

# TOURIST COMMUNICATION

Tourist communication has been always defined as a process to create a **collective imaginary** about a place.

- Its aim is to sell a product, so it is based on the binary opposition: **familiarity/exoticism** creating 'an elusive something'.
- It intends **advertising must-see sights**. For this reason the **storytelling** of a place is fundamental.



# VARIOUS TOURIST TEXT TYPES

Brochures

Leaflets

flyers

magazines

periodicals

Guidebooks

websites

social networks



# VARIOUS TOURIST TEXT TYPES

**Tourism advertising:** combination of an informative function and more importantly a persuasive function; they are the most common and the most exploited.

**Tourist guides:** they are books, their function is descriptive and to give practical information; this is the most comprehensive and longer genre and it is the only genre that may contain negative expression or description. It is a on-trip genre because we read it when we are on holiday/vacation.

# VARIOUS TOURIST TEXT TYPES

The first and last pages of **Catalogues and brochures** are devoted to general information about the tourist destination [weather conditions, time zones, money transfer, means of transport]; however the most important sections are the descriptions of the receptive structures: they have both an **informative** and a **persuasive function**.

**Iconic elements** always represent ideal places and ideal situation, they are visual clichés that aim at transmitting a sense of shared friendship and welcoming.

# VARIOUS TOURIST TEXT TYPES

**Catalogues and Brochures:** they can be considered the most persuasive texts of the tourism discourse (besides proper ads);

Both terms are used to indicate a booklet promoting package holidays; they provide **practical information** but at the same time their function is also **persuasive**.

As a genre, **brochures and catalogues** are a combination of **several other genres**, i.e. they present a set of linguistic elements that are typical of other genres. For example: in EVALUATIVE CLAIMS, they normally use present tense, superlative forms, thematization of adverbials of place.

In the **BRIEF HISTORY OF THE LOCATION** they normally use the past tense and the thematization of adverbials of time.

In the description of the **GUIDED TOURS** they use imperative forms and they often stress on personal pronouns.


# VARIOUS TOURIST TEXT TYPES

**Itineraries:** mainly informative but containing also linguistic elements aimed at persuasion; they can be found in a travel guide.

**Articles in specialized magazines:** a bit more practical and technical, they offer also prices; small version of a tourist guide, they are similar; the language is informative and not specialized.

# Publications of National Tourism Agency

## Publications of National Tourism Agency:

They convey the idea of being global that also their travellers are global-minded; they provided sophisticated descriptions of locations in order to present themselves as global to make the tourist feel important, clever, intelligent. They are able to provide useful and appropriate information.

Ex: Hungarian Tourism Agency and its publications

<http://gotohungary.com/about-hungarian-tourism-ltd>

# Hungarian Tourism Agency 1

## Hungarian Tourism Agency (catalogues and guides)

Hungarian Tourism Agency is a state-owned national tourism marketing organisation. **The aim of its activities** is increasing the demand for Hungarian tourism by promoting inbound and domestic travels in order to **enhance the development of the tourism industry...**

The primary aspect of the national tourism marketing activity is the achievement of **business objectives**, i.e. increasing the number of guest nights and the tourist spending. In addition to the budget provided from state resources, external funding is also involved **in financing the effective marketing activity...**



# Hungarian Tourism Agency 2

The **consumer marketing communication**, i.e. the **direct addressing of potential tourists is typically carried out in the framework of the central marketing activity**, in the course of which the company conducts campaigns both in Hungary and abroad.

The **sales promotion** means all activities aiming tour operators. These include **the professional lectures, presentations, exhibitions, travel trade events and study tours**. The strategy of the activity is **based on travel trade cooperation**, which has the following main pillars: maintaining trade cooperation, establishing new travel trade contacts through the events organised jointly with partner institutions, involving new partners in the circle of market participants offering Hungarian tourism products, launching joint sales promotion actions, organising professional study tours and organising workshops in the source markets to introduce the Hungarian supply.



# Publications of National Tourism Agency: features

They contain a **mixture of themes** such as travel, business, economy, general-interest articles, show-business, entertainment, gastronomy, sports, fashion and tours.

They also focus the tourist attention on **less advertised aspects of tourism**, so to enlarge the traditional range of tourist resorts and to invest in the rediscovery of local identities.

Their **register**, in performing such communicative function, is often very **informal** although sometimes the language employed is very **elegant** (and the iconic elements are normally glossy and glamorous) in order to make the tourist feel special and important.

They tend to adopt **marketing strategies** to promote and differentiate national interests in an international context → **expression of global identity**



# Publications of National Tourism Agency

- **Publications of National Tourism Agency** tends to use **English as a Lingua Franca**, although they are also translated in many other languages. English as lingua franca remains however the means to reach a wider audience. Global status.
- <http://gotohungary.com/brochures>



# MULTIMODALITY

**Multimodality mainly refers to advertising but it's also a part of the language of tourism, the combination of a visual and verbal language, a combination and a relationship between language and images.**



# TEXTUAL ORGANIZATION: USEFUL TIPS

- Textual organization in **catalogues and brochures** is very **simple and straightforward** .
- It helps to achieve:
- **conciseness;**
- **transparency of communication;**
- **semantic and lexical density;**
- **compactness.**
- **Parataxis is preferred to hypotaxis.**



# TEXTUAL ORGANIZATION: USEFUL TIPS

- ▶ **Monoreferentiality and specific information:** Budapest, a truly cosmopolitan city.
- ▶ **Nominalization:**
- ▶ **Verb tenses:** present and imperative (in itineraries).
- ▶ **Modals:** will, might.
- ▶ **Conciseness** (elliptic relative forms).
- ▶ **Pre-modification.**
- ▶ **Metaphors.**
- ▶ **Abundance of superlatives, positive evaluation.**
- ▶ **Use of exophoric reference:** (in itineraries).