

English Registers of Hotels' Signage in Surabaya

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ABSTRACT

The purpose of this research is to investigate the registers in hotel especially the types of register of hotel's signage. Utilizing a qualitative descriptive approach, the data were collected from 3-star and 4-star hotels in Surabaya, involving words, phrases, and long expressions and were analyzed by adopting descriptive analysis. The findings categorize the registers of hotel signage into two types: Limited Envelope Registers and Open Envelope Registers, providing a basis for understanding the usage of language in the hotel industry and contributing to the existing knowledge on language variation in specific professional contexts. This research fills a gap in existing literature by providing a comprehensive analysis of the linguistic features and variations that characterize hotel signage, shedding light on the specific language choices and patterns employed in this context, and underscores the importance of understanding how registers shape communication in the hotel environment.

Keywords: limited envelope register, open envelope register, signage, language variety

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1. INTRODUCTION

Registers not only offer valuable insights into individuals' professions and social affiliations but also contribute to our overall comprehension of the language usage within the different fields. This research seeks to fill the gap in existing literature by exploring the unique registers that are present in hotels' signage, shedding light on the specific language choices and patterns employed in this context. This research addresses the gap in research on how words or phrases on hotel signage, known as registers, are expressed, contributing valuable insights into the sociolinguistic dynamics within the hotel context. By examining these registers, the study aims to uncover the linguistic variations that characterize hotel signage, providing a comprehensive analysis of the sociolinguistic aspects within the hotel environment. The use of language in hotel is different from the use of language in other fields, as asserted by Isaac (2014) that registers refer to a specific language variety that is associated with particular professional or social groups, characterized by distinct vocabulary and sentence structures. In addition, they can be understood as a collection of linguistic features spoken by specific social or occupational communities (Wardhaugh, 2006). Fuller and Wardhaugh (2015) note that individuals acquire multiple registers through socialization within various cultural groups present in their community. Language variations observed in sociolinguistic research provide valuable insights into the dynamic nature of language and its role in social interaction.

Signage, as an information system, primarily relies on visual elements to convey instructions and guidance. Signs are typically displayed in buildings, acting as markers or indicators for specific locations. Signage plays a crucial role in public buildings by providing necessary information and guidance to visitors, ensuring that they are well-informed about the building's layout and available facilities (Kusumarini *et al.*, 2012). It is important to recognize that signage may vary across different fields. For example, the signage in a shopping mall will differ from that in a hotel or hospital due to the specific language usage and registers associated with each field. Additionally, the linguistic

diversity of hotel signage can depend on the location of the hotel. Hotels in major cities with a high number of international tourists may require more diverse signage compared to those in remote or rural areas (Nguyen, 2021).

Borrowing what has been stated by Fadhilah (2015), that a variety of language in hotel can be categorized as one of the many variations in language usage, as well as the phenomena related to language in daily life (Putri, 2016), in different communities often influenced by occupation or profession. Communication styles and language choices are influenced based on the contexts and issues in the particular fields (Pratiwi and Susanto, 2022). The choice of register can also reveal the speaker's professional background or occupation. Registers facilitate communication among individuals who share common interests and social contexts, becoming distinctive features of those domains. Registers can be observed in both spoken and written language, and signage in different locations can serve as a clue to the specific register associated with a particular field.

For instance, the language used in the tourism industry or hotel industry differs from that used in the medical field. The medical field involves terminology related to drugs and medicine, whereas the tourism industry employs language associated with economics, social relations, and customer service. Indeed, language use and registers are influenced by social contexts and specific fields. A lexical field represents a segment of reality and consists of words that interact with each other in terms of sense or meaning relationships (Kreidler, 2002). Various fields, such as body parts, landforms, diseases, foods, or kinship relationships, define lexical fields. It is what Eckert and Rickford (2001) conveyed that linguistic characteristics refer to the specific and different fields.

The understanding registers in relation to hotel's signage is crucial for effective communication and providing clear information to individuals within specific contexts and fields. By focusing on the hotel signage, this research aims to determine whether the language used in the hotel aligns with registers found in other fields. The research adopts the theory to classify the hotel signage into two types (Halliday, 2002): Open Envelope Registers, referring to language commonly used across multiple fields, and Limited Envelope Registers, representing language specific to the hotel.

Therefore, this study examines the registers employed in the hotels in Surabaya. The research question is "what kinds of register are found on the hotel's signage in Surabaya? It is important to note that there is a lack of previous research specifically investigating the hotel registers expressed through words or phrases found on hotel signage. By studying these registers, the research aims to gain a deeper understanding of language varieties in the hotel.

2. METHOD

To analyze the data in this research, qualitative descriptive research, specifically a case study design to investigate in multiple sources of data (Creswell, 2013), was employed, focusing on words, phrases, and long expressions extracted from hotel signage in Surabaya. The data collected from the 3-star and 4-star hotels involved capturing photos of signage both inside and outside of hotels, using a phone camera, which contains the textual materials. The random sampling technique was employed to ensure that each member of the population has an equal opportunity to be selected (Kerlinger, 2006). The collected data was then interpreted into words, phrases and long expression organized for analysis based on the Sandelowski's (2010), which involves organizing the data in a table for the analysis of signage groups. The subsequent analysis involved categorizing the data based on Gibson (2009) and the two types of register identified by Halliday (2002), that is, limited envelope registers and open envelope registers. The limited envelope register consists of words, terms, names, or mentions specific to the hotel industry and are mandatory in the context of hotels. The open

envelope register includes words and phrases not limited to the hotel domain, providing additional facilities or protocols to guests.

3. RESULT AND DISCUSSION

Based on the data, this part discusses the types of registers of hotel's signage into limited envelope registers and open envelope registers.

3.1 Limited Envelope Register

Based on the analysis of the data and the theoretical framework proposed by Halliday (2002), it is evident that the Limited Envelope Register observed in the hotel signage data aligns with the characteristics described in the theory. The Limited Envelope Register in the data consists of words, terms, names, or mentions of something that are specific to the hotel industry and are mandatory in the context of hotels. This implies that these linguistic elements are consistently used across all hotels included in the research. Moreover, the results revealed the limited envelope registers based on the data into three forms: Single Words, Phrases, and Long Expressions. These categories provide structures for analyzing and understanding the linguistic variations observed in the signage data. The analysis enhances the understanding of the linguistic features and functions within the specific context of hotel signage, contributing to the broader fields of sociolinguistics and language variations.

3.1.1 Single Word

Limited Envelope Registers of single-word category identifies words that represent the names of objects or locations commonly used in the hotel context. To analyze these words, the concept of lexical field applied in which involved examining the meaning and significance of words within a specific domain or field of knowledge (Kreidler, 2002).

Table 1 Single Word of Limited Envelope Register

Limited Envelope Register		
Single Word		
Pantry	Lobby	Shampoo
Toilet	Conditioner	

According to the data of table 1, certain words are included in the Limited Envelope Register because they represent the names of places or objects that are essential components of a hotel. These words play a central role in defining the identity of the hotel and are commonly used within the general area of the hotel. By considering the lexical field, could be determine these words hold particular significance and are associated with the core functions and features of a hotel. Moreover, by utilizing the concept of the lexical field could be gained insights into the semantic and contextual dimensions of the words found in the signage data. This analysis helps to establish the relationship between these words and the specific domain of hotels, providing a deeper understanding of the linguistic choices and registers employed in hotel signage.



Figure 1 Lobby

The identification signage, an example is the word 'Lobby' which falls under the Lexical Field. The 'Lobby' is a significant area in hotels where customers can check-in, register, or reserve a room.

While the term 'Lobby' can be found in other contexts and fields, its meaning takes on a specific significance when applied to the hotel setting, as indicated by the research data (Table 1 and Figure 1). According to Riemer (2010), the meaning of a phrase is not solely derived from its individual components but also depends on the context in which it is used. Therefore, before assigning a definition to a word or phrase, it is essential to consider the surrounding context and circumstances, as they influence the meaning.

The word of 'Lobby' in hotel signage, its usage as a register, reflects its specific function and significance within the hotel industry. The word 'Lobby' is a common and recognized term used in hotels to refer to the area where guests can access various services and facilities. By considering the context of the hotel, the word 'Lobby' takes on a specific meaning and registers as a crucial element of the hotel's identity and operational structure. By analyzing the lexical field and taking into account the contextual factors, it could be accurately to identify and define the registers used in hotel signage, such as the term 'Lobby' which serves as a prominent example of a register specific to the hotel industry.



Figure 2 Toiletry Items

Based on the data presented in Table 1 and Figure 2, the terms 'Shampoo' and 'Conditioner' are identified as part of the limited envelope register within the lexical field of bathroom components. These items are consistently provided in hotel rooms, as they are essential amenities for guests. The presence of 'Shampoo' and 'Conditioner' can be attributed to the fact that every hotel room is required to have a bathroom, and these items are typically provided for guests' convenience. In terms of the lexical field, the bathroom and toilet are integral components of a hotel room. They are considered limited envelope register because they are fundamental and necessary elements that are expected to be present in all hotel rooms. The provision of a bathroom and toilet is a standard requirement in the hotel industry, ensuring that guests have access to basic facilities during their stay.

The inclusion of 'Shampoo' and 'Conditioner' in the limited envelope register further emphasizes their significance as part of the hotel's identity and service offerings. These items are not exclusive to a particular hotel or brand but are commonly provided in the bathrooms of hotels across different locations and categories. Therefore, they can be classified under the limited envelope register within the lexical field of bathroom components, representing a consistent feature in hotel signage.

3.1.2 Phrase

The phrase category within the Limited Envelope Register of hotel signage encompasses concise messages that serve the purpose of capturing guests' attention and conveying essential information. Due to the limited space available for displaying these messages, hoteliers must carefully choose their wording and optimize their messaging strategies. Based on the data, certain phrases are included in the Limited Envelope Register because they represent the names of places or objects that are integral components of a hotel. These phrases play a central role in defining the hotel's identity and are commonly used within the immediate vicinity of the hotel. By considering the lexical field,

which examines the meanings and associations of words within a specific context, it could be determine these phrases hold particular significance and are directly linked to the core functions and features of a hotel. By analyzing the lexical field and understanding the specific meanings and associations of these phrases within the context of a hotel also gains insights to the significance and functionality of the Limited Envelope Register in hotel signage.

Table 2 Phrase of Limited Envelope Register

Limited Envelope Register		
Phrase		
Body Wash	pool towel	Assembly point
Room service	house phone	pool rules
Housekeeping	access card only	staff only
Rest Room	2nd floor	quiet zone
Board room	Room 301 – 309	no pets allowed
Meeting Room	21st floor	no whining
guest rooms	pick up & drop off only	no peeing
swimming pool	floor information	no durian
Toiletry Item	7th floor	no pets
room staff	valet service	don't disturb

The analysis of the phrasal categories in table 2 within the Limited Envelope Register reveals that certain phrases have similarities in their usage and significance. For instance, 'Body Wash' is identified as part of the bathroom items, similar to 'Shampoo' and 'Conditioner' mentioned in Table 1 and Figure 2. These phrases represent essential toiletry items that are consistently provided in every hotel room and are necessary for visitors' use. While it is true that the phrase 'Body Wash' can be encountered in various contexts and locations, its specific meaning and significance within the lexical field of hotel signage are crucial to understanding its role (Riemer, 2010). By connecting it to other related terms and considering its association with toiletry items, it becomes evident that 'Body Wash' is part of the essential toiletries provided in the hotel's bathrooms. As each hotel room is required to have a complete bathroom with toiletry items, the inclusion of 'Body Wash' in the Limited Envelope Register reinforces its significance as an identifier of the hotel.

By examining the usage and inclusion of phrases like 'Body Wash, Shampoo, and Conditioner', which fall under the toiletry category, it becomes apparent that they possess characteristics of limited envelope registers. These phrases represent items or facilities that are expected to be present in all hotels and play a crucial role in fulfilling guests needs and expectations. Therefore, they contribute to defining the hotel's identity and ensuring a consistent guest experience across different hotel establishments. The Limited Envelope Register's phrasal entries revealed their hotel-specific and contextual meanings. This understanding enhances our comprehension of how signage language is tailored to meet the needs of hotel guests and effectively communicate essential information.

Indeed, the example of 'Quiet Zone' as seen in Table 2 and Figure 3 exemplifies an informational signage that carries a specific meaning related to the hotel context. The term 'Quiet Zone' is used to inform guests that they should maintain a calm and noise-free environment while passing through that particular area. In the context of hotels, this signage serves as a symbol of the hotel's commitment to providing a peaceful and relaxing atmosphere for its guests.



Figure 3. Quiet Zone

By considering the concept of a lexical field, which represents a segment of reality associated with a set of related words, we can understand that 'Quiet Zone' symbolizes the hotel's dedication to offering a tranquil space for guests to rest and unwind (Al-Shemmery & Alshemmery, 2017). The hotel, being a place of accommodation and relaxation, places emphasis on creating an environment conducive to peace and quiet. The 'Quiet Zone' signage serves as a linguistic expression that aligns with the hotel's identity and the expectations of its guests.

Through the analysis of this example, we can observe how signage language plays a vital role in communicating specific messages and shaping the overall guest experience. The 'Quiet Zone' signage serves as an informational marker that directs guests towards a designated area where they are expected to adhere to certain behavior guidelines to maintain a peaceful atmosphere. It serves as a symbol of the hotel's values and commitment to providing a serene environment for its guests' comfort and satisfaction.

3.1.3 Long Expression

The discussion on lexical semantics and the role of lexicology in studying the meaning of words is relevant to understanding the analysis of Limited Envelope Register in the Long Expression category, as presented in Table 3.

Table 3 Long Expression of Limited Envelope Register

Limited Envelope Register			
Long Expression			
The Long Expression	Single Word/Phrase	The Long Expression	Single Word/Phrase
pool for residents and authorized guests only	pool	Ssshh..!! I'm Bizzy..	I'm Bizzy..
dry with a paper towel/hand dryer	paper towel	Please make up room	make up room
mineral water with our compliments	mineral water	I want to relax	relax
thank you for not smoking in this room	room	please ssshhh..!!	ssshhh..!!
then press the desired floor number	floor number	please do not disturb	do not disturb
notice keep door closed at all time	Keep door closed	put your key card on the panel below	key card
please close the door	door	Use the stairs only	stairs
tap access card here	access card	I want to renew my room	renew
no glass in pool area	Pool area	smoke-free room policy	smoke-free room

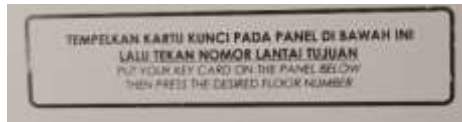


Figure 4 Long Expression 1

Long Expression 1: "Put your key card on the panel below"
And



Figure 5 Long Expression 2

Long Expression 2: "Tap access card here"

The distinction between 'Key cards' and 'Access cards' of their significance in the context of hotel signage is an important observation. 'Key cards' and 'Access cards' share the same meaning and serve as security devices for controlling physical access to hotel rooms. They are used by guests to enter their assigned rooms and ensure privacy and security during their stay. The advancement of technology has led to the evolution of traditional keys to sophisticated 'Access cards' in many hotels. While the basic function remains the same, the terminology used to refer to these cards may vary across different hotels. This variation in names does not alter the core meaning or purpose of the cards.

According to the concept of Lexical Relation described by Riemer (2010), the limited envelope registers of 'Key cards' and 'Access cards' imply that these terms are specifically used in the context of hotels or primarily associated with hotel stays. This register restricts the usage of these terms to the hotel domain, emphasizing their importance and relevance within the hotel industry. In addition to providing room access, some hotels utilize 'Access cards' or 'Key cards' to control other functionalities within the room, such as activating the lights. This further underscores the central role of 'Access cards' or 'Key cards' in the hotel environment. Overall, the inclusion of 'Key cards' and 'Access cards' as Limited Envelope Register in hotel signage highlights their crucial role in ensuring security, privacy, and convenience for hotel guests.

3.2 Open Envelope Register

The Open Envelope Register in hotel signage encompasses words, terms, names, or mentions that are not limited to the hotel domain and serve as additional facilities or comply with health, disaster, hygiene, or protocol protocols in the business world (Halliday, 2002). As hotels offer various facilities and services beyond the basic amenities, it becomes necessary to include signage that communicates these additional features or protocols to guests. By including such signage, hotels ensure that guests are aware of the additional facilities and services available to them, as well as any relevant protocols they need to follow. This type of signage enhances the overall experience and safety of guests while aligning with industry standards and regulations in the business world.

3.2.1 Single Word

The Open Envelope Register, specifically in the single-word category as seen in Table 4, consists of commonly used words that may have multiple meanings and are not exclusive to the hotel domain. These words are not specifically associated with the identity or core components of a hotel. Instead, they have broader applicability and can be used in various fields and everyday conversations. According to Kreidler (2002), field theory is an attempt to classify lexemes based on similarities and differences. This study addressed the lexical field while determining the Open Envelope Register, which analyses the words meaning in connection to the item or place it represents. The goal is to understand the word's usage and associations beyond the hotel context.

Table 4 Single word of Open Envelope Register

Open Envelope Register		
Single Word		
Mushola	Exit	Gym
Operator	In	Jacuzzi
Hydrant	Out	Spa
Security	Push	Lift
Elevator	Stop	Parking

For instance, the word 'Musholla' in figure 6 found in the Identification Signage, represents a place of worship specifically designated for Muslims. While some hotels may provide a prayer room or Musholla for the convenience of their staff or guests, it is not a mandatory component of a hotel. Its presence or absence does not define the essential features or identity of a hotel. Based on the analysis of the lexical field and considering the research findings, the word 'Musholla' is not directly associated with the core functions or main components of a hotel. It is a term that is specific to the religious context and has a lower level of meaning when associated with a hotel.



Figure 6 Musholla

According to Riemer (2010) and the concept of lexical semantics, each word or expression carries its own level of meaning. The word of 'Musholla' its meaning is primarily linked to its function as a place of worship for Muslims, rather than being inherently tied to the hotel itself. Therefore, it falls into the Open Envelope Register, as it is a word that extends beyond the hotel domain and is not a central part of the hotel's identity or operations.

3.2.2 Phrase

Based on the Open Envelope Register in table 5, the words or phrases found in the study do not primarily refer to hotels. They are commonly used in different fields and everyday language, indicating their broad applicability. These words cannot be considered as integral to the hotel's identity or main components based on the lexical field analysis, as their usage extends beyond the hotel domain. Therefore, the Open Envelope Register includes words or phrases that are not specific to hotels and have multiple meanings and applications in various fields and everyday communication. They do not serve as identifiers or central elements of the hotel but rather provide additional information or convey concepts that are relevant in a broader context. Based on the data as phrase in this group also found something similar.

According to Table 5, there are many phrasal types of open envelope registers found in the sign language. The 'No Smoking' sign, Figure 7, is indeed a common phrasal example of an open envelope register found in various settings, including hotels. It serves as a communication tool to inform guests and visitors that smoking is prohibited in certain areas of the hotel premises.

Table 5 Phrase of Open Envelope Register

Open Envelope Register		
Phrase		
No Smoking	Evacuation Route	Panic button
Playground	elevator instruction	save energy
store engineering	Free Parking	fire extinguisher
Disabled Restroom	emergency button	fire safety
Coffee Bar	ground floor	service lift
Business Center	press here	caution high voltage
Fitness room	emergency exit	emergency contact
Massage room	parking area	extinguisher guide
fitness center	online market	break glass
gym & fitness	caution under maintenance	our lovely menu
management office	electrical plug	opening hours

While it may not be considered a main part of the hotel, it is an additional facility or protocol implemented to ensure a fresh and smoke-free environment for the comfort and well-being of all individuals present. The use of 'No Smoking' signage is not exclusive to hotels but is commonly employed in different public spaces such as malls, hospitals, and other buildings where smoking is restricted or prohibited. It aligns with health and safety regulations, aiming to protect non-smokers from the negative effects of second-hand smoke. By designating specific areas where smoking is permitted, hotels might be brought to the needs and preferences of both smokers and non-smokers while maintaining a pleasant and healthy atmosphere within their premises.



Figure 7 No Smoking

The 'Evacuation Route' sign mentioned in Figure 8 serves as an important phrase example of an open envelope register in the context of hotel signage. It indicates the designated path or route that individuals should follow in the event of an emergency or evacuation. The meaning of the word 'Evacuation Route' can be understood by conceptualizing the relationship between the words and the objects or concepts they represent, as discussed in the field of lexical semantics (Pramuniati, 2006). The signage meaning is not limited to the hotel context alone but extends to tall buildings in general, where ensuring safe evacuation procedures is crucial. This additional facility of having a well-defined evacuation route is part of the secured design protocol implemented in hotels and other tall buildings to prioritize the safety and well-being of guests and staff members. By displaying 'Evacuation Route' signage, hotels communicate important information to occupants, guiding them to the nearest emergency exits and ensuring a swift and organized evacuation process if needed. This aligns with established safety standards and protocols for tall buildings, emphasizing the hotel's commitment to maintaining a secure environment for its staff (Obeidat & Abu-melhim, 2017).



Figure 8 Evacuation Route

3.2.3 Long Expression

The Open Envelope Register of Long Expressions as seen in table 6, comprising two single words and two phrases, the focus is on examining the meanings of these lexical units and understanding their semantic connections. It could be possible to get insights into the unique importance of each word or phrase and how they contribute to the larger field of language and communication by evaluating the lexical meaning of each word or phrase.

Table 6 Phrase of Open Envelope Register

Open Envelope Register			
Long Expression			
The Long Expression	Single Word/Phrase	The Long Expression	Single Word/Phrase
no smoking in the lift	no smoking	for hygienic reason, please sanitize your hands	hygienic reason
stay calm until help comes	stay calm	let's do plastic diet	plastic diet
please turn off the light when not in use	turn off	Non drinkable tap water	Drinkable
please don't panic	don't panic	must use a mask when leaving the room	Mask
go green programs	go green	press button with the bell picture	press button
no lifeguard on duty	Lifeguard	put your key card on the panel below	the panel
Push bar to open	Push Bar	self temperature check	Temperature Check

According to Kearns (2000), lexical meaning refers to the inherent meaning carried by a word itself, independent of its context. It delves into the core essence and semantic content of individual words. On the other hand, Pateda (2001) emphasizes that lexical semantics examines the overall system of meanings embedded in words, considering their interconnections and semantic networks. Verhaar (1983) adds that the lexical meaning of a word should be observed when it stands alone, as its meaning may change when incorporated into a sentence or context. This highlights the importance of understanding a word's meaning within its specific lexical field, taking into account its associations and relationships with other words.



Figure 9 Long Expression 1

Long Expression 1: "Self temperature check"

According to Table 6 and Figure 9, the phrase 'Temperature check' is identified as part of the Directional Signage category. This phrase is commonly used during the global spread of the COVID-19 virus to indicate the requirement for temperature screening or checking. As hotels often accommodate a large number of people and strive to maintain health and safety protocols, the

provision of temperature checks has become essential. Definitely, the phrase 'Temperature check' represents an additional health measure rather than a core service provided by the hotel itself. In response to health regulations and guidelines, hotels may include directions or signage guiding guests to the designated areas for temperature screening. This measure aims to ensure the safety and well-being of guests and staff by identifying individuals with elevated body temperatures, which could be indicative of potential illness or infection. While the hotel is responsible for implementing and facilitating these health protocols, the actual temperature checks are typically conducted by dedicated personnel or designated health stations, following specific guidelines and procedures.

Another example is in the Table 2.5, the phrase 'Plastic Diet' is included in the Long Expression category of Informational Signage. The term 'Plastic Diet' is a creative play on words, combining the concept of dieting, which typically refers to limiting food and drink consumption for weight loss, with the word 'plastic' to draw attention to the need for reducing plastic usage. It is thought of as the connection between words and objects or objects, according to Pramuniati (2006). The phrase serves as a reminder to guests about the importance of being mindful of their plastic consumption and adopting more sustainable practices in their daily lives.



Figure 10 Long Expression 2
Long Expression 2: "Let's do plastic diet"

Although the phrase 'Plastic Diet' does not directly relate to the core functions or features of a hotel, it is included in the Informational Signage category to raise awareness and promote environmental sustainability among guests. The use of plastic and its detrimental effects on the environment are global concerns, and hotels can play a role in encouraging responsible behavior by providing informational reminders and encouraging guests to make conscious choices regarding plastic usage. Therefore, considering its focus on environmental sustainability and its indirect connection to the hotel context, the phrase 'Plastic Diet' is appropriately categorized within the Open Envelope Register, as it goes beyond the immediate scope of hotel operations but serves as an additional reminder for guests to be mindful of their plastic consumption and contribute to environmental preservation.

4. CONCLUSION

This research contributes to the existing literature by filling the gap in research on the registers expressed through words or phrases found on hotel signage. By examining these registers, the research provides valuable insights into the sociolinguistic dynamics within the hotel context, enhancing staff, students and people or guests understanding of language usage in the hotel. Through the data, two types of registers were found: Limited Envelope Register and Open Envelope Register. The Limited Envelope Register consisted of words and phrases that were commonly used across all sample hotels and represented the required facilities and objects that must be available in a hotel. These registers formed part of the hotel's identity, as they were essential for the functioning of the hotel. On the other hand, the Open Envelope Register comprised names of places and objects that were additional facilities, beyond the basic requirements of a hotel. These registers were often correlated with other fields and did not contribute significantly to the hotel's identity. Further research can build upon this study by investigating the impact of different registers on visitor

experience and perception of hotels. Understanding how registers shape communication in the hotel environment can inform strategies for improving communication effectiveness and creating a more welcoming and inclusive atmosphere for guests.

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