



## USING LANGUAGE TO ATTRACT TOURISTS: THE ROLE OF TRANSLATION IN TOURISM PROMOTIONAL MATERIALS IN BOSNIA AND HERZEGOVINA



**CANDIDATE:  
INGA KOTLO**

The act of reading about a specific tourist destination is a decisive moment; thus, language choices (i.e. carefully crafted and translated promotional messages), paired with visual content, play a significant role in attracting attention and persuading prospects to convert into customers. How linguistic choices of tourism promotional materials appeal to certain audiences and how this influences their purchase decision is at the forefront of this study. It offers a novel interdisciplinary and methodological approach which combines theoretical and applied knowledge of linguistics and marketing to analyze online tourism promotional materials (TPMs) and their translations from Bosnian/Croatian/Serbian to English (published 2018-2021), accompanied by assessment results of a survey focused on a stratified sample of Millennial tourists. The threefold linguistic analysis will be based on Speech Act Theory, Genre Analysis and intercultural mediation translation strategies – domestication and foreignization, while taking into consideration the AIDA marketing model. The study will contribute to research about the level and types of influence that language and translation in online TPMs have on persuasion of targeted tourists.

The impact of this comprehensive study is manifold. Recognizing the socio-economic benefits of tourism to Bosnia and Herzegovina, it aims to support the return of tourism after the COVID-19 pandemic by examining the role of language and translation in online tourism advertisements, i.e. by focusing on the overlooked and under-researched linguistic component of tourism promotion. It will include practical recommendations which may be transformed into a handbook for translators, tour guides, and tourism and marketing experts, including best practice guidelines specifically tailored to BiH culture and language(s). The conclusions of the research can also serve as the basis for (non-)formal education teaching modules or training courses. Finally, the results of this study could be utilized for tourism, marketing, (higher) education, language and culture policy-making in Bosnia and Herzegovina.

**MENTOR: DŽENETA  
KARABEGOVIĆ, PHD**

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Developed by:



Kralja Tvrtka 3/2 71000 Sarajevo  
387(0)33 20 58 59  
Website: [www.inquire.ba](http://www.inquire.ba)  
Email: [inquire@credi.ba](mailto:inquire@credi.ba)