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Motivation Patterns of the Names of Travel Agencies: The Case of German, Polish, and Ukrainian

Abstract

The article focuses on analyzing motivation patterns for naming in the travel industry in Germany, Poland, and Ukraine. The research is based on a cognitive approach to proper name semantics, namely on the frame theory. Several slots and subframes have been revealed that demonstrate productivity in naming travel agents, i.e., the *field of activity*, *place of activity*, *producer*, *recipient*, *axiological* and *symbolic* subframes, and the *frame of nature*. The most salient domain of motivators in all the three countries is the slot of the *field of activity*. The difference between naming patterns across countries consists in the preference for either local or international elements, e.g., the native vocabulary is more salient in Germany than in Poland or Ukraine. Outlining a company's specialization is also of greater importance for naming patterns in Germany. The *frame of nature*, i.e., geographical terms, the vocabulary of atmospheric phenomena, plants, and animals, is another significant source of commercial names in the tourism industry. Motivators from this frame are used to persuade clients to consider traveling. The *producer* slot is of minor importance in Ukraine and is more productive in Germany and Poland. The *recipient* slot serves as a tool for specifying the audience in all countries. The *axiological* and *symbolic* subframes play a more important role in Poland and Ukraine, which indicates the prevalence of persuasive strategies in business communication in these countries. The Polish naming relies more on creative techniques such as wordplay.

1. Introduction: A cognitive approach to proper names semantics

A new class of proper names for companies and their products emerged at the end of the 18th century as a response to the growing globalization and specialization of the economy. The names of companies identify unique objects, and therefore there are good reasons to assign them to the category of proper nouns. The linguistic status of the semantics of proper nouns has caused intense discussions in linguistics, with an array of different positions on the subject. Some scholars consider proper nouns to be predominantly meaningless units that serve the identifying function (Mill, 1882; Gardiner, 1954; Colman, 2008; Van Langendonck & Van de Velde, 2016; Coates, 2017). However, there are also other theories of nature of proper names meaning. For example, Nyström (2016) argues for the existence of presuppositional meaning in the semantics of propria (p. 47). On the other side of the debate, Jespersen (1924) supports the point of view that proper names connote the greatest number of attributes (Jespersen, 1924, p. 66). Obviously, the answer to the question of whether proper nouns have meaning on the linguistic level depends on the linguistic paradigm. They are definitely deprived of linguistic meaning within the structuralist approach to language. However, from the perspective of cognitive linguistics, meaning is encyclopedic by nature, and its analysis requires extralinguistic data. Sjöblom (2006) argues that "the cognitive approach justifies the semantic study of proper nouns also synchronically and not just from the standpoint of etymologizing" (p. 66). This essentially holistic approach provides a framework for the interpretation of proper names, motivation, and semantics based on the human experience. Motivation in this paper is understood as a connection or association that exists between the meaning of names, on the one hand, and the words they are derived from, on the other hand, due to the co-occurrence of their referents in real life or in the worldview of the name givers. Motivation can be interpreted from the perspective of frame semantics as described by both Minsky (1974) and Fillmore (1982), where frames are looked at as "a data structure for representing a stereotyped situation" (Minsky, 1974, p. 2) or "a motivating situation occurring against a background of knowledge and experience" (Fillmore, 1982, p. 112). The term *motivator* is used in this paper to signify a linguistic unit, either a word or a word combination, that was employed for the formation of a commercial name.

Techniques for forming commercial names have changed significantly over history. They were pure descriptive designations with transparent semantics at the very beginning of their formation as a class in the 19th century (Sjöblom, 2005, p. 269). Later on, commercial names evolved into symbolic and opaque lexical items with more complicated and opaque motivation patterns. In any case, components used for deriving commercial names still belong to the business frame, i.e., a stereotyped understanding of a typical situation of business interaction. This frame includes several slots that outline the structure of any business interaction, i.e., 1) *field of activity*, 2) *place of activity*, 3) *producer*, and 4) *recipient*. Moreover, there are two additional subframes that turned out to be important for the motivation of commercial names – the *axiological* subframe and the *symbolic* subframe. The *axiological* subframe encompasses a range of positive features considered to be desirable for companies and their products, for instance, consumers' preferences, competitive advantages, the quality level of products and services, etc. Motivators from the *symbolic* subframe elicit the nominator's personal beliefs and preferences, serving as a tool for self-presentation. Hence, the human factor in commercial naming is highly important as a name giver can rely on different strategies and preferences. Therefore, analysis of commercial name motivation can shed light on some trends in culture and society that are predominant in a particular period.

Major factors that determine typical patterns of commercial name formation include the global nature of modern business and pragmatic considerations, e.g., the importance of persuasive strategy in business communication. Consequently, linguistic research in the field of business name analysis requires a broader approach, where names are regarded not only as linguistic units per se but as signs with broad social and cultural connotations, on the one hand, and as tools of persuasive strategy in marketing, on the other. Although the English language and culture play a significant role in the formation of the business environment nowadays, at the same time, globalization led to a reinforcement of interaction between different cultures. Recent research has shown the importance of multicultural factors for business naming (Bergien, 2021; Cotigelli-Kurras, 2021; Sutton, 2021). Thus, brand name formation is not limited to English. Some industries demonstrate the employment of resources from other cultures that are prestigious in specific fields of the economy. For example, in Germany and France, proper names of food items that are considered Italian (like pizza and cheese) tend to use Italian words

for their designation (Heinemann, 2021). It means that name formation patterns may depend on consumers' preferences in the specific field. Gustafsson (2021) points out that naming strategies in various economic sectors reveal both similarities and differences due to the scope of persuasive functions that are important in the specific sector. Thus, the salience of linguistic units in motivation patterns of commercial names may differ across countries and branches of the economy. Besides being economical, there are also pure linguistic features of commercial names that make them efficient business tools. For instance, while analyzing drug names, Baranov (2021) found a number of structural linguistic features that proved to be important for the formation of a successful name that had a long lifespan. Thus, commercial naming analysis needs to consider both linguistic and extralinguistic data.

2. Data analysis and discussion

2.1. Scope of analysis

The aim of the article is to describe global and local features in the motivation of commercial names, e.g., to trace differences in the employment of motivators from the above-mentioned frames and slots. The names of travel agencies in Germany, Poland, and Ukraine are the object of the analysis. The research encompasses data from the following resources:

(1)   A list of travel agencies from München (Germany) on the website https://muenchen.de/service/branchenbuch/R/295.html as of April 2018 with a total number of 489 names.
(2)   A list of travel agencies from Kraków (Poland) on the website http://panoramafirm.pl as of April 2013 with a total number of 894 names.
(3)   A list of travel agencies from Kyiv (Ukraine) on the website https://kiev.moygorod.ua as of July 2018 with a total number of 200 names.

There is a discrepancy in the number of business names collected at the above-mentioned web business directories, with a significantly smaller number of companies from Kyiv, which most probably indicates a lower level of development of the tourism industry in Ukraine. Data sources were limited

to only one city in each country due to a sufficient number of travel agents operating in them to elicit the main naming patterns. Ukrainian names are presented either in the Ukrainian Cyrillic or in the Latin alphabet. The latter is employed when travel agencies choose it for their presentation in business references and in the media.

2.2. Analysis of motivation patterns of commercial names in the tourist industry across countries

It is important to take into consideration several features of the travel industry that can affect its naming patterns. First, it is a service industry; therefore, unlike manufactured goods, its products (trips) do not have a set of constant properties and can differ significantly. Consequently, imagination and individuality play a more important role in this industry. Second, traveling is global in nature by definition, so it makes sense to assume a bigger salience of global factors in the naming of travel agencies than in other industries. Third, contrary to many other branches of the economy, travel agencies not only compete but also cooperate with each other. Large agencies quite often encourage minor travel agents to resell their tours in order to reach out to as many clients as possible. Fourth, the creativity level in communication in this sector is higher since it aims at forming an imaginary paradise where people are meant to forget about their earthly problems. Fifth, non-verbal means of communication gain importance as it is easier to persuade people through pictures, which are open to multiple personal interpretations so that recipients believe their own ideas to be expressed in the non-verbal image. The dominant themes of the non-verbal component of self-presentations of travel agencies include pictures of the exquisite natural environment of popular tourist destinations, which constitute an important part of the persuasive strategy in this industry. That explains why the frame of *nature* is important for travel business naming. Components of this frame are incorporated in two slots of the business frame, namely the *field of activity* and *place of activity* slots. Certainly, a persuasive strategy is of importance not only for tourism, but also for many other industries as well (Gustafsson, 2021). However, beautiful images play a much more important role in the advertising of tours than in other segments of business communication.

2.3. *Field of activity* slot

Travel agency names predominantly have transparent motivations. It can be explained by the recipient factor, i.e., naming is focused on encouraging customers to contact a travel agency. Therefore, it makes sense to create such names that can be easily interpreted and deciphered so that clients have an idea of what the company does and sells. The *field of activity* slot appears to be a major source for the formation of commercial names in the tourism industry. The percentage of motivators from this slot in the countries under consideration is as follows: 86% in Germany, 85% in Poland, and 95% in Ukraine. A component from this slot is usually accompanied by elements from other slots. Thus, it is to be assumed that the description of products plays a crucial role in companies' presentation and in attracting the attention of potential consumers. It is worth mentioning that motivators from this slot, i.e., *journey, travel*, and *voyage*, have large metaphorical potential, as they constitute a source domain for conceptual metaphors like LOVE IS A JOURNEY, AN ARGUMENT IS A JOURNEY (Lakoff & Johnson, 2003). Thus, analysis of the semantics of the words with the meaning 'trip, voyage' requires taking into consideration their symbolic component, e.g., connotations of extraordinary things, exotic places, escape from routine, and adventures.

The most common motivator from this slot among German data appeared to be the noun of German origin, *Reise* 'trip' (225 cases, 46%): *Attika Reisen*, *Reisemarkt Dorfen*, and *Reisedienst Mooser München*. The main motivator of Polish origin with the same meaning is *podróż* (235 cases, 18%): *Podróże Życia*, *"Global" Biuro Podróży*. The Ukrainian motivator *подорож* 'trip' is seen only in six names (3%): *«Клуб подорожей»*, *«Час подорожувати»*. Thus, German commercial touristic onomastics depend more on local components compared to the situation in Poland and Ukraine. Presumably, the preference for international vocabulary over local reflects the name giver's aspiration to operate at the global level.

The international stem *tour* and its derivatives were commonly used in all three countries, with bigger salience in Poland and Ukraine.[1] There are

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[1] The noun *tour* is a borrowing from the French *tour* with the meaning 'rotation, turn, round trip' (Duden, 2010, p. 1047). It was imported into many European languages in the sense of pleasure trips, producing a number of derivatives such as tourist and tourism.

several motivators with this stem in German names, including *Touristik* (18 cases), *Tourismus* (2), and *Tour* (44 cases): *Touristik Union International*, *Asian Dreams Touristik*, *Bayern Tourismus Marketing*, *Saba tour*, and *Swingtours Golfreisen*. This motivator is also the most productive among the Ukrainian data, where it is seen both in the adopted Ukrainian form *tur* and in the original form *tour* (55 cases): *«Орлі тур»*, *«КиївРент Тур»*, *«Анна Світ Тур»*, *ICI Tour*. Analysis of the Polish data has shown *tour*'s popularity among travel agency names, although it is only the second most frequently borrowed motivator (92 cases): *Wildlife Tours*, *Alltours*, *Natura Tour*, *City Tours*, and *Kram Tur*. The most common loan word used in Polish names turned out to be the new English borrowing *travel* (153 cases): *Travel Center*, *Travel Service*, *Connect&Travel*. In German and Ukrainian data, this word constitutes the second most frequent foreign motivator in the names of travel agencies. There are 37 cases of German names with that motivator: *TUI Travel Star*, *Katla Travel*, *Abessinia travel & more*; and 37 Ukrainian designations: *«КиївЕкспоТревел»*, *«Вавілон-Тревел»*, *«Маестро Травел»*. Variability of the phonetic form of this noun in Ukrainian names emerges due to different ways of its adaptation to the phonetic system of the language. There are other English and French nouns used as motivators as well. For instance, the motivator *holiday* was used in ten names in Germany (*Holiday Land*, *Holiday Express*), in eleven names in Poland (*Sky Holidays*, *Sunny Holiday*), and in one name in Ukraine (*Luxury Holiday Tour*). The French noun *voyage* 'trip,' which was borrowed into English with this meaning (Skeat, 1882/1967, p. 596), was used in five Ukrainian names (*SkyVoyage*, *Dream Voyage*, *«Експресс-Вояж»*) and two Polish names (*Sky Voyage*, *Voyage*). The use of English and French words emphasizes that tourism is global in nature.

The international dimension of tourism also manifests itself in the formation of blended (hybrid) names, i.e., those derived from resources of different languages. Hybrid formations are seen in German and Polish data. Specific techniques employed in the creation of hybrid names may differ. Words, morphemes, or even word sequences from different languages are used to build the names of the companies. For instance, the name of the German company *It's Vacanza* contains both English and Italian components; *L'TUR*—a French article and a German root; *ReisenGo Reiseportal*—a German and English linguistic unit. The Polish name *Holideo* was built from an English root with an Italian inflection and the name Viaggi.Pl is an imitation of a domain name formed from an Italian root and an international abbreviation of Poland—pl/PL.

Presumably, hybrid formations depict the multicultural nature of modern societies that emerge from the fusion of different ethnic groups and ways of life. Thus, international elements constitute an important part of motivators from the *field of activity* slot. It could be interpreted as a manifestation of the global dimension of tourism, where English plays the role of *lingua franca*. The informative content of such names is very broad, vague, and general; therefore, their main function is to point out that a company operates in the tourism sector.

Some motivators from the *field of activity* slot show potential for representing an important feature of the company that distinguishes it from other agents. Outlining the specialization of the company in its name may prove to be a good naming strategy in a situation where the travel market is quite developed, and there are agents that operate in narrow niches. It is quite predictable that such motivators occur among commercial names in Germany, where the travel market is very competitive. They are less typical for agency names in Poland and scarce among the Ukrainian data. The research has revealed several spheres of specialization depicted in the motivation of the names of travel agencies, i.e., types of vehicles, target audience, and destination. For example, these names often contain motivators related to the idea of traveling by air. Thus, a plane is the most common vehicle promoted in the tourist field. Such motivators are seen in all three countries, with predominantly foreign resources in Poland and Ukraine: Germ. *Der Flugprofi*, *Aerolink Travel*, *Easy Ticket Reiseagentur*, *Flugbörse*; Pol. *Dana Air Travel*, *Air Tours Poland*; Ukr. *«Туравіа»*, *Fly Travel*. The salience of the above-mentioned motivator is to be attributed to the importance of air transportation in modern tourism. German names also contain designations for two other vehicles, e.g., buses (*Simperl Autobus und Reisebüro*, *Simon Riedl Omnibus Mietauto Reisebüro*) and trains (*Carlson Wagonlit Travel*). The existence of such motivators may indicate a higher level of specialization in the German travel industry, where companies look for their specific niches to attract customers. Commercial names with such motivators provide information that is relevant for recipients and help them to choose an agency that can meet their specific needs.

2.4. *Place of activity* slot

Nouns that designate places of action constitute the second most frequent source of motivators for tour operator names. The percentage of motivators with locative meaning is as follows: Germany had 78 items (16%), Poland had 142 items (16%), and Ukraine had 36 items (18%). Motivators from this group show a wide spectrum of semantics and functions. On the one hand, they specify the location of an agency; however, the precision of such localization may differ significantly. When a travel agency's name contains local toponyms, i.e., names of streets or city areas, its primary function is to provide information to a potential customer about the company's whereabouts in the city. That information is relevant and useful for clients since it enables them to find an agency that is located close to their homes or offices. That naming strategy is quite common among German commercial names: *Hauptbahnhof Nord Reisebüro, Reisebüro am Brunneck*, and *Reisestudio Bernau*. They are scarce in Ukrainian and Polish data: Pol. *Emaus*, Ukr. *Coral Travel Печерск, Coral Travel ТЦ Олімпійський*. Because of the variation in naming across countries, it is reasonable to conclude that the location of a travel agency within a city is less important for customers in Poland and Ukraine.

Names of cities can also inform potential clients about the location of an agency. However, there are several reasons why the names of cities are integrated into the names of travel agencies. First, similarly to the names of streets and neighborhoods, they serve as indicators of the real location of the company, although their informative power is lessened compared to the names of streets and neighborhoods since their point of reference is too vague. Second, they may manifest local patriotism and express adherence to the local identity. Company names of this motivation pattern are productive in Germany: *Karstadt Reisebüro, Reiselounge Anzing*, and *Reisemarkt Dorfen*. The purpose of using Polish city names in travel agency names in Poland appears to be different because their target audience is foreign tourists; hence, such names contain relevant information about possible travel destinations: *City Kraków, Travel To Cracow, Krakautour, Sącz-Tour*. Similar motivation can be found in Ukrainian travel agency names that contain a name of its capital Kyiv: *«КиївЕкспоТревел», «КиївРент Тур»*.

The research has revealed a group of motivators restricted to the Polish data, i.e., oronyms (names of mountains): *Jaworzyna Tour, Tatry, Turbacz*. The employment of such motivators shows that guided tours to the mountains are

quite popular in the Kraków region for both local and international tourists. Hence, these commercial names inform about the company's specialization, which is of high relevance for potential customers. This case of motivation displays the importance of extralinguistic data for motivation analysis, as it would not be possible to explain the rationale behind the above-mentioned names without knowledge about local tourism offers and potential.

Names of countries and respective adjectives used in the names of travel agencies serve as markers of national identity rather than tools of localization. Of course, locative semantics cannot be entirely excluded in this case. However, it is of transformed value compared to other toponyms since the use of the name of the country emphasizes a very broad nationwide scope of activity for the company. The research has revealed such elements in the names of travel agencies in all the three countries: Germ. *DER Deutsches Reisebüro, DERPART Reisebüro im Bahnhof, RSD Reise Service Deutschland, PRCo German*; Pol. *City Tour Polska, Tours Pol*; Ukr. *«УКРРТД-Сервіс», «Ольвіус Україна», «Країна Ю Ей», Y-Kraina*. Among Polish and Ukrainian commercial names, the popularity of the motivator *euro/European* is also seen in names of tourism companies: Pol. *Euro Tour, Euro-Travel*; Ukr. *«Європа-Групп».* Its semantics relies both on denoting a popular travel destination and on its axiological meaning, i.e., declaration of adherence to European values.

Last but not least, the group of locative motivators encompasses toponyms that come from other countries. They belong to several categories of place names, predominantly choronyms (names of big areas): Germ. *Abessinia travel & more, Cuba-Reisen, Mauritius4you*; Pol. *Bermuda, Italica, Itaka, Oriente*; Ukr. *«Франс Вояж», «Верано-Куба»*, or names of cities: Germ. *Pau Incoming*; Pol. *Dakar, Antavia, Malibu*; Ukr. *«Алден -Тур», «Майамі»*. Other toponymic classes are represented by a few examples, such as names of mountains Germ. *Pirin Reisebüro*, Pol. *Cerro Torre, Alpinada*; the name of a volcano in Iceland Germ. *Katla Travel*; names of islands Germ. *Saba tour*, Ukr. *«Мальдівес Лайф»*, *BoraBora*. The primary function of such names is to describe travel destinations rather than to localize the company. Consequently, the choice of toponyms from specific territories may indicate countries or areas that travelers from a specific country prefer to visit.

2.5. Frame of *nature*

The frame of *nature* plays an important part in the representation of travel agencies. Its motivators are quite common in touristic commercial names. There are several groups of motivators within this frame that turned out to be common in travel naming across all three countries, i.e., the vocabulary of geography, weather, atmospheric and natural phenomena, flora, and fauna. This class of motivators emphasizes those features of the environment of popular travel destinations that can appeal to potential clients. Moreover, there is a correspondence between such motivators and non-verbal images used on the websites of tour operators as well as in their logos.

Some geographic motivators have a very general meaning: 'world', 'globe', and 'planet'. The naming strategy, in this case, is focused on emphasizing a very broad scope of activity and, indirectly, on describing the business potential of the company, in particular the global dimension of its activities: Germ. *MR Weltweit*, *Travel Overland*; Pol. *Globus*, *Świat* 'world', *Niebieska Planeta* 'blue planet'; Ukr. *«Свит-Тур»* 'world tour', *Kartamira* 'map of the world', *«Планета земля»* 'planet Earth', *«Глобус»* 'globe'. On the other hand, there are motivators in this frame that denote specific objects, such as oceans, rivers, seas, and beaches. They describe potential travel destinations as advantageous from the point of view of prospective customers. In these cases, the persuasive strategy entails appealing to customers' emotions in order to elicit a desire to visit spectacular natural wonders. This naming strategy is seen in all three countries: Germ. *Holiday Land*, *Islands and more*, *Océano Reisen*; Pol. *Panorama*, *Lavista*, *Vistamar*; Ukr. *Deniz-tour* (from the Turkish noun *deniz* 'sea'), *Coral Travel*, *«Акватория»*. The semantics of names with motivators from this group can be even more complicated. For instance, the literal interpretation of the German name *Tauchreisen Weltweit und Meer* is based on the image of the ever-popular travel destination, the seaside. On the other hand, the noun Germ. *Meer* 'sea' is homonymous with the particle Germ. *mehr* 'more', which adds to the name new shades of connotations and associations, increasing the level of ambiguity of the underlying motivation.

Moreover, the stereotyped scenery of beach vacations is depicted in commercial names by using motivators from weather, atmospheric, and natural phenomenon vocabulary, such as words like 'sun', 'summer', and 'warmth': Germ. *Sonnenklar* 'sun clear', *Suntravel Reisebüro*, *Reisebüro Südwind* 'south wind'; Pol. *Dotyk Słońca* 'touch of the Sun', *El Sol* (from Spanish *sol* 'sun'), *Sun*

Travel, W Stronę Słońca 'toward the Sun', *Summer Tour*; Ukr. *«Спека»* 'heat', *Abask Tur, Sunny Days*. The span of this group reflects the popularity of beach vacations in all three countries. There are very few examples of other motivators from this group: Germ. *Sky Travel Agent, Atlantik Luft-Reisebüro* 'Atlantic air'; Ukr. *Vilni vitry* 'free winds'.

Designations of plants and animals used in the names of travel agencies may represent exotic territories, which are popular among travelers because of their potential for recreation: Germ. *Lotus Travel Service, Palma-Reisen Reisebüro, Reisebüro Albatros*; Pol. *Platanum Travel, Passionfruit, Zebra*; Ukr. *«Дельфин-тур»* 'dolphin tour'. Along with the non-verbal component of the presentations of travel agencies on their websites and in advertisements, they reconstruct a picture of paradise. However, the names of exotic plants and animals are not the only ones used in business naming. For instance, the motivator *Schmetterling* (Germ. 'butterfly') turned out to be quite common in Germany: *Schmetterling Checkpoint Reisen* and *Schmetterling FS-Reisen*. Of course, the habitat of that insect is not limited to the tropics. Thus, the grounds for choosing this motivator are different, with an emphasis on the aesthetic value of that colorful insect. The Polish name for the travel agency *Gacek* 'bat' serves as a tool for describing its specializations, i.e., tours to this animal's habitat: Jaskinia Wierzchowska ('Wierzchowska Cave'). An image of that mammal is placed on the company's website, so in this case, there is coherence in the use of verbal and non-verbal tools of the company's self-presentation.

2.6. *Producer* slot

Motivators from the *producer* slot serve as tools of self-presentation for entrepreneurs. They embrace three different categories of linguistic units, i.e., personal names, *nomina agentis* (profession descriptions), and nouns with axiological meaning. The last two patterns of motivation are seen only among Polish and Ukrainian data: Pol. *Guide-Service, Crazy Guides, Profguide, Travel Partner, Guides de Cracovie*; Ukr. *TripPlanner, «Турагент», «МАЕСТРО ТРАВЕЛ», «Партнер-Тревел»*. However, the research has not revealed such models of travel agency name formation in Germany. In the case of *nomina agentis*, motivators also refer to the field of activity in an indirect way. Words with axiological meaning describe a producer as a skilled professional; such names present the company in a positive way to potential clients.

Anthroponyms are quite common in the names of travel agencies in Germany and Poland. Entrepreneurs are identified either through the use of their full names: Germ. *Acentesi Seyahat, Baader Hermine*; Pol. *Bartłomiej Janusz Usługi Przewodnickie, Kapuśniak Paulina Biuro Podróży*; or solely their last names: Germ. *ADAC Vertretung Garfing, Bershadska Reisen Reisen*; Pol. *Grzybowski, Scheffner Tourist*. However, personal names occur less frequently in the Ukrainian data, with very few examples of that model: *«Єременко і партнери», Джеджула&Co, Bytsko*. This difference might have been caused by socioeconomic circumstances in Ukraine in the 20th century when private property had been forbidden for more than 70 years, which resulted in a change of attitude toward business and personal responsibility of entrepreneurs.

Analysis has revealed that creative naming is more common in Poland, where personal names are used in a transformed form in order to increase the number of possible interpretations. Wordplay techniques include syllable abbreviation, when a new meaning emerges from a combination of syllables from personal names, e.g., *Wist* from ***Wi**esław **St**awowski*, *Japi Artus Bis* from ***Ja**cek Michalik*, ***Pi**otr Jastrzębski*, or translation of the name, as is the case in the name of the company *Herr Vogel*, owned by *Jacek **Ptak*** (the appellative *ptak* in Polish means 'bird', so the component *Vogel* in the agency's name constitutes its direct translation into German). There are also other slight transformations of names that serve different purposes. For example, the form of the name *Ernesto Travel* (from *Mirosław Ernest*) with a typical Italian inflection –*o* alludes to a possible Italian origin for the owner and his business, *Mikołaj* (from *Halina Mikołajczyk*), evokes associations with St. Nicholas. The name *Fortuna Travel* contains the last name of its owner, *Jacek Fortuna*. This name revives the motivation of the anthroponym 'good luck', which emphasizes that a potential client can benefit from buying a tour from this producer.

In several cases, anthroponyms do not identify the owners of businesses. The use of predominantly female personal names as companies' designation is meant to build a rapport with potential clients since anthroponyms serve as tools for addressing people in daily communication: Germ. *Angela's Reise-Schatulle, Albrecht Golf Travel, Ariana Travel*; Pol. *Edi Tour, Mada-Guide, Danieels, Gosia Tour*; Ukr. *«Яна», «Вікторія», Yana, Viktorija, LEONtur*. Most probably, such employment of personal names aims at bringing communication to a more intimate level.

2.7. *Recipient* slot

The *recipient* slot encompasses motivators that belong to three main groups: 1) nouns with the meaning 'traveler'; 2) specific target audience descriptions; 3) pronouns. The first two categories belong to the *field of activity* slot as well. In reality, it is often impossible to make a clear distinction between slots as they are intermingled, and the frame is perceived in a holistic way as a *Gestalt*. Motivators with the general semantics 'traveler' are seen among German and Polish travel company names: Germ. *Online Traveller, Traveller Sport und Reisen*; Pol. *Traveller, Turysta, Tourist, Wędrownik, Wędrowiec, Wagabunda, Nomad*. Names describe several groups of the target audience, i.e., family trips (*Family Travel Group, Family Cup*) or trips for students, the last category being especially productive among German names (Germ. *Feisinger Klassenfahrten, Global Education Tumulka, Studiosus Reisen München*; Pol. *Inter-Student, Study Tours Bogumiła Kowalik*).

Pronouns denote any potential client since their point of reference emerges only in a specific speech act. The use of pronouns in business names can have a strong influence on consumers because it implies a close relationship between the company and potential customer. According to my data, that resource is used only in Polish and Ukrainian naming: Pol. *Twoje Wakacje, For You Tour*; Ukr. *«Свій каприз», «Всім туристам»*. The use of recipients' status descriptions is also limited to Polish and Ukrainian data: Pol. *Viptour*; Ukr. *«Аристократъ», VipTur*. That motivation pattern shows that more explicit persuasive strategies prevail in business communication in Poland and Ukraine compared to Germany.

2.8. *Axiological* subframe

Motivators with an *axiological* meaning are quite salient among travel agency names in Ukraine (47 cases, 23%), whereas their number decreases in Poland (92 cases, 11%), and it drops even more in Germany (35 cases, 7%). This difference may reflect a higher level of competitiveness in Germany, where the best naming strategy relies on highlighting those features of the company that distinguishes it from other ones, e.g., a specialization description. On the other hand, words with axiological meaning can be applied to any object since they represent evaluation and attitude and, in most cases, are

not specific enough to differentiate one company from another. The analysis of axiological motivation is based on the framework suggested by Arutyunova (1999). There are several groups of axiological motivators that proved to be productive for the names of travel agencies. First of all, these are words, both native and borrowed, with general evaluative meaning, e.g., Germ. *Feine Reisen*, *Good Times Travel*, *NettReisen*, *First Reisebüro*; Pol. *Wonderful Cracow*, *Best4you*; Ukr. *«Велтур»* (from Eng. *well*), *«Бонита Тур»* (from Span. *bonita* 'nice'), *«Гранд Тур»* (from both English *grand* and French *grande* 'excellent'). Moreover, descriptive nouns and adjectives can develop axiological connotations. That semantic shift happens in words that denote people or things that are considered to be of great value and significance, e.g., Germ. *Königer Reisen*, *Princess Cruises*, *Expert-Concept*; Pol. *Prestige Holidays & Tours*, *Expert Hotels*, *Golden Compass*; Ukr. *«Маестро травел»*. Motivators from both of the above-mentioned groups imply that a company ensures the highest level of quality in its products. However, such names are not specific enough because such names do not provide extra information to a potential customer how an agency differs from other ones.

Other axiological motivators are more informative as they emphasize those features of trips that are considered desirable. In the case of the use of motivators with utilitarian axiological meaning, they highlight several groups of companies' advantages, for instance, 1) speed (Germ. *Fast Tours*; Ukr. *«Експрес-вояж»*); 2) an active holiday (Germ. *MKN-Aktiv-Reisen*; Ukr. *Energy-Tour*); 3) scope of activity (Germ. *Global Destinations Reisevertriebs*, *Grenzenlos Reisen*; Pol. *Unlimited Travel Centre*); and 4) comfort (Pol. *Fort Comfort Tours*). Motivators with teleological axiological meaning describe future positive gains from traveling, i.e., Pol. *Relax-Forever*; Ukr. *Uspih-Tur* ('success'), *Fortuna*. Hedonistic motivators describe positive emotions and experiences that travelers will get: Germ. *Reisen zum Geniessen* (from Germ. geniessen 'enjoy'), *Ars Vivendi Sandreisen* (from Latin 'art of living'); Pol. *Fun Time*, *Like Tours*; Ukr. *«ФанТревел»*, *«Фан-тур»*. The aspect of imagination in relation to travel is emphasized by the use of motivators that belong to the group of intellectual evaluation: Germ. *Derpart Traumreisen* ('dream trip'); Pol. *Marzenie-Bus* ('dream bus'), *Fabryka Marzeń* ('factory of dreams'); Ukr. *«Ідеальний світ»* ('ideal world'), *Dream Voyage*. This group of motivators corresponds to the nonverbal resources used on websites, i.e., pictures of tropical islands with unbelievably beautiful scenery.

2.9. *Symbolic* subframe

Motivators from the *symbolic* subframe depict the interests, beliefs, and preferences of a name-giver in different areas. They belong to several semantic groups that are productive among business names. First, there are several examples of names from myths, the content of which includes traveling. For example, the name of the German travel agency *Ikaros* is based on the myth that expresses the idea of high aspirations and flying, both of which are relevant to travel. Similar semantics is a part of the myth of Fenix (Ukr. *«Фенікс тревел групп»*). The motivation for the names of Polish travel agencies *Olimp* and *Arkadia* is based on ideal landscapes and life depicted in Greek mythology. The Ukrainian names *Kon-Tiki*, *«Каліпсо»*, *«Трайдент»* are also based on respective myths related to travel. Names of famous travelers, fictional characters, and artifacts form an important source of motivation in Poland and Ukraine: Pol. *Magellan, Nautilus, Nautica Safari*; Ukr. *«Кортес Тур»*, *«Колумб Плюс»*, *«Робінзон»*. The motivation for the name of the travel agency, *Herodot*, is based on the content of the book of the famous historian, who describes numerous trips. The motivation for the name *Vinci Travel* reflects the personal attitude of the company's founders toward Leonardo da Vinci.

Polish and Ukrainian data contain examples of names built from verbal forms, predominantly the second-person imperative. Both native and loan words are used in this model: Pol. *Enjoy Travel, Jedziemy na Wakacje* ('we are going on vacation'), *Come to Poland*, GoHolidays.pl; Ukr. *«Улетай»* ('fly away'), *Have Rest, Make-Travel*. In fact, such names reconstruct a speech act because they contain verbs, which have a predicative function and can model a dialogue, with the implication that both communicators are present at the moment of speech. This pattern of naming attaches more dynamism to name semantics and increases its persuasive power.

The wordplay strategy is salient among Polish names, with a wide range of specific techniques used. It is quite common to see names created with numeric elements. According to their sound value, numbers are reinterpreted as their homophones: Pol. *go2cracow, Krak4fun, Passion4travel, Best4you*. Elements of other sign systems have also been used for different purposes. In the name *Online Tr@Vel*, the icon that marks an email address is employed instead of the letter *a*, the basis for the replacement being their graphical resemblance. The numeric component in the name *K2* shows that the company is owned by two people: *Piotr Konopka* and *Elżbieta Konopka*. The abbreviation is also the

name of the second-highest mountain in the world. There are also examples of morphological reinterpretation of the stem (*Ha-Ski, E-Xperience*) and allusion (*Marco Der Pole*—one of the owners is *Marek Frysztacki*). The main purpose of wordplay techniques in business naming is to raise awareness of the company due to its original name, which is easier to memorize. They reflect an orientation toward the creative use of language that constitutes a distinctive feature of modern communication, where it is crucial to find an unusual form that can attract attention to the message. It is to be assumed that they are very popular in Poland because there are many small companies and individuals running their own businesses compared to other countries. They need this instrument to look different in that highly competitive environment.

3. Conclusions

The research has shown that the naming of travel agencies is based on the respective frame of business activity. It embraces several slots and reflects a stereotyped understanding of how travel agencies operate and what they offer. The analysis has revealed the main source domains for travel agency formation that are presented in Table 1.

Table 1. Main sources of the names of travel agencies

Main sources of the formation of the names of travel agencies	Germany (in %)	Poland (in %)	Ukraine (in %)
Field of activity	86	85	95
Place of activity	16	16	18
Names of owners	29	48	1.5
Axiological motivation	7	11	23

Source: own work.

The analysis of motivators in different slots has revealed the manner in which name givers position themselves, what they consider to be relevant for

the presentation of a company, as well as how they see target groups' needs and expectations regarding traveling. Naming strategies in all three countries share common features. Predictably, the most common motivator of travel agency names is the *field of activity*, i.e., trips to different destinations. However, the way in which that information is presented differs. The local linguistic component is more visible in Germany than in Poland and Ukraine. Companies in the last two countries tend to use more loan words in their names. The specialization of the company proved to be an important motivator as well, although it is more salient in Germany.

The *locative* slot is the second most important motivator in all three countries. Nevertheless, the function of this element can vary. Location of an agency within a city proved to be of greater importance for Germany, whereas it plays only a minor role in Poland and Ukraine. Foreign toponyms are employed in agency names as tools that describe possible travel destinations. The *producer* slot is mostly represented by anthroponyms in German and Polish travel agency names, while it is less salient in Ukraine. The *recipient* slot is of minor importance in all three countries.

The *axiological* subframe plays an important role in naming in Poland and especially in Ukraine, where it forms part of a persuasive strategy in business communication. Other tools of the persuasive strategy include wordplay techniques that are quite popular in Poland. The higher level of creativity in Poland is to be attributed to the predominance of small businesses that try to attract customers' attention through creative naming. Cross-cultural diversity of naming is related to the existence of local differences in ways of doing business and the preferences of both companies and customers.

Abbreviations

Germ. – German
Pol. – Polish
Ukr. – Ukrainian

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