identity Focused Comunications in Personnel Management. *DIEM: Dubrovnik International Economic Meeting, Vol. 4 No. 1*, 95-104.

Realizing an individual's identity at the conscious level is helpful in many ways for organizations. Knowing our identity form helps us with our social placement. Workers who have established personalities know what goal to work for. By knowing one's place, one can now know the abilities one owns and the value it brings. Satisfied with the position, one can be in peace because there is no worry behind it. In that case, a behavioral character does not skyrocket so fast in confusion and fright. The organization works wonders without workers panicking, stress, disorientation, and misinformation according to Ivanova & Klimova (2019) . They also state employee's desire is the main aim of organizational communication. Workers easily stay at work in a specific organization if they have a desire to stay. Noticeable interest, motivation, and devotion are characteristics of a good worker. The new social identity of organization personnel is made by the direct outcome of IFC. The next figure shows the Identity Focused Communication model:

2. Figure: Identity Focudes Communication model

Izvor: Ivanova, N., & Klimova, A. (2019). The Role of Identity Focused Comunications in Personnel Management. *DIEM: Dubrovnik International Economic Meeting, Vol. 4 No. 1*, 95-104.

Ivanova & Klimova (2019) mention one case-study wherein a company faced a turnover of staff, couldn't hold the staff in permanent positions, was forced to try a different approach. They also mention that first, there was a need for better clarification of the project of corporate events. The second move was to develop the best way to reduce staff turnover. Either way, there were thoughts of working staff that there needs to be an effective manager to lead an organization. Overall, the conclusion was that staff loyalty to the organization is the key ingredient.

General events are very important in an organization and they contain an increase in general social and professional competence. A general event is about the profession, work-tasks, leadership position, social values and norms, personal impact, and other information that can be used for the betterment of the organization according to Ivanova & Klimova (2016). They also state that inefficient communication can create uncertainty between working personnel and lower the chance of wanting to stay in a work position. Age in the working group can also be taken into account as the younger workers have a better drive for the competitive environment.

There is a certain dosage of need in communication to be effective and good. Energy input in communication is seen in future success on all relations to social bonding. That successful communication is important in many possible types of crises. Crisis situation contains a certain complexness and danger. Trust in those responsible for its solvent in place is of utter importance in crisis situations. Manners consist of performed communication skills that follow certain cultural rule-books. There is a big number of specific ways to use manners in a crisis. Crisis situations require different communication strategies and ways of communication. The whole communication process needs to be wisely managed. According to Metzinger & Janeš (2018), people believe that if you can communicate in general, you can communicate very well in other perspectives too which is not entirely true. They discuss that communication is a complex process that needs careful practice, planning a constant progressive improvement. Isn't it a little hard sometimes to transfer particular messages onto a person in everyday life. How can you communicate under pressure with limited time or even a language barrier? Is there a trick to create a favorable impression on an individual or group?

Firstly the name „crisis situation" is usually not very positively met with people's eyes. A crisis situation can indicate the outermost ending situation no one wants to meet. A crisis situation means that there is a risk of escalation. That escalated situation has a high risk of intensity, even if the escalated situation is observed. Unwanted involvement that can compromise good, until now, the build-up image of the company or their leaders according to Metzinger & Janeš (2018). Public perception is usually jumbled up with information that is given or leaked from the business organization. While the company is in a crisis situation just then is the most important way of the communication process. Metzinger & Janeš (2018) state that good communication skills are described as knowing how to think up of a message in the context of a communication process. A good communication process transfers messages without any misunderstandings to those who the message is intended for. They also state that every crisis is different comparing its length, factors, and outcome. There are 12 properties as a feature of crisis introduced by Weiner and Kahn (Tamara Čendo Metzinger, Hrvoje Janeš, 2018). According to them, a crisis is a breaking point in the plan of development towards occurrences and proceeding that cause conditions of the highly risked situation. Crisis situation needs action in saving the companies values and goals that are endangered. While participating in a crisis situation where there is a certain sequel of events and reduced control, people often panic and fear. Doubting coworkers can severe good

relations and create doubt among working staff, directly striking the future of those affected by the crisis situation.

Effective communication throughout the crisis is achieved by clearly known objectives and path to approach engaged groups that are shaken by a crisis situation. Metzinger & Janeš (2018) state that messages in the business environment need to be coherent, adapted to workers' preferences, and easily available.They also claim that reactive management is in need when there are signs of crisis identification. Management is also required in all phases of a crisis situation. In the post-crisis period communications that were set out are evaluated by the proving success and the notes were being made for future experiences and activities according to Metzinger & Janeš (2018). Communicating in a crisis situation it is very important to transfer the right information or a message we want to reveal. There is also a revelation on the communicator's personality, temperament, and overall relations the speaker has with the audience and toward specific matters. There never should be an information gap, sprawling whispers, or corrupt misrepresentation of happenings. A defensive communication approach holds up to their denying and partly side within or outside the organization. Metzinger & Janeš (2018) state that that is also called the policy of concealment and cover-up. They state that the offensive communication strategy is frank and usually prevents many rumors, causing an advantage in power while being expressive.

The first sign of being a successful communicator is feeling relieved and positive by the acceptor feedback. Metzinger & Janeš (2018) state that these communicators' skills advance by the usage of various methods while trading thoughts, empathy, overrunning barriers with according proper non-verbal communication. They also state that trust is proven to be the best interpersonal relationship builder. Some studies show that trust is, in fact, the effect of a tie-up between information, social affection, and control. Acceptors or better-said recipients need to be respected in a way that says, that they are important partners in communication without misunderstandings. Misunderstandings are a big threat that arises from puzzling situations that is hard to comprehend and bare emotional charge that characterizes the crisis. Jozić, Mihaljević & Tadić (2005) state that some of the obstacles that are most at fault are; lack of information, different cultural values, mood, unsuitable language, physical, physiological, and other similar obstacles that arise in the communication process.

6. Conclusion

Every individual should know his identity in his normal life, as knowing one's identity benefits his job and work place. Knowing your identity can ease your knowledge of morals and norms that are present everywhere. Communication is improved when the individual knows how to read the situation as well as when he knows the other person's feelings and thoughts due to his emotional intelligence. While the first unknown identity crisis began with travelers and their unknown origin, so began the understanding of people around us.

The language in tourism is a very complex matter as in previous times as well as it is now. Modern people have evolved on many levels. The human mind was part of that process, which allows us to think with many linked subjects at the same time.

The society has many cultural differences as a result of many languages. That difference can only help us grow even more like humankind with better understanding and a higher tolerance for each other. Unity was all that people ever wanted. No individual is born to hate, but that is only a side effect of not knowing another person or their language or their culture. Being direct in communicating is very important because even in cases of total directness another party can misread the informational message. Indirect speech is used mostly to avoid critics for the sake of the relationship, but using it too much can be also harmful. If we constantly say something we don't mean we lose our identity or the image others see us in. Confusion of identity can cause unnecessary conflict between our relations with others.

To see the world as we wanted it, we should pay attention to how we shape it.

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