

Basic Strategies and Speech Patterns of the Tourist Discourse

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Abstract. In the modern world, the tourist industry is experiencing an unprecedented rise, which is the reason for the active generation of tourist texts that are studied and analyzed by linguists. This article is an attempt to analyze one type of such texts – an advertising tourist text; as the patterns of its generation and perception cannot be ignored if a travel agency wants to develop its business successfully. The influencing function of tourist advertising plays a special role, since the main task of the advertising text is to make the potential consumer feel the need to purchase the advertised service or product. To determine effective ways of implementing the influencing function, the authors analyze various marketing strategies and speech tactics of the tourist discourse, which are created via usage of certain speech patterns.

Keywords: tourist discourse, speech tactics, marketing strategies, advertising tourist text

Основные стратегии и речевые тактики туристического дискурса

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Аннотация. В современном мире индустрия туризма переживает небывалый подъем, что является следствием активного порождения туристических текстов, подлежащих изучению и анализу. В данной статье рассматривается один из его видов – рекламный туристический текст, закономерности порождения и восприятия которого невозможно игнорировать, если туристическая компания рассчитывает на успешное развитие бизнеса. Воздействующая функция туристической рекламы играет особую роль, поскольку основная задача рекламного текста состоит в том, чтобы заставить потенциального потребителя верить в необходимость приобретения рекламируемой услуги. Для определения эффективных способов формирования воздействующей функции авторами анализируются разнообразные маркетинговые стратегии и речевые тактики туристического дискурса, которые реализуются при использовании определенных языковых единиц.

Ключевые слова: туристический дискурс, речевые тактики, маркетинговые стратегии, рекламный туристический текст

Currently, the tourism industry presents as an actively developing sector of the world economy. It is the area where we can see the interrelations of various cultures and this cultural interaction has really become global [1]. Tourism communication has national specificity and multidimensional character, scientists from all the world try to find the ways of improving the intercultural touristic contacts; their research is mainly based on a special role played by national-specific features of the language picture of the world, as well as the ratio between the national identity and the language [2; 3; 4]. Such a growth in the industry of tourism has become an impetus for the development of linguistic studies, aimed at analyzing the tourist discourse as a special type of the speech activity.

Tourist discourse is regarded as a unique institutional discourse that is an important element of tourism sphere. This type of discourse in-

volves organization of tourist activities, introduction of tourist attractions, development of tourist services, marketing of tourist products and many other aspects [5]. The development of tourist discourse is mainly based on the complex use of various pragmatic means that include basic strategies and speech patterns allowing people to raise the efficiency of communication.

The whole scope of speech patterns of a person in any situation of communication constitutes their speech behavior. To achieve various goals of communication, people use special methods that can be called strategies and tactics depending on the level of involvement. Despite the fact that the term “strategy” is rather the widespread there is no one generally accepted interpretation of this term in linguistics. In our research, we are going to use the definition of a strategy that was given by O.S. Issers, according to which a strategy includes the entire

area of developing the course of communication, which goal is to achieve certain long-term results. Thus, the strategy includes both planning the process of verbal communication depending on two factors (the specific terms of communication and the participants' personalities) and the implementation of this plan. In other words, a speech strategy is a set of speech actions, aimed at achieving a communicative goal [6].

Having analyzed Cheng Haidong's research [7], we managed to determine the following strategies that can be efficiently applied in the tourist discourse to achieve the communicative goal of attracting tourists:

- strategic brand marketing. It includes market and decision data research, value analysis, brand positioning, image recognition, packaging design and other brand management strategies to rapidly enhance brand image;

- marketing strategy in the social networks. It involves the constant work in social media that provides the visual system, daily tweets and communication to enhance customers' satisfaction;

- digital marketing strategy. Modern new media platforms are used to attract customers to scenic spots as they allow integrating digital technologies and rules of marketing communication; among them there are such platforms as *KOL*, *Weibo*, *WeChat*, *Toutiao* and *Douyin*;

- video-marketing strategy. High-quality platforms, video accounts, e.g. *Douyin*, *Kuaishou* and other advertising services are used to develop and expand the scope of tourist sites; they are aimed at planning, scripting, filming, editing and publishing, as well as presenting the best panoramic objects to users;

- integrated marketing strategy. It involves all the brand-integrated marketing tools that can help increase brand value for clients: online PR planning and social media, search engines, news coverage, advertising, email marketing, etc.;

- targeted marketing strategy for clients. It focuses on professionally interested clients in the tourism market and develops professional scenic spots. Most of these areas are based on religion, climbing, outdoor sports, etc., and more and more tourists start to travel for their own interests and hobbies;

- full-scale marketing services strategy. It includes carrying out various types of activities in the touristic area to meet the needs of tourists and to improve service level;

- joint marketing strategy of travel agencies. It involves development of good relationships with local hotels and designing mutually beneficial ticketing and discount policies. To cooperate with hotels, it is necessary to develop a special system of preferences during definite periods;

- marketing strategy of a group client. For example, in the tourism business, there are many orders from such group clients as state bodies, enterprises and institutions, these departments have fixed tourism plans every year, and the demand can be easily predicted in this case;

- marketing strategy of "flyers". Printing is the most cost-effective form of advertising, and it can bring quick results as well-designed flyers can have a strong visual impact on people's desire to travel;

- marketing strategy of large-scale events. Holidays and local specific events such as fairs, marathons, etc. may attract many tourism enthusiasts; they can be used for promotion of definite area of tourism among particular social groups;

- theme empirical marketing strategy. In order to create the best travel product, tourism innovation and marketing must be theme-based. The theme, in its turn, should be based on local geography, history and sights, it should comply with the needs of the main tourist markets emphasizing the product's individuality, uniqueness and novelty;

- *Scenic via Train* marketing strategy. If it is impossible to reach the place of interest on your own it can be useful to give your clients the opportunity to go to the picturesque place by the agency's train;

- marketing strategy of high-quality services. It is aimed at improving the quality of services and focusing on customers to conquer the market;

- participation in tourism exhibitions. It turns out to be one of the most effective ways to promote tourism products and increase awareness of travelling business as it expands the company's influence and opens new and oppor-

tunities for promoting its tourism products.

Use of the above-mentioned strategies while organizing touristic activities, introducing tourist attractions, developing tourism services, marketing tourism products and many other aspects require participation in the unique tourist discourse. The development of the tourist discourse is mainly based on the complex use of various pragmatic means. Due to the large number of available informational and advertising tourist texts, the comprehensive study of language tactics and speech patterns is possible. It can involve studying rational speech patterns used in the tourist discourse to form a positive image of products and services and distinguishing effective and rational speech tactics of tourist discourse [8].

Basically, these tactics include the following four types: tactics of economic benefit; tactics of creating an authoritative image; tactics of positioning; tactics of highlighting benefits and unique sales strategies. Let us consider the given speech tactics in detail.

Tactics of economic benefit is one of the most common strategies of rational speech marketing tactics in tourist discourse. Various means are used while implementing the tactics to emphasize the real benefits that recipients, namely, potential tourists, can receive when buying a certain touristic product, and such benefits should be aimed at any consumer with different needs and abilities. As a rule, to implement this tactic, the following speech patterns are mainly applied:

- means of comparison / degrees of comparison. This can be achieved using such linguistic means as the comparative degree of adjectives/adverbs, for example: cheaper, less high, more profitable or the superlative degree (the cheapest, the best, the least, the most profitable). Also, here they can use adjectives/adverbs that imply the highest quality or the unique features (brilliant, one and only, tailor-made);

- numbers are used to draw consumers' attention to key information such as discounts, promotions and precise data; it can enhance consumers' confidence (50% discounts only for 2 weeks);

- usage of idiomatic expressions can highlight specific benefits that definite products or

services bring to consumers; usually it is done via abstract evaluation, for example, "it is easy on the pocket this season".

Tactics of creating an authoritative image is crucially important as since there are a large number of different travel agencies in the tourist market, consumers tend to be very careful while choosing both providers of these services and suitable touristic products [9]. Therefore, we can observe a large number of language tools and speech patterns that are used to create a good image of travel agencies. An authoritative image is one of the keys to consumer confidence. The following language tools and speech patterns help to apply this tactics:

- numerical and factual information is often used to let consumers know about travel agencies' size and their existence in the tourism market. For instance, such language means as numerals are often used in the tourist discourse: 35 years in the tourist business. There is no doubt that use of numerals in the advertising texts of travel agencies has a unique marketing effect, since numerals are able to strengthen the conceptual image of the enterprise in the mind of a consumer, they can provide the first level of consumer needs, that is, a feeling of actions security. This is true for the given example: potential consumers will think that they are not the only customers who choose the company's products, because the company had thousands of customers during these 35 years, therefore, they do not have to worry about their cooperation, as the agency is trustworthy.

- proper names (namely, the names of geographical objects) can be often seen in this type of the discourse as this is the way how the travel agency can share its travelling experience with its consumers, for example: Having visited many countries, such as Spain, the Czech Republic, Ukraine, Somalia, Egypt, Tanzania, we are able to share our impressions with you and to help you to decide where to go. In addition, the widespread use of some terms and English loan words in the advertising texts in other languages will also allow creating an "authoritative", "western" and "advanced" image of travel agencies in consumers' perception: holding, transfer, shopping, charter, manager, etc.

- precedent names, in comparison with other linguistic means, have the greatest cultural

and informational load. The authority of a certain person (as a rule, a well-known public figure) can have an immense psychological impact on the addressee, since in the modern society the values of ordinary consumers are often influenced by the attitude of a certain public figure to them. Therefore, to achieve a successful communicative-pragmatic effect, precedent names are widely used in advertising texts: names of famous historic personalities, politicians, musicians, actors and travelers who can be regarded as idols. The use of precedent names in travel advertisements can make consumers become more trustful and receptive to them. For example, if consumers see the following sentence in the advertisement "Cambodia is Angelina Jolie's Favorite Vacation Destination" they are more likely to believe the message conveyed by the advertisement.

Tactics of positioning is a targeted marketing strategy. It basically reflects the value of the product for a certain range of consumers. This can be achieved by the following means:

- the emphasis on one special characteristics that is necessary for the "small audience" of the tourism product. At the lexical level, they use some terms and concepts that are targeted only at the certain group of consumers, for example, spa, diving, honeymoon, etc.

- attempts to attract larger targeted audience. No matter how small the coverage of consumers of a particular product is, travel companies always strive to attract a wider range of potential customers during the advertising process. At the syntactic level, conjunctions are mainly used, for example: "Tours to Lake Baikal are popular among both hunting enthusiasts and diving fans."

Tactics of highlighting benefits and unique sales strategies draws consumers' attention to specific unique merits or benefits of advertised tourism products and creates the image of uniqueness and originality in consumers' minds. According to Rosser Reeves' famous "USP Theory" i.e. "Unique Selling Proposition", each product must have its own uniqueness and this uniqueness can be perceived by customers only through a sufficient number of repetitions [10]. The essence of Reeves' USP theory is to discover the unique benefits and utility of products and to transform them into unique interest and

unique reason for buying them during the advertising campaign. It will allow enticing consumers and influencing their purchasing decisions in order to increase product sales. This tactics can be represented in the following ways:

- hyperbole (exaggeration) means the deliberate exaggeration of things, phenomena, services quality and characteristics described in the advertising text. Using hyperbole, travel services providers can make consumers believe that they are going to buy the best and most flawless travel products. This is mainly achieved via the use of superlative adjectives: "Lake Baikal is not only a safest trip with our company, but also the most interesting one." Besides, advertising texts can both enhance the positive impact and cause the negative evaluative value. For instance, in an advertising text about a vacation in Egypt, such words as hot glare and the oceans of tourists are deliberately used to make tourists think about the poor conditions of recreation in other countries and the advantages of the products being promoted: "You will fully admire the beautiful mysterious pyramids without hot glare and oceans of tourists."

- creation of a timely, fast effect from the given services, which will make consumers desire a comfortable environment instinctively. The speech patterns are mainly implemented at the syntactic level, for example, nominal and incomplete sentences, as well as some emotive constructions: Fast Registration! Urgent Visas! Daily Departures! Unforgettable Impressions!

Thus, the information presented above allows deriving a number of conclusions. Creators of travel advertising in the tourist discourse use a wide variety of techniques, strategies and tactics in order to create a unique service perception. That is why tourism-advertising texts have two main functions: informational (the purpose of which is to inform customers about travel services) and influencing (the purpose of which is to encourage customers to purchase specific goods and services). It must be noted that the influencing function dominates over the informational function in advertising tourist discourse.

The structure of advertising tourist texts consists of verbal and non-verbal components. The main characteristics of online tourism advertising include multimediality, interactivity and the principle of targeting. Due to these features, ad-

vertising in the tourist discourse is easy to remember and attracts customers.

All the strategies, tactics and speech patterns of tourist discourse analyzed above have a specific communicative goal, that is, creation of a good image of a travel product and building strong relationships with consumers based on

understanding of their preferences, interests and purchasing opportunities. The analysis based on communicative pragmatics and linguistics allows us to understand how to achieve the goal of product marketing via the usage of communicative strategies in the tourist discourse.

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