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## Tourism language properties determining successful marketing process

### *Propiedades del lenguaje turístico que determinan el éxito del proceso de marketing*

Ganna Zakharova <sup>1\*</sup>

#### Abstract

The persuasive influence of tourism promotional materials is very much experienced nowadays. In order to attract the attention of viewers, marketers choose various techniques in their digital texts delivered through different verbal and non-verbal elements. These solutions for web designers help convey the notion of brand and also boost conversions. There exist different verbal techniques in tourism marketing to engage and convince potential tourists to buy a tourism product. The verbal content selection is crucial: it provides useful information, creates different feelings in viewers and helps them finalize their decisions. The present article detects the language properties of two health tourism websites used to allure potential tourists. The paper reviews the manner of presenting the services delivered through verbal messages, examining their persuasive perspective. The article highlights how particular linguistic components as the persuasive strategies of tourism promotional materials can influence the decisions of health tourism websites' users. The result section provides the real examples of the deployment of verbal elements realized by the websites of "Karpaty" and "Solva" resorts (Ukraine) to convince their audiences. These solutions are worth attention as they play an important role in the promotion of tourism services. The data collection of this study will provide updated information in relation to the rhetoric of tourism.

**Keywords:** tourism discourse; tourism promotion; persuasive discourse; persuasive verbal components; influential language in marketing; properties of tourism language.

#### Resumen

Al día de hoy, los materiales de promoción turística manifiestan la influencia persuasiva. Para atraer la atención de los espectadores, los especialistas en marketing eligen varias técnicas en sus textos digitales a través de diferentes elementos verbales y no verbales. Existen diferentes técnicas verbales en el marketing turístico para involucrar y convencer a los turistas potenciales de que compren un producto turístico. La selección de contenido verbal es crucial: proporciona información útil, crea diferentes sentimientos en los espectadores y les ayuda a finalizar sus decisiones. El presente artículo detecta las propiedades lingüísticas de dos sitios web de turismo utilizados para ganar turistas potenciales. El artículo destaca cómo los componentes lingüísticos persuasivos de los materiales promocionales del turismo pueden influir en las decisiones de los usuarios. La sección de resultados proporciona los ejemplos reales del despliegue de elementos verbales para convencer a los usuarios de las webs de los complejos "Karpaty" y "Solva" (Ucrania). Merece la pena prestar atención a las técnicas verbales, ya que juegan un papel importante en la promoción de los servicios turísticos. La recopilación de datos de este estudio proporcionará información actualizada en relación a la retórica del discurso del turismo.

<sup>1</sup> PhD student, Malaga University (UMA), 2, Avda. Cervantes, Malaga, 29071, Spain. Id orcid: <https://orcid.org/0000-0002-4219-411X> E-mail: [anyaifali@gmail.com](mailto:anyaifali@gmail.com) \*The corresponding author

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**Palabras clave:** discurso turístico; promoción turística; discurso persuasivo; componentes verbales persuasivos; lenguaje influyente en marketing; propiedades del lenguaje turístico.

## 1. Introduction

Before the global pandemic, tourism had become one of the most important sectors in the world economy. Since tourism was one of the biggest industries in the world; hence, it had received a great focus in research. As a multidiscipline, tourism is also one of the engaging research areas, especially its discourse. Unlike other industries, tourism is an information-intensive business; therefore, the discourse of tourism mediates the relationship between tourist and destination by manipulating various kinds of linguistic, visual, audio, and audio-visual resources to persuade potential consumers and convert them into actual clients (Jack & Phipps, 2005).

Tourism marketing materials are an important source of information for the potential tourists. The main objective of tourism promotion is to portray the beauty, charm and uniqueness of a particular place. Tourism promotion engages people in decision-making concerning the destination they would like to travel to (Salim, Ibrahim, & Hassan, 2012). Tourism advertisements try to sell emotions, sensations and experiences that travellers are eager to find. Moreover, promotion helps a destination differentiate itself from others and construct its own identity. Its purpose is to make the potential clients become real tourists.

Tourists cannot try a destination before booking. In other words, a holiday is not an object that would-be tourists can check beforehand, and thus, promotion plays an essential role in tourism. The consumer buys a holiday, purely on the basis of symbolic expectations established promotionally through words, pictures, sounds or promises (Morgan & Pritchard, 2000).

Preliminary results indicate that the search for the ideal touristic destination, the desire to go and experience new places is supported both by strategic, persuasive language and by technological choices used in tourism promotion (Kim & Fesenmaier, 2008). The promotional materials have to be properly selected in order to beautifully present a place and persuade potential tourists to buy a product or service advertised.

The promoters have to showcase their products using effective discourse techniques due to the competition in the tourism field. Therefore, discourse of tourism is rhetoric implying the power of producer over addressee. Nowadays, tourism discourse highly relies on various strategies, the application of which can lead to the desired outcomes. The websites making use of convincing contents about products or services become more powerful and more effective. Therefore, tourism websites look for influential verbal and non-verbal effects to attract the audiences. The marketers carefully choose discourses in order the tourism websites to be engaging. Accordingly, verbal strategies for websites are of paramount importance in tourism industry. They help describe a reality giving the tourists the illusion of really living an “off-the-beaten-track” holiday experience (Maci, 2013, p. 21).

This article will review the language properties determining successful marketing process in tourism website design employed by the Carpathian health resorts. The purpose of this paper is to evaluate the effectiveness these solutions to capture and keep the attention of users. I will explore what makes a health resort website promotion attractive and influential, focusing my investigation on the verbal persuasiveness in tourism discourse.

## 2. Methodology

Tourism promotion is a very important issue in the entire tourism process. Generally, the choice of a holiday place depends on how well it was advertised and how persuasive and engaging the message was. Tourism advertising influences a potential visitor's initial choices and sometimes determines the length of their stay, which is an essential issue for marketers. Consumers purchase the expectations and benefits that satisfy their needs. To reach desired advertising reaction, the advertisements should be designed to match these needs (Crişan, Bolyai, & Cantemir, 2013). These sources of information are highly helpful components in reaching the objective of tourism promotion.

When promoting a tourism product, the important point to consider is a content selection. A growing number of tourist destinations have created a highly competitive global marketplace in which destinations compete to catch the attention of potential tourists. Therefore, to get the desired outcome, marketers look for efficient strategies. A destination should be differentiated from other destinations to be included into potential tourists' "shopping list" (Jorgensen, 2004). The promoters need to persuade tourists to purchase their product, and the use of effective techniques helps achieve this objective.

In order to persuade tourists, marketers have to create an appealing imagery of a place and make it stand out from other competing destinations. In addition, it should suit the interests and requirements of the audience. The most important task in tourism promotion is to build a desirable image. When the potential tourists possess a desirable image of a place, they can be convinced to visit this destination. Therefore, marketers have to produce a perfect destination's image. Using influential techniques is now extremely important for tourism marketers to create a positive image.

Researchers and academics (Dann, 1996) described eight properties of the language of tourism that are often present in tourism materials in order to create a more effective destination promotion, namely: function, structure, lack of sender identification, monologue, euphoria, tautology, tense, and magic. These features distinguish the language of tourism from other specific languages.

1. The first property of the language of tourism is *function*, which shares similar features with other forms of communication (Dann, 1996). Language has different functions: it provides information, expresses emotions, influences the actions and beliefs of people, tells stories and so on. These characteristics are inherent for language; they serve specific purposes.

The expressive function has focus on the sender of a message. This emotional function is used in language by the addressers to express their feelings to the message. The conative or directive function refers to the receiver of a message. It relates to the way language is used to shape the emotions, attitudes, beliefs and behavior of the addressee. The addresser's intention is to convince receivers, to persuade them to act, think, feel, and react in the manner intended in the text.

The referential or informational function has to do with the meaning of the message. The centre of this function of language is external situation, facts, reality, ideas, or theories (Dann, 1996). The sender's intention is to inform, to describe or to declare. The phatic or interactional function deals with the channel of communication. It is used to establish and maintain contact between the addresser and the addressee through a medium of communication. This function is adopted to maintain the interest of the receivers, using different techniques.

The poetic function focuses on the message for its own sake. This refers to the value of words and uses of linguistic devices such as rhyme and metaphor to transmit meaning in an unusual way. In the language of tourism, message is often transmitted via drawing similarity

(metaphor) between the places and services being promoted and something that is likely to catch the interest of the potential tourist: e.g. the landscape is timeless (Dann, 1996).

The emotive function and the poetic function are predominantly used in tourism language. The deployment of a high frequency of adjectives and superlatives activates the emotive function; metaphors are used to adopt the poetic function. These functions create an appealing atmosphere in the texts. The tourism marketers have to stress the benefits and characteristics of destination in order to increase the attractiveness of it and to differentiate the place from other locations. This subjective meaning is achieved with the emotive function and the conative function. The referential function provides objective information about a place (Dann, 1996).

2. The second property of tourism language is *structure*. In tourism promotional materials, it is important to organize the texts properly. Nowadays, tourism promotion is multimodal texts, so verbal and visual aspects should be arranged in a coherent way.

3. The next property is *lack of sender identification*. It refers to the receiver's uncertainty with regard to the sender of tourism information. Mainly, the addresser is unknown. There is no explicit identification of the authoritative voice.

4. The receiver of tourism information is detached from the sender. So, the property of a tourism text is a *monologue*. It is essentially a one-way communication: the audience cannot react (Dann, 1996). However, the marketers try to use some linguistic strategies to hide this unequal relationship in the tourist texts. Therefore, the receivers can perceive the text as an interactive space in which the receiver is involved.

5. *Euphoria* is a property of the language of tourism. The language of tourism tends to stress on the exotic and positive aspects and benefits of a destination, so it uses a form of extreme language. The marketers select only positive and glowing terms for the services and attractions they promote, incorporating the heavy usage of adjectives to describe the qualities and features to attract the tourist's attention. Moreover, the marketers resort to the large use of hyperboles to present a destination as the best choice for tourist (Dann, 1996).

6. The next property, which is unique to the language of tourism, is *tautology*. Tourist materials provide already known information that determines the tautological nature of the language of tourism resulting in a certain control over the receivers of information. According to tourist texts, potential tourists can experience what other tourists have already experienced. Therefore, promotional texts present places full of clichés according to the expectation of tourists (Dann, 1996). Tourists try to find their trip basing on stereotypes and certainties. They are more self-confident if they find a place as they expect to see it. This circular nature of the language of tourism plays an important role in the promotion of tourist destinations, as it can be treated a guarantee for tourists.

7. Moreover, it is common to observe the feature of *tense* in promotional tourism materials. The language of tourism represents travel through time, from the everyday present into the past or future. Tourists try to escape from everyday life and experience something different. Sometimes, tourists just need to rest without any time limits; they need a place where time can stop. In this case, the marketers use some strategies to provide this feeling (Dann, 1996).

8. The *magical* aspect is becoming an essential issue in the language of tourism. The marketers use various strategies to create a new world based on magic representation. Magic always attracted people wishing to experience something new, unreal. In tourism context, this property has a great influence on the receiver, so the sender intends to apply the words with this peculiar evocative power.

These properties of the language of tourism are important factors; they form the image of a destination and impact upon the decisions of tourist. To understand tourism information from the persuasive point of view, it is interesting to consider the properties of the language of tourism. Paying attention to the features it possesses will give an opportunity to look at the nature of tourism promotion and find out how certain components of this discourse are used from which this persuasive force come from.

The purpose of this paper is to examine the content of health tourism websites and to offer a general view on some verbal elements of this type of discourse in order to better understand their main persuasive features. The techniques of different types employed to attract potential clients will be investigated paying attention to the properties of the language of tourism described by the researchers. I will undertake a study from which we will see real examples of the use of verbal techniques in health tourism promotional materials with the intention of persuading. I will consider the verbal strategies deployed by the websites of “Karpaty” hotel and resort and “Solva Resort & SPA” recreation-therapeutical complex (accessed from <https://san-karpaty.com/> and <http://solvahotel.com/en/>) in order to encourage visitors to choose these places as their travel destination. The selection of these websites is purposeful. They officially represent health tourism and describe their tourism locations, healthcare services, nature attraction, and culture in a very attractive language using different verbal and non-verbal elements. The data compiled was taken during 2019-2020.

The influential properties of the corpora, such as function, structure, lack of sender identification, monologue, euphoria, tautology, tense, and magic, will be discussed in relation to their contribution to the persuasive effects. Different verbal tools that form part of the mentioned features and that can shape tourists’ attitudes towards the services and influence their purchase decision will be observed. I will give a complete view on these strategies employed in order to persuade tourists during the search phase.

Thus, a look at the persuasive strategies will help figure out the way the discourse of tourism works in promotional materials and investigate how these techniques applied in the health tourism marketing materials construct the persuasive discourses of tourism. Hence, this paper will study how tourism promotion depends on particular components to offer a healthy break away from everyday life. This paper contributes to the field of tourism studies. The results of this study could be helpful for those who design tourism websites and create tourism promotional materials.

### **3. Results and discussion**

In the promotional texts of both websites, it is possible to find the properties previously presented. They appear in the verbal texts in order to create a more effective destination promotion. Moreover, they distinguish these tourism texts from other discourses.

1. *Function.* The function of these texts is to persuade the readers that the resorts are certainly the places they are looking for. The verbal texts on the websites are presented to provide information, to express emotions, to create feelings, to inspire the confidence, and, consequently, to influence the actions of the readers. The principal function of both websites is the emotional one. The readers are emotionally captured by the use of different verbal persuasive techniques, which contribute to create an appealing atmosphere of both web spaces. These techniques help transmit the strangeness, diversity, and authenticity of the places that is something unusual compared to tourists’ daily life and attractive at the same time for them.

The reader can perceive the authors in the verbal texts, but they are not clearly explicit. The language is used by the authors to insert their feelings to the messages. They invite tourists



to the resorts with the help of highly influential texts. Using various strategies in the texts, the authors directly involve the readers and establish a user-friendly communication. The emphatic speech helps create an engaging atmosphere in the texts. It is achieved through the use of a subjective approach in the depictions of the resorts in order to increase the attractiveness of the places and to differentiate them from competing ones.

The emotive function displayed itself in a high frequency of positive descriptive adjectives in their plain, comparative and superlative forms. They communicate to the tourists positive sensations towards the areas the resorts are situated and the conveniences they possess. The adjectives highlight the qualities and values and trigger fantasy, dreams and desires in the readers. The adjectives are persuasive and convincing, providing an image of perfect destination for those who want to improve their health. These solutions are used to frame the resorts as unique and beneficial places to stay in.

In the corpora, the use of frequent evaluative adjectives such as “comfortable”, “unique” and “modern” highlights the characteristics of the resorts. These positive adjectives are very common in order to arouse the tourists’ desire to visit the places. They are the most prominent evaluation terms that undoubtedly describe the qualities that travelers associate with luxury hotels. Here are some examples:

“Large comfortable room class Junior with views of the Carpathian mountains and lake.”

“The park is full with pieces of outstanding artists and sculptors that creates a unique feeling while being at its territory.”

“This is a unique type of massage, which combines both cosmetic and therapeutic properties.”

“Karpaty in Truskavets is not just a hotel, it is a modern resort with developed infrastructure, which includes restaurants, bars, entertainment centres, beauty shops, currency exchange, ATM, children’s room and a library.”

The frequent word “own” is an important adjective in the corpus of “Karpaty” resort which denotes the exclusivity of the place. The word collocates 13 times with the phrase “products of our own eco-farm” featuring that the healthcare services are organized to the full to contribute the recovery or health improvement by serving ecologically-clean products to the clients. The following are some examples of the usage of the adjective “own” taken from the corpus that emotionally capture the readers providing an information on how huge the resort is:

“Hotel and resort complex Karpaty offers to all guests three meals type buffet with a set of environmentally friendly products from their own farm.”

“Landscape park Pidgir’ya with own zoo.”

“An own pump-room of healing mineral water of Truskavets is conveniently located in the complex.”

The authors use the superlative of some adjectives in order to highlight the services by comparing them with others. These messages try to portray the resorts as the better places persuading the tourists to choose them instead of the others. The technique stimulates the tourists’ desire to actually experience the best places. It can be observed in the following examples:

“Professional and experienced medical staff, own pump-room of healing waters of Truskavets, modern equipment a great number of therapeutic and diagnostic procedures will guarantee the most effective treatment in Truskavets.”

“Modern Medical and Diagnostic Centre of the complex is one of the most efficient in

Truskavets owing to a great number of the newest diagnostic and medical procedures and also to a highly professional medical staff with great work experience.”

“One of the best SPA-centres of Truskavets where sanatorium’s guests can visit...”

“A big deal of our guests come together with their kids, therefore we have created the most convenient conditions for parents and jolly ones for kids.”

The superlative “highest” is always used within the phrase “of the highest category” to state the qualification of the doctors at the “Karpaty” resort. Having this professional level is prestigious; it changes the attitude of patients to the doctor. The occupation a higher position on the career ladder makes it possible to attract the attention of the travelers who seek a treatment. See the following examples:

“Therapist of the highest category, candidate of medical sciences, experience of 15 years.”

“The treatment is carried out by a surgeon of the highest category, Ph.D. Pavlov Evgeny Semenovich.”

According to conative function, the language tries to attract the readers’ attention and convince them to visit the places. It is achieved through numerous verbal techniques that influence the emotions, attitudes, and behavior of the addressees. The language is used to persuade the tourists to act that is to book the services the resorts provide. It is the objective of the both websites. The language of both websites employs recommendations, vocatives, and imperatives to make the users see and do things.

The frequent adjective “free” is a powerful linguistic means that can stimulate a desire to try the service without paying for it. It is an important element to draw reader’ attention to the offers. This technique helps create the impression of a friendship-like relationship with the authors of the websites. Here are some examples:

“The lobby area of the complex offers free access to the Wi-Fi.”

“Guests of sanatorium are given a free transfer from Truskavets train station to the sanatorium.”

“Children under 12 years without the request for extra bed can stay free of charge.”

The author uses the imperatives to maintain the communication with the readers and to give them instructions. The technique invites the readers to participate in the activities that the resorts offer. It is used to persuade potential customers to act now. As in following examples:

“Book this room”

“Enjoy your coming...”

“Don’t forget to visit pools during your staying in Solva Resort & SPA!”

In the description of the rooms for couples, the author of “Solva” resort uses the auxiliary modal verb “should” to make recommendations. It is not frequent, however, it has a huge power to create a friendly relationship with the readers:

“The two persons should stay together to feel the peace that nothing can disturb.”

“You should dream and give to each other unforgettable moments.”

Following referential function, the authors try to give an information about the destinations, but with a persuasive style presenting the resorts as ideal places for those who are seeking a calm or dynamic rest that can contribute to their wellbeing or improve their health.

In the data, nouns are the main linguistic resource used. These terms convey objective and practical information about the destination.

The most used noun in the corpora is “treatment”, and this is not surprising considering that the resorts mainly deal with medical care and treatment. They are establishments catering to individuals seeking to improve or maintain good health. The word “treatment” becomes a keyword throughout the websites. This key-noun, which is constantly repeated in the text, brings a positive feeling to the readers. This word collocates with various phrases which make an impression that people can find the remediation of health problems in these establishments: “effective treatment”, “a full value treatment”, “complex treatment”, “adequate treatment”, “hospital treatment”.

The other collocations, where the word “treatment” is found, are “diagnostics and treatment” and “prevention and treatment”. The reader is informed about the possibility of getting a diagnosis in a pre-treatment phase and, when the treatment is not required, they can obtain some preventive measures to avoid the development of health disorders. The expression “rest and treatment” can be considered as a key phrase as these two words describe the principal services the establishments provide. In some cases, we are offered information on the way a treatment is performed: “surgical treatment”, “non-surgical treatment”, “non-invasive machine treatment”. The last two examples are the alternatives to standard medical treatments.

The textual corpora feature a high number of nouns referring to healthcare, in addition to the above-mentioned word “treatment”. Such words as “diseases”, “disease”, “indications”, “system”, “category”, “blood”, “skin”, “body”, “properties”, “effect”, “method”, “pain”, “centre”, “therapy”, “organs”, “procedure” create the register of health tourism. By using these items, the authors advertise their health facilities to the tourists. The function performed by the item “disease” and its plural form “diseases” is to list those health problems which are treated, stabilized, or reduced in this resort complex. Mentioning this term, the authors always provide an immediate solution to that health disorder, and the reader can understand which way it is cured in these establishments.

The words “resort”, “sanatorium”, and “hotel” in the texts are primarily employed to designate the places as a safe haven for the travelers. The terms “resort” and “hotel” are often collocated together and appear either in the phrase “hotel and resort complex” or as a compound noun where two words are linked with a hyphen (hotel-resort). “Hotel and resort complex” and “hotel-resort” are synonyms for the word “sanatorium” in the corpora and they are interchangeable. Whatever way the authors use to refer to the places, it is always unique, attractive or offers the best services. For instance:

“Hotel-resort “Karpaty” is the best place for...”

“Modern medical and diagnostic centre of the hotel and resort complex is one of the most efficient in Truskavets...”

In line with phatic function, the authors try to establish and maintain contact with the users through the texts. To maintain the interest of the reader, the authors use a dialogue structure via interrogative sentences, choosing a user-friendly typeface, simple websites’ layout. The use of personal pronouns and possessive adjectives helps the authors invite the tourist to come to the resorts creating a closer relationship with them.

The analysis reveals that there is an almost symmetrical interaction between the readers and the authors who have control over communication and indicated with the term “we”. The readers are directly addressed with the pronoun “you” and the possessive “your”. The presence of “you” creates the focus on the reader who is involved and persuaded to take advantage of the experiences described. The pronoun establishes interactivity with the readers, creating a sense



of hospitality. It makes the tourist feel to be the only person to whom the message is addressed. The following are the sentences showing the linguistic behaviour of the pronoun “you”:

“TABLE TENNIS COMPETITION. You are welcome every Saturday! Competition takes place in the table tennis hall of SPA-centre health resort Karpaty.”

“You can try cates of national Ukrainian and oriental cuisine.”

“Arriving in the Karpaty, you will plunge into the sea of carefree and get force for the entire year, and next year you will definitely want to come back to us!”

The given examples show that this technique establishes a friendly atmosphere and relieve anxiety. The reader is singled out from the crowd. The same function is fulfilled through the corresponding possessive adjective “your”, as the following lines demonstrate:

“You can celebrate your important dates, jubilees or just have dinner with your beloved people in the restaurant. Live music will bring a note of gaiety and make your party unforgettable.”

“Choosing a conference service of Karpaty you underline your status and can be certain, that an activity conducted in Karpaty will leave in guests’ memory only the best impressions.

When the readers are not directly addressed through the pronoun “you”, they are targeted by the means of such nouns as “traveller”, “patients”, “people”, “visitors” and “little visitors”. In this case, the possessive adjective “their” is found in the texts and bears the same function as the possessive adjective “your”. Here are some examples:

“Patients with concomitant diseases of the circulatory system, hypertension, improve their blood circulation, reduces and often comes back to normal arterial blood pressure.”

“The club also has at its disposal airport that enables people to come flying for the rest and treatment in Truskavets by their own plane.”

“We do our best so that our little visitors feel as comfortable as their parents.”

The use of interrogative sentences in the texts involves a discussion. This technique is intended to create a closer relationship between the authors and the traveller. The questions grab the attention of the tourists and highlight the fact that the authors want to communicate. They write the questions to answer them immediately after their formulation. The following examples are taken from the corpora:

“Why are we called a hotel complex? Because in addition to the basic services, clients can spend time in the lobby bar in the evening, take a walk in the park on the hotel territory, enjoy delicious dishes in the Grazhda restaurant, and meet with business partners in the conference hall.”

“Why do people visit Truskavets sanatoriums? Of course, the initial goal is treatment...”

“Are you planning a trip to Truskavets? Do you want to make your vacation as comfortable as possible by combining it with treatment without spending a fortune on it? Are you studying different sanatoriums of Truskavets? Choosing a sanatorium Karpaty, you will be able to solve several of the above issues at once.”

As for poetic function, linguistic devices such as metaphors are used in order to catch the interest of the potential tourists and persuade them. The metaphors in the texts transmit the messages via drawing similarity between the places and services promoted and other things that arouse interest and curiosity in the readers. They are abundant in the scenery descriptions to facilitate the description of the health resorts. The dream-like atmosphere is created by means

of metaphors. These persuasive forms are used to create certain desires subconsciously and influence the decision of the travellers. Here are some examples:

“Hotel and resort complex “Karpaty” (formerly sanatorium “Karpaty”) is located in the southern part of Truskavets, the beautiful lake, a mirror which reflects the majestic slopes of the Carpathian Mountains, the Green Pearl of Ukraine.”

“Now “Karpaty” hotel complex is the museum, surrounded by a landscape park “Pidgir’ya” with its own zoo, with attractive interiors, comfortable hotel rooms, restaurants and bars with gourmet cuisine, dance and concert halls, sports complex, modern medical and SPA centre.”

“...the well-deserved place is the queen of mineral waters...”

“The fresh mountain air is the pearl of Truskavets.”

2. *Structure.* The structures of both websites engage the users and keep them longer on the sites. The verbal and visual aspects are arranged in a proper way. There is a coherent balance of power among different elements making up the websites’ layouts. The visual and verbal components ably work together to create a coherent promotion. Creating coherence between these elements, the authors organise them into a meaningful whole. There is a logical progression in the websites’ navigation. It is clear and simple. This simple layout keeps travelers on the sites making important information easily accessible. There is a visual hierarchy in the written texts that makes the difference to the websites layout design. The authors use headings and subheadings, bold important words and phrases, write them in letters of different sizes, and use bulleted lists frequently. Therefore, the websites engage the viewers providing a meaning path through the sections of the sites that guides the readers to taking action, the main goal of the sites. The components that make up the layouts support each other, so that the readers follow the path that leads to bookings.

3. *Lack of sender identification.* In the verbal corpora of websites, the senders are not clearly expressed, but they are implied. The authors are verbally named through the “we” pronoun that extends the authors identities to the resorts’ staff, as follows:

“A big deal of our guests come together with their kids, therefore we have created the most convenient conditions for parents and jolly ones for kids.”

“...we are the first and the only ones who have created in Karpaty our own farm to provide our quest with the most useful ecologically clean products such as quails eggs, pork, mutton, goose, turkey, and more.”

The possessive adjective “our” is the most used possessive adjective in the texts. “Our” tends to colligate with words such as “own eco-farm”, “pump-room of healing mineral waters”, “cultural program”, “entertaining programs”, “doctors” to express the uniqueness and high quality services and activities on offer at these resorts. The adjective serves to single it out the resorts from others, like in the following selected lines:

“In the centre, our own pump-room of healing mineral water of Truskavets resort with contactless heating elements is located”

“To get the best health-improving effect, the doctor of our clinic will help individually telling to every guest how to drink the water, at what time and what dosage.”

“The delicate dishes and the perfect service are our main priorities in holding the celebrations.”

The possessive adjective “our” is also used in the texts to emphasize the authors’ close, warm and friendly relationship with the travellers, for instance:

“Every our guest can choose any convenient meals system for him.”

“Well-developed infrastructure of the complex let our guests to find an occupation to fit any taste, in every season of the year, for every weather.”

4. *Monologue*. The senders of the websites’ verbal messages use various strategies to hide one-side communicational nature of the texts and to create the impression of an interactive space in which the users are involved. The tourists perceive the texts as if there was a two-way communication instead of a monologue. This is achieved through the use of “you” that focuses on the readers and sends the messages directly to the potential customers. The technique creates a conversational and friendly atmosphere that relieves anxiety. It establishes informal and equal relationships between the authors and the users of the websites. The tourists subconsciously involved and strategically persuaded to experience the services offered. Moreover, the websites offer the readers an interactive experience through navigation. The hypertextual links provide interactivity, invite the users to act upon the digital verbal texts in order to access further texts on other pages according to their interest. When the tourists interact with the sections of websites, a real dialogue is established. This technique is a simple and very effective way to engage the users and increase booking.

5. *Euphoria*. The texts of both websites focus on the positive aspects and benefits of the destinations. The authors use positive and glowing terms for the services and attractions they seek to promote. The property of euphoria is achieved with the use of non-gradable adjectives that are used to describe qualities and features. Highlighting the values of the places, these adjectives trigger fantasy, dreams, and desires in the travellers. The adjectives are persuasive, convincing, and appealing; they provide an image of the perfect destinations for tourists who want to improve their health. These positive sensations towards the destinations manifest in the following examples:

“You can treat the diseases that provoke inconveniences and very negative emotions with very pleasant and painless way.”

“This is a brand-new and unique in its way hotel complex in Ukraine.”

The positive adjectives “pleasant”, “unique”, “modern”, “great”, “comfortable”, “large” emphasize the resorts’ superior quality. Highlighting the characteristics of the resorts, these evaluative adjectives give beauty to the texts arousing the tourists’ desire to visit the places. These verbal items appeal to the tourists who wish to improve their health or just to get a calm rest in the peaceful setting.

The dream-like atmosphere is also created by means of hyperboles aiming to transmit appellative and emotive functions. They intensify the attractiveness of the places for the readers. They effectively draw the attention to the verbal messages that the authors want to highlight. The hyperboles convey a sense of peace, comfort, and excitement in the texts, the experiences that tourists look for. The usage of hyperboles makes the text vivid and more interesting to read. Examples of this characteristic are the following:

“Highlands shrouded in legend, filled with magical powers, striking beauty of the hillsides, endless expanses of blooming meadows, steep mountain rivers.”

“... the wonderful world of the blessed Carpathians...”

“Real Ukrainian cuisine in the atmosphere of huzul grazhda.”

“First, really thematic restaurant in Truskavets. It is only here that you can relax in the atmosphere of Paris, romantic Venice, passionate Cuba, old Lviv and retro London!”

“A unique gift of nature, which is unique in the world...”

“Arriving in the “Karpaty”, you will plunge into the sea of carefree and get force for the entire year, and next year you will definitely want to come back to us!”

6. *Tautology*. The corpuses selected present a tautological nature of their verbal language. It results in a certain control over the users of the websites and impact upon the images of the destinations. The promotional texts present the places full of clichés according to the expectation of the potential tourists. The websites’ texts provide already known information. The verbal clichés used in the texts are very powerful image creators. Adjectives form an obligatory part of these phrases. For example: “healing mineral waters”, “beautiful lake”, “gourmet cuisine”, “comfortable hotel rooms”, “blooming meadows”, “striking beauty of the hillsides”, “majestic slopes”, “fresh mountain air”, “ideal price/quality”, “splendid view”, “ecologically clean zone”, “ecological clean products”, “effective treatment”, “picturesque panorama”, “splendid landscape”, “blue lake”, “green trees”, “nice pools”. As tourists look for stereotypes and certainties, therefore, they become more self-confident when they find these remarks in the texts. These expressions represent a source of happiness and good life, referring the destinations to paradise. The use of these traditional expressions grabs the attention of the readers creating the appealing images of both destinations.

7. *Tense*. Time reference is clear in these texts. As travellers seek to escape from everyday life, the texts reflect the temporal theme. The temporal aspect is observed through the description of nature on both websites. It seems that time has stopped in that places. The changeless nature of the places emphasizes past times, when industrial human activity did not impact on environment. To offer timeless experience, the websites give much attention to the role of resorts’ locations, featuring some occurrences of the words such as “situated” and “located”. The general geographical terms, such as “rivers”, “lakes”, “mountains”, and “meadows” depict the locations of the resorts as the places where nature is the main feature to enjoy and experience timelessness. The landscape descriptions communicate to the tourists that these destinations are the best places to stay, showing the importance of a treatment to take place in untouched nature.

As the present seems to be boring, the language of both website represent travel from the everyday present into the past. The authors offer to experience something new that took place in the past. Both websites offer a meaningful travel through the encounter with Hutsul ethnic culture. Hutsuls are a unique ethnographic group of Ukrainian people that lived (and still live) in the west of the country. The websites invite the tourist to travel in the past and experience this culture that preserves its traditions throughout the time.

The corpus of “Karpaty” resort presents 14 entries of the word “Grazhda” to construct the brand by expressing local culture and cuisine. The word refers to the history of that region, to its past. Grazhda is a typical Hutsul mansion. Its shape reminds a little fortress. By using the word “Grazhda”, the author draws the tourist’s attention on aspects as being typical and authentic of the local culture. In this case, the use of local term “Grazhda” serves to bring the tourist’s attention on something that is unique, unmissable during the stay, as in the following example:

“Grazhda is famous for its unique atmosphere and a real Ukrainian cuisine. Rich menu, live music and friendly staff together with a unique Hutsulian style of Grazhda leave nobody indifferent.”

From the previous example, we can see the use of terms from other language (Ukrainian). It is a habitual phenomenon in the tourism language to encourage the readers to discover different sensations. In the corpus of “Solva” resort, loan words were used, too. The words are taken from the Ukrainian language as a persuasive strategy. Using the foreign words, the author draws the tourist’s attention on the typical and authentic aspects of the local traditional Hutsul

culture. The following examples features the old Ukrainian word “Kolyba” that means wooden small house:

“The “Kolyba” restaurant is made in traditional Guzul style with the original design.

“The best place for the Guzul wedding is the “Kolyba” restaurant. Its colorful interior will help to feel all the uniqueness of this outstanding event for the newly married couple. The wedding party is accompanied by Guzul musicians.”

8. *Magic*. Some words found in the corpora reflect the concept of “magic” due to the images they evoke. The magical aspect is revealed through the landscape description in the texts. The use of the expressions linked to magic allows the tourists to identify themselves in the enchanting destinations. The resort are represented as non-real locations and magically characterized. See in the following examples:

“Highlands shrouded in legend, filled with magical powers”

“... the wonderful world of the blessed Carpathians...”

“...with mysterious and clear untouched nature...”

Moreover, the magical aspect is perceived in the register of health tourism. The authors invite the readers to improve their health through various medical treatments and SPA procedures that seem to be solutions to a number of health disorders. The phrase “healing mineral waters” has a very powerful magical influence on the reader.

The use of the terms and expressions linked to magic targets the travellers who strive to see things that are different from their own reality. It helps create an image of the places that is hugely contrastive to the tourists’ normal surroundings. This technique is an appealing strategy inviting the tourists to escape a current lifestyle and promoting a different way of life.

#### 4. Conclusion

The analysis has detected the eight properties of the language of tourism in the selected corpora, namely: function, structure, lack of sender identification, monologue, euphoria, tautology, tense, and magic. These features are present in the materials in order to create a more effective destination promotion. The analysis has revealed that each feature of the texts is made up of various verbal persuasive techniques. These techniques are composed of adjectives, nouns, pronouns, imperatives, auxiliary modal verbs, interrogative sentences, metaphors, hyperboles, verbal clichés, terms from other language that help create the effective promotional materials.

Therefore, the selected digital promotional corpuses present a broad variety of persuasion techniques. The character of the language of the websites is highly persuasive because of its promotional function. The resorts’ websites are effective communication tools, where the marketers resort to different linguistic strategies in order to attract the potential tourists’ interest. The marketing experts carefully construct verbal messages so that the readers can comprehend them and develop a positive attitude towards the destinations. They have a positive impact on activating the readers’ attention and assist them in making decisions, determining their behaviour. They are used to convert the target audience and, consequently, guide them to buying services that is the main goal of both websites.



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