

AN ANALYSIS OF APPLIED LINGUISTICS USED IN TOURISTIC GENRES

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ABSTRACT

Touristic genre is a specific type of texts used in tourism field. This paper examines applied linguistics used in touristic genres. This research is a qualitative exploratory study with documentation studies carried out through observation and the support of secondary data from relevant sources, including previous related research results. Touristic genres made available to help facilitate a more substantial and extended information for tourists to explore. Tourists might be attracted to visit after having exposed with fascinating touristic genres, e.g. amazing staycation, fusion dishes, shopaholics delight and spellbinding ambiance which display on the websites and tourism brochure. Tourists believe that they are becoming global communicators and acquiring a global linguistic repertoire of tourism. The real value in pointing to grammatical and phonetic characteristics such as those linguistic features used in tourism industry does not lie in their linguistic significance, but rather in their perceived as more functional touristic genres. In the context of a touristic genre, linguistic features are stylized, re-contextualized and commodified in accordance with the applicable functionality rather than theoretically explored.

Keywords: Genre; Tourists; Tourism; Linguistics

I. Introduction

Tourism is one of the greatest population movements of all time. It is precisely because of its scale and influence that anthropologists, sociologists, geographers and others have looked to examine the tourism discourse (see Thurlow and Jaworski, 2010). Tourism is a complex industry which is not only related to anthropology, sociology, geography, and economics, but also related to linguistics. As a service industry, tourism does not only involve face-to-face or more mediated forms of visitor–host interaction, like in many other types of service interactions, but the ultimate goods purchased and encountered by tourists during their travels. These include images, lifestyles, memories, tastes, culture and language.

Tourism can represent cultural and language exchanges. It reflects existing socio-culture and language relations between countries. It is instrumental in producing the very culture with different languages that tourists set out to know, and in (re) organizing relations between groups,

communities and entire nations (cf. Lash and Urry 1994; Bauman 1998). Franklin and Crang state that tourism serves as a very influential, privileged lens through which many people make sense of not only a particular destination or “culture” but of the world at large. Touristic culture is more than the physical travel, it is the preparation of people to see other places as objects of tourism. Academics working in the interdisciplinary field of critical tourism studies often have to justify their scholarly interest to those unable to see beyond their own personal experience of tourism as a frivolous, recreational activity. And yet, as a truly global industry – perhaps even the world’s largest, single international trade – there are few people whose lives remain unaffected by tourism, be it people privileged enough to tour or people who are “toured” (Thurlow and Jaworski, 2011: 286).

Much of the significance – the cultural capital – of tourism lies also in the “tourist haze” created as tourists return home with their own travel stories about well-trodden destinations, the souvenirs they bring for “the folks back home”, and indeed the photos of themselves in exotic locations (see Thurlow and Jaworski 2011). Crang (1999: 361) explained that a structure of expectation is created, where the pictures and wordings circulating around sights are more important than the sites themselves. Tourist sights are depicted to be more interesting than the sites themselves through linguistic features.

With particular linguistic features to the tourist sites, this can attract tourists come and visit the sites. The tourist linguascope is a terminological term which serves as an extension of the tourist gaze, the socially organized, systematized and disciplining ways in which tourism is structured and learned. In the case of language, tourists are also drawn into a regime of truth about the nature of language and “linguaculture” as well as the relative value of local languages in the global linguistic marketplace (see Agar, 1994). As David Dunn (2006) further explains, tourists usually end up gazing simply because they cannot understand the languages spoken by the objects of their gaze.

Thurlow and Jaworski (2011) state that language and other communicative modes are always exist in tourism. In fact, languages sit at the very heart of the tourist experience, its representation and its realization, and its enactment. The expansion of tourism as a dominant cultural industry is one of the major areas of economic activity under globalization which has highlighted the significance of language commodification in the study of shifting identities, interpersonal relations and group structures. Of course, the political economy of language has long been recognized and so have the general processes of commodification and appropriation of language in the new economic order of flexible accumulation and of time–space compression (cf. Bourdieu 1991; Irvine 1997). In these domains of economic practice based on contact between different linguistic markets through advances in communication technology (call centres) or mobility (tourism), linguistic and other symbolic resources become highly marketable commodities. Due to the new conditions for its commodification, language, together with other

forms of cultural practice, is arguably more easily detached from identity and used as a strategic styling resource (cf. Bell 2009; Cameron 2000; Coupland 2007).

Applied linguistics focuses on the numerous and complex areas in society in which language plays a role (Tucker, 2019). There appears to be consensus that the goal is to apply the findings and the techniques from research in linguistics and related disciplines including tourism discourse to solve practical problems. Applied linguistics has seen its rapid growth as an interdisciplinary field. Linguistic features may be marketed and traded to be consumed by tourists in tourism discourse. Laba (2012) states that linguistic features used in communication should not be judged simply by right or wrong, but it must be based on "valid" or not. He further remarked that social interactions happening in tourism industry, whether at a travel agency or in tourist objects, are the experiences of language use that form the phenomenological basis for linguistic consciousness. Language in tourism is a hugely global and massively multilingual phenomenon, and is ripe with the opportunity to engage with others in different contexts and different languages (cf. Ramnani, 2012:37).

There is no doubt that tourist multilingual practices demonstrated by the data for tourist multilingualism as offered by the brochure glossaries draw on their situated, local knowledge of what constitutes the target audiences, the tourists. Tourism is a significant platform for intensely touristic genres both in tourism based websites and brochures to attract visitors. As a consequence, applied linguistics will have been used variedly in tourism discourse. In seeking to contribute a uniquely applied linguistics perspective to the field of tourism studies, this work focuses on touristic genres. More importantly, it is keen to analyze how applied linguistics takes role in touristic genres. This study will further explore this phenomena and analyse the interrelation between applied linguistics and touristic genres. Two main problems discussed in this study are; (1) What types of linguistic features are used in tourism website and brochure?; and (2) How are these linguistic features used in attracting tourists to visit the tourism sites?

Two main literature reviews that provide valuable contributions and the rationale for this research are; 1). The study conducted by Ling Ip (2008) entitled *Analyzing Tourism Discourse : A Case Study Of A Hong Kong Travel Brochure*. This critical study describes the features in the discourse of tourism reflected in the brochure tour in Hong Kong. Ling Ip uses multimodal analysis methods in studying the language used in the brochure that describes about various tour in Hong Kong, which is managed by Splendid Tours & Travel Limited as part of the Hong Kong Tourism Board. Ip Ling examines the linguistic features used from the micro level to the macro level and visual elements contained in these tourist travel brochures and the factors that affect the interpretation of the tourism discourse.

Ling Ip's work is able to prove the power of 'linguistics' in exposing tourism discourse empirically. He found that the choice of words, grammatical and stylistic elements used in brochure tend to be hyperbole to increase the strength of the language with the goal of attracting

more businesses to do the tour in Hong Kong. The work of Ling Ip of Tourism Discourse Analysis seeks to understand the aspects of linguistics, particularly from elements of his style and choice of words (lexical choices) by using multimodal analysis. Ling Ip's research is different from the design of this study in terms of the approach and methods. Other principles that distinguish the case study of Ling Ip focused on Microlinguistics level to the level of macrolinguistics in dissecting tourism issues. Meanwhile, this study departs from sociolinguistics level to level critical linguistics. Ling Ip's research is relevant with this study because of two main considerations, namely a) the approach of linguistics used in dismantling the tourism discourse; and b) Ling Ip's work demonstrates a new approach in the field of tourism related with linguistics.

Thurlow and Jaworski (2011) conducted a research on linguistics and tourism entitled *Tourism Discourse: Languages and Banal Globalization*. This work describes about : a) the discourse of tourism in the global era ; b) the role of language and communication in the field of tourism ; c) an understanding of the existence of the language in the era of globalization or post-industrial, particularly their relations with the tourism sector; d) circulation linguistic rules such as genre and style of language (circulation of linguistic "material") ; and e) how the commodification of the local language can be realized in tourism communications. Thurlow and Jaworski's research results show how tourism has the power to reshape a culture and ideology in the global era. In addition, Thurlow and Jaworski's findings also indicate that tourism activity can provide a power-sharing unbalanced (unequal relations of power) in society and linguistic exchange in tourism is also the exchange of economic and ideological aspects.

II. Methods

This research is a qualitative exploratory study with documentation studies carried out through observation and the support of secondary data from relevant sources, including previous related researches. The travel agent websites and relevant valid research articles published in journals were analyzed through qualitative content analysis. This analysis method allowed the researcher to make applicable and valid inferences from the observation data and research article contents. Krippendorff (2004) notes that, in qualitative research, content analysis involves the close reading of relatively small amounts of data; the interpretation of verbal, pictorial, symbolic, and communication data; and the involvement of the researcher with the study of data interpretation. This was accomplished through a process of coding, building relationships between codes. These codes were generated subjectively, based on the research questions and the researcher's interpretation of the text by finding the connecting relationships and overarching conditions between them

III. Findings and Discussion

This section explains the analysis process for each set of data. The data were constructed in different formats such as text and picture. The meanings were extrapolated based on the subjective interpretation of the researcher and the guidance of the research questions. Each text and picture was coded in different word documents and was decomposed into meaning units.

A meaning unit is considered as words, sentences, paragraphs or described pictures containing aspects related to each other through their content and context. These are analyzed and their meaning units were extrapolated. This process was accomplished through the work of content analysis steps. All data were reviewed and are followed by the categorization of similar codes into categories to generate the main themes. The data below were taken from a website of travel site (<https://traveltriangle.com/blog/bali-tourist-attractions/>). They are about linguistic features applied in describing a tourist site in a simple straight-forward phrases followed by more detailed explanation. The data are coded to be further analyzed using qualitative content analysis. Some of the data are described as follows;

- **Ubud:** Nature's Delight
- **Lovina:** Black Sands
- **Mount And Lake Batur:** Magnificent Views
- **Nusa Lembongan:** Serene Sights
- **Sanur Beach:** Tree Lined Streets
- **Kuta Beach:** White Sand Beach
- **Pura Luhur Uluwatu:** Beautiful Statues Of Ganesha
- **Tanah Lot:** Significant Sea Temple
- **Seminyak:** Southwestern Coast Of Bali
- **Pura Besakih:** Highest Mountain
- **Mount Agung:** Highest Peak In Bali
- **Tulamben:** Thrilling Adventures
- **Nungnung Waterfall:** Mesmerizing Views
- **Bali Bird And Reptile Park:** Rare Excursions
- **Tukad Cepung Waterfall:** Spellbinding Ambiance
- **Ayung:** For River Rafting
- **Jimbaran Beach:** Shimmering Lands
- **Green Bowl Beach:** Romantic Escapes
- **Tirta Empul:** Heritage Site
- **Gitgit Waterfall:** Refreshing Experience
- **Bali Safari And Marine Park:** Theme Park
- **Tegalalang Rice Terraces:** Paddy Fields
- **Sacred Monkey Forest Sanctuary:** Rare Indulgences

- **Uluwatu:** Surfer's Delight
- **Dream Beach:** Beautiful Panoramic Views
- **Pura Taman Ayun:** Mengwi Dynasty
- **Waterbom Bali:** Asia's Best Waterpark
- **Museum Negeri Propinsi Bali:** Illuminating Hours
- **Balangan Beach:** Stunning Golden Sands
- **Double Six Beach:** Relaxed Ambiance
- **Goa Gajah:** Buddhist Carvings
- **Campuhan Ridge Walk:** Central Highlands
- **SkyDome Super Club:** Best Nightlife
- **Mirror Bali Lounge And Club:** For Friendly Excursions
- **Sundays Beach Club:** In-house Party Spot
- **Rock Bar Bali:** For Beer Lovers
- **DAVA Steak And Seafood:** Epicure's Delight
- **Yellow Flower Cafe:** Delicious Coffees
- **Seasalt Seminyak:** Scrumptious Delicacies
- **Ubud Art Market:** Shopaholics Delight
- **Sukawati Art Market:** Regular Shopping Spot
- **Sanur Night Market:** Balinese Meals
- **Poppies Lane:** Lively Walks
- **Bali Swing:** Lush Green Plantations
- **Pura Ulun Danu Bratan:** Spiritual Encounters
- **Nusa Penida:** Serene Island
- **Sekumpul Waterfall:** Peaceful Ambiance
- **Garuda Wishnu:** Religious Site
- **Jatiluwih Green Land:** Lush Green Rice Fields
- **METIS Bali:** Fusion Dishes
- **Tanjung Benoa Beach:** Amazing Staycation
- **Blue Point Beach:** Exquisite Scenery
- **Tirta Ganga Royal Water Garden:** Perfect Picnic Spot
- **Bali Zoo:** Rare Species
- **Tegenungan Waterfall:** Thrilling Activities
- **Ubud Monkey Forest:** Spend A Day Amidst Wildlife
- **WaterBom Waterpark:** Join The Thrill
- **The Sidemen Valley:** Explore The Rice Fields
- **Subak Museum:** See Balinese Agricultural Tools
- **Bali Treetop Adventure Park:** Try Different Fun Activity

These lexicons of touristic genres made available to help facilitate a more substantial and extended information for tourists to explore. These data of linguistic features are simply in such a way to make the audiences, the tourists eager to know more details about the sites. Considering that applied linguistics puts linguistic theories into practice in this particular area of tourism, linguistic features described on the quoted data above such as *amazing staycation*, *fusion dishes*, *shopaholics delight* and *spellbinding ambiance* are used to make tourists more curious about the sites in the expectation that they will explore the details and visit the sites. The choice of these linguistic features in the context of touristic genres leave tourists stranded in a permanent state of being attracted. On the other side of research results by Thurlow and Jaworski (2011), the glossaries suggest that the most phatic exchanges in tourism conversation such greetings, leave-takings, expressions of thanks, the tourist-centred needs of getting to a specific location, getting a good night's sleep, finding a meal and a toilet, getting a good bargain in a shop or at a market, the most likely situation in which the tourist will want to speak to a host is in an emergency. These types of touristic genres and 'touristic' glossaries are interrelated when analysis of applied linguistic come across in tourism industry.

According to Thurlow and Jaworski (2011), this goes some way towards contradicting the mythology of travel as being always safe and pleasurable. The preponderance of words and phrases related to accidents, illness and all sorts of other mishaps could provide a useful script for any travel insurance company advert in the field of tourism. They even listed a relatively unordered list of the English language phrases as a part of applying linguistic features to be used in case of an emergency in tourism industry. These words and phrases include;

Help!

Watch out!

Thief!

Fire!

Stop!

Call a doctor!

Call the police!

Call an ambulance!

Call the fire department!

Where is the nearest hospital?

I want to contact my embassy

Could I use the telephone?

Could you help me, please?

I'm ill

I'm sick

I'm injured

I do not feel well
I feel ill
I have a headache
I have a stomach ache
I need to rest
I have a fever
I'm allergic to penicillin
I'm allergic to antibiotics
The child is/the children are sick

These touristic genres of words and phrases are used in the demands of service encounters. Tourists might be attracted to visit the sites after having explored the details of the tourist objects described with fascinating touristic genres, e.g. amazing staycation, fusion dishes, shopaholics delight and spellbinding ambiance which display on the websites, tourists believe that they are becoming global communicators and acquiring a global linguistic repertoire of tourism by using some linguistic features of touristic genres and 'touristic' glossaries proposed by Thurlow and Jaworski in terms of focusing on the practicalities of travel and transactional languages.

Other important texts of touristic genres and glossaries can be found in tourism brochures. Ling Ip (2008) found out that the power of linguistics in the choice of words, grammatical and stylistic elements used in brochure tend to be hyperbole to increase the strength of the language with the goal of attracting more businesses to do the tour in Hong Kong. It is empirically understood that linguistics is applicable to be used in analyzing tourism and touristic genres. Below is a data source of tourism brochure taken from flamingotravels.co.in with its words, pharses and paragraphs depicting linguistic features to be further analyzed using an approach of applied linguistics.



Relish Vacation Escapade Outside Your Bali tour packages

Bali tour is the most interesting vacation spot. Along with supported by a number of lodging, Bali also rich with holidaymaker tourist attractions that widely known. Starting from the natural tourist attractions, arts and social tourism, to all the holidaymaker destinations in Bali. To be able to cherish all the beauty offered by the island of Bali, is needed for a task called the trip activities.

There are a lot of popular visitor destinations you have the ability to go to, to name a few, Canggu, Seminyak, Ubud, Nusa Dua, Tanah Lot, Umalas and others. Besides to these areas, actually there are many various other objects in Bali that might still be looked in excursion occasions, and also area tourist attractions just a great deal of passion as well as could be incorporated with other things in a solitary excursion locations.



<http://www.flamingotravels.co.in>

Source: <https://id.pinterest.com/pin/211669251216156336/> accessed on 7 August 2021

When we look at the hypothetical compilation of a typical range of linguistic features and phrases offered in the brochure as exemplified above: Bali tour is the most interesting vacation spot.; holidaymaker tourist attraction....; to be able to cherish all the beauty offered by the island of Bali, is needed for a task called trip activities. These types of linguistic features would unavoidably be something of applied linguistics used in tourism brochures. It is clearly not a vocabulary of exchange but merely of encounter whereby functional language applied for the sake of attracting tourists visiting the sites. Therefore, many brochures begin with a metalinguistic 'euphemism' characteristics on them as targeted a better perceived the targeted

audiences, the tourists themselves. This rehearses a number of common language myths about how hard or different the language is, or how beautiful or ugly it is perceived by tourists and it is also strongly influenced by the destination image (cf. Bauer and Trudgil 1998, Laba, 2018).

The real value in pointing to grammatical and phonetic characteristics such as those linguistic features used in tourism brochure does not lie in their linguistic significance, but rather in their perceived as more functional touristic genres and it is empirically true that in the context of tourism, applied linguistic is given value and attention because of its symbolic rather than representational or interpersonal function (cf. Thurlow and Jaworski, 2011). In the context of a touristic genre, linguistic features are stylized, re-contextualized and commodified in accordance with the applicable functionality rather than theoretically explored. This is indeed a clear cut between linguistics and applied linguistics. Moreover, all linguistic exchanges are also economic exchanges and under the new economic conditions of globalization, existing language forms and configurations are also put into new uses, gain new value and become objects of intense scrutiny, as well as vehicles and sites of ideological struggle, contestation, legitimization and authentication of ethnic, national and other subject positions (see Thurlow and Jaworski, 2011)

IV. Conclusion

Lexicons of touristic genres made available to help facilitate a more substantial and extended information for tourists to explore. Tourists might be attracted to visit after having exposed with fascinating touristic genres, e.g. amazing staycation, fusion dishes, shopaholics delight and spellbinding ambiance which display on the websites. Tourists believe that they are becoming global communicators and acquiring a global linguistic repertoire of tourism. The real value in pointing to grammatical and phonetic characteristics such as those linguistic features used in tourism industry does not lie in their linguistic significance, but rather in their perceived as more functional touristic genres. In the context of a touristic genre, linguistic features are stylized, re-contextualized and commodified in accordance with the applicable functionality rather than theoretically explored.

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