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How Language Use Stimulates Tourism

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Statement of Contribution

What is the contribution to knowledge, theory, policy or practice offered by the paper?

This paper embodies a small-scale study conducted to investigate the link between language and tourism. Here some tourism texts are analyzed from a functional perspective to determine how language affects tourism. By reviewing the various works, theories and practices, the researchers propose the concept of *linguistic tourism* that refers to ‘virtual touring or travelling’ to all kinds of places, i.e. through imagination stimulated by language. Further, we postulate that *linguistic tourism* precedes *real tourism*; so, the former should be given due attention. This postulation is affirmed through an analysis of several authentic tourism-directed texts, from which is further proposed that language in tourism has primarily three functions: persuasive, informational and directive (herein referring to the act of pushing people to decide and act accordingly); and that language represents an

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essential tool towards achieving tourism. Our review and analysis, in short, will serve to support knowledge on tourism and ultimately the tourism industry.

How does the paper offer a social science perspective/approach?

Because it is based on a textual analysis of authentic texts relating to tourism, the paper cannot help but be capturing findings from a social science perspective. The texts are produced by people in the tourism industry specifically to promote a tourism product. The products reflect real thinking of industry-related individuals; they are not intended for research. Thus, the analysis of such texts captures to a certain extent the thinking of tourism practitioners. At every point in this paper and research, the human factor in the context of society and with certain social conditions is the central element investigated. Also, the underlying philosophy behind this paper is that an analysis of human behavior and thinking (through texts) will eventually contribute to the changing of social conditions.

Abstract

Language has proven itself to be essential and applicable in different disciplines. It has started to be part and parcel of every linguistic and extra-linguistic activity; tourism is a case in point. As for tourism, the researchers of the present research proposed that *semiotic tourism* that is based on linguistic and non-linguistic aspects plays a vital role in developing the field under study. Therefore, it is highly recommended to be considered since it represents the first step towards achieving tourism. The study concludes that there are two types of attractions: *semiotic* and encyclopedic; and that the *semiotic attraction* that is based on styles and pictures plays a vital role in enhancing tourism in particular and its budget in general. The present study is qualitative by nature. It involves a textual analysis of randomly selected online touristic written texts about Penang, a northern Island of Malaysia. The focus of the textual analysis will be on two aspects: stylistics and semiotics.

Key Words: Mental tourism, real tourism, linguistic device, semiotic attraction, descriptive language.

Tourism: Local and International

Generally speaking, tourism is a local, national, and international industry. It aims at developing a country's best features by offering products that may be

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educational or recreational. It involves people and organizations that work together to bring tourists to a region or country (Heyns and Boekstein, 2000). Linguistically speaking and on the basis of the linkage between language and tourism, tourism in this paper is viewed to be of two types: *semiotic* (mental) and *real tourism*. *Semiotic tourism*, to the researchers of the current paper, is the first essential step towards *real tourism*. It precedes *real tourism* and can appear in various forms: the wording and the pictorial forms. This type of tourism starts when people begin searching, reading, listening to others in search for a suitable place that can be visited or toured; satisfy their needs and that represent a source of rest, relaxation, adventure, exploration, etc.

Tourist Literature

Accordingly, the moment people see and read about touristic sites, they start sailing imaginatively, in an attempt to live, feel and experience the sites mentally. Or, it might be to have the chance of seeing or getting acquainted with new and strange touristic places, or to visualize the reality or mentally sense the real beauty as if they were actually there. Thus, the displayed pictures and the type of expressions used in touristic brochures for describing destinations, facilities and touristic activities play a vital role in influencing people's mind. Moreover, both pictures and styles help encourage people to decide or choose a particular destination for spending a holiday. That is why *mental tourism* represents the main step or opens the door towards achieving *real tourism*.

Elements of Real Tourism and Place of Language in Tourism

Real tourism, on the other hand, follows mental tourism and represents the act of visiting places and sights. In this type of tourism, language also plays an essential role throughout every step of touring. It has different roles to play or take newer and broader functions. Language, for instance, is needed for expressive, persuasive, directive and informative functions. A country promoting tourism needs to pay attention to signs to direct tourists to the country efficiently. It needs good

front-liners or personnel (such as airport personnel, information personnel, transport people, etc.), who represent the first people tourists meet upon entering the country.

So, the way the people communicate with tourists will leave good or bad first impressions about the country. Then, when tourists arrive at their accommodation, the service people, i.e. the hotel staff should use language to provide the services desired by the tourists. So, once again language proves itself to be a perennial element in any touristic event.

In short, language in its pictorial and stylistic functions represents the stepping stone of any touristic activity. Both help motivate and push people towards a particular destination. Through words and pictures, language tries to seduce visitors to the country. In the second type, *real tourism*, context, the stylistic function of language; besides the provisional status (or preparations) are the controlling forces. That is, language can be utilized for recreational, educational, and business functions, or for the purpose of refreshing, relieving, relaxing, amusing and satisfying tourists. Above all, language is seen as an operating tool for achieving every single stage of tourism. Accordingly, the present paper attempts to study the language of tourism, its effect and roles in enhancing the act of tourism at one hand and the financial aspect on the other.

Characteristics of Language of Tourism:

Semiotic Tourism

As far as language and tourism are concerned, the researchers notice that the language used in *semiotic tourism*, in particular, and *real tourism*, in general, resembles that of the language of advertisements. The similarity can be represented by the fact that the language of tourism is only a small genre of the language of advertisement. To mention some of the features of advertisements that are applicable to that of tourism, Smith (1982, p., 190) maintains that language of advertisements is characterized by being a 'functional dialect'. It is functional in the sense that it is

chosen to be used for a particular purpose whereas it is 'dialect' since such a usage has become associated with a particular function and is planned in advance.

Moreover and as far as advertisements are concerned, Smith adds that, 'words cost money', in the sense that advertisements should be concise and to the point. According to the researchers of the current paper, 'words cost money' in the sense that words have the power to seduce people to visit; achieving by this financial benefits. Consequently, the language of brochures, whether textual or oral, should be highly selective and purposive. The followings are some of the points that may be backed consensually or points of dispute among many researchers, such as: Dann (1996, p., 294) maintains that "the language of tourism covers all forms of touristic communication at every stage of the trip". In accordance with the researchers' point of view, this statement clearly embeds the multi-forms of language that are contextually selected in accordance with the needs and requirements of the context of situation at a particular moment in time. That is, it is a functionally-oriented means of communication and/or attraction.

Characteristics of the Language of Tourism

Dann (1996, p., 35) adds also that the language of tourism has the following characteristics: lack of sender identification, monologue, euphoria, and tautology. In accordance with the proposed classification of the types of tourism by the researchers of the current research, this statement could be true but with certain limits: First, with regard to the linguistic (*mental*) tourism, the last three characteristics are applicable. However, the sender can be thought of as being implied within the pictures, words, and expressions used; or it can be obvious, for, as it was previously mentioned, people may see or hear from others about some interesting touristic areas. Thus, the sender or producer of the language might be implied. In the second type of tourism, *real* one, language can be a cohesive device; it is no more a single-sided communicative device; on the contrary, language is seen in the form of dialogues between the host and the tourists.

Role of Novelty and Strangeness

MacCannel (1989; as cited in Razusova) maintains that people usually seek novelty and strangeness. However, there are still many others who prefer to go to well-known places or places where they can find a mutual means of communication or at least a guide for them to protect them from the unknown. In this respect, Dann (2002, p., 3) states that tourists usually end up gazing or feeling lost simply due to lack of a suitable means of communication. In this vein, the researchers of the current paper also add that any instructions, written or spoken statements, brochures, leaflets, or any form of advertisements should appear in two or three languages—if possible –the native language, English (being a popular world language, if not the lingua franca of today), and possibly a few other major languages- to give a chance for as many tourists as possible to understand what happens around them, to enjoy themselves fully, and to avoid the sense of being lost.

The Emphasis of the Current Study

The current study emphasizes that the points of convergence between language and tourism are stylistically or semiotically based. It is stylistically-based since it embeds different linguistic patterns as: word play, humorous language, pun, descriptive language, politeness principles, the way of talking, and the choice of words. In this vein, Potter (1971) adds that the idea of using different forms or words from different languages is called languaging, a means that is used for the purpose of impressing and/or seducing tourists. It is semiotic because of the heavy usage of self-expressive pictures and any other forms of visual language that address the different senses of tourists.

Chastain (1967; as cited in Tipmontree, 2007) emphasizes the idea that the type of language used in tourism advertisements should be concise, short, attractive and to the point to avoid dullness. This statement is in line with Smith's saying (1982) that 'words are money'. Holloway and Neil (2006, p., 514), in this vein, maintain that

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brochures have been regarded as the main and critical marketing tool that affects customer's decision to buy and attract people's attention. This statement, according to the current researchers, can also be applicable to tourism. Despite the difference in genres, still the goals and purposes are the same. Both buying and touring have something in common, that is, decision-making. The latter action requires a kind of stylistic and semiotic brain washing, in the positive sense, to push people to the act of touring.

Training of Industry Personnel

While tourists naturally recognize that they are transients, destinations must first train industry personnel to treat tourists with fairness, respect, and a level of politeness. Second, the destinations must encourage its permanent residents to behave as friendly hosts to tourists who are in unfamiliar surroundings. They should convey a friendly attitude and, when required, offer basic information and a helpful hand. These small but important gestures will do much to foster a destination spirit of hospitality that will, in return, greatly enhance the perceived value of all the other aspects of the visitation experience (Goeldner and J. R., 2006, p., 18).

Holloway and Neil (2006, p., 544-45), with respect to sale, maintain that communication skills are of three distinct types: **a)** language skills **b)** personal skills and **c)** social sales skills. They add that customers usually expect to be received warmly, and with a genuine smile of greeting. The staff is expected to be unfailingly cheerful whether or not they experience stress during their workday. The purpose of doing so is to convey a positive view of the company and to make the customer feel at home and in a buying frame of mind. Again, and in accordance with the researchers of the present paper, both sale and tourism represent two sides of the same coin. For the act of tourism is not a direct one; it involves stages before and after, with a circular and continuous movement. That is, the end leads to a new beginning; and a new beginning leads to the end, as shown in Figure (1) below:

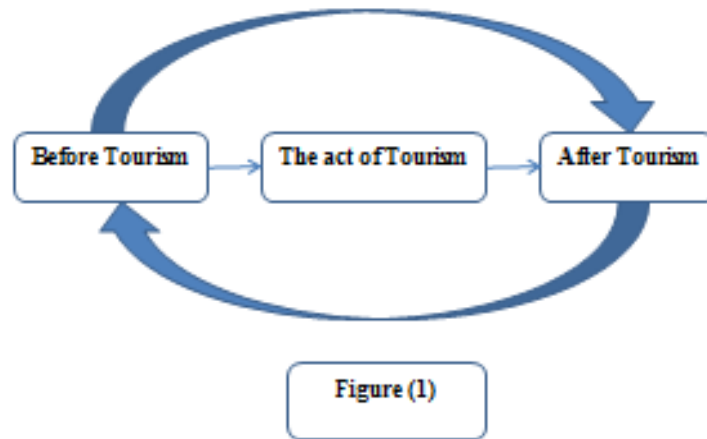


Figure (1): The Stages of Tourism

Importance of Addressing Phrases and Titles

The researchers of the present paper emphasize the use of addressing phrases or titles. This device helps tourists feel important, respectful and even pampered. Such a sense can have the desired impact on tourists and can leave them with good memories of their holiday and push them to re-visit the same place in the future. This is an aspect worth researching and of much interest to the authors of this paper. Cook (2001, p., 64) states that as far as written language is concerned, the choice of script, letter size and letter quality all together convey meaning. With respect to the relation between tourism and language, the current researchers add that such graphic techniques represent an extra source of seduction or, so to speak, one of the pulling factors (Consider Kelly-Holmes, 2005, p., 9).

Tourism Uses a Descriptive Language

According to the researchers of the present work, the language of tourism can be called descriptive language. This type of language enables humans to create cognitively a new world of knowledge. It represents a source of information for all tourists to know about the unknown in this world. This type of language entails using different types of adjectives in different positions. Such a language can be described as being adjectival-

based one. It is a sweet, alleviating and magical language that is full of symbolic, metaphoric, funny caricatures and wonderful touristic pictures that all play as a good motive for tourists' attraction.

The alluring function of language affects people step by step. It first displays to them all types of attractions to be aware of them. Then, implicitly push their interests and desires to the act of touring. Such an ornamental linguistic function goes hand in hand with the persuasive function of advertisement that has been tackled by Strong (1925; as cited in Hackley, 2005, p., 28-9). The latter indicates in his study that the persuasive function of advertisements takes the sequence of awareness/interest/desire/action. In light of this, there has appeared another model that is based on three stages: cognitive/affective/conative; in other words, think-feel-do. Despite the terminological differences, one can see that both models flow in the same river and are in line with the current paper in that tourism from its inception to the end involves language, and starts mentally. That is to say, it launches persuasively; permeates expressive, directive, informative, and interactional functions; and ends with expressive, poetic, and directive function to new tourists and so on. Accordingly, the linguistic aspect in tourism is circular by nature, as indicated earlier; the endpoint represents the start point to another stimulating function.

The Methodology in Theory and Practice

The present study is qualitative by nature. It involves a textual analysis of randomly selected online touristic written texts about Penang, a northern Island of Malaysia. The focus of the textual analysis lies on two aspects: stylistics and pictorial. The selected texts are seven in number and belong to the web site: <http://www.penang-vacations.com/penang-tourist-attractions.html>. The selected site has been approached by writing the simplest phrase "the touristic sites in Penang". It represents the simplest key words by a layman tourist. Paging and inspecting with scrutiny the online touristic site, mentioned above, draws the researchers' attention to many linguistic points of interest.

The researchers noticed, for instance, that online brochures are based on eliciting through 1) showcasing visual images; 2) contrasting one's current state with his state when or after visiting the advertised on sites; 3) using highly positive descriptive words and phrases, etc.; 4) creating a kind of challenge within oneself; and 5) planting curiosity within self; 6) using interrogative forms with verbs of command; and through 7) using proverbs and idiomatic language.

The Structure of a Tourist Text

Stylistically speaking, most of the texts analyzed start with a description about the place, its qualifications, characteristics, and merits before mentioning the name of the place, a technique to steal the attention, the thematic function of language. Besides, there is a great use of positive adjective; short answer forms; conditional if expressions, and conversational persuasive style. As far as the syntactic aspect of the analysis is concerned, it has been noticed that there is a great usage of infinitive structure, interrogative command verbs, and questions of different types. All these different linguistic techniques are used for the purpose of persuading as many people as possible to visit Penang, in particular, and any other touristic sites in general.

The Analysis: The Stylistic Aspect

Text (1): It represents the main Page. The title of the text is: Holidays at PENANG: Discover Your Memorable Visits at Penang Tourist Attractions. The main title uses graphic technique with upper case to draw the attention to '*Penang*'. From the second title, one can sense the feeling of challenge in the word '*discover*', of positive description represented by the word '*memorable*' and of curiosity in '*attractions*'. The first paragraph, which starts with '*A vacation to escape....?*', one can sense the interrogative statement that is based on contrast between two different situations: one is transparent, negative and is mentioned, '*chilling winter*' and '*school*', whereas the other is predicted, implicitly derived, positive and can only be predicted

contextually, *'a vacation'* and *'a place to relax'*. After the contrast, an interrogative imperative request is offered to the tourist to persuade or change his mind.

In the second and following paragraphs, one can notice the positive descriptions of the island reflected through the use of nouns and adjectives as: *'perfect'*, *'charm'*, *'beauty'*, *'charm'*, *'lovely'*, *'worth visiting and remembering'*, *'unique'*, *'special'*, *'amazing'*, *'exotic tropical beaches'*, *'famous'*, *'beautiful'*, *'cool'*, *'fresh'*, *'great'*, *'exciting'*, *'adventurous'*, *'FREE'*, and *'awesome'*. Moreover, the text is full of the sense of adventure, challenge, and curiosity, represented by infinitives: *'to escape'*, *'to find'*, *'to relax'*, *'No Way'*, *'to explore'*, *'to go'*, *'to discover'*, *'get to see'*, *'rejuvenate'*. Besides, the text uses conversational style for the purpose of convincing and alluring tourists. Such a style depends on using negative interrogative imperative requests and/or offer, in an attempt to encourage, motivate, and push tourists to make a decision. Such expressions can be represented by the following: *'why not give Penang Island a try?'*, *'what else could you ask for in a vacation?'*, *'Why scratch your head and make things too difficult for you? Come and experience yourself the spectacular moments at Penang'*.

The use of proverbs, such as *'Killing few birds in [sic] one stone'*, is another stylistic alluring device. Furthermore, the language of touristic brochures is also full of pieces of advice and instructions; this by itself reflects the authenticity of the promoter, who tries to do all his best in showing the real image of his own culture. Such pieces of advice embed the following: *'Just make sure that you wear a [sic] comfortable running shoes and a bring a bottle of mineral water cos', there'll [sic] going to be a lot of walking to do'*, *'If you found [sic] that the hot sunny weather of Penang is too much to bear, retreat yourself to a[sic] more cooler places'*, and *'If you plan to visit these places, just make sure that you wear a decent attire and try not to bring any food or alcohol into the place of worship'*.

Text (2): About Penang, is entitled "Penang Island-A Special And Unforgettable Travel Destination". As far as the second text is concerned, one can notice: the use of positive descriptions, such as: *'special'*, *'unforgettable'*, *'amazing'*,

'greatest', 'mysterious', 'cozy', 'palm-shrouded beaches', 'classy restaurant', 'right place', 'mouth-watering delicacies', 'breathtaking view', 'beautiful scenery', 'fascinating beauty', 'charming attraction', 'the laughter', 'the happy times', 'wonderful feeling', and 'adrenalin feelings'. The use of curiosity soliciting words and phrases, as in: 'fond memories', 'great experience', 'enigma', and 'to see'. The use of metaphorical language, as in: 'You can just eat till you drop!', 'you'll rekindle back the fun'; personification, as in: 'make you fall in love with her at the first sight'.

Besides, it also involves: the use of the style of convincing, which is done in a way based on supplying contrastive and descriptive information, as: 'the turtle shape... has many great things to offer', 'The Pearl of Orient', 'a land of dreams', and 'Trust me!' The use of conversational style as if the addressee is there with lots of pieces of advice and instructions, such as: 'if you're a westerner & happen to be with community [sic], don't worry! - I can bet that you'll be treated & accepted like a friend or a family and not like some weird and funny people', 'You will be able to see this for yourself if you got [sic] a chance to tour around the historic city of George Town (capital of Penang) either by walking or taking a more relaxing trishaw ride', and 'if you enjoy eating...What else can I say! You have come to the right place'.

Text (3): Beaches, is entitled "Get Ready For Non-Stop Activities & Adventure At The Penang Beaches". This text involves: The use of questions to grab the attention, as in: 'What Are Your Favorite Penang Beaches?' The use of conditional if with a direct answer to the addressee, as in: 'If you are the outdoor enthusiast who likes to go to the beach, well... When you got [sic] a chance to visit Penang beaches'. The use of directive function of language, as in: 'And if you find that Batu Ferringhi and Tanjung Bungah are crowded, especially, during public holiday [sic]; why not retreat yourself to a [sic] more remote and quieter beaches at..' The use of a reassuring tone that acts as a source of relief to the tourists, as in: 'you're going to have it - and I mean lots of it'.

Besides, it also involves: the sense of contrast, as in: *'Penang is a tiny island but with big reputation'*, and *'So many place to visit in just a [sic] little time'*. The use of descriptive nouns and adjectives, as in: *'fun loving activities'*, *'astoundingly beautiful and white sandy..'*, *'contemplate'*, *'revitalize'*, *'exhilarate'*, *'pleasurable'*, *'attractive'*, *'relaxing'*, *'beautiful Orchid'*, *'Butterfly Farm'*, and *'Forest museum'*. The use of metaphorical languages, as in: *'The beaches house some of the world-class accommodations'*; *'It's like you are holidaying at a long stretch of fortress that engulfing [sic] the northern coastline of Penang'*, and *'Each beach in Penang has its own personality couple [sic] with pleasurable activities to make you feel at ease'*. The encouraging tone can be sensed also in phrases as: *'get ready'*, *'Take your time and enjoy your holidays!-Make your holidays in Penang something to remember'*.

Text (4): Penang Video Tour, is entitled "Penang Video Tour Exciting Way To See Penang!" In this his text, one can find the following: the use of descriptive traits, as in: *'an island of enchantment'*, *'sizzles and dazzles'*, *'contrasting cultures'*, *'colourful fiesta'*, *'non-stop fun and activities'*, and *'spectacular'*. The use of conversational styles, as in: *'it's time for another way to experience Penang from a distance'*. The use of words of challenge and curiosity, as in: *'dynamic events'*, *'non-stop fun and activities'*, and *'The Penang Video awaits! Let us start with...'*.

Text (5): Getting There, is entitled "Travel to Malaysia - The Gateway to Fascinating Penang". This text embeds: the use of a reassuring tone that acts as a source of relief to the tourists, as in: *'don't worry!'*, *'I'll try my very best to make your trip to Penang island fun and trouble free'*, and *'I bet there is plenty of good stuff to buy there'*, The use of instructional and advisory language: *'the fastest & most efficient mode of transportation available'*, *'the affordable & convenient way'*. Descriptive words, as in: *'the scenic Penang Bridge'*, *'the cooling breeze'*.

Text (6): Getting Around is entitled "The title of the text is: Hassle FREE! Way To Travel In Penang". In this text, one can find the following: The use of descriptive words as: *'not only easy but it is very convenience'*, *'easily accessible'*, *'well connected'*, *'complete and integrated transport'*, *'hassle free'*, *'comfortable and clean'*, *'friendly Penang folk'*, and *'inexpensive and fun ways of exploring the island'*. The use of instructional language, as in: *'my aim here is to provide you with the latest information and proper guidance'*, *'Make sure that you have [sic] an international driving license obtain [sic] first before coming to Penang'*, *'Get a latest road map of Penang - One of the "must" thing to have!'*, *'But you can still insist [sic] the taxi driver to turn on their meter or agreed [sic] on the fix price first before you board their taxis'*, *'For extended sightseeing, it is cheaper to hire them on [sic] hourly basis'*, and *'Easy as what I had [sic] said earlier right? I sincerely hope it is'*.

Text (7): Penang Food, is entitled "The title of the text is: Penang Food - A Lip smacking Malaysian Cuisine!" This text involves the following: A sense of assuring, as in: *'Oh boy! When talk [sic] about food, nothing can beat Penang'*, *'Penang will definitely have something that will grab your special attention'*, and *'variety of food that can be found in Penang has perplexed everyone even the locals'*. The use of metaphoric language, as in: *'get yourself prepared to be bombarded with scores of shops'*. The use of positive descriptive language, as in: *'sumptuous'*, *'spicy'*, and *'mouth-watering'*. The use of conversational language, as in: *'Hmmm... I'm [sic] started to feel hungry already. How about you?'* The use of advisory and instructional language, as in: *'If you're not satisfied, proceed to Gurney Drive where you will [sic] able to find an open space hawker centre that sell almost any type of local delicacies be it sumptuous Chinese food, spicy Indian food or mouth-watering Malay food'*. The use of the informative function of language: *'You can spot a Malaysian in Penang easily. He will be eating lunch and already debating what will be for dinner!'*

The Analysis: The Pictorial Aspect

As far as the pictorial semiotic aspect is concerned, the researchers shed light on the displayed touristic pictures. Through the process of analyzing the presented pictures, the researchers arrive at the following facts:

The analyzed texts present theme-based pictures. These pictures are of various types of interests to be able to realistically reflect all Penang touristic sites and to attract the attention and interest of as many tourists as possible. Thus, each picture will have a double function: pull the people towards experiencing these sites in reality and push them forward to make up their mind and choose such sites. Each picture represents an attractive sign that motivates and arouses feelings of curiosity, challenge, aspiration and interests of different degrees depending on a person's interests and his status quo. This conclusion goes in line with Damasio (1994), Gordal (1994), and Shepard (1990) who all maintain, as stated by Paul (1997, p., 4), that the visual perception as a process is connected with emotions; the latter is in return connected with the functional (biological and social) needs of a person. That is, pictures are of two main advantages: draw the attention and elicit emotions.

The semiotic aspect represented by using pictures plays an important role in enhancing linguistic tourism. Pictures ornament the linguistic aspect of tourism, add some flavor to it, save time and effort in the process of persuasion, and help people visualize the linguistic description. Accordingly, pictures with respect to the researchers represent the famous Chinese saying "a picture is worth a 1000 words". Looking carefully at Figures (2 & 3), one will clearly notice that each picture represents by itself a motive. It succinctly gathers all the linguistic description, presents them at one shot, and tries to reflect whatever aspect that is difficult to be presented linguistically or that may not be reflected suitably using other modes of communication. Accordingly, pictures are a valuable means to both linguistic tourism and real tourism; that is why, they should be put and chosen with consideration.

Unlike the linguistic (stylistic) tourism, pictorial tourism captures people's attention mentally and visually. They portray the announced about places easily and

directly without exerting any efforts on the part of people. So, they represent a source of relief, are easy to remember and have greater impact than words due to their physical characteristics, represented by colors, saturation, etc. With respect to linguistic tourism, it tries to pull people's attention only mentally by means of imagining; so it embeds a lot of effort on the part of people. The researchers further noticed that the pictures presented within the analyzed texts go hand in hand with their linguistic description set in advance. That is, when talking about the historic attractions, several pictures will be presented to portray these sites. Besides, the directive and instructional styles that are mentioned when handling linguistic tourism are accompanied by pictures that are put for the purpose of clarification. As cases in point are the pictures that reflect the different means of transportation that can be used with their cost, speed and time needed by their usage or the pictures with respect to types of food, their shapes and names, etc. (Consider Figures 2 & 3).



Figure (2): Pictorial Attractions as Displayed in the Web Site



Figure (3): Pictorial Attractions as Displayed in the Web Site

Conclusions

Out of studying the relationship between language and tourism, one can conclude the following: The language of tourism is a magical one; it only displays the best aspects about the touristic sites, facilities and services. It is a highly selective language that demonstrates etiquette and respect; it is a flowery language in the sense it is full of positive descriptive words that can best and so easily attract and entice people to whatever is being promoted. Reading the different linguistic techniques, together with seeing the displayed touristic pictures help people experience tourism from their place. So, linguistic tourism is money-free tourism for potential tourists whereas it involves a lot of money, preparation, and provision for the host country since it is the window towards real tourism and the first step towards tourism success in particular and financial benefits in general.

The researchers find that online brochures enable many pictures (visual attractions) to be presented to the readers, and new pictures to replace older ones easily and when desired. Besides, each of the linguistic aspect together with the pictorial aspect of tourism is given its due attention through the lengthy description and the

heavy presentation of pictures. In light of this, Holloway and Neil (2006, p., 516) state that brochures usually contain images of attractive models combined with eye-catching symbols that should reflect and reinforce the image of quality and reliability. That is, the text and images contained in brochures must not only be attractive, but also truthful, accurate and easily understood. This reason led Holloway and Neil (2006, p., 517) to state that e-brochure websites will eventually replace the traditional brochure due to the following facts and observations presented in Table (1):

Table (1): The Difference between Electronic Brochures and Traditional Brochures

No.	Table (1)	
	E-brochures	Traditional brochures
1.	Customers will read fewer words on a screen;	Customers will read more words on hard brochures;
2.	The visual elements take on greater significance;	The visual elements take on less significance;
3.	Websites can be changed frequently;	It is difficult to change hard brochures frequently;
4.	They are always updated;	They are always difficult to be changed;

In this regard, the researchers further add that with e-brochures, mistakes are easily corrected. It takes little time, effort and costs. In traditional brochures, on the other hand, mistakes cannot be corrected on the spot; they require reprinting the whole brochure; exerting by that much money, effort and time. Moreover, e-brochures might be designed by anyone regardless of his qualification and experiences; accordingly many mistakes might be encountered. Nevertheless, these mistakes could easily be rectified without too much hassle if so wished.

Speaking about mistakes, the researchers notice that the analyzed texts contain quite a number of grammatical ones. Despite these mistakes, the texts still seem

persuasive and have the power to attract people to the idea of touring. This is because linguistic tourism is not only based on grammar; rather it is based on grammar, style and pictures. The three aspects work complementarily; a failure in one aspect might be adjusted by another to keep achieving the intended aims. Further, the mistakes encountered are only grammatical; which are lighter in impact in comparison with the stylistic ones. Besides, the linguistic techniques and mechanisms used in attracting people and the number of visual attractions, represented by pictures are enough to cover the lapses here and there.

The researchers of the current paper notice that linguistic (stylistic) tourism differs from real tourism in the following points that are mentioned in Table (2):

Table (2): The Difference between *Linguistic Tourism* and *Real Tourism*

No.	Table (2)	
	Linguistic Tourism	Real Tourism
1.	It occurs before and after the real act of tourism;	It occurs after linguistic tourism;
2.	Financially speaking, it costs a lot on the part of the organizer, but less on the addressee;	They cost a lot for both tourists organizers;
3.	It gives people the chance to visit and tour from their place; so it is wide in scope;	It is limited just to the visited places;
4.	It can be in the form of styles or signs;	It is of various types: cultural, social, educational, etc.

One must draw the attention to the fact that the linguistic aspect is not only limited to linguistic tourism. Instead, it will be a coherent part of every single stage in both types of tourism. With respect to pictorial tourism, it is also found that the pictures displayed on the selected websites are of various themes. Each picture is put on purpose to address a range of interests of different tourists.

In accordance with the researchers' classification of tourism, semiotic and real, the researchers of the present paper adopted the diagram that was put forth by Goeldner and J. (2006, p., 111) with respect to the types of attraction to be in the form shown in Figure (4) below. This adopted figure illustrates clearly the point of view here that attractions not necessarily be encyclopedic with all its myriad types. Rather, they can be represented linguistically, using purely linguistic means or semiotically through pictures or both. Moreover, the role of linguistic attraction does not stop at its boundaries; rather it proceeds to involve each single stage of tourism. The blue arrow that goes down from the stylistic attractions to meet the encyclopedic attraction illustrates the impact of linguistic attractions on the whole touristic process.

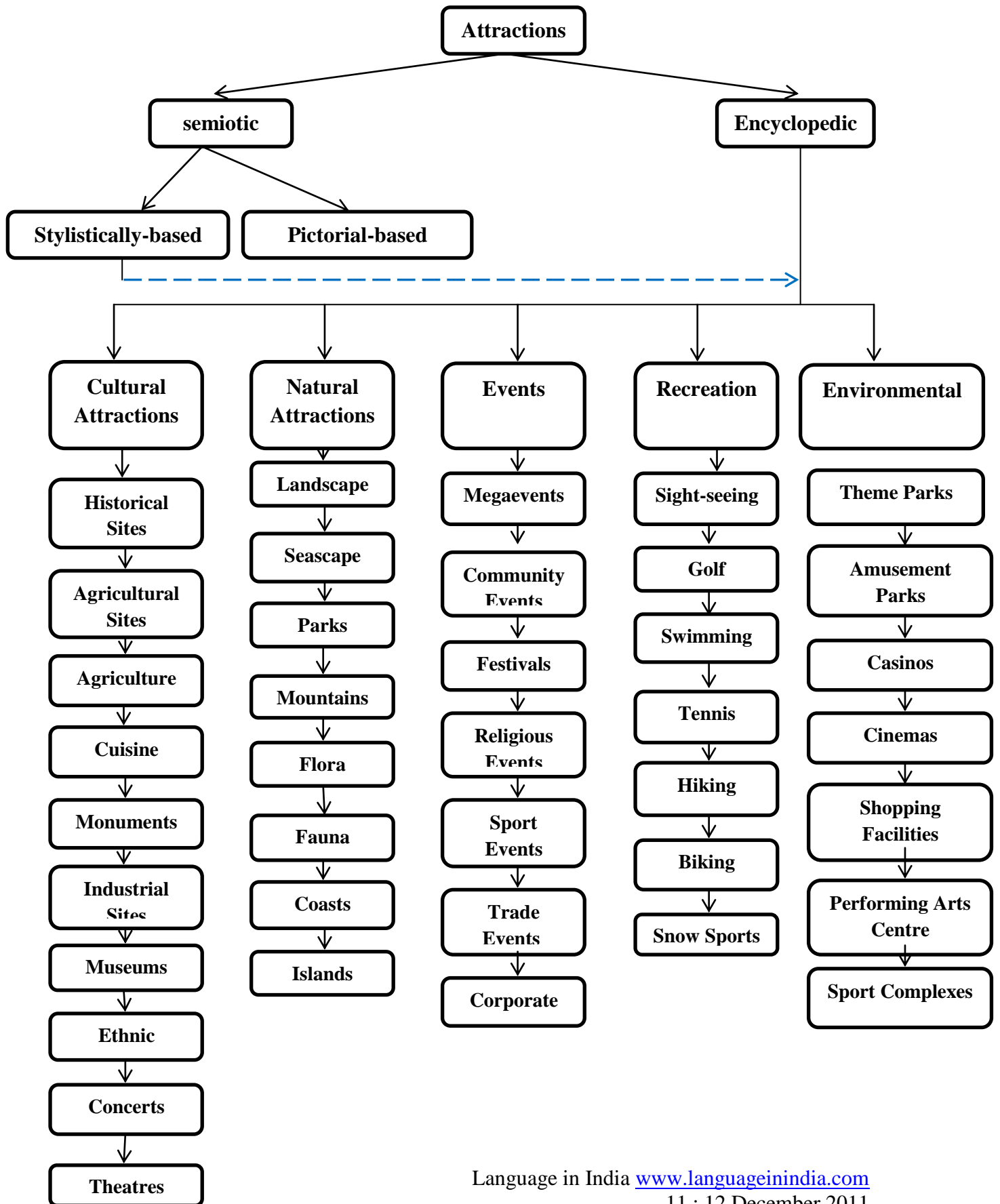


Figure (4): Types of Tourists' Attractions: An Adopted Diagram

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