

## Code-switching Use Among Tunisian Merchants in Craft Industry

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**Abstract:** Although the literature on code-switching (CS) practice in different bilingual communities and contexts is wide, a few studies have been conducted in the craft industry sector in Tunisia. Henceforth, this study attempts to investigate CS behaviour among merchants in craft industry in Djerba, Tunisia. It aims to investigate the pervasiveness of CS practice and to examine the effect of the variable of age on CS use. 30 merchants chosen from different age groups participated in this study. The findings are generated from the recorded data of conversations with both Arab and Western tourists and a questionnaire. The data has shown that CS practice is pervasive among merchants with more CS use with Arab tourists and that the respondents' age has an effect on CS use. The Independent T tests and the recorded data analysis demonstrated that the middle-aged group use more CS with both Arab and Western tourists than the young.

**Key-words:** code-switching, craft industry, pervasiveness, age, Tunisian merchants, etc.

### I. Introduction

CS is an everyday reality in every place where more than one language is spoken in everyday communication. Indeed, CS has become a ubiquitous phenomenon marking social group's linguistic behaviour and the alternation between languages is rather the norm than the exception in many communities (Nguyen, 2008, p. 5). Tunisia is not an exception as Tunisian people tend to alternate between more than two codes (Maamouri, 1989, p. 1346). Lawson and Sachdev's (2000) findings, for instance, revealed that CS is used and accepted as a distinct linguistic variety in Tunisia that mostly represents the bilingualism of the country. The situation in Tunisia is even more complex due to the influx of languages of the intruders, ranging between Roman, Arab, Ottoman Turk and French.

A bulk of studies has been conducted on CS and has led to significant findings on CS use. However, despite the plethora of research on this practice, a relative dearth of research on this topic has been conducted in the business context and more particularly in the craft industry sector. Further on, the majority of authors have focused on CS behaviour for speakers of European languages, while there is a pronounced lack of research among the Semitic languages such as Arabic. This knowledge gap provides sufficient motivation to undertake the present study.

CS has been addressed from different perspectives: psychological point of view, sociolinguistic approach and linguistic perspective. The present study endorses a sociolinguistic approach. It is meant to investigate the prevalence of CS behaviour among merchants in craft industry in Djerba. It is mainly quantitative in nature. It also seeks to identify any correlation between the frequency of CS use and the variable of age.

### II. Literature Review

#### 2.1. Defining Code-switching

Different definitions of CS have been suggested by researchers, each holds their own belief with regards to what exactly and what should be viewed as a switch. One definition of CS is the alternation of codes in a single speech exchange (Gumperz, 1982, p. 59). Within the realm of sociolinguistics, CS is defined as “a sociolinguistic communication strategy where a communicator toggles back and forth from one code to another during discourse” (Heller, 1988, p. 1). Myers-Scotton (1990, as cited in Elsaadany, 2003, p. 71) refers to CS as “the use of two or more linguistic varieties in the same conversation. It can be intra or extra-sentential and also inter-sentential”. Thus, Myers-Scotton defines CS in broad terms as she does not restrict it to switching between languages, but also to varieties of the same language. Similarly, Clyne (1972) defines CS in broad terms as a change by a speaker from one

language or language variety to another one (p. 45). Grosjean (1992) defines CS as the alternate use of two or more languages in the same conversation. The latter definition will be used in this study as it is comprehensive and encapsulates the other alternations.

## 2.2. Previous Studies on Code-switching Use in the Business Sector

This section provides a general review of previous studies on CS use in the business setting as it is the main concern of this study. CS phenomenon has been extensively studied in the business context, but a few studies were concerned with measuring the frequency of CS use to uncover its pervasiveness. Most of the studies focused on the sociolinguistic functions of CS which is equally important. Nevertheless, the studies showed that CS is a common and ubiquitous phenomenon in the business context. For instance, Shau, Dellande and Gilly (2007) found that CS is commonly used in service encounters (McDonald) in the US as a facilitative means in business transaction. Similarly, Schau, Dang, Zhang and Chen's (2012) study reveals that CS is a common practice in the US market. It has become a robust norm on its own right which is used to communicate about some market level phenomena. In the same vein, Erastus (2003) examined CS use in a market situation in Kenya and found that CS is a pervasive behaviour practiced by sellers of different races. For instance, it is found that CS use was of 4.4% by African sellers, 8% by Americans/Britons and 100% by Indians. In the Tunisian context, Baoueb's (2009) study demonstrated that CS is commonly used by Tunisian speakers in Tunisian business companies with different clients. More recently, Bastiar and Marmanto (2018) found 62 instances of CS use in selling and buying at Segiri market Samarinda.

## 2.3. Code-switching and Age

The variable of age has been acknowledged in the literature as an important governing factor in CS use. One of the earliest studies that attempt to explore the factor of age in CS choice is Gal (1978) who found that "the person's age and her or his social network are the two factors that determine the degree to which a person uses Hungarian as opposed to German" (p. 8). Likewise, Ennaji (2005) found that age is a significant sociolinguistic factor that governs CS use. His study

showed that Moroccan young people use an informal slang of Moroccan Arabic amongst themselves, but a polished form of Arabic with older educated people. However, when they speak to illiterate people, they use plain informal Moroccan Arabic. "Whenever an older man joins in conversation the shift is usually to a more polite style of Arabic if the language of interaction is Arabic. However, if the language of conversation is French, then the young peers tend to switch to the native language (Moroccan Arabic or Berber)" (Ennaji, 2005, p. 147).

Gal (1979, as cited in Grosjean, 1982, p. 137) found that in the German-Hungarian Community of Oberwart, young people speak mainly German, except with their grandparents or when they are in the church whilst old people mostly speak Hungarian. Similar results were found in Wald (1974, as cited in Grosjean, 1982, p. 137) where young people in Kenya use both Swahili and their local language with each other, but never use Swahili when they converse with elders, being considered as a kind of humiliation, though they are bilinguals too.

In the business context which is the main concern of this study, Erastus (2003) sought to examine the influence of the variable of age among others (race and sex) on code choice by sellers in Massai Market in Nairobi Kenya. The results showed that the variable of age significantly affected CS use by sellers depending on their interlocutors. It is found that the majority of the respondents in the age group of 21-40 code-switched because they are considered as 'status conscious' and the working class. As for those aged 41 and above, only 17% of them use CS. This age group predominantly used the local languages and Kiswahili because they are considered not 'status conscious'; they only seek to lead a transaction efficiently in whatever code (Erastus 2003, p. 92).

## III. Methodology

### 3.1. The Setting

This study took place in Djerba (the south of Tunisia) in Houmt Souk town. Djerba is chosen as a case study because it is an attractive tourist site for tourists from all over the world thus a variety of linguistic repertoires will be displayed and encounters will be rich and varied. Besides, Djerba is famed of the prevalence of craft industry and researches on it as a case study are silent in the literature. The craft industry

sector is chosen as a field of research for this study because people from different races and linguistic backgrounds visit it.

**3.2. The Participants**

This study focuses on CS practice among merchants in craft industry in Djerba. 30 merchants participated in this study, whose ages are presented in table 1 below:

Table 1: Participants' Age

Age Groups	Total	Percentage (%)
G 1: 20 - 45	22	73,3
G 2: 46 - 65	8	26,7
G 3: over 65	0	0

As shown in table 1, the first age group (20 – 45) contributed with 73.3%, the second age group (46 – 65) 26.7% and the third age group (Over 65) 0%. All of the participants have TA as their mother tongue and French as their second language, with knowledge of one or more other foreign languages namely Italian, German and Spanish.

**3.3. Research Instruments**

This study is basically quantitative in nature. Henceforth, the main research instrument used was a questionnaire. The questionnaire was used to measure the frequency of CS use among merchants and to test any correlation between the frequency of CS use and the merchants' age. The copies of questionnaires were distributed face to face to 30 merchants categorized according to their ages. In addition to the questionnaire, recording of conversations held between the merchants and tourists of different origins (both Arabs and foreigners) was also utilized so as to measure the frequency of CS use and identify any correlation between the frequency of CS use and the respondents' age. To this end, the recorded conversations were selected on the basis of the participants' age and the origin of the tourist involved in the transaction. 10 samples of interactions held between merchants of different age groups and tourists of Western and Eastern origin were transcribed to be analyzed in terms of the frequency of CS use.

**3.4. Statistical Package (SPSS)**

The Statistical Package for the Social

Sciences (SPSS 20.0) was used as software of statistical data analysis. Two types of data analysis were used: descriptive statistics and Independent Samples t- Test. In the descriptive statistics, the Frequency data analysis was applied in order to measure the frequency of CS practice and the Crosstabs were utilized to examine the relationship between the frequency variable and the age variable.

The Independent Samples T-Test is a statistical analysis of compare means that was used to compare the scores of the frequency of CS use in function of the respondents' age. That's to say, to compare the mean scores of the two groups (young and middle- aged) with regard to the frequency variable. If the means of the two groups are not significantly different then the null hypothesis is maintained and if the means of the two groups are significantly different then the null hypothesis is rejected. The t-test serves to test the second research hypothesis stating that the frequency of CS use varies in the function of the merchants' age.

**IV. Findings and Discussion**

**4.1. Frequency of Code-switching Use**

The first aim of this study was to investigate the prevalence of CS practice among merchants. For this purpose, the participants were asked about the language or languages they usually employ when speaking to tourists of different nationalities. Using descriptive statistics in SPSS, the following table outlines the obtained results:

Table 1: Code switching use among Arab Customers

	N	Minimum	Maximum	Mean	Std. Deviation
Languages used with Tunisians	30	1	2	1,90	,305
Languages used with Libyans	30	1	2	1,17	,379
Languages used with Algerians	5	2	2	2,00	,000
Languages used with Moroccans	5	2	2	2,00	,000
N valid (listwise)	5				

As shown in table 1, 30 respondents out of the total sample (30) use more than one language with Tunisian customers. As for Libyan customers, the average of languages used by the participants is of 1.17 which is very close to 1. This implies that the majority of the participants tend to use a monolingual

mode with customers from Libya. This can be explained by the fact that Libyans are monolinguals and do not speak or understand any other foreign languages except very few of English which further explains the participants' switching between varieties of Arabic as is indicated in their answers.

Regarding Algerian and Moroccan customers, only 5 respondents gave their response. Their lowest and highest chosen response was 2 with a mean value of 2.00 which is extremely high. This implies that all of the 5 merchants who deal with Algerians and Moroccans employ a bilingual code with those customers switching back and forth between TA and French and that CS is a common practice performed with Algerians and Moroccans.

Besides, the questionnaire data indicated that 90% of the respondents practice CS with Arab customers. Additionally, the analysis of the recorded data revealed that 106 instances of CS were displayed with Arab customers. This further confirms the ubiquity of CS practice among merchants.

Regarding the frequency of CS use with Western tourists, it is displayed in table 2 below:

Table 2: Code-switching Use with Western Tourists

	N	Minimum	Maximum	Mean	Std. Deviation
Languages used with French	30	1	2	1,23	,430
Languages used with Italians	20	1	2	1,20	,410
Languages used with Germans	25	1	2	1,12	,332
Languages used with Czechs	10	2	3	2,40	,516
N valid (listwise)	10				

As seen in table 2, 30 respondents gave their response with regard to languages employed with French tourists using one language at minimum and two languages at maximum with a mean value of 1.23 which is not so close to 2. This veils the use of CS practice with those tourists where the participants alternate mainly between French and their native language Tunisian Arabic (TA) as it is indicated in their answers, though the mean is relatively small.

As for languages used with Italians, 20 respondents gave their response. The missing response is due to the fact that the respondents do not deal with Italian tourists. The 20 respondents use 1 language at minimum and 2 languages at maximum

with a mean value of 1.28 which is relatively small. This implies that CS is also employed with Italian tourists regardless of its frequency where 6 participants indicated that they alternate between Italian and TA and 4 between Italian and French.

Regarding Germans, 25 respondents gave their response, using 1 language at minimum and 2 languages at maximum with a mean value of 1.12 which is much closer to 1. This entails that the majority of the participants tend to use a monolingual mode with those tourists. Yet this does not deny the presence of CS practice with those tourists. Indeed, 8 participants indicated that they alternate between TA and German and 5 stated that they switch back and forth between English and German.

As for languages used with Czechs, only 10 respondents gave their response. The 20 missing stated that they do not work with Czechs. The 10 respondents who deal with Czechs use 2 languages at minimum and 3 languages at maximum with a mean value of 2.40 which is extremely high (different from 1). This shows that CS practice is a very common behaviour employed with Czech tourists. This may be due to language difficulty. The questionnaire data indicated that none of the participants have a full mastery of Czech language the fact that might compel them to switch into a language or language variety of which they are competent such as French or German.

Besides, 73.3% of the respondents indicated in the questionnaire that they use CS with western tourists and the analysis of the recorded data showed that 92 instances of CS were exhibited with those tourists. In the light of these figures, it can be concluded that CS is also extensively used with western tourists.

Overall, CS was found to be a common observed phenomenon among merchants in the craft industry sector employed with both Arab and western tourists of different nationalities. This finding lends support to previous findings that CS is a common and ubiquitous phenomenon in the business context (e.g. Shau, Dellande & Gilly, 2007; Shau, Dang & Chen, 2011; Erastus, 2003; Baoueb, 2009; Bastiar, Marmanto & Sumarlam, 2018) and Tunisia is not an exception.

Another important finding in this study is that instances of CS use are found to be more numerous in

interactions with Arab customers than in ones held with western tourists, namely French and Czechs. This is because the majority of western tourists do not master TA very well except very few words that's why most of the merchants' switch into TA are of single nouns or verbs (see appendix B). This finding suggests that the frequency of CS use depends on the nationality of the tourist involved in the transaction. Furthermore, the quantitative analysis alongside with the qualitative analysis reveals that CS practice is an accepted behaviour by Arab customers as well as by western tourists namely French. Indeed, in all along the recorded interactions with French tourists CS between French and TA raised no offensive reaction from the part of tourists and mutual understanding is established on the ground (see appendix B, conversations 7, 8, and 9).

To conclude, CS practice is found to be pervasive among merchants regardless of their ages employed with both Arab and western tourists. This is because merchants deal with tourists from a variety of L1 and L2 in their work. So shifting between languages according to the tourist has become an essential part of their job. The results obtained in the current study substantiate the claim that nowadays the alternation between languages is rather the norm than exception in many communities (Nguyen, 2008), including the Tunisian craft industry sector.

#### 4.2. Frequency of Code-switching Use and Age

The second part of this study is to find out whether the frequency of CS use varies in the function of the merchants' age. To this end, SPSS Cross tabulation was used to test any correlation between the frequency of CS use and the age of the respondents. Table 3 below is a Cross tabulation of the variable of age and a frequency scale of CS use with Arab customers:

Table 3: Code Switching Use with Arab Customers and Age

		Frequency Scale of CS use with Arab Customers				Total
		Never	Rarely	Sometimes	Always	
Age	Between 20 - 45	3 13.6%	3 13.6%	6 27.2%	10 45.4%	22
	Between 46 - 65	0 0%	0 0%	2 25%	6 75%	8
Total		3	3	8	16	30

As indicated in table 3, 90% of the total sample practice CS with Arab customers and only 10% never use CS. But a close observation in terms of the participants' age shows that the two age groups (the

young and the middle-aged) do not use CS with the same frequency scale. As can be seen, 45.4% of all the young practice CS regularly with Arab customers, while the ratio of regular use among the middle-aged is higher (75%). Moreover, 13.6% of all the young never use CS with Arab customers, while none of the middle-aged never practices CS. As for western tourists, table 4 below outlines the Cross tabulation of the variable of age and a frequency scale of CS use with those tourists:

Table 4: Code Switching Use with Western Tourists and Age

		Frequency Scale of CS use with Western Tourists				Total
		Never	Rarely	Sometimes	Always	
Age	Between 20 - 45	8 36.3%	5 22.7%	7 31.8%	2 9%	22
	Between 46 - 65	0 0%	0 0%	2 25%	6 75%	8
Total		8	5	9	8	30

As shown in table 4, 22 (73.3%) out of the total sample use CS with Western tourists regardless of their ages. But a close investigation in terms of the participants' age reveals that the two age groups do not use CS with the same frequency scale. As can be seen, 9% of all the young (22) practice CS regularly, while this frequency is higher among the middle-aged (75%).

The Cross tabulation tests showed a variation of CS frequency in the function of the respondents' age with both Arab and Western tourists. However, such test did not allow to test a statistical correlation between the frequency of CS use and the variable of age. To this end, the t-test was run to test the relationship between the frequency of CS use and the participants' age. Before starting the t-test, a test of homogeneity of differences was conducted. Such test gives the significance p value that is used to decide whether the difference is significant or not. The difference is said to be significant when it is at the level of 0.05. The analysis of variance is used to test the hypothesis stating that the frequency of CS use varies in the function of the merchants' age. That's to say, the two age groups do not code-switch with the same frequency scale with tourists. For this, two hypotheses are constructed.

H<sub>0</sub>: Null Difference: the means of the two groups are not significantly different.

H<sub>1</sub>: Different means: the means of the two groups

are significantly different.

The following tables present the data that resulted from the Independent Samples t-Test related to the variance of age and the frequency of CS use with Arab tourists:

Table 5: Group Statistics

Age (G1 vs. G2)		N	Mean	Std. Deviation	Std. Error Mean
Frequency of CS use with Arab tourists	Between 20- 45	22	1,9091	,86790	,18504
	Between 46 - 65	8	2,8750	,35355	,12500

Table 6: Levene's Test for Equality of Variances

A		Levene's Test for Equality of Variances	
		F	Sig.
Frequency of CS use with Arab tourists	Equal variances assumed	1,447	,239
	Equal variances not assumed		

Table 7: Independent t-Test Analysis of Variance of Age and Frequency of Code switching Use with Arab Customers

t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
					Lower	Upper
-3,030	28	,005	-.96591	,31878	-1,61891	-,31291
-4,326	27,413	,000	-.96591	,22330	-1,42376	-,50806

The group statistics output presented in table 5 provides the sample size (N), means, standard deviation and the standard error of the mean. As shown in table 5, the group aged between 20-45 (the young) code-switch with Arab tourists with an average of 1.9091 with a standard deviation and standard error of mean of 0.86790 and .18504 respectively. As for the group aged between 46-65 (middle-aged), they code-switch with Arab tourists with an average of 2.8750 with a standard deviation and standard error of mean of 0.35355 and 0.12500 respectively. In the light of these figures, it can be deduced that the mean for the second age group (the middle-aged) is higher than the first group (the young). That is, the middle-aged group uses, on average, more CS with Arab tourists than does the young group.

Due to the limited space in our printer setting, the Independent Samples Test is further split into two parts. The first part (presented in table 6) is the Levene's Test of Equality of variances. This tells us whether the two groups have approximately equal variances. If the Levene's test is significant (the value under "Sig.", is less than 0.05), then the two variances are significantly different. If it is not significant (Sig. is

greater than 0.05), the two variances are not significantly different. That is, the two variances are approximately equal.

As seen in table 6, the significance level is 0.239, which is larger than 0.05. Thus the variances are approximately equal. Table 7 displays the results of the Independent t-Test which provides the t obtained, degree of freedom (df), the two tailed level of significance (Sig.) and the mean difference (Group 1 mean-Group 2 mean). Read the top line if the variances are approximately equal. Read the bottom line if the variances are not equal.

The results of the Levene's test pointed to approximately equal variances, so we will read the top line. As can be seen in the second part, the t obtained is of -3.030, with 28 degree of freedom (df=n-2), it is significant at 0.05. Thus, it can be inferred that the two age groups are significantly different regarding the frequency of their CS use with Arab customers. More specifically, by examining the group means and the mean difference we can see that the young code-switch with Arab tourists an average of 0.96591 fewer time than do the middle-aged, though the difference is not really so large. Accordingly, the null hypothesis (H0) can be rejected in favour of H1. That's to say, the means of the two age groups are significantly different. The last row of the Independent Samples Test output provides the confidence intervals for the difference between the group means. This interval allows us to estimate the actual difference found between the two groups. In our case, we can be 95% confident that the actual difference in the frequency of CS use with Arab tourists found between the young group and the middle-aged group is somewhere between 0.31291 and 1.61891.

Concerning the correlation between the frequency of CS use with Western tourists and the merchants' age, the following tables resulted from running the Independent Samples Test outline the obtained results:

Table 8: Group Statistics

AGE		N	Mean	Std. Deviation	Std. Error Mean
Frequency of CS use with Western Tourists	Between 20 - 45	22	1,1364	1,03719	,22113
	Between 46 - 65	8	2,7500	,46291	,16366

Table 9: Levene's Test for Equality of Variances

A		Levene's Test for Equality of Variances	
		F	Sig.
Frequency of CS use with Western Tourists	Equal variances assumed	7,731	,010
	Equal variances not assumed		

Table 10: Independent t-Test Analysis of Variance of Age and Frequency of Code switching Use with Western Tourists

t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
					Lower	Upper
-4,214	28	,000	-1,61364	,38296	-2,39869	-,82918
-5,865	27,691	,000	-1,61364	,27511	-2,17863	-1,04864

As indicated in the group statistics output presented in table 8, the first age group (the young) code-switch with Western tourists with an average of 1.1364 with a standard deviation and standard error of mean of 1.03719 and 0.18504 respectively. As for the second age group (the middle-aged), the average of their CS use is 2.7500 with a standard deviation and standard error of mean of 0.46291 and 0.16366 respectively. Based on these figures, it can be deduced that the middle-aged group uses, on average, more CS with Western tourists than do the young.

Moving to the Levene's Test, it can be seen that the significance level (Sig.) is 0.010 which is less than 0.05. Thus, it can be inferred that group variances are not equal and in this case we need to use the second row of t-test results presented in table 10. As shown in table 10, the t obtained is -5.865, with 27.691 degree of freedom (df=n-2), and it is significant at 0.00. Henceforth, it can be deduced that the two age groups are significantly different regarding the frequency of their CS use with Western tourists. Accordingly, the null hypothesis (H0) can be rejected in favour of H1 stating that the means of the two age groups are significantly different.

More specifically, by examining the group means and the mean difference it can be seen that the young switch between languages with Western tourists an average of 1.61364 fewer time than does the middle-aged group and we can be 95% confident that the actual difference in the frequency of CS use with Western tourists found between the two age groups is somewhere between 1.04864 and 2.17863.

All in all, it is found that the middle-aged group uses, on average, more CS with both Arab and Western tourists than do the young. This shows that the

middle-aged merchants' linguistic behaviour is unlike the young ones. Young merchants are generally very motivated and energetic. With an unflinching determination, they try their best to attract the tourist and interact with him till he buys something. Language constitutes for them a magical tool to reach their goal. They are enthusiastic to show their language skills and they force themselves to speak only the language of the tourist and not to use any other foreign language. The qualitative analysis backs up the results of the quantitative one. Indeed, the analysis of the recorded data revealed that the middle-aged respondents tend to use more CS with both Arab and Western tourists than do the young ones. In Erastus's (2003) study, however, it is found that the young (aged between 21-40) use CS with sellers in the market than do those aged 41 and above. The difference in the obtained results might be related to the nationality, origin, culture and race of the customers and sellers involved in the business transactions.

In short, the findings of this study demonstrated that age is a very important sociolinguistic variable that governs CS use among merchants in the craft industry sector in Djerba. Such results corroborate previous findings that age is the most determining factor of CS use (e.g. Wald, 1994; Gal, 1978; Barber, 1973; Erastus, 2003; Ennaji, 2005).

**V. Conclusion**

The current study attempts to investigate the prevalence of CS practice in the Tunisian craft industry sector more particularly in Djerba. It also examines the correlation between the frequency of CS use with both Arab and Western tourists and merchants' age.

The findings have proven that CS is a pervasive phenomenon among merchants employed with both Arab and Western tourists regardless of the merchants' age. As for the correlation between the frequency of CS use and merchants' age, the results of the quantitative study based on the use of the Independent Samples Test and Cross-tabulation alongside with the analysis of conversations collected from merchants belonging to the two age groups (young and middle-aged) showed the variable of age affects the frequency of CS use with both Arab and Western tourists. It is found that the middle-aged group tends to use more CS with both Arab and

Western tourists than do the young.

The findings of this study have wider significance in sociolinguistic and marketing research in that it provides consumer researchers as well as marketers with an awareness of the prevalence of CS practice in craft industry sector and the importance of the variable of age in governing CS use by merchants. Indeed, the study does not only provide insight into CS use in craft industry sector in Tunisia, but also unveils the richness and complexity of encounters with tourists of different linguistic and socio-cultural backgrounds thus it offers an insight into native-tourist relationship. The present investigation contributes not only to a better understanding of CS as a bilingual phenomenon in general, but also to a more accurate view of bilingualism in Tunisia and to the development of Tunisian sociolinguistic.

Nevertheless, despite its significance, the present study is confined by some limitations. One main limitation lies in the fact that it is predominantly quantitative in nature. That is, it only sheds light on measurement of CS use and the correlation between the variable of age and the frequency of CS use. Socio-pragmatic functions of CS use among merchants are of paramount importance. Henceforth, future researches are to be conducted on the communicative functions of CS use in the craft industry sector. A second limitation emanates from the collection of the recorded transactions with Western tourists; the analysis was restricted to only French tourists and very few of Czechs which limits the scope of generalization to other tourists of other nationalities (Italians, Germans, Dutch, etc.) concerning the pervasiveness of CS use in craft industry. Besides, the data of this research is limited to only craft industry in Djerba. Thus, further research needs to be conducted in craft industry across a variety of touristic towns in Tunisia, namely Sousse, Nabeul, Mahdia, Hammamet, etc. so as to widen the scope of generalization of findings.

In conclusion, the application of CS in the Tunisian business sector, namely in the craft industry sector represents a ripe field for future research and an increased knowledge of CS and its effectiveness in the craft industry sector continues to await further investigations.

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