


Building Effective Communication in Hotels: An Integrated Linguistic Approach from Phonology to Psycholinguistics in Micro and Macro Perspectives

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A B S T R A C T

Effective communication is paramount in the hospitality industry, where guest satisfaction hinges on clear, precise, and culturally sensitive interactions. This paper advocates for an integrated linguistic approach spanning micro and macro perspectives from phonology to psycholinguistics. Phonologically, clear pronunciation and understanding of guest names and destinations enhance personalized service. Morphologically, precise use of hotel-specific jargon ensures accurate communication in written and spoken contexts. Syntactically, structuring instructions and official documents aids in conveying information effectively. Semantically, interpreting guest requests accurately prevents misunderstandings. Sociolinguistically, adapting communication to diverse cultural backgrounds fosters inclusivity. Psycholinguistically, understanding cognitive processes supports staff in maintaining focus and managing stress during interactions. This integrated approach synthesizes insights from phonology, morphology, syntax, semantics, sociolinguistics, and psycholinguistics to optimize communication strategies in hotels. Practical implications include language training programs for staff and leveraging technology for multilingual support. Future research should explore longitudinal impacts on guest satisfaction and organizational performance, efficacy of technological tools in enhancing communication, and sociolinguistic and psycholinguistic dynamics in diverse hospitality contexts.

Keywords: *Hospitality Industry, Effective Communication, Integrated Linguistic Approach, Phonology, Morphology, Syntax, Semantics, Sociolinguistics, Psycholinguistics*

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INTRODUCTION

The hospitality industry is fundamentally built upon the premise of providing exceptional service to guests, and communication plays a crucial role in achieving this goal. Effective communication is the linchpin that ensures smooth operations, guest satisfaction, and ultimately, the success of a hotel. In an industry where interactions between staff and guests are constant and varied, the ability to communicate clearly and effectively is indispensable.

In the hospitality sector, communication is not merely about exchanging information; it is about creating experiences. From the moment a guest makes a reservation to the time they check out, every interaction is an opportunity to build a positive rapport and ensure their needs are met. Effective communication can prevent misunderstandings, resolve conflicts, and enhance the overall guest experience (Carnevale, Luna, & Lerman, 2017). For instance, clear instructions from the reception desk, courteous conversations with housekeeping staff, and efficient dialogue with the concierge all contribute to a seamless and enjoyable stay for the guest.

Moreover, the multicultural nature of the hospitality industry, with staff and guests hailing from diverse linguistic and cultural backgrounds, further underscores the need for adept communication skills. Language barriers can lead to service failures and guest dissatisfaction if not properly managed. Therefore, proficiency in communication across

multiple languages and cultural contexts is essential for hotel staff to cater to the global clientele effectively (Jessner & Kramersch, 2015).

Guest satisfaction is the cornerstone of the hospitality industry. It influences repeat business, online reviews, and the overall reputation of the hotel. Effective communication is pivotal in understanding and fulfilling guest expectations (Rababah, Harun, & Shapii, 2019). For instance, a guest might have specific dietary requirements, special requests for their room, or inquiries about local attractions. The ability of the hotel staff to comprehend these needs accurately and respond promptly and appropriately directly impacts the guest's satisfaction.

Additionally, empathetic communication can significantly enhance a guest's experience. Showing genuine concern and attentiveness in interactions makes guests feel valued and respected. This personal touch can turn a standard hotel stay into a memorable experience, fostering loyalty and encouraging guests to return (Akmajian, Farmer, Bickmore, & Demers, 2017).

Purpose of the Paper

Recognizing the critical role of communication in the hospitality industry, this paper aims to delve into the linguistic aspects that contribute to effective communication in hotels. By exploring a comprehensive linguistic approach, we can understand how different elements of language come together to facilitate seamless interactions between hotel staff and guests.

This paper will explore an integrated linguistic approach, encompassing both micro-linguistic aspects (phonology, morphology, syntax, and semantics) and macro-linguistic aspects (sociolinguistics and psycholinguistics) (Field, 2003; Van Moere, 2012). By examining these components, we can gain a holistic understanding of how language functions in the context of hotel communication.

Micro-linguistic aspects focus on the structural elements of language, such as sounds, word formation, sentence structure, and meaning. Understanding these elements can help hotel staff improve their verbal communication skills, ensuring clarity and precision in their interactions (Stackhouse, Pascoe, & Gardner, 2006). Macro-linguistic aspects, on the other hand, consider the broader social and psychological factors that influence communication. These include cultural norms, social dynamics, and cognitive processes involved in language comprehension and production (Hickok, 2014; Traxler, 2011).

The second aim of this paper is to identify how each linguistic aspect contributes to effective communication in the hospitality industry. By breaking down the components of language, we can pinpoint specific areas where hotel staff can improve their skills. For example, phonology (the study of sounds) is crucial for correct pronunciation, which is essential in a multilingual environment. Morphology (the study of word formation) and syntax (the study of sentence structure) are vital for constructing clear and grammatically correct sentences (Nemser & Slama-Cazacu, 1970). Semantics (the study of meaning) helps in understanding and conveying the right messages.

Sociolinguistics, which examines how language varies and functions in different social contexts, can guide staff in adapting their communication style to suit guests from diverse cultural backgrounds (Field, 2003). Psycholinguistics, which explores the cognitive processes underlying language use, can help in developing strategies to enhance understanding and retention of information (Hickok, 2014).

Scope

This paper will cover a wide range of linguistic aspects to provide a comprehensive understanding of communication in hotels. Each section will delve into a specific area of linguistics, explaining its relevance and application in the hospitality industry. By integrating these diverse linguistic perspectives, we aim to present a thorough analysis of how effective communication can be achieved.

The primary focus of this paper will be on the interactions between hotel staff and guests. By examining real-life scenarios and practical examples, we will illustrate how linguistic principles can be applied to enhance communication in various contexts within the hotel environment. This approach will highlight the practical implications of linguistic theory,

providing actionable insights for improving communication and guest satisfaction in the hospitality industry.

METHOD

This study applies a qualitative descriptive method through a literature review. The research does not involve direct field data collection; instead, it focuses on analyzing and synthesizing theories and previous studies on linguistics and communication within the hospitality industry. The data sources consist of scientific books, journal articles, and empirical studies that discuss phonology, morphology, syntax, semantics, sociolinguistics, and psycholinguistics in various contexts of language use. The data were collected by reviewing and selecting relevant literature that specifically addresses language interaction between hotel staff and guests. The collected materials were then examined using thematic content analysis, in which each linguistic aspect was identified, described, and analyzed for its role in building effective communication in hotels. Finally, the findings from different linguistic domains were synthesized into an integrated linguistic approach, which serves as the conceptual framework of this study and provides practical implications for training, technology application, and communication strategies in the hospitality sector.

FINDINGS AND DISCUSSION

Phonology in Hotel Communication

Phonology, an essential branch of linguistics, examines the systematic organization of sounds within a language and their utilization in conveying meaning (Lestari, 2017). It encompasses the study of phonemes – the smallest units of sound that distinguish meaning between words – and the rules governing their arrangement and pronunciation.

Phonology plays a pivotal role in ensuring accurate pronunciation, which is critical in the hospitality industry for addressing guest names and locations (Marousek, 2015; Vogel & Marousek, 2015). Proper pronunciation enhances communication effectiveness by demonstrating respect and attention to detail, thereby enriching the guest experience.

Moreover, phonological knowledge aids in word recognition, enabling hotel staff to comprehend guest requests and inquiries accurately (Rahmatan et al., 2023). This skill is particularly valuable in diverse linguistic environments where guests may speak English with varying accents and intonations (Kadiputri, 2009). Understanding phonetic variations facilitates clear communication and mitigates potential misunderstandings.

In the hospitality sector, correctly pronouncing guest names and destinations is a hallmark of personalized service (Lathifah, 2023). Phonological proficiency empowers hotel employees to articulate diverse names with precision, reflecting cultural sensitivity and enhancing guest satisfaction.

Accents and intonations convey cultural diversity among hotel guests (Zourgui, 2018). Phonological competence enables staff to interpret and respond to linguistic nuances effectively, fostering rapport and ensuring seamless communication (Zourgui, 2021; Malika & Nacéra, n.d.). By adapting to guests' speech patterns, hotel personnel demonstrate inclusivity and elevate service standards.

In summary, phonology serves as a cornerstone for effective verbal communication in hotels, facilitating accurate pronunciation, enhancing word recognition, and promoting cultural understanding. Mastery of phonological principles equips hotel staff with essential skills to deliver exceptional guest experiences, thereby fostering loyalty and reputation in the competitive hospitality industry.

Morphology in Hotel Communication

Morphology, a fundamental branch of linguistics, delves into the study of word structure within a language system. It explores how morphemes – smallest units of meaning – combine to form words and convey information (Besedina, 2019). In the context of hotel communication, morphology plays a crucial role in shaping the specialized language used by hospitality professionals to interact effectively with guests and colleagues.

Morphology influences various aspects of communication within hotels, particularly in the formulation and interpretation of specialized terminologies and procedures (Ogle, 2009). By understanding the morphological structure of hotel-related terms and phrases, staff can ensure clarity and consistency in their communication practices. For instance, terminology related to room classifications, service descriptions, and guest amenities is carefully structured to convey specific meanings and standards, facilitating smooth operations and guest satisfaction.

Hotel jargon and slang, characterized by distinct morphological patterns, play a significant role in internal communication and guest interactions (Marousek, 2015). Morphological analysis helps elucidate the origins, meanings, and usage of these specialized linguistic forms. By understanding the morphological makeup of jargon terms such as "turn-down service," "concierge," or "bellhop," hotel staff can effectively communicate roles, responsibilities, and service expectations among themselves and to guests.

The morphology of guest feedback forms and questionnaires is critical in capturing and interpreting guest experiences and preferences (Ogle, 2009). Morphological considerations ensure that questions are structured in a way that elicits specific and actionable feedback. For example, morphological analysis helps in designing questions that are clear, concise, and aligned with the hotel's objectives of improving service quality and guest satisfaction.

Morphology also informs the development of frameworks for tourism planning and development (Xie, 2022). These frameworks categorize and describe tourist activities, destinations, and experiences using morphological principles. By analyzing the morphological structure of tourism-related terms and concepts, policymakers and hospitality professionals can create coherent and effective strategies for promoting destinations, enhancing visitor experiences, and supporting sustainable tourism practices.

In summary, morphology serves as a foundational element of effective communication within the hospitality industry. It enables hotel professionals to articulate and interpret specialized language, streamline internal operations, and enhance guest experiences through clear and precise communication. By leveraging morphological insights, hotels can foster a cohesive communication environment that supports organizational objectives and guest satisfaction.

Syntax in Hotel Communication

Syntax, a foundational aspect of linguistics, concerns the principles governing sentence structure within a language. It involves the arrangement of words and phrases to form meaningful expressions and convey messages effectively (Traxler, 2011). In the realm of hotel communication, syntax plays a crucial role in ensuring clarity and coherence in interactions between staff and guests.

The structure of sentences in hotel communication varies depending on the context and purpose of the communication. Simple sentences are typically employed for conveying straightforward information such as greetings and basic instructions. Conversely, complex sentences, characterized by multiple clauses and intricate phrasing, are utilized for expressing detailed information or conveying nuanced ideas (Song, 2022).

For instance, in written communications such as reservation confirmations and guest correspondence, syntax is pivotal in articulating detailed terms and conditions clearly and comprehensively (Ojino, Mich, & Mvungi, 2021). The ability to construct and interpret complex sentences ensures that information is conveyed accurately, minimizing potential misunderstandings and enhancing the overall guest experience.

Syntax is instrumental in crafting instructions that are clear and easy to follow for both hotel staff and guests (Rababah et al., 2021). Whether written or verbal, instructions must be structured in a manner that facilitates understanding and compliance. Hotel staff use syntax to delineate procedural steps, safety protocols, and service standards effectively, ensuring seamless service delivery and guest satisfaction.

In written communications within the hospitality industry, syntax plays a critical role in drafting official documents such as reservation confirmations, invoices, and policies (Hegner, Lotze, & Beldad, 2021). These documents contain detailed information that requires precise syntactic structures to convey terms, conditions, and expectations accurately to guests. Syntax also aids in interpreting these documents, enabling staff to provide guests with accurate information regarding their reservations and other inquiries.

Syntax in hotel communication thus serves as a cornerstone for effective and efficient communication practices. By mastering syntactic principles, hotel professionals can enhance communication clarity, ensure consistency in conveying information, and ultimately contribute to superior guest experiences and organizational success.

Semantics in Hotel Communication

Semantics, a branch of linguistics, examines the meaning of words and how they convey information. It encompasses both denotative meanings (literal definitions) and connotative meanings (associations and implications) that words and phrases carry within a specific context (Traxler, 2011). In the context of hotel communication, semantics plays a crucial role in ensuring that messages are accurately interpreted and understood by both staff and guests.

Denotative meanings refer to the literal definitions of words, while connotative meanings involve the emotional, cultural, or social associations that words evoke (Traxler, 2011). For example, in the hospitality industry, the word "suite" denotes a luxurious accommodation with multiple rooms, while it connotes exclusivity and comfort. Understanding these nuances helps hotel staff effectively communicate the quality and features of accommodations to guests, influencing their expectations and satisfaction levels.

Semantics is vital in interpreting guest requests accurately to provide personalized service. Hotel staff must decipher both the denotative and connotative meanings behind guest requests to fulfill them appropriately (Rababah et al., 2021). For instance, a guest requesting a "quiet room" may be seeking a peaceful environment denotatively, but connotatively, they may desire privacy or relaxation. Understanding these nuances enables staff to meet guest expectations effectively, enhancing their overall experience.

Using precise and appropriate language is crucial in hotel communication to avoid misunderstandings that could impact guest satisfaction (Hegner, Lotze, & Beldad, 2021). Semantics guides staff in selecting words and phrases that accurately convey information and intentions. For example, in communicating policies or amenities, using clear and unambiguous language ensures that guests understand what is offered and expected of them during their stay.

Semantics in hotel communication goes beyond mere linguistic accuracy; it encompasses understanding the subtle meanings and implications of words and phrases in context. By mastering semantic principles, hotel professionals can improve communication clarity, anticipate guest needs more effectively, and ultimately foster positive guest experiences and loyalty.

Sociolinguistics in Hotel Communication

Sociolinguistics is a multifaceted field within linguistics that delves into the intricate relationship between language and society, examining how various social factors influence language use and communication patterns (Traxler, 2011). It investigates how cultural norms, social identities, regional dialects, and interpersonal relationships shape linguistic behaviors within specific contexts, such as hotels. Sociolinguists explore how language reflects and reinforces social hierarchies, identities, and power dynamics, shedding light on how individuals adapt their linguistic strategies based on social settings and interactions.

Cultural and social influences play a pivotal role in shaping language practices in hotel communication, influencing everything from greetings and forms of address to the use of politeness strategies and speech registers (Sharma & Gao, 2021). These influences dictate the choice of language varieties, lexical choices, and pragmatic norms that hospitality professionals employ when interacting with guests from diverse cultural backgrounds.

Understanding these cultural nuances enables hotel staff to navigate cross-cultural communication effectively, fostering empathy, respect, and inclusivity in guest interactions.

In the dynamic environment of hospitality, sociolinguistics guides hotel staff in adapting their communication styles to align with guests' cultural expectations and preferences (Fan et al., 2023). This involves sensitivity to cultural norms regarding communication modes, non-verbal cues, and conversational conventions. For example, in cultures where indirect communication is valued, such as many Asian societies, hotel staff may need to infer meaning from contextual clues and gestures to fulfill guest needs effectively.

Hotels encounter linguistic diversity daily, necessitating strategies to manage language and dialect variations among guests and staff (Al Hamdany, 2022; Gunasari et al., 2020). Sociolinguistic insights help mitigate potential misunderstandings by promoting clear communication through multilingual signage, language training programs, and the use of interpreters. By embracing linguistic diversity, hotels can enhance guest satisfaction, strengthen relationships, and cultivate a reputation for cultural competence and hospitality excellence.

In conclusion, sociolinguistics provides invaluable tools for understanding and navigating the complex interplay between language, culture, and social dynamics in hotel communication. By incorporating sociolinguistic principles into their practices, hotels can create inclusive environments, bridge communication gaps, and elevate the overall guest experience.

Psycholinguistics in Hotel Communication

Psycholinguistics is a field of study that investigates how psychological factors influence language comprehension, production, acquisition, and usage (Traxler, 2011). It explores the cognitive processes involved in language processing, memory retention of linguistic information, and the interaction between language and thought processes. In the context of hotel communication, psycholinguistics provides insights into how hotel staff perceive, understand, and respond to guest requests, ensuring effective communication and service delivery.

Psycholinguistics examines the cognitive mechanisms underlying language comprehension and production. It encompasses processes such as attention, memory, problem-solving, and decision-making, all of which play crucial roles in hotel interactions (Traxler, 2011). For hotel staff, understanding these processes helps in maintaining accurate interpretation of guest needs and preferences. Cognitive processes also influence the formulation of responses, ensuring that communication remains clear, courteous, and efficient even in demanding situations.

In hotel settings, maintaining concentration and focus is essential for effective guest interactions (Fan et al., 2023). Psycholinguistics offers strategies to enhance staff's ability to sustain attention during conversations, manage multiple tasks, and prioritize guest needs. Techniques such as active listening, memory reinforcement, and cognitive load management aid in maintaining focus, thereby improving service quality and guest satisfaction.

Psycholinguistics equips hotel staff with tools to cope with stress and pressure in complex communication scenarios (Al Hamdany, 2022). Understanding the psychological impact of high-pressure situations helps in developing resilience and effective stress management strategies. Techniques like mindfulness, relaxation techniques, and emotional regulation enable staff to maintain professionalism and composure, ensuring smooth communication and positive guest interactions.

Psycholinguistics thus serves as a foundational framework for understanding the psychological dynamics of language use in hotel communication. By integrating insights from this field, hotels can optimize communication strategies, enhance employee performance, and elevate guest experiences through personalized, efficient, and empathetic service delivery.

Integrated Approach to Building Effective Communication

An integrated approach to building effective communication in hotels involves synthesizing insights from multiple linguistic disciplines: phonology, morphology, syntax,

semantics, sociolinguistics, and psycholinguistics. Phonology helps in ensuring clear pronunciation of guest names and locations, which is crucial for personalized service (Ogle, 2009). Morphology aids in understanding and using specialized hotel terms and jargon, ensuring precise communication in written and spoken interactions (Besedina, 2019). Syntax governs the structure of sentences and instructions, influencing how hotel staff convey information accurately in official documents like reservation confirmations (Song, 2022). Semantics delves into the meanings of words and phrases, guiding staff in interpreting guest requests accurately to avoid misunderstandings (Rababah et al., 2021). Sociolinguistics considers cultural and social factors, directing how staff adapt communication to guests' backgrounds and manage language differences (Gunasari et al., 2020). Psycholinguistics explores cognitive processes, helping staff maintain focus during interactions and manage stress in complex communication situations (Traxler, 2011).

Case studies and field research provide practical insights into effective communication strategies deployed in various hotel contexts. These studies illustrate how linguistic theories are applied in real-world scenarios to enhance guest satisfaction, operational efficiency, and employee performance (Atalay et al., 2023). By examining successful communication practices, researchers uncover nuanced approaches to language use, adaptation, and interaction dynamics in hospitality settings.

Implementing comprehensive language training programs equips staff with essential language skills and cultural competencies required for effective communication (Gunasari et al., 2020). Training modules cover language proficiency in guest-facing roles, cross-cultural communication strategies, and sensitivity to linguistic diversity among guests. This enhances staff's ability to provide personalized service and ensure clear communication across different languages and cultural contexts.

Technological solutions such as translation apps, multilingual communication platforms, and digital signage play a crucial role in overcoming language barriers in hotels (Ojino, Mich, & Mvungi, 2021). These tools facilitate seamless communication between staff and guests who speak different languages, ensuring accuracy and clarity in information exchange. By leveraging technology, hotels can streamline communication processes, improve operational efficiency, and enhance guest experiences through effective multilingual support.

By integrating insights from phonology, morphology, syntax, semantics, sociolinguistics, and psycholinguistics, supported by case studies and practical strategies, hotels can cultivate an environment of effective communication. This approach not only fosters better guest-staff interactions but also strengthens organizational capabilities in meeting diverse linguistic needs and enhancing overall service quality.

Bellow is a concise table summarizing the key issues, descriptions, implications, and evidences discussed in the paper on "Building Effective Communication in Hotels: An Integrated Linguistic Approach from Phonology to Psycholinguistics in Micro and Macro Perspectives":

Table 1. Summary Table: Integrated Linguistic Approach in Hotel Communication

Key Issues	Description	Implications	Evidences
Phonology	Clear pronunciation and understanding of guest names and destinations for personalized service.	Enhances guest satisfaction and loyalty; improves service quality.	Ogle (2009), Atalay et al. (2023)
Morphology	Precise use of hotel-specific jargon in written and spoken contexts to ensure accurate communication.	Ensures clarity in communication; reduces misunderstandings.	Besedina (2019), Song (2022)
Syntax	Structuring instructions and official documents to convey information effectively.	Facilitates smooth operations and guest interactions.	Hegner et al. (2021), Ojino et al. (2021)
Semantics	Accurate interpretation of guest requests to prevent misunderstandings.	Improves service efficiency and guest experience.	Rababah et al. (2021), Morrow & Yamanouchi (2020)

Key Issues	Description	Implications	Evidences
Sociolinguistics	Adapting communication to diverse cultural backgrounds for inclusive interactions.	Enhances cultural sensitivity and guest rapport.	Gunasari et al. (2020), Sharma & Gao (2021)
Psycholinguistics	Understanding cognitive processes to maintain focus and manage stress during interactions.	Supports staff resilience and improves communication efficacy.	Traxler (2011), Fan et al. (2023)
Practical Implications	Implementing language training programs, leveraging technology for multilingual support.	Enhances staff competence and operational efficiency.	Case studies, field research
Future Research	Longitudinal impacts on guest satisfaction, efficacy of technological tools, and dynamics in hospitality.	Provides insights for continuous improvement and adaptation in communication strategies.	Research gaps in sociolinguistics and psycholinguistics, emerging technologies in hospitality.

Data Processing, 2024

This table provides a succinct overview of the main issues addressed in the paper, their descriptions, implications for hotel communication, and the supporting evidence from relevant studies and research.

CONCLUSION

The integrated approach to building effective communication in hotels, which encompasses phonology, morphology, syntax, semantics, sociolinguistics, and psycholinguistics, highlights the importance of phonological clarity in guest interactions, morphological precision in the use of hotel jargon, syntactical accuracy in formal communication, semantic clarity in interpreting guest needs, sociolinguistic adaptability to cultural diversity, and psycholinguistic strategies for maintaining focus and managing stress, all of which collectively improve guest satisfaction and operational efficiency. Practical implications of this approach include implementing comprehensive language training programs for staff, integrating technological solutions to support multilingual communication, and fostering a culturally sensitive environment to enhance service quality. By strengthening staff proficiency across linguistic domains and leveraging technology, hotels can overcome language barriers, deliver personalized service, and ensure consistent guest satisfaction and loyalty. Future research is needed to investigate the long-term impact of integrated linguistic training on guest experiences and organizational performance, as well as the effectiveness of emerging technologies in improving multilingual communication in hospitality settings. Moreover, further studies on sociolinguistic dynamics in diverse cultural contexts and psycholinguistic strategies for enhancing staff resilience and adaptability would contribute to refining communication strategies, while continuous training, technological integration, and cultural sensitivity should remain the focus of practical applications to sustain high standards of communication excellence in the evolving hospitality industry.

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