

Anglicisms in the field of tourism: Evidence from the legislation of Kosovo and Albania

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Abstract: This study was carried out to examine the effects of English language on written Albanian. More specifically, it looked at Tourism Laws (and their accompanying documentation) of Kosovo and Albania to determine whether there were tourism-related loanwords from English in the language used in those documents and if so, to what extent. Furthermore, the study sought to investigate the loanwords semantically in order to establish whether they are employed in the absence of Albanian equivalents or are borrowed unnecessarily. The quantitative data collected from the aforementioned documents revealed that tourism-related loanwords are used when there are

no Albanian counterparts. The results showed that out of 98 loanwords, 55 (or 56%) are employed to convey specific meanings because no Albanian equivalents exist, whereas 43 words (44%) were borrowed unnecessarily. Additionally, the analysis of the borrowings revealed that, beside words whose meaning has remained the same, there are loanwords whose meaning is restricted to only specific contexts in Albanian, and borrowings that have expanded their meaning. The study shows that English has had an impact on Albanian, particularly in the sphere of tourism, as a result of Modern Mass Tourism in general, and its function as a lingua franca in particular.

Keywords: Albanian, Anglicism, tourism, expansion, restriction, law

Abstrakti: Ky studim është bërë me qëllim që të analizohen efektet e gjuhës angleze në shqipen e shkruar. Më konkretisht, punimi shqyrtoi Ligjet e Turizmit (dhe dokumentacionin shoqërues të tyre) të Kosovës dhe Shqipërisë për të përcaktuar nëse kishte huazime nga anglishtja që lidhen me turizmin në gjuhën e përdorur në ato dokumente dhe, nëse po, në çfarë mase. Për më tepër, studimi kërkoi të analizonte fjalët e huazuara në aspektin semantik në mënyrë që të përcaktonte nëse ato përdoren në mungesë të ekuivalentëve në shqipen apo huazohen pa nevojë. Të dhënat sasiore të mbledhura nga dokumentet e lartpërmendura zbuluan se fjalët e huazuara që lidhen me turizmin përdoren kur nuk ka ekuivalentë në gjuhën shqipe. Rezultatet treguan se nga 98 fjalë të huazuara, 55 (ose 56%) përdoren për të përcjellë kuptime specifike sepse nuk ekzistojnë ekuivalentë në shqipen, ndërsa 43 fjalë (44%) u huazuan pa nevojë. Për më tepër, analiza e huazimeve zbuloi se, përveç fjalëve kuptimi i të cilave ka mbetur i njëjtë, ka fjalë të huazuara kuptimi i të cilave është i kufizuar vetëm në kontekste specifike në shqipen, dhe huazime që e kanë zgjeruar kuptimin e tyre. Studimi tregon se anglishtja ka pasur një ndikim në shqipen, veçanërisht në sferën e turizmit, si rezultat i Turizmit Masiv Modern në përgjithësi, dhe funksionit të saj si lingua franca në veçanti.

Fjalët kyçe: Shqip, Anglicizëm, Turizëm, Zgjerim, Kufizim, Ligj

1. Introduction

Nowadays, English is widely recognized as a lingua franca of the global world. Correspondingly, numerous English words and expressions have found their way into other languages. Albanian is no

exception to this new global trend. English has to a great extent taken over the Albanian language in almost every sphere. These great changes in the Albanian language have mainly occurred in the post-war period in Kosovo (after 1999) as the country opened up to the rest of the world. In contrast to Kosovo, contacts with English in Albania began much earlier. Following the fall of the communist regime in the 1990s, the country opened up to the rest of the world (Kapo, 2022, p. 2).

The Internet also had a significant impact, with social networking sites that were initially used by younger people but gradually grew more popular among the entire population over time. English has also become increasingly more present in the vocabulary of the politicians who readily use loanwords¹ to express their ideas even in situations where their usage is unnecessary. According to Weinreich (1953), people use foreign words in their speech to show a higher level of foreign languages. Music has also been affected by this new situation, i.e. one can hear English words within a single modern Albanian song. In this way, Albanian language has become “enriched” by English in different fields.

As previously mentioned, the phenomenon of Anglicisms² is not present only in the Albanian speaking countries. Indeed, other European countries have dealt with the influence of English even earlier. It dates back to the 17th century and early 18th century when European peoples started to borrow words from English (Haugen & Filipović, 1960). The publication of *The Dictionary of European Anglicisms* in 2001 by Manfred Görlach was an indicator of how much English had influenced other languages. Albanian was among 16 European languages included in Görlach’s dictionary, although the lack of studies in Albanian is frequently stressed, given the great number of Anglicisms present in the language that were not included in his dictionary. The expansion of the influence of English language makes the languages with lower prestige feel threatened. Among them

¹ Loanword (or lexical borrowing) is defined as a word that at some point in the history of a language entered its lexicon as a result of borrowing (or transfer, or copying) (Haspelmath 2009: 36).

² a word or phrase from the English language that is used in another language (Oxford Advanced Learners’ Dictionary – OALD)

is the Albanian language, which, according to Nuhiu (2013) is not strong enough and does not have the power to deal with the flux of foreign words. In this case, as Nuhiu points out, the Albanian language would only incur from other languages rather than influence them.

English has influenced other languages, with which it has been in contact with, in almost every sphere. Many words and expressions of English origin are encountered in a variety of fields, including economy, technology, politics, media, tourism, advertisement, and education. In the tourism industry alone, English remains the primary language used among locals and tourists in general. Even in German-speaking countries, English is employed to attract visitors. In one case, the newspaper *Jungfrauzeitung* created an English version with the goal of disseminating information about the area and marketing it to a wider audience, which included journalists, investors, and potential tourists. All of this was done to increase the visitor numbers in the areas (Gonçalves, 2020, p. 232).

This paper will examine the use of Anglicisms in the tourist sphere of the Albanian language. More specifically, it will look at the Laws on Tourism and their respective administrative instructions to determine whether there were Anglicisms in those documents, and if present, to what extent. Another reason we examined the laws was that a number of them were translated from English into Albanian, and the commonly poor quality of these translations leads to the presence of many Anglicisms (Hamiti, 2013). In addition, a considerable number of laws, commonly those related to politics, were originally written in English.

2. Literature Review

2.1 Tourism and globalization in Kosovo and Albania

The tourism industry serves as a meeting point for international and intercultural communication, bringing together different languages and cultures. In this way, tourism terminology in Albanian is becoming increasingly anglicized. The influx of Anglicisms, has been

fairly substantial in the postwar period, particularly in Kosovo, as well as upon the fall of communist regime in Albania. This fact necessitated additional analysis of the linguistic phenomenon, as well as classification and systematization of Anglicisms. Despite the widespread use of English and its influence on the Albanian language, little research has been done on the phenomenon. The findings have been published as research papers or have served as the basis for PhD dissertations. The following studies were done to examine the effects of English on written and spoken Albanian: Nuhiu (2013); Munishi (2013, 2015); Mustafa (2010); Shabani (2015, 2018, 2023); Shabani et al. (2022, 2023); Ismajli and Haziri (2024) in Kosovo; Këçira (2005) and Kapo (2016, 2022) in Albania, etc.

In a diachronic study conducted in Albania to analyze Anglicisms in the Albanian language, Kapo (2022, p. 6) classified “Tourism and Environment” as one of the semantic fields affected by borrowing. The corpus lists 1895 entries collected from newspapers and dictionaries. This is completely understandable, given that tourist flows, particularly international ones, have increased dramatically in recent decades. According to the first UNWTO World Tourism Barometer of 2024, international tourism in 2023 recovered to approximately 88% of pre-pandemic levels, with an estimated 1.3 billion international arrivals (UN Tourism, 2024).

There are multiple interpretations of globalization, yet most scholars agree that it refers to the increasing interconnectedness and interdependence of world cultures and economies. Tourism is often regarded as a driving force in this process; however, Aramberri (2009) argues that tourism remains far from achieving such influence, given its relatively limited scale. He notes that “while it is an activity practiced all over the world, it is scarcely global”. This perspective is reinforced by the persistence of significant national disparities in today’s unequal world, where many countries remain excluded from mainstream development frameworks and fail to benefit from opportunities for tourist flows.

On the other hand, the world witnessed a number of major crises, including September 11, 2001; Iraq and SARS 2003; Tsunami 2004; Bird flu fear 2005; Pandemic Covid19 2020, and so on, all of which had an impact on internal and external tourist movements.

Bird and Thomlinson (2015) identify several factors that indicate rising levels of activity facilitating human mobility and encouraging greater travel. Chief among these are advancements in transportation, which have made movement faster and more affordable, including the increasing speed of trains. Improvements in access to banking services and developments in telecommunication technologies have likewise expanded opportunities to reach destinations that were previously inaccessible. Despite ongoing debates between proponents and critics of tourism's global role, it is evident that we live in the era of Modern Mass Tourism (MMT). Even Aramberri (2009) concedes that, irrespective of theoretical disagreements, people will continue to seek opportunities to travel.

Franklin (2003) argues that tourism is not necessarily synonymous with travel. This distinction is particularly evident in the Western world, where individuals experience tourism even without leaving home, as they encounter its cultural and economic manifestations domestically (Franklin, 2003, p. 11 as cited in Gonçalves, 2020, p. 13). Building on this, Gonçalves (2020, pp. 13-14) contends that "the effects of globalization mean that the world has become undeniably touristic", highlighting how local economies increasingly thrive on tourism and how residents interact with visitors in their own homelands. Moreover, the combined effects of mobility, globalization, and cultural mixing suggest that places are becoming progressively similar (Gonçalves, 2020, p. 14). In this context, the concept of the 'Global Village' has emerged, emphasizing the idea that diverse regions of the world are interconnected and function as a single community through the influence of the internet, travel and other technologies.

The situation in Kosovo appears to follow similar patterns. Humolli and Krasniqi (2015) note that Kosovo is already integrated into the principal tourist axes of the region, and the number of visitors is expected to increase. More recent evidence from Humolli et al. (2023) confirms a continuing rise in tourist arrivals, while a study on festivals highlights the growing diversity of offerings in Kosovo's tourism market (Humolli & Ukshini, 2025).

These findings support research on the ways in which tourism can influence lexical borrowing from more dominant languages. In

our study, we examined the impact of Anglicisms on Albanian, specifically within the tourism domain, to determine both the extent of English loanwords and the conditions under which they are adopted. From a semantic perspective, the analysis considers whether Anglicisms are employed due to the absence of Albanian equivalents or whether their use reflects unnecessary incorporation into the language. For the purposes of this study, the terms lexical borrowing, loanword, and Anglicism are treated interchangeably.

2.2 Why borrowing words?

Languages have always borrowed words in what seems to be a normal practice. From the linguistics point of view, lexical borrowing is a natural process and it has been going on since the beginning of languages and the language - induced contact.

The modern and globalized world has put languages under pressure as a result of the growing need to name new objects and concepts emerging from different fields, and, in turn, it has become a great challenge for linguists and language users alike to find ways for meeting these new demands. According to McGregor (2009):

“With the increasing globalization of English during recent decades, and its status of the international language of business, science and technology, many languages have borrowed, and continue to borrow, considerable numbers of English specialized terms from these domains”.

Haspelmath and Tadmor (2009) established the ‘Loanword Typology’ (LWT) project, which was an empirical study of borrowability – or the likelihood of borrowing words with specific meanings. The project involved 41 languages. The initiative aimed to include languages that reflect global diversity in genealogy, geography, typology, and sociolinguistics. The LWT meaning list consists of 1,460 lexical meanings, which were further divided into 24 semantic fields. The study revealed that different languages exhibit a remarkable degree of consistency in determining which domains are

more or less affected by borrowing. While there are cross-linguistic variations, most languages tend to borrow more terms into comparable subjects, with the same fields consistently being the most resistant to borrowing (Tadmor, 2009, p. 64). In addition, borrowing mostly impacts the semantic categories of ‘religion and belief’, ‘clothing and grooming’, and ‘the House’ (Tadmor, 2009, p. 64). The third most affected field by borrowing were found to be ‘houses’, particularly ‘apartment blocks’, which are becoming increasingly similar in cities worldwide. Globally, individuals utilize comparable furniture and utensils in their homes. As clothing and home things became more widely available, so did the words denoting them (Tadmor, 2009, p. 64). According to the borrowings by semantic fields table, Law ranks fourth with 34.3%. In terms of donor languages, English turns out to be the second most common donor language, accounting for 88 loans in the database (Tadmor, 2009, p. 156).

Analysis of the World Loanword Database Project³ revealed and confirmed that lexical borrowing is universal. Loanwords are present in every language in the sample, and likely in all languages worldwide. Even after this investigation, Tadmor (2009, p. 56) notes that no generalizations can be established about why lexical borrowing happens. Instead, “the most useful explanations appear to be language - specific”.

Hence, borrowing is unavoidable as long as languages need to name new concepts. But, there should be a language policy when it comes to borrowing. Needless words should not be allowed to enter a language. According to Nuhui (2013, p. 126), those who deal with borrowing issues should be neutral. A principle of borrowing issues should be applied, which would allow the borrowing of a foreign element into a given language while at the same time avoiding the borrowing of unnecessary words already existing in that language.

As stated in Durkin (2014), lexical borrowing has traditionally been identified as need and prestige. A more regular kind of borrowing for ‘need’ takes place in the language of science, technology when a new entity, thing, process, concept is named in one language and that

³ Available online at <https://wold.clld.org>

particular name is transferred into another language.

However, words have been borrowed even where the equivalents existed in the receiving language, either as a matter of style or showing higher knowledge and enriching the language with other synonyms. This is known as prestige (Durkin, 2014, p. 142).

A word is adopted when there is a lack of its equivalent in the receiving language and when it is not easy or possible to find a term or expression of the new notion (Weinreich, 1953). Linguists consider that it is much easier to borrow than to substitute a foreign element with a linguistic element of the receiving language. On the other hand, it is considered that for the receiving language it is better if the foreign word or expression is substituted or even translated into a receiving language than borrowed (Weinreich, 1953, as cited in Nuhiu, 2023, p. 126).

Fischer (2008) observes that attitudes toward English vary significantly across countries, shaped both by historical experience and by connections with the Western world, particularly the United States. Smaller nations such as Sweden, Norway, and Finland tend to be more receptive to external influences than larger, more populous states. At the same time, numerous countries have launched campaigns against the use of Anglicisms, motivated by concerns that their national languages could be endangered under the growing influence of English.

Similar attempts at “purifying” the language have been made by different countries under specific historical circumstances. For instance, in 1930s the fascist regime in Italy tried to replace all foreign words with native ones, but the policy was successful only in certain aspects of the language (Pirkkalainen, 2002, p. 9). Haspelmath (2009, p. 47) argues that some languages deliberately avoid loanwords, opting instead for neologisms or calques. A notable example is found among the educated elites of French-speaking countries, who are often bilingual in English but face cultural pressure to resist English borrowings – particularly in domains such as computer technology. In these contexts, neologisms based on French roots are actively promoted by language-planning bodies and frequently gain acceptance (e.g., *courriel* for ‘e-mail’). This contrasts with neighboring European languages such as Italian, German, and

Dutch, where educated elites are generally more receptive to English loanwords. Such cultural resistance to borrowing is commonly referred to as *purism*. Interestingly, unlike the French in France, the French-speaking community in Switzerland employs English in advertising “to present an image of the Swiss to the Swiss which symbolizes the favorable image held by foreigners” (Cheshire & Moser, 1994).

2.3 Adaptation of the borrowings

When foreign words are transferred into a particular language, they typically undergo stages of adaptation in accordance with the structural rules of the recipient language. Filipović (1997) identifies three levels of adaptation for Anglicisms: morphological, phonological, and semantic. Research generally indicates that content words are more readily borrowed than function words, and that nouns are more borrowable than verbs. This tendency is also evident in single-word code-switching, where nouns are more frequently involved than verbs (Shabani et al., 2022, p. 413).

Adaptation at the phonological level includes substitution of particular phonemes with the phonemes of the receiving language if the phonological systems are different. At the morphological level, foreign words either undergo replacement of particular suffixes with the equivalent ones in the receiving language, or transfer the suffix along with the base form.

Loanword adaptation is necessary to render borrowed words usable within the target language. Languages such as Albanian, which employ gender and inflectional classes, must assign each loanword to a grammatical gender and inflectional category so that it can participate in syntactic patterns requiring agreement or specific inflected forms. However, as Haspelmath (2009, p. 43) notes, the degree of adaptation varies depending on factors such as the age of the loanword, speakers’ knowledge of the donor language, and their attitudes toward it.

For the purposes of their project, Haspelmath and Tadmor

(2009, p. 16) did not pursue such detailed levels of analysis when asking research participants to classify borrowings according to their adaptability. Instead, participants were instructed to categorize loanwords as “highly integrated”, “intermediate”, or “unintegrated”. Unintegrated loans retained the morpho-phonological form of the donor language, whereas highly integrated loans were morphologically and phonologically assimilated to resemble native words in the recipient language. The “intermediate” category referred to borrowings that were only partially integrated.

Semantic adaptation can be divided into two aspects: primary and secondary. The primary aspect involves adapting the meaning of the model word, while the secondary aspect refers to semantic borrowing. Filipović (1997) categorizes semantic extension of borrowings into three types. When a word is borrowed into another language but its meaning remains unchanged, this is termed ‘zero semantic extension’. ‘Meaning restriction’ occurs when a source-language word has multiple senses but is borrowed into the recipient language with only one or two. Finally, ‘meaning expansion’ arises once a loanword is fully incorporated into the recipient language, leading to the development of new meanings beyond its original sense.

Myers Scotton (2006, pp. 212-215) distinguishes between cultural borrowings, which introduce new concepts from outside, and core borrowings, which duplicate meanings already expressed by native terms. Cultural loans are often described as “loanwords by necessity”. In contrast, Haspelmath (2009, p. 48) notes that core borrowings are more difficult to explain, questioning why speakers adopt foreign words when equivalents exist in their native language. He attributes this tendency to the prestige associated with the donor language. Beyond prestige, however, borrowings may serve to enrich the recipient language with synonyms or may arise from speakers’ limited awareness of adequate native equivalents, as has been the case in Albanian. Following the war in Kosovo, international organizations created demand for translation services between Albanian and English, and many young Albanians were employed as translators. Lacking sufficient proficiency in both languages, these translators facilitated the entry of numerous English words into spoken and

written Albanian (Nuhiu, 2013).

Unlike Filipović (1997), Haspelmath (2009) in the World Loanword Database categorized and simplified the effect of loanwords on the lexical stock of the receiving language into three types: insertion, replacement, and coexistence. Insertion refers to cases where a word enters the vocabulary as a completely new item. Replacement occurs when a borrowed word supplants an earlier native word with the same meaning, which either falls out of use or undergoes a semantic shift. Coexistence describes situations in which a borrowed word exists alongside a native equivalent with the same meaning. According to Haspelmath, insertion corresponds to cultural borrowings, whereas replacement and coexistence correspond to core borrowings.

However, this classification does not account for loanwords that expand the meaning of existing words in the recipient language. For this reason, we do not continue our analysis within that framework. Instead, we rely on Filipović's (1997) classification, which incorporates semantic expansion and thus offers a more suitable approach for examining how loanwords develop meaning in the recipient language.

3. Methods and Data Collection

The analysis is corpus driven. The corpus was compiled from the Laws on Tourism of Kosovo and Albania, together with their accompanying bylaws and administrative instructions. It consists of tourism-related words and expressions of English origin, which were manually selected by the authors. Selection was based on both the frequency of occurrence and etymology. A content analysis of these borrowings was then conducted to examine the changes they underwent when transferred into the Albanian language system, with particular attention to the levels of adaptation.

To compare the meanings of the words, we used the following dictionaries in the respective languages, namely *Oxford Advanced Learner's Dictionary* (OALD), and *Cambridge Dictionary* for English

and *Dictionary of Contemporary Albanian Language* (DCAL) for Albanian. The online Etymology Dictionary⁴ was consulted to identify the etymological origin of the words used. We also checked *The Dictionary of European Anglicisms* (DEA) to see if the loanwords from our corpus were also present there.

3.1 . Research questions

1. How prevalent are Anglicisms in the Tourism Laws (TL) of Kosovo and Albania?
2. How well do they retain their original meaning in the Albanian language?
3. What role do they play in the Albanian language? Do they fill lexical gaps or are they used unnecessarily?

3.2 . Hypotheses

1. Given their widespread presence in many languages and different domains, Anglicisms are common also in the language of tourism both in Kosovo and Albania.
2. Anglicisms are used to address lexical gaps, but also when there is an Albanian equivalent or near - identical word in Albanian.
3. Anglicisms retain their original meaning in Albanian, unless they are polysemous or have expanded their meanings due to their widespread presence in Albanian.

4. Results

In the Albanian version of the Law on Tourism and its administrative instructions in Kosovo, 50 English lexical borrowings were identified.

⁴ <https://www.etymonline.com>

In the Albanian version of the same documents in Albania, another 48 loanwords were found. Most of these borrowings are of Latin origin, having entered Albanian through French, Italian, or Slavic languages, and more recently through English. Certain borrowings absent from the 1980s edition of the DCAL appear in the 2006 edition, reflecting the expanding influence of English on Albanian. Nevertheless, even borrowings documented in the most recent DCAL were excluded from the present corpus and therefore not subjected to further analysis.

The purpose of this paper is to examine tourism-related loanwords that were not included in the 1980s and 2006 editions of the Dictionary of the Albanian Language (DCAL), in order to assess the impact of English on Albanian in this domain. At the time of analysis, the 2026 edition of the Great Dictionary of the Albanian Language (GDAL) (GDAL)⁵ had not yet been published, so Anglicisms already documented in earlier editions were excluded from the corpus. Some of the words analyzed here have since been incorporated into the most recent edition of the dictionary, further underscoring the ongoing influence of English on Albanian.

Categories borrowed	TL in Kosovo	TL in Albania	Total
Nouns and NPs	39	35	75
Adjectives	8	8	16
Verbs	3	4	7
Adverbs	0	1	1
Total	50	48	98

Table 1. English lexical borrowings identified in the TL of Kosovo and Albania. Sources: Law on Tourism and its associated administrative instructions in Kosovo and Albania (1 and 1.1, 1.2, 1.3, 1.4, 1.5, 2 and 2.1, 2.2, 2.3, 2.4). Referee to the Sources and Bibliography section.

The selected corpus comprises 98 loanwords. Of these, 75 are nouns and noun phrases, with 39 taken from the Tourism Law (TL) of Kosovo and 36 from the Tourism Law (TL) of Albania. Adjectives

⁵ Available online now GDAL <https://www.fjalori.online>

represent the second most frequent lexical category, with 16 items in total, 8 from the TL in Kosovo and 8 from the TL in Albania. Seven verbs were identified, three from the TL in Kosovo and four from the TL in Albania. Finally, only one adverb was attested, originating from the Albanian TL. Overall, there is no significant difference between loanwords used in Kosovo and Albania, as the mean (M) is 49 and the standard deviation (SD) is one.

Loanwords	Highly–integrated	Intermediate	Unintegrated	Total
Kosovo TL	26	10	14	50
Albania TL	22	9	17	48
Total	48	19	31	98

Table 2. The degree of adaptation of Anglicisms used in the Tourism Laws of Kosovo and Albania. Sources: Law on Tourism and its associated administrative instructions in Kosovo and Albania (1 and 1.1, 1.2, 1.3, 1.4, 1.5, 2 and 2.1, 2.2, 2.3, 2.4). Referee to the Sources and Bibliography section.

Highly integrated loanwords are defined as borrowings that function like native Albanian words. They are fully adapted in terms of morphology, phonology, and syntax. For instance, *akomodim* (English: accommodation), *navigim* (English: navigation), *navigoj* (English: navigate), *partneritet* (English: partnership), *dizenjim* (English: design), and *monitorim* (English: monitoring) illustrate how English suffixes have been replaced with Albanian ones and how specific phonemes have been substituted with Albanian equivalents. These examples demonstrate the extent to which English loanwords have been assimilated into the Albanian linguistic system.

The second group includes words that have only been partially integrated into the Albanian language. Specific phonemes from the source language (L1) have been replaced with equivalent ones (L2), but suffixes from the donor language have been transmitted along with their base form. For example, the words *kamping* (English: camping), *tur* (English: tour), *kajaking* (English: kayaking), *kurative* (English: curative), *kontraktuale* (English: contractual), and so on.

Finally, a considerable number of words and phrases continue to be used in their original form and remain unintegrated into

Albanian. This category includes words such as *hiking*, *marketing*, *timeshare*, *resort*, *paraglider*, *GPS*, *logo*, *trekking*, *ski touring*, and *snowshoeing*. These borrowings illustrate how certain English terms enter Albanian without undergoing morphological, phonological, or syntactic adaptation, thereby retaining their foreign character within the language.

We then examined whether loanwords are used to fill lexical gaps or whether they are used unnecessarily given that an Albanian counterpart exists. Out of 98 loanwords identified, 55 (or 56%) are employed to convey new meanings for which no Albanian equivalents exist. On the other hand, 43 of them (or 44%) are used unnecessarily, either because they were immediately translated into Albanian as calques, preserving an English syntax, or because they enrich the Albanian language with synonyms and coexist with other existing Albanian words.

Furthermore, efforts were made to determine whether loanwords were transmitted into Albanian with their original meanings intact, or whether their meanings were narrowed or expanded.

As the findings indicate, the majority of borrowings retain their original meanings in the receiving language. A fraction of them have narrowed their meaning due to their polysemy in the source language. Finally, a few Anglicisms were found to have broadened their meaning, extending beyond the semantic range of the original English word.

In the following section (Section 5), the identified loanwords are subjected to semantic analysis using the *Oxford Advanced Learner's Dictionary* (OALD) and the *Comprehensive Dictionary of the Albanian Language* (DCAL). Efforts were also made to verify whether these loanwords are recognized as such in the *Dictionary of European Anglicisms* (DEA). Drawing on the frameworks proposed by Haugen and Filipović (1960), Filipović (1997), and more recently Haspelmath and Tadmor (2009), the loanwords were then classified according to their typological categories.

5. Discussion

Words can have multiple meanings, and languages continually expand under the influence of globalization, with new words emerging across domains. Tourism is also affected in this way. The word *tourism* itself is an officially acknowledged Anglicism in the *Dictionary of European Anglicisms* (2001, p. 327). It is likewise present in the *Comprehensive Dictionary of the Albanian Language* (DCAL), having been attested in Albanian even earlier (Doka, 1996; Gashi, 1977, 1986). Because the word was already included in DCAL, it was excluded from the present corpus along with other borrowings documented in earlier editions. However, this does not mean that borrowings incorporated into the most recent edition of DCAL were excluded from analysis. On the contrary, their presence in the dictionary is taken as further evidence of the strong and ongoing influence of English on Albanian. The study therefore focuses on borrowings not yet included in earlier editions of DCAL, while also acknowledging that some of the analyzed words have since entered the most recent edition, underscoring the dynamic nature of lexical borrowing.

Below, loanwords are classified into three categories: those that retain their original meaning, loanwords that have narrowed their meanings, and English loanwords that have expanded their meaning in Albanian. Concrete examples are provided for each category. Furthermore, comments are offered on whether specific loanwords fill lexical gaps or are utilized unnecessarily.

5.1 Loanwords whose meanings remain the same both in the source and receiving language

Kamping (English: *Camping*) is a tourism – related word clearly belonging to the types of accommodation which has been recognized as an Anglicism also in the DEA (2001, p. 47). DCAL (2006) does not contain the word *kamping* in the sense of “living in a tent, etc. on holiday”. Instead, simply the word “kamp” (English: camp) is included to mean “a place where people live temporarily in tents or temporary buildings”. Given that *camp* and *camping* are not synonyms, the word *kamping* was added to Albanian under English influence, in addition to its base form *kamp*, to fill a lexical gap in the

language. Hence, precisely because it filled such a lexical gap, *kamping* has been included in the *Great Dictionary of the Albanian Language* published in 2026.

The word *Kamper* (English: *Camper*) is listed in the Albanian TL to denote “a large motor vehicle with accommodation for camping out”. It is also recorded among other Anglicisms in DEA (2001). The TL in Kosovo, however, employs the compound *kampshtëpizë* as an Albanian counterpart and replaces the English borrowing *camper*. In this case, the English loanword is considered unnecessary, as an Albanian equivalent has been created and adopted.

In the context of medical tourism, the word *kurative* (English: curative) is used in collocation with *qendër* (*qendër kurative*) to denote “an accommodation structure located in areas with natural healing potentials, stimulated by land, water, sea, sand, and climate, and serving for performing curative therapies”. This fixed expression is a calque, as it was literally translated into Albanian. A more appropriate adaptation under Albanian morphological rules would be *kurues*, given that *-ues* is an Albanian suffix. Since *kurë*⁶ (noun) and *kuroj*⁷ (verb) already exist in DCAL, we recommended *kurues* as the adjective form to accompany them. Both *Kurativ*⁸, and *kurues*⁹ have already been added to the most recent edition GDAL (2026).

The word *suvenir* (English: *souvenir*) refers to “a thing that you buy and/or keep to remind yourself of a place, an occasion or a holiday; something that you bring back for other people when you have been on holiday”. Its meaning has remained unchanged in Albanian, even though it is not yet included in the *Comprehensive Dictionary of the Albanian Language* (DCAL).

The word *timeshare* (adapted into Albanian as *pronësi pushimesh*) is another compound borrowed into Albanian that lacks

⁶ DCAL: The different means and ways (medicines, food, baths, walks, etc.), that someone uses, according to the doctor’s advice, to cure a disease or to improve the state of health; the use of these tools according to a certain rule and time. Kidney cure. Cure of the heart.

⁷ DCAL: That can heal a disease or a wound, that has medicinal properties. Healing herb. Medicinal plants. Healing baths. Healing power (property). Healing action.

⁸ GDAL: that serves for treatment; that serves to cure; curative. Curative holidays.

⁹ GDAL: that cures; for cure; medical; curative. Curative method

an Albanian counterpart. It has not yet been adapted morphologically or phonologically, and its meaning remains identical in both languages.

Hostel (English: hostel) refers to “a building that provides cheap accommodation and sometimes meals to students, workers, or travelers.” In the Albanian TL, the entry *fjetinë* is provided, followed by *hostel* in brackets. GDAL has already included *fjetinë* in its latest edition. In addition, *fjetore* appears as a possible Albanian equivalent, defined as “a large room where many people sleep”. Despite its widespread use, *hostel* itself has not yet been added to DCAL, whereas *hotel* and *motel* are already included.

The expression *fjetje dhe mëngjes* (English: *B&B – bed and breakfast*) is listed in the Albanian TL among other accommodation-related terms. In the TL, *fjetje dhe mëngjes* is immediately followed by *B&B* in brackets for clarification. This is an English expression that has been directly translated into Albanian.

Other words and fixed expressions borrowed from English whose meanings have remained unchanged in Albanian include: *lundrimi me kajak* (also *kajaking*) – kayak sailing / kayaking; *turizëm kongres* – congress tourism; *turizëm aventuror* (also *aventurier*) – adventure tourism, and others. These directly translated English expressions are recognized as calques.

5.2 Loanwords whose meanings have narrowed in the receiving language

The word *Resort* (English: Resort) means “a place where a lot of people go on vacation”. However, in English, this word can also be used as a phrasal verb¹⁰ with a different meaning. In Albanian, by contrast, the word has only been borrowed as a noun, thereby narrowing its meaning.

Rekreacion (English: Recreation) is another borrowing in Albanian in the domain of holidays and entertainment used to express “the fact of people doing things for pleasure, when they are not

¹⁰ OALD: to make use of something, especially something bad, as a means of achieving something, often because there is no other possible solution.

working”. In addition to this meaning, The OALD lists another meaning¹¹ that differs greatly from the one given above. Only the first one has been borrowed into Albanian, hence its meaning has been narrowed.

Despite its widespread use in Albanian, the verb *navigoj* (English: navigate) has undergone semantic narrowing, although in English it is used in a variety of contexts. The *Cambridge Dictionary* lists several meanings, of which only one was transferred into Albanian in the field of transport: “to successfully find a way from one place to another”. Due to the English influence, this verb and its nominal forms *navigacion* and *navigim* became common in both written and spoken Albanian, they were not included in earlier versions of GDAL. Before the publication of GDAL in 2026, the lemma and its forms had been recorded only in one sense, regardless of their broader usage. In the 2026 edition, however, the verb and its nominal forms were incorporated more fully, reflecting their frequent use in the community. Moreover, they are attested in the Tourism Laws of both Kosovo and Albania, further confirming their institutional recognition.

The collocation *paisja mbajtëse* or *paisja belay* (English: belay device) is a borrowing from English. It represents a hybrid form, since *device* has been translated into Albanian as *paisje*, while *belay* has remained unchanged. In this process, *belay* has undergone semantic restriction: in English it functions both as a noun and a verb¹², whereas in Albanian it has been borrowed only as a noun collocated with *paisje* in the domain of adventure tourism. In this context, it conveys the meaning of “a device to which the user is attached to limit the distance from the fall and/or to prevent injury from the fall”.

5.3 Loanwords whose meanings have expanded in the receiving language

¹¹ OALD: the act or process of making something that existed in the past exist or seem to exist again.

¹² OALD: to attach a rope to a rock, etc.; to make a person safe while climbing by attaching a rope to the person and to a rock, etc.

The word *Paketë* (English: package) is an example of how the word has expanded its current meanings in Albanian. More specifically, when followed by the adjective *turistike* (*paketë turistike*) corresponding to English package tour, it functions as a calque, or literal translation of the phrase from English. Package is also recognized as an Anglicism in the *Dictionary of European Anglicisms* (Görlach, 2001, p. 223), although the Albanian word is not included. The number of Anglicisms in Albanian is greater than the amount listed in this dictionary. One reason is that a bigger flux of Anglicisms entered Albanian in Kosovan dialect after 1999, when direct contact between English and Albanian became possible. Another reason may be the lack of studies focusing on the Albanian language in Albania.

The word *kredencial*¹³ (English: credential) already exists in Albanian as an adjective. However, as a result of the impact of technology, and hence English, it has expanded its meaning to include “a piece of information that is sent from one computer to another to check that a user is who they claim to be or to allow someone to see information”, as defined by the *Cambridge Dictionary*. An example sentence from our corpus is: “*Ministria krijon mundësinë që aplikuesit, përmes kredencialeve të tyre dhe një qasje të sigurtë elektronike të qasen në platformën elektronike të regjistrimit të turizmit dhe të dorëzojnë formularin me të dhënat e kërkuara për përfshirje në regjistrin e turizmit*” (English: “Ministry creates the possibility that applicants, through their credentials and secure electronic access, may access the electronic platform of the tourism register and submit the form with the required data for inclusion in the tourism register”).

The word *i/e, të, së akredituar* (English: accredited) has gained a new meaning which has been added to the *Great Dictionary of the Albanian Language* (2026), alongside its existing meaning in earlier editions of the dictionary. Due to the influence of English, this word is also used in the sense of “officially approved as being of an accepted quality or standard”. An example from the corpus includes: “*...nxit, mbështet e promovon edukimin dhe formimin profesional të vazhdueshëm turistik, nëpërmjet institucioneve dhe programeve të akredituara*” (English: “...encourages, supports and promotes

¹³ DCAL: Credential letter dipl. official document presented to the president of a state by someone appointed as a diplomatic representative of another country near that state.

education and continuing professional tourism education, through accredited institutions and programs”).

The use of Anglicisms in Albanian within the domain of tourism, as evidenced by the tourism laws of Kosovo and Albania, has raised new research questions. These laws provide a professional tourism interpretation of terms originating in English. However, whether such terms have been clarified and interpreted with professional competence (according to tourism sciences), borrowed, and adapted to local contexts in Kosovo and Albania lies beyond the scope of this study, though we consider it a topic of general interest for future research.

6. Conclusions

The main focus of this paper was to examine the number of English lexical borrowings in the laws of Tourism of Kosovo and Albania. In particular, it aimed to reveal whether these borrowings are used to name new notions and fill lexical gaps in the Albanian language, or whether they replace existing Albanian equivalents.

The quantitative data gathered from tourism laws indicate a positive answer: borrowings did occur. As many as 98 of them were identified in the TL and the accompanying documentation from Kosovo and Albania.

With regard to semantics, most borrowings took place to fill lexical gaps with certain new words denoting new concepts, or carrying other connotative meanings. On the other hand, quite a number of words appear to have been transferred into Albanian unnecessarily as a result of insufficient grasp of both Albanian and English during the translation of the documents.

Furthermore, the analysis of the borrowings revealed that, alongside words whose meanings have remained the same, there are loanwords whose meanings are restricted to only specific contexts in Albanian, such as resort, recreation, navigation, navigate, and others. This confirms the third hypothesis stated at the outset of this study.

Having examined this sample of Anglicisms employed in the Albanian domain of tourism, specifically in the tourism laws of

Kosovo and Albania, we conclude that they have been incorporated into the Albanian language as well. The effect is particularly evident in terminology related to housing, accommodation units, medical services, and adventure tourism, where similar terms are used internationally across other languages.

Among the words examined, several were found to have expanded their existing meanings in Albanian under the influence of English. Examples include package, credentials, and accredited.

In addition, several fixed expressions borrowed from English were classified as calques. Examples include *lundrimi me kajak* (kayak sailing), *turizëm kongres* (congress tourism), *turizëm aventuror* (also *aventurier*) (adventure tourism), and *kura termale* (thermal cures), among others.

Finally, alongside loanwords that have been fully and partially adapted into the Albanian language, a portion still remain the same as in the original language, hence unchanged. Their journey of adaptation into the receiving language is still in its early stages. Given that they name new concepts for which no Albanian equivalents exist, they will eventually be incorporated into the Albanian language over time. Some examples include: trekking, ski touring, snow shoeing, biking tours, off roading, parasailing, etc.

All things considered, the need for further research in this area is reinforced by the role that English plays in today's world as the language of technological innovation, global politics and diplomacy, the economy, tourism, the Internet, sports, music, and more. As this influence reflects upon the Albanian language in the form a great variety of words that flow into our language almost on a daily basis, there is a need to study these words and decide whether their presence in Albanian is acceptable and justified, or whether the Albanian language needs to be protected from foreign influence.

Conflict of Interest Statement

The author declares no conflicts of interest to disclose related to this manuscript. If any conflicts arise in the future, the Author will promptly inform the journal.

AI Use Statement

The author confirms that artificial intelligence (AI) tools were not used in any aspects of this research.

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