

**PERSUASIVE STRATEGIES IN TOURISM DISCOURSE:
EMOTIONAL APPEAL AND DESTINATION PROMOTION**

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Abstract: *This study delves into persuasive strategies used in tourism discourse and the importance of these persuasive strategies to exert emotional impact on the readers and persuade them to visit a travel destination. The literature further explores some of the lexical features, stylistic devices and syntactic structures that are effectively used to promote a particular travel destination.*

Key words: *tourism discourse, persuasive devices, metaphorization, evaluative vocabulary, emotional appeal, destination promotion, and pragmatic function.*

As English serves as the lingua franca of tourism, it is essential to understand the modern trends of persuasive communication both that the linguistic and discursive level (Maci, 2020; 31). Yet, tourism discourse has more than just a promotional purpose – social and cultural information characteristic of different nations are reflected, which makes it worth investigating (E. Manca, 2016, 10). Persuasive strategies employed in tourism communication by different cultures/countries also vary, as each nation targets members of different cultures based on their sociocultural perspective. So, the literature highlights different scholars who studied various persuasive means and linguoculturemes used in English tourism discourse to attract potential visitors and promote tourist destinations.

Having analyzed tourism discourse, Stefania M. Maci (2018) concludes that English tourism discourse manifests emerging societal trends and serves as a mode

of multimodal and hypertext communication that provides engaging portrayals of destinations. She highlights that it is achieved by an abundant usage of lexical features encompassing monoreferentiality, precision, conciseness, and transparency, metaphorization, borrowings, keywords, and such syntactic features as premodification, nominalization, person pronouns, deixis, verb tenses, modals, passive forms that make tourism discourse specialized one (Maci, 2018; 32-33). Accordingly, Elena Isakova et al. (2021) studies tourism discourse by analyzing the text rhetoric of tourist brochures. It is the linguistic means, they argue, which help boost positive cultural image of a region. To make tourism-related texts, i.e., brochures more effective (persuasive) and convincing, expressive language, metaphorization, specifically, new type of metaphor they introduced – knowledge promotion metaphor is effectively used. Tourism discourse, they point out, has an argumentative character; thus, it aims to convince and persuade the potential tourists to visit a travel destination. Buzrukova (2025) also studies metaphorization in tourism discourse, used as the persuasive strategy. She sorts out different types of metaphor in tourism discourse, including structural, ontological, directional, synesthetic, simple and extended types. Furthermore, tourism discourse is characterized with the following distinct properties:

- **Specific representation of time.**

In tourism discourse, the concept of ‘time’ is effectively used to create the vivid representation and special image of the destination, making it sound more attractive, emotional, and historically and culturally valuable. This is best exemplified by the frequent use of such expressions as *timeless*, *eternal*, *frozen time*, *perpetually alive*, *ancient*, *unique*, *oldest*, *primeval*, etc. By employing such temporal representations, tourism discourse gives the potential visitors the feeling of nostalgia, authenticity, and the chance of taking little trip to the past. In other words, time serves as not just chronological data, but a persuasive and symbolic concept in tourism discourse, creating the cultural image of a place.

- **Imagery by the representation of magic.**

Employing such magical fairy images serve as a mental escape from reality and everyday stress for readers, as a result of such imaginative and emotionally loaded language, potential visitors might create a fairy-tale atmosphere in their minds, turning a real place into something extraordinary. For instance, *magical, hidden, legendary, mysteries, enchanted, dreamlike, mystical, etc.* In such expressions taken from brochures as “The forest indeed felt like a magical place...”, “Uncover the ancient mysteries of Egypt on this action-packed itinerary that is purpose-built for families.” (Isakova et al., 2021; 19).

- **Imperatives (conative function of language).**

The language of tourism is the language of social control (Dann, 1996), which aims to control the readers and turn them into potential tourists, but at the same time, gives them the impression of unlimited freedom of action. This is usually accomplished by the conative function of language. Frequent use of imperatives and rhetorical commands influence the behavior of the addressees, persuading them to take action. For example: “Get ready to go beyond the main streets and into the heart of a destination.” (Isakova et al., 2021; 23).

- **Differentiation.**

It is a rhetoric strategy, used in tourism-related texts to highlight originality, uniqueness, and distinct features of a particular tourist destination, product or experience with the use of different stylistic devices and expressive means, i.e., metaphor and epithet: “For others, it’s travelling with a group of people, getting out of that bubble familiarity...”; “Every Intrepid adventure starts with curiosity”.

- **Personalized targeting.**

It is also one of the persuasive strategies commonly used in tourism discourse to create psychological closeness between a tourism company and potential tourists, giving them the impression that this very travel experience or service is specifically customized or designed for them. Direct address, and second person pronouns are effectively used to achieve this technique: *your needs, your satisfaction, your desires, your emotional needs, etc.*

- **Specific representation of food.**

Describing the specifics of local cuisine is another common feature of tourism discourse, which aims to create emotional appeal on the tourists, urging them to taste the unique national food. In other words, food serves as a cultural concept which reflects authenticity, the national identity, lifestyle, traditions, and history of a particular community. Some of the common examples can be: *Uzbek plov, handmade pasta, Japanese seafood, etc.*

- **Personification.**

Being one of the discursive methods, personification is one of the most effective ways of promoting a particular travel destination and creating a positive image of a certain place. There are a few ways of employing personification in tourism discourse: with the use of metaphor (the real people symbolize the whole region metaphorically) and mythologization – personification through mythology and fictional characters. The latter is quite prevalent in tourism discourse, as it gives a meaning to a certain place, and constructs a region identity through storytelling. Thus, they are designed to be the most memorable and emotionally charged to attract the addressee. This is best exemplified with the use of such myths as “Visit the home of Dracula in mysterious Transylvania”, “Village Gadovo – Homeland Gorynych the Dragon”, etc.

- **Motives.**

Another way of attracting the potential visitors to a particular tourist destination is providing such compelling and engaging motives as hospitality, safety, adventure, authenticity, etc., as these are what many people prioritize and appreciate. These are the reasons which usually shape the perceptions, emotions, and decisions of tourists (Isakova et al., 2021; 24).

F. Vakhidova (2021) states that tourism discourse is a type of institutional discourse with persuasive function. Just like any communicative act, discourse is also a communication process which is consisted of an addresser, an addressee, and a message. As tourism discourse is of institutional character, the addresser can be various organizations and institutes in tourism industry including travel agencies, tour operators, air and railway ticket offices, Ministry of Tourism, guides, hotel

workers, restaurants, museums, etc., while the addressee is represented by tourists, potential visitors, readers, etc. The message in tourism discourse can be encoded in three forms: oral, written, and computer-mediated (multimodal) forms. The latter two are usually represented by media texts. Oral genre encompasses speeches of guides, excursion, dialogues, video guides, audio guides, etc., while written one includes brochures, articles, booklets, catalogue, leaflets, etc. Computer-mediated one is usually represented by virtual excursion, travel websites, etc. One of the distinctive features of tourism discourse is expressiveness, emotionality, and saturation, which are achieved by the use of different stylistic devices and expressive means (Vakhidova, 2021, 7). Similarly, Renzo Mocini (2013) studies the use of evaluative language in English tourist brochures, and analyzes how language evokes emotional appeal, attractiveness, and persuasive tone in tourism texts by applying Appraisal Theory developed by James R. Martin and P. White (2003).

As far as the pragmatic function of tourism discourse concerned, there are generally three pragmatic intentions of TD: concealing inequalities between parties in tourism communication; enhancing the appeal and positive image of the destinations; selecting the right speech techniques to elevate the travel experience (Buzrukova, 2024).

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