Maria Vrachionidou (Athens)

DIALECTAL BRAND NAMES IN GREEK ACCOMMODATION AND CATERING FACILITIES

The brand naming of touristic (accommodation, catering and other) facilities, both theoretically and applicably, constitutes the exact point where onomastics intersects with marketing and tourism. According to the marketing requirements, naming of touristic companies ought to follow solid criteria and techniques in order to generate successful and profitable results; in addition, most of these names fall into specific and finite semantic categories, each one focusing on different selection criteria as well as developing different locality elements.
The present article studies whether and to what extent the use of dialectal or local language forms is apparent in naming Greek accommodation or catering facilities – which are understood not only as commercial units but mainly as parts of the area and the landscape they belong. Specifically, it examines all the names of accommodation (A) and catering (C) facilities that are listed in the Yellow Pages of Greece, https://www.xo.gr, (and adding examples from other web pages too) from three Greek prefectures with different touristic profiles. Determining factors of these different profiles are: a) if the prefecture in question shows high, middle or low tourism rates, b) if it includes seaside, mountain or combined destinations, c) if its visitors are mainly Greeks or foreigners. The paper aims to look into whether these or other factors affect the selection or rejection of names incorporated in specific language, a local culture symbolic or cultural capital, and how they affect their compliance with marketing requirements.

Key words
dialectal brand names; Greek dialects; accommodation and catering facilities naming; onomastics and tourism; applied onomastics

1. Introduction

Brand naming of business units, especially touristic ones, both in theory and practice, have recently been the main concern of advertisers, rather than academics or theoretical scientists.[1] However, this outcome is the most characteristic example of onomastics – a sector of linguistics – having an impact on marketing and tourism. According to a study on the interaction of linguistic and business factors (González-del Rio et. al., 2011, pp. 181–183), a successful brand naming procedure concentrates on linguistic features, such as nice sound and articulation (phonetics),

[1] A similar fact is mentioned in an article relating especially to restaurant-naming in Jordan: "There are many studies on restaurant names in the linguistic landscape, but they are not mainly examined from the perspective of onomastics" (Alomoush, 2023, p. 10).

 https://doi.org/10.58756/a2664911

brevity, simplicity (morphology) and positive connotations (semantics). Linguistics can, therefore crucially contribute to the creation and design of a brand name (see Pinillos et al., 2016, p. 752). In any case, tourism and onomastics are interlocked in various ways: for example, onomastics may participate in branding touristic or other products (e.g. food products[2]); furthermore the names of some places, may not only be closely related to touristic sights but may even be more important than the sights themselves, as they can produce commercial products and thus, in a way, become "consumed".[3]

Focusing now on brand names of touristic facilities, whether they refer to accommodation or catering ones, it appears that most of them can be classified into specific (finite) semantic categories; each emphasizes different selection criteria and utilizes different elements of symbolic local assets. In fact, naming of such units has long ago stopped being a simple and spontaneous matter; on the contrary, now it must follow specific criteria and techniques in order to be successful and profitable in terms of tourism. After all, this practice is strongly emphasized by various publications and websites,[4] which give advice and at the same time advertise services of companies aiming to "help" owners and entrepreneurs choose the "right" brand name for their touristic business and their buildings.

Greece is a highly touristic destination, so the names of accommodation and catering facilities targeting on tourists all over the country number several hundreds of thousands. A small sample survey of these names has been indicatively analyzed for the purposes of this article which, though, as I will explain below, can lead us to draw safe results about their use in the whole country. Do these names follow the requirements of marketing or do they instead show signs of resistance towards

---

2 Wiyana – Bendesa – Tomahuw (2021, p. 69, 70) in their paper about the traditional Javanese dish *soto* stress too that branding strategies are integrated to develop culinary business, as well as to name this special food product.

3 See also Light (2014, p.141): "Place names may be sights in their own right or 'markers' of a sight and, in some cases, the marker may be more significant than the sight to which it refers. The appropriation of place names through tourism also includes the production and consumption of a broad range of souvenirs based on reproductions or replicas of the material signage that denotes place names."

4 For example, one can find hundreds of web pages under such kind of titles: "How to come up with a brand name: the ultimate guide" How to come up with a brand name: The ultimate guide (wix.com), "The secret to a perfect brand name" The secret to a perfect brand name (economist.com), "Namestorming: how to choose a brand name in 20 minutes or less" How to Choose a Brand Name for Your Business (In 20 Minutes) (foundr.com), "Your Guide to choosing the perfect brand name" Your Guide to Choosing the Perfect Brand Name – Qualtrics, "100+ hotel name ideas for your business" 100+ hotel name ideas for your business (wix.com), "How to Come up With Hotel Name Ideas in 7 Steps" Hotel Name Ideas: 7 Must-Know Steps to Follow | Cvent Blog, "How to name a restaurant: 10 tips to make the task easier" How to name a restaurant: 10 tips to make the task easier (opentable.com) and many others alike (in Greece too).

them? Which role do local language and culture play in naming? More importantly, what kind – if any – of dialectal names are used for branding accommodation and catering facilities and how does the dialectal parameter affect to list these names among toponyms? Before proceeding with the list and study of my examples, I would first like to refer to the theoretical background associating onomastics, tourism and identity.

2. Theoretical Framework: Tourism naming and Identity

In the recently published book *Naming, Identity and Tourism Naming* (2020) the onomastician Luisa Caiazzo and her colleagues emphasized the important role of selected names in the perception, promotion and dissemination of specific tourist attractions and (imaginary or real) places and landscapes; as the tourism affects the multi-layered process of identity construction, the repetition of specific toponyms as well as the naming of touristic facilities are in turn locations on a canvas formed by economic interests, political agendas and cultural traditions in order to construct the "tourist map" of meaning. "In this respect", the authors of the mentioned book explain, "the politics of names is about naming as the allocation of meaning resulting from the manipulative use of names for ideological purposes. This is also true of the world of tourism where names may play a strategic role in branding places and traditions in virtue of their ability to suggest distinction, originality, or authenticity. In other words, a name can become a tool to (re)create tourist attractions and (re)shape the identity of places, communities and their heritage." (Caiazzo et al., 2020, p. 1) Accordingly, we are surely dealing with names (whether we are talking about names of accommodation/catering facilities or place names) that take part in a narrative process which tries to suggest direct associations and evaluations for each specific tourist place. One can also bear in mind the space perceptions by its users as well as Lefèvre's (1991[2], p. 33, 39, 294) space trichotomy in a) **perceived space** (i.e. the real, physical space), b) **representations of space** (i.e. the space of dominant representations) and c) **the representational spaces** (i.e. the space as its inhabitants experience it).

I would hereby like to make two observations: 1. Everything mentioned in the above paraphrase about toponyms is equally applicable to the names of accommodation and catering facilities. In fact, these names can be understood not only as chrematonyms, but also as toponyms, because these facilities also belong to certain buildings, their parts or entire areas, which are embedded in the landscape and serve for orientation in space. Besides, it is a common practice for some toponyms, especially in touristic areas, not only to name but also to be named after a hotel or a restaurant in that area and to maintain the name, even when this hotel or restaurant does not exist anymore. It is also usual for bus or train stops to be named after such buildings that used to be there. Moreover, when an accommodation or

catering facility name is motivated by a local or dialectal place name, it is difficult to distinguish if the user of this name refers to the primary (local place name) or the secondary (name of the accommodation/catering facility); the secondary henceforth functions as a place name too, which enhances and revives the primary one. 2. Visitors or tourists can also be considered "users of the space". In this case, of course, they are temporary users, who neither develop any strong bonds with the place, nor do they know or understand it. During their visit, they nevertheless have a temporary experience, which reinforces, subverts or differentiates any prior expectations that were cultivated in their imagination through mythologies and ideologies imposed to them by naming as well (see Sergis, 2016, pp. 53–54).

Regarding the criteria for choosing a successful brand name for a (touristic) business, like an accommodation or catering facility, as described on web sites or in various marketing manuals, certain characteristics are persistently displayed, as one would notice. It is argued that selective naming helps with bookings, so the chosen brand name must have a recognizable identity. In particular, such a name is required to have one or more elements that differentiate it from other competitive businesses names and imprint it in the potential customer's mind. It must therefore not be boring or indifferent but original, sonorous and short; it must also be easily remembered, evoke associations and emotions and yet, at the same time, be timeless. Moreover, it should be easily readable in its Latin transliteration (its form is assumed to be in Latin, since it appeals to international target groups): hence, some combinations of Greek vowels or Greek consonants and semivowels which are difficult to transcribe or (unclear how) to pronounce in Latin transliteration are considered bad choices; on the contrary, words with vowel and consonant succession are considered safe choices. From a semantic point of view, the name must be in line with the company's taste and reflect a particular characteristic of it, e.g. (in relation to accommodation) to denote a particular plant or tree in the area or a particular site, an historical object or building, a special feature such as a scenic view, or serenity, etc. Speaking about (not necessarily touristic) business names in general, as based on semantic criteria one distinguishes the following categories of names: 1. descriptive (those that reveal the kind of a particular business, e.g. "... *hotel*", 2. allegorical (those based on intellectual parallelisms, aiming to 'impress', e.g. *Amazon*), 3. invented (usually puns or non-existent names), 4. verbal (phrases, compound words, anagrams, combinations of languages e.g. *Allou Fun Park* /*allou* is a Greek word meaning 'elsewhere'/, 5. geographical (those containing place names, e.g. *New York Times*), 6. founder's/owner's names (e.g. *McDonald's*).[5]

[5] See e.g. websites [in Greek] titled "How to find a brand name for my business?" https://inyourcity.gr/pos-na-vro-brand-name/, "Brand names: the absolute guide for memorable brand names" https://developgreece.com/brand-names/, etc.

Do in fact the brand names of Greek accommodation and catering facilities follow this advice? In which categories can they be classified? Furthermore, no special attention is drawn to dialectal names in the above directives. Do they exist, though, and if they do, what can this mean for the country and its inhabitants?

At this point, I would like first to specify what would be considered as a dialectal name. Dialectal varieties are local variations of a language, which differ from the official form of the standard language (meaning the one used in state and education of a country). A dialectal name is a common word/phrase or a proper name (place name, personal name etc.) with different semantic or/and phonetic form from its standard language equivalent. In Greece, as in many other countries, dialectal varieties have since many decades been shrunk and discarded, so the choice of a dialectal name for branding is always done on purpose, as it will be shown below. Many other brand names could refer to locality without being dialectal, e.g. brand names inspired by an important historical or archaeological site in the region where the accommodation or catering facility is located.

3. Tourism in Greece

As it is well known, Greece is a very popular tourist destination for visitors from all over the world. Tourism represents the so-called "heavy industry" of the country, as it accounts for 13% of the GDP (Gross Domestic Product), a percentage however which could be much higher, reaching 30% of the GDP, if all the direct and indirect tourism activities would be taken into account. Just in 2023, according to Hellenic Statistics Authority, 32,7 million tourists visited Greece, while the country's population amounts to just 10 million. The phenomenon of overtourism,[6] which has gradually become a challenge not only for Greece but for other touristic countries as well, has recently been sharply criticized by a part of citizens and observers, due to the problems caused to hosting societies. Meanwhile others, such as supporters of tourism "development" find it to be a good and promising situation. In any case, since the 1950s Greeks have become familiar with tourists and many of them got involved in tourism business. English is a very popular language and the most common foreign language used in communication with tourists; in addition the majority of street signs, menus, lists or guides are written both in Greek and English (sometimes in other languages too). The Latin alphabet is common in all types of trademarks and brand names anyhow, not just the ones concerning tourism.

[6] See also Hellenic Statistical Authority (April 2024): *Evolution of turnover of enterprises in accommodation and food service activities* (Graph 1).

Nevertheless, not all of Greece is touristic, after all, nor all its territories have the same touristic profile. Greece is divided into 54 prefectures, spread in 13 regions.[7] There are places like the Aegean (Myconos, Santorini, Rhodes, Crete, etc.) or Ionian (Corfu, Zakynthos, etc.) islands, the capital city of Athens or some places of great archaeological and historic value (Delphoi, Ancient Olympia, Epidaurus, etc.) that are most visited, while others, especially some mountainous regions of mainland, are not. Therefore, I took this fact into account when collecting my data and tried to provide a selection of brand names, representative of touristic accommodation and catering facilities for Greece as a whole, not only for its highly touristic parts.

4. Data collection and methodology

There are two categories of the collected data: a) names of accommodation facilities (all kinds of accommodation: hotels, villas, rental rooms, etc.), b) names of catering facilities (just restaurants and taverns, bars or cafes excluded). My data, as mentioned above, are mainly derived from the Yellow Pages of Greece (https://www.xo.gr). I chose this web page because, unlike similar websites (e.g. Booking.com – www.booking.com), it includes a much smaller number of entries even though it is popular, which makes their editing manageable.[8] In any case, the number of registered accommodation and catering facilities varies a lot according to the source: So, as far as the whole country of Greece is concerned, 21,085 accommodation facilities and 17,559 restaurants and taverns[9] are registered in the Yellow Pages of Greece (see Table 1), while at the website Booking.com there are 102,374 unit entries for accommodation, while the Hellenic Statistical Authority (April 2024) refers to 107,185 both accommodation and catering facilities.[10] Nevertheless, in all search engines and registrations the number of entries ratio by prefecture is maintained the same, as well as the number of entries by each category. So, despite this big variation of numbers, the analysis sample is believed to be representative, in terms of quantitative proportions.

In terms of qualitative proportions the data are gleaned from 3 Greek prefectures which are chosen as typical representative samples, since they incorporate different touristic profiles that are constructed by the following factors: a) whether they have a high, middle or low touristic flow, b) whether they include seaside, mountains or both destinations, c) whether they mostly attract Greek or foreign visitors.

[7] Although officially this division has since 2011 slightly changed, it is still the one widely used.
[8] Moreover, in other websites like Booking.com dates of check-in and check-out are needed, according to which the results differ a lot, so they are not reliable.
[9] Cf. key words Καταλύματα or Εστιατόρια Και Ταβέρνες on Greek Yellow Pages.
[10] See the Table on pages 2–3 in: Hellenic Statistical Authority (April 2024): Evolution of turnover of enterprises in accommodation and food service activities.

Thus, the prefecture first chosen, Evrytania, has a mountainous mainland, which is not very touristic, attracting mainly Greek visitors; the second one, Lasithi, is the smallest of four highly touristic prefectures in Crete, having a lot of foreign tourists; and the third, Arcadia, is a middle flow touristic area, with both Greek and foreign visitors combining mountain and seaside destinations. In total, 804 names were collected after deleting double-entries, which namely are: 507 names of accommodation facilities (93 from Evrytania, 207 from Lasithi, and 207 from Arcadia), and 297 names referring to restaurants and taverns (29 from Evrytania, 138 from Lasithi, and 130 from Arcadia). The focus was put on the dialectal ones, which are not a big part of the total number (see section 5). Some examples from dialectal names are presented by other online sources too, like Booking.com and Exploring Greece (https://www.exploring-greece.gr). There are of course some restrictions of information one can get by such touristic web engines, i.e. they rarely give information about the meaning or reasons for the specific naming of the facility, or about the time of its first operation, still the names are 'eloquent' and meaningful.

Table 1: Number of accommodation, catering facilities, and population distribution per prefecture in Greece (sources: Yellow Pages of Greece and Wikipedia). The grey coloured cells indicate areas where catering touristic facilities are more frequent than the accommodation ones.

Regions		Prefecture	Number of accommodation facilities	Number of catering facilities (Restaurants & taverns)	Population
THRACE AND EAST MACEDONIA	1	Evros	119	144	147,947
	2	Rodopi	28	71	112,039
	3	Xanthi	35	87	111,222
	4	Kavala	635	261	124,917
	5	Drama	33	85	98,287
CENTRAL MACEDONIA	6	Serres	53	122	176,430
	7	Kilkis	23	56	80,419
	8	Thessaloniki	332	919	1,110,183
	9	Halkidiki	1111	337	105,908
	10	Pella	149	137	139,680
	11	Imathia	52	118	140,611
	12	Pieria	614	201	126,698
WEST MACEDONIA	13	Florina	46	74	54,768
	14	Kastoria	60	51	50,322
	15	Kozani	30	93	170,196
	16	Grevena	45	30	37,947

EPIRUS	17	Ioannina	311	220	167,901
	18	Arta	33	48	67,877
	19	Preveza	386	144	57,491
	20	Thesprotia	187	85	43,587
THESSALIA	21	Karditsa	73	116	113,544
	22	Trikala	189	177	131,085
	23	Larisa	125	231	284,325
	24	Magnesia	960	457	208,500
WEST GREECE	25	Aitoloakarnania	136	204	210,802
	26	Achaia	199	368	309,694
	27	Ileia	153	176	159,300
STEREA ELLADA	28	**Evrytania**	**87**	**36**	**20,081**
	29	Fokida	127	102	40,343
	30	Fthiotida	140	189	158,231
	31	Voiotia	82	148	120,432
	32	Euboea	586	395	210,815
ATTICA	33	Athens	1301	4405	2,664,776
	34	East Attica			403,918
	35	West Attica			151,612
	36	Peiraus	66	375	541,504
PELOPONNESE	37	Messinia	466	415	159,954
	38	Lakonia	347	243	89,138
	39	**Arcadia**	**238**	**175**	**86,685**
	40	Argolida	295	235	97,044
	41	Corinthia	184	302	145,082
IONIAN ISLANDS	42	Corfu	776	525	104,371
	43	Cephalonia	465	203	41,365
	44	Lefkada	480	168	23,693
	45	Zacynthos	539	253	39,015
NORTH AEGEAN ISLANDS	46	Lesvos	330	193	86,436
	47	Chios	133	115	52,674
	48	Samos	287	198	43,595
SOUTH AEGEAN ISLANDS	49	Cyclades	3579	1330	112,615
	50	Dodecanese	1301	1037	190,071
CRETE	51	Chania	988	520	156,585
	52	Rethymno	501	266	85,160
	53	Herakleio	674	509	304,270
	54	**Lasithi**	**330**	**250**	**76,319**
TOTAL			**21,085**	**17,559**	**10,747,464**

5. Some general remarks

A first general remark on the brand names selected for this article is that, although in most of them there is an indication in English (possibly mandatory) that describes what kind of service is provided (e.g. hotel, boutique hotel, suites, apartments, rooms, restaurant, tavern, etc.), Greek names written in Greek (G), e.g. *Ακρογιάλι*, *Αηδόνι* or a combination of a Greek name with an English extension (G), e.g. *Κέδρος village* (combined they sum up for almost 57%), as well as Greek names written in Latin alphabet (G-L) which of course are incomprehensible to foreigners, e.g. *Akrotiri* ('cape'), *Studio Galini* ('serenity'), *Perigiali* ('seaside'), *Anatoli Rooms* (*anatoli* 'sunrise'), *Mitos House* (*mitos* 'thread'), *Helios Apartments* (*helios* 'sun'), *Gerani* ('geranium', a kind of flower), etc. They account for about 16% and are very common, while the rest (27%) are merely names in Latin alphabet that foreigners can comprehend (L), e.g. *The Traditional Homes of Crete*, *Castle View Studios*, etc. This practice of course, considering that many brand names remain obscure or difficult to pronounce (by non-Greeks) due to their sound combinations, does not seem to follow advertisers' advice as it has been described above. I suppose that these naming strategies are (mainly) due to a persistence in the use of Greek language, rather than a misunderstanding of the advertising demands. In fact, this persistence can be explained in various ways. In more touristic areas an obscure name is believed to add an exotic flavor to the accommodation or catering facility and thus render it more attractive to visitors, whereas in the case of low touristic areas the target groups mainly consist of Greeks, consequently there is no need for any transliteration. Of course, in more touristic areas the L names cover a bigger percentage, as it is obviously expected, because of the visitors' target group, while in low touristic areas, quite the opposite happens. That is why in (low touristic) Evrytania names from G make up 77%, in (middle touristic) Arcadia 69%, and in (high touristic) Lasithi just 37%. Similarly the G-L names amount to 7% in Evrytania, 11% in Arcadia and 25% in Lasithi. And the L names 16% in Evrytania, 20% in Arcadia and 38% in Lasithi. It is worth mentioning that in all three prefectures the percentage of G names is even higher when it concerns catering facilities: target groups of taverns and restaurants apparently include not only tourists and visitors but inhabitants as well (see Table 2).

A second finding has to do with dialectal brand names. Unfortunately there are no official statistics about the numbers of dialectal brand names of tourist accommodation & catering facilities, but by a rough estimate, their average percentage in the whole Greek territory is less than 8% (in the data of the 3 prefectures it is 8.46% – see Table 3). Actually this percentage reflects the generally understood notion of what a "dialectal name" is, meaning the dialect of a broader area. However, in a narrow consideration, it is even smaller, no more than 4%. This percentage changes from place to place according to many factors, such as the timing of naming the facility (dialectal names have been given mostly for a few years now)

and the touristic profile of the region (A/C facilities that are located in regions where the concept of ecotourism, locality, and natural life are highly valued or in regions with a local language of high importance use more often dialectal brand names). It is reasonable that in dialectal names just G and G-L names are used (the L names would have no meaning here) but their percentages change according to the target group of visitors. So, the more foreigners visit an area the more G-L names are used, which is why in Lasithi the difference in percentages of G and G-L names is zero (4.35% G – 4.35% G-L names), in Arcadia bigger (4.15% G – 2.08% G-L names) and in Evrytania even bigger (10.66% G – 3.28% G-L names) (see Table 3). When a dialectal brand name refers to a restaurant or tavern, it is more possible to use Greek alphabet than a Latin transliteration, as it similarly happens with all brand names, as discussed above. Moreover, the majority of the A&C facilities that use a dialectal name, especially the ones that use the G-L form, contain further information and explanations about it at their websites, although not all of them stress the dialectal specificity of the name, some just accentuate the history of the facility, but in any case tradition is meant to be important in all these descriptions.

Table 2: Alphabets used in the selected brand names of Greek A/C facilities: G = names in Greek alphabet, G-L = Greek names transliterated in Latin alphabet, L = Latin (= English and other) names. AF = accommodation facilities, CF = catering facilities. The percentages are rounded. It is plausible that total sums slightly differ from the partial sums average, as the numbers of the tourist facilities are different in each prefecture.

Alphabets used in the selected brand names of greek accommodation & catering facilities								
	EVRYTANIA (low touristic)		**ARCADIA (middle touristic)**		**LASITHI (high touristic)**		**ALL 3 PREFECTURES**	
	AF	**CF**	**AF**	**CF**	**AF**	**CF**	**AF**	**CF**
G	71%		55%		21%		44%	
		97%		91%		60%		77%
	77%		**69%**		**37%**		**57%**	
G-L	9%		17%		32%		22%	
		0%		3%		13%		8%
	7%		**11%**		**25%**		**16%**	
L	20%		28%		47%		34%	
		5%		6%		27%		15%
	16%		**20%**		**38%**		**27%**	

A second finding has to do with dialectal brand names. Unfortunately there are no official statistics about the numbers of dialectal brand names of tourist accommodation and catering facilities, but by a rough estimate, their average percentage in the whole Greek territory is less than 8% (in the data of the 3 prefectures it is

8.46% – see Table 3). Actually this percentage reflects the generally understood notion of what a "dialectal name" is, meaning the dialect of a broader area. However, in a narrow consideration, it is even smaller, no more than 4%. This percentage changes from place to place according to many factors, such as the timing of naming the facility (dialectal names have been given mostly for a few years now) and the touristic profile of the region (A/C facilities that are located in regions where the concept of ecotourism, locality, and natural life are highly valued or in regions with a local language of high importance use more often dialectal brand names). It is reasonable that in dialectal names just G and G-L names are used (the L names would have no meaning here) but their percentages change according to the target group of visitors. So, the more foreigners visit an area the more G-L names are used, which is why in Lasithi the difference in percentages of G and G-L names is zero (4.35% G – 4.35% G-L names), in Arcadia bigger (4.15% G – 2.08% G-L names) and in Evrytania even bigger (10.66% G – 3.28% G-L names) (see Table 3). When a dialectal brand name refers to a restaurant or tavern, it is more possible to use Greek alphabet than a Latin transliteration, as it similarly happens with all brand names, as discussed above. Moreover, the majority of the A/C facilities that use a dialectal name, especially the ones that use the G-L form, contain further information and explanations about it at their websites, although not all of them stress the dialectal specificity of the name, some just accentuate the history of the facility, but in any case tradition is meant to be important in all these descriptions.

Table 3: Alphabets used and percentages of the dialectal brand names in the selected data. G = names in Greek alphabet, G-L = Greek names transliterated in Latin alphabet, AF = accommodation facilities, CF = catering facilities. It is plausible that total sums slightly differ from the partial sums average, as the numbers of A/C facilities are different in each prefecture.

Dialectal brand names (% out of the total collected brand names in every prefecture)								
	EVRYTANIA (few foreigner visitors)		**ARCADIA (both Greek and foreigner visitors)**		**LASITHI (many foreigner visitors)**		**ALL 3 PREFECTURES**	
	ATU	**FTU**	**ATU**	**FTU**	**ATU**	**FTU**	**ATU**	**FTU**
G	10.75%		3.38%		1.45%		**3.94%**	
		10.34%		5.38%		8.70%		**7.41%**
	10.66%		**4.15%**		**4.35%**		**5.22%**	
G-L	4.30%		3.38%		5.80%		**4.54%**	
		0.00%		0.00%		2.17%		**1.01%**
	3.28%		**2.08%**		**4.35%**		**3.23%**	
Total	15.05%		6.76%		7.25%		**8.48%**	
		10.34%		5.38%		10.87%		**8.42%**
	13.93%		**6.23%**		**8.70%**		**8.46%**	

6. Semantic naming patterns in Greek accommodation and catering facilities

The most common naming patterns in Greek accommodation and catering facilities are described in their brand name categories, as classified in Table 4:

Table 4: Naming patterns in all selected brand names of the Greek accommodation and catering facilities

	Naming patterns in all selected brand names	Number of accommodation facilities	Number of restaurants and taverns	Common percentage (%)
1.	Personal names (first names, last names, and nicknames)	130	88	27.12%
2.	Positive characteristic (either real or imaginary)	128	78	25.62%
3.	Ancient Greek history and mythology	81	41	15.17%
4.	Local place names	75	28	12.82%
5.	A special item or characteristic of a facility or an area	45	34	9.82%
6.	Acronyms	1	0	0.12%
7.	Names without direct reference	13	9	2.74%
8.	Local professions, buildings or folklore	34	19	6.59%
	Total	**507**	**297**	**100%**
	Total of both A&C facilities names	**804**		

Regarding dialectal brand names of accommodation and catering facilities in particular, categories 6 (acronyms) and 7 (names without direct reference) could not of course be represented, for a dialectal name could not fall into these categories (a dialectal name is never shortened as the names in acronyms; on the other hand, in category 7 belong mainly names of Latin origin, not Greek dialectal names); more so, in category 3 (history and mythology), the classified names are mostly of standard language, not dialectal ones. All other categories are present in dialectal names as well. As it can be seen in the Table 5, 16.18% of the dialectal brand names belong to category 1, category 2 covers a 13.23%, 17.65% falls into category 4, category 5 holds the 23.52% and the 29.42% is in category 8. The obvious differences in these percentages when compared to the ones in Table 4 are due to characteristics more common – in dialectal names, e.g. a traditional tool or instrument, a local plant or herb (category 5), as well as an old name of a local building (category 8) are usually found in dialectal naming. In any case, some names could also fall into more than one categories, e.g. *Hani Bagasaki* < *hani* meaning 'inn' + *Bagasaki* which is a local place name (see also section 6.4), so it could be classified both in category 8 and 4.

Table 5: Naming patterns in dialectal brand names of the Greek Accommodation and Catering Facilities

	Naming Patterns in dialectal brand names	Number of accommodation facilities	Number of restaurants and taverns	Common percentage (%)
1.	Personal names (first names, last names, nicknames)	7	3	16.18%
2.	Positive characteristic (real or imaginary)	6	3	13.23%
3.	Ancient Greek history and mythology	-	-	-
4.	Local place names	4	8	17.65%
5.	A special item or characteristic of a facility or an area	12	4	23.52%
6.	Acronyms	-	-	-
7.	Names without direct reference	-	-	-
8.	Local professions, buildings or folklore	12	8	29.42%
	Total	**41**	**27**	**100%**
	Total of both A&C facilities names	**68**		

6.1 Naming based on personal names (first names, last names or nicknames)

One of the most common strategies, followed by 27.12% of our selected sample material, is to use personal name in the of name an accommodation or catering facility, either first name, last name, or nickname. This usually represents the owner's or an ancestor's name (father, mother, etc., who was the founder or the first owner), e.g. *Aggeliki House*, *Chalet Maritina*, *Kassandra Garden Apartments*. According to marketing principles, this strategy is best to be avoided, because personal names usually fail to deliver the company's concept and purpose or to be creative and attractive to tourists. Nevertheless, it seems that it has still been very popular in Greece, as well as in other countries, because it relies on creating feelings of trust, good reputation, credibility, intimacy and familiarity of the owners and, thus, it creates an added value (see also Kashmiri – Mahajan, 2010; Pinillos et al., 2016, p. 755). These emphasized values are more obvious when spoken or main dialectal words are involved in the brand names. For example, the name *Το Πέτρινο της γιαγιάς Μαρίκας* (*To Petrino tis giagias Marikas*) from Evrytania, meaning 'grandma Marika's stone house' stresses the warmth of the family ("grandma"), the traditional style in accommodation service as well as in architecture ("stonehouse"). Additionally, the name *Marika*, being a hypokoristic name for Maria, although not in use despite its popularity in old times, underlines the traditional ways and values preservation. An accommodation place named *Daphne's Konaki in Kritsa* in the village Kritsa (Lasithi, Crete) has a similar structure: the

use of colloquial word *konaki* (‘house, place’, a loan word from the Turkish *konak* ‘mansion’). I would like to mention that in both cases the dialectal words “Petrino” and “Konak”, meaning a kind of buildings, are written in capital letters, which is a marker of proper nouns; this is an indicator, I believe, that they are considered mostly as place names rather than simple brand names.

One can find many dialectal brand names in this category. In a village of Evrytania a guesthouse is called *Marigula’m* (written only in Greek), which is a diminutive nickname (*Marigula*) of the first name *Maria* + dialectal form *m* of the possessive pronoun ‘my’. Such brand names not only remind us of local language but also function as multipliers of its value. The dialectal brand name *Kamaria* of a hotel in Leonidio (Arcadia) which is used as a common local friendly term in Greek aims to evoke similar emotions in the clients. Sometimes, other local language forms are also used, e.g. andronymics (female nicknames derived from the husband’s name) with the typical Greek andronymic suffix *-ena*, like *Englezena’s Guesthouse* (‘Guesthouse of Englishman’s wife’ – ‘Englishman’ being possibly a nickname) or *Nontena* (in Greek, ‘Nonta’s wife’), both in Arcadia. Brand names derived from nicknames of the locals which had significant stories or from dialectal common names are very important for their dialectal aspects. For example, the name *Argulias* in Lasithi originates from the dialectal adjective *argulias* ‘one who is loose, slow’ (used only in east Crete). Or the tavern *Spilia tou Drakou* (‘Dragon’s Cave’) which was named after its owner Vasilis Drakos (‘Dragon’) and is built near a cave. The name *Kalliotzina* of a tavern in Lasithi is obscure to Greeks too. In fact, it refers to a female nickname, created from the dialectal Cretan masculine noun *kalliotzis* (feminine *kalliotzina*) which is the local form of the word *kalikantzaros* (‘evil creature, gobblin’). The reasons and criteria behind the naming process are explained on the tavern’s web page (although an exact explanation of the word is missing here): “Our tavern is a family business which was started by the grandmother ‘Kalliotzina’ in 1954! Initially, it was the main ‘kafeneio’ of Koutsouras village, where locals would stop to drink a Greek coffee ‘enan ellhniko’, or a shot of the Cretan alcohol spirit ‘mia raki’ accompanied with a local delight ‘enan meze’.” (Crete Travel).

6.2 Markers of a positive characteristic (real or imaginary)

An equally large category of names of accommodation and catering facilities (about 25% of the total sample) is about describing or suggesting a positive experience, which refers to an attractive feature of the surrounding area (e.g. the sun, the sea, the breeze, the mountain, the view, etc.), or to a positive idea such as calmness, serenity, a dreamy place, etc. Besides, many tourism theorists claim that in fact, visitors do not just buy touristic products: they also buy the expectation of an

experience.[11] As Caiazzo et al. (2020, p. 3) put it: "One of the basic features of tourism – past and present – is the experience of 'other' places, markedly far from the routine of everyday life. In this very basic sense, tourism is about exploring and shaping maps of meanings where names of all kinds play a crucial role in directing and shaping tourists' perception of the identity of the places that they visit."

All brand names that refer to a deep experience of the surrounding environment belong to the first sub-category, whether it is a mountain or a seaside location, such as: *Ελατόδασος* (*Elatodasos* 'fir forest'), *Xenonas Drimos* ('wood guesthouse') in mountainous Evrytania, *Alikes Apartments* (*alikes* 'salt pits'), *Γλάρος* (*Glaros* 'sea gull'), *Achinos* ('sea urchin') in insular Lasithi prefecture, *Vytina Mountain View Hotel* (*Vytina* being the name of a village) or *Coral Apartments* in different mountainous and littoral areas of Arcadia. Furthermore, all names describing the kind of service offered, the friendly atmosphere or the homelike environment are classified here. For example, restaurants under the names *Piato* ('dish'), *Καπηλειό* (*kapilio* is a dialectal word for 'a tavern, pub'), *Avra* ('breeze'), *Φλοίσβος* (*Flisvos* 'ripple') are very common. The second sub-category covers all brand names that speak of a special experience, like romance, relaxation, inspiration, rest, serenity, etc. Some of these names are e.g. *Επτά Ουρανοί* (*Epta Ourani* 'seven heavens'), *Μαγεμένο Βουνό* (*Magemeno Vouno* 'Enchanted Mountain'), *Oniropetra* ('dream stone') in Evrytania, *Kalimera Kriti* ('Good morning Crete'), *Φιλοξενία* (*Filoxenia* 'hospitality') in Lasithi, *Η παράδοση* ('the tradition') in Arcadia, and so on. Some of them often use world play or puns. For example, the tavern *NATO* which is a play with the Greek word *nato* meaning 'here it is' and the NATO international organization. Or the tavern *Ρακοδικείον* (*Rakodikeion*) which plays on the colloquial word *raki* 'a local alcohol drink' and *dikeion*, a literary ending form of words referring to a trial. Long descriptions of a romantic or desired experience in the A/C facility, which are sometimes found on websites, could explain the selection of its name, e.g. *Elounda Solfez* [*Solfège*] *Villas* in Crete: "Elounda Solfez Villas are self-catering vacation rentals, located in Elounda, in Eastern Crete, Greece. Arranged on a hill, as on a music pentagram, they offer mesmerizing views over Elounda, Mirabello Bay, and the Sea of Crete." (https://www.eloundasolfezvillas.com).

It would be equally interesting to examine which features stress the dialectal brand names of A/C facilities of this category. The name of *Μέρσες* (*Merses*) guesthouse is an unknown word for most Greeks as well; it is a dialectal word of Evrytania region (loan from Turkish) meaning 'wet, cool place'. In Lasithi a restaurant is called *Ασκιανός* (*Askianos*) which is the dialectal Cretan version of the Greek word *iskios* meaning 'shade'. Another very famous restaurant named *Αλάτσι* (*Alatsi*)

[11] Concerning Greece, see: Sigala – Christou, 2014, p. 194 and elsewhere.

uses the dialectal form *alatsi* of the common Greek word *alati*, meaning 'salt'. The restaurant, which now has a department in Athens too, has become famous all over Greece for its Cretan cuisine specialties – thus, a dialectal Cretan brand name serves as a disseminator of a local culture. Accommodation facilities with dialectal words are found in Lasithi, *Antéste Ierapetra Sea and City* (*anteste* is a Cretan dialectal form of the Greek exhortative exclamation *ante* meaning 'let's'), and *Xobli House* (the dialectal word *xobli* meaning 'ornament'). In the Arcadian village Lagadia, the restaurant *Τσιαχτάι* (*Tsiahtai*) got its name from an idiomatic term meaning 'food, snack' in an old code language used by the Lagadian builders. And the name of *Amanites Guesthouse* in the Arcadian village Dimitsana comes from the dialectal word *amanites* 'mushrooms, funghi' reminding us that mushrooms were once abundant and important for local economy. Last but not least, I would like to mention some A/C facilities in Arcadia which used the Tsakonian dialect as their naming source. Tsakonian dialect is one the five modern Greek dialects. It is spoken in few villages in Arcadia and in Laconia regions of Peloponnese, it is totally different from the standard Greek and, at some extent, it originates from the ancient Greek Doric dialect. For example *Amera* is the Tsakonian variation of standard Greek *imera* 'day, morning', and *thassa* in *Thassa Beach Apartments* is the Tsakonian variation of common Greek word *thalassa* 'sea' (Kostakis, 1986).

6.3 Naming inspired by ancient Greek history and mythology

Greece is a country with a long history and voluminous mythology from ancient times. As a result, brand naming based on these two sources has been used in many fields, including tourism, in order to reflect an ideal past and spread some glamour over modern experiences. That explains why brand names of A/C facilities are often inspired by names of ancient gods, goddesses, heroes and heroines or ancient locality names of a neighbouring area. Some examples to be mentioned: *Chrysiida Guesthouse* in Evrytania is named after a heroine in Homer's Iliad; *Pan* in Arcadia is based on the name of the god of shepherds, originating from this region; *Ξενώνας Ερυκίνη* (*Xenonas Erykini* 'Erykini Guesthouse') comes from the homonymous Arcadian epithet of Afrodite, *Σελινούντα* (*Selinounta*) which was the name of an ancient town, possibly located near the Arcadian village Cosmas nowadays; in Lasithi, *Tylissos Beach Hotel* and *Λάσινθος* (*Lasinthos*) adopt the names of the ancient towns in this area, etc. Obviously, no dialectal words are used in this category; some names on the other hand are closely related to local history and culture. For example, the brand name of the hotel *Προσέληνος* (*Proselinos*, meaning literally 'before the moon, older than the moon') in Arcadia, which is incomprehensible even to Greeks, refers to a name from the past given to the Arcadians for priding themselves of their roots in antiquity. *Porfyra Village* in Lasithi (Crete) uses the word *porfyra* meaning 'purple'. This refers to the ancient Minoan civilisation which

was a big producer and exporter of the purple dye. It is remarkable that accommodation rather than catering facilities are for the most part named after the ancient history and mythology. Moreover, very few touristic A/C facilities pinpoint any period of history other than the ancient one. An exception is found in some facilities in Arcadia, e.g. *1821-Stemnitsa* (*Stemnitsa* is the name of a historical village) or *Γερουσία* (*Gerousia* 'Senate') that are inspired by the Greek struggle for national independence in modern times started in 1821 in Peloponnese.

6.4 Naming based on local place names

Any brand of accommodation or catering facilities that incorporate a place name s to imprint a specific location on the visitor's memory, thus linking it to positive experiences. So, a very common yet rather not very creative practice is to name a A/C facility after its wider surrounding area, in other words, by using the name of a village, mountain, island, etc. where it is located, e.g. *Studios Crete* or *Elounda Blue Island* (by the village *Elounda*) both in Lasithi (Crete); *Leonidio Rocks* in Arcadia received the name after village *Leonidio*, where a huge rock is the most impressive landscape; and *Κορυσχάδες Village* (Koryshades Village) in Evrytania also refers to the name of the village. More interesting are the brand names which utilize less known toponyms and microtoponyms (i.e. "name referring to smaller objects like fields, pastures, fences, stones, marshes, bogs, ditches etc." /ICOS/). In Arcadia, *Malevos Traditional Houses* reminds us of the old local name of Slavic origin *Malevos* for the mountain *Parnonas*. *Ο κήπος της αγίας* (*O kipos tis agias* 'the saint woman's garden') in the Vasta village (Arcadia) is named after Saint Theodora and the church dedicated to her, where tree branches, considered to be the saint's hair, sprout from the church walls. *Τατάρνα* (*Tatarna*), named after the Tatarna monastery in Evrytania, preserves a dialectal place name that possibly meant 'concentration place for people and animals' in the past. *Χάνι Μπαγασάκι* (*Hani Bagasaki* 'Bagasaki inn') in Evrytania reminds us of the history of the building as a traditional inn and utilizes the dialectal word *hani* 'inn', as well as the local place name of the mountain top *Bagasaki*. And *Κρύα Βρύση* (*Kria Vrysi* 'cold spring') in the village Lagadia (Arcadia) is named after a traditional stone built spring in the area. At this point, I would also like to mention two brand names that are purely dialectal: *Ανεκουλουρίδα* (*Anekoulourida*) is the name of a tavern in Lasithi, meaning 'a wide road turn' in Cretan dialect (ILNE, vol. 2, p. 66); and the dialectal Cretan word *halavro*, meaning 'rock', is used for naming another restaurant in Lasithi (KENDI Archive, entry: *halavro* – in Greek). As I have already mentioned, there is a mutual language interaction between a dialectal place name and the equivalent name of a A/C facility, as, in this case, the name of the facility also becomes a new (or rather a revived) place name.

6.5 Naming based on a special item or characteristic of a facility or an area

Some touristic brand names focus on a special characteristic or item of the A/C facility or of its neighborhood, such as a herb or tree planted in its garden or a special shape, item or material of the building. In Evrytania, the brand name *Στα τζάκια* (*Sta tzakia* 'at the fireplaces') marks the cold and mountainous landscape; the accommodation facility *Λίθος* (*Lithos* 'stone') points out the building material as a sign of tradition. Plant names like *Arokaria* ('araukaria'), *Platanos* ('plane tree') are common. The restaurant *Τα κόκκινα πιθάρια* (*Ta kokkina pitharia* 'the red jars') in Arcadia, distinguishes the concrete restaurant among others through these traditional culinary items. Dialectal elements can be found in names like *Το σπίτι στο καλντερίμι* (*To spiti sto kalderimi* 'the house on the cobbled road'), as it uses a colloquial dialectal word of Turkish origin, *kalderimi* 'cobbled road' instead of others more common and familiar ones. Or "*Πεζούλια*" (*Pezoulia*) in Lasithi (Crete) which utilizes the word *pezoulia*, a word that in Cretan dialect means 'stair, strip of land' (KENDI Archive, entry: *pezouli* – in Greek), this is also stressed on the website of the facility (as it is often the case of dialectal brand names, already mentioned above): "The 'Pezoulia' traditional guest houses is a complex of independent units, built inside the Selakano settlement, [...]. 'Pezoulia' is the Cretan word for steps. It also refers to the way the Cretan people make mountain areas suitable for cultivation and house building by creating several even levels on a slope, like steps on a stairs."

6.6 Acronyms

Although acronyms in commercial brand names are quite often, they are totally absent in my data: only one out of 804 names was an acronym. This is easily explicable as acronyms are totally impersonal, they cannot be linked to people or places and thus they cannot serve the goals of A/C facilities.

6.7 Names without direct reference

It is not surprising that touristic brand names that are inspired by a Latin (or Italian, Spanish, etc.) phrase or word are very few; a name selection of the kind is often unsuccessful because of its irrelevance to local experience. Nevertheless such names are sometimes given, especially when: a) the facility is part of a chain, e.g. *Caravel hotel*, b) the goal is to deliberately provoke an association with a foreign country, e.g. the name *L'indien* of a restaurant in Lasithi, where French and Indian dishes are served, c) the name is easily pronounced and/or semantically clear, i.e.

Montana Spa Hotel, *La Strada*, *La Fabrica*, *Edelvais*, *Acapulco*, *Miramare Luxury Villas*, etc.

On the other hand, at times brand name selection can be clearly associated, with other places abroad than the location of the A/C facility, which is made on purpose, e.g. the accommodation facility *Tasmania Village Hotel* in Lasithi implies the owners' origin, as it is a family run hotel by Australian Greeks, according to the website of the hotel

6.8 Names based on local professions, buildings or folklore

Although locality does not seem to play a crucial role in naming practices (the category 6.8 total contribution percentage is less than 7% as it is marked in Table 4), it becomes crucial when dialectal names are activated. This is the reason why we can find almost one third of names of the dialectal origin here, e.g. *Mourelo House* is inspired by the dialectal word *mourelo*, meaning 'small olive tree' in Crete and some other Greek islands in the southern Aegean Sea. The name *Laloudaki Apartments* in Arcadia utilizes the diminutive form *laloudaki* of the dialectal word *laloudi*, meaning 'stone, rock' in some areas of Peloponnese. *Argalios* ('loom') is not actually a dialectal word, as it is used throughout Greece, hovewer, it is associated with the textile tradition which has been very important in Crete and other Greek areas. *Bousoulas* tavern in Lasithi got its name from the colloquial/dialectal noun *bousoulas*, meaning 'compass' and, metaphorically, 'something that orientates'. *Elounda Carob Tree Valley Villas*, although not dialectal, refers to a natural element and a traditional Cretan food product.[12] The historical background, as well as the name-selection reasoning, of another accommodation facility, *Εν Αμπάραις* (*En Ampares*) is a combination of formal language preposition indicating place and the colloquial/dialectal word[13] *ampara*, meaning 'bar, bolt').[14]

[12] Carobs were considered edible in traditional agriculture society, while "Crete has the most extensive natural forests of carob trees in the southeastern part of the Mediterranean and on Crete is also the largest natural grove of these trees in Europe", as the web page of the facility informs us.

[13] Sources of all the described dialectal words in section 6.8 are ILNE and KENDI Archive.

[14] As is also described on the web page: "Nowadays Ampares is a small village in Evrytania [...]. At that pivotal, during Ottoman Occupation, wooden bars which defined the borders of free southern Greece with the Ottoman-occupied north. Later, when the rest of the country was liberated, the bars remained to serve the passage of animals. There, the ancestors of the current owner of the Guest House 'En Ampares' kept an inn, known as 'Ampares' throughout time. As a continuation of this historical past, the Guesthouse 'En Ampares' adopted, slightly modified, the old name, which refers directly to the ancestral famous past." (Fthiotikos – Tymfristos).

7. Conclusion remarks on dialectal brand names found in Greek accommodation and catering facilities[15]

In general, the brand names of accommodation and catering facilities are not random or insignificant. On the contrary, they are fully meaningful, as they constitute the first mediators between each language and culture of each place. It is precisely for this reason that they function as a link between onomastics/linguistics and tourism sciences. Moreover, these names function as (new) toponyms, not only because they belong to certain buildings, which are embedded in the landscape but also because they are used by the inhabitants as such.

Despite the opposite marketing principles, there is a persistence in Greek alphabet and in Greek language (even if written in Latin characters), driven from the urge to underline national and local identity and promote the special features of the country and landscape. Code mixing practices are also common in naming Greek A/C facilities. I believe that in the case of Greece what Alomoush (2023, p. 19) claims about Jordan is also applicable: "what is remarkable about the linguistic restaurant-naming practices is the use of code-mixing practices, reflecting a 'melding of local and global identities'". The more tourists an area attracts and the more foreign tourists it hosts, the more generic brand names of its A/C facilities become, and they tend to include general vacation concepts instead of investing on locality. Additionally, in higher touristic flow areas (big urban city environments like Athens, Peiraeus, and Thessaloniki, excluded) accommodation facilities outnumber catering ones.[16]

As far as dialectal brand names are concerned, it is remarkable that although they can be found in most of the semantic categories as described above, their percentages are higher in some of them. In general, most of these names are motivated by: a) microtoponyms, b) colloquial, oral and informal words or phrases frequented in other areas of Greece as well, c) a pure dialectal element, a common dialectal word of the area, a local item or feature. Historical events or local ancient names that promote local culture and history are also widely used in brand naming, but not in dialectal one.

As for dialectal brand names, that tend to be used at less touristic areas which mostly target Greek visitors, like Evrytania, they are more frequent than in other areas and they use Greek alphabet in majority. Whereas in higher tourism areas which are geared towards foreigner visitors like Lasithi, they are fewer and they equally use Greek names in Latin alphabet. In most cases (especially in G-L names)

[15] See also Vrachionidou, 2023, p. 44–45.
[16] See in Table 1, the numbers in shadowed frame.

the meaning and/or historical significance of the name is explained on the website of the facility. In any case, the dialectal brand names do not take a large part of the findings, amounting to around 8.5% of the total. Thus, a big part of the Greek language dialectal and onomastic wealth still remains unused. In Greece, as in other countries too, exploring that wealth could provide new naming sources and practices, which in turn could highlight the local cultural and language heritage.

REFERENCES

ALOMOUSH, O. (2023): Restaurant-naming practices in Jordan. *Acta onomastica*, 64, pp. 9–21.

CAIAZZO, L. – COATES, R. – AZARYAHU, M. (eds.) (2020): *Naming, Identity and Tourism Naming*. Cambridge: Cambridge Scholars Publishing.

GONZÁLES-DEL RÍO, J. – AMPUERO CANELLAS, O. – JORDÁ ALBIÑANA, B. – MAGAL ROYO, T. (2011): El nombre de marca: interrelación de factores lingüísticos y corporativos. *Revista de Lingüística y Lenguas Aplicadas*, 6, pp. 181–183, https://doi.org/10.4995/rlyla.2011.902.

ICOS: List of Key Onomastic Terms [online]. <https://icosweb.net/wp/wp-content/uploads/2019/05/ICOS-Terms-en.pdf>.

ILNE: *Historical Dictionary of Modern Greek, Commonly Spoken and Idioms*, vol. 1 (1933) – 7a (2021). Athens: Academy of Athens [in Greek: ΙΛΝΕ: *Ιστορικόν Λεξικόν της Νέας Ελληνικής, της τε κοινώς ομιλουμένης και των ιδιωμάτων*, τόμ. 1 – 7α (α – δόγης)). Αθήνα: Ακαδημία Αθηνών.]

KASHMIRI, S. – MAHAJAN, V. (2010): What's in a name? An analysis of the strategic behavior of family firms. *International Journal of Research in Marketing*, 27, 3, pp. 271–280.

KENDI Archive: Archive of the Research Center for Modern Greek Dialects and Idioms, Academy of Athens [in Greek: Αρχείο του ΚΕΝΔΙ: Αρχείο του Κέντρου Ερεύνης των Νεοελληνικών Διαλέκτων και Ιδιωμάτω της Ακαδημίας Αθηνών].

KOSTAKIS, A. (1986): *Dictionary of the Tsakonian Dialect*, 3 vols. Athens: Academy of Athens [in Greek: ΚΩΣΤΑΚΗΣ, Α. (1986): *Λεξικό της Τσακωνικής Διαλέκτου*. 3 τόμοι. Αθήνα: Ακαδημία Αθηνών.]

LEFÈVRE, H. (1991): *The production of space*. Transl. D. Nicholson-Smith. 2nd edition. Oxford: Blackwell Publishers.

LIGHT, D. (2014): Tourism and toponymy: Commodifying and Consuming Place Names. *Tourism Geographies*, 16, 1, pp. 141–156.

PINILLOS, A. – OLIVARES, F. – RODRÍGUEZ, D. (2016): The name of the corporate brand. A taxonomy of the names of family business in Spain. *Revista Latina de Comunicación Social*, 71, pp. 750774, https://doi.org/10.4185/RLCS-2016-1119en.

SERGIS, M. (2016): *Towards a Folklore of Place names. The place names (microtoponyms) of an agricultural society of Naxos as a case-study*. Thessaloniki: Stamoulis [in Greek: ΣΕΡΓΗΣ, Μ. (2016): *Για μια Λαογραφία των Τοπωνυμίων: Τα τοπωνύμια («μικρο-τοπωνύμια») μιας αγροτικής κοινότητας της Νάξου ως «μελέτη περίπτωσης»*. Θεσσαλονίκη: Σταμούλης.]

SIGALA, M. – CHRISTOU, E. (2014): From mass tourism to experience tourism. In: M. Masourakis – Ch. Gortsos (eds), *Competitiveness for growth. Policy proposals*. Athens: Hellenic Bank Association, pp. 191–206. [in Greek: ΣΙΓΑΛΑ, Μ. & ΧΡΗΣΤΟΥ, Ευ. (2014): Από τον μαζικό τουρισμό στον τουρισμό της εμπειρίας. Στο: ΜΑΣΟΥΡΑΚΗΣ, Μ. & ΓΚΟΡΤΣΟΣ, Χρ. (επιμ.). *Ανταγωνιστικότητα για ανάπτυξη. Προτάσεις πολιτικής* (συλλογικός τόμος) (Ελληνική Ένωση Τραπεζών), σελ. p. 191–206 [online]. <https://www.hba.gr/5Ekdosis/UplPDFs/sylltomos14/191-206%20Sigala%202014.pdf>.

VRACHIONIDOU, M. (2023): Brand naming of touristic units: the case of Naxos. *Onomata*, 24, pp. 31–46 [in Greek: ΒΡΑΧΙΟΝΙΔΟΥ, Μ. (2023. Η ονοματοθεσία τουριστικών μονάδων: η περίπτωση της Νάξου». *Ονόματα*, 24, p. 31–46.]

WIYANA, T. – BENDESA, I. – TOMAHUW, R. (2021): Onomastics and Branding for Culinary Tourism: Evidence *Soto* Traditional Culinary. *Tourism Research Journal*, 5, 1, pp. 69–77 [online]. <View of Onomastics and Branding for Culinary Tourism: Evidence Soto Traditional Culinary (iptrisakti.ac.id)>.

INTERNET SOURCES

Booking.com [online]. <www.booking.com>.

Crete Travel [online]. <www.cretetravel.com/en/gastronomy/12/Kalliotzina_Tavern> cit. 2025-02-24.

Exploring Greece [online]. <https://www.exploring-greece.gr/>.

Fthiotikos – Tymfristos [online]. <https://fthiotikos-tymfristos.blogspot.com/2013/08/blog-post_23.html>.

Hellenic Statistical Authority (April – June 2024): *Hellas in numbers* [online]. <[in Greek] https://www.statistics.gr/documents/20181/18330371/GreeceInFigures_2024Q2_GR.pdf/f29eb456-3a9e-a333-43d6-4178e38e468d> cit. 2025-02-21.

Hellenic Statistical Authority (April 2024): *Evolution of turnover of enterprises in accommodation and food service activities* [online]. <https://www.statistics.gr/en/statistics/-/publication/SBR03/>.

Malevos Traditional Houses [online]. <https://www.omalevos.gr/page/oros-parnona-o-malebos>.

Pezoulia [online]. <https://pezoulia.gr/>.

Tatarna [online] <https://agrafa.gr/iera-moni-panagias-tatarnas-1555/>.

Wikipedia: Βικιπαίδεια, Οι νομοί της Ελλάδας [Prefectures of Greece] [online]. <https://el.wikipedia.org/wiki/Νομοί_της_Ελλάδας>.

Yellow Pages of Greece [online]. <https://www.xo.gr>.

NÁŘEČNÍ NÁZVY ŘECKÝCH UBYTOVACÍCH A STRAVOVACÍCH ZAŘÍZENÍ

Pojmenovávání turistických podniků (tj. ubytovacích a stravovacích zařízení) je bodem, kde se teoreticky i prakticky protíná onomastika s marketingem a cestovním ruchem. Podle marketingových požadavků by se pojmenování turistických podniků

mělo řídit pevnými kritérii a postupy, aby přineslo úspěch a zisk. Většina těchto jmen spadá do specifických sémantických kategorií, z nichž každá se zaměřuje na jiná výběrová kritéria i na rozvoj odlišných prvků lokality.
Tento článek se zabývá tím, zda a do jaké míry je při pojmenování řeckých turistických podniků patrné užívání nářečních nebo místních jazykových forem. Konkrétně zkoumá všechny názvy ubytovacích a stravovacích zařízení, která jsou uvedena ve Zlatých stránkách Řecka (https://www.xo.gr) (k nimž přidává příklady i z dalších internetových stránek) ze 3 řeckých prefektur s odlišným turistickým profilem. Určujícími faktory těchto profilů jsou: a) zda daná prefektura vykazuje vysokou, střední, nebo nízkou míru cestovního ruchu; b) zda zahrnuje přímořské či horské destinace, popř. jejich kombinaci; c) zda jsou jejími návštěvníky převážně Řekové, či cizinci. Příspěvek si klade za cíl ověřit, zda tyto, nebo i jiné faktory, ovlivňují volbu či odmítnutí jmen, jež jsou součástí konkrétního jazyka a místní kultury a jsou symbolickým kapitálem. Zkoumá též, zda jsou v souladu s marketingovými požadavky.

Klíčová slova
nářeční názvy obchodních značek; řecké dialekty; pojmenování turistické jednotky; onomastika a cestovní ruch; aplikovaná onomastika

Maria Vrachionidou
ORCID: 0009-0008-9168-9216
vrachionidou@academyofathens.gr
vrachion@hotmail.com
Research Center for Modern Greek Dialects
Academy of Athens
22, Alexandrou Soutsou str.
106 71 Athens
GREECE

Tento článek je volně přístupný na základě licence *Creative Commons Uveďte původ 4.0 Mezinárodní veřejná licence*, která umožňuje používání, šíření a reprodukci článku za podmínky, že původní článek bude řádně citován. Licenční podmínky jsou dostupné zde: https://creativecommons.org/licenses/by/4.0/legalcode.cs.

This is an open access article under the terms of the *Creative Commons Attribution 4.0 International Public License*, which permits use, distribution and reproduction in any medium, provided the original article is properly cited. The license terms are available here: https://creativecommons.org/licenses/by/4.0/legalcode.