

Communicative Features of Online Tourism Discourse

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Abstract: The article deals with communicative possibilities of speech strategies and tactics of online tourism discourse. Tourism discourse can be presented in various media spheres – in periodicals, on television, in booklets and reference books, as well as on the Internet. The linguistic means of expressing the communicative strategies and tactics on the Internet sites that advertise tours in the Danube region countries are described. The article focuses on the persuasive function realized in tourist advertisements and brochures and enumerates a number of strategies and tactics used by travel agents on tourism websites in order to attract people to the places of interest in the Danube region.

Keywords: advertisement; argumentation; communicative strategy; manipulation; persuasive function; positive image; tactics; tourism discourse; website

At present tourism industry is experiencing a period of rapid growth: there appear more and more tourist companies and tourist operators. Tourist offers are being updated, covering more and more countries and corners of the globe, and the level of tourism services is rising. Increasingly widespread tourism allows us to talk about the emergence of a special tourism discourse in the language, which includes from one to a considerable number of text components, functionally interconnected and having certain extralinguistic parameters. The objective of this discourse is the organization of tourist trips; the pragmatic orientation of the texts is reduced to creating an attractive image of a program (Panchenko, 2016). Tourism discourse aims at meeting the classical requirements of advertising discourse, that is to attract attention of a prospective customer, to maintain interest and finally to make people buy the tourist product.

The aim of the article is to determine the linguistic means of applying communicative strategies of tourism discourse. It should be noted that for a number of parameters, the latter is close to advertising and mass information, but it has some differences. Tourism discourse can be presented in various media spheres – in periodicals, on television, in booklets and reference books, as well as on the Internet. We studied the linguistic means of expressing the strategies and tactics on the Internet sites that advertise tours in the Danube region countries. They describe the advantages of

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choosing a tour along the Danube or in one of the countries situated on the Danube. They attract the attention of consumers by the sights of some historic places, by musical festivals, by visits to nature reserves, etc.

The relevance of the study is due to the growing interest of modern linguistics in the search for models and mechanisms of speech impact, which stimulates attention to the types of discourse in which the speech orientation on the impact is realized, including tourism discourse.

N. Tyuleneva defines tourism discourse as a special subtype of advertising discourse, combining various types of tourism advertising and aimed at positioning and promoting tourism services with the help of argumentation strategies that have a linguistic cognitive character (Tyuleneva, 2008, p. 23).

Based on the definition given by M. Ulyanova, tourism discourse is defined as a stable model of speech activity depending on the factors of communication. Several genres of tourism discourse can be singled out:

1. an excursion (including the communication of an excursionist and a guide); 2. a dialogue with the seller of the service (between the representative of the travel agency and a client); 3. a dialogue between the tour operator and the counterparty (booking hotel rooms, air tickets, etc.); 4. a video guide; a geographical documentary film, an audio guide (oral variety of mediated communication); 5. a guide, a tourist guide, a catalog, an article, a brochure; 6. a virtual tour, a webpage of the tourist office, an email of a customer to the tourist office, electronic correspondence of tourist agents (Ulyanova, 2014, p. 107).

We studied texts of tourism websites giving information about the cost of the program, about obtaining a visa, about the main attractions and sites, and about the advantages of tourist programs. Such texts are a powerful media resource serving promotional purposes and fulfilling a persuasive function. The main goal of any tourism website is to attract potential customers.

A. Skovorodnikov defines a communicative or speech strategy as a general plan or “vector” of verbal behavior, expressed in the choice of a system of thoughtful speaker/writer of phased speech actions, as a speech behavior pattern adopted on the basis of awareness of the communicative situation as a whole and aimed at achieving the ultimate communicative goal (goals) in the process of verbal communication. Each communicative strategy is characterized by a certain set of speech tactics. Communicative tactics is a specific speech stage in the process of implementing a speech strategy; it is a speech action (speech act or a set of several speech acts) corresponding to some stage in the implementation of the communicative strategy and aimed at solving the private communicative task of this stage. The implementation of the combined sequence of speech tactics is designed to ensure the achievement of the communicative goal of verbal communication (concrete interaction) (Skovorodnikov, 2004, p. 6).

I. Borisova believes that a communicative strategy is the result of the organization of the speech behavior of the speaker in accordance with the pragmatic goal-setting or intent. Generally, a communicative strategy is understood as a common intention, a task on a global scale, a supertask of speech dictated by the practical goal of the producer (Borisova, 1996, p. 22). A communicative strategy involves selecting facts and submitting them in a certain light.

Communicative tactics is designed to ensure the implementation of the chosen strategy and the deployment of the chosen genre. From the point of view of the division of the speech stream and the unfolding of the speech genre, it is a speech action – the minimum of its unit. From the point of view of its role as a means of implementing a communicative strategy, it is reception of speech behavior and it can receive other terminology different from the names of speech acts; the names of speech tactics in this case are the names of “speech acts” or the names of clichés by which this tactic is implemented (Trufanova, 2001, pp. 60-61). O. Issers formulates the same idea more concisely: Speech tactics should be considered as one or several actions that contribute to the implementation of the strategy (Issers, 2006, p. 16).

One of the strategies inherent in the tourism discourse is the argumentative strategy. Argumentation can be expressed both explicitly and implicitly. Rational means of argumentation make an appeal to our consciousness and actualize logical conclusions.

In advertisements and tourist information emphasis is often on the service utility, which can be realized in health benefit or financial gains.

The ship has 100 air-conditioned, outside cabins across four categories and her extensive public amenities promise relaxation and recreation as well as opportunities for fitness and well-being.

Almost everything is included: most meals, all tips, all taxes, even your shore excursions, leaving you free to enjoy every minute spent in this spectacular corner of Europe.

Actualization of benefits presents realization of the strategy of the rational type or positioning strategy, which expresses the value of some tour for the specific category of tourists. It is realized in designating the target audience.

The Danube Delta is a wildlife enthusiast's (especially a bird watcher's) paradise.

You may be looking for the right Austria guide for a special tour, the appropriate wine maker for a wine tasting session or a regional producer. Or perhaps you need ideas for a special experience in our region. On request, we energetically assist you with drawing up an itinerary! We organize wine experiences tailored to your groups and hook you up with the right wine maker.

Combine your love of golf with your passion for travel and join the Amadeus Silver as she cruises the Danube River from Budapest to Passau.

Rational types of strategies include the strategy of advantage and the strategy of a unique selling proposition. The strategy of advantage is aimed at intensification of strengths of the advertised product in comparison with the competitive commodity.

The Danube Delta Biosphere Reserve has the third largest biodiversity in the world (over 5,500 flora and fauna species), exceeded only by the Great Barrier Reef in Australia and the Galapagos Archipelago in Ecuador.

The Lower Danube, traversed in both directions by several river cruise companies, and sometimes in combination with the Upper Danube through Germany and Austria, is a highly rewarding trip.

The strategy of a unique selling proposition emphasizes the specific benefit of the advertised product, which helps to create an image of its uniqueness and identity in the perception of a consumer. Here is an example of an exclusive offer: *Want to feel the best of Belgrade's entertainment? This summer we have a very special offer for you. Be one of the 2000 people experiencing Banging Summer Arena every weekend. Let us tell you why you shouldn't miss this unique party destination created by the best party brand in Serbia - Belgrade Banging.*

Emotional argumentation has some psychological basis and is expressed in the techniques that make an appeal to stereotypes. This may be expressed in using such words and phrases as "they say", "seem", "to be renowned", etc.

I visited the "Count Dracula Club", the most unique of the lot inspired by the novel "Dracula", wandered through its assorted rooms and enjoyed a menu that ties the theme together.... and as they say, "you must go"!

Semiotic manipulation in texts of advertisements of the tourism industry is often expressed by using figures. All people have a positive attitude to a purchase which is not expensive. The figures ending in 9 are perceived as cheaper in comparison with those ending in 0.

With time ashore to explore the engrossing Upper Danube capitals of Budapest and Bratislava, as well as the picturesque towns and cities of Dürnstein, Emmersdorf & Melk and Passau, this is a simply unforgettable voyage from start to finish. Fly-cruise from £1,799.

Manipulation with the help of images can be used in tourism discourse. This technique is based on controlling the imagination of the manipulated people, forming the necessary manipulative need. Many advertising texts are aimed at creating a romantic mood in the addressee; they cause curiosity and surprise, the desire to see the miracles described in the advertisement. For example, there is an interesting and romantic legend posted on the website "Romania – Natural and Cultural" (retrieved

May 20, 2018 from <http://romaniatourism.com/delta.html>) advertising the Danube Delta: *Legend has it that during Sultan Mahmud's visit to a fishing village in the Danube Delta, he fell in love with a local girl and asked her to marry him. Upon learning that the girl was in love with another man, the sultan commanded the girl to weave him an embroidered shirt that was both fire- and water-proof or he would kill her lover. Sad and hopeless, the girl walked to the riverbank and started to cry. Hearing her sobs, the Danube fairy came out of the water's depths and gave her an embroidered shirt. Before sunset, the girl presented the shirt to Sultan Mahmud, thus, saving herself and her fiancé. Since then, the village of Mahmudia has carried the name of the sultan.*

Use of tropes is also a way of manipulation. Metaphors and hyperboles are known to have a manipulative potential. Metaphors help create an advantageous image in the imagination of a potential consumer.

A bird-watchers' paradise, the Danube Delta offers the opportunity to spot more than 300 species of migratory and resident birds, including eagles, egrets, vultures, geese, cranes, ibises, cormorants, swans and pelicans.

Bratislava is a wonderful city to visit all year round! The Beauty on the Danube – as it is often called – offers many great attraction and lovely experiences to its guests.

Carving an epic route through the very heart of Europe, the Danube River is a gateway to some of the most captivating countries, immersive cities and breathtaking natural beauty on the continent.

Hyperbole is an exaggeration of all ideas, phenomena, services and characteristics offered and described in advertising texts. Hyperboles affect almost all aspects of a tourist's life: transport, hotels, meals, beaches, entertainment, shopping, excursions, sport and others. They suggest an idea to the addressee that everything that he receives is the highest quality of the tourist product.

The tour offers an endless stream of emotions.

Before meeting the Black Sea, the Danube forms one of the most spectacular wetlands in the world, the Danube Delta - a unique 2,100-square-mile wildlife reserve - home to more than 300 species of birds and about 160 kinds of fish, both fresh and salt-water species.

The use of hyperbolic language and glamorous images gets the reader's interest and makes the adverts more persuasive.

In general, it is characteristic of the travel advertisements to use the superlative degree of adjectives to emphasize the quality of the service and uniqueness of the experience.

Part of the stylish A-Rosa fleet, the A-Rosa Donna offers a selection of well-designed itineraries focusing on the very best of the mighty Danube.

Savour very special sights and experiences in seven incredible countries on this exhilarating, 23-night exploration of Europe's most scenic rivers

Points of interest here (at the confluence of the Danube & Sava Rivers) were Tito's Memorial and Saint Sava Cathedral, largest Eastern Orthodox Church in the world. A guide in this city is a real asset since the Hungarian & Serbian languages are some of the most difficult in the world.

Epithets specify the image in the representation of the addressee. They are the attributes that impart a special character to the subject of advertising, ensuring that it differs from the standard familiar forms and models, emphasizing the uniqueness and singularity of the proposed goods.

This six day cruise is a perfect introduction to the Danube as it winds its way through Austria, Hungary and into Slovakia. Visit imperial Vienna where you can sample the famous cafe culture and admire the city's impressive architecture before travelling to the historical city of Budapest and the fascinating Slovakian capital, strategically situated at the border of Austria and Hungary. In just eight days you will visit four countries and three fascinating capitals, passing through some of the Danube's most picturesque river scenery en route.

Continue to imperial Vienna with its grand architecture, unique history and impressive cultural life before cruising through the scenic Wachau Valley and finally back to Passau.

All of the ships have a sun deck which offers unbeatable views of the scenery.

Tourism websites abound in positive words, adjectives or emotion terms that create the atmosphere of happiness, fun and romanticism. We cannot but mention the wide use of evaluative vocabulary that helps create positive reinforcement and positive thinking: *an endlessly rewarding experience, this incredible river, spectacular scenery, exceptional eight-night journey, the impressive Main-Danube Canal, captivating towns and cities, the breathtaking Lower Moselle, unbelievable variety, perfect holiday*. This is the so-called strategy of the positive image, which means interaction with the addressee, correct evaluation of the tastes of a prospective customer and ability to adjust to those tastes, habits and style of communication. No aggression, violence or oppression is used in tourist advertising. As it was said by S. Kara-Mursa, "manipulation is by no mean violence, it is temptation" (Kara-Mursa, 2001, p. 19). The language of tourism "tends to speak only in positive and glowing terms of the services and attractions it seeks to promote (Dann, 1996, p. 65).

Similes compare tourist products with something beautiful, exquisite and unique.

The Danube winds its way through Lower Austria like a blue ribbon 260 km long.

The use of speech tactics gives an opportunity to realize the assigned task.

The following tactics can be singled out in the tourism discourse.

Appeal to honesty and reliability: *Donau Incoming and Danube Ship Stations are your reliable partners. Our Group Tours Department is highly professional.*

Reference to authority means using an authoritative opinion, results of surveys and ratings.

In December 2000, the Wachau was added to the UNESCO World Heritage list as the only region along the Danube and at the end of 2008 it was dubbed

“Best Historic Destination in the World” by National Geographic Traveler Magazine.

Promptness and efficiency: *We are your central, competent contact when it comes to group tours along the Danube in Lower Austria. Please feel free to contact us!*

Our goal with this cabin-ship travel manual is to present all information and tips for group stays compactly, so you can see it at a glance. This promotional material is geared to the needs of cruise ship providers and opens up to you the full diversity of group experiences in our region. If you are looking for further custom packages, we are happy to provide personal assistance to you as well.

A drop-dead bargain: *We offer excellent level of service with a keen price. There are two pricing programs available with this ship and applicable itineraries: Premium All Inclusive and Basic Rate. All our pricing shown here is for the 'All Inclusive Program'.*

Positioning the product as a nook, where a tourist can remain alone with himself/herself is often used to attract customers.

Because the ship must be smaller to navigate the river, that means fewer guests. A river cruise may hold a few hundred guests instead of a few thousand, as on a classic ocean liner. This is ideal for travelers looking for a more intimate experience.

Appeal to background knowledge: *The mighty Danube River, named by the Greek historian Herodotus “The King of the European Rivers”, forms much of Romania’s southern border, with Bulgaria.*

The presence of some information and facts from history is one of the frequently used methods for constructing media texts of the tourism discourse.

The English king Richard the Lionhearted is inextricably linked with the history of Dürnstein. He was held prisoner in Dürnstein Fortress until ransom was paid and he was released. This themed path tells this story.

The river has a prime spot in European history and culture, dating back to its days as the northernmost boundary of Roman empire. It’s also the inspiration of Austrian musician Johann Strauss’ waltz “The Blue Danube.”

Centuries ago, Chilia was a port on the Black Sea, a vital link between Europe and the Orient. First documented in 1241 in the works of the Persian chronicler, Rashid al-Din, Chilia Veche was the site of a battle between the armies of Mahomed II, the conqueror of Constantinople, and forces led by Vlad Tepes (Vlad the Impaler). A town on the Ukrainian side of the Danube, known as Novo Kilia (Chilia Noua, or "Newer Chilia", in Romanian) was founded by Stephen the Great of Moldavia in the 15th century in order to counteract the Ottoman Empire.

Appeal to feelings: Give your child a day to remember with our excursions.

The Old Town will charm you with romantic cobblestone streets and picturesque squares that create great spots for Christmas markets and summer festivals.

Chic life: Take some time out to get pampered in the Spa Rosa or enjoy the views from the upper deck as you take a dip in the pool or hone your golf skills on the putting green.

The Premicon Queen truly is a floating grand hotel, where exceptional service is the ultimate goal. A glass-enclosed gourmet restaurant, elegant panoramic lounge, first class on-board entertainment, a Viennese cafe, an expansive sundeck and a putting green are just some of the ship's plentiful amenities. Accommodation is provided in a range of spacious suites, allowing you to enjoy river cruising in ultimate comfort.

Numerals are used a lot in advertising materials in order to impress the imagination of the consumer. *The Amadeus Brilliant, launched in April 2011, is one of the newest additions to the growing Amadeus fleet. Measuring 110 metres in length and 11.4 metres in width this beautiful vessel complements the existing fleet perfectly. With a total of 4 decks, the ship features just 67 cabins and 9 additional suites, all with en suite shower facilities and most of which offer a French balcony.*

The tactics of **visualization** is based on using sensory oriented clusters aimed at visual, auditory, tactile and olfactory stimulation. For example, tourists in the Danube Delta can taste local dishes: *To get a full flavor of the local cuisine you can sample some Danube herring, grilled sturgeon fish and zander croquettes, tastily washed down with Aligote, Muscat or Merlot wines at one of the many restaurants in Tulcea. Or you can try the local version of Russian borsht prepared fresh by fishermen in one of the nearby villages. The saramura, prepared from big chunks of carp broiled on the stove or on a spit, is served with polenta and garlic sauce.*

Using imperative sentences is a peculiar feature of the investigated texts. Imperative structures encourage the customer to make the final decision. Tour agents use the verbs "enjoy, join, marvel, savour, call, explore, experience, discover, uncover, visit, see" and many others. *Take the time to see the interior with many works of art and walk around the dome to explore hidden corners or walk down to see the old crypts under the church. Call today to reserve your places! Marvel at the majestic palaces and sweet symphonies of Vienna!*

We can conclude that the persuasive function of advertising texts in tourism discourse is realized with the help of a number of communicative strategies and tactics. Widely used are such strategies as argumentative, positioning, and manipulative, the strategy of advantage and a unique selling proposition as well as the strategy of the positive image. The websites present the cultural heritage of the countries of the Danube region as a tourist attraction. The language of tourism is meant to create a special world providing the potential consumer with an impressive image of the places of interest.

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