A comparative analysis of the UK travel websites: Italy, Turkey, and Thailand

**A Comparative Analysis of The UK Travel Websites:
Italy, Turkey, and Thailand**

Woralan Kongpolphrom

Supervisor: Professor Dr. Zhu Hua

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The work presented in the thesis is my own.

Abstract

The primary motivation for the project carried out in the thesis is to understand communication strategies in promotional materials targeting tourists. The thesis examines how popular tourist destination countries including Italy, Turkey, and Thailand are presented and constructed in the UK Travel Websites Corpus and what language and communication strategies are used for marketing purposes to persuade UK tourists to visit these countries of different cultural backgrounds. It adopts a Corpus-Assisted Discourse Studies (CADS) design as an overarching methodology with positioning theory as an interpretative framework. The keyword analysis shows different orientations and foci among the three countries primarily due to their different national positioning, namely, Italy – distinctive cultural resources; Turkey – seascape and beach; and, Thailand – exoticness. These different orientations may be partly related to the geographical distance from the departure country and perceived socio-cultural difference. The further the country is, the more exotically the country is positioned as evident in the increasing use of evaluative adjectives and semantic categories. Moreover, cultural authenticity of cultural artefacts such as architectural constructions and ruins, cuisine, and ways of life, is often prominent in discourse. The lexical items related to cultural authenticity are frequently associated with affiliative adjectives and time descriptors (e.g. Byzantine, Ottoman, and Siamese). Other promotional strategies for marketing purposes are also identified through corpus analysis at the lexical, sentential, and discourse levels. Specifically, while sentences vary in their structures, the use of adjectives, epithets, and name referents, synthetic personalisation of the pronoun 'we' is featured frequently and these promotional materials are structured in a conversation-like discourse style. These findings have practical and educational implications. The insights can assist tourism professionals with language and discourse strategies in creating their promotional materials to attract customers. They can also inform pedagogical activities for both course administrators and teachers in course design and course materials such as English for Specific Purposes and English for Tourism and other intercultural communication courses aimed at raising cultural awareness. In summary, this research reveals the language and discourse strategies specifically employed for marketing purposes where locations and cultural backgrounds are entirely different by looking into the positioning of national contexts which is of significance for marketing purposes in the travel websites.

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Chapter 1
Introduction

1.1 Background and Significance of the Study

Before the outbreak of the pandemic COVID-19 in early 2020, the world saw the continuous rise of tourism and its significant contribution to many countries' economies. Tourism is the world's single largest international business and a vehicle of globalisation (Jaworski and Thurlow, 2010). According to a Tourism Highlights report (UNWTO, 2015), tourism expansion leads to socio-economic growth, job and enterprise creation and infrastructure development. Tourism is already a major industry and is expected to continue to grow, cementing its status as one of the largest and most rapidly expanding economic sectors (UNWTO, 2015). In addition, the future forecast of tourism from the current period to the year 2030 shows a strong positive trend for tourism; tourism will continuously grow overall (ibid.). Tourism, in turn, is acclaimed for its reputation as an income generator. In addition to bringing economic prosperity, which is an attractive benefit for destination countries, tourism also fulfils individual desires. People travel for leisure, to escape from reality, and to seek authenticity in different cultures. As stated by Franklin (2003), tourism is also seen as a means to gain new knowledge and experience which are sources of cultural capital.

However, there are further reasons for people to travel in addition to those indicated previously. People travelling for business or family visits can be categorised as partial tourism. Therefore, it can be seen that tourism is not only for individuals' pleasure or leisure but for professional reasons as well. As a result of the importance of tourism, most countries see the opportunity in the rise of tourism and put substantial effort into promoting their countries so as to stand out as tourist destinations. Destination countries in this case tend to be a product sold on a large scale. Several communication strategies have been studied with the goal of identifying ways to situate destination countries in consumers' minds. These include the language used by tourism-related organisations, linguistic aspects used in promotional materials, discursive practices in travelling information of tourism-related organisations to promote destination countries (Manca, 2008; Dann, 2012, Jaworska, 2016; Dannerer & Franz, 2018), and identity construction to attract potential tourists to the destinations (Palmer, 1999; Hallett & Kaplan-Weinger, 2010; Wang, 2010, Pawlusz & Polese,2017)

There has been a wealth of research in tourism in several areas such as business, anthropology, sociology, and linguistics studies (Mocini, 2000; Maci, 2007; Ip, 2008; Manca, 2008, Mocini, 2013; Bianchi, 2017; Tyschenko & Krasucka, 2020). However, there is still some room for further research regarding sociolinguistic research and tourism theory in tourism discourse to develop. The current study takes this opportunity to understand and explore communication strategies in promotional materials targeting tourists from one country to different destination countries. This study, thus, is expected to shed light on how language is used to portray the positions of three specific destination countries starting from the UK as the point of departure. Italy represents a country within the European continent. Turkey represents a country with a combination of European and Asian background as it is located at the crossroad of the two continents. Thailand represents a destination country in Asia or the Far East. In addition, these three destination countries possess different cultural backgrounds. The portrayal of these specific destinations in promotional materials is explored through the lens of positioning theory in tourism discourse. With this approach, the role of language, discursive practices in the tourism industry, and the characteristics of language used to create persuasive effects in promoting the countries will be revealed. Moreover, tourism is by nature a form of intercultural communication in which people from different cultural backgrounds encounter each other through travelling activities. Examining promotional materials in tourism discourse can therefore reveal the role of language in the global context. The language used in promotional materials provides a preemptive opportunity for people from different backgrounds to gain experience without engaging in actual travelling activities. Thus, it is anticipated that besides benefits for the tourism industry, understanding the role of language will also contribute to teaching and learning in order to prepare youths to move toward becoming global citizens with global competence. It is, therefore, essential to incorporate the intercultural aspect into the analysis and interpretation.

1.2 Conceptual Frameworks

This thesis will explore and compare the language employed of tourism discourse in online promotional materials from UK-based travel websites for three destination countries - Italy, Turkey and Thailand - to investigate how these three countries are positioned. The information from travel websites was derived from the websites of private travel agencies and tour operators in the UK for UK residents and later compiled into the corpus entitled the 'UK Travel Websites Corpus'. The discursive practices and the language produced in the selected websites will be first examined through a corpus-assisted discourse analysis approach. The similarities and differences between the three countries will then be compared and discussed in order to provide the reasons for positioning these three countries with different locations and cultural backgrounds to specific tourists in the tourism context. Based on this, a comparative analysis of the three destination countries whose locations are explicitly different and whose cultures tend to be highly distinct will be conducted. This is a response to the scarcity of existing research which has placed its attention on the comparative aspects of destinations from different continents and cultures.

Since this study highlights the comparative analysis of the three different countries, the analysis is expected to reveal how the destinations in different locations and with different cultures are positioned through the use of language in relation to tourism discourse and positioning theory. Language is one of the tools used in communicating the countries to potential tourists and persuading them to travel to the destinations. The three main frameworks that will support the research analysis and discussion and give it a sound basis are tourism discourse, corpus linguistics, and positioning theory.

1.2.1 Conceptual Framework 1: Tourism discourse

The term discourse is a common term in various disciplines. The definition of the term is somewhat elusive and many scholars have attempted to pin down a definition. While Crystal (2018, p. 116) states that 'discourse analysis focused on the structure of naturally occurring language, as found in such 'discourses' as conversations, interviews, commentaries, and speeches', Foucault (1972 p. 80) states discourse is 'the general domain of statements' and an 'individual group of statements' (cited in Mills, 2002, p. 7). According to Fairclough (2003), discourses are built on the relationship between texts, social events, social practices, and

social structures, and discourses can represent the world. He further states that social practices can be articulated from action and interaction, social relations, persons, materials and discourses (ibid, p. 25). This is in line with Wodak's (1997, p. 173) statement that discourse is shaped by 'a particular discursive event, and the situation(s), the institution(s), and social structure(s) which frame it.' Taking these definitions of discourse, tourism can be considered as a discourse since tourism is a naturally occurring language among the parties involved in it, and the language used in tourism itself can be considered the general domain of statements and individual groups of statements. Moreover, tourism is also made up of the relationship between texts, social events, social practices and social structures.

Dann (1996) uses the term 'the language of tourism' as another way of referring to tourism discourse when pointing out the relationship between tourism theory and sociolinguistic perspectives. The conjunction of tourism theories and sociolinguistics can be divided into four pairs of perspectives: the authenticity perspective and the language of authentication, the strangehood perspective and the language of differentiation, the play perspective and the language of recreation, and the conflict perspective and the language of appropriation. Each pair signifies that the language has been produced based on tourism theory.

Furthermore, the language of tourism as Dann (1996) states, is the language of social control when it occurs in promotional materials. Promotional materials in tourism discourse are constructed by verbal techniques and a variety of linguistic elements. The verbal techniques and linguistic features are primary in tourism discourse construction since they are used for certain communicative purposes such as persuading people to travel. Therefore, persuasion is also one of the communicative purposes in tourism discourse. To exemplify, travelling and tourism is an industry which requires persuasive messages conveyed to potential customers to actually pay for services. Pre-trip promotional materials are examples of the persuasion present in the tourism discourse. Therefore, tourism discourse, besides residing in tourism-related theories, is also embedded with other discourses such as the discourses of tourism, persuasion and advertising.

There are also social actors in tourism discourse as it consists of several parties partaking in tourism activities. These actors include not only tourists and hosts but also other parties who are concerned with tourism promotion from the governmental and private sectors. Their main task is to persuade tourists to travel

to the promoted destinations through promotional tourism discourse since tourism is a form of economic capital. The ways in which destinations are promoted and constructed have drawn great interest among many scholars (Dann, 2000; Hallett & Kaplan-Weigner, 2010; Thurlow & Jaworski, 2011; Maci, 2013; Topler, 2018). However, less focus has been placed on the private commercial sectors than on government organisations. This research takes this opportunity to explore the ways promotional materials from private commercial sectors position their target countries since they are considered one of the social actors in tourism discourse.

Furthermore, there has been a shift in tourism discourse in terms of promotional materials. In the past, promotional materials were heavily based on word-of-mouth before being developed into printed materials to reach wider audiences. The advent of the Internet has expanded the range of promotional materials to reach even wider audiences. Online promotional materials in tourism discourse can be found easily nowadays and tend to be another option for potential tourists to search for travel information.

Tourism discourse can provide a rich data source for the exploration of what lies in tourism discourse and the written communicative acts used in promotional materials to address and persuade their audience to travel (Dann, 1996). This study aims to explore language use as a communication strategy to position the destination countries to attract specific target tourists. In addition, with the differing online promotional materials of Italy, Turkey and Thailand, the comparative analysis in this specific tourism discourse should also yield great insights into the discursive structure and practices used and the relationship between the sociolinguistics and tourism theories in tourism discourse which will have further implications and applications for the tourism industry.

1.2.2 Conceptual Framework 2: Corpus Linguistics

The second conceptual framework is corpus linguistics. Since this thesis will explore communication strategies in tourism discourse, particularly the language used in positioning Italy, Turkey, and Thailand as destination countries in the online promotional materials of UK-based travel websites, corpus linguistics is considered a suitable conceptual framework. Corpus linguistics, according to Biber and Reppen (2015, p.1), is "a research approach [that] facilitates empirical investigations of language variation and use, resulting in research findings that have much greater generalizability and validity than would otherwise be feasible".

Furthermore, corpus linguistics is "conceptualised as a quantitative method of analysis" (Baker, 2006, p.8). This is also supported by Tognini-Bonelli (2001, p.1) who posited corpus linguistics as a methodological basis for studying language. Corpus linguistics makes productive use of technology to explore and investigate a large amount of data stored in electronic formats. The basic corpus techniques in investigating the expected texts are frequency wordlists, the keyword list and concordance lines generated by corpus software. Frequency wordlists show the total count of tokens in the corpus, and the keyword list indicates tokens with significant statistical value either positive or negative when compared to the reference corpus which is a larger corpus used for benchmarking (Evison, 2010). These two techniques can lead to the observation of concordance lines which reveal larger examples of the token in one place (ibid.) These techniques allow researchers to investigate texts both quantitatively and qualitatively and enable them to see existing patterns in the corpus such as lexical choices, collocational profiles and grammatical patterns.

Corpus linguistics can be used as a methodology for revealing features in language such as lexical items, grammar, registers and genres, pragmatics and discourse. Thornbury (2010, p.271) suggests that discourse features can be informed by the exploitation of the corpus in searching for a particular discourse. Corpus techniques and tools can lead to descriptive findings with a closer reading of the context.

Corpus linguistics has been widely employed in the exploration of the discourse of tourism. Such works have been conducted in the areas of identity (Bednarek, 2010; Bayley & Williams, 2012; Bamman et al., 2014) and ideology (Baker, et al., 2008; 2012). Recently, corpus-based approaches were also carried out in researching tourism discourse (Manca, 2004; Pierini, 2007, 2009; Manca 2008; Jaworska, 2013; Jaworska, 2016). However, studies of a corpus of online promotional materials, especially for a comparative purpose, are still scarce. In this current study, online promotional texts have been compiled with the goal of utilising corpus linguistics techniques and tools to reveal how the language in use plays its role in tourism discourse. It is believed that corpus linguistics techniques and tools would be a suitable approach to revealing the position of the destination countries under study. Also, it is hoped that this research can enable the expansion of the use of corpus linguistics and tourism discourse.

This research aims to adopt Corpus-Assisted Discourse Studies (CADS) as the corpus approach to pinpoint the positioning of the destination countries. The main appeal of CADS is its ability to reconcile close linguistic analyses with broader analyses made possible by using corpus linguistic methods to analyse language (Ancarno, 2020.) CADS synergises the quantitative nature of corpus linguistics and the qualitative nature of discourse analysis. The use of CADS as a methodological approach can uncover implicit meanings in discourse (Partington et al., 2013). This is due to the tools, techniques and procedures applied in the search for non-obvious meanings which may not be explicitly laid out. Details of this methodological approach will be discussed in Chapter 3 Research Methodology.

1.2.3 Conceptual Framework 3: Positioning theory

Positioning is employed as an interpretative framework in this research. Previous studies have focused on how 'countries' have been positioned in the marketing and branding attributes of consumers' perceptions in marketing destination countries. Country positioning always lies in business and tourism studies, particularly the marketing strategies to guide countries in striving for competitiveness in the market. In the tourism context, many recognise positioning as marketing strategies involving marketing messages intended to reach and associate customers' minds with brands (Aaker, 2012). This reinforces the importance of positioning in the tourism industry. However, positioning and positioning theory are not limited to marketing perspectives. This research does not apply positioning theory and positioning by looking at consumers' perceptions. Positioning theory refers to the rights, duties and obligations of human characters in a social context (Davies & Harre,1990; 1999; Harre & Moghamdam, 2003). Positioning theory in this specific research deals with the phenomenon of one's position, and it is relevant to others who construct it (Dennen, 2011 p.2) and how an individual will enact such rights, duties and obligations (Van Langenhove & Harre, 1999). Position can be constructed in oneself and at the same time it can be positioned by others (Davies & Harre,1990; 1999). In this study, the characters under study are the three destination countries - Italy, Turkey and Thailand - whose duties and obligations are undertaken to fulfil their positions as attractive destination countries.

In order to understand discourse through the lens of positioning theory, the idea of positioning theory needs to be elaborated on. Van Langenhove & Harre

(1999) state that, positioning theory can be applied instead of roles since roles are indicated as more strictly defined constructs and more solid. Positions can then be signified as being more fluid through various communicative acts (Dennen, 2011).

Positions can be achieved through two further elements: speech acts and storylines (Harre & Moghaddam, 2003 p. 129). The idea of speech acts involved in positioning theory is based on Austin's speech acts theory (1959). These elements - speech acts and the storylines building up the positions - are called the positioning triangle (Harre, 2008). At times, these speech acts in the positioning triangle are treated as social acts (Harre, 2005; Schmidle, 2010). Speech acts and actions are considered to be a crucial component of the positioning triangle. Harre (2005) explains that social acts including speech acts and actions and meaning are the local repertoire for the meaningfulness of a flow of interaction, especially the illocutionary force of what is said and done. Therefore, the positioning triangle is related to communicative acts, and storylines are the elements constructing the positions of the interlocutors.

Social acts through the lens of positioning theory normally refer to meanings recognised in conversations in what others do and the positions 'that they give to what they do to themselves' (Harre et al., 2009, p. 6). The theory makes use of what individuals are doing and saying in momentary conversational interactions rather than relying on causality or hypotheses to understand the meanings connected with social actions (Kayi-Aydar, 2019). It is frequently seen that positioning theory lies in the interpretation of conversational modes where speech acts reside. However, the argument is made that the communicative act is not restricted to spoken communication only; other modes of communication such as written communicative acts can be used as an element to observe how one is positioned whenever there are storylines (Harre et al., 2009 and Moghaddam & Harre, 2010, p. 2). McVee (2011) further elaborates that to derive a position, other acts aside from speech acts, including the words we say and write and other communicative acts, also contribute to constructing position (p.6). Consequently, this research aims to apply positioning theory to investigate the positions and positioning of the destination countries by observing the written communication acts and storylines of the three destination countries featured in the online promotional materials.

Adopting positioning theory as an interpretative framework is based on the aforementioned positioning triangle: the communicative acts (written) and

storylines building up to the position (Kayi-Aydar, 2019). These communicative acts, story lines and position elements are equally determined, affecting and forming one another while the social episode is being unfolded (Harre, 2012).

Previous research on positioning theory was conducted to study identity (Slocum-Bradley, 2008), gender identity (Ussher & Andowal, 2008), and identity in various settings such as in classroom research (Kayi-Aydar & Miller 2018), in an aging society (Jones, 2006; Allen & Wiles, 2013), in positions in public relations and strategic communication (James, 2015), and more. The main objective of these former studies was to understand the rights, duties and attributes of the persons in question through narratives (storylines) and pragmatic perspectives, speech acts, in particular. For example, positioning theory was utilised to understand the positions of teachers and students, senior citizens, couples, and so forth. In these studies, the subjects of the study were all humans. However, positioning theory in tourism discourse with a focus on revealing the positions of destination countries can distinguish itself from other previous studies in studying the non-human entity because it is concerned with the countries as a whole.

While the study of tourism discourse has captured the attention of many scholars (Cohen, 1988; Dann, 1996; 2000; 2012; Manca, 2004; 2012; 2016; Cappelli 2006, 2012, 2013; Thurlow & Jaworski, 2010; Jaworski & Pritchard, 2015), positioning theory (Davies & Harre,1990; 1999) has so far been rarely applied in researching tourism discourse. In order to examine the positions of the destination countries under study, an interpretative lens can be provided by positioning theory.

Moreover, this research will place its focus on language use in written modes of communication to shed some light on how Italy, Turkey and Thailand as non-human entities are positioned as tourist destinations in tourism discourse. The significance of this research should contribute to filling existing gaps that positioning theory has not yet touched upon, particularly in relation to the tourism context of non-human entities and written modes of communication.

This section has explained the significance of the study and the conceptual frameworks of this research. The major themes of this research study are tourism discourse and positioning theory with the use of a corpus linguistics approach. It is apparent that this study attempts to bridge existing gaps in tourism discourse in a comparative manner while expanding on the use of CADS with positioning theory as an interpretative framework. This requires considerations regarding the context of the study which are demonstrated in the next section.

1.3 Justifying the Context of the Study

The analytical focus of this study is the tourism discourse found in promotional websites comprising three countries of destination: Italy, Turkey and Thailand. Former studies of tourism discourse and the language used in discourse have mostly placed their focus on official tourism websites. However, this study places its emphasis on promotional travel websites from the private sector offering organised package tours. This section outlines the justification of the context as well as the scope of the study.

1.3.1 Travel Websites

With the advent of the Internet, communication is frequently instant and direct. It is therefore more convenient to retrieve information. Word-of-mouth has evolved to become 'word-of-mouse.' The Internet has had a great impact on the provision of tourism-related information for people as they can make their own plans and their own decisions regarding their travel choices (Buhalis & Law, 2008). Additionally, the tourism business is growing rapidly on websites (Marcussen, 2008). Websites on the Internet normally consist of text, images, and/or audio/video files made in hypertext format (Xiang & Gretzel, 2010) and informational entities relevant to travel are also stored in the online tourism domain (Xiang et al, 2008). These websites serve potential tourists by providing travel-related information at the click of a mouse. A wealth of travel information exists online; therefore, it is considered that tourism promotion and marketing through Internet channels have become increasingly significant and powerful (Brey, et al., 2007; Choi et al., 2007; Horng & Tsai, 2010) due to the fact that website content is one of the factors leading to repeated visits from potential tourists (Rosen & Purinton, 2004). The content on websites is, therefore, crucial in positioning countries since state sector actors have less control over the positioning and narrative of commercial sectors.

1.3.2 The Selected Destination Countries

Exploring how each country is positioned linguistically by the use of discursive practices is interesting. However, it is not possible to investigate the language employed in tourism discourse to position the destinations and features of every country. Therefore, the researcher has purposely selected three countries regularly included on UK travel websites for this comparative study. The selected countries are Italy, Turkey and Thailand. These three countries have been chosen

since they are leading nations in many international tourist arrivals lists (UNWTO, 2018) and possess distinct cultural features. According to UNWTO Tourism Highlights 2018 (ibid), Italy was ranked third, Turkey fourth, and Thailand tenth in the world's top ten tourism destinations in 2018.

There are also further reasons for choosing Italy, Turkey and Italy for this study. These three countries, from a touristic perspective, share at least one similar unique selling point which include historic attractions such as ruins, religious sites, and landmarks from the ancient past. Additionally, another reason is that Italy, Turkey and Thailand can be representatives from three different regions. While Italy can vividly represent a country from Europe because of its location, Turkey, whose location is at the crossroads of Europe and Asia, offers a mixture of European and Asian elements. As for Asia, Thailand is found to be a suitable choice because of its location and high tourism growth rate as indicated above. Another reason is that the three countries can represent diverse cultural backgrounds from differing religions. Since religion has a great influence on people's ways of life, different countries with different religions should reveal varying cultural elements. According to CIA Factbook (2018), the majority of the Italian population (80%) is Christian, Muslims account for 99.8% in Turkey, and 93.6% of the population in Thailand regards Buddhism as the official religion. Therefore, these distinct religious backgrounds are another appropriate reason for choosing Italy, Turkey and Thailand. Furthermore, the comparison of these three countries would also lead to the query of the similarities and differences in language use in promotional materials as the tools to position the countries.

Last but not least, this research aims to examine the specific use of the English language in the tourism industry to find the positions of the three countries under study in relation to potential tourists in the UK based on their experiences with UK-based travel websites. It can be seen that this current research distinguishes itself in that it has a focus on one group of potential tourists. This is based on studies (Tran & Ralston, 2006; Liao & Chuang, 2020) that have revealed that tourists from different nations have different preferences when travelling. The use of English in the tourism industry with an explicit attempt to 'sell' can demonstrate how intercultural communication takes place by conveying messages to position the destination countries in different parts of the world.

1.3.3 Selected Types of Tourists

Tourists can be divided into four types: the organised mass tourist, the individual mass tourist, the explorer and the drifter (Cohen, 1972). The focus of this research is the tourists who join package tours organised by tour operators or travel agencies. Therefore, the tourist classification which fits this research is the 'organised mass tourist'. The definition of the 'organised mass tourist' is given below.

> The organised mass tourist is the least adventurous and largely confined to his 'environmental bubble' throughout his trip. The guided tour conducted in an air-conditioned bus… This tourist type buys a package tour as if it were just another commodity in the mass modern market. The itinerary of his trip is made in advance and all his stops are well-prepared and guided. He makes almost no decisions for himself and he stays almost exclusively in the micro-environment of his home country.
>
> (Cohen, 1972, p. 167)

From the above statement, it can be said that this type of tourist prefers package tours because they provide tourists with the feeling of being at home. Since tourism numbers have never decreased (UNWTO, 2018), a variety of package tours have been introduced to offer to tourists in order to serve their preferences. These preferences can be based on personal preference in relation to their activities and choices of destinations. Preferences of tourists arise from their unconscious needs: achievements, affiliations, power, and their preferences for adventure, cultural and eco-related tourism (Tran & Ralston, 2006). In addition, another personal preference which the travel agency or tour operators can serve is that 'mass organised tourists' do not have to be in a big group or 'mass' anymore. Package tours can be tailored to serve smaller groups of tourists such as couples or families.

The context of this study includes data from travel websites organising package tours primarily for UK residents to Italy, Turkey and Thailand. The scope of the study, therefore, is restricted to promotional travel websites designed for specific groups of potential tourists to countries which are geographically and culturally diverse and are key players in the global tourism industry.

These elements in the context of the study should be able to support the investigation of the destination countries and lead to the research objectives outlined below.

1.4 Research Objectives

The research objectives are as follows:

1. To explore how Italy, Turkey and Thailand are positioned as tourist destinations on travel websites.
2. To identify the similarities and differences in positioning Italy, Turkey and Thailand as tourist destinations on travel websites and the reasons for positioning these three countries.

1.5 Research Questions

1. How are Italy, Turkey and Thailand *positioned* as tourist destinations on travel websites?
2. What are the similarities and differences in *positioning* Italy, Turkey and Thailand as tourist destinations on the UK Travel Websites Corpus and why?

These objectives and research questions should lead to a better understanding of the main themes of the research which are the communication strategies used in positioning the three target countries in tourism discourse. An expected outcome of the research could be the effective demonstration of the use of CADS to gain insight into the role of language and culture in promoting countries for marketing purposes in a tourism context.

The context of this study is restricted to one type of travel promotional material, travel websites. The language of tourism exists in all forms of communication to promote destinations (Dann, 2011), and there are several types of promotional materials such as guidebooks, travelogues, and brochures. I was aware of the intertextual nature of these communication channels but chose to focus on travel websites from commercial sectors to distinguish this comparative study from other previous research which has tended to focus on brochures (Mocini, 2005; Ip, 2008), websites from national tourism agencies (Boyne & Hall, 2004; Hallett & Kaplan-Weigner, 2010; Horng & Tsai, 2010; De Bernadi, 2019; Sukma, 2021), guidebooks (Choi et al., 2007; Osti et al., 2009; Wong & Liu, 2011) and travelogues (Yagi, 2001; Topler, 2018) which are often aimed at different types of tourists.

1.6 Methodological Approach

As indicated above, the language of tourism used to position destination countries in tourism discourse is the central realm of the study. However, the scope of this research project is limited to the analysis of frequency, keywords, collocations and clusters of lexical units, and linguistic features expected to generate the core values of the destination countries, themes, and patterns of the destinations. In this research, the methodology selected is Corpus-Assisted Discourse Studies (CADS) which is one of the corpus-linguistic approaches that synergises with discourse analysis. CADS will be used to analyse The UK Travel Websites Corpus which contains 481,146 words.

The details of the corpus are presented in the table below.

Table 1.1 The data of the UKTWC (Italy), (Turkey) and (Thailand)

	Italy	**Turkey**	**Thailand**
No. of words	168,479	164,188	148,479
No. of websites			
Country + holidays	20	14	25
Country + tour	-	5	4
Collection period	June 2014 – October 2014		October 2013-2014

The corpus-based approach is used as the first approach before unpacking deeper findings by the use of manual reading from the discourse analysis approach.

1.6.1 Corpus-based Approach

Corpus-based analysis is 'the study of language based on examples of real language use' (McEnery & Wilson, 1996, p. 1 cited in Baker, 2006, p. 1). This approach allows the investigation of a variety of linguistic devices. In this research study, the corpus-based approach is adopted as a method to investigate the lexical units in travel brochures and on websites. There are several advantages of the corpus-based approach over other approaches (Mautner, 2009: p. 123, Baker et al., 2007; Baker et al., 2008). Biber et al. (2011, p. 185) state that two benefits of using corpora for linguistic analysis are that, first, a larger volume of data allows the investigation to gain a greater empirical base of natural discourse, and second, the use of software facilitates corpus-linguistic analysis which allows the researcher to investigate minute details of rich data, including long texts, with a greater range of variation.

1.6.2 Corpus-Assisted Discourse Studies

The synergy of a corpus-based approach and discourse analysis leads to the use of Corpus-Assisted Discourse studies (CADS) as the research method in this study. CADS, according to Partington (2004) who first used the approach, is defined as 'a set of studies into the form and/or function of language as communicative discourse which incorporates the use of computerised corpora in their analyses" (Partington et al., 2013, p.10). According to Partington (2006), corpus-assisted discourse analysis is the combination of corpus data with discourse studies; however, it is not restricted to any particular school of discourse studies (Partington, 2013). Ancarno (2020) also agrees that corpus-assisted discourse analysis is the integration of corpus linguistics and discourse analysis. In addition to specific language or linguistic varieties, CADS also reveals situations, purposes, or functions that occur often in communicative discourse (Lischinsky, 2018). Baker et al. (2018) point out CADS is an essential methodology when it comes to the analysis of manual data made up of hundreds of concordance lines to find broader themes or patterns in the corpus, particularly in situations where broader themes or recurring patterns cannot be detected by just looking at collocations, keyword analysis, or word frequencies.

When it comes to CADS, previous studies remained mostly in the realm of ideology with very few venturing into the analysis of the language of tourism in general (Jaworska, 2016). Hence, this research could contribute to the small amount of tourism-related research focusing on the language and communication strategies in the discourse of online promotional materials and therefore expand on the use of CADS as a research method. This method will assist in exploring and investigating the language of tourism in specific contexts. There have been comparative cross-linguistic studies on the language of tourism (Manca, 2004; 2006; Jaworska, 2016). However, an in-depth analysis of the language of tourism promotion used to market specific destinations in different regions, the distinct cultures and the rich source of data from the corpus should shed some light on the use of CADS in exploring different countries from different perspectives. The scope of this study is focused on how language is used through the examination of lexical items and their collocations based on the idea of Gee's (2005) situated meanings. There has been a long debate of situated meanings that words alone may not be able to reveal actual meanings; however, actual meanings are derived from and dependent on the study of multi-word unit expressions. The idea of situated

meaning is adopted in this research with the belief that the meaning is assigned to a single word and component with its collocations and co-texts. Therefore, multi-word unit expressions are excluded from the scope of this study.

1.6.3 Discourse Analysis

Discourse analysis is the study of language patterns across texts used to examine the relationship between language and cultural and social contexts. In addition, discourse analysis is also related to the study of how the language in use reflects 'different views of the world and different understandings' (Paltridge, 2012, p.2). Several researchers from different disciplines have provided various definitions for this idea of "discourse," leading to various methodologies and techniques for discourse analysis. With the variety of methodologies and techniques for discourse analysis, several methodological techniques of discourse analysis have been deployed in tourism research. This research study aims to explore the language of tourism in communication strategies and its role in positioning the three chosen countries as tourist destinations.

In this research, the corpus of 'the UK Travel Websites Corpus' (hereafter UKTWC - Whole) will be compiled. It is restricted to the UK search engine domain since this project focuses on one specific target, UK tourists. The criteria (i.e., language, content, and location) are set to ensure the texts compiled are of a similar type. The corpus consists of three sub-corpora: Italy, Turkey, and Thailand (henceforth UKTW (Italy), UKTW (Turkey) and UKTW (Thailand). Each sub-corpus will be examined against two other sub-corpora to find frequency wordlists and keyword lists for the themes and patterns to explore their positions. Moreover, the UKTWC (Whole) will be benchmarked against the National British Corpus (BNC) in order to find similarities and differences in the positioning as well as the language used in online promotional materials and general English language. Next, empirical discourse analysis will be conducted after the retrieval of the frequency wordlists and keyword lists. They will be examined by the manual reading of concordance lines according to the themes and patterns arising from the corpus. Positioning theory will also be enlisted in interpreting the data since it is employed as an analytical lens for this research. In-depth details of the research methodology will be discussed in Chapter 3: Research Methodology.

1.7 Organisation of the Thesis

This thesis is divided into seven chapters. This chapter, which is the first chapter of the thesis, is the introduction providing the background and the rationale, importance of the study, conceptual frameworks, a brief research design and justifications for the context of the study. Chapter Two is a review of the previous literature covering the topics of tourism discourse and the language of tourism, which is one of the main themes of the research. Regarding the topic of the language of tourism, it combines what the language of tourism is, the correlation of tourism and sociolinguistic perspectives, the verbal techniques used and the registers or themes of what generally exist in the language of tourism. In addition, Chapter Two discusses positioning theory which is another significant framework of the study. Moreover, corpus linguistics is covered in the review of the literature as it represents the grounds for the methodology. Chapter Three, or the research methodology section, outlines the methods and procedures employed to uncover the answers to the research questions addressed in this research. A brief introduction to Corpus Linguistics will be provided as it links to Corpus-Assisted Discourse Analysis (CADS). CADS will be explained as it gives a fundamental base for the analysis of the UK travel websites, and discourse analysis, which is underpinned by the language of tourism in terms of verbal techniques and situated meanings concept (Gee, 2005). In this chapter, the criteria for compiling the UK Travel Websites Corpus are indicated and the tools and procedures are identified as well. Chapter Four begins with the analysis of the overall representation of the three countries and continues by addressing the analysis of the frequency wordlists and the keyword lists. Chapter Four will further provide the results regarding the second research question, the similarities and differences among Italy, Turkey and Thailand through the discursive analysis. Chapter Five details the findings of the research and is divided into sub-sections according to the countries in question: Italy, Turkey and Thailand, respectively. In the findings chapter, the results of the analysis conducted through CADS are presented. Chapter Six will discuss the findings and how these are connected with the previous literature and address more issues related to the research questions. The last chapter, the Conclusion, provides a summary of the research along with the practical and theoretical contributions of the thesis. Moreover, this final chapter will provide a summary of the key findings, contributions, limitations of this thesis and suggestions for future research.

1.8 Summary of the Chapter

This chapter has provided an introduction to the research which includes its background, significance, research objectives and research questions. In addition, the three main conceptual frameworks: tourism discourse, positioning theory and corpus linguistics have been presented. An overview of the research design, CADS, has been briefly described followed by the organisation of the thesis. The next chapter will discuss the previous literature concerning tourism discourse and positioning theory, the two overarching themes for this research.

Chapter 2
Literature Review

2.1 Introduction

The present study aims to explore the language used as communication strategies in the discourse of tourism to answer two questions:

1. How are Italy, Turkey and Thailand *positioned* as tourist destinations on travel websites?

2. What are the similarities and differences in *positioning* Italy, Turkey and Thailand as tourist destinations on the UK Travel Websites Corpus and why?

This chapter outlines the literature relevant to the conceptual frameworks of the study which are tourism discourse and positioning theory.

The first section of this literature review will start with tourism discourse, followed by positioning theory. Both have been reviewed and will be discussed in terms of their appropriateness as the conceptual frameworks for this study. The review of tourism discourse and positioning theory should be able to distinguish this research from previous research in the same area.

2.2 Tourism Discourse

Tourism discourse is a central focus of the research. A brief definition of discourse should, therefore, be introduced. According to Stubbs (1994), discourse is above the sentence and clause level. Discourse is perceived as a form of language use and is related to communicative events concerning written and spoken forms of communication. Discourse involves three dimensions: language use, communication of beliefs (cognition) and interaction (Van Dijk, 1997: p. 2). Fairclough (1992) also states that discourse is a social practice. This social practice is constructed linguistically/semiotically by one social practice from another social practice's perspective (Chouliaraki & Fairclough, 1999 in Ancarno, 2010). Thornbury (2010: p. 270), encapsulates the term discourse into two simple definitions: first, discourse as connected text, and second, discourse as language in use.

Drawing on the explanations of discourse from the above section, tourism discourse can thus be signified as a social practice that has a dialectical relationship from the social situation(s), institution(s), and social structure(s) framing it to occur. This is based on the assumption that tourism discourse is constructed through the situation(s), institution(s), and social structure(s) (Wodak, 1996 p.15 in Titscher et al., 2000, p. 26) in this present study through the language use among different parties in the tourism industry who are involved in different roles (i.e., tourists, travel agencies, tourism operators, and so forth). This also means that within the discourse of tourism, there are some other discourses producing other relevant characteristics making up the tourism discourse as a whole.

Promotional discourse (for example, advertising) features prominently in tourism discourse to market travel destinations and services. The discourse of promotion is interlinked with the discourse of consumerism. Both of them possess an asymmetrical relationship between the sender, who is the professional seller, and the receiver, who is the amateur buyer (Vestergaard & Schrøder, 1985).

The discourse of promotion in tourism discourse is the communication between the buyer (potential tourists) and the seller (tour operators and/or travel agencies). The seller promotes their products, which are destinations and services, to attract their potential clients by using specific information. The seller needs to employ strategies and techniques to promote their products and services in different ways. This is explicitly related to the discourse in this research which is the written communication between sellers and buyers.

The ways in which the discourse of tourism is composed of the discourse of promotion can be elaborated on as follows. First of all, the language of tourism exists with the objectives 'to persuade, lure, woo, and seduce millions of human beings, and in so doing, convert them from potential into actual clients' (Dann, 1996, p. 2). Furthermore, with the same objectives as earlier mentioned, these communication messages are achieved by addressing potential clients' cultural needs and personal motivations for travel (Edward & Curado, 2003). Furthermore, advertising discourse takes part in the discourse of tourism. In advertising discourse, the discourse of promotion is under the umbrella of tourism discourse, which means the advertised commodity is used to provide new meanings to evoke ideas, curiosity and interest in the customers (Lombard & Snyder-Duch, 2001). The advertised commodity in this context of tourism includes destinations and services.

Additionally, Thurot and Thurot (1983, pp 175-176) assert that tourism is not just commodified occasionally, but it is a social sign functioning as a 'recital of touristic activity of the advertising discourse' (in Dann, 1996, p. 22). Therefore, promotional materials which include the discourse of advertising are strongly embedded in tourism discourse.

Additionally, tourism discourse is, as aforementioned, underlain by the discourse of consumerism. The discourse of consumerism consists of two sides. The first is the professional seller, who can be a travel agent or a tour operator, and the other is the amateur buyer. The buyer is referred to as 'amateur' because they tend to have less information about the destinations and need to rely on the professional seller (Higgins-Desbiolles, 2010). The professional seller has information intended for promotion and presents this through the use of language. Language use is also one significant element in the communication between professionals and amateurs and is located in discourse.

Furthermore, the discourse of persuasion is another type of discourse under the umbrella of tourism discourse. Persuasion is closely connected with the discourse of advertising because advertising has the purpose to persuade. Advertising, then, is creatively employed as a tool to communicate persuasive messages. Persuasion can impact potential customers through the use of verbal messages (Salim et al., 2012). In tourism discourse, persuasion is involved with the messages used to attract customers. After the examination and comparison of travel websites, Loda (2011) revealed the significance of verbal messages which could provide persuasive effects in changing message credibility to message strength. Salim et al. (2012), in turn, suggested that destination keywords should be strengthened in order to persuade potential tourists to visit the destination. Maci (2012) stated that the linguistic strategies used in the promotional materials of tourism are highly persuasive in shaping the destination into a genuine and unexplored place. Persuasion in promotional materials in tourism discourse is, therefore, significant in attracting prospective tourists to a destination (Kim & Fesenmaier, 2008; Thurlow & Jaworski, 2010; Lee & Gretzel, 2012).

However, tourism discourse is not only grounded by the discourses stated above. In fact, Dann (1996) proposed in his seminal work 'The Language of Tourism' that tourism discourse is the intertwining between tourism theories and sociolinguistics. He has titled these perspectives as the 'four major theoretical perspectives on tourism and their sociolinguistic correlates (ibid, p. 6).'

The four major theoretical perspectives on tourism are the authenticity perspective, the strangehood perspective, the play perspective, and the conflict perspective. The following sections provide a review of key literature and arguments on each perspective.

2.2.1 The Authenticity Perspective

Dann (1996) pointed out that the authenticity perspective is the first perspective that has a correlation between contemporary tourism theory and sociolinguistics. In order to understand the relationship between these two, the historical viewpoint of tourism needs to be addressed. In terms of the development of tourism theory, tourism was initially viewed as having both advantages and disadvantages. Later, MacCannell (1989), a tourism theoretician, suggested that people use tourism to fulfil their needs in seeking authentic experiences in other times and places and involve themselves with other societies and cultures and that tourists normally travel in pilgrim mode. This can either be 'real' authenticity or 'staged' authenticity that has been set up for the tourists to experience. MacCannell's idea is also supported by Graburn (1989). However, Cohen (1979) argued that not every tourist embarks on the quest for authenticity (cited in Dann, 1996). Even though there is not yet a conclusion to this debate, it is clear that the authenticity viewpoint is related to sociolinguistics. The quest for authentic experience has led to the use of language which can be called the language of authentification (Dann, 1996). The language of authentification constructs destinations with 'must-see' features in order to give the impression of authenticity by the use of off-sight markers at the pre-trip stage and on-site markers during the trip and in the post-trip stage. These markers can be both verbal and visual. Besides conveying the must-see elements, the language of authentification includes many elements such as places, ethnic minorities, and souvenirs or products from the destination. Some examples of the language of authentification that appeared in tourism advertisements are 'authentic', 'original', 'real', and 'actual' (Cohen, 1989, pp. 40-51).

Kim et al. (2015) supported the idea of the relationship between the authenticity perspective and sociolinguistics through their study of the official tourism websites promoting London as a tourist destination. This study analysed the coherence of textual and visual forms to create the city's brand. The frequency of words in the textual messages included places of cultural heritage such as museums and places which displayed urban cultural history and cultural image.

Furthermore, the textual information communicated the wealth of this city's history as well as the liveliness of its urban culture. This could mean that cultural authenticity is a part of the promotion of a place on the official websites of London. Another important point from this study is that the results were derived and interpreted from the names of the places frequently mentioned as tourist sites in London which were mainly places with historical information. The historical information could present 'authenticity' to tourists.

2.2.2 The Strangehood Perspective

The second relationship between tourism theory and sociolinguistics, according to Dann (1996), is called the strangehood perspective. The strangehood perspective is based on the ideas of Cohen (1972). Even though Cohen's concept of the strangehood perspective arose before the idea of authenticity, it seems the authenticity perspective is more frequently seen in the language of tourism. The strangehood perspective stresses the differences between tourists and destinations. Different types of tourists such as 'organised mass tourists', who travel on package tours, and 'individual mass tourists', who may not travel with package tours but have their travel plans arranged in advance, still look for the same thing – differences which cannot be seen frequently in their daily life. They expect to experience differences from their usual 'Centre', or their home environments. Dann (1996, p.15) stated that the language of tourism from the strangehood perspective is identified by the strangehood and familiarity dichotomy. Tourists who are considered wealthy enough - the so-called novelty upper class - and can travel to new places outside their home country consider the 'Other' or the host at the destinations and the destinations themselves as inferior and strange. This strangehood perspective leads to the understanding that tourism is the language of differentiation in terms of a sociolinguistic viewpoint. There are some expressions which represent the novelty-inferiority relationship such as 'untouched by civilisation', 'remote and unspoilt', 'colourful', 'picturesque', 'almost unknown' or 'newly discovered' (Dann, 1996, pp. 16). In contrast to the language of authenticity, the language of differentiation uses stranger-dominated epithets to refer to indigenous people such as 'primitive', 'simple', 'unsophisticated', 'natural', 'different', 'exotic', and 'spectacular' (Cohen, 1989, pp. 40-51). Moreover, as for upper-class group members, in the language of strangehood, Cohen further elaborates that the language is formulated by giving the ideas of 'adventure' and 'discovery' (ibid.).

The characteristics of language indicating strangehood to tourists is important as there are tourists who would like to explore what they consider to be original. Harrison (1994) observed more tourists seeking traditional original cultures and natural beauty of less developed areas. He showed that tourists going to these less developed areas which accounted for 72 per cent of all tourism receipts. Briedenhann and Wickens (2004) further argued that many countries with rural poverty have realised the potential in appealing to tourists through new and authentic experiences in areas of untouched natural and cultural riches. Therefore, unexploited nature can be viewed as a touristic route for the economic development of rural areas.

Jaworska (2013) investigated holiday destinations in the British and German tourism advertising corpus by analysing the most frequent nouns and adjectives (descriptors) and found that the discourse of tourism 'is not a unified, homogeneous variety' (p. 22), but it was influenced by the cultural contexts of Germany and Britain where the texts were produced and the cultural gap emanating from the distance between the home and destination country. In this study, the cultural gap was obvious and could refer to what is different from home. Moreover, while the holiday destinations at home or closer to home were more factual and historical, the further the destinations were, the greater emphasis was placed on the use of descriptors appealing to the senses with less factual information and less emphasis on food and drink.

2.2.3 The Play Perspective

The play perspective is another tourism theory which correlates with sociolinguistics. In tourism study, this perspective is based on Cohen's (1979)'s typology of tourists. According to Cohen (1972), the typology of tourists can be classified into four types: the organised mass tourist, the individual mass tourist, the explorer and the drifter. Cohen (1972) further explained that the former two can be called institutionalised tourists who do the tourists' routine by visiting establishments served by travel agencies or tour operators. On the other hand, the latter two, the non-institutionalised tourists, tend not to be attached to the establishments organised by travel agencies (ibid, pp. 168-169).

The recreational tourist type can be identified within the typology of tourists. This type of tourist travels to fulfil their needs and considers travelling as a game or a playing activity grounded in reality. Urry (1990) also pointed out the notion of the romantic and collective tourist gaze. Tourists may not seek authenticity but

rather view tourism as a pleasure by the representation of the destination. In addition, tourists are less concerned about the actual place than the choices of activities they can do at the destination. They can enjoy their usual home activities at the destination or some different activities as they have previously seen via the media or films. Potter and Dann (1994) supported this by examining the representation of third-world destination countries and revealing that the destinations were presented in more playful ways than they are in reality. Therefore, the language of tourism from this perspective is called the language of recreation. Urry (1990) also pointed out that tourists are informed by former visitors about how, when and where to gaze and that the tourist gaze is formed by 'signposted markers' (p. 47). Therefore, it can be said that places may not be touristic on their own, but the language of recreation constructs them to be so (Dann, 1996). In the language of tourism, Dann (1996) emphasised the fact that both verbal and non-verbal language, such as signs and symbols, are very important. They are used to inform visitors before they go and play a vital role in constructing the image of the destination in the post-modern form of pleasure. As a result, the language of recreation can be summed up as 'phrase precedes gaze' (Dann, 1996, p. 21). The phrase 'phrase precedes gaze' means that the places are made attractive to tourists by the use of persuasive language even before the actual arrival of the visitors.

Ryan et al. (2003) investigated the habits of backpackers visiting New Zealand and interviewed them using both quantitative surveys and in-depth interviews. The study looked at the country's attributes which could persuade people to visit New Zealand. The results showed that the themes conducive to the visit to New Zealand were adventures and other activities which could drive the 'adrenalin high', to use the term used in the study. It could be seen that this study focused on the play perspective of tourism discourse in tourism research. However, how linguistic elements and language use have been conducted has yet to be revealed by any research on the play perspective.

Page and Hall (2014) stated that tourism, recreation and leisure are normally interrelated and overlapping these days. The idea of leisure is a form of free, non-work, time for an individual. Therefore, tourism and recreation are aspects of leisure. Both recreation and tourism should complement leisure experiences in contexts and resources at the destinations. Communication in play is also associated with adventure activities. King and Beeton (2006) indicated in

their research that news media can increase the perceived risk associated with an activity and the respondents were more likely to join activities which they perceived to have little or no risk.

Consequently, the play perspective is concerned more with tourists' leisure and the recreational activities that enable tourists to have fun and relaxation rather than those grounded in seeking authenticity or something different from home.

2.2.4 The Conflict Perspective

The last perspective correlating tourism theory with sociolinguistics is the conflict perspective. Unlike the other perspectives mentioned earlier, the conflict perspective is not rooted in contemporary tourism. The conflict perspective is indeed brought about by Said's (1991) thoughts on Orientalism. Orientalism, according to Said (ibid), represents the power relation between the West and the East. The East has been shaped and stereotyped from the point of view of the West, and thus, the East seems to be inferior to the West. This, in turn, causes conflicting views between perceptions and reality. The conflict perspective is not limited to the perception and misinterpretation of the West and the East, but it is applied to tourists perceiving objects or locals at the destinations.

There are previous studies in the tourism context which support the conflict perspective. One of the studies about the conflict of tourism is from Bruner and Kirshenblatt-Gimblett (1994). The study looked at tourist activities in Kenya where a significant difference was observed between the tourists, who considered themselves to be civilised, and the locals who were turned into objects for tourists to gaze upon and were often viewed as being in an inferior position or, indeed, wild (cited in Dann, 1996, p. 27). Another study which demonstrates the conflict perspective is Allcock's (1994) study of heritage tourism. The study examined tourism activities in the Old Macedonian city of Ohrid. Allcock (1994) found that the story of the church focused more on the Christian tradition of the church's history; however, it neglected the history that the church itself was originally built in the Islamic tradition (in Dann, 1996, p. 27). Therefore, it can be seen that tourism activities also depend on what the authorities at the destination want to emphasise.

These examples reveal that the conflict perspective is connected to sociolinguistics, and this is called the language of appropriation. The language of appropriation is seen to separate the tourists from the locals/objects seen at the destinations. This can be seen in the study of Bruner and Kirshenblatt-Gimblett (1994) which stated that the language used in the brochure provided for the Masai

tour in Kenya is the 'exaggerated language of the tourist brochure' (p. 458). One example is that at the tour site, tourists are the audience of a staged performance and take part in 'staged authenticity' activities which exclude local people. Moreover, tourists can take candid photographs of the locals off guard when they do their activities naturally (Bruner and Kirshenblatt-Gimblett, 1994). The language used suggests binary structures through the use of language in terms of culture versus nature, civilised versus wild, European versus African, and so on (ibid: p. 454 cited in Dann, 1996, p. 29).

According to this conflict perspective concerns the power relations between tourists and their host countries. Wearing et al. (2009) revealed that the manifestation of unbalanced power relations between western tourists and the host countries in the less developed areas they travelled to. Moreover, Tailanga et al. (2016) found that the representation of Thailand as characterised by 'Otherness' still existed in written travelling materials about Thailand. The writers' use of word choices, particularly adjectives and adverbs, to paint the picture of the exoticism of uncommon landscapes and the different cultural and geographical context suggested the implied meanings of Thai people being somehow different from Western tourists and the rest of the world. This shows that the language of appropriation is present in the discourse of tourism.

Therefore, it can be summarised that, within tourism discourse, language plays a crucial role, particularly in promotional messages. The foundation of language use in tourism discourse is brought about by the above perspectives which arise from the connection between contemporary tourism theories and sociolinguistics. Moreover, the language in tourism is related to sociolinguistic perspectives because of the linguistic elements and discursive practices which could construct the tourism discourse.

In addition to the previously mentioned four perspectives of the tourism theory and sociolinguistics connection, Dann (1996) also pointed out what he calls 'registers of the language tourism'. The word 'register' can be interpreted as the theme of tourism activities. However, Jaworska (2013) commented that the term 'registers' as Dann proposed may be confusing because normally and linguistically the term 'register' refers to an extensive sense of language variety. Furthermore, Biber and Conrad (2009) included linguistic features (nouns, pronouns, verbs and adjectives) and situations (context, topic and mode of communication) as registers. According to Dann (1996), there are several registers in tourism discourse and

they are achieved by the use of advertising discourse to attract their clients; however, the most common themes found in promotional materials are 'Ol' Talk: the register of nostalgia tourism', 'Spasprech: the register of health tourism', 'Gastrolingo: the register of food and drink' and 'Greenspeak: the register of eco-tourism'.

As for Gastrolingo, Okumus et al. (2007) pointed out that Turkey highlighted its country as a culinary destination and that Turkish dishes were always mentioned in all regions, especially mezes, dolma, kebabs, fish and other popular dishes. McKercher et al. (2008) furthered the study on food tourism and found that tourism relevant to food is omnipresent. Lin et al. (2011) also illustrated that food can also reflect the national identity in tourism. Gastrolingo, thus, is one of the most common themes found in the language of tourism.

From the above discussion of Dann's (1996) research regarding tourism theory and sociolinguistic perspectives along with the concepts of the registers of the language of tourism, it can be clearly seen that a number of research papers supporting other discourses under the discourse of tourism rely heavily on the language in use in relation to tourism-related activities. Therefore, it can be stated that tourism discourse deals with the language in use, including written, spoken and visual texts, which are frequently included in recent tourism literature. These can be called the language of tourism as Dann (1996) proposed. However, the scope of this study is limited to the exploration of the written form of the information presented on websites, which are considered a part of the discursive practices in tourism discourse, especially promotional ones from commercial travel agencies and tour operators. Therefore, spoken and visual modes fall outside of the scope of this study.

There are additional elements in the language of tourism which Dann (1996) further addressed as the 'properties of the language of tourism'. The properties of the language of tourism refer to how language is used by observation through semantic, lexical and syntactic perspectives. The properties of the language of tourism contain certain linguistic characteristics which Dann (1996) called 'verbal techniques' – the various techniques associated with the use of language in tourism discourse which include comparison, humour, key word and keying, languaging, testimony and ego-targeting.

Keywords are powerful tools that travel agencies and tour operators use to carefully select and incorporate specific words or phrases, aiming to evoke specific emotions and impressions in prospective tourists. These keywords go beyond simply describing the characteristics of the destinations being promoted; rather, they are employed to align with the desires and expectations of the customers themselves (Dann, 1996). Keywords are not to be confused with keying. Keying is the presentation of a location or attraction using suitable language and "dramaturgic effects" in such a way that the promoted and advertised aspects of the attraction are obviously presented as if they were real (Cohen, 1985 cited in Dann, 1996).

Ego-targeting is indicated by the use of casual language and a conversational approach. This tactic serves to distinguish the reader from the rest of the audience, making him or her feel special or at least privileged (Capella, 2014).

In addition, both Febas Borra (1978) and Dann (1996) pointed out that in tourism discourse, similar verbal elements found are often figures of speech (metonymy, metaphor, simile and personification). Moreover, Dann (1996) added more verbal features such as comparatives and superlatives, epithets, and languaging. Even though the frequently seen verbal techniques of the language of tourism generally utilised are comparison, keywords and keying, testimony, humour, languaging, and ego-targeting, the applicable aspects possibly constructing the destination country in promotional materials tend to be figurative expressions, comparison, keywords and keying and languaging. Simply put, the properties of the language of tourism, which are further described as the 'verbal techniques', range from lexical items to linguistic features and figures of speech. This research hereafter uses the term 'verbal techniques' to address existing semantic meaning, lexical items, linguistic features and figures of speech which are assumed to be employed to make persuasive effects.

Of the many types of figurative language in English, metaphor is one which has gained particular attention in tourism literature (Leiper, 2000; Dann, 2002; Morgan & Pritchard, 2005; Jaworska, 2017). A metaphor is a figurative expression which aims to give an imagery effect by comparing one thing sharing similar characteristics with another (Halliday, 1985, p. 240), while a simile is a comparison to another thing with the word 'as' or 'like'. In tourism discourse, similes are also seen in promotional materials but to a lesser extent than metaphors. Metaphors

are frequently seen in tourism sales literature as an effective tool to entice customers. An example can be seen in the descriptive content analysis, discourse analysis, and deconstruction of the German tourist brochures from Germany, Switzerland and Austria translated into English (Shellhorn & Perkins, 2004). The study found that the metaphor of a paradisal Utopia was realised by the use of fantasy imagery of South Pacific Islands to make tourists believe that they will experience a dream-like place. However, it is possible that metaphor can be mistakenly used in contrast to the actual message the sender wants to convey. Leiper (2000) noted that in medical tourism promotions in Australia, the use of the phrase 'Destinations: the Heart of Tourism' conveyed contradictory ideas opposing scientific research instead of producing an imaginary effect. The use of the heart as a centre did not fit the situation of the medical tourism context. This argument is supported by Mattiello's (2012) study of metaphors using the framework of relevance-oriented lexical pragmatics which found that metaphor interpretation does not always involve the construction of ad hoc concepts such as the word 'paradise'; sometimes the commonly accepted definition of the word is being invoked (Wilson & Carston, 2007, 2008; Sperber & Wilson, 2008). In the same study, it was stated that metaphor is always seen to work well with hyperbole to create a persuasive effect (ibid.).

One more study of metaphor in tourism discourse especially in promotional tourism discourse was conducted by Jaworska (2016). Metaphor analysis was systematically conducted with the corpus-based approach to assist the analysis to compare the use of metaphor between Home (Britain) and EU (Europe) corpora. The analysis of metaphor initially started with a close reading of 10% of the data and later the Metaphorical Identification Procedures (MIP) were employed to identify metaphorical expressions in the data. Metaphorical meanings were given based on comparisons between the contextual meaning of the item (the actual word form) and its fundamental meaning(s) as stated in the entire electronic version of the Oxford English Dictionary (OED) (2016). The findings indicate a notable utilization of metaphors when characterising tropical destinations. Among the various metaphorical domains, namely, 'body', 'natural precious element', 'colour', 'taste' and 'religion', their productivity is particularly noteworthy. The use of metaphorical phrases from these domains evokes multi-sensory experiences, including visual, gustatory, and imaginative sensations, thereby potentially enhancing the desire to "consume" a destination. However, such expressions also

operate as discursive tools that covertly perpetuate colonial legacies by performing ideological functions.

While metaphor seems to be a topic for research in a tourism context, other types of verbal techniques in the language of tourism seem to be under-researched as separate entities. However, it is essential to understand the terminology of the verbal techniques as indicated above. According to Dann (1996, p. 174), keywords are the words in the subject which fire the imagination such as 'away', 'adventure', 'escape', 'dream' and 'imagination'. The debate on the use of keywords is based on the notion that the keywords used in promotional materials may be employed to serve tourists' demand (Hanefors & Larsson, 1993).

Another verbal technique aligning with keywords is keying. Keying is defined as the 'appropriate language and dramaturgic effects of often blatantly staged attractions as if they were authentic' (Cohen, 1985 cited in Dann, 1996). The examples of keying terms seen in written promotional material are 'real', 'authentic', 'historical' and 'genuine'. Capelli (2008, p. 16) indicated that keywords 'must actually be the same ones tourists would use to describe what is being sought after.' Another example of the study of keywords and keying is from Echtner & Prasard (2003). The study looked at the context of third-world tourism tourist brochures and focused its linguistic analysis on nouns, verbs, adjectives and adverbs (descriptors). Nouns were chosen as the unit of the analysis because they focus attention on specific natural and built attractions at the destination as well as labelling the actors in the context (hosts and tourists). Verbs were selected because they indicate the different actions while at the destination. Meanwhile, descriptors create the atmosphere at the destination by describing attractions, hosts and tourists in a certain way.

The last verbal technique to be signified here is the term 'languaging'. The definition of the term languaging, as borrowed from Potter (1970 cited in Dann, 1996), is a foreign language one uses to win over a rival whose knowledge of that specific language is little or none. Dann (1996) further suggested that languaging is the use of foreign words as a special choice of vocabulary to create an impression between writers and readers. Cortese & Hymes (2001) identified languaging as the way people use language to voice their identity. Capelli (2013) stated that languaging not only increases local linguistic flavour but also provides a sense of authenticity in written tourism discourse. However, it may sometimes alienate tourists from the destinations. Moreover, Gandin (2014) indicated that

languaging, or 'loan words' as it was referred to in her work, is mostly used in everyday life and refers to familiar topics in the texts explaining the destinations which share close cultural and linguistic backgrounds. She also pointed out that languaging in further distant countries is used for introducing words for interaction between host and tourist communication for local cultural awareness. However, Hallett (2011) argued that the use of languaging in tourist information websites where English is the main medium contributes to the identity construction of the exotic Other instead of working to bridge the cultural gap.

In addition to the sociolinguistic perspectives and verbal techniques in the language of tourism, the linguistic categories which are used in promotional materials in the tourism industry consist of 'Vive la difference', 'The one and only', 'So much more', 'Land of contrasts', 'Super superlatives', and 'The distinctive blend' (Dann, 2000). These categories extend upon the previous proposition of verbal techniques and are derived from the study of the destination slogans produced by different National Tourism Authorities. The study intended to look at how each country presented and distinguished itself from other destination countries. The differences were found in the words and phrases used along with the context presented in the slogans to highlight differences to make the countries stand out. 'Vive la difference' refers to the strategies used to differentiate the destination from the daily routine. The words, phrases, and meanings were related to dreams, fantasy and an oneiric metaphor. In addition, 'The one and only' refers to the sense of being unique which helps distinguish the destinations. Furthermore, 'So much more' is related to the characteristics of how the destinations can offer 'extra' happiness and the potential for a good lifestyle through promotional materials. While the 'Land of contrasts' can be defined as the strategy which promotes familiar binaries such as mountain versus beach and the adventurous outdoors versus luxurious indoor facilities. 'Super superlatives' are concerned with the use of superlative adjectives and phrases communicating hyperbole and exaggeration. Finally, 'The distinctive blend' is based on the postmodern notion of the hybrid cultures of destinations - the combination of local and traditional culture and contemporary concerns in the tourism industry, such as eco-tourism. However, the research raised the question of whether these linguistic categories could accurately demonstrate the differences between the destinations or simply represent ways of promoting tourism irresponsibly. It can be noted that the study attempted to observe the slogans of the countries on different continents such as

Ireland, Hungary, Portugal, Egypt, Costa Rica, Puerto Rico, the Bahamas, the State of Virginia in the USA, Turkey, Malaysia, and Indonesia. These six linguistic strategies have expanded the verbal techniques employed in the tourism discourse.

Numerous studies have focused on what Dann (1996) named the properties of tourism and the verbal techniques of tourism. The properties of tourism language as Dann (1996) stated include linguistic elements ranging from lexical items with specific meanings to different grammatical structures and verbal techniques that signify figurative language such as metaphor, simile and personification. Bianchi (2017) confirmed that among these elements in the language of tourism proposed by Dann (1996), euphoria is strongly present as well as the magical dimension, including the use of deixis. Manca (2008) compared a list of qualifying adjectives from English and Italian words and revealed that qualifying adjectives play a great role in the way cultures are modified. Francesconi (2011) also indicated that adjectives are a crucial part of shaping the destination's heritage, hospitality and diversity.

The previous section discussed tourism discourse as Dann (1996) proposed. That which is specifically referred to as the 'language of tourism' is concentrated in examples given in the form of words. However, discourse is concerned with language in use, and meanings are vital for investigation beyond the word at the surface level. Therefore, when examining words, it is also worth pointing out their meaning in discourse before expanding it to a wider picture.

In discourse, 'situated meaning' is vital, particularly in cases which are relevant to investigating how the language of tourism shapes the destination countries on the travel websites included in this present study. The foremost reason for looking into situated meanings can be connected with keyness and keyword elements and the verbal techniques of the language of tourism previously discussed. In terms of the keyness and keyword elements in corpus linguistics, which are primarily related to the frequency of lexical items showing the 'aboutness' or the overall picture of the text, the lexical items alone may not be adequate to acquire further information and interpretation of the messages conveyed to the audience. Aboutness can provide an overview of the main selling points of the destinations; however, the language employed to promote, construe and form the destinations and persuade potential tourists requires a deeper level of investigation beyond the meaning that appears in the dictionary or the frequency of the lexical

items in the use of the corpus-based approach. In addition, verbal techniques - such as figurative language or literary devices such as metaphor, simile, metonymy and some others - cannot be interpreted solely by reading a single unit of lexis. The meanings of these figurative devices are context-bound (Norrick, 2001). Consequently, 'situated meanings' in any discourse are highly important.

'Meaning' is defined by Bloomfield (1933, p. 139 cited in Norrick, 2001, p. 76) as comprising 'the situation in which a speaker utters [an expression] and the response it calls forth in a hearer'. In addition, the more traditional model of looking at meaning is relative to the vocabulary existing in the language and its structural relation in a sentence (Norrick, 2001). These two statements may be a traditional definition of how meaning is viewed at face value. Nevertheless, it seems that the two previous statements may not be applied to all meanings. Gee (2005) argued that 'situated meanings' go beyond treating a word and meanings as vocabulary found in a dictionary. The term 'situated meanings' has been given emphasis by Gee (2005). He defined this term with reference to the premise suggested by other scholars (Barbalou, 1991; 1992, A. Clark, 1993; Agar, 1994; Kress, 1985; 1996, H. H. Clark, 1996; Kress & Van Leeuwen, 1996; Hofstadter, 1997 cited in Gee, 2005). The definition of the situated meaning concept is 'an image or pattern that we assemble "on the spot" as we communicate in a given context, based on our construal of the context and on our past experience.' (p. 94). In contrast with traditional thought about the definition of meaning, situated meaning is aligned with the situation in which the message sender and receiver communicate, or what he calls, "on the spot". Still, another existing element in obtaining meaning is past experience of the person who encounters such words.

According to Gee (2005), it can be said that meaning cannot be understood at the surface level of the word alone. Moreover, situated meanings are basically concerned with the meaning of words which can be different and specific depending upon the context the words are located in as well as other lexical items the words are associated with (p.53). This interpretation of situated meaning takes into account the context in which the word exists; thus, if the context is different, the meaning of particular words can be different as well. Simply put, an individual's understanding of the meaning of words can vary according to the setting, situation and how the words are arranged in the context. While context contributes a great deal to discovering the situated meaning, past experience is another part of understanding the intended situated meaning correctly. Taken together both

context and past experience play an important role in understanding the intended meaning of words. The past experience perspective mentioned in the definition is connected with Gee's preferred term 'discourse model' instead of the term 'cultural model' which may signify a similar explanation about the background of an individual attempting to identify the meaning of a particular word. The 'Discourse model' plays an important role in providing an understanding of the meaning of the words uttered by each individual.

Discourse model is another term Gee (2005) has placed his attention on by bringing it to the fore of acquiring situated meaning. The discourse model may not be a groundbreaking phenomenon in the ways of indicating and understanding the meaning. Nevertheless, it is impossible to neglect its significance because the discourse model also contributes to the recognition and understanding of the meaning of words. Additionally, Gee (2005) preferred the term 'discourse model' to the term 'cultural model' which was previously introduced. The cultural model can be generally comprehended as the sociocultural background of a person who is in the circle of the utterances where the meaning is shaped and formed. In the same vein, the discourse model is relative to the sociocultural background of the people in the discourse. The term discourse model can be viewed as possessing more than just sociocultural background and can be compared to theories people hold in order to focus on a core meaning instead of details (ibid, p.61). Gee (2005) also argued that being in the same culture may not lead to the right situated meaning but what matters is the understanding of the word in the same discourse. This would bring about more plausible and correct situated meanings. In his view, the discourse where the meaning is situated tends to be a more suitable term to use in unravelling actual situated meanings. Consequently, from his explanation, the cultural model seems to be less accurate in getting the situated meaning across because the term 'cultural' seems to be restricted to a smaller circle. Furthermore, one discourse model can also partake in other discourses as well (ibid). With reference to the discourse model, it can be understood that the discourse of 'tourism' in this research is shared between the sender and receiver of the messages in the tourism context. Even though there are people with different cultural backgrounds, they tend to concentrate on the primary meaning conveyed in the tourism discourse and context. Furthermore, as stated earlier, the discourse model is not limited to just one discourse but can be shared across other discourses. This can be applied to tourism discourse because it consists of more

than just tourism as it extends also to the discourse of persuasion, promotion, and the professional seller and amateur buyer. Therefore, from the combination of the context and discourse models to understand situated meaning, the situated meaning can be drawn from recognising the context and certain patterns based on the experience of the world (p.59).

Although the 'situated meaning' approach may not be frequently and explicitly mentioned, it is the underlying approach in discourse analysis. The process can, then, be done either by form-function analysis or language-context analysis. The former is related to the analysis based on grammatical and syntactic structure while the latter is more relevant to the context around the words or the pattern themselves. This situated meaning approach allows the researcher to explore and investigate existing patterns in the targeted text of the analysis.

With reference to the notion of 'situated meanings' as a component for analysis, it can also lead to the extension of further study in discourse analysis. Some studies on discourse analysis may implicitly state the use of the situated meanings approach; however, it is one of the tools of inquiry to find the answers to those research studies. Then, it is worth discussing how the situated meaning approach is employed in previous research.

In summary, this part has provided the background of tourism discourse which refers to the elements constructing tourism discourse. In addition, tourism discourse also includes linguistic features and discursive practices which make up discourse. There are different types of linguistic features and most of them are seen from the lexical elements, words, meanings and figurative language used within the context of tourism discourse. Moreover, tourism discourse is supposed to share similar characteristics with other discourses in terms of situated meanings.

2.2.5 The Language of Tourism in the Online World

As a result of having its own language, tourism discourse is a specialised discourse (Calvi, 2000 in Jaworska, 2013, Edward & Curado, 2003). The written and spoken forms in the tourism discourse are conveyed through different media and different stages of travelling. In terms of media, the language of tourism can be seen through the following popular publications categorised by Gotti (2006): tourist guides, brochures, professional correspondence (communication between travel agencies, tour operators, hotels and customers), travel blogs or discussion forums, and travel articles. The latter types of publication are not entirely aimed at promotion, but instead, give a platform for experienced tourists to communicate

information regarding travelling activities to prospective tourists. In addition to Gotti (2006), Edward and Curado (2003) suggested that travel websites are also sources of travel information and can be included in the category of media with the use of tourism language for promotional purposes. As for stages of travelling, the language of tourism exists in the pre-trip stage (finding information from several sources before the start of a trip), on-trip stage (contact between hosts and guests, tour guides and tourists, signs and symbols tourists encounter while travelling) and post-trip stage (destination reviews, travel articles or discussions). The language of tourism, in turn, seems to play a role throughout the whole travelling period. However, the ubiquitous role that language plays throughout a trip causes the language of tourism to be recognised as the specific language in tourism discourse.

The language of tourism in the online world has been growing strongly with the advancement of information technology and the Internet, in particular. There has been significant development of the research conducted in the realm of the language of tourism and the properties of the language of tourism, including verbal techniques in sociolinguistic perspectives.

Originally, the study in the area of the language of tourism including verbal techniques focused on brochures, guidebooks and travelogues. One example of the study of the language of tourism in the brochure is Ip (2008). The study carried out both textual and visual analysis of tourist brochures in Hong Kong. Regarding the textual analysis, the study defined the discourse of tourism with the concept of advertising discourse based on the belief that the use of selective language was employed to persuade potential travellers. Linguistic features played an important role as a persuasive device to depict positive features, for example, emotive word choices in describing the magical atmosphere of the destination, references to the destination as a globally well-known place and hyperbole. One important observation is that 'the choice of words demonstrates that the discourse of tourism tends to exaggerate (Ip, 2008, p.7).

Shellhorn and Perkins (2004) expanded the idea of tourist promotion of the South Sea in German language travel brochures translated into English with content analysis, discourse analysis and visual analysis. The study focused on German-speaking tourists who visited the South Sea as their destination. The results showed that the South Sea as a destination was portrayed through lexical items and linguistic features as 'an enduring dream of feminised, exotic yet comforting paradise' (ibid: p.129). It could also be stated that the advertising travel

brochures used both linguistic and semiotic features to depict images of the destination and sell it to potential tourists.

Salim (2017) posited that tourist brochures are significant sources of information to present destinations. By focusing on a specific destination, Barru Regency Sulawesi Selatan, Indonesia, he employed a discourse analysis approach to explore tourist brochures. In analysing those brochures, lexical and syntactical features were observed along with visual elements. He insisted that tourist brochures could portray the destinations with both linguistic and visual elements to attract potential tourists.

The aforementioned research studies have presented some examples of how tourism discourse in traditional media like brochures has been a notable area of exploration. However, with the advancement of technology, the language of tourism in the online sphere has been on the rise in terms of interest and development. A wide range of research on the language of tourism communicated through the Internet has been conducted. With access to the Internet becoming easy for those seeking travel destinations, the shift of the paradigm in the language in tourism discourse has given a great interest to the language in use on the Internet. It can be seen that there has been a shift from printed materials toward more online information, particularly from printed information to Internet posts (Vazou, 2014). As a result of the rise of tourism discourse on websites, a great number of studies placed their attention on tourism discourse from different perspectives such as marketing (Morrison, 2013; Alderman & Modlin Jr., 2008; Horng & Tsai, 2010), place branding (Boyne & Hall, 2004; Lee et al., 2006, Harish, 2010); country's identity (Palmer, 1999; Rivera, 2008; Yang et al., 2020) and representation (Morgan & Pritchard, 2001; Iwashita, 2006; Xiao & Mair, 2006). These employed different approaches in looking at tourism discourse and their focuses are not much concerned with language use and linguistic features. Yet, some research has touched upon the investigation of tourism discourse in the online sphere with language use.

Hallet & Kaplan-Weinger (2010) studied official tourism websites from many destinations, such as the Baltics, Spain, and Myanmar, by utilising different discourse analysis approaches. The discourse analysis in their collection of studies incorporated multiple approaches which consisted of critical discourse analysis, mediated discourse analysis, multimodal discourse analysis and metaphor analysis. The research was conducted based on the belief that tourism discourse

is the discourse of national identity construction. The study also showed that national identity and representation could be constructed through the manipulation of linguistic and visual texts with shared common expectations, mainly to represent national identity as a means of attracting potential tourists.

Aside from Hallett & Kaplan-Weinger (2010), Manca (2016) also explored the official tourism websites of Germany, Italy, France and New Zealand. The countries were chosen regarding the cultural scores attributed and Hofstede's (1980, 2001) cultural dimensions. Manca's (2016) 'Cultural Communication Grammar' framework was adopted along with multimodal analysis. The research combined the observation of language and visual features used in presenting the cultural features. The findings revealed that there were both similarities and differences among the countries they compared. Italy and France's official tourism websites conveyed the meanings of the destinations by offering and giving choices for the readers to choose what to do at the destinations rather than demanding that they do specific activities. In the same way, Germany and New Zealand's websites communicated messages with similar patterns but with more emphasis on facts and details to guide the readers through the use of both visuals and itineraries.

A study of tourism discourse in online promotional texts was conducted by Jaworska (2013). It showed that the production of tourism discourse by the use of lexical features and collocations also pointed out the existence of cultural context and cultural gaps (Jaworksa, 2013). The results were derived from the corpus-based analysis of the British and German tourism websites. This study stated that the descriptions of the attractions at home (Britain and Germany) were more factual and historical in contrast to the ones further away in the East.

Manca (2013) conducted her research on tourism discourse by using corpus linguistics and cross-cultural studies to provide answers regarding the contrastive analysis of the sociocultural and linguistic features of Italian and British tourist websites. The main objective was to investigate how the two different languages described the five senses in promotional tourist websites. This comparative study showed that there were some differences in the use of English and Italian in communicating the five senses on promotional websites. The Italian language described the five senses through abstract nouns and metaphorical description whereas the English language used on the websites provided information and facts that contributed to a more solid depiction of the destinations.

Wang & Alasuutari (2017) collected a text corpus from the communications of friends from Facebook and Google+ between March 2010 and September 2015. The texts consisted of 275 threads, or 2382 posts and 235 photos, from 35 trips undertaken by 20 individuals to understand the ways the tourist experience is communicated by using the concept of authenticity. The findings concluded that, on social media, object-related authenticity can be seen through the use of linguistic markers that show how it was favoured via group members' communication. Extensive place referents were also used. Furthermore, object-related authenticity can be present through pictures and as individuals updated their cover or profile photos with travel photos.

Given that linguistic features have been of interest in the language in use in the tourism discourse, the roles of tour operators as a communicator on social media related to tourism were also investigated along the way. Bianchi (2017) investigated the what she called the use of social tricks of advertising and discourse strategies of English-speaking tour operators on Facebook by the use of a corpus study. Besides the linguistic strategies used in the texts which were similar to other studies, her research revealed one interesting result about the roles of tour operators via advertising in online tourism discourse. She found that tour operators act as 'suggestion givers, owners of unique destinations and offers, and information providers' who can serve specific tourists' preferences (ibid, p.20). Not only was the identity of travel operators exhibited but also the ways in which tourists as travellers and holidaymakers as people who know the world well could be constructed through social media in tourism discourse.

It can be seen that the language of tourism in terms of the correlation between tourism theory and sociolinguistics has been of great interest to a wide range of researchers. Some of the research outlined above is rooted in tourism discourse and the language of tourism. However, the majority of the research in this area has a central focus on individual destinations, while some destinations in certain perspectives were compared in general and without a focus on specific tourist groups. Also, a number of research papers placed their focus on destination representation by official tourism websites. This research aims to fill some of these gaps by providing a comparative analysis of three destination countries with certain geographical and cultural differences which are assumed to be representative of different cultures. In addition, certain groups of tourists have been specified by the country of departure. Furthermore, previous literature on tourism discourse with a

focus on verbal techniques and linguistic elements has not yet touched the area of positioning theory employed as an interpretative framework which will be discussed in the later section. Therefore, this research should be able to distinguish itself from previous research on tourism discourse and the language of tourism.

The previous section has reviewed the literature relevant to the discourse of tourism which is the UKTWC. The following section deals with the concept employed in interpreting and analysing the data of tourism discourse, which is positioning theory.

2.3 Positioning Theory

Positioning theory was introduced by Holloway (1984) in the field of gender studies and was later developed by Davies & Harre (1990, 1999) in the domain of social psychology, especially in the moral domain. Positioning theory is the study of the nature, formation, influence and ways of change of local systems of rights and duties as shared assumptions about them influence small-scale interactions (Harre & Moghaddam, 2015). Positioning theory is also understood as a concept relevant to social action which consists of 'the rights, duties and obligations among interlocutors and characters in and through conversations and narratives....to understand those rights, duties and obligations shaped social structures while being shaped by them' (Kayi-Adar, 2018, p. 1). The rights, duties and obligations can be referred to as position. According to Harre & Moghaddam (2015), position arises from the patterns of relevant beliefs of people in the community. Simply put, positioning theory is concerned with the duties and obligations of the self and others based on the ways the self and others are believed to complete, achieve and fulfil. However, positions cannot be assumed to be equal by the parties involved in the interactions made in the storylines (Harre, 2012). There are two different categories of positioning: inter-active positioning and reflexive positioning (Harre & van Langenhove, 1999). The former signifies the positioning act given to others while the latter refers to positioning oneself.

In addition to the definitions of position in the positioning theory, the term positioning should be discussed. The term 'positioning' in this regard refers to being assigned positions by others or assigning positions to others (Kayi-Aydar, 2018, p. 5). As Rex and Schiller (2009) pointed out, positioning pertains to the act of locating oneself or others in a given social context with specific sets of rights and obligations

through communicative interactions. Positioning can be revealed through discursive practices (Depperman, 2015).

According to Harre et al. (2003), positioning theory can be employed as an interpretative lens to identify the character of constraints and possibilities of each actor recognised by the participants of the situation. Moreover, Harre et al. (2009) further stated that through the management of action, positioning theory places an emphasis on the role of rights and duties presented in the storylines. These rights and duties are drawn by the attributes and the discursive process of pre-positioning. The position revealed may be frequently realised by conversations; however, Moghaddam & Harre (2010, p. 2) further suggested that positioning theory is "how people use words (and discourse of all types) to locate themselves and others". This means position can be realised through other modes of communication such as "words, signs, gestures, architectural conventions and so on" (ibid, p. 10). In addition, the ultimate aim of positioning theory is to accentuate practices that inhibit certain groups of individuals from producing certain kinds of acts or actions in discursive practices (Harre, 2012). Even though positioning theory has played a great role in the psychology of interpersonal encounters of individuals in a community, Harre et al. (2009) elaborated that it allows opportunities to unfold the interactions between persons and nation-states, and this can be done through meaning-making. The former statement supports Moghaddam et al. (2008) by showing that the scale of positioning theory has expanded not only to single individuals but nations as well. Nations, which are considered to be part of the public sphere, can position one another through TV and radio, newspaper, and so forth (Harre et al., 2009: 12).

Harre & van Langenhove (1991) stated that the storylines communicated can form self and other positioning (cited in McVee et al., 2008). However, the self and other may not be sufficient to provide all perspectives of positions. Consequently, McVee et al. (2008) proposed types of positioning based on their study of teachers' beliefs about literacy and culture. According to McVee et al. (2008), positioning can be categorised by the context of interaction with self and others through belief systems as demonstrated below.

Table 2.1 *Types of Positioning adapted from McVee et al. (2008, p. 53)*

Positioning	Definition
Intertextual	A participant references her own experience, experiences of a narrative author or character, non-narrative authors or students (what) they wrote about, or a group member's experience. Intertextual Positioning refers to connections, both specific and highly interwoven, and those less well developed and less well connected.
Role-Based	Refers to the roles people take up within a moral order (i.e., as a teacher or parent). A participant references her own role (i.e., as a parent, as a teacher, as a daughter) and uses this role as one way to position herself.
Self-Other	All positioning involves the position of both self and other. More interesting in how a person positions herself in relation to others. Self AS other positioning (I am X. I am you.) A participant positions herself in the place of the other. Self IN other positioning. (I am like X. I am like you.) A participant positions herself in opposition to the other. Self OPPOSED to other positioning (I am not like X; not like you.) A participant positions herself in opposition to the other. Self ALIGNED with other positioning. (I am sympathetic to you/your ideas.) A participant aligns herself with one another.
Static	Occurs when an individual expresses beliefs that serve to reify a particular position that is articulated and adhered to over time. Static positioning must involve the repeated expression of a particular idea, belief or theme. It may have either a negative outcome or a positive outcome.
Tacit	Much positioning is tacit; people position themselves and others and are not conscious or intentional about it.

In addition to the definition, context, and types provided above, Kayi-Aydar (2019) also pointed out that positioning theory is a tool to understand psychological processes and social encounters within a moral landscape. This statement is derived from various research as positioning theory can be employed as a lens for multidisciplinary research areas. Positioning theory has been widely used in the study of identity (Slocum-Bradley, 2010), identity in classroom research (Kayi-Aydar & Miller, 2018), gender (Ussher & Sandowal, 2008), ageing society (Jones, 2006; Allen & Wiles, 2013), public relations and strategic communication (James, 2015).

In order to understand a position ('a cluster of beliefs,' Harre, 2012) and positioning (process, ibid.), Harre (2008) provided a positioning triangle which leads to how position can be constructed based on triangular elements. Position and positioning statements can be identified and interpreted by language and narratives using communication acts and storylines. In order to investigate the recognition of position, the three positioning triangles: storylines, acts of interpretations, and positions which impact one another must be recognised.

Figure 2.1 Positioning Triangle (Harre, 2008)
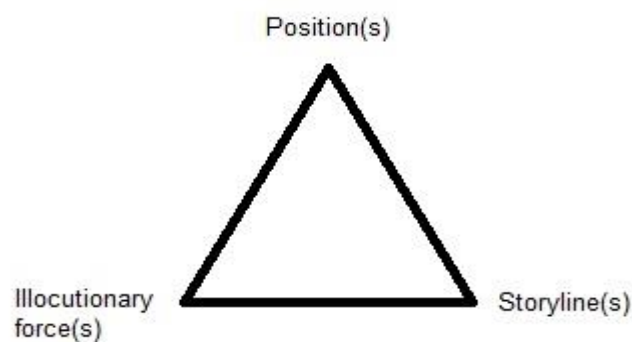
The figure above illustrates the triangular elements of positioning theory which consist of illocutionary force(s) and storyline(s) and these two could lead to one's position(s). Storylines, according to Herbel-Eisenmann et al. (2015), refer to the culturally shared collections of narratives or the invented interactions of the parties involved and are in progress. As stated earlier, language is one of the media which conveys the thinking into storylines, and the illocutionary forces in the triad arise from language and discursive practices. This can be seen from the positioning analysis that illocutionary forces are interpreted through speech acts (Harre et al., 2009). The illocutionary forces in this positioning triangle are generally

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speech acts which lead to the revelation of the messages in the storylines. Herbel-Eisenmann et al. (2015) stated that it is not only speech acts that can contribute to the storylines but also gestures and actions. Consequently, these can be included as communication acts (ibid, p. 187). The idea that communication acts can contribute to storylines supports the statement of Harre (2012) that storylines can be both explicit and implicit and those which are implicit can be interpreted through communication acts.

As for the storylines in this positioning triangle, they tend to receive less criticisms of being unclear.Yet, Wagner and Herbel-Eisenmann (2009) pointed out that storylines can be seen in three ways. First, storylines can be produced in diverse ways depending on the author who produces the communicative forces as the storylines can be presented by narratives, grand narratives, story episodes, and so on. Second, the different perspectives of the author producing the storylines may cause differences in the storylines; as a result, there are no correct storylines. Third, there can be several storylines occurring at any moment.

Herbel-Eisenmann et al. (2015) argued that the positioning triangle proposed by Harre (2008) tends to be unclear in terms of illocutionary forces and storylines. They argued that illocutionary forces or speech acts, the inclusion of gestures, physical positions, and stances should be included and called communication acts. In the positioning triangle in the figure above, illocutionary force(s) are representative of all communicative acts. This means that when interpreting the position(s), locutionary acts, illocutionary acts and perlocutionary acts can be placed as the element building up the positions. At the same time, storylines can be multiple and may co-occur simultaneously or occur in different timespans. Thus, there is an attempt to provide a clearer relationship of positioning theory in their view regarding communication acts and multiple levels of storylines.

Figure 2.2 Reconfigured Relationship among Communication Acts and Interpretative Frames (Herbel-Eisenmann et al., 2015)
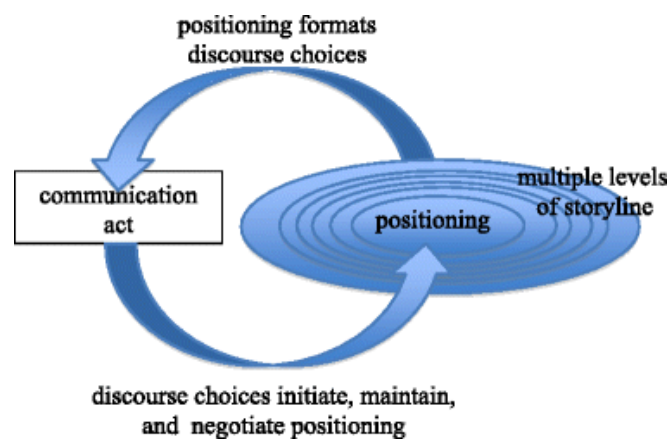
As can be seen from Figure 2.2, Herbel-Eisenmann et al. (2015) critiqued the storylines in the triangular elements of the positioning triangle in Figure 2.1. They posited that the positioning triangle should not be static but dynamic and should progress during the unfolding of the storylines as illustrated in Figure 2.2. They further explained that storylines may be involved with the period of time, that communication acts could bring multiple storylines at play more sharply for analysis, and that multiple storylines could arise from the multiple relationships of parties involved in the storylines. This shows that positioning is naturally fluid; therefore, position can be negotiated during the interactions of the interlocutors by their discourse choices. Moreover, Herbel-Eisenmann et al. (2015) also stated that position can be revealed not only in just one time but within a timespan. This supports the idea stated earlier that storylines can occur at any moment. Herbel-Eisenmann et al.'s (2015) model could lead to the understanding of positioning through multiple levels of storylines since it is believed that multiple levels of storylines can occur at the same time. This also supports the argument of Wood (2013) that an attempt to understand positions through routine acts during the whole observation period would neglect an emerging position at a micro level but underscore the macro position.

In addition to the above models regarding the elements conducive to the understanding of position and positioning, the use of positioning theory, as noted earlier, has been applied in numerous fields of research. Furthermore, positioning theory is seen to be recently used in the areas of applied linguistics and education research, and this application has revealed that experiences could be one factor affecting the position construed and obtained.

Bullough and Draper (2004) applied positioning theory to explore the relationship formed and developed among three interlocutors: mentors, university supervisors and intern teachers. This research employed positioning theory as a ground to understand how the individuals in the triads understood their roles and responsibilities and what it meant to be obliged as a good teacher. The results showed that the experiences of the parties involved were shaped by their position and their being positioned.

As mentioned above, positioning theory does not restrict the conversational mode of communication only; it can be analysed through other modes where discursive production occurs. The position is also perceived by the interlocutors in such a community. One of the examples is from the study of Katila and Erikson (2013). The study analysed the written stories of students comparing the position of male and female CEOs. This research revealed that within the same rights and duties, the position was discursively produced differently according to the different genders of the top management individuals.

Hedman et al. (2009) stated that positions could be discursively produced, particularly as 'Others'. This study is one of a small body of research that uses positioning theory as an interpretative framework in analysing the written texts instead of the conversations of the involved interlocutors as others. According to their study of 17 Thai-Swedish couples' articles in the Swedish press, the positions of the Thai-Swedish couples differed through the production of discursive practices. The positions of the couples were repetitively produced through intersecting discourses such as a romantic love discourse, a sex tourism discourse and intersecting power relations. Though 'Swedishness' was positioned in the Swedish-Swedish couples as more normal in the Swedish press than inter-ethnic couples.

Additionally, the research of Fahgren and Sawyer (2010) is another example of using positioning theory to investigate another mode of communication, written texts, instead of the conversational mode like others. Their study placed positioning theory in the study of the power of positioning by investigating the normalisation of gender, race/ethnicity, nation and class positions in Swedish textbooks with a discourse analytical approach. Regarding the analysis, it demonstrated that pronouns, which are an example of linguistic features, could lead to the understanding of the positions of the authors and readers. In addition, the position of the author as knowledge provider and the readers of the textbook

as 'the other', were different throughout the analysis of the written texts. The research indicated that social class, gender and ethnicity were positioned as 'the other'.

Moreover, according to James (2015), positioning theory can be applied to person entities and person-like entities, organisations in particular. As for a person-like entity like an organisation, positioning is shaped through the activities that the organisation is engaged in to achieve the organisation's goal in constructing its position in the social world. Therefore, it can be said that positioning theory is not limited to persons but can be extended to encompass organisations, which are non-human entities.

2.3.1 Positioning in Tourism Discourse

The term 'positioning' can regularly be seen in the tourism context, but often with a slightly different meaning. Positioning, as Morgan & Pritchard (2000) pointed out, is the essence of the marketing mix and it means 'the process in which a company communicates with consumers to establish a distinctive place for its brand in their mind (p.247).' Therefore, in the tourism context, positioning is vital for the destination country to shape what it hopes to construct in the mind of potential tourists. Furthermore, when positioning is accepted as not being effective, it is acceptable to engage in repositioning to obtain a better result. This is similar to positioning theory in that the content of positions is temporary and there might be some changes in the position dependent on the context. As a result of changes in the position, the meaning of the actions which people are performing and the position can be modified (Harre et al., 2009; Kayi-Aydar & Miller, 2018).

As a result of the perpetual rise of tourism in the world of business, countries of destination are commodified as products from the marketing perspective. In this perspective, the concept of destination as a product is related to two marketing terms: 'destination branding' and 'country image.' Destination branding refers to the strategies used to create brand identity or recognition from the audience's perspectives. In contrast, country image means the perceptions of an audience/tourist based on two elements of attitude theory: cognitive and affective (Kotler & Gertner, 2002). Therefore, when the product is in the business cycle, it has to be promoted for selling purposes. Creating a destination image to sell is conducted through the process of marketing and promotion. Both destination branding and country image are frequently seen to be relevant to the positions of destination countries.

With the growth of tourism as a major economic booster, the competition between countries as destinations for tourism is very strong through marketing and promotion. Many countries that rely on tourism recognise the importance of their position in the aspect of competitiveness in the tourism industry. Consequently, marketing also plays a vital role by bringing consumers and sellers together with a focus on responding to customer demands and establishing a positive position, and this is also known as destination marketing (Middleton et al., 2009). In destination marketing, positioning theory is also applied and employed by Destination Management Organisations (DMOs) which are seen to take responsibility for marketing countries. DMOs tend to be the state or government sectors involved directly in promoting their own countries. DMOs are seen to be the party which provides and constructs perceptions of the identity and representation of a particular country and presents that which the destination country can offer to tourists. This is how a country is positioned and, therefore, the term 'positioning' a country has come into play. Recently, there have been plenty of academic studies looking into the ways in which countries and their national tourism agencies attempt to convey and present their identities through destination marketing and promotion (Gotham, 2007; Ip, 2008; Hallett & Kaplan-Weinger, 2010; Francesconi, 2011; Nekic, 2015). The results of these studies tend to show the representation of the destination's identity portrayed by national agencies. However, the perception of how destination countries are promoted and conveyed by outsiders may not yet be of great interest.

This is also a significant point to be considered when promoting tourism and destination countries. The destinations themselves tend to show the best they can offer to potential tourists, and this can be the first step for potential tourists in obtaining information for the overall picture of the destination. While DMOs represent the destination countries as a whole, they may not manage the trips for tourists themselves. As a result, tourists still rely on the use of commercial tourism agencies, namely, travel agencies and tour operators. It is important for these commercial sectors to cater to the needs of tourists. This means the position of the destination may shift the focus or may not include every single aspect of tourism the country prefers to convey in full.

Since one important aspect of positioning theory is that positions can be multiple and contradictory when they are positioned by others (Dagg & Haugaard, 2016), positions can be negotiated and they can be changed by the perceivers of

the actors who performed the actions in different situations. This statement was drawn from the position of a Palestinian asylum seeker in Ireland. With the use of ethnography, interpretative paradigm, phenomenological research and discourse analysis of the subjects, the findings showed that the asylum seeker in this study somehow realised that she was positioned as an asylum seeker instead of a Palestinian student studying in Ireland and being positioned as an asylum seeker was not how she preferred to be positioned.

According to Pike and Ryan (2004, p. 334), destination positioning is principally construed through images. In their research, positioning analysis was employed with the quantitative measurement of cognitive, affective, and conative attitudes towards destination attributes. The destination in this research was New Zealand's North Island and its surrounding areas normally recommended by the government as tour sites. The attributes for the measurements were the factors of the good life/infrastructure, getting away from it all, outdoor play and the weather. It can be seen that this research with destination positioning relies heavily on these aforementioned attributes to attract tourists. With the image of these in mind, these could be the factors to which tourists would be attracted. Moreover, it is suggested that the inclusion of destinations that are more geographically dispersed and have more featured diverse characteristics could lead to more opportunities for differentiated promotion.

Furthermore, positioning in tourism was also studied by Pike (2004) but with an emphasis on destination branding and marketing. It was believed that positioning could help differentiate destination countries. He observed positioning slogans of three countries - the USA, Australia, and New Zealand - through the selected destinations' slogans. Pike (2004) adopted Reeve's (1961) concept of a unique selling point (USP) stating that, in order to be effective, slogans should be propositional, the propositions should be limited or only a few, the propositions should sell benefits and interests to others, and the benefit(s) must be unique. The study revealed that the slogans analysed in the research were the desired positions of the destinations. The slogans, though, were short-lived as they were recognised as being ineffective and were not a long-term commitment to brand development partly due to the politics of decision-making.

Another research into the branding of countries has led to the recognition of levels of positions of countries. Based on the comparative study of the country's images from newspapers (Kleppe & Mossberg, 2015), the newspapers' source

country could identify the perceptions from the source to others as having 'sibling', 'remote relative' and 'stranger' characteristics. The 'sibling' characteristics were described as having 'strong emotional bonds, high interdependency, mutual influences due to shared heritage, strong competition and cooperation, and are long-term and non-voluntary in nature' (Howe et al., 2001, Fournier, 1998 cited Kleppe & Mossberg, 2015). They also provided a definition for the characteristic of 'remote relative' that suggested that while mutual dependency may not be seen, the existence of the relative is inevitable as there is a shared heritage between the two to some extent which cannot make the other become a stranger. In contrast, the 'stranger' characteristic indicates that the awareness of existence may be realized, but there is no relationship between the two parties. Though the term position was not used in this research, it could be implied that these characteristics could share the same meaning as positions.

Gursoy et al. (2009) suggested that countries needed to be able to distinguish their competitive advantage over other competing countries of destinations by positioning themselves to match certain attributes that tourists want to improve their competitiveness in the tourism market. This is based on their research on the competitiveness of destinations in the Middle East by investigating six competitive indices founded by the World Travel and Tourism Council (WTTC) with the use of multi-dimensional scaling to develop a positioning map of destination countries in the region. The results also showed that countries possessing close proximity in the same region share similar attributes and that they should therefore find distinguishing attributes to attract potential tourists to gain a competitive advantage in the market. Consequently, repositioning the country is another crucial factor.

Moreover, there is a primary similarity in terms of positioning the destination country between government and private tourism promotion sectors. Positioning the destination, either by the national tourism agency or the commercial sectors, is conducted based on the destination country's selling points. The positioning tends to emphasise the strongest and most positive tourism features in every possible aspect to serve prospective clients, whether they are individual tourists or institutionalised ones who participate in package tours. The messages of tourism promotion are conveyed to audiences through numerous media and materials. Media such as magazines, brochures, television and the Internet are powerful promotional tools which contain the language of tourism. The language of tourism

exists in all forms of communication which directly target potential tourists or repeated visitors during pre-trip situations (Dann, 1996, p. 28).

Varis et al. (2011, p. 265) pointed out that 'the social relationship has been created by the fast pace and development of the Internet and that results are in the new patterns of social relationship, new forms of interaction and community building, new opportunities in creating, articulating and ratifying identities.' Consequently, these have both positive and negative aspects. The positive traits are the new patterns and practices which enable people to create something new and the great range of opportunities offered by the Internet to create a position for the countries analysed. As a result of this, positions can be created on the Internet as well.

The objective of the promotion of destination countries is to turn the message receivers, or audience, into tourists. The promotion can be done in various ways through sales literature channels. The promotional materials can be advertisements, printed brochures, travel articles and travel websites. Crucially, the messages conveyed through these types of promotional materials are from the language of tourism. The language of tourism consists of both written language and semiotic elements. It is difficult to say which of these two is most effective since both are very powerful tools in the process of promotion. Ultimately, the ways that a destination country is positioned can be seen through sales literature and promotional materials which can be treated in relation to positioning theory as storylines.

From the above literature, it can be seen that positioning theory has not yet been used to discover how one is positioned by CADS. As a result, this study should illustrate the position of the destination countries in question.

2.3.2 Positioning Theory as an Analytical Lens in Discourse Analysis

The above sections have provided an overview of positioning theory and some previous literature on positions. It may not be seen clearly how positions can be derived from an analytical lens. This section aims to clarify the reasons why positioning theory can be used as an analytical framework for this study.

Kayi-Aydar (2018) pointed out the connection between positioning theory and an interpretative framework in discourse analysis. The relationship between positioning and discourse is very closely connected (Kayi-Aydar, 2018) as linguistic action plays a crucial role in positioning acts – the ways in which positions are processed (Deppermann, 2015). Additionally, Slocum-Bradley

(2009) believed that the process of constructing positions is facilitated through discourses, wherein the meanings, norms, and behaviours that underlie an individual's thoughts and actions are instrumental in shaping the positions. Consequently, each person, regardless of the discourse they engage in, can realise themselves and others based on certain characteristics or personality traits, and this understanding determines their individual position (Rex & Schiller, 2010). Discourse in positioning theory, according to Kayi-Aydar (2018, p. 29), is perceived as a way of being in the world and refers not just to the language use itself but also the ways in which language is produced and interpreted in a real-world context (Cameron, 2001, in Kayi-Aydar, 2018).

As an interpretative lens in discourse analysis, positioning theory, according to Kayi-Aydar (2018), shares some similarities with some discourse analysis methodological approaches, namely conversation analysis (CA) and critical discourse analysis (CDA). While CA is concerned with the micro-analysis of linguistic resources to understand how local events unfold and how local knowledge is produced through various techniques such as turn-taking and feedback-giving, CDA perceives discourse as a social practice and primarily explores the macro analytical level. Positioning theory, therefore, incorporates both micro and macro analytical levels when examining discourses. The two major approaches applicable in unpacking positions can be:

a. 'Looking at one or very few specific storyline(s) and engaging in a fine level of micro-analysis.' or

b. 'Looking at multiple storylines across a corpus or data sets, identifying accumulations of positions and understanding positioning within or in relation to larger discourses.'

(Kayi-Aydar, 2018, p. 100)

The main criticism of positioning theory as an interpretative or analytical lens is that it offers the elements building up position, but it lacks guidelines on how to analyse data (Herbel-Eisenman et al, 2015; Kayi-Aydar, 2018). Even though Herbel-Eisenmann et al. (2015) provided a re-configured relationship of the positioning triangle model within a particular period of time span, the guidelines are somewhat unclear regarding how exactly the analysis should be conducted. To provide clearer analytical steps for adopting positioning theory as an interpretative framework, some studies have demonstrated analytical practices based on the narrative inquiry that are applicable in applying positioning theory and discourses.

Kayi-Aydar (2018) suggested a systematic analysis based on her case study of teacher and students' identities using conversation analysis of storylines in steps as presented in the table below.

Table 2.2 Analytical Procedures by Kayi-Aydar (2018)

Step	Procedures
1.	transcribed the conversation and organised the storyline in a table format
2.	conducted a preliminary analysis and coded/noted the aspect of the story in a new column in the former organised table to see how the story unfolded
3.	(re)constructed the storyline/narrated the analysis
4.	reflected on the (re)structured analysis if there is any recurring pattern or moment-to-moment position

The procedures presented above dealt with conversation and were conducted based on the conversation analysis techniques. However, they could be adjusted and adopted along with the re-configured model of the positioning triangle of Herbel-Eisenmann et al. (2015) in analysing the written mode of communication.

In this present study, the fundamental aim is to discover the positions and positioning process of the countries under investigation through the use of language and discursive practices in tourism discourse. The reconfigured relationship among the communication acts framework of Herbel-Eisenmann et al., (2015) is used to observe the elements of the corpus under study. However, the multiple levels of storylines from Herbel-Eisenmann et al.'s (2015) framework will be assisted by the analytical procedures suggested by Kayi-Aydar (2018) that were outlined above. The investigation of how the model works should be able to reveal the positioning that occurred within the model. The triangular aspects consist of the written communication acts ranging from lexical level to sentential and discourse levels and they are treated as the storylines conveyed through the aspects of travel agencies and tour operators. This means the starting point is from the analysis of the smallest unit, and lexical items, and the analysis then expands to investigate collocations, sentences and discoursal levels. All these are expected to lead to the top of the positioning triangle: the position of the three countries.

It can be said that to obtain a 'position', the position is derived from certain qualities, which positioning theory calls 'rights, duties and obligations'. The qualities can also be assessed through the lens of others through storylines, and this is similar to the qualities of the ones being positioned. In this research, positioning theory is, therefore, a central concept to explore how these three countries of destination are positioned. The position of the three destination countries is understood to be the 'duties' these destinations are positioned to achieve through the tourists' lens as presented by the private travel agencies and tour operators. Moreover, as positioning theory comprises three different sides to reveal the position of each, the triad used in this research consists of the information on the websites compiled in the corpus as storylines, the position of the destinations, which is also revealed through the storylines, and the interpretation of the information through the use of the language of tourism.

In summary, it can be seen that this research also differentiates itself from previous research in applying positioning theory in the study of language use in the tourism context to uncover how the three countries in question are positioned. From the literature review above, it is clear that positioning theory has widely been used in applied linguistics to investigate the identity studied. Therefore, the application of positioning theory to reveal how the countries in the corpus are positioned appears to be new.

2.4 Summary of the Chapter

This chapter outlined the conceptual framework, the language of tourism, which is related to how tourism theories intersect sociolinguistic perspectives (Dann, 1996). These perspectives include the authenticity perspective and tourism as the language of authentication, the strangehood perspective and tourism as the language of differentiation, the play perspective and tourism as the language of recreation, and the conflict perspective and tourism as the language of appropriation. In each perspective, the sociolinguistic elements were laid out including the linguistic features employed. Previous literature using this conceptual framework in different contexts was discussed, and it was revealed how this present research can differentiate itself from other such studies. Moreover, positioning theory, which is the interpretative framework of this study, was discussed. In order to explore positioning, the positioning triangle (Harre, 2008) was introduced and subsequently led to the reconfigured relationship between

communication acts and interpretative frames (Herbel-Eisenmann et al., 2015) along with the procedures suggested by Kayi-Aydar (2018). Additionally, previous literature on positioning theory was revisited and it was summarised that positioning is more related to human - rather than non-human - entities. The term 'position' was also considered carefully to provide a clear scope for this study that focuses on how language plays its role in positioning rather than positioning in business and marketing perspectives. The next chapter, Research Methodology, will discuss the research design, justification, data collection and detailed analytical procedures employed in this research.

Chapter 3
Research Methodology

3.1 Introduction

This chapter explores the research methodology selected for this study, which is the exploration of language use and communication strategies in positioning destination countries on UK travel websites. The study is primarily situated within the fields of tourism discourse and tourism language of tourism. Corpus-assisted Discourse Studies (CADS) was chosen as the research method, and positioning theory was employed as the interpretative framework. The applicability of corpus linguistics, discourse analysis and positioning theory are discussed in-depth in this chapter. The chapter plans to cover research design, justification, corpus design, data collection, corpus compilation, analytical instruments and analytical procedures.

Corpus Assisted Discourse Studies (CADS) attempts to find the answers to the three research questions: how the three destination countries (Italy, Turkey and Thailand) are positioned by the use of the language of tourism on UK travel websites, how these three countries are similar and different in the ways they are positioned and what are similarities and differences and why.

Discourse analysis may be the first approach that comes to mind for addressing the questions posed in this study. However, upon careful consideration, it becomes clear that discourse analysis alone may not be sufficient for providing detailed answers considering the large amounts of data. As a result, combining discourse analysis with corpus linguistic approach would allow for a more comprehensive exploration of the data. Consequently, CADS appears to be the most suitable research method in this case.

In summary, CADS is a method that integrates corpus linguistics with discourse analysis. This research employs CADS based on the foundation of corpus linguistics to provide initial quantitative results before delving into qualitative analysis using discourse analytical techniques in order to explore further details of the UK travel website corpus (UKTWC).

3.2 Corpus Linguistics

Before discussing CADS, it is important to briefly introduce the background of corpus linguistics. Corpus linguistics is an empirical research approach widely used in several areas. Kennedy (1998, p. 1) defines corpus linguistics as 'a scholarly enterprise concerned with compilation and analysis of corpora' (cited in Baker et al., 2006, p. 50). Additionally, corpus linguistics is the 'study of language based on examples of "real life" language use (McEnery & Wilson, 1996, p. 1 cited in Baker et al., 2006, p. 50) and 'a methodology rather than an aspect of language requiring explanation or description (Stubbs, 1996, p. 231 cited in Baker et al., 2006, p. 50). Corpus linguistics is also defined as 'a set of methods' for the analysis of language based on the evidence provided by corpora of text (Anderson & Corbett, 2009, p. 104). This statement suggests that corpus linguistics encompasses more than one method of analysis.

Early corpus linguistics was conducted without the use of technology, but at present, it is primarily assisted by it. Thus, corpus linguistics can be considered a linguistic analysis of electronically collected text, processed and analysed using computer-assisted tools. McCarthy & O'Keefe (2010, p. 6) note that corpus analysis is a powerful tool for linguists, allowing them to examine large amount of data in great detail to further explain language use in specific areas. Simply put, corpus linguistics involves analysing language with the aid of technology to maximise the ability to analyse text in detail. The approach can be applied as a research means and tool in various disciplines, such as language teaching and learning, discourse analysis, literary studies, and translation studies, among others.

With the aid of technology, the corpus linguistics approach can provide a quantitative dimension in addition to qualitative exploration of other types of text and linguistic analysis. This means corpus linguistics can support qualitative research with its quantitative results, making it more rigorous.

There are two main approaches in corpus linguistics: the corpus-based approach and the corpus-driven approach. These two rely fundamentally on the use of corpus linguistic tools. However, there are some differences between them.

3.2.1 Corpus-Based Approach

According to Tognini-Bonelli (2001), a corpus-based approach is a method for handling language data that uses an underlying corpus. This approach aims to "expound, test or exemplify theories that were formulated before large corpora became available to inform language study" (Tognini-Bonelli, 2001, p. 65). It is used to extract appropriate material to support intuitive knowledge, verify expectations, quantify linguistic phenomena, and find proof for existing theories or retrieve illustrative samples. It aligns with McEnery & Hardie (2012, p.6), who state that corpus-based research typically uses this approach to explore a theory or hypothesis, usually one established in the current literature and employs corpus data to validate, refute or refine it. It is a method that uses data to confirm linguistic pre-set explanations and assumptions by investigating the corpus. In other words, corpus-based research incorporates quantitative analysis as well as interpretation skills of the researchers (Hunt, 2015). Within the broader sphere of corpus linguistics, the corpus-based approach is widely used for various research purposes, and corpora are used as a resource to provide evidence.

3.2.2 Corpus-Driven Approach

Corpus-driven approach, unlike the corpus-based approach, is a methodology in which the corpus serves as an empirical foundation for researchers to extract data and detect linguistic phenomena without making prior assumptions or expectations (Tognini-Bonelli, 2001). The corpus-driven approach is frequently used to reject the methodological characterisation of corpus linguistics and instead claims that the corpus itself should be the sole source of our hypotheses about language (McEnery & Hardie, 2012, p. 6). The corpus-driven analysis provides lexis, syntax, pragmatics, semantics and discourse as being only one level of language description (Xiao, 2009).

The two approaches rely on computer software to examine large amounts of data; however, they serve different purposes. After carefully considering these approaches, the author concluded that the corpus-based approach is a more suitable approach for this study. Furthermore, the approach can also act as a foundation for exploring language use in online promotional websites and leads to a more suitable Corpus-Assisted Discourse Analysis approach.

Schiffrin et al. (2001, p. 1 cited in Gray & Biber 2011, p. 138) indicate that the corpus approaches used for research in the discourse can be put into three categories as follows:

> *(1) Discourse as language in use, which investigates variation in the use of linguistic forms and traditional linguistic constructs;*
> *(2) Discourse as language structure above the sentence level, which focuses on the broader text structure, that is, on the systematic ways that texts are constructed; and*
> *(3) Discourse as social practices and ideologies associated with language and/or communication, focusing on the general characteristics and participants of a particular discourse community.*

<p align="center">Schiffrin et al. (2001, p. 1 cited in Gray & Biber 2011, p. 138)</p>

The above categories suggest that the corpus-based approach can be combined with discourse analysis, making it an appropriate research method for this study. The reasons for this are that the language of tourism used in this research is considered to be language in use, and the investigation of linguistic features as communication strategies are included in both the objectives and research questions. Furthermore, tourism discourse is also a language structure above the sentence level. To elaborate, the analysis will not only focus on language use at the sentence level but will also investigate language structures above the sentence level using discourse analytical techniques.

In summary, it can be said that corpus linguistics employs frequency, statistical significance and language patterning alignment techniques to identify discursive patterns (Freake & Mary, 2012, p. 3).

3.3 Tools of Corpus Linguistic Approach

There are several tools employed in corpus linguistic approaches, generally offered in software packages. These packages mostly offer basic tools for corpus analysis.

The selected software for this research is AntConc version 3.4.4, which is the software developed by Lawrence Anthony from Waseda University in Japan. AntConc can perform basic tasks for corpus analysis needed in this research. Further details regarding the choice of AntConc will be provided in a later section. The significant tools employed at the foundation level to provide statistical results are wordlist, keyword and concord.

3.3.1 Word Frequency List

A word frequency list signifies a list of all the words that appear in a text or corpus by giving frequencies or the number of appearances of each word (or token) in the corpus (Baker et al., 2006, p. 169). Word frequency lists can be presented in either alphabetical order or frequency order.

The word frequency list is a point of departure from the corpus approach since the word list shows the frequency of word tokens in a corpus. Thus, investigating frequency can reveal substantial information because frequency enables the researcher to see what items tend to be repeated frequently throughout the corpus.

Elvison (2010, p. 125) points out that a word frequency list can be useful when comparing two or more corpora. Comparing corpora can reveal similarities or differences between them, depending on the objectives of the comparison and investigation. For example, Zhu Hua et al. (2016) conducted a study that aimed to investigate how interculturality was framed. The study compared the most frequent word items in the corpus of US and UK data regarding intercultural communication master's degree program promotions. The results from the frequency analysis showed expected results, which then served as the starting point to investigate the collocations of core word items in order to discover the definitions of the core terms (intercultural communication) and how it was framed through the website corpus.

However, Sinclair (1996, p. 80) postulates that frequency can be misleading (cited in Vessey, 2003, p. 99). This is because only frequency alone may overlook less frequent words that possess higher statistical value (ibid). This issue should be taken into consideration. As a result, to avoid overlooking some significant results, concordance analysis must be done in alignment with frequency analysis instead of looking at the occurrences of frequent word items alone.

3.3.2 Keyword

Keyword is another element of the corpus linguistics tools, and it leads beyond statistical value to deeper analysis. The concept of keyword analysis is underpinned by the keyness concept. Keyness can be defined as "a quality that words may have in a given text or set of texts, suggesting that they are important and they reflect what the text is really about" (Scott & Tribble, 2006, p.55-56). According to Baker et al. (2006, p. 97-98), there are three definitions of keyword. First, a keyword is a word with a statistically significant value. The statistically significant value of a keyword is presented by comparing a corpus with another of

greater or equal size. A keyword can be retrieved by statistical value such as log-likelihood or chi-square after the target corpus is compared again with the other corpus. Keywords include proper nouns, grammatical words indicating a specific stylistic profile, and lexical words indicating the 'aboutness' of the text. Second, a keyword is any word which is not measured by statistical value but determined as a 'focal' point in a text. Third, a keyword can also be a word that is made the subject of a concordance.

Keyword analysis involves examining unusually frequent words to identify the 'aboutness' of the corpus. However, to obtain keywords, analysing frequency alone is not reliable. Therefore, statistical measurements are used as a base to identify keywords by comparing the targeted corpus – in this context, the UK travel websites – against a larger general English corpus. In this research, the British National Corpus (henceforth BNC) is used as a reference corpus. Log-likelihood (LL) is the statistical measurement employed to identify the keyness of the keywords. According to Oakes (1998, p. 72), log-likelihood is a statistical test comparing each node corpus against a benchmark corpus. Furthermore, when the keywords are generated by the concordance software program, not only are positive keywords revealed, but also negative keywords. While positive keywords are words that are unusually frequent, negative ones are those which are unusually infrequent. As aforementioned, positive keywords can be used to identify the themes of the corpus, while negative keywords can be employed as a source of interpretation for particular characteristics of the corpus in comparison to a reference corpus.

3.3.3 Concordance

Concordance is a list of occurrences of a word or phrase in a corpus, presented in their immediate context, and can also be called Key Word in Context (KWIC) concordance (Anderson & Corbett, 2009, p. 194). Concordance is considered a valuable analytic technique, as it can compile a wide range of examples of an item in one place (Evison, 2010, p. 129). Concordance lines generated by the software programme display the results of the searched items. The collection of searched items can be displayed in a single word unit, wildcard or string of words, depending on the researcher's preferences.

Concordance analysis plays a crucial role in revealing patterns and themes from the corpus, and the analysis can be conducted manually by a closer reading of hundreds of concordance lines (Baker et al., 2008). A manual and closer reading

of texts is beyond the capabilities of the corpus linguistic tools. Therefore, discourse analysis and its techniques will be employed following the utilisation of a quantitative corpus linguistic approach.

3.4 Discourse Analysis

Discourse analysis often refers to a method of inquiry looking at linguistic data, including spoken and written text and some other materials, as proof of phenomena that go beyond the particular person, and from such inquiry, discourse analysis can be used with a variety of several approaches in different disciplines and theoretical perspectives (Taylor, 2013). Discourse analysis, according to Hedges et al. (2008), can be divided into three approaches: formal linguistic discourse analysis, empirical analysis and critical discourse analysis, as demonstrated in the table below.

Table 3.1 *Three Approaches to Discourse Analysis (Hedges at al., 2008, p. 571)*

Orientation to discourse	Sources	Analysis
1. Formal linguistic discourse analysis (such as sociolinguistics)	Samples of written or oral language and texts	Microanalysis of linguistic, grammatical and semantic uses and meanings of text
2. Empirical discourse analysis (such as conversation analysis and genre analysis)	Samples of written or oral language and texts and the data on the "uses" of the texts in social settings	Microanalysis and macroanalysis of the ways in which language and/or texts construct social practices
3. Critical discourse analysis (such as Foucauldian analysis)	Samples of written or oral language/texts, data on the "uses" of these texts in social settings and data on the institutions and individuals who produce and are produced by the language texts	Macroanalysis of how discourses (in many forms) construct what is possible for individuals and institutions to think and say

From the table above, this empirical discourse analysis examines tourism discourse at both micro and macro levels, guided by the corpus-based approach. Both Hedges et al. (2008) and Taylor (2013) agree that discourse analysis works with various types of data, analytical units, procedures and the outcomes of the analysis. This study aims to employ a corpus-based approach due to the large volume of data collected from the specialised corpora. To some extent, this large volume of data may be too overwhelming to be manually examined using other techniques. Therefore, the assistance of software tools at the initial steps will be helpful for analysing data both quantitatively and qualitatively.

3.5 The Strengths of Corpus Linguistic Approach to Discourse Analysis

Because discourse analysis has been strongly criticised for relying too heavily on the researcher's interpretation and intuition, the corpus linguistic approach can then balance the outcome of the analysis by adding a quantitative dimension to the qualitative methodology. Consequently, it can be said that the nature of corpus linguistics as a methodological approach is both quantitative and qualitative (Biber et al., 1998, p. 4). Furthermore, the corpus linguistic approach is founded on the corpus, which is a collection of naturally occurring texts that can be representative of a target domain language (ibid).

Moreover, there are some other advantages of the corpus linguistic approach. The use of computer-assisted tools can be more reliable as they tend to be more efficient and accurate (Gray & Biber, 2011, p. 140). Even though the results yielded by the computer tools cannot be claimed as entirely accurate, the tools can prevent the risk of human error and can give unbiased results. Additionally, the use of technological power means that the analysis of a large amount of data can be carried out (ibid., p. 141).

3.6 Corpus-Assisted Discourse Studies (CADS)

3.6.1 Corpus-Assisted Discourse Studies

A brief introduction to the corpus linguistic approach and discourse analysis has been given in the earlier sections. This can be considered the background to the methodology used in this research – Corpus-Assisted Discourse Studies (CADS). This section, in turn, describes Corpus-Assisted Discourse Study and the reasons it is viewed as a suitable method for the research.

According to Partington (2008, p. 96), the Corpus-Assisted Discourse Studies is 'the investigation and comparison of features of particular discourse types integrating into the analysis where appropriate techniques and tools developed within corpus linguistics'. He also asserts further that CADS approach is used to uncover the 'non-obvious' meanings that may be missed by and not readily available to the naked eye (ibid, p. 97). Gilling et al. (2023, p. 1) points out that CADS is used to explore discourse (language as social practice) through examining corpora, and it should be a desirable option for researchers looking into the interplay between discourse and society in general, not only linguists because the contribution is to unravel what makes discourse present in the way it is. Baker et al. (2018) suggest that the CADS involves a manual analysis of numerous

concordance lines to identify underlying themes or patterns that are not readily apparent through the examination of word frequencies, keyword analysis and collocations. Despite the fact that statistical methods, including frequency and key item lists, lexical and semantic sketches, and even concordances, are commonly used in analysing textual data, there has been much controversy about their effectiveness in producing meaningful results (Partington, 2015, p. 223).

Prior research employing CADS has highlighted the eclectic nature and acknowledged the possibility of subjectivity in this approach. Nevertheless, the researcher's influence on the output of the software used for analysis is minimal, as it is constrained by the data contained within the corpora. This implies that the findings generated by CADS are likely to be faithful to the data and not swayed by the researcher's subjective preferences or desire to support a particular hypothesis (Partington et al., 2013).

Corpus-Assisted Discourse Studies (CADS) is a research methodology that involves the use of computer software to analyse large amounts of textual data, with the aim of identifying patterns and themes in discourse. Some of the strengths of CADS include the objectivity and interdisciplinarity. As for the objectivity, CADS provides an objective and systematic approach to analysing textual data, which minimises the risk of bias and subjectivity. Regarding the multidisciplinarity, CADS can be used in a variety of disciplines, and this present study can be evidence that CADS can be employed in language use in tourism discourse, besides other previous studies in media studies, identity studies, critical discourse studies and many more.

Overall, CADS is a valuable tool for researchers interested in analysing textual data and identifying patterns and themes in discourse. Its objectivity, stemming from large sample sizes, and interdisciplinarity, make it an attractive research methodology.

3.6.2 CADS as a Methodological Approach

While corpus-based analysis depends on the grounding of quantitative analysis, CADS requires a researcher to manually analyse the data to uncover the themes or patterns, which may not be found through frequency, keyword or collocation analysis. The patterns found through the analysis are then analysed in terms of how they are related to one or more theoretical frameworks (Baker et al., 2008, p. 277).

In this study, CADS is adopted as the method to investigate the lexical units in online promotional travel websites. There are several advantages of the corpus-based approach over other approaches (Mautner, 2009, p. 123; Baker et al., 2007; Baker et al., 2008). Biber et al. (2011, p. 185) also state that some advantages of using corpora for linguistic analysis include, first, a larger volume of data, which allows for greater empirical investigation of natural discourse, and second, the use of software, which allows the researcher to investigate minute details of rich data, such as longer texts with a greater range of variation. Furthermore, recurrent repetitions of grammatical patterns or lexical items can be disclosed using corpus linguistic analysis, potentially pointing towards specific phenomena for further investigation (Baker, 2006, p. 14).

This study employs CADS due to the somewhat large volume of data collected from the specialised corpora. It is expected that the quantitative aspect can lead to in-depth details of qualitative analysis. In addition, with the approach's strengths enabling me to look at a large amount of data, the analysis is expected to reveal more interesting insights than a study focusing on a smaller amount of data. Therefore, the assistance of software tools will be helpful for analysing data, both quantitatively and qualitatively. In addition, the quantitative dimension would help support the research with more reliable evidence.

Methods such as frequency, keyword, collocation and concordance are used for an initial analysis and 'mapping' of the corpus (Baker, 2006). After that, conducting thematic analysis is followed, expecting that it will reveal what corpus data might have been missed.

3.7 UKTW Corpus Design and Compilation

To compile a corpus, it is essential to identify specific criteria or design the elements of the corpus under investigation before collecting data so that all data gathered will have similar characteristics for further comparison. First of all, the main corpus used in this research is the corpus of UK-based travel websites or UKTWC. This corpus includes three sub-corpora of UK-based travel websites, which are the travel websites of travel agencies and tour operators providing travelling services to Italy, Turkey and Thailand. As this corpus of UK-based travel websites is a corpus belonging to a specific genre with a specific purpose, the corpus can be called a 'specialised corpus'. The term 'specialised corpus', according to Bennett (2010, p. 13), refers to texts of particular types assumed to

be a representative of a specific text type. A specialised corpus is different from the generalised corpus commonly known in corpus linguistic studies. A generalised corpus normally contains a large set of data and a variety of text types. Some examples of generalised corpora are the British National Corpus (BNC), the Corpus of Contemporary American (COCA) and the Freiburg-Lancaster-OsloBergen (F-LOB) of British. The text types in these generalised corpora range from academic journal articles to newspaper articles and other genres of spoken language. This means the data set is very large and can go up to 10 million words or even a billion words. Therefore, these corpora can also be used as reference corpora to compare with other corpora to find the characteristics of the grammatical or lexical items under investigation of research in corpus linguistics. In contrast to a generalised corpus, a specialised corpus can be smaller in size and contain particular text types instead of various registers of language in general.

Therefore, the corpus of UK-based travel websites made up of three sub-corpora can be considered as a specialised corpus. In this UKTWC, criteria were initially set to control the data before the start of the corpus compilation. The first criterion designed for travel websites in this research are the websites from travel agencies and tour operators, which contain information related to the overview of the selected countries and specific destinations in the selected countries (cities, towns and tour sites), organised package tour offers, pricing, period for travelling and contact information. These travel websites can be compared with traditional sales literature, such as travel brochures, but the websites appear in a digital form.

3.7.1 Corpus specifications

The UK-based travel websites corpus consists of three sub-corpora. The first sub-corpus is Italy travel information, the second is Turkey travel information, and the last is Thailand travel information. The UKTWC includes only private travel agencies and tour operators. Government tourism organisation websites are not included since they do not solely represent the commercial purposes.

3.7.2 Developing UK Travel Websites Corpus

The primary focus of the study is the exploration of language use by examining lexical items and related linguistic elements by the analysis of keyword and concordance lines under the framework of the language of tourism, which positions the tourism features of Italy, Turkey and Thailand on travel websites. The three sub-corpora of the UK-based travel website corpus are based on the following criteria.

3.7.2.1 Language

The websites collected must be written in English. This is because these websites are readily available for consumption in the UK. Some websites may provide their information in other languages, such as French or Spanish, but information presented in languages besides English is not included in the corpus.

3.7.2.2 Location

The location of the websites was restricted to UK-based ownership. The reason for this is to limit the scope to UK readership only. This is due to the general understanding of marketing concepts that products offered are tailored according to target consumers, and consumers in different regions and countries have different preferences. Therefore, to keep the data of travel websites consistent, the location of the websites was limited to UK-based ones.

3.7.2.3 Content

The content of the websites must be related to travel options to Italy, Turkey and Thailand, as well as package tours to these three countries. The content of the websites includes a general overview of the country, itineraries and information relevant to these three specific countries promoted as tourist destinations. If the tour packages offered neighbouring countries as one of the destinations, those packages were not included. For example, if an Italy tour package includes two sites in Greece, that tour package was omitted from the selection. The aim was to minimise the combination of other irrelevant destinations, which may change the results of the analysis.

3.7.2.4 Size

The size of the corpus is always a point of contention when building a corpus; however, there is no absolute judgement of how many words one corpus should have. Research focus and practical constraints can define the size of the corpus to be built. Prior to and during the data collection period, the author was well aware of the size of corpus since there may be no concrete consensus on how large the size of each corpus should be. There are many scholars who provide suggestions on the size of corpus, as indicated below.

Kennedy (1968, p.68) states that an analysis of prosody would require 100,000 words; for a study of verb-form morphology, half a million words would be big enough; and 1,000,000 words should be adequate for an analysis of lexicography. Biber (1993) suggests that 1,000,000 words should be enough for grammatical studies.

However, Baker (2012) points out that a consideration of the size also depends on the type of language being investigated. As mentioned earlier, a specialised corpus is viewed as a representative of the language of certain text types. Therefore, the size of a specialised corpus can be smaller than a general reference corpus, which contains many millions, or even billions, of words (Hunston, 2002). The size of each sub-corpus in this research was considered to consist of approximately 150,000 words. The consideration is also based on preliminary searches from the website list generation of the search engine. Although there appeared to be more than 100,000 search hits for websites per country searched, the criteria for selecting websites reduced the number of search hits. Additionally, several websites on the search list do not provide content as specified but only offer booking and pricing options for tourists who prefer to travel independently without using travel agencies or tour operators' services.

As the language of tourism is treated as a specialised discourse, this study subsequently produces a smaller corpus size in comparison to other types mentioned above.

3.8 Data Collection for UKTWC

The construction of the website corpus was completed manually after attempting to use various computer programs. To obtain the most accurate information based on the specified criteria, especially regarding website content and intricate details of tour packages, manual data collection proved to be the most effective method.

The data collection process began with the internet search engine Google, which was used to find tourist information websites with travelling information to Italy, Turkey and Thailand. To ensure that the collected websites were UK-based, the search was restricted to the UK web portal, and Google's search engine was set to the UK version. This ensured that the top search results were primarily UK-based websites. The keywords used to find relevant websites included

combinations like 'the name of the country chosen' + 'holidays' and 'the name of the country chosen' + 'tour', (for example, 'Italy' + 'holidays').

To confirm that the websites belonged to UK-based travel agencies or tour operators, their contact information found in the search engine's list was examined to find out whether they were located in the UK. Websites were selected if their address or telephone number indicated a UK location, while those with unidentified locations were disregarded.

Although manual data collection can be time-consuming, its advantage lies in ensuring that the content of each corpus aligns with the predetermined criteria. Once the data was found to fit the criteria, the information from each webpage was transferred from the websites by initially copying information as specified in the content criteria and then pasting it on an MS Word Office document. Each website's webpages were also copied and annotated to indicate the source of the information. Every website had its own digital file coded with its source.

Finally, each website's file was converted into a tex-only (.txt) file in order to comply with the instrument used for initial analysis.

Table 3.2 provides the data which made up the UKTWC (whole) as follows.

Table 3.2 *UKTWC by Country: UKTWC (Italy), UKTWC (Turkey) and UKTWC (Thailand)*

Initial Data Collection	Italy	Turkey	Thailand
No. of websites			
Country + holidays	20	14	25
Country + tour	-	5	4
Collection period	June 2014–October 2014		October 2013–2014
Filtered Data Collection for the Final Version of UKTWC			
No. of websites	10	10	10
No. of words	168,479	164,188	148,479

It can be seen from the Table 3.2 that although the word tokens may not be exactly equal across all these three sub-corpora, the amounts are all close to the

criteria set at the beginning of the research. The unequal amount is due to the number of words found on each website. Some websites contain thousands of words, while others contain up to ten thousand words. The number of word tokens also depends on the differing amounts of tour packages offered to their clients.

Furthermore, the table indicates that the terms used to search for data were divided into two categories: 'country + holidays' and 'country + tour'. As for Italy corpus, only the search terms 'country + holidays' yielded a significant number of websites, providing sufficient data to achieve the expected corpus size. Therefore, the search terms 'country + tour' was not used to obtain any more data. However, for Turkey and Thailand, the first set of search terms did not generate enough data to create a sub-corpus of the expected size, so the search terms 'country + tour' were also employed to access a broader range of data.

All collected websites were examined for word count and available information. If a website contains just only the tour packages and prices without any further explanation of destination countries, it was discarded in favour of the next website on the initial list, which contained more information and explanation of the destination countries. Finally, ten websites were chosen and verified to ensure a relatively equal and balanced size.

The UKTWC consists of the following three sub-corpora, namely: UKTWC (Italy), UKTWC (Turkey) and UKTWC (Thailand). These three sub-corpora are presented in the Table 3.3, Table 3.4 and Table 3.5, respectively.

Table 3.3 *UKTWC (Italy)*

No.	Travel company name	No. of webpages	No. of words
1.	Thomson Holidays	77	7,810
2.	Thomas Cook	9	7,286
3.	Kuoni	35	14,499
4.	Citalia	60	38,200
5.	Monarch	23	6,789
6.	Responsible Travel	104	64,016
7.	Classic Collection Holidays	22	17,380
8.	Sunvil	46	15,543
9.	Cosmos Holidays	17	3,637
10.	Titan Travel	39	11,023
	Total	**431**	**186,183**

Regarding the general structure of these websites, several common features were identified. Besides providing travel information and various tour package options, these websites also offer booking information for flights and accommodations, special offers, contact information, and payment method. Some even include reviews from previous customers. The main content of tour packages and itineraries encompasses general information about destination countries, as well as their natural, cultural and social attractions. Social attractions refer to local customs, restaurants and shopping opportunities.

Out of the 30 travel websites, most of them are travel agencies and tour operators offering several destinations for their customers. However, one website, Citalia (www.citalia.com), identifies itself as 'the leading Italian specialist' and focuses solely on Italy as a destination. No other countries are offered on this website.

Another website that stands out from the nine other websites is Responsible Travel (www.responsibletravel.com). While those nine websites feature numerous holiday tour packages with various activities, accommodations, and sometimes transportation (depending on customer preferences), Responsible Travel's unique selling point is its focus on "responsible travel" or eco-tourism. In this context, Responsible Travel offers more experiential services with locals rather than simply visiting popular tourist sites. Responsible Travel does not offer cruise or luxury-type holidays. Instead, it focuses on providing more authentic experiences, as claimed by the company, with activities mainly involving local residents. These activities include walking and hiking, cooking classes, yoga sessions, and music lessons with locals and tour guides rather than just visiting well-known tourist sites. The prices across these ten websites vary, catering to different types of tourists based on their budget preferences for their holidays.

Table 3.4 *UKTWC (Turkey)*

No.	Travel company name	No. of webpages	No. of words
1.	Anatolian sky	37	15,237
2.	Cosmos	10	3,099
3.	Directline Holidays	70	38,243
4.	Exodus.co.uk	17	13,853
5.	Intrepid Travel	8	1,274
6.	Monarch	17	5,424
7.	Onthebeach.co.uk	7	5,044
8.	Responsible Travel	41	20,135
9.	Thomas Cook	12	10,570
10.	Thomson Holidays	348	31,556
	Total	**567**	**144,441**

Table 3.5 (*Thailand)*

No.	Travel company name	No. of webpages	No. of words
1.	First Choice	19	1,450
2.	Hayes and Jarvis	34	5,771
3.	Kuoni	20	9,044
4.	Responsible Travel	73	64,168
5.	STA Travel	23	8,802
6.	Thomas Cook	1	1,077
7.	Thomson Holiday	46	4,840
8.	Trailfinders	7	4,639
9.	Travelbag	32	5,077
10.	Virgin Holidays	15	4,642
	Total	**270**	**109,449**

A summary of the steps conducted for data collection is outlined below.

Table 3.6 *Data Collection Steps*

1.	Identified the source of data (www.google.com) set to the UK domain,
2.	Searched for the data to compare the top search using the two sets of keywords: 'Country + holidays' and 'Country + tour',
3.	Checked the origins of the websites, whether they were operating in the UK to ensure that the travel operators or agencies were British, not the overseas ones, as they might provide different types of information for a different target audience,
4.	Collected the data manually to compile a corpus of each country, ensuring that the content meets the criteria and that the number of the tokens was approximately equal for comparison of the same data size,
5.	Copied, pasted and annotated sources of the data in MS Word as the original corpus,
6.	Converted the data in the text-only (.txt) files to be compatible with the corpus software package.

3.9 Preparation for Data Analysis

Prior to data analysis, there are certain considerations that need to be taken into account. First of all, criteria regarding the operationalised procedure must be set. This is concerned with setting the parameter of the 'words' or 'lexis' before the examination (Biber et al., 1998). In order to avoid any bias occurring during the analysis, certain definitions of the word or lexis must be clearly defined. The points of consideration of the definition of the word or lexical items are set regarding the following criteria.

First, a word with the same lemma is counted as one word, such as in the case of singular and plural nouns. For example, in this corpus, the word 'elephant' and 'elephants' are of the same lemma. Therefore, they are both counted as one.

Second, proper nouns such as place names occur frequently in the corpus, so they are treated as lowercase words; however, when these nouns consist of more than one word, they will be counted as one. The examples can be seen from all three sub-corpora. In the UKTWC (Italy), the word such as Lake Como and Basilica di San Demonica was counted as one word. The latter form consists of the word Basilica (English equivalent Church), di (equivalent to the preposition 'of'

in English) and San Demonica (the proper noun.) These four units were counted as one word due to their specific name, which cannot be treated as a separate entity. In the same vein, if the name has been translated into English with a preposition, it will then be counted as one. Another example comes from the UKTWC (Thailand) in the form of the name of the province, Chiang Mai. This particular province is written separately. However, it cannot be treated separately because Chiang alone carries no meaning and cannot be interpreted in the analysis. Therefore, the word is counted and treated as one. As can be seen in Turkey sub-corpus, the tour site called 'Cappadocia' is given the English name of 'Fairy chimneys'; therefore, the term 'Fairy chimneys' is treated as one word. The justification for this is that it kept the entire examination of the corpus consistent.

3.10 Instruments and Data Analysis

Although numerous software programs exist for corpus analysis, AntConc was chosen as the research instrument for this study due to its effective tools, such as concordancers, word frequency, keyword lists, collocations, and log-likelihood calculations. AntConc is able to provide an initial and basic statistical grounding for this study. It is also a user-friendly programme for any individual to use with self-study guidelines. The guidance and training on how to use ANTCONC are also available online for first-time users, and there is a forum provided for trouble-shooters and questions from AntConc users. One of the advantages of AntConc is that this software programme is always updated to a better version as the developer attempts to minimise any problems occurring in earlier versions. In addition, AntConc is compatible with various operating systems, including Windows, Mac and Linux platforms.

For this study, AntConc 3.4.3, which was the latest version at the time of the analysis, was used to investigate the UKTWC in terms of finding frequency (wordlist), keywords and concordance.

3.11 Analytical Procedures

As indicated above, after the data collection from the websites was completed and separated into different coded sub-corpora, the data was kept in MS Word Office as a backup, and the whole corpus was transferred to text-only (.txt) files for software compatibility. Each corpus was annotated with the name of the source. The data of each sub-corpus was also tagged to identify the part of

speech of each word item. These tags are known as POS (part of speech) tags. This POS tag is helpful in identifying word classes for further linguistic analysis. The POS tag was done by the Constituent Likelihood Automatic Word-tagging System (CLAW4), a POS tag software program developed and provided by the Unit for Computer Research on the English Language at Lancaster University. CLAW4 claims to achieve 96-97% accuracy. It, in turn, was considered an effective tool for a POS tagging system.

Furthermore, the concept of situated meaning was taken into consideration for the analytical procedures. In order to understand the meaning of the words in the frequency wordlist and keyword list, the lemmas shown on the aforementioned lists cannot be analysed individually. Therefore, the situated meaning was used as a tool of inquiry in this research to understand the lemmas and words in these lists.

3.11.1 Frequency Analysis

Initially, the UK travel website corpus was processed with AntConc software to generate a KWIC (Key Word in Context) or wordlist or frequency. This KWIC process presented the results of the list of all the words in the corpus, ranging from the most frequent to the least frequent word. From this KWIC list, content words were identified and categorised based on their semantic properties. The categories were determined according to the features and meanings of these content words, such as proper nouns for place names, common nouns for natural settings or adjectives describing noun characteristics. These content words were then examined alongside any collocated items preceding or following such words.

By examining the collocated items in surrounding locations, it was possible to discern how these word items were described. This process was also performed in all three sub-corpora to find the features positioning the countries through the frequency word list. Furthermore, the similarities and differences of each destination were then found by comparing these distinctive features.

Additionally, function words were analysed separately to examine grammar patterns in the language. Examining existing grammar patterns was based on the consultation with the Longman Student Grammar of Spoken and Written English (Biber et al., 2002). The analytical steps of these frequency words were employed with the UKTWC (Whole), as well as the UKTWC (Italy), the UKTWC (Turkey) and the UKTWC (Thailand), and these steps were similarly repeated and conducted with each sub-corpus.

3.11.2 Keyword Analysis

Keyword analysis was employed to serve the research objectives and answer the research questions. This approach enabled the identification of the 'aboutness' or outstanding characteristics of the three destination countries.

Investigating keywords requires some careful considerations and justifications. It was determined that clear parameters should be set before keyword analysis. The results from the keyword list are generated in thousands of words based on their statistical value of keyness. The process of keyword analysis started with generating a keyword list. This was processed by comparing each sub-corpus to the other two sub-corpora. For example, in order to retrieve a keyword list from the Italy sub-corpus, the Italy sub-corpus was compared against the combination of the two sub-corpora (Turkey sub-corpus and Thailand sub-corpus), which are greater in size. The same procedure was repeated for each of the corpora. Subsequently, a keyword list of each sub-corpus was generated.

Keyword analysis was conducted by examining the sets of 20 words, listing plausible categories they could fall into until no more categories were possible. As a result, the keyword analysis was practical and manageable. These steps were applied for both positive and negative analyses.

The top 200 keywords were examined and categorised according to the semantic categories from Jaworska's (2013) semantic domains. The rationale for using Jaworska's (2013) semantic domains stems from the observation that the existing corpus analysis tool, which provides electronically generated semantic domains, yielded divergent and irrelevant results beyond the tourism domain. In contrast, Jaworska's (2016) semantic domains are based on her extensive research on tourism discourse and therefore are more applicable to the tourism domain.

The semantic categories used for keyword analysis are as follows.

1. Buildings and Locations
2. Historical/Heritage
3. Nature
4. Food and Drink
5. Health and Wellbeing
6. Miscellaneous

From the semantic categories above, the last category, the 'Miscellaneous', was an additional one, which was not on Jaworska's (2013) semantic domains. It was set for the lexical items that did not belong to categories 1 to 5 and was analysed later if these lexical items could be categorised in any emerging categories. Collocations of these positive keywords were then analysed.

The keyword list of each corpus was then compared with each other to find the similarities and differences in the occurrence of positive keywords. These steps of comparison led to the emergence of the similarities and differences between all three destinations in terms of the ways in which they are positioned.

The reason the author compared one sub-corpus against the other two sub-corpora (i.e. comparing UKTWC (Italy) against UKTWC (Turkey) and UKTWC (Thailand)) is that the author believed it would provide more insightful results for unique keywords of one corpus compared to the other two. As Jaworska and Kinloch (2018, p. 115) state, one method of conducting a keyword analysis involves comparing data sets with one another. This approach is commonly preferred by scholars who work with two corpora, as it allows for the identification of differences between data sets while avoiding potential issues associated with a general reference corpus. However, benchmarking with a single general reference corpus has limitations, as it may fail to account for shared discourses between data sets, limiting the exploration of how discourses travel across various contexts and recontextualisations. In contrast, comparing one data set as a benchmark can offer greater insights for research based on multiple data sets, as the results can identify keywords that are unique to a particular context and those that are shared across data sets. Unique keywords highlight contextual specificity, while shared keywords provide useful pointers to discursive recontextualisations and intertextuality.

In addition, the corpus was tagged with POS tags, allowing parts of speech to be identified and content words to be analysed with the collocations and associated adjectives. Due to the significance of adjectives, Biber, Johanssan, Leech, Conrad & Finegan (1999: 197-198) suggest that there are two types of adjectives: descriptors and classifiers. It is worth offering more explanation of semantic groups suggested by Biber et al. (1999). Descriptors are adjectives describing colour, size, weight, chronology, age, emotion and other characteristics. To elaborate in more detail, this group of adjectives includes the following:

1. Colour descriptors
2. Size/quantity/extent descriptors

3. Time descriptors that describe chronology, age and frequency

4. Evaluative/emotive descriptors indicating judgements and emphasis

5. Miscellaneous descriptors covering many characteristics

(ibid, p. 197)

Furthermore, another category of adjectives is classifiers. Classifiers differ from descriptors as they do not describe further information but limit or restrict a noun's referent. Their subgroups of classifiers are given below:

1. Relational/classificational/restrictive classifiers limit a referent of a noun in relation to other referents. Some examples include additional, average, main, chief, necessary, public and so forth.

2. Affiliative classifiers indicate the national or social group of a referent. Some examples are English, German, French, American, Chinese and so on.

3. Topical/other classifiers provide the subject area or particular types of nouns. Some examples are chemical, commercial, medical, mental, and social visual.

(ibid, p. 198)

A summary of the analytical steps of the keyword lists adopted and adjusted from the framework for CADS with multiple data sets (Jaworska, 2018, p. 116) is shown below.

Table 3.7 *Analytical Steps for Keyword lists*

Step	Procedures and Explanation
1.	(a) Annotated the UKTW Corpus with CLAW4 part of speech tagger to identify their parts of speech for later steps of analysis, (b) Processed the UKTWC (whole) by ANTConc and benchmarked it with the reference corpus (BNC),
2.	Examined the top 200 tokens in the keyword list and listed emerging semantic categories until there was no newer category,
3.	Classified the keywords into their semantic category to explore the themes,
4.	Studied the frequencies and collocations of the top 200 keywords that reflected the UKTW (Whole),
5.	(a) Studied each keyword by its concordance lines to identify specific usage of an item or a collocation to devices that were not accounted for by corpus interrogation, (b) Read the text manually to explore the corpus's additional discursive practices and strategies.

All the above six steps were repeated for UKTW (Italy), UKTW (Turkey) and UKTW (Thailand). The differences were that when UKTW (Italy) was analysed, the benchmarking corpus would be UKTW (Turkey) and UKTW (Thailand) and vice versa.

3.11.3 The Reference Corpus: The British National Corpus (BNC)

The earlier sections described the analytical procedures, one of which is keyword analysis. As mentioned, keyword analysis can be performed by comparing the corpus against a reference corpus. A reference corpus is normally a larger data set of texts from a wide range of genres and/or sources. In this regard, there are two different keyword analyses: one is the keyword analysis within the UK travel websites corpus, and the other is the keyword analysis of UK travel websites with a reference corpus. The former involves a reference corpus with a larger dataset from different sources, while the latter involves a much greater dataset of various genres and sources. As a result, the British National Corpus was selected as the reference corpus.

The British National Corpus (BNC) is the corpus of contemporary British English (Hunston, 2002, p. 15). The corpus was compiled through collaboration among institutions such as Oxford University Press and Lancaster University, with support from the Science and Engineering Research Council and the UK Department of Trade Industry (Leech et al., 1994, p. 622). The BNC consists of approximately 100 million words and includes both written and spoken texts from a wide range of genres. Written texts account for 90% of the entire corpus, whereas spoken texts account for 10%.

Similar to the corpus design and compilation, BNC was compiled according to selection criteria such as domain, medium and time. The BNC comprises 75% informative texts and 25% imaginative texts (literary works and creative works). The sources of the written texts in the BNC also come from different domains. The written texts are taken from books (59%), periodicals (31%), miscellaneous published texts such as advertisements, brochures, leaflets and manuals (4%), miscellaneous unpublished texts such as letters, reports, memos and essays (4%), written-to-be-spoken texts such as play scripts, political speeches and television scripts (1.5%), and unclassified texts, which account for 0.4%. Furthermore, the texts cover a variety of topics. Some examples of these topics are arts, belief and thought, commerce and finance, leisure, natural and pure science, and world affairs, with some that cannot be classified. The majority of the texts were written no earlier than 1975; however, some imaginary texts date back to 1964 due to their continued popularity and the consequent effect on the language (http://www.natcorp.ox.ac.uk/corpus/creating.xml).

The spoken texts are divided into two parts. These two parts are 'demographic' and 'context-governed.' The former refers to transcriptions of natural and spontaneous spoken conversations of the public, while the latter refers to the transcriptions of the recordings taken from specific types of events and meetings. The events and meetings are derived from varied sources, for instance, lectures, classroom discussions, business meetings, consultations, interviews, sermons, parliamentary proceedings, sports commentaries, after-dinner speeches and radio phone-ins. The recordings of the demographic part are 4.2 million words, while the context-governed part amounts to 6.1 million words in total.

The BNC aims to represent contemporary general British English. As the UK travel websites are all taken from the UK domain, and the readership is mainly for UK residents, the comparison between BNC and the UKTWC should reveal the distinct features of language specifically used in the UKTWC. In addition, the contemporary nature of the British English of the BNC makes it appropriate to select the BNC as a reference corpus for this research. This is linked to the attempt to find the answers to the research question about the language used in UK travel websites as marketing tools to promote the destination countries, as there is an assumption that the language of tourism should be distinct from the language of general English. Subsequently, the use of BNC as a reference corpus is expected to reveal whether there are significant differences or similarities between the language used in UK travel websites and the language of general English.

3.11.4 Concordance Analysis

Concordance analysis was conducted after the frequency lists and keyword lists were compiled, analysed and categorised into the six categories mentioned earlier. Concordance lines where the keywords existed were manually read and observed line by line to determine the situated meaning of each keyword in each category. Baker et al. (2008) employed concordance analysis to study the discourse of refugees and asylum seekers in the UK press, demonstrating that this methodological approach could identify common categories of refugees, asylum seekers, immigrants and migrants in the corpus. Moreover, the analysis of concordance lines revealed the collocations that indicated recurring patterns of lexical choices in the data, demonstrating practices and communication specific to certain communities (Jaworska, 2016). As a result, a collocation list was compiled. Concordance analysis also allowed the researcher to examine the context of each lexical item for a deeper understanding and interpretation.

Table 3.8 *Concordance lines analytical procedures*

Step	Procedures and explanation
1.	Examined each lexical item line by line to find its collocations to determine whether it is a function word or content word,
2.	Expanded both left and right spans to identify the actual meaning(s) and function(s) in the concordance line(s) and moved to longer co-texts and surrounded texts, Remark*: in this step, any linguistic feature(s) and figurative language present was noted
3.	Listed the collocations and categorised them into themes
4.	Examined the construction of the sentence structures of the concordance lines, co-texts and surrounding texts (Longman Student Grammar of Spoken and Written English (2002) was consulted for grammar patterns),
5.	Interpreted the communication strategies each lexical item was being enacted through the lexical item examined

Furthermore, the concordance analysis, which began with frequency words and keywords, revealed their collocations, linguistic feature constructions of the specific concordance lines and co-texts. Along with these analytical steps, Dann's (1996) framework of the verbal techniques used in promotional materials was employed to identify the techniques describing the destinations. While conducting Step 2 in the above table, there could be emerging words that demonstrate linguistic functions and verbal techniques like metaphors. The metaphor analysis was conducted to ensure that the word existing in the concordance lines were interpreted according to their actual meanings, or they could function as a metaphor. In addition to consulting dictionaries, the Oxford English Dictionary (2016) was referenced. To ascertain the metaphorical function of the words, the Metaphorical Identification Procedures (MIP) by Group (2007 p. 3) was followed, as demonstrated in the table below.

Table 3.9 *The MIP Procedures and Explanation (Group, 2007, p. 3)*

Step	Procedures and Explanation
1.	Read the entire text–discourse to establish a general understanding of the meaning.
2.	Established the lexical units in the text–discourse.
3.	(a) For each lexical unit in the text, established its meaning in context, that is, how it applied to an entity, relation, or attribute in the situation evoked by the text (contextual meaning). Taken into account what came before and after the lexical unit.
	(b) For each lexical unit, determined if it has a more basic contemporary meaning in other contexts than the one in the given context. For our purposes, basic meanings tended to be —More concrete [what they evoke is easier to imagine, see, hear, feel, smell, and taste]; —Related to bodily action; —More precise (as opposed to vague); —Historically older; Basic meanings are not necessarily the most frequent meanings of the lexical unit.
	(c) If the lexical unit had a more basic current–contemporary meaning in other contexts than the given context, decided whether the contextual meaning contrasted with the basic meaning but could be understood in comparison with it
4.	If true, marked the lexical unit as metaphorical

3.12 Analytical Procedures in Discourse Analysis

Following this quantitative analysis of research and teaching terms, a qualitative inductive thematic analysis was carried out to identify the key themes using thematic categorisation. The analytical procedures began with the frequency words and keywords as the starting point. This meant the frequency words and keywords were the units of analysis, considering their frequency and their log-likelihood, and it was checked if these lexical items featured prominently in the corpus. At that stage, it was crucial to take into consideration Dann's (1996) framework on the registers of tourism language. Registers of the language of tourism were the themes existing in the promotional materials in tourism. These themes were the Ol'Talk (nostalgia and authenticity), Spasprech (medical tourism), Gastrolingo (gastronomy) and Greenspeak (green tourism). They were categorised into these registers.

3.13 Interpretative Framework – Positioning Triangle

The reconfigured relationship among the communication acts framework of Herbel-Eisenmann et al. (2015) is applicable to the elements of the corpus under study. However, the multiple levels of storylines of Herbel-Eisenmann et al. (2015)'s framework are uni-dimensionally flat (See Figure 3.1).

Figure 3.1 *Reconfigured Relationship among Communication Acts and Interpretative Frames (Herbel-Eisenmann et al., 2015)*
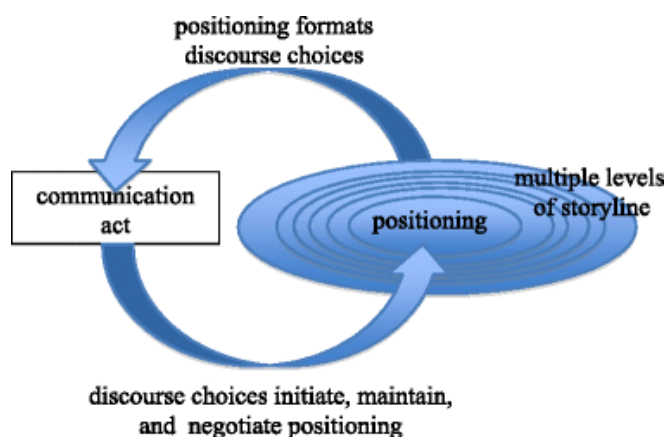
Here, the author would like to propose a fine-tuned understanding of the model regarding the relationship among communicative acts and interpretative frame of the positioning theory of Herbel-Eisenmann et al. (2015), positioning in different layers as proposed in Figure 3.1.

Figure 3.1 further clarifies the relationships between communicative acts and interpretative frames of the positioning theory in tourism discourse. The multiple layers in the original figure are uni-dimensional flat structure, but when compared with the tourism discourse of the corpus under study, the multiple layers are displayed in hierarchical layers led by linguistic units. The smallest unit is words, and their frequency appears in both frequency wordlists and keyword lists. As a single word cannot convey the complete meaning, it co-occurs with its collocations and co-text in the form of a complete sentence. Once a number of sentences are connected, they can form the discourse, which is the largest unit.

For example, the lexical items in the semantic category serve as the initial point of observation. When each word is present along with its collocations and co-texts, forming sentences, it reveals the immediately surrounding text and environments related to the tour sites or attractions. Subsequently, the overall meanings and communication strategies are identified. Positioning, therefore, shapes discourse choices and directs how communication acts are used. These

discourse choices can then initiate, maintain and negotiate positioning or how the discourse is positioned. This means that linguistically, these layers are linked by words, sentences and discourses, respectively. The positions, therefore, are established through these words, sentences, and discourses. This proposed model aims to explain the multiple levels in storylines of Herbel-Eisenmann et al. (2015) in more detail. While the previous model may not be explicit, with elements of multiple layers of storylines, the proposed model attempts to illustrate these multiple levels of storylines into units of the discourse choice.

The proposed model elaborates on the idea of situated meanings, suggesting that a single word alone cannot fully express the actual meaning. Instead, meanings also depend on the word's structural relationship in a sentence (Norrick, 2001). This aligns with the idea that situated meanings primarily focus on the meaning of words, which can vary and be specific depending on the context in which they are used, as well as other lexical elements with which they are linked (Gee, 2005).

Figure 3.2 *Proposed Model of Positioning Theory in Tourism Discourse*
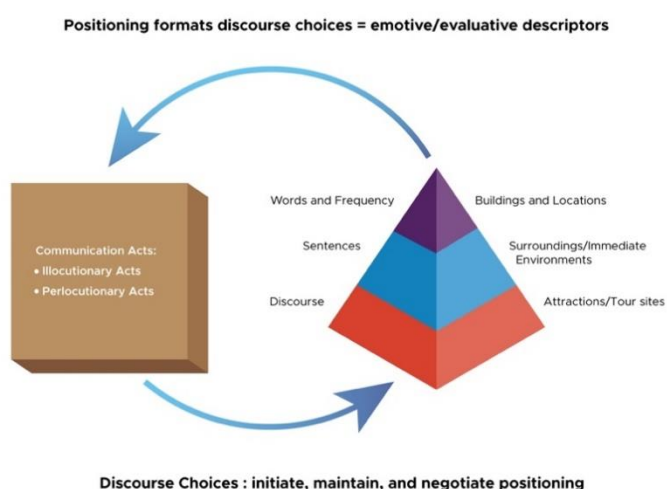
To summarise, the operationalised processes of this proposed interpretative framework involve three steps of interpretation based on manual and close readings of concordance lines. These steps begin from the level of words, progress to sentences (co-texts) and move to discourse involved in constructing multiple storylines. These steps are adapted from the Application of Slocum-Bradley's PT Diamond Combined with Bamberg's Three-Tiered Model of Positioning Analysis (McVee et al., 2019).

The first step deals with the lexical item treated as a communicative act. Interpreting the lexical item was conducted by asking the question to assist the interpretation. The question was 'what is the intent of the use of this lexical item?'. Next, the concordance lines and co-texts are treated as storylines, which are interpreted by answering two questions: 'What is going on in this act of the story line(s)' and 'What is the possible goal of this action or event?' The last step dealt with deriving the position from analysing the discursive practices and the texts. The position could be interpreted from answering the question, 'What are the characteristics attributed to the country?'

The operationalised processes of the positioning theory as the interpretative framework are presented in the table below.

Table 3.11 *Operationalised processes using Positioning Triangle*

Step	Components in Positioning Triangle	Procedures and Explanation
1.	Communicative act(s) = lexical item(s)	Examined the lexical item(s) Question used to assist the interpretation*:* - *What is the intent of the use of this lexical item?*
2.	Storyline(s)	Expanded the lexical items into concordance lines and co-texts. Questions used to assist the interpretation*:* - *What is going on in this act of the story line(s) and* - *What is the possible goal of this action or event?*
3	Position(s)	Analysed the discursive practices and the texts Question used to assist the interpretation: - *What are the characteristics attributed to the country?*

The operationalised processes could lead to the understanding of positions and positionings of each country.

3.14 Summary of the Chapter

In summary, this chapter has addressed the research methodology based on the frameworks of corpus linguistics, discourse analysis and CADS. Positioning theory, which was employed as the interpretative framework, was also discussed. The data collection and other relevant criteria, including corpus compilation and development, were outlined. Furthermore, the analytical procedures, such as frequency analysis, keyword analysis, concordance analysis and the application of the positioning triangle from the positioning theory, were illustrated. The next chapter will report the results of the analysis for the UKTWC (whole), the UKTWC (Italy), (Turkey) and (Thailand), respectively.

Chapter 4
The Corpus Analysis of UKTWC (Whole)
Positioning of Italy, Turkey and Thailand

4.1 Introduction

The purpose of this chapter is to provide an overview of the UKTWC (Whole) in order to address the first research question:

1. How are Italy, Turkey, and Thailand positioned as tourist destinations on travel websites?

To accomplish this, the chapter will first present the keyword analysis from the comparison between the UKTWC and the British National Corpus (BNC), as it is believed that the keywords generated by benchmarking the UKTWC (Whole) against the BNC can provide valuable insights in terms of how Italy, Turkey and Thailand are positioned in the online promotional websites. While the BNC is of general English usage, the UKTWC is of specific tourism discourse. In addition, other discourses found within the UKTWC (Whole) are also mentioned and the language use in positioning these three countries is reported.

4.2 The Overview of the UKTWC (Whole) from the Comparison with the BNC

The overview of the UKTWC (Whole) has been retrieved from the comparison between the UKTWC (Whole) with the BNC. The benchmarking of the UK Travel Websites Corpus (UKTWC) against the BNC is of critical importance to this study. This comparison allows for an examination of the similarities and differences between the UKTWC and general English language use, shedding light on how online promotional materials position destination countries differently from the language use. Despite the fact that the UKTWC is a specialised corpus with distinct discursive practices from general English, it is vital to understand the extent to which benchmarking can reveal these differences. By doing so, a more comprehensive understanding of how the UKTWC is similar and different from the general English use can be gained, allowing for a deeper analysis of the positioning of Italy, Turkey, and Thailand as tourist destinations on the UKTWC. This analysis is crucial to understanding how the UKTWC deploys language to promote tourist destinations and how this usage compares to broader patterns in the English language. By identifying similarities and differences, a more nuanced understanding of the language used in the UKTWC can contribute to a richer analysis of how the language of tourism is employed in tourism discourse.

The top 200 keywords were selected for the analysis (See Appendix 3 for The top 200 keywords of UKTWC). In the top 200 keyword list, the keywords were also categorised by the semantic categories as previously mentioned (See Chapter 3.10.2) The keywords categorised are arranged by number in descending order.

Table 4.1 *UKTWC (Whole) – Buildings and Location Semantic Category*

Category	Lexical items (55 items arranged by the rank in the keyword list)
Buildings and Locations	beach, city, bangkok, town, thailand, chiang_mai, island, turkey, hotel, village, bodrum, antalya, Sorrento, venice, Italy, istanbul, shop, temple, region, Florence, verona, rome, fethiye, Cappadocia, phuket, , dalaman, amalfi, Tuscany, krabi, marmaris, pompeii, site, mediterranean, ehesus, pamukkale, capri, kas, dalyan, airport, street, kanchanaburi, boutique, sicily, attraction, naples, koh_samui, pisa, siena, vineyard, gumbet, positano, amphitheatre, northern_thailand, olu_deniz, puglia

Table 4.1 illustrates the lexical items that feature prominently in the UKTWC (Whole). The majority of the lexical items are the name referents, besides the destination countries, of the cities, towns, villages and regions. Most of them are relevant to beach and seaside holiday destinations such as 'Bodrum', 'Antalya', 'Sorrento', 'Fethiye', 'Phuket', 'Amalfi', 'Krabi', 'Capri', 'Kas' and so on. In addition, there are some lexical items regarding the culture and cultural authenticity of the places such as 'temple', 'street', 'Ephesus' and 'amphitheatre'. The central concern of these places is the natural scenery of the sites.

Table 4.2 *UKTWC (Whole) – Nature Semantic Category*

Category	Lexical items (22 items arranged by the rank in the keyword list)
Nature	lake_garda, lake_como, scenery, elephant, sand, view, coastline, water, landscape, grove, waterfall, cliff, mountain, coast, lake, sea, amalfi_coast, jungle, turquoise_coast, cove, bay, cave

The Nature semantic category is the second category, and it comprises 22 lexical items. The lexical items are related to the diverse natural settings in all three countries. The lakes are the outstanding settings. 'Lake Garda' and 'Lake Como' can be interpreted as locations but with the word 'lake' at the beginning, the word indicates clearly the natural setting. Moreover, the lexical items regarding natural scenery are included in this keyword list as well such as the words 'scenery', 'view' and 'landscape'. The lexical items 'sand', 'coastline', 'water', 'coast', 'sea', 'cove' and 'bay' are relevant to seaside destinations. There are two lexical items which are featured highly in the corpus keyword list, which are 'elephant' and 'turtle'. The term 'elephant' is listed as one of the top 200 keywords in UKTWC (Thailand), and the word 'turtle' is highly featured in UKTWC (Turkey). These are two animals which may not be very familiar in the UK, and they are one of the key selling points of each country for which they are present in the keyword lists. These can be considered unfamiliar terms in the BNC corpus. In addition, the term 'jungle', which is highly present in UKTWC (Thailand), appears in this category and in this corpus keyword list.

Table 4.3 *UKTWC (Whole) – Health and Wellbeing Semantic Category*

Category	Lexical items (15 items arranged by the rank in the keyword list)
Health and Wellbeing	walk, relax, boat, dive, snorkel, trek, ride, watersport, cruise, kayaking, stroll, hike, swim, gulet

The Health and Wellbeing semantic category consists of 15 lexical items. They seem to be a collection of the suggested activities listed in the three destination countries. These can represent particular leisure activities recommended at the destinations, and activities in which the tourists often cannot participate back home.

There are two categories in the UKWTC (Whole) which contain fewer lexical items than the first three categories. These are in the semantic categories of Historical and Heritage and Food and Drink.

Table 4.4 *UKWTC (Whole) Historical and Heritage Semantic Category*

Category	Lexical items (13items arranged by the rank in the keyword list)
Historical and Heritage	ancient, thai, local, turkish, ruin, traditional, roman, historic, italy's, medieval, Italian, Tuscan, thailand's

With regard to the Historical and Heritage category, the common lexical items are 'ancient', 'local', 'ruin', 'traditional' and 'historic'. These five words were examined, and they show an association with authenticity of many of the places at the destinations. In addition, words indicating 'belonging to' or 'an affiliation with' are featured highly in this category. The affiliative descriptor features strongly, and it may be the most unique kind of term in comparison with general lexical items in the BNC, as the BNC is the corpus of general English.

Table 4.5 *UKWTC (Whole) - Food and Drink Semantic Category*

Category	Lexical items (12 items arranged by the rank in the keyword list)
Food and Drink	seafood, restaurant, cuisine, lunch, bar, dinner, breakfast, olive, wine, meal, taste, fish

The category of Food and Drink leads to the understanding of the importance of food at the destinations. The terms 'restaurant', 'lunch', 'breakfast' and 'meal' may not be particularly relevant in positioning the countries since their meaning in context refers to the travel information provided from the travel agencies and tour operators. However, 'seafood' is featured highly and tends to be significant at the destinations to attract tourists. Among these content words, there is one word which functions as a noun and a verb. The word is 'taste'. It functions more frequently as a verb than a noun. It is used as something to do or to try as 'must-eat' or recommended food at the destination.

While conducting the keyword analysis, there were 84 words which were initially categorised in the 'miscellaneous category' since they did not obviously fit into any of the five categories from Jaworska (2013) which I followed. However, having closely look at these words, two categories emerged into which they can be classified. These two categories are (1) Travel Information, Itineraries and Facilities and (2) Positive Evaluation.

The number of lexical items in Travel Information, Itineraries and Facilities is even higher than in some of the previously mentioned categories. This signifies that the way the UKTWC (Whole) is positioned greatly emphasises these three at the particular destinations.

Table 4.6 *UKTWC (Whole) – Travel Information, Itineraries and Facilities*

Category	Lexical items (43 items arranged by the rank in the keyword list)
Travel Information, Itineraries and Facilities	day, holiday, tour, resort, trip, itinerary, include, destination, offer, overnight, guide, travel, hour, transfer, day-by-day, excursion, highlight, nightlife, km, drive, flight, tourist, spend, approx., night, journey, train, afternoon, arrive, minute, temperature, stay, summer, visitor, sightseeing, adventure, area, nearby, located, arrival, optional

The lexical items in Table 4.6 reveal that these words indicate the travel information that tourists should acknowledge. For example, the period of the package tour specified in terms of the number of days, the time of arrival, the length of time it takes to reach one destination or to travel to other touristic sites, and temperatures at the destinations. These words include 'day', 'holiday', 'trip', 'travel', 'flight', 'journey', 'temperature' and 'summer'.

Moreover, the itinerary is specified when tour packages are offered. The lexical items include 'itinerary', 'excursion', 'arrive', 'afternoon', 'sightseeing', 'adventure', and 'arrival'. These lexical items exist in the itinerary offered in the tour packages to outline what tourists can do during the tour. An interesting word is the word 'highlight'. This word often occurs individually, but it is also used as the heading before introducing what activities are the 'must-do' activities at the particular destination.

As for the facilities, the lexical items which represent the facilities include 'resort', 'train', 'stay', 'located' and 'nearby'. It is interesting that 'located' and 'nearby' are present in the UKTWC (Whole). These two items - 'located' and 'nearby' - are used to refer to lesser-known places to the 'nearby' facilities tourists can use, and these facilities are 'located' not very far from more famous sites even when the tourists are far from the famous locations.

In addition to the Travel Information, Itineraries and Facilities semantic category presented in Table 4.6, prominently featured lexical items are adjectives pointing out the positive evaluation of the destination countries. Therefore, they were categorised in the 'Positive Evaluation' semantic category. These adjectives are 'beautiful', 'famous', 'stunning', spectacular', 'perfect', 'picturesque', 'fantastic', 'fascinating', 'charming', 'best', 'popular', 'delicious', sandy', 'lively', 'colourful', 'secluded', 'scenic', 'magnificent', 'breathtaking', 'vibrant', 'panoramic', and 'most'. Included among the group of adjectives in this category, there is one adjective which can be employed to modify the seaside/beach destination only. This is the descriptor 'sandy'. In addition, the descriptor 'secluded' is seen to be mostly used with 'beach', 'bay', 'cave', 'anchorage', lagoon', 'villa', and 'hideaway'. Examples of the adjectives in the Positive Evaluation semantic category can be seen in the table below.

Table 4.7 *UKTWC (Whole) – Positive Evaluation Semantic Category*

Lexical Items	Examples of Collocations
1.magnificent	city, view, scenery, architecture, adventure, temples and palaces, castles, Mount_Ararat, Ephesus, ruin, rock formations
2. perfect	place, escape, city, destination, holiday location, stay, Capri, underwater world, coves, view, environment
3. charming	old towns, town, sights, streets, provincial capital, fishing village, feel, city, island, people, Chiang_Mai, seaside town, little restaurant
4. stunning	lakeside, garden, villa, views, city, architecture, panorama, scenery, temple, island, rock formations, beaches, natural beauty
5. popular	destinations, ski route, Sorrento, beach resort, cities, attractions, activities, Thai food, excursions
6. famous	13th century Black_Madonna, 19th century seaside resort, 'Via_Francigena', 'Turtle_Beach', isolated beach front
7. colourful	Citrus and olive groves, holiday resort, markets, carnivals, (wild) flowers, Hill_tribes, coral and tropical fish, moonlight, city street, parachutes
8. vibrant	Cosmopolitan centre, town, atmosphere, Milan, living city, mainland port, nightlife, night market, pace, culinary tradition

These lexical items in Table 4.7 are the descriptors which can be used in front of a wide range of nouns. There is a group of adjectives which are used to describe places and scenery. It is interesting to note that the descriptor 'famous' tends to collocate with the specific name of the artefact or place. This is commonly and frequently found in UKTWC (Italy). The raw frequency of the word 'famous' is 388 with the LL of 20.83971 and the normalised frequency is 53.989 and this word does not appear in UKTWC (Turkey) and UKTWC (Thailand). In the UKTWC (Turkey), only the word 'famous' is present, while the UKTWC (Thailand), only the word 'famously' exists. The adjective 'colourful' can describe scenery, natural settings, and atmosphere in general.

In addition, there are six main verbs directly relevant to the three countries in the study which could assist in unpacking the similarities in the UKTWC. Some of the verbs which give information about the travel itinerary or information are excluded due to the fact that they may not be relevant to the positioning of the country concerned. The verbs in relation to the country specifically are 'visit', 'explore', 'enjoy', 'discover', 'experience', and 'boasts'. These verbs are found in the whole corpus consisting of the three sub-corpora. Some examples of the verbs can be seen in the following table.

Table 4.8 *Verbs and Collocations from the Keyword List of UKTWC (Whole)*

Lexical items (Verbs)	Examples of Collocations
1. visit	rome, venice, this wonderful city, the garden, charming coastal town, tranquil hilltop village, ruins, local places, the stunning rice paddies, the ancient temples, local houses, Thailand, tiny fishing villages, the nicest beach, beautiful waterfalls, the opium_museum, the haglia_sophia, Pergamum, places of interest, the charming seaside town, ruin villages
2. enjoy	spending a day, a pricey coffee, dishes, a walk, warm temperature, sweeping views, a gelato, pure relaxation, quiet baches, laid-back pace of life, sampling of delicacies, the colourful marine life, free time, morning sunbathing, Turkish

	hospitality, relaxing in a mudbath, watersport, all kinds of entertainment, average temperatures, a romantic evening
3. explore	the breathtaking architecture, the lake, the Colosseum, the colourful market, the region of Tuscany, the city, Bangkok, the local area, the temples, the market, the village, the stunning coastline, the remains of ancient civilisation, the spectacular mountain range, the charming shops, the nearby waterfall, the ancient marble streets, ruined city of Arycanda, Cappdoci
4. discover	the beautiful squares, the little village, Venice, the unusual reality, the romance of Verona, coral coves, Bangkok's famous sites, awesome landscapes, ancient Ayuthaya, scuba dive experience, authentic hilltribe culture, a culture, the history and architecture, Turkey's underwater world, a bustling hub of bars, the ruined ancient Lycian_Town
5. experience	the real Italian cuisine, two different sides of Italy, a more varied holiday, magnificent views, Palio, the culture, ancient and modern Thailand, heavy rains, the rivers, an adventure, steep canyon walls, the sea kayaking, central Anatolian flavours, Turkey, the stunning sights, a traditional hammam
6. boast	medieval buildings, the perfect settings, a vast number of museums, a romance, culture, the longest white sandy beach, perfect beaches, traditional fishing village, a lively Sunday market, slides galore, a wealth of bars, panoramic views

From Table 4.8, there are two words functioning as both a noun and a verb. The two words are 'visit' and 'experience'. As a noun, 'visit' usually comes as 'a visit to' followed by places and attractions which are similar to when functioning as verb. As for the word 'experience', it can be 'an experience in', 'real experience', 'an unforgettable experience', 'wonderful experience', 'unique experience', and 'culinary experience'.

The diverse use of action verbs allows the audience to easily relate to and visualise actions without actually experiencing them. Since all three countries attempt to present themselves as having tangible activities, these action verbs lead to the prospective tourist activities which can be easily enjoyed at the destinations. The activities can be grouped into familiar activities and unfamiliar ones. This

means that some activities are available in the home country while others may be either rare or unavailable.

In the UKTWC (Italy), the action verbs are simple. With various natural settings ranging from beaches and islands to mountains, the action verbs found are those such as 'swim', 'drive', 'trek', and 'ski'. These suit what geographical nature can offer. Also, in big cities, some action verbs are 'shop', 'taste' or 'wander'. All of them are for leisure purposes.

At the same time, in the UKTWC (Turkey), the same kinds of action verbs were also found. According to the types of destinations and attractions, which are beaches and islands, the action verbs in relation to these destination types are relevant to 'swim', 'sunbathe', 'boat ride', 'dive', and 'snorkel'. The focus of Turkey is seen to be on the entertainment. This can perhaps surprisingly mean that even a Muslim country such as Turkey also presents itself with bars and restaurants. Therefore, the familiar action verbs such as 'drink' and 'eat' are commonly found.

In the UKTWC (Thailand), it can be seen that the action verbs associated with both familiar and unfamiliar activities are mentioned. The similar action verbs in Italy and Turkey sub-corpora such as 'swim', 'trek' and 'bike ride' were found. Nevertheless, there are several verbs communicating the unfamiliar such as 'elephant riding', 'elephant feeding', and 'meeting' tropical animals – elephants and gibbons, 'taking photos' with tigers, 'rafting', and 'almsgiving'.

The examples regarding the verbs above can imply a sense of leisure by presenting several action verbs. These action verbs can range from familiar activities to the unfamiliar. They also provide a sense of escapism out of normal routine activities at home.

Figure 4.1 *Semantic Categories and Verbs in UKTWC (Whole)*
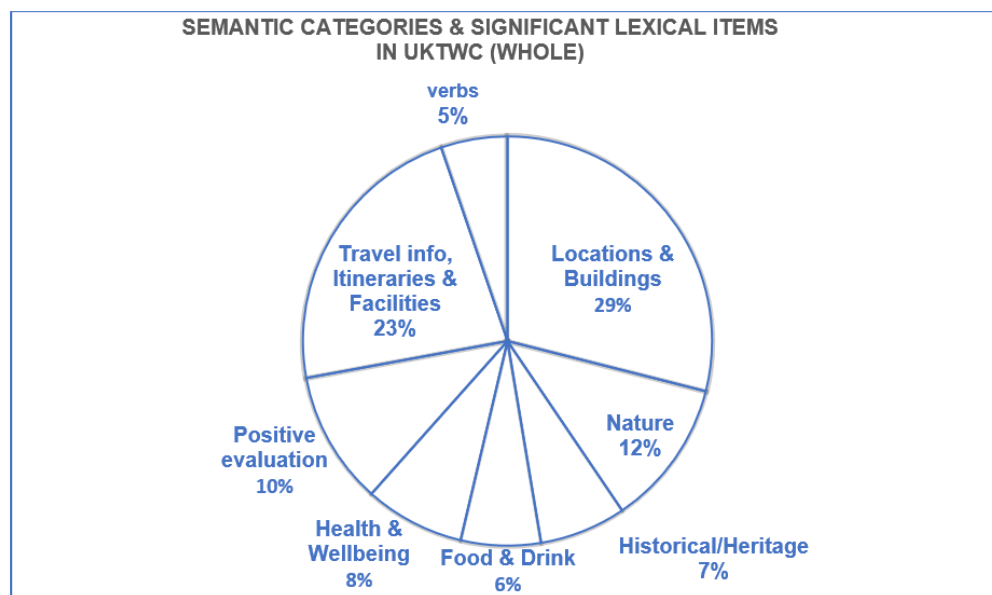
The above pie chart demonstrates the percentage of the semantic categories and verbs which have been discussed previously. It can be seen that the overview of the UKTWC consists of the following categories: Buildings and Locations, Nature, Historical/Heritage, Health and Wellbeing, Food and Drink and two emerging semantic categories: Travel Information, Itineraries and Facilities and Positive Evaluation. Uncategorised verb exists because these verbs do not fit into any of the seven named categories, but they play a significant role in tourism discourse which the UKTWC represents. This indicates the similar pattern of semantic categories the three sub-corpora share in the UKTWC (Whole). The pie chart demonstrates that the Buildings and Locations semantic category is the most prominently featured (29%) and is followed by the Travel Information, Itinerary and Facilities (23%). This means that these two semantic categories are prominent in the UKTWC (Whole). The promotional messages are emphasised on the tour sites and in travelling information. The Nature semantic category is the next highly featured category (12%) and the three semantic categories – 'Health and Wellbeing', 'Historical/Heritage' and 'Food and Drink' account for 8%, 7% and 6% respectively. The category of positive evaluation or the positive adjectives is also significant as it accounts for 10%. This means there is a high use of positive descriptors which is almost as high as the Nature category. The uncategorised group of verbs persuading potential tourists is 5% of the UKTWC (Whole). This means that the attributes of the destination countries play a crucial role in positioning the countries.

This section has provided the overview of the UKTWC (Whole) by the keyword analysis based on their semantic categories. These semantic categories can represent how online promotional tourism discourse of the UKTWC (Whole) is positioned through different semantic categories. Some categories are more significant than others. The next section will report the discourses which have arisen from the reading of the corpus beyond the lexical items which construct the UKTWC (Whole)

4.3 Discourses in the UKTWC (Whole)

In order to understand the positioning of the destination countries in the UKTWC (Whole), the discursive analysis was conducted for deeper understanding by manual reading starting from the lexical items and moving onto the concordance lines from the keywords derived from the benchmark corpus and co-texts by the use of the proposed positioning triangle model (See section 3.12 in Chapter 3). Therefore, this section consists of four parts which are the discursive analysis of the discourses in the UKTWC (Whole).

4.3.1 The Discourse of Persuasion

The persuasion discourse is highly dominant in the UKTWC (Whole) as can be seen from the heavy emphasis on the positive characteristics of the destinations. The sights of the destinations are often backgrounded by informative descriptions as well as descriptive descriptions of the holiday destinations. These depend on the types of attractions. For example, the destinations with natural beauty are described with a heavy use of adjectives. Additionally, the tour sites with historical background are given relevant historical information tourists can relate to.

Excerpt 4.1

Italy (Cosmos)

> *Amazing Venice is one of the most iconic cities in the world, and its impressive palaces, bridges and gondola rides are definitely worth a visit. Yet the surrounding area also offers a whole host of wonderful places to enjoy. The best beaches in the area are spread along the Lido_coast, offering wide expanses of sand sloping gently into the sea. Further afield is romantic Verona, with its medieval architecture, and Padua, with its stunning main square and beautiful churches.*

In the excerpt above, it can be seen that there are both informative and descriptive statements, which result in the writing being very persuasive. There is a wide use of evaluative adjectives which describe cities and locations in a positive way. In addition, the term particularly relevant to the history and the background of the country is given in the word 'medieval'.

Excerpt 4.2

Turkey (On the beach)

> *Alanya is secluded by the jaw_droppingly beautiful Taurus mountains, which remain snow_capped even in the most unremitting heat. 44 miles of heavenly coastline overlook the Mediterranean in all it's azure glory, so amble along the east side to Keykubat_Beach to relax by the slowly_rising tide. Alternatively, traverse by the rocky peninsula that demarcates the city to Cleopatra and Damlatas_Beaches, with their age_old caverns and surrounding greenery.*

The excerpt above provides descriptive elements and scenery of places in Turkey. Adverbs and adjectives such as 'jawdroppingly', 'snow_capped' and '44 miles of heavenly' pay their roles in painting the picture of the sightseeing.

Excerpt 4.3

Thailand (Hayes and Jarvis)

> *Miles of tropical, sun-drenched beaches, fascinating culture, exotic wildlife, and modern, bustling cities: we love Thailand holidays because they offer a little bit of everything for everybody. Imagine strolling down a stretch of pristine, white sand beach amid a backdrop of lush, verdant jungles one day, then visiting the sumptuous Thai Buddhist wats (temples), resplendent with ornate, gold decor and ubiquitous, orange-robed monks the next. Thailand, land of friendly smiles, will entice you with its fascinating culture, sumptuous food, tropical climate, and stunning beaches.*

In Excerpt 4.3, Thailand is described with scenic beauty and combinations of culture and nature. The unfamiliar sights are also explained with descriptions. It can be seen that some parts have been brought to life in vivid picture.

4.3.2 The Discourse of Authenticity

The discourse of authenticity also exists in the UKTWC (Whole). The discourse of authenticity in this sense refers specifically to the discourse of cultural authenticity. The authenticity is also associated with the uniqueness which is presented prominently through the frequent use of the affiliative adjectives such as 'Italian' (RF = 345, LL = 1168.162), 'Turkish' (RF = 43, LL = 2564.448) and 'Thai' (RF = 453, LL= 3447.775) which directly give the sense of cultural authenticity in terms of the country's affiliation and belongings. Therefore, these discursive practices are the main messages perceived by the receivers of the messages. These particular messages tend to be the major knowledge of the destinations provided for the readers. In addition, the use of descriptors such as 'traditional' and 'local' strongly indicate the sense of authenticity. It can be stated that the affiliative descriptors from the 'Italian', 'Turkish' and 'Thai' can lead to the understanding of the 'authentic-ness' of the nouns they describe. In addition, the classifiers indicating the country's traditions are employed for communicating the messages of the authenticity.

Table 4.9 *Descriptors and Aspects of Cultural Authenticity*

Descriptors	Examples of Aspects of Cultural Authenticity
1. Italian	art, cuisine, philosophers, hospitality, culture, Renaissance, paintings, recipe, cooking
2. Turkish	bath, snacks, tea preparation, gullet, cuisine, culture, music, delights, hospitality, motor yacht
3. Thai	massage, boxing, markets, new year festival,
4. traditional	wooden sailing, massage, costume, farms, markets, cuisine, gondola, farm houses, coffee
5. local	Food, market, house, cuisine, community, people

The language is a tool of bringing both concrete objects and vague terms to life depending upon what the sender of the messages is wishing to convey. Some of the descriptors, affiliatives informing of the belonging of the nation, are obviously used for this reason. it seems that these descriptors are used for the persuasive purpose to indicate the 'authenticity' and the 'nation-ness'.

4.3.3 The Discourse of Nostalgia

The discourse of nostalgia concept is realised by the history and especially the civilisations of the past. The positioning of the country, Italy in particular, is related to the glory of the past. This can also be found in Turkey sub-corpus when it is connected with background knowledge of the European side. As for Italy, the historical periods were mentioned through attractions such as the Colosseum of the Roman Empire, the cathedrals, architectural buildings, and artefacts of several periods, namely Renaissance, Gothic and Baroque. An example of how the nostalgia of Italy is evoked can be seen below.

Excerpt 4.4

Italy (Cosmos)

> *The cradle of the Roman civilization, the largest and longest-lasting empire in ancient times, Rome is steeped in history. The historic centre of Rome is listed by UNESCO as a World Heritage Site by virtue of its three thousand years of accumulated history and art. A city of gods, kings, emperors and popes the 'Eternal City'.*

With regard to the UKTWC (Turkey), compared with the UKTWC (Italy), the nostalgic elements are communicated through the time periods as well but to a lesser less extent than in the case of Italy. The most frequent references are to the Ottoman Empire, which has a connection with the glory of past European civilisation. Furthermore, the Byzantine Empire being rooted in Turkey was utilised to provide historical information about the tour sites.

The fact that both Italy and Turkey are well-known among Europeans means that potential tourists can connect with the nostalgic as well as with the sense of cultural authenticity mentioned earlier. However, very few nostalgic elements were presented to position Thailand. This could be because it is possibly a country which has fewer historical roots with potential tourists based in the UK as it is a country in the Far East. However, despite this, Ayuthaya, the former capital of Thailand, is presented to indicate the golden period of Thailand. Moreover, the golden period is associated with a peak in art and culture and was associated with the visits to historical tour sites such as temples and ruins. Thus, it can be seen that the cultural authenticity was also emphasised. The cultural authenticity is mostly focused on the locations of the attractions.

Excerpt 4.5

Turkey (Directline Holidays)

> *You'll find enchanting Old Quarters in Antalya city and <u>Alanya</u>, full of winding cobbled streets and crooked Ottoman era houses.*

Some examples of the phrases indicating the glory in the past informing the nostalgic sense are given below:

1. We delve into Istanbul's rich **Ottoman legacy** … (Turkey Responsible Travel)

2. Historically rich with its **medieval Ottoman period** and **chronicle of Gallipoli**…. (Turkey Intrepid)

3. Siracusa is a beautiful mix of Greek, Roman, Medieval, Renaissance and Baroque Art just waiting to be explored. **It is steeped in rich legends and history**. (Italy – Citalia)

4. Cagliari has an **extensive history**, which **first dates back to the Phoenicians and has been influenced by the Romans and the French**…. (Italy – Titan)

5. The third largest of its type in the world, this theme park brings together models of **importance to Thai culture and civilization throughout history, from ancient time to the present**. (Thailand – Hayes and Jarvis)

6. Now a **UNESCO_listed_World_Heritage_Site**, **Ayutthaya was once the thriving capital** of the Kingdom of Siam (Thailand – Responsible Travel)

The findings point out that there are countless uses of descriptors and epithets - according to Dann's (1996) term - to bring about the positivity of the attractions. Frequently, the positivity is linked with the descriptions of history. They frequently appear side by side in different linguistic patterns. Some descriptors and adjectives were employed along with the explanation in phrases. The heavy usage of adjectives is somewhat abundant, but they are used to modify the specific attraction without providing specific information of how the country was in reality.

From the discussion above, the discourses of persuasion, authenticity (including cultural authenticity) and nostalgia are seen to be woven into the UKTWC (Whole).

4.3.4 Emerging Discourses

One of the surprising findings from the analysis of the UKTWC is the negativity of the destinations since negativity is not anticipated in promotional materials. However, there are some messages which were not explicitly presented but imply a sense of negativity. From a manual reading and observation, there are three discourses emerging from the information on the websites: (1) the discourse of warning and safety, (2) the discourse of social issues and (3) the discourse of travelling and damage to natural resources.

4.3.4.1 The Discourse of Risks

In the UKTWC (Whole), a close examination reveals that warning and safety messages about risks are present. These messages suggest possible risks and dangers which may possibly be present at the destinations. There are messages of warnings and offer a slight caution. They may not be explicit. By purpose, these messages are intended to protect the tourists, but in fact they associate the destinations with an unsafe environment. The meanings through the messages communicated are not present as persuasive but they provide a hint of danger which may lie within the country of destination. These warnings can range from a slight financial concern to a dangerous situation in the country.

Excerpt 4.6

Italy (Classic Collection)

The road leading up to Montalcino winds through the vineyards and open fields of the producers of one of Italy's most exquisite (and expensive) wines,...

As can be seen from the Excerpt 4.6 from Classic Collection tour operator, the information does provide information which can be interpreted as a financial concern with the adjective expensive in the parenthesis. The adjective 'expensive' is possibly interpreted in two ways. One way can give a meaning of the 'expensiveness' equals quality. Also, it can likely be interpreted as a warning for money conscious groups of tourists.

Excerpt 4.7

Turkey (Directline Holidays)

> *Taxis are not hugely expensive for short trips at around 3TL per km*
> *with a minimum fare of 3TL but the fare can mount up fast if heading*
> *out of town – and drivers can 'forget' to use the meter. Check that it's*
> *on the meter before getting in or agree a set fare for the journey or*
> *excursion in advance (particularly if you need collecting again later).*

The excerpt 4.7 from Directline Holidays is seen as information given to tourists in advance about transportation. However, it is a 'mild' warning message. From the statement 'and drivers can 'forget' to use meter', it tends to warn the readers to avoid the taxi drivers' trick of overcharging tourists. The verb 'forget' is used here as a hedge instead of directly state or blame the taxi driver of overcharging. This can be interpreted to mean that tourists should be cautious when hiring a taxi. The next one is another example of safety concerns and possible danger.

Excerpt 4.8

Turkey (Directline Holidays)

> *The FCO occasionally release travel advisory warnings for Turkey.*
> *Check the latest on the Foreign Travel Advice website.*

Excerpt 4.8 explicitly gives a warning to the tourists in advance. The message is from the tips section of the website. The FCO stands for the Foreign and Commission Office, the government unit responsible for international affairs, and the FCO provides travel advice about each country. Thus, the message contains the word 'warnings' as well as the word 'check' to give advance warnings before travelling. This should mean that there could be some unsafe and insecure issues tourists need to take into consideration before travelling, especially from the government office in the UK. This clearly indicates the concern for safety.

Thailand has been positioned with warning messages which may not be particularly serious when compared to the significant words derived from the keyword list. For example, there are messages telling the tourists to take good care of their belongings and to dress appropriately.

Excerpt 4.9

Thailand (Responsible Travel)

> *Dress modestly when visiting religious sites. Thailand's tourist hotspots may be a mass of local and foreign flesh – but outside of these regions, communities are still largely conservative with Buddhist and Muslim values, so please dress and act respectfully*

Another warning message found in UKTWC (Thailand) is a warning about a local form of transportation – the 'tuk tuk.' The warning is not about physical injury, but rather annoyance from the possible tricks of the driver. 'Tuk tuks' can be cheap for tourists, but behind the low price is something else: the driver can get commission from shops that they recommend along the way if the tourist makes a purchase, and tourists may not feel comfortable visiting those shops.

Excerpt 4.10

Thailand (Responsible Travel)

> *Beware a cheap tuk_tuk – this usually involves stopping off in lots of the driver's recommended shops.*

Superficially these messages are meant to provide information from different angles about suggested tourist attractions. However, these lead to a sense of warning of a possible unsafe environment at the destinations. The sentence in the excerpt 4.10 with the word 'beware' can even bring about a sense of danger that seems to reveal more than just a lack of safety. Thus, the more the warnings are given, the more danger could potentially be expected.

Language is used as a marketing tool; however, it does more than just sell the positive side of the destination country but reveals the 'dark' side as well. Safety warnings supposedly provide cautions and necessary information for potential tourists. In fact, the language does help in showing a dark side to the country, which is not intended to be communicated in promotional materials.

Within the country information, there is a discourse of social issues within the information about the country. In the UKTWC (Whole), within the country information as a background, the purpose is to provide as much information as is possible about the destination countries so as to help potential visitors with their decision making. However, some aspects of the messages convey a sense of the social issues and imply problems present in those countries. This could include the use of words such as 'poverty', 'inequality' and 'prostitution'. Ironically, these dark sides have been presented in the promotional materials.

Excerpt 4.11

Italy (Monarch)

Milan is the glamorous engine room of Italy's economy, and a rare city that's largely unspoilt by tourism.

The message above quite simply implies one of the social issues in Italy. With reference to the context of the study stating that Italy has been a country most visited in the top ten list worldwide, it demonstrates that tourism has played a great role in generating income for the country. However, the statement in the excerpt indicates the consequence of tourism to the country. According to the statement, Milan is 'a rare city that's largely unspoilt by tourism.' This indicates that tourism is something causing harm to the country in general, but Milan is an exception. This can also be interpreted to mean that tourism brings about social issues in Italy. The next example illustrates another social issue.

Excerpt 4.12

Italy (Kuoni)

However, there are other faiths evident in Italy, with non-Catholic Christians (including 500,000 Jehovah's Witnesses) making up the second largest religious group, while rising immigration means that Islam is also becoming more prevalent. Traditionally Jews have a long history in Italy, but only about 45,000 now remain in the country.

The messages from excerpt 4.12 can possibly be interpreted in two ways. On the one hand, it indicates that Italy is open to diversity and differences by the use of the word 'immigration'. On the other hand, with the lexical item 'rising' describing the word immigration, this can lead to another interpretation: one of a social issue. With immigration being an issue in many countries around the world in recent years, the use of 'rising immigration' may affect the position of the country in persuading tourists to travel.

Excerpt 4.13

Italy (Responsible Travel)

> *Many Italian men claim they 'worship' women. But this worship too often extends just to women dressed in as little as possible, while being expected to fawn over men like their mammas may once have done. Just watch Italian TV or check weirdly revered politicians like Berlusconi to see the everyday sexism women still face in Italy.*

Excerpt 4.13 has been taken from the general information from UKTWC (Italy). The message communicates clearly about a social issue, sexism. The last clause - 'the everyday sexism women still face in Italy' - indicates that the problem still exists nowadays. The message is intended as some background information about Italy; however, it may provoke a negative sense of the country for potential tourists. Surprisingly, the messages in the excerpt 4.13 convey negativity even though the text itself is intended as persuasive.

Another instance can be seen in UKTWC (Thailand), where there are suggested activities for when visiting rural areas and one of the activities is a visit to a local hill tribe. However, the promotional material indicates that tourists should not support this as a human-zoo activity; tourists should not support any activity which treats the indigenous hill tribe people inhumanly or regards them as anything less than equal.

Excerpt 4.15

Thailand (Responsible Travel)

> *However, if anyone tries to sell you a tour to see the "long-necked women" politely decline. These are sad "human zoos", with no benefit to the communities themselves.*

All of the examples from the excerpts above reveal that the UKTWC (Whole) contains the messages regarding social issues in each destination country in this present study.

4.3.4.3 The Discourse of Travelling and Damage to Natural Resources

In the UKTWC (Whole), another emerging discourse is concerned with the idea that 'travelling means damage to natural resources.' When describing natural attractions as well as activities, there are messages mentioning the detrimental consequences of travelling on natural resources. For example, trekking can disturb wildlife and snorkeling can be dangerous to sea life. There are also messages of closing time periods of some natural attractions in order to restore the natural state. These imply a sense of how travelling can negatively affect the environment and natural resources. In order to serve the travelling purpose of tourists, some natural settings have been redesigned to fit the activities such as the trace or trekking paths in the forests or jungles. These are presented in the descriptions of the attractions, especially the 'undeveloped', 'untouched', 'unspoilt' ones whose main objective is to attract the potential tourists. Still, these attractions are made available for tourists and once these 'undeveloped', 'untouched' and 'unspoilt' are attracting more and more tourists, these places may not long remain in the 'undeveloped', 'untouched' and 'unspoilt' condition much longer. In order to serve different types of tourists, there is a possibility that the sites will be adjusted to be easily accessed with facilities. This implies that travelling can somehow damage the natural resources at the holiday destinations and the damage to natural resources is found in the UKTWC (Whole).

Excerpt 4.16

Italy (Classic Collection)

> *Despite the more recent arrival of nouveau riche foreigners, Forte dei Marmi manages to keep the scene discreet and the super yachts at bay.*

Excerpt 4.16 shows that the arrival of the tourists potentially leads to some changes at the suggested destination, in this case – Italy - with a further message stating the attempt to keep the setting in the same conditions.

Excerpt 4.17

Thailand (Responsible Travel)

> *We operate this trip on a carbon neutral basis, by offsetting 146kg of C02 emissions for each passenger. After a three year process, we were proud to become a carbon neutral company in 2010 and we have an ongoing programme to measure, reduce and offset the carbon emissions from our offices, stores and trips. We also offer passengers who book their flight through us the option to offset those emissions. To date, we have offset more than 45,000 tonnes of carbon emissions by investing in a range of internationally accredited renewable energy projects in destinations where we travel.*

Excerpt 4.17 also demonstrate how the concept of travelling means damage to natural resources. This is the concern of the negative effects on the natural resources caused by tourism. Some of the messages are similar. However, there are some differences in the information regarding what could harm the natural resources depending upon the destination.

4.3.5 The Discourse of Home as a Comfort Zone

The last discourse is the discourse of feeling at home. Even though it may not be explicitly demonstrated in the UKTWC, this discourse does exist. With all the attempts to communicate the persuasive messages to potential tourists, there is a fairly strong message conveying the idea that 'there is no place like home'. This is a contradictory message implied within the persuasive messages in persuading people to experience something different. Even though the destination countries provide the means of escapism from the routine life to find something new, different and authentic, the home country is the place to come back to as a comfort zone.

One of the examples is taken from the itinerary in Italy. The service provided imitates what is familiar to the tourists and is believed to be a common practice back home. It is obvious to see that in this case the potential tourists are based in

the UK. Therefore, besides providing facilities close to home, the attempt in constructing a home-like situation is also seen from the discourse. Some activities which are known for their 'Britishness' are provided in the tour package.

Excerpt 4.18

Italy (Kuoni)

> *Later, you will be served with a wonderful afternoon tea as you travel through the beautiful Bremmer Pass at the border of Italy and Austria before the train then traverses the mighty Italian Dolomites.*

According to the above excerpt, 'afternoon tea', which is not a common part of Italy's tradition but is of the UK's, is mentioned. The communication of 'afternoon tea' could provide a home-like activity experienced overseas, outside the country of origin of the tourists.

Another example is found frequently in the UTWKC (Turkey). It can be seen from the analysis of frequency word and keyword list (See Chapter 5) that the terms 'bar' and 'nightlife' are used. This is contrary to the background of Turkey whose major religion is Islam. One of the well-known Islamic teachings stated in the Qur'an is that alcohol consumption is forbidden. Even though current Turkish law allows people to drink alcohol and alcoholic drink can be sold, the age must be over 24 which is considerably higher than in many other countries. (However, restrictions on the sale of alcohol are currently being tightened.) As can be seen from the beach cultures emerging in UKTWC (Turkey), among the main suggested activities and places/facilities are 'bar' and 'nightlife'. This implies that tourists can still enjoy what they would expect to do during leisure time back home by consuming alcoholic beverages and enjoying entertainment facilities even though these are not the common practices of the majority of the population at the destination, Turkey.

Excerpt 4.19

Turkey (Directline Holidays)

> *These days about 99% of the population are Muslim. Islam is generally a pretty laidback affair in Turkey. Many Turks drink alcohol and in the western resorts, you will see local women wearing tops with spaghetti straps as skimpy as those of the tourists. But you will see also quite a few women in headscarves – more than there used to be – it's become fashionable and they are often real designer statements, tied creatively.*

> *If, occasionally, you see a woman in full hijab – chances are she's an Arab visitor. However, some wear them because of true religious belief and almost all Turks are believers, however casual. At the moment, there's a tussle going on between the western-looking middle classes and the religious right wing who are trying to drag the country slowly towards a less secular, more Islamic viewpoint. In this, as in everything else, Turkey stands firmly on the crossroads between East and West.*

Excerpt 4.19 from Directline Holiday about alcohol consumption in Turkey demonstrates an attempt to go against what many people commonly believe about alcohol consumption in an Islamic country. It aims at persuading tourists to visit Turkey where the laws are less strict instead of going somewhere else. However, this is in fact against the law in Turkey. In 2017, the Turkish local government in Antalya banned alcohol consumption in public places in Antalya and from the keyword list of UKTWC (Turkey) (See section 5.4.2 in Chapter 5), the word 'Antalya' features highly in the list. In addition, the use of the terms 'casual' and 'secular' tend to persuade potential tourists to have different views from what they may have had before. Moreover, the explanation of how women dress in Turkey is also a case in point. It is a persuasive attempt that the Turkish women dress similarly to the women in the UK. Women wearing 'hijabs' may not be the local Turkish but Arabs. When the UK tourists arrive in Turkey, they would not see something different from what they see in the UK regarding women's daily clothes. The messages in the excerpt tend to downplay the importance of the Islamic culture in Turkey and to differentiate the Islamic culture of Turkey from that of other Islamic countries.

Excerpt 4.20

Turkey (Directline Holidays)

> *The bustling resort of Bodrum on Turkey's southwestern coast really is a city of two halves. The eastern end of the town has a long thin beach, backed by bars and nightclubs that cater very much to the British package holiday crowd. Think neon strip lighting, English breakfasts and Only Fools and Horses played on repeat.*

Excerpt 4.20 from Directline Holidays indicates that there is a sense of home even though tourists are actually travelling abroad in a totally different country both geographically and culturally. The statements provide a reference to a home environment by mentioning the '*nightclubs that cater very much to the British package holiday crowd….*'. This emphasises that the atmosphere of home is one crucial part of the persuasive information that the message sender is attempting to communicate.

From the earlier examples, these destinations are mostly positioned for leisure purposes for a change. Some social issues may be provided but they can be neglected. This means that no matter how different the destinations are from the home country; the tourists can always find for themselves the familiarity and the comfort zone of their home country.

4.4 Linguistic Strategies in Positioning the UKTWC (Whole)

This section provides linguistic strategies commonly employed in the UKTWC (Whole). The findings are presented from the lexical level to sentential level.

4.4.1 Positive Evaluation and Positive Descriptors

As the study focuses on the analysis of the keywords in detail, this could provide evidence that there is a repetitive use of word choice, particularly evaluative descriptors or adjectives. The same sets of adjectives are employed to modify and explain the same types of nouns. For example, evaluative descriptors are used to describe natural beauty and scenery (See Table 4.7). All the word choices which are highly featured in the collocations of the content word existing in the keyword list bring about positive impressions to the readers. They aim at creating positivity as the main persuasive content. Some of the repeated

descriptors are found to be strongly significant when compared to general language use. They have significant statistical value and they are seen to be repeated in the UKTWC (Whole).

Table 4.10 *Evaluative Descriptors in the Top 200 Keyword UKTWC (Whole)*

Rank	word	RF	NF	LL
22	beautiful	804	18.2697	3318.062
28	famous	690	15.67922	2915.778
37	stunning	359	8.157737	2322.778
56	spectacular	352	7.998673	1826.785
70	perfect	431	9.79383	1570.739
104	picturesque	195	4.431083	1199.569
105	fantastic	218	4.953724	1185.661
111	fascinating	240	5.453641	1160.405
118	charming	224	5.090065	1126.559
119	best	761	17.29259	1122.684
139	popular	401	9.112125	964.95
148	delicious	180	4.09023	912.056
156	lively	188	4.272019	866.435
161	colourful	174	3.953889	860.059
166	scenic	126	2.863161	848.699
181	magnificent	192	4.362913	777.768
185	breathtaking	120	2.72682	763.997
190	vibrant	119	2.704097	754.733
198	panoramic	104	2.363244	730.023

As aforementioned (See section 4.2), these evaluative descriptors are repeated across the UKTWC (Whole) and have significant value due to their LL. This means that these evaluative descriptors portraying positive attributes of the destination countries are more unusually frequent when compared to general English usage. Consequently, the use of these top evaluative descriptors is included as one of the key word choices employed in positioning the three countries of the UKTWC (Whole).

4.4.2 Grammar Features

4.4.2.1 Pronouns

There are uses of the 'we' and 'you' pronouns to make descriptions more like a dialogue. They convey the sense of interaction between the sender and the readers of the message. The use of the dialogical pattern to communicate with readers is similar to a conversation pattern. The structure of sentences is mostly of simple sentence structure. The use of language tends to be similar to general English when considering its main purpose as a marketing tool. There are not many signs of business English or technical terms to make it sound sophisticated and difficult to understand.

However, some of the lexical items from the frequencies of the UKTWC (Whole) are worth investigating. They are pronouns and possessive adjectives. These words are 'you' (rank 8, RF = 2593), 'we' (rank 13, RF = 1394) and 'its' (rank 17, RF = 993). The analysis indicated that these lexical items clearly provide the positions of the interlocutors in the storylines.

It can be seen that pronoun 'you' is frequently high and the meaning of 'you' is used to address the readers, those interested in visiting Italy while the other pronoun 'we' which is on the top-20 frequency wordlist is used to refer to the travel agencies and tour operators to address themselves. Therefore, it seems in UKTWC (Italy), the use of pronouns indicates the relationship between the writer and the readers in the same way as a conversation communication. This is the reason why the information given about the country is treated as the storyline. In terms of grammatical structure, the pronoun 'you' is mostly used with the future modal 'will' ('you will' – 255 times from nine websites and 'you'll' – 84 times from six websites out of 10 websites) to suggest the activities as well as what the visitors can see and do when they arrive at the destinations. Some of the examples are as follows:

1. **You will** find some of the most Italian spectacular scenery. (Cosmos)
2. **You will** admire some of the most important of Michelangelo's sculptures… (Citalia)
3. **You will** experience in a real Rome… (Citalia)
4. **You will** stop at a farmhouse … (Classic Collection)
5. **You will** visit charming Tyrolean villages (Kuoni)
6. **You will** witness colourfully attired Swiss_Papal_Guards… (Kuoni)
7. **You will** discover the real Tuscan countryside. (Responsible Travel)

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8. **You will** savour food bursting with flavours …. (Responsible Travel)

9. **You will** reach some good viewpoints over the town (Sunvil)

10. **You will** notice a lot as you wander around. (Thomas Cook)

11. **You will** arrive in the enchanting town of Capri… (Titan)

12. **You'll** taste the best of the Tuscan wine … (Citalia)

13. **You'll** see the legendary frozen plaster cast figure … (Monarch)

14. **You'll** explore the beautifully tranquil Langhe region of Piedmont. (Responsible Travel)

15. **You'll** enjoy gorgeous balcony views from the hotel. (Responsible Travel)

16. **You'll** find most of the famous Italian designer labels…. (Cosmos)

17. **You'll** find pizzerias everywhere - …. (Thomson)

A further analysis of the pronoun 'you' with the auxiliary verb 'will' (both written in full and contraction), reveals that action verbs existing next to this pattern show specific actions. As can be seen from the examples above, the verbs 'admire', 'taste', ''explore', and 'enjoy' present different aspects of actions. The verbs 'taste' and 'savour' present the action in relation to cuisine and food and can in some way be related to the authenticity of Italian cuisine. With regard to 'admire' and 'enjoy', the feelings toward the object of the actions have positive meanings. In addition, 'explore', 'witness' and 'discover' can give a sense of strangeness to something new or unknown.

Another pronoun highly featuring in the top 20 frequencies is 'we'. This pronoun is used in two different ways. Both of the meanings aim to set the conversational tone. The first meaning refers to the way the travel agencies and tour operators address themselves as a speaker. It is used as a collective 'we' as a company and what they can do for their prospective clients, i.e. include, recommend, tailor, offer and so on. The second meaning is the use of the inclusive 'we' which includes the travel agencies and tour operators themselves and the tourists, referring to the things to see and do during the holidays. Some examples can be seen below.

Collective 'we'

1. **We**'ve included some of our favourite suggestions (Citalia)
2. **We** recommend bringing along swimwear (Citalia)
3. **We** can tailor make your ideal holiday. (Classic Collection)
4. **W**e offer a number of bookable excursions (Kuoni)
5. **We** are the UK's leading independent Tour Operator (Monarch)
6. **We** include a three-hour Lemon_Tour (Responsible Travel)
7. **We** arrange excursions, treatments or activities (Responsible Travel)
8. **We** pride ourselves on offering a highly personal service (Sunvil)
9. **We**'ll let you know if you need to ... (Thomson)
10. **W**e have included a range of excursions, such as (Titan)

Inclusive 'we'

1. **We**'ll continue to Siena and our guide ... (Citalia)
2. **We** arrive in Pisa and our guide will lead you (Citalia)
3. **We** lunch at The Garden, enjoying more stunning views (Responsible Travel)
4. **We** visit Angesta to see its unfinished Doric Temple (Responsible Travel)
5. **We** will stop at the Italian Cantina for … (Thomson)
6. **We** have some time to explore Cantania (Titan)

The actions tend to be future actions for tourists; therefore, there is no question that the pronoun 'we' can be in front of the auxiliary verb 'will'. The pronoun 'we' in this context refers to the inclusion of the travel agency and tour operator personnel along with the group of tourists.

Additionally, there are frequent uses of 'here' and 'there'. When examining the uses of pronouns including 'here' and 'there', we notice the presence of deixis. These are function words which are necessary to make a sentence complete and to provide spatial references in the sentences.

4.4.2.2 Comparison (Superlative)

Particularly, the superlative 'most' is commonly used in the UKTWC (Whole). The superlative 'most' is found to be associated with different adjectives as can be seen below.

1. …most spectacular scenery…
2. …most spectacular stretch of coastline…
3. …most exclusive resorts…
4. …most iconic sites…
5. …most beloved city break destination…
6. …most iconic cities…
7. …most famous balcony...
8. …most beautiful region…
9. …most popular coastal towns…
10. …most celebrated waterside destinations…
11. …most delectable destinations…
12. … most exquisite (and expensive) wines …
13. …most delicious cuisine…
14. …most captivating cities…
15. …most prosperous and fashionable city, Milan…
16. …most revered city for its Renaissance …
17. …most memorable highlights at your own pace….

From the instances above, there are a variety of aspects that the superlative 'most' modifies dependent upon the noun it is associated with. They are mostly locations and buildings and there are also a few cuisine aspects. Moreover, the communicating messages can also provide differences in how Italy is positioned. Not only the historical but also the contemporary state of Italy is conveyed through the use of the superlative 'most' and the adjectives it is qualifying.

The term 'Turkey's' is found to be collocated with superlative adjectives such as 'most', 'busiest', 'best', 'finest', 'biggest', 'greatest' and 'highest'. The superlative phrases used to modify the noun showing the highest degree of quality. The superlative 'most' is found frequently with other adjectives such as 'famous', 'impressive', 'well-known', 'fascinating', 'beautiful' and 'amazing'.

4.4.2.3 Imperative

. The action words such as 'go', 'shop', 'visit', 'explore', 'discover', 'experience' and 'come' are presented in the first few sentences of the whole UKTWC (Whole). Imperative sentences are used to enhance a convincing message in order to create actions. These physical acts or activities are described utilising key action verbs, most of which are formed in the imperative mode. These action verbs demonstrate enthusiasm for the recommended tourist activity and enhance the sense of action and dynamism conveyed at the semantic level. These imperative forms are used to suggest to tourists what to do rather than to give an order (see Table 4.8 for examples).

4.4.2.4 Figurative Language

Figurative language can be seen throughout the whole corpus. There are repetitive uses of figurative devices such as metaphor and personification. However, the use of metaphor is always with the same recurring words even though they are used to provide vivid images and imagery effects of different places in the different sub-corpora. Some examples of metaphor are seen in the UKTWC (Turkey) such as 'mouthwatering', 'clear turquoise', 'crystal clear' and 'holiday paradise'. '*Haggling is a national sport, so have your negotiating skills at the ready.' This is a use of metaphor of comparing 'haggling' to 'sport*'. Another is the use of metaphor for comparing the list of watersports by food. These are: '*Marmaris has the full A to Z of watersports…*' and '*Olu Deniz also supplies an a la carte menu of watersports.*'

In addition, with regard to personification, '*Lying in both Asia and Europe*' and '*dramatic mountains sweep down to sunbaked beaches' and 'this is tantalising Turkey*!' can be examples of human actions performed by non-human objects. These verbal techniques are crucial in painting the picture of Turkey to be seen vividly and to provide positive and impressive effects. The last term in this category is 'ceremony'. The term 'ceremony' is not only related to a ritual occasion and procedures but is also used as a metaphor on special occasions. In the context of ritual and religious occasion, it is found to collocate with 'oath of allegiance', 'spiritual', 'traditional welcome' and 'alm(s) giving'. However, it is seen to be used as a compound noun in 'sunset ceremony' and 'tea tasting ceremony'.

Personification or the description of non-human objects performing human actions is utilised in the UKTWC (Whole). Personification is seen with the lexical item 'sun'. The examples are '*as the sun gently bronzes your body*' and *'...your only company may be the sun dancing on the Aegean…'*. Moreover, the adjective 'sleepy' is also used to describe the atmosphere of the tour sites. The examples are '…clambering down past narrow buildings and sleepy lanes', 'visiting the sleepy village home of ancient Roman ruins…', 'sleepy hilltop', 'sleeping fishing village', and 'Phuket is sleepy by day….'. These demonstrate the quiet atmosphere and its function is to describe the non-human places.

4.4.2.5 Languaging

Languaging is the use of unfamiliar expressions in an unusual context to attract the audience's attention. Languaging is also present in the UKTWC (Whole) to some extent. As the UKTWC mainly targets an English-speaking audience, languaging exists throughout the UKTWC (Whole). For example, the term 'piazza' is frequently seen in the UKTWC (Whole). The term 'piazza' is an Italian word and has a similar meaning to the word 'square' in English. Many times, the term 'piazza' exists along with the word 'square' and sometimes the two are used interchangeably. It is noticeable that languaging of the verbal technique comes into play.

In the UKTWC (Turkey), the word 'meze' is featured with several descriptors identifying the Turkishness in the use of the languaging verbal technique in the text. It is frequently found that the word is used to provide definitions to many Turkish words unfamiliar to the readers. The first use is always seen with the phrase 'subject + means' such as 'Mediterranean climate **means** the weather is wonderful', and 'This **means** you can have some free days…'. Also, the word 'mean' is often collocated with the relative pronoun 'which' to provide additional information. With regard to the use of the languaging verbal technique, some of the examples are 'Kadikalesi **means** 'judges castles', 'Yashi **means** beautiful in Turkish', '…Cesme, which means fountain in Turkish', and 'Kaleiçi, which literally means 'within the citadel'…'.

Furthermore, in the UKTWC (Thailand), the words 'khlong/klong' and 'canal' are employed. The lexical item 'khlong/klong' in Thai means canal. It is a languaging verbal technique and this lexical item is seen to come with the word 'canal' in parentheses for the purpose of translation. Additionally, the term 'tuk tuk'

features prominently in UKTWC (Thailand). This term means a traditional motored tri-cycle form of transportation which is well-known by tourists in Thailand. It can be one way of using the languaging verbal technique or it is possibly easier to use this word to communicate rather than to use the word motor-tricycle. This term 'tuk tuk' is presented as a mode of transportation and seen to come along with other types of transportation such as 'skytrain', 'air-con bus', 'boat', and 'taxi'. The item 'tuk_tuk' is seen to collocate with 'cheap', 'infamous' and 'omnipresent'. There are many suggested activities mentioned which are associated with the use of 'tuk tuk' such as 'take a tuk tuk ride', 'Explore by tuk tuk', 'travel by ….. and tuk tuk' and 'jumping in the back of a tuk tuk'. This languaging verbal technique does not only perform the function of providing a foreign sense but is also linked to the cultural authenticity in terms of an object. The word 'khantoke/khantohk- the northern dining style - is seen to be used in describing the atmosphere of the local dining experience in the northern Thailand.

4.4.2.6 Sentence Structure

Sentence structure is analysed by a close reading of the concordance lines of the highly featured lexical items. Since name referents are very highly featured in the UKTWC (Whole) (See Chapter 5 for the report of Buildings and Locations semantic category), the name referents were examined in the ways that they are structured in the UKTWC (Whole). These name referents are communicated in the same recurring sentence structure. The name referents are conveyed in a simple sentence pattern with descriptions to modify the places that the name referents are associated with and what the name referents can offer. The examples below demonstrate the explanation of the use of simple sentence structure.

 Location + 'Be' Examples

1. Izmir **is** Turkey's third largest city… (Directline Holidays)
2. The nearest beach to Fethiya **is** Calis_Beach…. (Anatolian Sky)
3. Icmeler **is** home to a golden beach…. (Thomas Cook)
4. Alanya **is** secluded by the jaw-dropping beautiful Taurus_Mountain (On the beach)
5. Yalikavak **is** a 5 minute drive away…. (Thomas Cook)
6. Patara **is** renowned as being one of Turkey's most stunning beaches… (Anatolian Sky)
7. Bitez **is** a popular choice with families and sport enthusiasts. (Directline Holidays)

<u>Location + 'has' Examples</u>

1. Turkey **has** something for everyone…. (Cosmos)

2. Marmaris **has** several excellent diving schools… (Directline Holidays)

3. For beach lovers, Kalkan **has** its small pebble beach… (Anatolian Sky)

4. The nearby village of Akyaka **has** a selection of sea facing restaurants (Thomas Cook)

5. Gumbet **has** more bar per square metre than … (Thomas Cook)

6. Belek **has** a golden spot on the Turkish Riviera, …. (Thomas Cook)

7. Aspendos **has** the best-preserved theatre in Asia Minor… (Anatolian Sky)

Some of the examples above can demonstrate the simple sentence structure which is recurrent. The subjects and complements may differ but the structure is similar. The meanings are also direct and straightforward with the use of these simple sentences with the verbs 'to be' and 'to have'. Regarding the 'to be' verb, this verb describes the state of the subject as well as the spatial reference as can be seen from the examples. With reference to the 'to have' verb, it shows the possession of and what the subject comprises or can offer.

Although the majority of the sentence structures are the simple sentence structure as indicated above, the use of 'that' and 'which' is worth comment. According to the frequencies of the UKTWC (Whole), the lexical item 'that' is prominently featured (rank 30, RF = 1523, LL = 34.60789). The lexical item 'which' is also prominently featured (rank 39, RF = 1100, LL = 24.99585). A concordance analysis reveals that the usage of 'that' and 'which' is in the defining clauses to supply additional information. The more frequent use of 'that' indicates more essential information in restrictive clauses. This means that there is more essential additional information in the UKTWC (Whole) with the use of 'that' rather than 'which' in non-restrictive clauses to supply non-essential information but to provide extra information. This means that the complex sentence structure also exists in the UKTWC (Whole).

It is worth noting here the reason why the compound sentence structure is not mentioned. Coordinating conjunctions were not listed as in frequent use and with a manual reading they were not particularly noticeable. Despite the coordinating conjunction 'and' which features highly (rank 2, RF = 17,193, LL = 390.6852) in the frequency list of the UKTWC (Whole), the function of the word 'and' is not used to join two independent clauses. The word 'and' is used to

demonstrate examples of words or activities in the same categories such as 'sun and sand', 'Milan and Verona', 'food and drink' and 'convenient and cheap.'

4.5 Summary of the Chapter

This chapter has firstly provided an overview of the UKTWC (Whole) drawn from the benchmarking corpus, the BNC. The keyword analysis reveals that the UKTWC (Whole) consists of main five categories. The most significant category positioning in the UKTWC (Whole) is Buildings and Locations which indicate name referents. The Nature semantic category plays the second important role in positioning the countries. The lexical words in the Nature semantic category include several tour sites with natural settings as their attractions. The Historical/Heritage semantic category is the third semantic category revealing the positioning of the three countries. Affiliative adjectives and the structural pattern of 'name of the country + 's) are in this category. They are associated with various nouns pointing out the country's outstanding attributes to identify the national or social group of the referents which should be attractive to the audience. The next semantic category is the Food and Drink category. This category contains the lexical items denoting highlights of cuisine as cultural resources. Next, the Travel Information, Itineraries and Facilities semantic category is also prominent. The lexical items provide details regarding travel information at the destinations such transportation, times of arrivals and departures, and itineraries. These lexical items may not explicitly position any country in particular. The next category is the Positive Evaluation semantic category. The lexical items in this category are significant in that they demonstrate positive attitudes to the destinations. These positive adjectives modify the noun collocated with them to portray positive effects to the audience. Verbs are also crucial in positioning the countries. These verbs provide actions of what tourists can or should do at the destinations. These verbs include both actions as well as sensory perceptions.

UKTWC (Whole) is also positioned with a variety of discourses. These discourses are the discourses of 'persuasion', 'authenticity' and 'nostalgia'. The persuasion discourse is embedded by communicative acts which carry the persuasive messages in the story lines to attract prospect tourists. The discourse of authenticity is communicated through the use of 'traditional', 'local' and 'authentic' senses of the destination countries. The nostalgia discourse is related to historical information and the background of the country. In addition to these

discourses, there are emerging discourses which are embedded in the UKTWC (Whole). These emerging discourses include the discourses of 'risks', 'social issues', 'travelling and damage to natural resources' and 'home as a comfort zone'. The discourse of risks involves warnings and safety messages of possible risks at the destination countries. The discourse of social issues conveys the messages that there are some social issues at the destinations which tourists need to be aware of. The discourse of travelling and damage to natural resources suggests that travelling may bring harm and damage to some natural tour sites at the destinations. Therefore, tourists need to be concerned about their travelling activities. This displays concerns of natural sustainability. The final emerging discourse is that of home as a comfort zone. The story lines in this discourse imply the sense of being at home at a foreign destination. Even though tourists are away at any travelling destinations, they can still enjoy activities to make them feel as they would at home since a feeling of 'being at home' can bring a sense of comfort.

Moving on to the language employed in the UKTWC, several linguistic features are employed as communication strategies to position Italy, Turkey and Thailand. First, a certain set of word choice of positive/evaluative descriptors are highly prominent in the UKTWC (Whole). These lexical items are adjectives denoting positive meanings. There are also specific prominent grammatical features. These include the use of the pronouns 'you' and 'we', comparison – particularly superlative form of comparison, the use of imperative structure, and figurative devices which are metaphor and personification. Languaging is another communicative technique used in the UKTWC to display unfamiliarity as well as to attract an audience instead of more familiar and recognizable expressions. Finally, the patterns of sentence structure in the UKTWC (Whole) are mostly simple sentence structure and complex sentence structure. Simple sentence structure indicates what can be seen or experienced at the destinations in an easy to understand manner. The complex sentence structure is utilised when there are descriptions of specific nouns explaining either essential or extra information.

This chapter has provided the overview of the positions of the UKTWC (Whole) which address the first research question. The next chapter will zoom in the UKTWC by the observation of each country through the analysis of frequencies and keywords of UKTWC (Italy), UKTWC (Turkey) and UKTWC (Thailand) respectively to address the second research question.

Chapter 5
Similarities and Differences of Italy, Turkey and Thailand
Frequency and Keyword Analysis – Country by Country

5.1 Introduction

This chapter will report the results which address the second research question: 'What are the similarities and differences in positioning Italy, Turkey and Thailand and why?'

This chapter is divided into three main parts based on the findings in the analysis of the UKWTC (Whole). First, the similarities and differences among the three countries are provided. Furthermore, the findings from the analysis of the frequencies and keywords of the UKTWC (Italy), UKTWC (Turkey) and UKTWC (Thailand) are discussed respectively in order to reveal the details of the similarities and the differences among them.

5.2 The similarities of the UKTWC (Italy), (Turkey) and (Thailand)

5.2.1 The Semantic Categories

The significant similarity in positioning the three countries is the semantic categories. Italy, Turkey and Thailand are positioned mainly based on the semantic categories as follows:

1. Buildings and Locations
2. Historical/Heritage
3. Nature
4. Food and Drink
5. Health and Wellbeing
6. Travel Information, Itineraries and Facilities

The semantic meanings of the lexical items within the keyword list establish the three aforementioned countries as popular tourist destinations. It is evident that the three sub-corpora exhibit identical characteristics across six semantic categories. Specifically, Italy, Turkey, and Thailand hold prominent positions within the Buildings and Locations semantic category. The prominent lexical items within this category encompass name referents, specifically referring to attractions and tour sites unique to each country. Subsequently, the specific details pertaining to these destinations, including the types of holidays offered and the distinctive elements associated with each location, play a pivotal role in positioning these countries as attractive options for prospective tourists.

Table 5.1 provides a visual representation of the shared semantic categories observed in the UKTWC (Italy), UKTWC (Turkey), and UKTWC (Thailand). Nevertheless, it is worth noting that the number of lexical items differs with respect to the specific attributes associated with each country.

Table 5.1 *Semantic Categories of Keywords Positioning UKTWC by Country*

Semantic Categories	UKTWC (Italy) No. of Lexical Items	UKTWC (Turkey) No. of Lexical Items	UKTWC (Thailand) No. of Lexical Items
1. Building and Locations	89	66	52
2. Historical/Heritage	26	8	26
3. Nature	20	24	18
4. Food and Drink	5	6	4
5. Health and Wellbeing	3	9	8
6.Travel Information, Itineraries and Facilities	63	50	63

Based on the attributes associated with each destination, the distinguishing selling points are primarily focused on cultural significance, cultural authenticity, and natural beauty. A crucial aspect to note is the consistent persuasive approach adopted by all three countries, wherein they assert that the country being described can cater to the desires of tourists, accommodating a wide range of preferences. These claims encompass the suitability of the destinations for various types of tourists, including individuals seeking simplicity or adventure, couples, and families. This sentiment is evident in statements such as *'Italy has an amazing range of destinations that appeal to everyone…', 'how much the country has to offer visitors.', 'there is so much to offer on Thailand.',* '*there will be something to please everyone.'* These types of statements with the same meaning exist in the UKTWC (Italy), (Turkey) and (Thailand). Such statements, conveying the same underlying message, are present in the UKTWC (Italy), UKTWC (Turkey), and

UKTWC (Thailand). Furthermore, the selling points presented by all three countries share similarities, as each country seeks to promise a diverse selection of attractions, activities, and lifestyles. The primary focus lies in accommodating the individual preferences and styles of tourists. However, the specific details regarding these destinations and their respective emphases are further explored in subsequent chapters (refer to Section 5.4 onwards).

5.2.2 Historical and Cultural Backgrounds

The comparative analysis among the UKTWC (Italy), UKTWC (Turkey), and UKTWC (Thailand) reveals that historical and cultural backgrounds play a prominent role in positioning these countries as desirable tourist destinations. Notably, within the Buildings and Locations semantic category, numerous locations are closely associated with the historical past of each respective country. Furthermore, the identified lexical items consistently correspond with the lexical items found in the Historical/Heritage semantic category. For instance, the UKTWC (Italy) prominently features architectural locations such as 'duomo,' 'church,' and 'cathedral.' These architectural sites are further elucidated by providing historical information, including architectural patterns and the time period of their construction. Common descriptors used to describe these locations include 'Renaissance,' 'Medieval,' 'Baroque,' as well as specific time references such as '15th Century' and '16th Century.' Similarly, in the case of Turkey, tour sites such as 'Ephesus,' 'Troy,' and 'Hierapolis' hold significant prominence within the Buildings and Locations semantic category. These sites are consistently described using the lexical item 'ancient,' thus emphasizing their historical attributes. In Thailand, the keywords 'temple,' 'Ayutthaya,' 'Sukhothai,' and 'Grand Palace' are featured within the Buildings and Locations category, each serving as a testament to Thailand's rich history. Furthermore, accompanying explanations highlight the historical importance of these tour sites within Thailand. Notably, the term 'historic' is frequently associated with these examples in the UKTWC (Thailand). Thus, it becomes evident that the historical and heritage aspects play a crucial role in persuading prospective tourists to visit these destinations.

Apart from the historical background, the tour sites mentioned earlier in these three countries exhibit a significant cultural context. In the case of Italy, the presence of lexical items such as 'duomo,' 'church,' and 'cathedral' clearly reflects a strong cultural foundation rooted in Christianity. Similarly, in Turkey, tour sites

such as 'Ephesus,' 'Troy,' and 'Hierapolis' contribute to the cultural heritage of the country. Additionally, the inclusion of 'mosque' and 'Blue Mosque' as highly recommended tour sites is unique to Turkey, distinguishing it from the other two countries. Consequently, Turkey's positioning is strengthened by its Islamic cultural background. The UKTWC (Thailand), on the other hand, prominently features the lexical items 'temple' and 'reclining Buddha.' Further examination reveals that whenever the term 'temple' is mentioned, it is consistently associated with various attractions related to Buddhism. As a result, the positioning of Thailand emphasises its rich Buddhist culture.

Moreover, a notable aspect in these three countries is the emphasis placed on experiencing "local," "authentic," and "traditional" cultural resources. These cultural resources encompass various aspects, including local cuisine and beverages, performances, and the overall lifestyle of the local population at the respective destinations. These affiliative adjectives, such as "Italian," "Turkish," and "Thai," consistently appear throughout the corpus of each country. Consequently, these affiliative adjectives serve as descriptors that encapsulate the specific cultural resources associated with each country.

5.2.3 Nature as Tourist Attractions

The presence of natural landscapes or settings at the holiday destinations serves as a common attribute in positioning Italy, Turkey, and Thailand. This assertion is supported by the co-textual analysis of lexical items within the Buildings and Locations semantic category. Notably, the lexical items in this category consistently exhibit associations with the natural settings and scenery of the respective destinations. For instance, several highly featured places in Italy, such as Tuscany, Capri, and Amalfi, as well as in Turkey, such as Bodrum, Antalya, and Cappadocia, and in Thailand, such as Chiang Mai, Phuket, and Krabi, are renowned tour sites where natural settings constitute their primary attractions. Furthermore, these locations are consistently related to lexical items within the Nature semantic category. Italy, in particular, prominently features its lake district and mountainous regions. Turkey's positioning primarily revolves around its beaches, seaside tour sites, and noteworthy natural wonders like Pamukkale and Cappadocia. Similarly, Thailand offers tourists naturally exotic settings, as evident from the lexical items 'jungle,' 'tropical forest,' 'wildlife,' 'islands,' and 'beaches.' For a more comprehensive analysis of the lexical items within the Nature semantic category, refer to Table 5.6 for Italy, 5.14 for Turkey, and 5.22 for Thailand.

5.3 The Differences among the UKTWC (Italy), (Turkey) and (Thailand)

This section discusses the differences among the UKTWC (Italy), (Turkey) and (Thailand).

5.3.1 The Differences in the Details of the Semantic Categories

The analysis of keywords provides insights into the differences observed in the semantic categories derived from the keyword list. Within the UKTWC (Italy), it is evident that the highest number of lexical items is found within the Buildings and Locations category, followed by the Historical/Heritage category and the Nature semantic category. Conversely, the categories of Food and Drink and Health and Wellbeing comprise a smaller number of lexical items. In the case of the UKTWC (Turkey), similar to the UKTWC (Italy) and the UKTWC (Thailand), the Buildings and Locations semantic category contains the most prominently featured lexical items. However, Turkey exhibits a distinctive emphasis on the Nature category. The Historical/Heritage category, as well as the Health and Wellbeing and Food and Drink categories, consist of a smaller number of lexical items in comparison. Turning to the UKTWC (Thailand), the emphasis is primarily placed on the Buildings and Locations category, followed by the Historical/Heritage and Nature semantic categories, respectively. The Health and Wellbeing and Food and Drink categories encompass a smaller number of lexical items in comparison.

A noteworthy distinction arises when examining the emergence of certain categories within these three countries. Notably, the UKTWC (Italy) features an intriguing emerging category, which is the semantic category of Positive Evaluation (refer to Table 5.9). This category holds significant prominence within the UKTWC (Italy), as evidenced by its frequent appearance among the top 200 keywords. Furthermore, the UKTWC (Thailand) also exhibits a striking emerging category, namely Environmental Concerns and Sustainability. While the UKTWC (Italy) and UKTWC (Turkey) lack these prominently featured lexical items, the UKTWC (Thailand) demonstrates a strong association with environmental concerns and sustainability-related terms (refer to Table 5.26)

5.3.2 Different Suggested Activities

The examination of suggested activities at the chosen holiday destination reveals a discernible disparity. Within the UKTWC (Italy), the Health and Wellbeing category encompasses a prominent activity, namely "skiing," which is exclusive to this location and cannot be pursued in the other two countries under consideration.

In contrast, the UKTWC (Turkey) emphasises health and wellbeing through water-based sports and activities, such as "diving," "watersports," "paragliding," and "windsurfing." Notably, Thailand presents a remarkably different landscape of suggested activities. Although these activities do not fall within the Health and Wellbeing category, they are associated with Travel Information, Itineraries, and Facilities. The term "learn" serves as a distinctive marker of this contrast. Furthermore, "learn" is featured prominently within the offers provided by travel agencies and tour operators. Specifically, within the UKTWC (Italy), "learn" occurs 40 times with a normalised frequency of 2.148424. In the UKTWC (Turkey), "learn" occurs 18 times with a normalised frequency of 1.246184. In the UKTWC (Thailand), "learn" occurs 93 times with a normalised frequency of 8.497128, ranking it among the top 200 keywords (LL = 90.841). The subsequent associations of "learn" reflect the interests targeted towards potential tourists. In Italy, "learn" is closely linked with activities such as "cooking" or "music lessons." In Turkey, it is associated with scuba diving. Conversely, Thailand presents a distinct array of interests that may be perceived as novel or unfamiliar to tourists. These include aspects of daily life, elephants, local hill tribes, Thai cuisine, exotic products, handicrafts, and diving. Notably, diving emerges as a particularly prominent activity among these associations. In fact, diving lessons are prominently featured across all 10 websites, particularly when the southern islands of Thailand, such as Koh Samui, Koh Tao, and Krabi, are highlighted as tourist destinations.

Furthermore, an additional disparity is evident through the presence of the term 'volunteer' within the UKTWC (Thailand). Within this context, 'volunteer' encompasses various opportunities for tourists to engage in altruistic endeavors. These encompass animal-related volunteer work, marine conservation efforts, and English teaching activities. Animal volunteer work entails the caretaking of rescued elephants, dogs, and cats. Thailand's abundance of picturesque islands also allows for the pursuit of marine conservation volunteer work, such as reef clean-up. Tourists visiting Thailand not only seek relaxation but also strive to contribute positively to the local community and environment. The volunteer role of English teaching highlights the limited English proficiency among Thai individuals, particularly in rural areas, thereby emphasising the potential for tourists to make a significant impact by simply possessing English language skills and facilitating effective communication. However, caution is warranted regarding volunteering in

orphanages due to potential negative repercussions on the children involved. Consequently, travel agents' websites do not encourage this particular form of volunteering. Thus, the primary distinction lies in Thailand's portrayal as a less developed country compared to Italy and Turkey, as evidenced by the absence of these types of suggested activities in the latter destinations.

5.3.3. Different Identification of Types of Tourists in Tour Packages

Distinguishing differences emerge in the categorisation of tourist types within the tour packages presented by travel agencies and tour operators. These differences are observed primarily within the semantic category of Travel Information, Itineraries, and Facilities, revealing a comprehensive differentiation in identifying tourist types across the the UKTWC (Whole) may not be as outstanding as a close examination of one sub-corpus.

Manual examination of keywords within the Travel Information, Itineraries, and Facilities semantic category discloses noteworthy differentiations in the specification of distinct tourist types, particularly evident within the UKTWC (Thailand). The lexical items 'volunteer' (ranking 19, RF = 94, NF = 8.588475, LL = 261.596), 'family' (ranking 67, RF = 156, NF = 14.25321, LL = 108.493), 'wedding' (ranking 107, RF = 38, NF = 3.471937, LL = 77.699), and 'kid' (ranking 165, RF = 19, NF = 1.735968, LL = 52.876) prominently feature within this category exclusively in the context of the UKTWC (Thailand). These lexical items provide compelling evidence that Thailand is positioned as a destination catering to diverse segments of tourists. The significant occurrence of 'family' and 'kid' within the UKTWC (Thailand) underscores its suitability as a holiday destination for families and those traveling with children. Moreover, the presence of 'wedding' highlights Thailand's appeal as a wedding reception venue. In contrast, the distinct tourist type emphasised in the UKTWC (Italy) and UKTWC (Turkey) revolves around the concept of 'lover.' The lexical item 'lover' holds a rank of 161 (RF = 161, NF = 2.73924, LL = 52.73) in the UKTWC (Italy), while in the UKTWC (Turkey), it attains a rank of 107 (RF = 42, NF = 2.907762, LL = 73.938). This observation suggests that Italy and Turkey position themselves as desirable destinations for individuals seeking romantic experiences, with a higher emphasis on 'lover' tourists in Italy. In contrast, the prominence of 'lover' as a tourist type is not significantly featured in the UKTWC (Thailand).

5.4 The Analysis of the Frequencies and Keywords of UKTWC (Italy), (Turkey) and (Thailand)

The analysis for this section reports the frequency analysis and followed by the keyword analysis. The 20 most frequent lexical items were reported in the frequency wordlist while the keyword analysis was demonstrated by the analysis of the top 200 keywords in order to investigate how the keywords can lead to the positions of these three countries.

5.4.1 UKTWC (Italy)

5.4.1.1 Frequency Analysis

This frequency analysis presented here signifies the top twenty-word frequencies. According to the data retrieved from the concordance tool, AntConc, the results are unsurprising, just like what the results of other corpus-based methods have revealed. They are mainly function words and the core lexical items in relation to the destinations appearing at the later ranks. This means the words existing at the top of the frequency wordlist are function words serving grammatical purposes of sentential level. Content words are later found in this frequency wordlist and it can be seen that the highest number of content words in this wordlist starts with nouns, followed by verbs, and adjectives, respectively. This frequency wordlist was generated with the use the lemma (See Appendix 1 for the Lemma List); therefore, there are some content words functioning more than only one part of speech. Some words may act as a noun in some contexts but could function as a verb in others and vice versa. The table below shows the top 20 frequency words.

Table 5.2 *UKTWC (Italy) Top 20 Frequencies*

Rank	Frequency	Word	Rank	Frequency	Word
1	13729	the	11	1643	Day
2	7345	and	12	1458	on
3	6728	of	13	1394	we
4	5848	be	14	1287	from
5	5512	to	15	1044	will
6	4777	a	16	1029	by
7	3582	in	17	993	its
8	2593	you	18	971	at
9	1932	with	19	861	this
10	1896	for	20	841	as
			20	841	italy

Table 5.2 demonstrates that 'Italy', which is the one content word in relation to the representation of the country, appeared 841 times and is 20th 'rank from the frequency wordlist. It is no surprise when the lexical item 'Italy' was ranked as the first term relevant to the representation of this country in the frequency wordlist. As the lexical item 'Italy' is considered the outstanding content word among all the top 20 frequency wordlist, this word was examined manually for its situated meaning by its collocations and co-texts.

The term 'Italy' appears as a general term to demonstrate travel destination. The term 'Italy' also has different word associations and mostly appears at the beginning of the sentences as a subject and is elaborated further by the complement part.

'Italy' appears at the beginning of the sentences, which are the convincing introductory statements attempting to persuade prospective customers why Italy should be a selected destination. The representation of Italy is constructed by a combination of the elements of the tourism language including linguistic devices and verbal techniques. Some statements are constructed with literary devices except from any outstanding features but the word choices in constructing sentences. However, the figure of speech or verbal techniques will not be presented now but will later be discussed along with the other two destinations.

It can be seen that at these introductory statements in which the term 'Italy' is placed alone or with other elements structured around, the common features found to represent the overall image of Italy are cultural authenticity: art, culture, history, gastronomy and beautiful natural scenery from cities and towns of Italy. Additionally, Italy is also depicted as a destination suitable for everybody. Even though a major emphasis is placed on cultural authenticity, an aspect of Italy as being a modern country is conveyed through its travel facilities (transportation and accommodation) and atmosphere.

It can also be seen that these statements are followed by other persuasive statements in order to attract customers. They aim to provide the reasons Italy is a destination for potential tourists. Some of the examples taken from the introduction or the overview of these 10 websites are as follows:

1. **Italy**'s cities are blessed with an abundance of art and culture that magnificently reflect the country's rich and varied history. A city break is the ideal way to fully encompass these aspects and is ideal for a simple weekend break or for celebrating a special occasion. (Citalia)
2. **Italy** is so diverse that only a multi centre trip can capture the essence of the whole country in one holiday. (Citalia)
3. **Italy** is renowned for its family-orientated approach to life (Citalia)
4. **Italy** holidays are enchanting. Stay in a luxurious hotel, farmhouse or castle, take a grand train journey through unforgettable scenery or drive through gorgeous countryside. Choose to visit beautiful Sorrento, gateway to the spectacular Amalfi Coast, journey to the tranquil shores of stunning Lake Garda or discover the classic sights of romantic Venice. (Kuoni)
5. **Italy** has a wonderful range of destinations that appeal to all tastes, ranging from fascinating cities to stunning lakeside locations. (Monarch)
6. **Italy** holidays are perfect for those in search of La Dolce Vita (the sweet life!). (Monarch)
7. **Italy** inspires awestruck sayings more than perhaps any country in Europe: 'All roads lead to Rome'; 'See Naples and die' (referring to its intoxicating impact not the driving). (Responsible Travel)
8. **Italy** is a beautiful country which cannot fail to impress. Rich in culture and history, it has an unending list of attractions to suit all tastes and interests. Simply mention fashion and immediately names like Armani, Versace, Ferragamo and Dolce Gabbana roll off the tongue. It is impossible to talk about gastronomy without thinking about Italian cuisine from rich pastas and delicate pastries to the mouth-watering Neapolitan ice cream. (Sunvil)
9. Can't decide what type of holiday you'd like? With holidays to **Italy**, there's no need to choose. Exciting city breaks, nightlife and cuisine go hand-in-hand, while beach life and adventure beckon in the north. Charming and traditional little towns speckle the south coast, linked by historical sights and glorious waterfronts ideal for wandering along with a gelato. (Thomas Cook)
10. **ITALY** IS BEST FOR…

- Foodies: Each of **Italy**'s unique regions produce authentic culinary delights that have established the country's reputation for world-class cuisine.

- Couples: A gondola tour down Venice's canal, candlelit dinners in Florence or the heady nightlife of Milan – Italy is one romantic destination.
- Nature lovers: The Lakes, islands and scenery in **Italy** are a treasure trove of adventure. (Thomas Cook)

11. **Italy**

    Overview

    The good life

    Postcard-perfect scenery, gorgeous beaches and cities stacked with big-name sights – long-legged **Italy** manages to pack a lot into its borders. And no matter which part of the boot you plump for, you'll find fantastic food, fine wines and a healthy dose of la dolce vita. (Thomson)

12. Bursting with life, colour and culture, **Italy** is a paradise for holidaymakers. (Titan)

13. Owing to its fabulous climate, enviable gastronomy, fantastic wines, beautiful scenery, magnificent architecture and rich heritage, **Italy** has long been a favoured haunt for British travellers. **Italy** holidays are the perfect destination for all holiday-makers. With so many stunning locations, whether a city break, trip to the lakes or relaxing on the beach, holidays to **Italy** have something for everyone. (Classic Collection)

As for the content words, which are nouns, these nouns appeared in the top 200 words and were put into 2 categories. The first category is the common nouns and the second category refers to proper nouns or the specific names or places such as Italy, Rome or Venice.

In addition to the word 'Italy', which is considered the crucial word as it reveals the country in brief, there is one content word in this top-20 frequency wordlist, namely, 'day' with the lemma (days). This word features 1643 times and is in rank 11. Although the situated meanings of the word are not relevant to how Italy is positioned, it is considered tourist information. It is the duration of each trip rather than significant meaning with reference to the destination country.

5.4.1.2 Aboutness - A Country of Variety

The main emphasis of Italy sub-corpus is found to be the destination of various attractions. The keyword analysis leads to the aboutness of the sub-corpus and the striking features found are the names of famous holiday destinations in various places around Italy, from big cities to small villages. In addition, the analysis also points out that the destinations have a relatively high relationship with other lexical items to describe the places. It can be seen that there is a great emphasis of history and heritage value communicated by these places. Natural settings are also offered for the preferences of prospect tourists for their types of destinations. Within the different natural settings, history and heritage sites are also added along with the natural beauty of the destination.   The country is positioned to be the holiday destination suitable for any preferences through the tour package service. They also indicate the rich history of which ones can relate to and some new and 'unroutine' activities can be found from this escape to Italy. The meanings of these can be interpreted from the analysis of lexical items generated from the keyword list which will be discussed in the next section.

5.4.1.3 Keyword Analysis

The keyword list from Italy sub-corpus has been derived from the measurement of the UKTWC (Italy) with the benchmark of the other two sub-corpora of the UKTWC (Turkey) and UKTWC (Thailand).

The data demonstrated that the term 'Italy' which was earlier discussed, comes first in the top 200 keyword list. The term 'Italy' appearing first as the keyword is not surprising as it is supposed to show its keyness of the UKTWC (Corpus). It was at first unexpected to see that the majority of the keywords found in this Italy sub-corpus are the specific names of the places. Still, these specific names were analysed with an expectation to find the position of the destination country to elaborate its characteristics and what it can offer to potential tourists.

Table 5.3 *UKTWC (Italy) The Top 20 Keywords*

Rank	Frequency	Log-Likelihood	Keywords
1	541	917.382	italy
2	387	643.019	rome
3	384	637.888	venice
4	468	538.679	view
5	283	486.943	florence
6	264	454.251	sorrento
7	335	444.509	wine
8	300	438.84	italian
9	202	347.571	verona
10	248	319.152	medieval
11	587	318.663	walk
12	171	294.231	lake_garda
13	168	277.915	tuscany
14	430	270.582	include
15	266	255.667	lake
16	148	254.656	sicily
17	257	254.393	shop
18	833	249.226	town
19	140	240.891	amalfi
20	143	235.22	pompeii

All top 20 keywords are content words about Buildings and Location, Nature, Heritage/ Historical, Food and Drink and Health and Wellbeing. The word, 'include' is the only pure verb in the top 20 keywords. The word, however, ranks 14 which is nearly in the bottom 5 of the top 20 with the frequency of 430 and LL (Log-Likelihood) of 270.582.

For content words, it is apparent that the 12 of the top 20 collocate words are about Buildings and Location within Italy. Ten out of 12 keywords are the words that signify the country, region, city and town. The most frequent word is 'Italy' (rank 1, frequency = 541, LL = 917.382) which signifies the destination country. Five out of 12 words signify big cities in Italy. These words are 'Rome' (rank 2, frequency = 387, LL

= 643.019), 'Venice' (rank 3, frequency = 384, LL = 637.888), 'Florence' (rank 5, frequency = 283, LL = 486.943), 'Verona' (rank 9, frequency = 202, LL = 347.571), and an ancient city which is 'Pompeii' (rank 20, frequency = 143, LL = 235.22). Two words, 'Sorrento' (rank 6, frequency = 264, LL = 454.251), and 'Amalfi' (rank 19, frequency = 140, LL = 240.891) signify town. Furthermore, 'Tuscany' (rank 13, frequency = 168, LL = 277.915) and 'Sicily' (rank 16, frequency = 148, LL = 254.656) are the 2 words that signify the region. Two out of 12 keywords define generic destinations which are 'shop' (rank 17, frequency = 257, LL = 254.393) and 'town' (rank 18, frequency = 833, LL = 249.226).

Three out of 20 keywords describe nature. The most frequently ranked word of nature is a generic word which is 'view' (rank 4, frequency = 468, LL = 538.679). The rest are 'lake_garda' (rank 12, frequency = 171, LL =294.231) and 'lake' (rank 15, frequency = 266, LL = 255.667).

Two out of 20 keywords are related to heritage and historical environment of the country. Within those two words, one is the word that defines ethnic and origin of the country which is 'Italian' (rank 8, LL = 300, 438.84); another one, 'medieval' (rank 10, LL = 248, 319.152), defines the era in which the country is glorified.

The one word in the top 20 keywords that is used in UKTWC (Italy) is 'wine' (rank 7, frequency = 335, LL = 444.509) under Food and Drink category. The word 'walk' (rank 11, frequency = 587, LL = 318.663) is highly significant by the value of log-likelihood under Health & Wellbeing category. And the word 'include' (rank 14, frequency = 430, LL = 270.582) is the only verb in the top 20 keywords of Italy.

The findings reveal that how Italy is positioned can be put into the descending order: 'Buildings and Locations', 'Historical/ Heritage', 'Food and Drink' and followed by 'Health and Wellbeing Category'. Nevertheless, there are other lexical items which do not belong to these four categories but in the 'Miscellaneous' categories. This is because the lexical items in the 'Miscellaneous' category cannot be categorised by the meanings at the surface levels. As a result, the lexical items were examined for further details and placed in other emerging categories which will be discussed later.

There are 90 lexical items in total. It can be seen that in these 90 lexical items, besides Italy demonstrated in the aforementioned frequency analysis, the majority of the lexical items is the specific names of city and town which are the recommended destinations in the tour packages. Some of the examples which are located at the top 5 keyword list with highest Log-Likelihood are 'Rome', 'Venice', 'Florence', 'Sorrento'

and 'Verona'. In addition to the city and town names, there are also some lexical items in relation to buildings or the place with physical structure such as tower, cathedral, church, palace and farm.

However, it was not adequate to look at these lexical items at the surface level; the analysis from the collocations by concordance lines were used to unpack the situated meanings of these keywords.

As stated above, the majority of the lexical items in this category features the names of cities and towns. These cities and towns were analysed and they reveal that they were associated with the outstanding characteristics of the places.

Table 5.4 *UKTWC (Italy) – Buildings and Locations Semantic Category*

Category	Lexical items (90 items arranged by the rank in the keyword list)
Buildings and Locations	italy, rome, venice, florence, sorrento, verona, tuscany, sicily, shop, town, amalfi, pompeii, capri, naples, cathedral, church, milan, siena, pisa, vineyard, piazza, restaurant, tower, garden, sardinia, building, street, positano, villa, wall, house, taormina, umbria, square, puglia, hotel, ischia, monument, ravello, herculaneum, centre, lucca, vesuvius, chianti, bellagio, assisi, colosseum, san_gimignano, café, perugia, dolomites, duomo, farmhouse, palermo, padua, city, cinque_terre, lane, terrace, path, boutique, catania, syracuse, como, malcesine, cobbled, museum, basilicata, veneto, palace, countryside, bologna, portofino, volterra, café, agrigento, lecce, limone,a matera, st_marks_square, cala_gonone, garda, farm, campania, bar, liguria, orvieto, paestum, sistine_chapel, alley

The names of the city and towns appeared in the Buildings and Locations were examined one by one. In the semantic group of locations and buildings, the most frequently used nouns are city/cities and town/towns. These two terms are commonly used in all 10 websites and appear at the top five of the list.

Among the 90 lexical items in the Buildings and Locations category, there are 47 items regarding the name of cities, towns and regions. In general, it can be said that these cities, towns and regions are located in the country from every possible area dependent upon potential tourists' preferences. As for 'Rome' which has the highest

Log-Likelihood to present the significance in comparison to the other two sub-corpora, it is found that Rome co-occurs often with various collocations with different points of meanings and linguistic patterns.

As for the meanings of 'Rome' which is the starting point of the analysis, Rome is conveyed as a city itself and indicates what elements Rome can offer in terms of travelling. Rome is described as the place to visit and the background of Rome is also provided. For example, '*Rome is steeped in history*' (Cosmos), '*The historic centre of Rome is listed by UNESCO as a World_Heritage_Site*' (Cosmos), '*Whilst Rome is home to seemingly endless examples of ancient buildings* (Citalia). These three examples demonstrate the historical perspective is mentioned and the 'UNESCO World Heritage Site' label provides credential to Rome from a world recognised organisation, UNESCO.

The other two cities ranking at the top of the keyword list are 'Venice' and 'Florence'. The three cities: 'Rome', 'Venice' and 'Florence' are often found together. This means Rome, Venice and Florence are the three main cities for tourists to visit. With reference to the meanings for Venice and Florence, these two cities are also found to share similarities with Rome. They are described as the destination cities with background information of the cities such as the historical information and the location. The location of these two cities are also provided and they are also used as the points of reference for the location or direction to other cities and towns. One of the recurring patterns that can be seen from the analysis of the names existing in this category is that they are associated with the unique characteristics or symbols. Venice is described with '*floating city*', '*Venetian Riviera*', '*City of gondole*', '*gondola*' and '*City of bridges*'. Florence, in the same vein, is described as '*known for its Renaissance art and architecture, museum and galleries…*(Cosmos) and '*the great art city of Florence*'. Whenever possible, the label of 'UNESCO World Heritage Site' is attached to the sites in this category.

As can be seen from Table 5.4 the majority of lexical items in this category are the specific names (name referents) and they are cities, towns, regions with different characteristics. Some are cities in general, some are city on the hill, some are the coastal town, villages and islands and some are the lake district of Italy. These locations are in all areas of Italy and the message sender of the information in the websites, which are the travel agencies and tour operators, attempt to find every possible way to sell according to the preferences of the individuals.

There are some lexical items in this category indicating specific place names but they are not town, city or region. These lexical items are 'Herculaneum' (rank 75, RF = 61, NF = 3.276346, LL = 104.96), 'Vesuvius' (rank = 81, RF = 59, NF = 3.168925, LL = 101.518) and 'Colosseum' (rank 89, RF = 51, NF = 2.73924, LL = 87.753). They are all tour sites included in the tour package for potential clients. There is a relationship between 'Herculaneum' and 'Vesuvius' in terms of historical background. Also, there is a connection with 'Pompeii'. These tour sites demonstrate the historical sense as well as the natural sense for the tourists since Vesuvius is the mountain worth visiting since these words are frequently mentioned. Then, it is also found to be frequently located near the term 'volcano' and 'eruption' which are placed in the Nature category. The term 'Colosseum' is obviously a frequently used word in the tour package. It is stated as the 'must-visit' site. It commonly collocates with 'ancient Romans' and some historical information is also provided. An interesting issue about the place when it is not just a location, like Herculaneum and Colosseum, the entrance fee is generally indicated. The statement clarifying the entrance fee is not only found in these two attractions but also in some other places like 'villa' as well.

It can be seen that generally the items 'city' and 'cities' are not included in the same group of lemmas (root word) because the clusters and collocations of these two items are different. While the term 'city' can identify one city in particular, the term 'cities' gives plural indication and the occurrences are associated with a group of cities in an area, an amount of places visited or even with the phrase 'one of the cities'. Therefore, the term 'city' was focused. The lexical item 'city' is seen to be closely related to the proper noun or the city's specific name. This seems to state that these three cities are mainly promoted. Some examples are 'Rome', 'Venice' and 'Florence', which are seen to be collocated with the term 'city' frequently.

In addition to the terms 'city, the word 'town' is also found to be prominent. Like the item 'city', various structures are used in the same way as the term 'city'. Still, there are some differences in how the lexical item 'town' is represented by its collocations. Descriptive adjectives are more frequently collocated with the item 'town'. Some examples found to come before the term 'town' are'seaside', 'coastal' and 'lagoon'. Some classifying adjectives relating to time and history such as 'Baroque', 'Medieval' or 'Gothic' are also used but not as many as the ones relevant to natural landscape. Unlike the word city, besides the adjectives preceding the term 'town', it is found that there is no statement or slogan given to attract attention.

A further reading was made with the expression 'city of' and there are more proper nouns of the city name found to be associated with the phrase. For example, there are 'city of Naples', 'city of Bologna', 'city of Venice', 'city of Pisa', 'city of Verona', 'city of Rome', 'city of Siena' and many more. Therefore, 'city' seems to be a noun commonly used to indicate the specific spot. There are a few uses of the term 'city' to provide additional description of such specific city. Some examples are 'city of love' (Verona), 'city of Gondole' (Venice), 'city of eternal city' (Rome) and 'city of silence' (Gubbio). These descriptions are used without elaborating the reasons these cities are entitled so. This may require audience's background or historical information such as Verona is renowned for its location in Shakespeare's Romeo and Juliet. Venice is also internationally positioned for its location as a city surrounded by water and its gondola. In addition, Rome is called the city of eternal sunshine due to its glorious history believing that the no matter what happened with other empire, Rome always remains.

Moreover, in the locations and buildings semantic category, another lexical item found to be in the list is 'street'. Apart from a general use of this term to indicate a location of tour site, this lexical item is found to be interesting because of its collocation 'cobbled'. In the 250 occurrences of the lexical item 'streets', the collocation 'cobbled' is used 80 times (NF = 4.296848, LL = 55.486) which is more than any other adjectives and collocations. However, there are some collocations preceding it such as 'historic', 'ancient', 'busy' or 'shopping'. The term 'cobbled streets' is treated as Locations and Buildings in general. A high use of 'cobbled streets' can somehow form the picture of what the streets in Italy are like and these cobbled streets seem to be one of the symbols of Italy.

Interestingly, the term 'restaurant' is found to be frequent. This lexical item seems to have a relationship with gastronomical elements but, in fact, tends to be more of atmosphere of the place where 'restaurant/restaurants' is located. Therefore, the term 'restaurant' is included in this semantic group. There are two other lexical items which are closely related in the semantic sense of restaurant. These two lexicals are 'café' and 'bar'. They are both the locations to provide food and beverages. Surprisingly, the term 'café' and 'bar' are found to come together. The reason seems to be related to the availability of food and beverages. It is also worth noting here that the lexical item 'café' is associated with the lexical item 'culture'. This strongly emphasises the Italian culture of coffee consumption. In addition, the lexi 'café' is also

found to be with the word 'hopping' for the compound word 'café hopping', which is a suggested activity for tourists wanting to experience Italian coffee culture.

In this Buildings and Location semantic category, there are three lexical items which communicate the importance of Christianity. This can be signified from the lexical items 'cathedral', 'church', 'duomo' or even the proper name of 'Sistine Chapel'. These terms emphasise a strong display of Christianity as points of tourist attractions. This shows that when comparing with the UKTWC (Turkey) and UKTWC (Thailand), the lexical items in relation to Christianity in the UKTWC (Italy) of a greater emphasis. The analysis of the collocation of the lexical item 'church' reveals that the lexical item is collocated with the different adjectives: 'magnificent', 'largest', 'oldest', 'unique', 'beautiful, and 'ancient'. These adjectives point out that there are evaluative, attribute in terms of time, and adjective of size. The lexical item 'cathedral' is also found to be collocated with its name or the Italian term 'Duomo'. The term 'Duomo' means Italian cathedral. Therefore, besides stressing the cathedral itself as a must-see site, it is used as a definition of the Italian word 'Duomo'. Another factor reassuring that 'cathedral' is related to heritage can be seen by the collocations of time and history such as '15-century' and the type of the cathedral architecture 'Romanesque', 'Gothic' and 'Norman.' Evaluative/emotive descriptors are used to describe the positive appearance of the term 'cathedral' with the terms such as 'stunning', 'spectacular' or 'imposing'. In the same vein, the lexical item 'churches' is used to indicate religious spots with the same types of collocations. These are the historical period as well as the architectural style such as 'Romanesque', 'Gothic', 'Baroque' or 'Renaissance' and positive evaluative/emotive descriptors. Unlike the collocations of 'cathedral', time origin is not much stated. In addition, the term 'Christian' and 'Catholic' are used in front of the term 'church' while there is none found associating with 'cathedral.' As a result, it can be said that 'cathedral' seems to explicitly give a meaning of Christianity while 'church' may need further elaboration. It is also worth noting that the term 'temples' only exists in one website. Having examined this word closely, it is found that it occurs frequently with the term 'Greek' more than other collocations. Therefore, it specifies a different type of religious site other than 'cathedral' and 'churches' and it occurs often due to the promotion of the place as tourist attractions. The adjectives having the time meaning which are 'oldest' and 'ancient' can lead to collocation with time but in a more particular time period in history. The left collocations of 'church' are 'a 16th Century', 'Renaissance', 'Baroque' and 'Gothic'

Relevant to Buildings and Locations, this category dealing with physical structure of which has significant meanings include 'tower', 'building', 'monument', 'terrace', 'museum', 'villa' and 'palace' along with the relevant lexical items. The lexical item 'tower' collocates with preposition 'of' to show location and identify it as attraction. Temporal phrases suggesting the time such tower was built are also indicated. Names of tower in that particular location is given. Regarding the lexi 'building', it also indicates past time reference by the history of such building including architectural style/pattern. Location or spatial reference is also presented.

The lexical item 'monument' is seen to align with 'building'. The historical background of the 'monument' along with architectural pattern and spatial reference of the monument are given. While 'terrace' is an area most hotels sell as an advantage over other accommodations without terrace. No specific information is given but the advantage of having the terrace for the action of 'overlook', 'see' the views and natural landscapes such as lake and mountain.

The term 'villa' is another lexical item in this category and it is one of the tourist attractions in Italy, particularly in Italian lake district, coastal town and beach town. Generally, the lexical item 'villa' is found to be collocated with preposition *'of'* to show the possession. In addition, 'villa' is used frequently as a type of accommodation to specify the sense of luxury. Though the purposes of villa for tourists attraction and for identifying type of accommodation are different, the descriptors used to modify the lexical item 'villa' are somehow common. The historical background in relation to the construction or the origin of villa is provided as well as the architectural style. Therefore, the time period such as '16th century' or '18th century' is indicated. Also, the UNESCO World Heritage site label is attached with some of the 'villas' for tourist attractions such as 'Villa d Este' or 'Hadrian Villa'. Furthermore, the reference to the owner of the villa seems to play a role from the past owner to the current owner. It can be seen from the Italian owner name such as the villa of the cardinals, reference to James Bond and George Clooney, the Hollywood film and movie star. The reference of site and other elements consisted in villa are given. It is unsurprising that the adjectives used to modify the lexical item 'villa' is evaluative/emotive types: 'beautiful', 'stunning' and 'gorgeous.'

The lexical item 'villa' is associated with the term 'garden' whose rank and LL value may be further apart, but the analysis reveals that 'garden' is also a part of the lexical items: 'villa' or 'farm'. The term 'garden' is associated with the 'Renaissance

style' or 'Italian-style' to provide familiarity and the showcase of particular characteristics of 'garden' when placed in the context of 'villa'. In addition, in the context of farm, the term 'garden' is collocated with the type of produce. The spatial reference of the lexical item 'garden' found to be the location where the 'garden' is located as a part of the accommodation.

The term 'palace' is suggested to be a tourist attraction. At many tour sites, where there are not many widely known tourist attractions, 'palace', which may not feature truly outstanding characteristic, is then set as a selling point of that particular place. The technique of using the historical time reference – '18th century' – or architectural style – 'Renaissance' or 'Baroque' – to describe the physical structure of the palace is also found. Another adjective found collocating the lexical item 'palace' is 'opulent'.

'Museum' is found to be collocated with conjunction 'and' as a part of the suggested tourist attractions. Therefore, the lexical item 'museum' is found to be present with 'art gallery/art galleries' or religious sites such as 'cathedral' and 'church'. The lexical item 'museum' communicates the historical sense and it is seen to provide the information of the types of museum by preceding the preposition 'of'. Furthermore, the words in front of the lexical item 'museum' suggest the type of museum; for instance, 'archeological' or 'wine'.

The lexical item 'lane' is collocated with several adjectives such as 'bustling', 'narrow and winding', 'cobbled', 'narrow-paved', and 'enchanting old'. The data demonstrate that the characteristics and the size of the lexical item 'lane' are described for imaginary effects. At times, the lexical item 'lane' is seen with 'alley' or alleyways'. The lexical item 'alley' contains somewhat similar meaning to the word 'lane' demonstrated earlier. The lexical item 'alley' tends to associate with the lexical item 'lane' and sometimes 'lanes' and the lexical item 'road/roads' are also found to have lexical association. 'Alley' is also found to have the right collocation with 'crammed with tiny shops/café' to show that it is the place for tourist attraction as well as activity for tourists. In addition, both lexical items - 'lane' and 'alley' - are placed in the context of piazza and square. This means the spatial reference to the city is described. While the lexical items 'lane' and 'alley' are found in the central part of city and town, the lexical item 'path' is slightly different. At the same time, the lexical item 'path' is described with different sets of lexical items. 'The sightseeing path', 'a cycle path', and 'coastal path' indicate both suggested activities and natural setting of the path. There

is also a phrase of 'chapels and church path' to give a scene of religious setting. In addition, there are two phrases: 'along the famous pilgrim's path' and 'along the old pilgrim's path' to point out the historical past with the word 'pilgrim', as well as suggesting a scene of religious setting.

The word 'house' performs the function of both noun and verb. The principal function appears in this sub-corpus is the function of a noun. It is used to refer to a famous person in history like Gallileo, Julius Caesar, Marco Polo or even the famous fictional character, Juliet Capulet from Shakespeare's Romeo and Juliet. For the right collocations, the spatial reference is indicated with the preposition 'in' for location. The word 'house' is also found to be employed with 'has' and 'contains' to provide the internal elements of what to do and see in 'the house.' As for the left collocations, some adjectives such as 'well-preserved' and 'old' are used to convey the originality and authenticity. When the term 'house' functions as a verb, 'to house' and 'houses' are seen with the objects located in the space.

The lexical item 'shop' also has a strong display in the most prominent category. The majority of the occurrences of this lexical item stands for the shop as a location rather than 'to shop' as an action verb. The analysis also demonstrates that the most collocated lexical items belong to the left collocation of the product which is used to precede the term 'shop' itself. The instances are 'pastry shop', 'wine shop', 'cake shop', 'chocolate shop', 'Limoncello shop' and 'coffee shop'. One right collocation is found. Interestingly, the second left collocated lexical items before the products as mentioned above are 'local', 'artisan' and 'the most famous'. These could somehow provide the connection to the authenticity of the product, as well as the use of superlative to describe the shops indicated in the suggested information. Furthermore, the 'shop' which performs the function of an action verb was also examined as it is assumed that it may have some relationship with the location. Then, the analysis of the action verbs also indicate that the action verb 'shop' contains the meaning of a suggested activity at the destinations. The examples are as follows:

1. **Shop** Florence's market for handmade leather goods… (Citalia)
2. A last chance to **shop** in Taormina… (Responsible Travel)
3. **Shop** for handcrafted souvenirs in Racanati… (Thomas Cook)
4. **Shop** for award-winning wine… (Thomson Holidays)

The above excerpts also make examples of the connection between the action verb 'to shop' with authenticity in the same way that the noun 'shop' does. With reference to the word 'shop', it leads to another lexical item, 'boutique'. 'Boutique' is associated with the lexical items 'shop/shops.' Some examples can be seen below.

1. Its cobbled streets wind up from the ancient habour, past **boutique** shops … (Citalia)

2. ...excellent restaurants and cafes, elegant boutique lined avenue ... (Classic Collection)

3. …world-class museums and **boutique** shopping streets… (Titan)

Hence, there is a relationship of suggested activity and noun of 'shop' with the lexical item 'boutique'. It tends to be the word choice and for the real meaning of boutique referring to small shops. This also communicates the scene of Italy with physical structure of shops and boutiques.

Furthermore, the lexical items worth noting are 'square' and 'piazza.' These two are listed in this most prominent category and were analysed alongside since these two lexical items have similar meaning. While the term 'square' and 'piazza' refer to an open space, but the latter is in Italian. It is noticeable that languaging of the verbal technique comes into play. The term 'square' is found to be collocated with the use of adjectives and adjective phrases such as 'stunning main', 'most important', 'charming little', 'medieval', 'lovely', 'beautiful', 'a compact, stylish', 'spectacular' and 'largest'. From these collocations, they show that there are different types of adjectives collocating with the word 'square.' There are evaluative regarding the beauty and attribute, size, temporal adjective related to time and superlative adjective to describe the characteristics in the highest degree of the square.

'Vineyard', 'farmhouse', 'countryside' and 'farm' are the four lexical items in this Building and Location semantic category and they are grouped together in relation to their generic meanings. As for the term 'vineyard', the meaning conveyed could be interpreted for the sites in addition to the specific names of towns, cities and regions. The lexical 'vineyard' is prominently related to the vineyard tour according to the collocated lexical items. This suggests an activity in the tour package. Another meaning that can be found from the observation of the term 'vineyard' is that it is used as a part of depicting the scenic view of the places, hills or regions in particular, covered by vineyard or the spread of vineyard. The term 'farmhouse' features in the 99th rank with 48 occurrences and LL value of 82.591. However, it is important to note

here that this term is present in five out of ten websites: Citalia, Classic Collection, Kuoni, Responsible Travel and Thomson Holidays. The term appears frequently in the website of Responsible Travel, the tour operator focusing on ecological and sustainable tourism. The use of 'farmhouse' is then employed mainly as a stop point where tourists can take a break for their meal or their short stay. When it is used as an accommodation, the facilities in the farmhouse is provided as the term 'en-suite' is used to describe the conditions of the place. Moreover, the sense of the authenticity of staying in a farmhouse with locals is present. The lexical item 'farmhouse' is found to be identified with the location of that farmhouse. In addition, there is also the use of 'farmhouse' which has historical story because it belongs to famous Italian families or persons. The lexical item 'countryside' is found to be location oriented. It is placed among the spatial element of where the countryside is located with some additional information. Within the clusters analysed according to the concordance lines, some of the attributes contributing to the conditions and the image of the countryside are provided. Some evaluative/emotive adjectives such as 'stunning', 'breathtaking', 'sublime', 'charming' and 'beautiful' are found. Also, 'rural', 'unspoilt', and 'tranquil' are present at the left collocation. 'Timeless' which is the temporal adjective is also seen to describe the term 'countryside'. The term 'farm' is present in 4 websites with heavy presences in Responsible Travel website and the term conveys the same meaning as 'farmhouse' in that it is a stop point or accommodation. Thus, the lexical item 'farm' is place-oriented. The location of farm is indicated. Therefore, the word associated with farm is the preposition 'in' followed by the location. Another meaning of 'farm' found in the analysis is a reference to an actual area for agriculture. They are 'olive farm', 'wine farm', 'honey farm', 'organic farm' and 'herb farm'. These four lexical items are used as several alternatives for potential tourists: those who are interested in travelling in the famous cities, towns or common attractions; those who prefer to combine their visit in both famous places and something different for a change; and those who have extra plans to travel around in the nearby locations near their main attractions.

Table 5.5 *UKTWC (Italy) Historical/Heritage Semantic Category*

Category	Lexical items (26 items arranged by the rank in the keyword list)
Historical/Heritage	italian, medieval, renaissance, italy's, tuscan, art, baroque, ruin, fresco, opera, treasure, collection, architecture, gothic, historic, remain, mediaeval, venetian, roman, artistic, mosaic, etruscan, romanesque, painting, ad, sicily's, artist

The Historical/Heritage category contains 26 lexical items. The lexical item 'Italian' is the lexical item with the highest Log-Likelihood in this category and found to be collocated in the highest number with 'lakes', followed by 'Alps' and 'Riviera'. These three collocated words with 'Italian' can be put under the group of natural attractions. The first one shows that the cluster 'Italian lakes' tends to gain the greatest emphasis. This also points out that the Italian lakes can be the major selling point for tourists. However, there are still some differences that 'Italian' is used to be emphasised. First of all, the 'Italian' with collocated lakes refers to the affiliation or the country domain and shows that this is the possession of Italy. The second collocated lexical item, 'Alps', also serves the same function of showing affiliation, domain and possession but it is slightly different as the Alps is geographically located within several countries Therefore, using 'Italian Alps' tends to obviously convey the meaning of the 'Alps' in Italy, not anywhere else. However, 'Riviera' tends to communicate a distinct meaning from the former two. Generally, 'Riviera' may be commonly known to be used as the French Riviera but this term is used with the aim to provide a comparison to the French Riviera for a clear image that Italy also has Riviera as a selling point.

The semantic group of Historical/Heritage is set apart from the group of the Buildings and Locations semantic category. While the Buildings and Locations semantic category includes the places and areas in Italy regardless of time of the construction, in this part of the analysis the Historical/Heritage semantic group includes the nouns referring to tour sites, places and constructions which are mainly based more on the heritage and the country's history than the contemporary ones. Even though it tends to be difficult to clearly distinguish between the Locations and Buildings and Heritage and Historical semantic group, it is crucial to do so because the locations and buildings category may not be limited to the historical root of the

country. It is crucial to note that in this heritage and history semantic group, the nouns do not include only places or buildings but also culture-related elements. The highest occurrences belong to the lexical item 'Italian' which is considered an adjective in affiliative classifier indicating the national or social group of a referent (Biber et al., 2002). Then, there are other lexical items belonging in this category of adjective and can be considered historical/heritage. They are 'Tuscan', 'Venetian' and 'Roman'.

First of all, 'Italian' is found to be interesting with its left and right collocations. As for the left collocations, 'Italian' is preceded by various adjectives: 'famous', 'traditional', 'modern', 'real', 'quintessential' and 'fine'. These examples are the evaluative/emotive adjectives and lead to the observation of the right collocations of the word 'Italian'. Then, the data reveal that the right collocations also convey different aspects. The lexical item 'Italian' is followed by 'designer', 'cuisine', 'wine', 'cooking', 'recipes', 'town', and 'resorts'. Italian also collocates with 'art and architecture'. It is found that the highest occurrences of 'Italian' with nouns in terms of cultural authenticity is seen to feature with 'lakes' followed by 'cuisines', 'currency', 'food', 'wine', 'coffee' and 'countryside'. Subsequently, the frequency should lead to the assumption of the selling points of Italy which could be the natural setting of the lake district and cuisine, which is one of the elements in cultural authenticity. This also means that the lexical item 'Italian' has a close relationship with historical/heritage. Regarding the term 'Tuscan', it is found to collocate with 'countryside', 'cuisine', 'wines/wine', 'landscape/landscapes', and 'cooking.' This resembles the features which the lexical item 'Italian' describes. In addition to the two lexical items explained earlier, the lexical item 'Venetian' describes other remarkable characteristics of Venice. Venetian highly features with 'history'. Other natural settings in relation to the spatial reference of Venice are also found such as 'lagoon' and 'mainland'. Some other elements pointing out the special traits of Venice, for instance, 'barge', 'art' and 'glass' are also found. As Sicily is an island different from Venice, the lexical item 'Sicily's' reveal different results. The term 'Sicily's' is used as a point of reference to other touristic sites because it is more familiar and notable site known to tourists and its size, consisting of smaller towns and villages. It is seen to be used with 'most famous' followed by the type of place such as 'most famous natural landmark' and 'most famous resort'. Also, as aforementioned, it is used as a point of reference; therefore, the prepositional phrase 'in Sicily's' followed by noun is commonly seen.

As for the term 'Italy's, even though it is not an adjective, it conveys the meaning of the owner of the possession. Interestingly, the analysis shows the recurring pattern after the term 'Italy's'

Figure 5.1 *The Left Collocation of 'Italy's'*

Rank	Freq	Range	Cluster
1	33	8	italy's most
2	6	3	italy's finest
3	6	3	italy's largest
4	4	3	italy's best
5	3	2	italy's history
6	3	1	italy's iconic
7	3	2	italy's oldest
8	2	2	italy's best-known
9	2	1	italy's capital
10	2	1	italy's cities
11	2	1	italy's famous
12	2	2	italy's greatest
13	2	1	italy's main
14	2	2	italy's major
15	2	1	italy's northern
16	2	2	italy's prettiest
17	2	2	italy's second
18	1	1	italy's 'bicycle
19	1	1	italy's 'cycling
20	1	1	italy's 'eternal_city'

Figure 5.1 displays that the top 20 clusters of 'Italy's' are highly featured with superlative adjectives. Particularly, the superlative 'most' is used. Some examples of the superlative 'most' are collocated with different adjectives as can be seen below.

18. … most spectacular scenery…

19. ... most exclusive resorts…

20. …. most iconic sites…

21. …. most beloved city break destination…

22. …. most iconic cities…

23. …. most famous balcony...

24. …. most beautiful region…

25. …. most celebrated waterside destinations…

26. … most exquisites (and expensive) wines …

27. … most delicious cuisine…

28. …. most prosperous and fashionable city, Milan…

29. …. most revered city for its Renaissance …

From the instances, there are a variety of aspects the superlative 'most' modifies dependent upon the noun it is associated with. Mostly are the locations and buildings and there are a few aspects of cuisine. Moreover, the communicating messages can also provide differences in how Italy is positioned. Not only the historical but also the contemporary state of Italy is conveyed through the use of superlative 'most' and its associating adjectives.

There are more affiliative adjectives similar to the 3 lexical items but they have a temporal reference to the past. These two lexical items are 'Roman' and 'Etruscan'. The lexical items 'Roman' and 'Etruscan' have an association with the conjunction 'and' to illustrate the historic times. Etruscan times are referred to many times. Both of them also feature with 'civilisation/civilization', These meanings signify the history of the West which is universally known.

However, the lexical item 'Roman' is placed frequently with a specific spot – the 'Roman amphitheatre.' This suggests the tourist attraction which the term 'Etruscan' does not feature. The lexical item 'Roman' is collocated with 'empire', 'city', 'times', 'emperor' and 'remains'. Furthermore, the lexical item 'Roman' indicating the current possession of the current city of Rome is also used.

The above details can lead to another lexical item in this history/heritage category. It is the lexical item 'historic'. The term 'historic' is described in an appreciative and nostalgic meanings. 'Historical' collocates frequently with 'centre', 'city', 'town', 'buildings', 'sites', 'churches', 'streets' and other locations and physical structure. Also, 'historical' is seen to come together with the city 'Rome', for example, 'Roman summer'.

The lexical item, 'Etruscan' is referred as the modifier of the historical aspects. It is noticeable that 'Etruscan' comes together with 'times', 'necropolis', 'artefacts', 'cities', 'ruins', 'tombs', 'villages' and 'walls'. The historical trace can be sensed through the accompanying words. Also, 'Etruscan hilltop towns' and 'Etruscan hill town' indicate the spatial reference.

There are some lexical items in this category which can be specifically identified to show time reference. These are 'medieval', 'renaissance', 'baroque', 'gothic', 'mediaeval', 'romanesque', and 'ad'. The two lexical items 'medieval' and 'mediaeval' possess similar meaning but they just have different spelling. The last lexical item in this sub-category is 'ad' which is the abbreviation of the Latin word 'Anno Domini', translated as 'the year of the Lord' and is considered a word.

All these lexical items can identify the time in the past/history. They can also be the indicators of how Italy is positioned differently from the two other destination countries. The frequent use of these lexical items as well as their statistical value of Log-Likelihood demonstrates the familiarity of the past times between the sender of the messages and the readers. The first lexical item regarding the time in the past is 'medieval' whose occurrences are 248 times with LL of 319.152 and the similar meaning of the lexical item 'mediaeval' has 43 occurrences with LL of 65.542 can confirm the significance of this word in use. The use of these two words are found to be collocated with nouns indicating the locations such as 'town/towns', 'streets', 'buildings', 'churches', 'castle', 'city', 'towers', 'villages/village' and 'architecture'. Also, it is found to be used with 'history'. Therefore, the focus is on the physical structure dating back to this time period. The lexical item 'renaissance' is found to collocate with 'art', 'architecture', 'paintings', 'city/cities', 'palaces', 'masterpieces', 'buildings', 'capital', 'period', 'treasure', 'abbey', 'church', 'garden/gardens'. 'Baroque' also features with the similar collocation 'medieval/mediaeval' and 'renaissance'. However, the lexical item 'Gothic' features with different collocations. 'Gothic' collocates strongly with 'architecture', 'church/churches' and 'cathedral/cathedrals', 'baptistery'. It is also found that 'Gothic' comes together with 'Romanesque'. While the other words analysed earlier do not collocate with 'monument', the lexical item 'gothic' also collocates with the term 'monument'. Another term is 'Romanesque' which is found to be collocated with 'cathedral/cathedrals', 'church/churches', 'buildings', 'duomo', 'architecture' and 'temples'. The distinguishing collocation is the term 'temples' which collocates with 'Romanesque'. From other lexis presented earlier, there is no association with the term 'temples'. Also, 'Romanesque' is seen to come together with 'Baroque' and 'medieval' and even 'neo-classical'. The series of time periods aligning with each other indicate the combination of art pattern at the attractions. These lexical items refer to the different time periods in the past. It can be seen that these lexical items function as the temporal description of specific period in terms of art, architecture and physical settings and surroundings. It also denotes the notable time in the past which has different characters from other past periods or the combination of art pattern which is a root of Italy. Furthermore, the time periods in this category are directly employed mostly with religious physical structure.

The lexical item 'ruin' is directly connected with historic and heritage aspect. It is clearly seen to be collocated with historic time adjectives and affiliative descriptors.

Some of the temporal adjectives preceding the lexical 'ruin' are 'ancient', 'century', 'archeological' and 'medieval'. At the same time, the affiliative descriptors are 'Roman', 'Greek', and 'Etruscan'. There are some evaluative/emotive adjectives used to modify the lexical item such as 'fascinating', 'best' and 'glorious'.

The term 'opera' is very interesting as it is the only performance which appears in the list and it leaves no doubt for not being an 'Italianness' for its culture. The lexical item 'opera' conveys the meaning of suggested activity. Therefore, it is frequently seen to be show-related in terms of time, season (when to watch), place (where to watch) and the name of the show (what to watch). The Opera festival is mentioned. The adjectives describing the lexical item 'opera' are 'glamourous', 'oldest', 'best-loved' and 'greatest'. The verb 'experience' is also used for the suggested activity for opera.

The first one in the category is the lexical item 'art'. It is found that this term features in the top 50 in the keyword list with 183 occurrences and the LL value of 171.917. 'Art' is found to be featured highly and can be considered the crucial element of Italy's selling point. This lexical item spreads out in all 10 websites. The term 'art' is associated with 'gallery/galleries', 'museum', 'collection/collections' and 'treasure/treasures'. Moreover, art is used as a collective word to accompany other selling elements for tourists such as '*art and culture', '...stunning scenery, wine, art, history…', and 'Art, history and mouth-watering cuisines'.* The analysis indicates that there is a strong emphasis of art in positioning the country.

The lexical item 'art' described earlier is found to be associated with 'treasure' and 'collection', these two lexical items were analysed to examine further meanings. The lexical item 'treasure' was observed and the observation reveals that this lexical item is found to be used as metaphor. Not only just 'art treasure' is frequently used, but also a *'treasure' of 'culture'*, '*a treasure trove of adventure'*, '*a gastronomic treasure trove'* and the *'hidden treasure'*. There is just a slight number of 'treasure' which is used for the meaning of a valuable object. It is found that the lexical item 'treasure' conveys the meaning of a valuable object as a metaphor to create the imagery of Italy's selling points. These selling points include art, culture, cuisine and site visit activity. The occurrences of 'treasure' lead to an interesting point that there is an association of the lexical item 'treasure' to be located near William Wordsworth, the British poet. From the concordance, the statement is "*splendid Lake_Como', described by William Wordsworth as a 'treasure which the earth keeps to itself'*. This reference of William Wordsworth describing the natural landscape of Lake Como in

Italy is an attempt to provide a familiar connection with British readers who are the potential clients of the Italy tour packages. Also, the credibility of William Wordsworth as a highly skilled poet with the description of the scenery of Lake Como would be one way of persuading the readers, especially British tourists, to visit this destination in Italy.

Besides art collection in general, the lexical item 'collection' was used as a quantifier to indicate a collection/collections of artworks such as work from the famous Italian artists: Botticelli and Michael Angelo or a collection/collections of art pieces owned by museum and individual. In addition to this, the term 'collection' was utilised as a general term when sellers (travel agencies and tour operators) offer 'a collection of hotels/resorts/holiday packages.

With reference to the lexical item 'art', there is another lexical item associated with 'art' which is 'fresco'. The lexical item fresco belongs to one type of art. 'Fresco' has a restricted use of 'fresco' painting in the famous painting 'The Last Supper' of Leonardo Da Vinci. It is also found that the lexical item 'fresco' is associated with the lexical 'al' to make the word 'al fresco' – the originally Italian term used with the meaning in English. The word 'al fresco' is also used for the description of the place and atmosphere.

Another significant word is 'architecture'. Even though the occurrences and the LL value of 'architecture' is not at the top of the 200 keywords selected, it is found to be associated with the word 'art.' Therefore, the lexical item 'architecture' seems to have a relationship with the lexical item 'art' and should be presented here. The term 'architecture' is found to be used with the historical period such as 'Renaissance', 'Baroque' or 'Medieval' to indicate architectural styles of the buildings.

Furthermore, the lexical items under the word 'art' are 'artistic', 'mosaic', 'painting' and 'artist'. Due to the part of speech of 'artistic' which is adjective, the term is found to be associated highly with *treasures'*, and followed by some other collocations such as *'masterpiece/masterpieces'*, *'heritage', 'legacy', 'attractions'* and *'legacy'*. With reference to the lexical item 'mosaic', which is an art pattern, frequently employed to show the description of the attractions with this pattern of art. Therefore, the lexical 'mosaic' is found to be collocated with 'tiles', 'floors' or 'pattern'. Another lexical considered to be under the umbrella of the lexical item 'art' is 'painting'. From the beginning of this section, the lexical item 'art' can construe how art is used to position Italy as the country filled with art. The lexical item 'painting' also adds another

evidence to this positioning process. The term 'painting' is highly featured in the sub-corpus. The word 'painting' is then presented along with the name(s) of the Italian artists or the pattern of 'painting + *of* + the artist name'. However, there is an interesting collocation found from the data. The lexical item 'painting' is also highly collocated with the following words: 'session/sessions', 'class/classes' and 'holidays'. This leads to the meaning of suggested activity in Italy and suggested activities relevant to art, and painting in particular is one of them. The last word in this group is 'artist'. The lexical item 'artist' collocates with the name of either the specific artists or any artist from the places/regions in general. Another meaning which is communicated through the word 'artist' is the statement from Sunvil website, '*Whether an artist, a keen walker or just someone that enjoys unspoiled landscapes….'*. This statement uses the ego-targeting technique in addressing the readers who are prospect tourists and call themselves artist that there is a place for 'artist type of person' to go when visiting Italy.

Table 5.6 *UKTWC (Italy) Nature Semantic Category*

Category	Lexical items (20 items arranged by the rank in the keyword list)
Nature	view, olive, lake_garda, lake, lake_como, grove, amalfi_coast, lake_maggiore, cliff, lakeside, mount_etna, volcano, bay_of_naples, mount_vesuvius, mountain, alps, eruption, lemon, crater, landscape

There are many lexical items used as natural locations to promote Italy. The lexical item 'views' seems to be the most outstanding feature. This word, 'views', can be assumed as the representation of Italy's in general. The item 'views' is seen to be collocated with both descriptive and classifying adjectives. Most are found to be evaluative/emotive descriptors involving positive meaning. Some examples of the collocations of the noun 'views' are 'beautiful', 'stunning', 'breathtaking', 'spectacular' and 'panoramic'. While the lexical item 'view' is at the top list of this Nature category, the lexical 'landscape' is the last lexical present in this category.

More distinct terms concerning nature semantic category include proper nouns of the nature-related names. The reason these places' name is put under the nature semantic category is due to the fact that they contain specific natural landscape. This is different from lexis in the buildings and locations semantic category which is more related to physical structure with no identification of nature in the places. There is yet

a blurry line between the building and locations and nature semantic category because these lexical items can be identified as either locations or nature. However, a close examination of concordance lines distinguishes that these name referents of the specific places are more related to the nature semantic category since they are associated the natural settings by their co-texts. As a result, the specific names of 'Lake_Garda', 'Lake_Como', 'Amalfi_Coast', 'Lake_Maggiore', 'Mount_Etna', 'Bay_of Naples', 'Mount_Vesuvius' and 'Alps' can be put in the same group since they are also the proper names of the places with particular natural settings. From these words, they can clearly communicate the types of nature which are highly featured in Italy: 'lake', 'coast', and' mountains'.

They also convey the natural setting one can see in Italy. They are found to collocate mostly with the lexical items, 'olive' and 'lemon'. Regarding 'olive' and 'lemon' included in this Nature category, 'olive' is present at rank 34 with 178 occurrences and LL of 179,216 and 'lemon' appears in the 105th rank with 51 occurrences and LL of 77.97. The highest collocated lexical item which is present with 'olive' is 'groves' and the term 'olive groves' is found in 10 websites. As can be seen in the earlier section of nature category, the term 'grove' is also significantly presented in the scenic view of natural settings. However, the meaning of this compound noun tends to be more of nature than the food and drink. It can be seen that there is a connection between the nature and food and drink in the lexical item 'olive'. Since Italy possesses a suitable climate for olive; the country grows a lot of olives, the main ingredient in olive oil. Still, the second collocated lexical item on the right of the lexical item 'olive' is 'oil'. This means the contribution of olive can be in the category of food and drink. The term 'olive oil' is explicitly relevant to the gastronomic meaning. The results indicate that the use of 'olive oil' is used as follows: a condiment to Italian food served, a part of ingredients in Italian dish, and the production area of olive oil where people can visit for the olive oil production and do their local olive oil shopping. Some other modifiers such as 'local', 'Italy's' and 'Tuscan' are used to describe the authenticity and domain of olive oil production.

The lexical item 'lemon', in the same vein, shares a similar pattern with the lexical item 'olive' above. The most collocated items next to lemon are 'groves', 'lemon and olive groves', and 'lemon trees'. Therefore, the reason for the suitability of climate for lemon is also the same. The use of lemon is different from the portrayal of the lexical item 'olive' in that 'lemon' is used for both sight and sense. It provides the sight

of lemon groves and lemon trees in scenic view and lemon 'scent' to provide the olfactory sense. This can be seen in the following examples: '*fragrances of orange and lemon garden…*' (Citalia), '*This walk takes you through a fragrant lemon grove where you can enjoy sweeping views…*', '*planted with gloriously scented lemon groves.....*' (Responsible Travel). Therefore, 'lemon' is found to be closely related to the depiction of nature rather than food. However, there is a relationship between lemon and food in some ways as found in the lexical items such as '*a sweet pastry oozing with a lemon cream filling*' (Thomas Cook), '*You can wander through stalls of lemon baba cake….*' (Thomson Holidays), '*Caparossoi_a_scota_deo, large clams cooked with lemon and pepper…*' (Citalia).

In this Nature semantic category, it can be seen that the keyness of the lexical items in this category points out the aboutness in reference to the attractions of Italy. When referring to nature in Italy, the most prominent feature which is highly featured is diverse views of natural landscape and Italian lake district tend to be of second importance.

'Food and Drink' and 'Health and Wellbeing' are the last two semantic categories. While the Food and Drink semantic category has 5 lexical items, the Health and Wellbeing has only three lexical items.

Table 5.7 *UKTWC (Italy) Food and Drink Semantic Category*

Category	Lexical items
	(5 items arranged by the rank in the keyword list)
Food and Drink	wine, dish, pasta, taste, cheese

In this Food and Drink category, there are five lexical items which directly relate to the name of food and drink which are wine, dish, pasta, taste and cheese. The other two lexical items which are non-food and drink but can be included in this Food and Drink category are 'dish' and 'taste'.

Therefore, according to the keyness of these five lexical items referring explicitly to food and drink 'wine', 'pasta' and 'cheese' are prominently featured. Tourists with the background knowledge of Italy would also know that Italy is well-known for these types of food, especially 'pasta' which is known to be authentic and staple Italian food. Further observation was conducted for deeper meaning of these three lexical items.

As for the first lexical item, 'wine' appears in rank 7 with LL of 444.509. This means that wine has high significant value when comparing with the 2 benchmarking sub-corpora. The result shows that a great emphasis is placed on 'wine' for Italy. From the 335 occurrences in Italy sub-corpus, it is found that the word 'wine' is commonly accompanied with 'food' such as 'food and wine'. This also shows that wine is the highlight in gastronomy aspect. Additionally, the word 'wine' is also associated with the area such as 'Tuscan wine', 'Chianti wine', 'Lucchesi wine', or the collective group of domain in 'Italian wine'. Moreover, wine collocates with many evaluative adjectives, for instance, 'best', 'fine', 'finest', 'wonderful', 'great', and 'fantastic'. One interesting collocation associated with wine is the adjective 'local'. This shows that wine can be included as one of the authentic elements of Italy. Furthermore, activities regarding wine such as a tour to wine area, 'wine farm', vineyard and a meeting with a wine connoisseur or a wine producer and wine tasting are also included in some packages.

The term 'dish' with the presence of 112 times and having a LL value of 73.868 is placed at the 112th rank. The lexical 'dish' clearly communicates the meaning of foodNo other meaning is found in relation to this lexical item. The closest collocation with the lexical item 'dish' is 'traditional' and 'pre''. Thus, it can be said that the term is used to emphasise the authenticity.

It is also unsurprising that the lexical item 'pasta' is present in this Food and Drink semantic category as pasta is a well-known Italian food. It is ranked 142 with 44 occurrences and LL value of 61.455. This lexical item exists in every website and it provides the gustatory sense. The concordance lines of 'pasta' displayed below can provide the examples of how the term 'pasta' is located.

Figure 5.2 *The Concordance Lines of 'Pasta'*

```
              trail off into the back streets. The   pasta dishes here are well worth a try
                 in case of acts of force majeure.   Pasta Cooking Lesson Our chefs will show and
                show and help you to make fresh       pasta, to model it into the different shapes
      appropriate sauce to accompany them. Once the   pasta is cooked and the sauce is ready,
           complete without trying the vast array of  pasta and pizzas on offer. Don't leave Rome
   nt, narrow streets are interspersed with tempting   pasta and pizza restaurants and lively cafes. Less
       . Fresh-grown herbs are used with fish, meat,   pasta and, most famously, in pesto_genovese which
   ost famously, in pesto_genovese which adorns many   pasta dishes, or is drizzled into minestrone. Dini
                    . In fact most of the country's   pasta is produced here, and much of Italy'
            in the wide choices of antipasti, soups,   pasta, pizza, meat, fish, contorno (vegetables), a
     , primo, the first course, usually consisting of  pasta; secondo, the main dish, often fish, which
    anchovies, tuna and swordfish are favourites, and  pasta sauces are often vegetable and fish based,
           's local wild boar sausage, traditional pici  pasta, a thick hand rolled pasta served with
         , traditional pici pasta, a thick hand rolled  pasta served with various sauces, and delicious ro
     sample the wealth of local produce. Traditionally  pasta is served as a first course, and
          or grilled, with elaborate sauces saved for  pasta dishes. Trattoria and ristorante signs hang
             . The capital is also famed for its        pasta and a nine day chocolate festival. Ten
     dishes and risotto feature more frequently than   pasta in the Veneto region with risi_i_bisi, rice
             a pizza at a traditional pizzeria, a       pasta dish, or a gelato.  With its traffic-free
          or dinner and how to prepare home-made        pasta and sauces. Afterwards sit comfortably at th
            from other regions. Apart from the obvious  pasta dishes, there is a variety and choice
           and cork.   Proper Italian meals  Forget soggy  pasta doused in gloopy tomato sauce. A true
     tinctive antipasti appetisers, a small risotto or   pasta course (cooked al_dente and lightly coated w
     haps try pappardelle_alla_lepre (fresh ribbons of   pasta with a hare sauce) or bruschetta (toasted
              to Amalfi. Dinner tonight at a renowned    pasta restaurant. (3 4 miles, 5 6 km easy walking)
           to prepare a meal using local produce:        pasta alla pomarola and involtini. You will also
     Hyblaean Grandma's home cooking, preparing fresh    pasta with tomato sauce ("ravioli" with ricotta ch
             juice. After, you'll learn how easy fresh   pasta is to make with a cooking class
     example menu includes Bruschette with meat sauce,   Pasta alla chitarra with meat sauce and polpette (
     . relax and become better acquainted with pizza.    pasta and some organic wine from the region.
```

It can be seen that 'pasta' is collocated with many different words and meanings. The highest featured collocated lexical item is 'and' and it makes 'pasta and' to go along with pizza which is another well-known Italian food. Also, the preposition 'with' is used in the right collocation for the elaboration of pasta and its sauce. The next right collocation is the term 'dishes' showing plurality and convey varios types of pasta. The left collocated lexical items are 'traditional' to show the authenticity and originality of this type of food. Additionally, a suggested activity with pasta is used such as 'cooking lesson' or 'cooking course'.

The lexical item 'taste' is also featured in the category of Food and Drink. The lexical item 'taste' appears 136 times in 169th rank with 50.212 LL value. It is found that this lexical item performs the functions of both verb and noun and the function of verb is higher than the function of a noun. It is found that 'taste' is placed as the infinitive verb with 'to' in order to become 'to taste' and 'taste some' is followed by the names of food. Both function as the transitive verb. Then, the following lexical items of this transitive verb are names of food with adjectives concerning the authenticity and originality such as 'local' and 'traditional' and evaluative adjectives describing the flavour. In terms of noun, the lexical item 'taste' is associated with preposition 'of' to be 'taste of'. However, this does not provide all the tangible gustatory sense of food because it appears in the phrase of '*A taste of*' as an idiomatic expression to mean the action of 'to experience'. Some of the examples are '*a true taste of Italy*' (Citalia),

'*After a taste of islands and small town life…*' (Responsible Travel), '*Have a taste of local life*' (Thomas Cook), '*…the city will give you a taste of its highlight…*' (Titan).

The last lexical item in this Food and Drink is 'cheese'. This lexical item is featured in the 199th rank with 71 occurrences and has a LL value of 44.607. This lexical item is found to collocate with the specific name of cheese in the left collocation. As for the right collocation, the word is found to be with 'and', when the lexical item 'cheese' is accompanied by other dishes.

Table 5.8 *UKTWC (Italy) Health and Wellbeing Semantic Category*

Category	Lexical item (3 items arranged by the rank in the keyword list)
Health and Wellbeing	walk, ski, stroll

This Health and Wellbeing semantic category is composed of three lexical items. They are distinct activity in relation to health and wellbeing and they also point out that they are the actions which are performed in Italy rather than other suggested activities in Turkey and Thailand. These three lexical items perform not only action verbs but also noun as their parts of speech. The meanings of them refer to suggested activities in the tour package. 'Walk' is considered an interesting lexical item because it features highly with 587 occurrences and appears in rank 11. This means this word has high Log-Likelihood. The observation of this word shows that it mainly functions as an action verb and it turns out to be phrasal verbs such as 'walk along' and 'walk through'. Also, the action verb 'walk' is found to associate with the place, site and area where activity takes place. Therefore, it is found to be used with prepositions 'in' and 'to'. Some examples are 'walk in' and 'walk to' which precede the places. The suggested activity appears in the form of declarative imperative. When it appears as a noun, it still maintains the meaning of suggested activity such as 'take a walk' or 'guided walk'. The meaning conveyed could be related to the suggested activity done either by the tourists themselves or by a guide provided from the organised tour package.

'Ski' is the second lexical item in this category. It is no surprise that ski is a suggested activity in Italy due to the geographical location of the country. Italy has suitable areas for skiing while Turkey has more of Mediterranean climate zone with

rare chance of snow and Thailand is obviously the country where there is no snow. 'Ski' is the activity in the top 200 keyword of this corpus with 46 presences and log-likelihood of 55.673. The lexical item 'ski' performs the function of noun more than action verb. However, the use of the word 'ski' is found in only 6 websites. The collocation of 'ski' is found to be associated with destination and type of tour package. The collocations found to be with 'ski' are 'resort(s)', 'town', 'area(s)', 'region', 'tour', 'holiday(s)' and 'programme'. When functioning as an action verb, it is found to be with 'learning to ski'.

The last word in this category is the term 'stroll'. This lexical item is ranked 182 and occurs 94 times with 47.932 Log-Likelihood value. The word 'stroll' also has a close meaning with walk; it yet conveys a sense of leisure. Additionally, the parts of speech of 'stroll' are both action verb and noun. 'Stroll' features highly as phrasal verbs; therefore, it collocates mainly with prepositions. The examples of the word 'stroll' as phrasal verbs are 'stroll through', 'stroll around, 'stroll along', 'stroll down', 'stroll round', 'stroll away' and 'stroll from'. After these phrasal verbs, the recurring pattern is the places and sites such as 'garden', 'market', and 'street'.

In addition to the above categories and just like the keywords from the UKTWC (Whole) in Chapter 4, there are 90 lexical items which do not fit in any above categories. These were categorised in the emerging categories from the top 200 keywords. These emerging categories are as follows.

1. Travel information, itineraries and facilities
2. Positive evaluation
3. Art
4. Verbs

The selective and significant lexical items found to fit in the emerging categories are present in the next section.

Table 5.9 *UKTWC (Italy) Travel Information, Itineraries and Facilities Semantic Categories*

Category	Lexical items (63 items arranged by the rank in the keyword list)
Travel Information, Itineraries and Facilities	include, guide, sight, visitor, century, euro, multi, of, excursion, hour, km, lead, th, mi, fresco, m, highlight, treasure, collection, slope, elegant, charming, boasts, delight, holiday, enchanting, artistic, mosaic, panoramic, thing, offer, breathtaking, will, british_airways, serve, information, make, narrow, ascent, hamlet, pre-book, feature, reward, famous, lover, have, car, schedule, coach, painting, mile, bustle, direct, suggestion, rolling, compulsory, exclusive, artist, bury, take

These words in this Travel Information, Itineraries and Facilities category are related to the general information of package tour and they are considered irrelevant to how the destination is construed and positioned, for example, 'include', 'guide', 'visitor', 'euro' and 'multi'. Nevertheless, there are some interesting lexical items which are worth investigating. These lexical items were observed for their meanings from their concordance lines, co-texts and contexts and drawn out when they were found to be in relation to the destination country.

Table 5.10 *UKTWC (Italy) Positive Evaluation Semantic Category*

Category	Lexical items (5 items arranged by the rank in the keyword list)
Positive Evaluation	elegant, charming, enchanting, breathtaking, famous,

Positive evaluation is one striking feature found from the high use of adjectives, and most of them are evaluative/emotive adjectives. As they belong to the same type of adjectives, they are included here for a close observation. These adjectives are 'elegant', 'charming', 'enchanting', 'breathtaking' and 'famous'. One adjective which may not be included as evaluative/emotive is 'panoramic' and seems to fit the size/quantity/extent descriptors. The analysis demonstrates that these adjectives are repeatedly used throughout the sub-corpus. They are found to be the collocation and

have some relationship with the lexical items discussed above, namely, the category of Buildings and Locations, Nature, History/Heritage.

The next section presents the frequency analysis and the keyword analysis of the UKTWC (Turkey). UKTWC (Turkey) is chosen to be presented in the second order due to the location of the country which is slightly further from the UK, the home country of the potential tourists, in comparison to Italy.

5.4.2 UKTWC (Turkey)
5.4.2.1 Frequency Analysis

In UKTWC (Turkey), the results from the frequency wordlist show the same pattern as Italy sub-corpus in that there are more function words than content words. This evidence can be found from the top-20 frequency wordlist as follows.

Table 5.11 *UKTWC (Turkey) Top 20 Frequencies*

Rank	Frequency	Word	Rank	Frequency	Word
1	9596	the	11	1238	on
2	5620	and	12	1149	day
3	5264	be	13	972	turkey
4	4304	of	14	960	from
5	4192	a	15	952	as
6	4157	to	16	936	at
7	2714	in	17	886	beach
8	2554	you	18	877	it
9	1639	for	19	845	will
10	1359	with	20	749	this

Table 5.11 shows that the majority of the frequently featured lexical items is function words and there are just two content words. The two content words are 'Turkey' and 'beach'. It can be seen that the lemma 'Turkey' (including Turkish) occurs 972 times and it is in rank 13 and the lemma 'beach' (including beaches, beaching) occurs in rank 17 with 886 occurrences. It is no surprise to see 'Turkey' in the 13th position which is considered high the sub-corpus in question is the UKTWC (Turkey) leading to the observation of the term 'Turkey'.

The results show that the term 'Turkey' has a widespread use among the 10 websites in the UKTWC (Turkey). The term 'Turkey' appears frequently at various positions. It can stand alone as the heading, the types of excursion or the topic of the proceeding information and a point of references to other attractions in the country. The examples of the term 'Turkey' as the types of excursions are 'Turkey Holidays', 'Wonders of Turkey', 'Heritage Turkey' or 'Traditional Turkey'. These phrases can also provide a description about Turkey. By the meaning of the word 'wonders', the phrase 'Wonders of Turkey' could lead to the positive meanings of something beautiful, remarkable or even unfamiliar. These can be included into the strangehood perspective. Moreover, the collocations of Turkey with the lexical items 'heritage' and 'traditional' provides the sense of authenticity.

Still, there are examples of how Turkey is described in the websites in general. The examples of how Turkey is described can be seen as the following excerpts.

Excerpt 5.1

Description of Turkey (Anatolian Sky)

Turkey

Details

Over the past two decades, Turkey has become an extremely popular holiday destination which is not surprising when you consider how much the country has to offer visitors. ……

Turkey is home to no fewer than eleven UNESCO_World_Heritage_Sites including the historic area of Istanbul…..

383 beaches in **Turkey** have been awarded the coveted Blue_flag status….

The fact that Turkey is surrounded by sea on three sides the Mediterranean, Black_Sea and Aegean_Sea means that there is an abundant supply of fish and a variety of seafood, often freshly caught that day.

The shopping experience takes on a whole new meaning in **Turkey**, once you have lost your inhibitions, you will find that haggling over the price is half the fun of the purchase. This brochure can only offer a small insight into this captivating

destination, with its beautiful beaches, unspoilt villages, undiscovered coves and bays, clear turquoise waters, breathtaking scenery, mountains that appear to rise out of the sea, cities that sparkle with life and brilliant sunshine, all contributing to the holiday paradise that is **Turkey**.

Excerpt 5.2

Description of Turkey (Cosmos)

>**Turkey**: Introduction
>
>>*From the classic Mediterranean climate, beautiful beaches, warm seas, mouth_watering meze food, to the excellent array of activities and well-preserved ancient architecture, a cheap package holiday to Turkey has something for everyone and is also perfect for all inclusive holidays.*
>
>Reasons to visit
>
>>**Turkey** offers a wide variety of beach resorts, from developed long sandy stretches with buzzing promenades to sheltered bays next to fishing villages nestled under rugged natural landscape. You're bound to find inviting azure, crystal-clear waters that are ideal for swimming, snorkelling and scuba diving. Prevailing winds on the Aegean Coast as well as the Mediterranean_Coast make Turkey a fantastic destination for those wanting to add some action_packed thrills and spills to their cheap beach holiday.

Excerpt 5.3

Description of Turkey (Directline Holidays)

>Holidays to **Turkey** – fabulous weather stunning beaches
>
>Where to begin? Why is **Turkey** incredible? The simple answer – probably because it is incredibly complicated, the original mystery wrapped in a puzzle inside an enigma and so on and on. Each layer is fascinating and beautiful and alluring and indescribably different from the last. You can keep coming back here again and again, year after year, and not even begin to scratch the surface of what this extraordinary country has to offer.

Excerpt 5.4

Description of Turkey (Exodus)

Few countries can offer so many attractions to the visitor as **Turkey**. An excellent Mediterranean climate, kilometres of unspoilt beaches, mountains, lakes, fascinating towns and villages, and a treasure house of historic and archaeological sites. The places we visit are world-renowned: Istanbul, Ephesus, Cappadocia, Gallipoli, and Troy. Each has an undisputed place in world history.

Excerpt 5.5

Description of Turkey (Intrepid Travel)

Turkey

Cosmopolitan cities brimming with modern delights, archaeological sites filled with ancient splendour, curious landscapes straight out of a storybook and picture_perfect coastlines frequented by the jet set… this is tantalising **Turkey**! Visitors won't be able to forget travelling through this exotic land which sits at the crossroads of Asia and Europe, yet displays a fair bit of Middle_Eastern flair.

Excerpt 5.6

Description of Turkey (Monarch)

Turkey: Introduction

Although **Turkey** has developed a strong reputation for the quality of beaches, it has much more to offer along its coastline and in its cities in the form of fascinating historical and cultural sites. A holiday in Turkey will offer you the perfect opportunity to uncover some of the country's varied heritage, as well as spend time on the beach working on your tan.

Excerpt 5.7

Description of Turkey (On the beach)

> Bordered by eight countries and straddling two continents, **Turkey** is one of a kind, and cheap **Turkey** holidays provide a heady mix of sights, sounds and culture. Previously reserved for history enthusiasts and fact fans, **Turkey's** bazaars, baths and beaches have now started to generate a more well-rounded and seasoned holidaymaker, making it the ideal getaway for those looking for more than just sun, sea and sand.

Excerpt 5.8

Description of Turkey (Thomas Cook)

> Holidays to **Turkey** boast golden beaches, ancient history, and mouth-watering cuisine. Pick a modern beach resort brimming with top-class entertainment, or perhaps a tranquil bay. Alternatively take to the seas and see Turkey on a relaxing gulet cruise. Lying in both Asia and Europe, the country brings you the best of both continents, from Istanbul's 21st century nightlife and fashions, to the mystic Surfing culture in Konya.

The excerpts above are the examples of how Turkey is described in the UKTWC (Turkey). It can be seen that these excerpts introduce what Turkey could offer to prospect tourists in various ways but the emphasis is placed on Turkey's geographical and natural landscapes - beaches in particular. Moreover, culture and history are the elements which are included in the introductory excerpts. This can be assumed that besides geographical and natural landscapes, both culture and history are unique selling points which are parts of the positions of Turkey. In addition, Turkey is also described with the current situation.

5.4.2.2 Aboutness - Natural Beauty and Beach Culture

As for geographical and natural landscapes, the lexical items in relation to beaches are featured even in these short introductory excerpts shown above. The claim of being outstanding and well-known country for beaches and sea activities is presented. In addition, the statements about climate and weather are used to indicate what the country is like – which is different from where the prospective tourists come from. One outstanding example from the above excerpts is '*383 beaches in Turkey have been awarded the coveted Blue_flag status*'. This shows that the number of beaches is substantial and the explanation of '…*awarded the coveted Blue Flag status*' also demonstrates the high quality beaches guaranteed by this Blue Flag international organisation.

Geographical location of Turkey appears to be of importance for the introductory excerpts. The location of Turkey – being in the middle between Europe and Asia – is mentioned in two excerpts. This may somehow lead to the sense of combination between the world of authenticity and stranghood. As the potential clients of these travel agencies and tour operators are from the UK, the statement of informing the geographical locations may serve two main reasons. Firstly, it can be used to indicate the factual information about the destination country. Secondly, the geographical location results in the combination of varied culture as stated in some messages from the excerpts above.

The other two unique selling points used to describe Turkey are the culture and history. It is obvious to see that the term 'culture' spelt out for emphasis as an attraction for Turkey. Even though the word 'history' itself is not highly featured in these excerpts, the meaning is communicated through the explanations and names of places. The 'UNESCO world's heritage sites' is employed to give credibility to the attractions. This resembles the statements using Blue Flag symbol for the beach. The 'UNESCO world's heritage sites' signifies the authenticity and importance realised by the highly accepted world's organisation for preserving the culture and history of mankind. In addition to the clear term of UNESCO's world heritage sites, the names of places such as 'Ephesus' and 'Troy' are mentioned. Adjectives such as 'ancient' or 'historical' do present the information in relation to history. The potential tourists who read the information of the websites should be familiar with these two terms. The aspects of culture and history tend to be connected with each other according to the statements in the excerpts. The combination can be seen from this following statement '*Previously*

reserved for history enthusiasts and fact fans, Turkey's bazaars, baths and beaches have now started to generate a more well-rounded and seasoned holidaymaker, making it the ideal getaway for those looking for more than just sun, sea and sand.' Also, the phrase '*Ottoman mosques rub shoulders with Roman temples'* demonstrates the cultural and historical resources. This also describes a mixture of two different cultures in terms of history. In addition to the two main aspects described about the country, it can be seen that there is another support used to sell Turkey as the country where natural beauty greatly exists.

The stance of Turkey in the current situation is also portrayed in some of the excerpts. The phrases: '*Pick a modern beach resort brimming with top_class entertainment', '…from Istanbul's 21st century nightlife and fashions, to the mystic Sufi culture in Konya'*, and '*…spice markets sit alongside designer boutiques…'* can represent the contemporary Turkey and that the country is not restricted with just the positions of beaches, culture and history.

As for the lexical item 'beach' whose lemma includes 'beach', 'beaches', and 'beaching', this lexical item is emphasised because from the data it tends to be the most important selling point of the country compared with other elements.

The lexical item 'beach' is collocated with similar types of adjectives used to describe the natural characteristics of beach. Some of the collocations found according to the concordance lines are 'beautiful', 'attractive' 'stunning', 'sandy', 'excellent', 'best', 'delightful', 'gorgeous', 'finest', and 'breathtaking'. These adjectives provide the explanation of the beauty. Also, when exploring further by observing the clusters, the word 'beach' is also described with 'most photographed', 'golden sandy', 'quiet and secluded' and 'pebble and shingle'. These clusters aim to depict the sight of beach and expectation of what the beach(es) should be in the eyes of the tourists. Moreover, adjectives and phrases in relation to the quantity of the beaches are also used. Some of the examples are 'a variety of', 'many', 'the number of' or even 'touristy'. These then provide the information to the readers that meaning of quantity of the beaches offered and available for tourists to visit and choose for their preferences. Furthermore, the left collocation of the lexical item 'beach' is always the name of the particular beach. When exploring the right collocation, the word 'beach' is found to collocate with the word 'holiday' to create the 'beach holiday' which is the holiday type potential tourists can choose from the tour packages offered by the travel agencies or tour operators.

5.4.2.3 Keyword Analysis

The keyword list from the UKTWC (Turkey) is derived from the measurement of the UKTWC (Turkey) with the benchmark of the UKTWC (Italy) and the UKTWC (Thailand) The top 20 keywords are present as follows (See Appendix 7 the top 200 keywords chosen for the keyword analysis).

Table 5.12 *UKTWC (Turkey) – The top 20 Keywords*

Rank	Frequency	Log-Likelihood	Keywords
1	599	1309.625	turkey
2	373	807.883	turkish
3	886	693.545	beach
4	304	677.453	bodrum
5	280	623.97	istanbul
6	246	548.202	antalya
7	288	420.33	bar
8	167	360.707	ruin
9	330	338.101	restaurant
10	147	327.584	fethiye
11	144	320.899	cappadocia
12	308	299.662	C
13	133	296.386	dalaman
14	217	296.103	shop
15	202	282.6	Minute
16	125	278.558	ephesus
17	745	256.523	have
18	403	256.359	water
19	112	249.588	marmaris
20	107	238.446	kas

All top 20 keywords are content words about Buildings and Locations, Nature, and Historical/Heritage. The letter 'c' refers to celcious (Celsius, rank 12, frequency308, LL = 299.662) and the letter 'm' refers to "minute" (rank 15, frequency 202, LL = 282.6) which identify climate and time. The word 'have" (rank 17, frequency 745, LL = 256.523) is the only verb in top 20 keywords.

Thirteen of the top 20 collocate words are about Buildings and Locations of Turkey. Ten out of 13 keywords are the words that signify the country, provinces, districts, region and city. The most frequent word is "Turkey" (rank 1, frequency 599, LL = 1309.625) which signifies the country. Five out of 10 words are districts which are, "Bodrum" (rank 4, frequency 304, LL = 677.453), "Fethiye" (rank 10, frequency 147, LL = 327.584), "Dalaman" (rank 13, frequency 133, LL = 296.386), "Marmaris" (rank 19, frequency 112, LL = 249.588), and "Kas" (rank 20, frequency 107, LL = 238.446). Two are provinces: "Istanbul" (rank 5, frequency 280, LL = 623.97) and "Antalya" (rank 6, frequency 246, LL = 548.202). One region is called "Cappadocia" (rank 11, frequency 144, LL = 320.899). And one ancient city "Ephesus" (rank 16, frequency 125, LL = 278.558) is in the top 20 rank. Three of 13 keywords define generic destination which are recreation sites. These words include "bar" (rank 7, frequency 288, LL = 420.33), "restaurant" (rank 9, frequency 330, LL = 338.101) and "shop" (rank 14, frequency 217, LL = 296.103).

Two out of 20 keywords define nature and are related to beach and water recreation which are "beach" (rank 3, frequency 886, LL = 693.545) and "water" (rank 18, frequency 403, LL = 256.359).

Two out of 20 keywords define Historical/Heritage environment of the country. Within those two words, like for Italy, one is the word that defines ethnic and origin of the country which is "Turkish" (rank 2, frequency 373, LL = 807.883). Another keyword, "ruin" (rank 8, frequency 167, LL = 360.707), defines the wreckage and ruin sites of the country.

Three out of 20 keywords may be seen as irrelevant. The letter "c" standing for Celsius (rank 12, frequency 308, LL = 299.662) and the lexical item "minute" (rank 15, frequency 202, LL = 282.6) describe climate and time. Also, the word "have" (rank 17, frequency 745, LL = 256.523) is the only pure verb in top 20 keywords.

The next section reports the detailed analysis in addition to the report of the top 20 keyword list. The semantic categories of the UKTWC (Turkey) are organised in the descending order by the number of lexical items in each semantic category.

Table 5.13 *UKTWC (Turkey) - Buildings and Locations Semantic Category*

Category	Lexical items (66 items arranged by the rank in the keyword list)
Buildings and Locations	turkey, bodrum, istanbul, antalya, bar, restaurant, fethiye, cappadocia, dalaman, shop, ephesus, marmaris, kas, pamukkale, dalyan, resort, gumbet, olu_deniz, izmir, site, club, belek, kusadasi, cafe, kalkan, aegean, icmeler, harbour, akyaka, alanya, bitez, yalikavak, place, ankara, cesme, konya, patara, troy, turgutreis, lycian, lycian_way, gallipoli, mosque, perge, aspendos, hisaronu, kadikalesi, ovacik, altinkum, selcuk, konacik, hierapolis, selimiye, blue_mosque, bodrum_peninsula, marina, fairy_chimneys, nightclub, kaş, turunc, goreme, street, tavernas, wall, dalaman_airport, didyma, gocek,

In this Buildings and Location semantic category, 'Turkey' features highest among the 65 lexical items. However, it is the lexical item which is the most important and was discussed in the frequency wordlist section.

Out of 66 lexical items in this category, there are 48 items which are the holiday destinations and attractions. Therefore, the aboutness according to the data is the locations with the purpose of being holiday destinations and attractions by specific names of the places. The majority of these regions, cities, town including villages are close to the coast of the Mediterranean. Some of them are specifically beach towns. As a result, they can indicate the type of holiday destination in Turkey. These beach towns are known for their reputation of being seaside and beach towns, and it is worth looking at how they are described.

Bodrum is seen to be featured highly as it appears right next to the name of the destination country, Turkey. With its LL value and frequency, Bodrum has a greater emphasis than Ankara (rank 86, frequency = 39, LL = 2.700064), which is the current capital city of Turkey and, surprisingly, features far from the top rank. It is interesting to see that there is no descriptor or modifier placed in front of Bodrum.

The term 'Bodrum' is the starting point to the analysis of other lexical items which are the specific names of holiday destinations in the list. The analysis reveals that the terms ranked later in the list are communicated in the same recurring patterns of meaning and linguistic

The lexical item 'Kas' is the same type of lexical item as other lexical item mentioned above in that it is a seaside town; however, 'Kas' is found to collocate with one different meaning by the use of the verb 'discover'. From the statement '*Although tourism has discovered Kas, it has managed to retain its old charm*', 'Kas' distinguishes itself from other beach cities or towns in that 'Kas' has the cultural authenticity elements of itself while others may not. In addition, the adjective of time 'old' in this statement provides a relationship of the past and present time. In addition, the statements in front and after the lexi 'Kas' use the adjective 'local' and 'ancient' to show the sense of cultural authenticity as well as the sense of history and heritage.

As for the lexical item 'Pamukkale', besides being described with positive adjectives like 'beautiful', the 'UNESCO heritage site' label is found to modify the term 'Pamukkale' in order to emphasise the internationally accepted credential natural heritage.

In addition to Pamukkale and the aforementioned destinations, there are lexical items in this Buildings and Locations category which are not village, town and city relevant to seaside or beach. 'Ephesus', 'Troy', 'Hierapolis', 'Perge' and 'Didyma' are the locations with different characteristics. The main attribute of these locations is not just being the tourist attractions for leisure but the attractions with historical background. The word 'Ephesus' is considered highly featured since it is in the top 20 keyword list. Generally, 'Ephesus' pertains no difference to other destination locations in that the location is indicated with direction-oriented elements. It is yet found that the lexical item 'Ephesus' collocates with temporal adjective to describe the historical attribute by the use of the modifier 'ancient'. There are other modifiers employed to give characteristics of 'Ephesus' such as 'magnificent' and 'mighty'. The adjective 'magnificent' is clearly the evaluative/emotive adjective and the adjective 'mighty' indicates the size and the extent of 'Ephesus'. In addition, 'Ephesus' is collocated with 'monumental'; the descriptor provides the meaning of either the great extent or the state Ephesus serves as the historical spot. Action verbs are used for the reference of discovery by the verb 'discover' and for general sightseeing purpose of 'view'. The next lexical item is 'Troy' and it is found to feature with 'Ephesus' at times. The name

of the city of 'Troy' is ranked 95 with the LL value of 82.453. The lexical item 'Troy' associates on the right location of the followings: 'ancient city/cities of' and 'crumbling ruins of' to convey the sense of historical destination. Next is the term 'Perge'. This lexical item is also found with the same phrasal set of 'Ephesus' and 'Troy': 'ancient city/cities of' and 'ancient ruins of'. The last lexical item within the historical tour spots is 'Hierapolis'. Similarly, the set of phrases 'ancient city of' and 'Roman ruins of' is found to precede the lexical item 'Hierapolis'. One common finding among these four places is the use of prepositions to locate where these places are and the directions of travelling to and from, including what can be found at these places. The reason behind is that these attractions are for a short visit; therefore, it is necessary to inform the readers about how to go from the residing location and what can be the next stop to for the tour. In addition, only brief historical information of these tour sites is given.

Another lexical item in this category is the lexical item 'shop'. The lexical item 'shop' features highly in the top 20 keyword list. As this term can function as action verb and noun, the word is found to serve these two functions. However, it functions as a noun and a verb in an equal extent. As a noun, it is used by either suggesting the activity 'shopping' at the place or the particular kind of shop such as 'leather shop', 'jewellery shop', 'souvenir shop' or a 'shop' in general. As a verb, 'to shop' is frequent found. The verb phrase 'to shop' is seen to communicate two meanings. The first one is the suggested activity while the other is used to provide the description of a place to do shopping for locals. This is to indicate that these places are where tourists can do the same things as the locals. The examples can be seen from the following figure.

Figure 5.3 *Concordance Lines of 'to shop'*

```
1 |     at your leisure or take some time   to shop for souvenirs in the laby
2 | liff face tombs and a final chance      to shop. A fitting end to this in
3 | _Beach is packed with great places      to shop.  FAST FACTS Language: Th
4 |        to do  Side is a great place     to shop, with local shops and mar
5 | knickknacks. There are more places      to shop along the sunny seafront
6 | arket  the place where locals love      to shop. The stalls buckle with e
7 | arket  the place where locals love      to shop. The stalls buckle with e
```

The next lexical items to be discussed seem relevant in terms of the literal meanings of the words. These are 'bar', 'restaurant', 'café', 'nightclub' and 'tavernas'. These lexical items clearly point out the locations and have a relationship with the Food and Drink semantic category, specifically in the meaning of the place for drinking. The lexical item 'bar' is interesting as it is ranked at the top 10 of the keywords. This is considered a high featured lexical item. Considered by the frequent use of the lexical item 'bar', the data reveals that the bar is used for leisure purpose. It tends to convey the meaning of the 'must-have' and 'must-visit' spot at the beach destinations. The lexical item 'bar' features along with the description of the beach destination and communicates that besides having the beach being within the leisure area, 'bar' can always be found. There is also the collocation of the word 'street' with the lexical item 'bar' to be 'bar street'. This shows that there is a great number of bars at the destinations. Various adjectives are used to modify the lexical item 'bar'; for instance, 'lively', 'cheery', 'frenetic', 'livelier', and 'quiet'. Most adjectives from the instances demonstrate that the atmosphere of bars is full of life with positive and relaxing meaning. The last one tends to be an alternative for those who prefer an escape from the crowd. Also, the types of bar are given as the description, for example, 'café bar', 'cocktail bar', 'music bar', 'snack bar', 'karaoke bar' and 'ice bar'. The location of bar in relation the destination is modified by the items: 'beach', 'beachfront', 'onboard bar', and 'open bar'. One of the interesting results is that the term 'family-friendly' is present. This may be due to the concern the place whether it is suitable or not for the members of the family. The lexical 'nightclub' may be close to the meaning with the lexical item 'bar' of being a place for entertainment although it does not have high frequency or statistical value. The lexical item 'nightclub' is found to be associated with the description of the atmosphere. Then, the lexical items 'floating', 'outdoor', 'luxury' and 'open-air' are employed to modify the nightclub atmosphere.

As for the lexical items 'restaurant', 'café' and 'tavernas', they also have relationship with food and beverages to serve the purpose of food rather than entertainment like 'bar' or 'nightclub'. The lexical item 'restaurant' is ranked in the top 10 keyword list. The lexical item 'restaurant' expresses different meanings through a variety of modifiers, with its literal meaning as a place providing meal at any destinations, especially a short stop. As a result, this lexical item is used with the article 'a' at the front to show a general location. Some of the adjectives are also employed to provide attributes of the restaurants for the atmosphere and cultural authenticity. As

for the atmosphere, the lexical item 'restaurant' collocates with 'beach-side', 'canal-side', 'seafront', 'open air', 'rustic' and 'waterside'. Some of the atmospheric settings are used such as 'vibrant' and 'stripped back'. Regarding the cultural authenticity perspective, this lexical item is collocated with the adjectives 'Turkish', 'legendary', 'traditional' and 'local'. However, there is no further information for how it is 'Turkish', 'local' or 'traditional'. The types of restaurant are provided with the word 'seafood'. As for the lexical items 'café' and 'cafes', they are present along the terms 'bar' and 'restaurant' as a series of locations. Only the modifiers informing the locations are found such as 'pavement' and 'village' placed in front of the lexical item 'café'. The last word in this group tends to demonstrate more of the emphasis of cultural authenticity in gastronomic perspective. The lexical item 'tavernas', which is originally Greek based on the historical background, tends to collocate frequently with the historic and heritage terms. This is found from the left collocation of the lexical item 'tavernas'. The left collocations of 'tavernas' are 'traditional', 'authentic', 'locally owned', and 'Turkish'. Still, these collocation sets are found to come along with the lexical item 'restaurant' as a series of locations. Like the term 'café', there is no additional elaboration for how it is 'local', 'traditional' or 'Turkish'. An interesting aspect found from these is seen from the modifier indicating quantity by the use of 'plenty of'.

The term 'resort' is also found as it is the alternative type of accommodation for potential tourists. With the high statistical LL value (rank 26, RF =352, NF = 24.36981, LL = 201.712), it is worth looking at. The analysis reveals that lexical 'resort' tends to play a crucial role in positioning Turkey along with the beach/seaside destination. It is interesting to see that the lexical item 'resort' is collocated with various collocation, or modifiers to be exact. The modifiers range from the geographical location to the atmospheric settings of the resorts. The examples of the modifiers found on the left of the lexi 'resort' can be found in the figure below.

Figure 5.4 *Left Collocations of the Lexical Item 'Resort'*

Rank	Freq	Range	Cluster
1	82	8	the resort
2	20	6	beach resort
3	8	1	coastal resort
4	6	3	small resort
5	6	2	this resort
6	5	3	lovely resort
7	4	3	bustling resort
8	4	3	holiday resort
9	4	2	larger resort
10	4	2	popular resort
11	3	2	a resort
12	3	1	and resort
13	3	2	in resort
14	3	3	main resort
15	3	1	party resort
16	3	2	your resort
17	2	1	dalaman resort
18	2	2	friendly resort
19	2	2	lively resort
20	2	1	nearest resort
21	2	2	or resort
22	2	1	special resort
23	1	1	another resort
24	1	1	average resort
25	1	1	busiest resort
26	1	1	buzzing resort
27	1	1	celebrity_filled resort
28	1	1	charming resort

Hence, a variety of adjectives tends to display the positive attitude of the lexical item 'resort' to attract prospective clients. The lexical items besides the evaluative/emotive adjectives are the geographical location and the size.

The top lexical items illustrate the unique selling points of Turkey as beach destination. In addition to those lexical items, there are two more lexical items supporting the aboutness of beach destination. These are the two lexical items 'harbor' and 'marina'. The lexical item 'harbour' (rank 72, RF = 124, NF = 8.58482, LL = 97.682) is conveyed simply as a location and a part of the destination. It is found to be placed highly next to the definite article 'the' to indicate the specific location at the destination or a part of the destination. In the same vein, the lexical item 'marina' which is in the 165th rank (RF = 47, NF =3.252934, LL = 50.156) also features frequently with the article 'the'. Both of these lexical items share the similarity in the way they are modified by the evaluative/emotive adjectives. The instances of the evaluative/emotive descriptors are 'picturesque', 'charming' and 'attractive'. Furthermore, these two lexical items are communicated with the descriptors of being current and new. The results show that the new state of being a new marina is shown by the adjectives such as 'modern', 'chic', 'new', and 'stylish'. The 'busy' and 'lively' state of the lexical items 'harbour' and 'marina' is also present. There are slight differences in the way 'harbour' and 'marina' are described. The lexical item 'harbour' is described with the adjectives 'traditional' and 'natural' but none of these words are used to describe 'marina'. Another aspect is that the lexical item 'marina' is described to 'upmarket'; whereas none of this meaning is communicated with the term 'harbour'.

The two lexical items which leave no doubt for the category of Buildings and Locations are the two lexis 'mosque and 'Blue Mosque'. The reason for this is the reference to the country which has the background in certain religious belief. Turkey is known as the country with the Islamic majority; therefore, the Islamic religious sites should generally be found in both the UTWKC (Turkey) itself as well as in Turkey, the country where the majority of population is Islamic. However, the analysis reveals that the prominent attractions lie in beach destination and other historical sites in relation to the Western history. The fact that the existence of the lexical items 'mosque' (rank 108, RF = 33, NF = 2.28467 and LL = 73.539) and 'Blue Mosque' (rank 157, RF= 23, NF = 1.592346, LL = 51.255) when compared with the benchmarked sub-corpora with no strong Islamic belief should be more significant. As for the lexical item 'mosque' which is a generic noun, it is seen to convey two meanings: one is the location and the other in the historical information. Being a location is the attraction where tourists need to stop for a visit. The examples are '*get a chance to visit a mosque and tea house…*' and *'there is a bonus stop at a* mosque'. As for being in the historical information, it explains why the origin of religious site was transformed from the Christian church into a mosque after the change of the winning Empire. The instances can be found from *'the mother church of the Orthodox Christianity, then a mosque, and now an incredible monument…'* and the one from the Hagia Sofia *'The Hagia Sofia, first a church, then a mosque, and now a museum…'*. There are few of the temporal references given to describe the lexical item 'mosque' such as 'the 16th century' and 'oldest'. The attributes of 'mosque' are described by 'tiny whitewashed', 'Turkish' and 'great'. As for the 'Blue Mosque', it collocates with 'the 17th century' for the historical and temporal reference, and evaluative and emotive adjectives such as 'iconic', 'famous', 'majestic' and 'superb'. The spatial reference of the 'Blue Mosque' is given by the use of 'Istanbul's' in the preceding location of the lexical item. The architectural pattern is used to modify in front of the lexical item by 'hippodrome of Constantinople'. In addition, the action verbs used with the 'Blue Mosque' are 'visit' and 'explore'. These point out that the 'Blue Mosque' is one of the attractions in Turkey.

As for the word 'street', its meaning of it tends to be a part of the elements presented with the detailed information of the main destination that tourists can walk along the 'main street' of these villages, towns and cities. The adjective 'local' is used with the lexical item 'street' only twice to suggest a place for activity tourists can perform. The atmospheric setting of the lexical item is given by the use of 'bustling'.

As for the lexical item 'wall', it is identified as a part of the ancient city by the uses of 'Roman' at the preceding location of the word with one use of famous 'wall painting'. It may be repeatedly used because of the description of the ancient tourist attractions but there is no relevance with the position of Turkey.

Table 5.14 *UKTWC (Turkey) Nature Semantic Category*

Category	Lexical items (24 items arranged by the rank in the keyword list)
Nature	beach, water, bay, turquoise_coast, sand, cove, lara_beach, view, aegean_coast, sea, sunshine, blue_lagoon, calis_beach, sun, shingle, taurus_mountains, aegean_sea, iztuzu_beach, canyon, rock, pine, mediterranean_coast, mountain, turtle

In this Nature semantic category, most lexical items are the type of natural settings: sea, beach, and water by their geographical locations and meanings.

The lexical item 'beach' has the highest feature in this Nature category and it also has prominent occurrences in the frequency wordlist. The discussion of the lexical item 'beach' was already discussed in the section of frequency word analysis. As a result, this leads to the observation of the lexical item 'water' which is the second natural element in this category. The lexical item 'water' is found to be strongly associated with the colour descriptors. The lexical item 'water' in this sense is 'sea' water. The descriptors employed to modify this lexi are 'white', 'blue', 'turquoise', 'crystal', 'crystal blue', and 'azure'. These colour descriptors provide the natural setting descriptions and at the same time communicate the use of metaphor in describing the colours of water. These descriptors can provide the imaginary effects to the readers. Following the analysis of the lexical item 'water' in relation to sea water, the lexi 'sea' was examined. The meanings of the sea are communicated for the readers of the websites as the main attraction with natural features of the sea. Activities with the sea are also suggested. Common verbs and nouns used are 'visit', 'swim', '(scuba)diving', 'experience', 'bungy jump' or 'kayaking'. The explanation of the natural settings around the sea or natural settings with connection to the sea is also communicated to provide vivid images. The instances are *'…Aksu river flows down to the sea..'* and *'the peninsula overlooking the sea'*. Like the lexical item 'water', the lexical item 'sea' is also modified with colour, and evaluative/emotive descriptors: 'azure', 'blue', 'turquoise', 'famous', 'fantastic', 'magnificent', 'peaceful shimmering', and 'crystal

clear'. Interestingly, one different type of modifier occuring with the lexical item 'sea' is the word and phrases describing the temperature of the sea such as 'warm' or 'warmest' at the front or after the 'be' verb informing about the temperature of the sea during the specific period of time. Last but not least is the lexical item 'sand'. This lexical item 'sand' is often found in a series of 'sea, sand and sun' and it also comes together with the lexical item 'beach'. Also, the lexical items 'shingle' and 'pebble' are found to be closely associated with the lexical item 'sand'. The lexical item 'shingle' is also present later in the list and it describes the natural setting of beaches. Colour descriptors play their part in modifying the lexical item 'sand'. The most frequent collocated items are words of the colour 'golden' (RF = 21) and 'gold' (RF = 45) of the overall. In addition to colour descriptor of 'gold', the lexical item 'sand' tends to collocate frequently with gold-shaded colour such as 'brown', 'white_gold', 'gold-dust', and 'honey-coloured'. There are only 11 occurrences of 'white' sand and one occurrence of 'dark' 'pale' and 'pink' sand. The texture of this lexical item is also provided by the modifiers such as 'soft', 'powdery', 'powdery soft', and 'volcanic'. The quality of sand can be found through the adjectives 'fine', 'clean', and 'best'. Moreover, the shape of the 'sand' is left collocated by the adjective 'narrow' and adverb phrase 'gently curving'. It can be seen that with the extended unit, the sand, in this sense, may convey the meaning as the sand beach since the lexical item 'sand' alone cannot be described as 'narrow' or 'gently curving'. As a result, this observation can lead to the realisation of the verbal technique of synecdoche. The shape of sand is not only represented by the left collocation but it is also described by the use of phrases such as 'the stretch/stretches of sand',' the strip of sand', 'a long crescent of sand' and 'the curve of sand' and these function as a subject in sentences.

'Turquise coast', 'Lara beach', 'Aegean Coast', 'Blue lagoon', 'Calis beach', 'Taurus mountain', 'Aegean Sea', 'Itztuzu beach', 'Mediterranean coast' are included in this group as they are the specific names with natural indicator. Some are the attractions such as 'Turquoise Coast', 'Blue lagoon', 'Lara beach', 'Calis Beach' and 'Itztuzu Beach'. Some are different in that they are not the attractions but they are placed with the information for the direction near the attractions. In addition, they are used to state the geographical location of the country, the area of the country with these types of natural settings to identify where Turkey and other attractions in Turkey are located. They are 'Aegean Coast', 'Aegean Sea' and 'Mediterranean coast'. These can inform the readers of the natural settings surrounded the country of the destination

as well as other attractions at the destination. From the explanation, these lexical items of specific names do have the relationship with the location but with the emphasis of the natural setting which indicates the natural elements.

The lexical items 'sun' and 'sunshine' are listed not very far from each other in the keyword list. The lexical item 'sunshine' ranks 132 with 66 occurrences and the LL value of 63.665 and the lexical item 'sun' is ranked 141 with 130 occurrences and the LL value of 59.757. The item 'sunshine' is significant in the communication and position of Turkey. It can be said that according to the concordance lines, the lexical item 'sunshine' has a meaning of good and warm weather potential tourists are looking for. In a way, it can be seen that the emphasis of sunshine is the literal meaning. On the other hand, 'sunshine' refers to something different for the expectation of the holidays. The instances of the concordance lines of the lexical item 'sunshine' can be found below.

Figure 5.5 *Concordance Lines of 'sunshine' UKTWC (Turkey)*

```
for an idyllic day in the    sunshine. Sit back and relax, take in an
a glorious 13 14 hours of     sunshine per day in July and August too,
as much as 13 14 hours of     sunshine a day between June and August, t
; alike for all_year_round    sunshine, just four hours' flight time fr
with at least 10 hours of     sunshine every day. Avoid July and August
irself in life_giving, hot    sunshine. A place that's home to unique
kissed beaches, bathed in     sunshine for nearly 300 days a year and l
imbet are the more popular    sunshine resorts with tourists. The east
basks not only in clement     sunshine but also in a very long and
it, Bodrum boasts glorious    sunshine, a lively and friendly atmospher
.d winters. The blistering    sunshine throughout the summer months rea
spell of yoga, meditation,    sunshine and peace in the Mediterranean.
summers and long hours of     sunshine. In July and August, the tempera
enjoys around 12 hours of     sunshine a day.    GETTING AROUND By dolm
:o enjoy the Mediterranean    sunshine, with golden sand, a lively prom
enjoys around 300 days of     sunshine a year, with long summers and mi
```

According to the examples of the concordance lines of 'sunshine', the meanings of 'sunshine' are associated with the long hours of sunshine, the frequency of sunshine in a year as well as the suggested activities one can enjoy in the sunshine. Therefore, the most frequent left collocated of the lexical item 'sunshine' is the preposition 'of' preceded by the length of time. As for the left collocated item, the lexical item 'sunshine' is described with several adjectives conveying the attributes of sunshine such as 'glorious', 'gorgeous', 'blistering', 'bright', 'brilliant', 'hot', 'warm', 'clement' and 'Turkish'. These attributes are evaluative/emotive descriptors including temperature-

related. The term 'Turkish' is used here to give a sense of belonging of Turkey, as well as the 'Mediterranean sunshine' distinguishing it from the home country. Interestingly, one descriptor used is 'reliable'; when compared with the BNC corpus, the phrase 'reliable sunshine' exists only once (frequency of 0.01 per million words) and in the context of Spanish fishing village. This evidence also shows that 'reliable sunshine' is rare at the home country. In addition to the lexical term 'sunshine' (LL = 63.665), the word 'sun' occurs even more but with less LL value (59.757); this means the word 'sun' may not be much different from the other two sub-corpora set for benchmarking. 'The sun' is highly featured in this Turkey sub-corpus and it is used for its literal meaning. From the analysis of the concordance lines, it is found that mostly 'the sun' is seen to be relevant to suggested activities such as 'to relax and soak up', 'enjoy', 'lying', 'lounging around in', 'chill out in' and 'laze in'. These activities convey relaxing activities in the atmosphere of good weather. Furthermore, 'the sun' is also used as an element in depicting the imagery scene like the phrases 'watching the sun set', 'when the sun goes down…', 'as the sun dips below the horizon', '…morning meditation as the sun rises' and '…as the sun melts below the horizon'. These phrases seem to paint the dream-like picture for the readers. There is one collocation that points out the sun as unpleasant. From the statement '…great for refreshment and respite from the sun', the word 'respite' demonstrates an unpleasant state which differs from other statements using 'the sun' as one of the main features. With this extended unit of meaning, 'the sun' here is described with an implicit warning attitude. In terms of verbal techniques, personification is also utilised with the word 'sun'. The examples are 'as the sun gently bronzes your body' and '...your only company may be the sun dancing on the Aegean…'.

The lexical item 'canyon', (rank 176, frequency 33, LL = 47.924), 'rock' (rank 189, frequency 93, LL = 45.898), 'mountain' (196) can be included in the same semantic group with relatively similar meanings. They are obviously relevant to the natural settings of Turkey. With the lexical item 'canyon', it occurs as an alternative destination with a suggested activity 'walk'. It is also found to come with the series of activities like: 'kayak, canyon, walk' at some tour sites. Only the verb 'experience' is used with the lexical item 'canyon'. Not many adjectives are found to describe the lexical item 'canyon' but the superlative phrase such as 'the second largest' and 'Turkey's longest and deepest' are followed by the lexical item 'canyon'. This word appears as a part of a natural scene but with the comparison with the reference

corpora, this means the 'canyon' in Turkey is a significant natural setting the other two countries - Italy and Thailand - do not feature. The next lexical item is the lexical item 'rock'. The word 'rock' is related highly with the 'Fairy_chimneys' which is one of the most frequently mentioned attractions in UKTWC (Turkey). It provides the explanations of how this tour site was naturally formed by rock. Therefore, it is found the lexical item 'rock' to collocate with the noun 'formations' to make a new compound noun. In addition to this relationship with natural setting of the 'Fairy chimneys', it is found that this lexical item is associated with the word 'tomb' in the ancient city in Dalyan. With reference to the lexical item 'mountain', it is used for its literal meaning of scenic view and natural landscape. It is also found to be in the right collocation with natural settings and geographical locations such as 'scenery', 'views', 'backdrop', trail/trails', 'village/villages', 'gorge', 'road/roads', 'range' and 'plateau'. Suggested activities were found with the lexical item 'mountain', for instance, 'biking', 'bike', 'trekking', 'walks' and 'paragliding'. These show that mountain is another natural setting promoted by Turkey for its natural attraction with natural beauty and activities.

In this Nature category, the lexical item 'pine' is the only lexical item whose literal meaning is a botanical plant. In this sub-corpus, the lexical item 'pine' does not have any other meaning relevant to it but it functions as the natural setting and scenic beauty. This can be seen from the left collocations of this lexical item with 'scenic' and 'lovely' and the lexical item also appears with 'forest' such as 'shaded pine forest' and 'think pine forest.' When it exists in the form of 'pine forest', it is used with 'the (dramatic) rolling hills of'. Therefore, the phrase depicts the image of natural scenic beauty. In addition, the lexical item 'pine' is collocated with 'fragrant' and 'scented' to communicate olfactory sense.

The last lexical item in this Nature category is 'turtle'. Even though there is the 'Turtle_beach' which is a location, the lexical item 'turtle' also associates with 'beach' with the other meaning. This meaning of the beach(es) where turtles nest and use as home. As a result of being home of turtle, the term 'turtle' is associated with the species of turtle: 'carretta_caretta', 'loggerhead' and 'Mediterranean'. There are several sites of 'turtle beach'. Therefore, there are several 'turtle beaches' present in UKTWC (Turkey).

Table 5.15 *UKTWC (Turkey) Historical/Heritage Semantic Category*

Category	Lexical items (8 items arranged by the rank in the keyword list)
Historical/Heritage	Turkish, ruin, tomb, ottoman, ancient, ruine, byzantine, carpet

In the Historical/Heritage category, there are nine lexical items. The first lexical item considered important is the affiliative adjective 'Turkish'. Turkish identifies the national possession of Turkey. Therefore, an in-depth observation was conducted in order to unpack the situated meanings and the association of 'Turkish' with others. The results show that the lexical 'Turkish' collocated highly with another adjective descriptors on the left of the lexical item. The most frequent descriptor points out the cultural authenticity is 'traditional', 'authentic' and 'local'. Then, the right collocations following these descriptors were examined. Firstly, the descriptor 'traditional' preceding the lexical item 'Turkish' is found to be of many elements in 51 occurrences. The list includes 'bath', 'village', 'motor yatchs', 'breakfast', 'life', 'meal', 'massage', 'specialties', 'gullet', 'hammam bath houses', 'evenings', 'gulets', 'tea', 'fruit wines', 'kilims (handwoven carpets)', 'mosque', 'food', 'town', 'music', 'cushions', and 'house'. From the aforementioned list, the phrase 'traditional Turkish' can elaborate many elements of cultural authenticity. It can be places, tangible objects and even words which need more elaboration such as 'life', 'evenings' and 'style' to indicate what it is meant to be 'Turkish'. In addition to the 'traditional Turkish', the lexical item 'Turkish' is preceded by an article 'the' for 30 times. The following nouns were found to collocate 'the Turkish': 'cuisine', 'mainland', 'people', 'coast', 'diet', 'coastline's natural good looks', 'Riviera', 'dancing/belly dancing', 'population', 'capital', 'fast-food', 'national vegetable', and 'countryside'. From the instances provided, the terms following 'the Turkish' are similar in terms of 'types' of the words which are natural settings and cuisine. Even more, there are some of the cultural elements of performance. Besides the explicit principal words of descriptors to identify the authenticity of Turkey, the recurring grammar pattern found to be interesting is the prepositional phrase 'of Turkish'. As can be seen from the above examples, the nouns following 'the Turkish' tend to be repetitive use of words conveying the same categories and the prepositional phrase of '*of Turkish'* was found frequently.

The lexical item 'authentic' placed at the front of the lexical 'Turkish' was examined. The situated meanings of the terms 'authentic Turkish' is associated mostly with food and cuisine. However, there is one interesting cultural element which is neither place or food but 'shave' coming after the lexical 'Turkish' in the context of barber.

Then, the lexical item 'ruin' when compared with the other two sub-corpora, UKTWC (Italy) and UKTWC (Thailand), still holds its importance at the top 10 keyword list of the UKTWC (Turkey) sub-corpus. It is found that Turkey places an importance of the site of historical and heritage site by the term 'ruin'. The terms 'ruin' and 'ruins' are used as the destinations with some historical background. However, it is found that there are 2 occurrences of 'ruin' employed along with the affiliative adjective 'Roman'. This points out the connection between the Roman and Turkey's history. This means the historical narrative is also used to communicate the message of the tour sites. The lexical item 'ruin' collocates with different adjectives apart from Roman. These adjectives are 'archeological' and 'crumbling'. This leads to the analysis of the lexical item 'ruins' which is the plural forms. With the lemma words of 'ruin', the lexical item 'ruins' appears more frequent. The collocated items also differ. It is found that 'ruins' is on the right of affiliative descriptors such as 'Roman' and 'Greek' and temporal descriptor suggesting the historical period like 'ancient' and 'historical'. In the same vein, the term 'ruins' is used at the beginning of the sentence followed by the preposition 'of' to show the belonging of the 'ruin'. Therefore, these show the affiliation of the lexis 'ruin' and 'ruins'. With reference to other different left collocations of 'ruin', several evaluative descriptors are found such as 'spectacular', 'wonderful', 'magnificent', 'stunning', 'incredible' and 'splendid'. The condition of keeping the 'ruin' in a good state is found from the terms: 'well-preserved' and 'restored'. Even though the literal meaning of the lexical item 'ruin' can identify the heritage and historical sense in itself, the adjectives have been used to associate the term with evaluative meanings descriptions and more 'history-related' descriptions. Like other existing tour sites, 'ruin' is also described for its location. In addition, the lexical items 'ruined' is often found. It is used to describe the historical part of the heritage sites such as 'ruined city of Arycanda', 'ruined temples', 'ruined Byzantine church' and 'ruined acropolis of Lycia'.

'Ottoman', which was once the empire in Western Europe, can provide the historical background with the collocations. The concordance lines demonstrate that the lexical item 'Ottoman' is found to be collocated frequently with era to be 'Ottoman era'. This shows the historical reference to time in the past as an addition to the lexical item 'Ottoman'. Furthermore, this lexical item is seen to convey the architecture and art in the past time period preceding the words like 'mansion', 'houses' and 'mosque'.

The lexical 'tomb' does possess the significant value. The lexical item 'tomb' indicates tourist attractions and there are several 'tombs' present in Turkey sub-corpus. This word suggests a historical and heritage meaning in itself and is found to be collocated with the historical period by the use of temporal reference such as '4th century' and 'ancient'. There is also another connection with history by the use of items 'the Ottoman Empire', 'Roman' and 'Necropolis'. The description of the lexical item 'tomb' is provided with the physical structure like 'rock', 'cliff-top' and 'rock-cut'.

Next, the adjective 'ancient' is put into this category. The adjective 'ancient' provides the temporal sense regarding the time in the past. There is a variety of nouns following this adjective 'ancient'. From the right collocation of the lexical item, the collocated nouns are 'city', 'sites', 'ruins', 'cities', 'site', 'history', 'times', 'world', 'theatre' and 'Lycia'. The majority refers to the attractions. With reference to the phrase 'ancient history' and 'ancient times', they are used to give a background of the attractions. As for the lexical item 'world', the combination of 'ancient world' is a part of the whole noun phrase '(seven) wonders of the ancient world'. This is the label of the attraction as a world-recognised place. Moreover, the descriptor 'ancient' is found to collocate with 'civilisation', 'architecture', 'culture', 'building', 'coastal town', 'cedar forests', and some specific tour site, village, town, and city. They all demonstrate the sense of history to add heritage value.

The next lexical item 'Byzantine' explicitly refers to the empire of Europe according to the history. The term 'Byzantine' is employed to describe two types of words. The first one is the word relevant to the time period such as 'time', 'period' and, and it precedes the term 'Empire' and is surrounded by the words 'Roman' and 'Ottoman'. All these provide the link to historical information serving as the background of the attractions. The second type of words are the words related to physical sites and art form such as 'monasteries', 'art', 'wall paintings', 'cave chapels', 'church', 'remains', 'castle', 'frescoes', 'mosaics' and 'basilicas. Again, this emphasises the history and heritage of the country by the use of the word 'Byzantine'.

The last lexical item in this Historical/Heritage category is 'carpet' which is found to be interesting. Turkish carpet is well-known and could give a reference to the historical and heritage background of Turkey. According to the data, the lexical item 'carpet' collocates with 'Turkish'. This also identifies the cultural authenticity by the affiliative descriptor 'Turkish'. In addition, the cultural authenticity is seen by this artefact with the descriptor 'local' and 'authentic'. Moreover, the heritage value of carpet is conveyed through the use of the descriptions of how the carpet is made like 'hand-woven' and 'hand-knotted'. The word 'carpet' is also found to collocate with 'the history of carpet' to indicate its long history. Also, the lexical item 'carpet' is found to be present along with other artefacts such as 'silverware', 'pottery' and 'shoe'. Even the place which is called 'the carpet town' is seen in the UKTWC (Turkey). Therefore, 'carpet' is outstanding enough to indicate the cultural authenticity of an object.

Table 5.16 *UKTWC (Turkey) Health and Wellbeing Semantic Category*

Category	Lexical items (9 items arranged by the rank in the keyword list)
Health and Wellbeing	gulet, dive, sport, watersport, bath, paraglide, cruise, windsurfing, yacht

The Health and Wellbeing category comprises nine lexical items: 'gulet', 'dive', 'sport', 'watersport', 'bath', 'paraglide', 'cruise' and 'windsurfing' and 'yacht'. These lexical items hold a relationship with the type of destination Turkey strongly features. The 6 lexical items out of 9 lexical items are explicitly related to water – sea and ocean, in particular, but all convey the leisure activities. Only the two lexical items which are 'sport' and 'paraglide' are not relevant. The lexical item 'sport' is a generic term covering several kinds of sports while the term 'paraglide' is a sport activity in the air the water-related activities were also analysed by reading the concordance lines before moving on to the 'sport' and 'paraglide' items.

The first highly featured lexical item is 'gulet'. This lexical item refers to the 'traditional motor boat/yacht' or 'wooden sailing boat' according to the description further explained in the context of the word. This lexical item is a Turkish term and this is one verbal technique of languaging. It can be seen that the word alone may not be understood by all readers; as a result, the lexical item is explained with more description. It is also evident that the use of Turkish term with a descriptor 'traditional'

can lead to a sense of cultural authenticity of the belonging of Turkishness. The lexical item 'gulet' is found to be collocated on the left with 'cruise' and some other verbs such as 'head off on', 'hop on' and 'board'. It is clear that these clusters convey a suggested activity with the lexical item 'gulet'. Next, the term 'cruise' and 'yacht' can be included in the same group of the lexical item 'gulet' because they refer to a close meaning of activity for relaxation. As for the term 'cruise', besides associating with the lexical item 'gulet', this term is also a suggested activity. The lexical item 'cruise' functions as both noun and verb but the noun function appears more frequently. In the function of a noun, it is modified by the following descriptors: 'relaxing', 'sunsplash', 'sunset', 'gentle cruise' to depict the scene and what this suggested activity can provide. One interesting descriptor is 'archaeological' which is used with the noun 'cruise', which distinguishes itself from others of being another offer to this suggested activity for those interested in history and heritage. In addition, for the left collocations of the term 'cruise', it is found to be with the term 'excursion/excursions' and 'trip/trips' as another offer of sea journey besides inland journey. When functioning as a verb, the word 'cruise' is found to be used with the subject 'we' and 'you can'. Next is the last lexical item with somewhat similar meaning to the former two lexical items. The word 'yacht' is described in this sub-corpus as a backdrop of a natural scenery of the sea and/or the ocean. It is modified by the evaluative and shape descriptors such as 'sleek', 'glittering', 'opulent', 'glamorous' and 'posh' to present the meaning of luxury. The examples of these are '…spot to watch sleek yachts and scruffy fishing vessels…', '…open-air café overlooking the yachts bobbling on the water.', '... a marina filled with yachts', and 'drink at the marina, overlooking the glittering yachts.' Moreover, a sense of authenticity is conveyed through the use of the word 'yacht' when it is used as a further description of the term 'gulet(s)' as discussed earlier.

The next highly featured lexical item is 'dive'. The lexical item 'dive' communicates a suggested activity in Turkey. It is seen to be featured with 'package', 'school/schools', 'centre/centres', and 'master/masters'. This group of collocation indicates that the 'diving' activity can be learned and offered in the tour packages. In addition, the left collocations are 'site/sites'. Therefore, this shows that the destinations offer a place for this activity. The lexical item 'dive' is also described with 'deep' to show a sense of space. As for the left collocation of the word 'dive', it is seen to collocate with 'scuba' as one word 'scuba dive' and occurs with 'learn to'. These two are relevant to the former learning courses offered in the tour package. It is no surprise

for this suggested activity because the type of holidays mostly presented in UKTWC (Turkey) is sea/beach holiday.

Another lexical item is 'bath', a noun which is featured highly with 'Turkish', the affiliative descriptor. This illustrates the activity regarding cultural authenticity by the use of affiliative 'Turkish' for being a suggested activity. Turkish bath is known for its traditional activity rooted from the Ottoman Empire. Another collocated item followed the rank of affiliative 'Turkish' is the lexical 'hammam'. 'Hammam' is the Turkish word whose definition is equal to the lexical 'bath'. Therefore, the meaning is similar to 'Turkish bath'. It is the use of foreign word in the text which is called the languaging technique. This is possibly used to convey the sense of 'authenticity'. Not only the affiliative descriptor employed to describe the belonging, the descriptors 'traditional' and 'local' are also featured to communicate the sense of authenticity. Moreover, the lexical item 'bath' is found to associate with 'mud' to become 'mud bath'. This is another suggested activity but it communicates the health and wellbeing for relaxation at the destination.

The lexical item 'sport' is found to communicate the following meanings: a description of a suggested activity at the beach destinations: '*Holidays to Kudasasi, with lots of active sports and activities…*', '*one of the facilities offered at the destination*', '*… live sport on a big tv*', and cultural authenticity ('ancient sport'). However, there is one interesting point about the word 'sport' and its descriptor. There is one use of 'national sport' in the sentence 'Haggling is a national sport, so have your negotiating skills at the ready.' This is a use of metaphor of comparing 'haggling' to 'sport'. It is used in the context of shopping at a local bazaar.

Another term closely related to the lexical item 'sport' is 'watersport'. The lexical item 'watersport' conveys a suggested activity relevant to sea/beach holiday. The collocations on the left of 'watersport' display similar meaning of 'many'. These collocations are 'plenty of', 'a variety of', 'a comprehensive array of', 'a great range of', 'lots of', 'a handful of', and 'a full quota of'. The earlier examples are the common use of expressing the quantity. There are also two interesting uses of quantity expression of 'many'. One is the creative style of writing as an analogy. The other is the use of metaphor of comparing the list of watersport by food. These are: '*Marmaris has the full A to Z of watersport…*' and '*Olu Deniz also supplies an a la carte menu of watersports.*' With regard to the right collocations of the lexical item 'watersport', they

are the activities relevant to watersports such as 'banana boating', 'jetskiing', and 'parasailing'.

The term 'paraglide' is found in the top 200 keywords and it is also one type of sport fitted in this Health and Wellbeing category. 'Paraglide' is found to be another suggested activity listed at the destinations the tour packages offered. It appears in this keyword list possibly because when comparing with the other two sub-corpora, these two have more significant value and the other two countries of destinations do not emphasise this suggested activity as much as Turkey. The term 'paraglide' is featured with prepositions 'over', 'off', 'from', 'at', and 'with'. The context shows that with these prepositions, the 'paraglide' activity is explained by stating the starting point of the paraglide and the places one can see from doing this suggested activity such as 'paraglide from the top of Badadag_Mountain', 'paraglide over Ovacik..', and 'paraglide at Olu_Duniz'.

In this Health and Wellbeing Category, it is evident that the lexical items in this category are all relevant to the main holiday type offered in Turkey which is beach holiday.

Table 5.17 *UKTWC (Turkey) Food and Drink Semantic Category*

Category	Lexical items (6 items arranged by the rank in the keyword list)
Food and Drink	fish, meze, kebabs, meal, dish, tea,

The first lexical item is 'fish' which has denotation meaning as animal and should fall in the category of Nature category; however, the situated meaning in context of this lexical item is in the Food and Drink category. The emphasis of Turkey as the holiday destination deals with water geographical spots; therefore, the lexical item 'fish' is regarded as the meaning relevant to food.

In Figure 5.6, the concordance lines show that the meaning of 'fish' is confirmed to be related to food. This lexical item is found to collocate with 'fresh', 'caught', 'local', 'excellent', 'tinned', 'baked', 'delicious' and 'grilled'. These collocating words contain the meaning of 'fish' as a part of cuisine. Moreover, the lexical item 'fish' functions as an action verb by the use of infinitive 'to fish' and 'get fish' as a suggested activity. However, this lexical item 'fish' is also associated with the colour adjectives such as 'coloured', 'colourful' and 'neon_bright' and evaluative 'lovely' and 'spectacular'. These

two types of adjectives lead to the other meaning which treats 'fish' as an animal rather than a dish. Therefore, it can be stated that 'fish' is conveyed in two meanings: one is cuisine-related and the other is biological species. The meaning regarding cuisine is yet higher than the biological meaning.

Figure 5.6 *Concordance Lines of 'fish' in UKTWC (Turkey)*

Hit	KWIC
1	an abundant supply of · fish · and a variety of seafood, often freshly
2	e, including top class · fish · and seafood restaurants who take their pi
3	displayed at the local · fish · market. The beach is rugged and sandy,
4	ll best known for its · fish · restaurants. There are a handful of shops
5	ket and some excellent · fish · restaurants on the riverfront as well as
6	gs: honey, almonds and · fish · . However you choose to spend your time
7	d will be based around · fish · or meat dishes. There is no problem
8	families at one of the · fish · restaurants, where trout are caught fresh
9	ne and freshly caught · fish · , as well as a number of lively
10	from an abundance of · fish · life, the big attraction is the many
11	e daily catch of fresh · fish · and seafood is served. The only sounds
12	azaar in Istanbul, the · fish · market in Fethiye and the Saturday mornir
13	or at the spectacular · fish · market near the port. After the sun
14	n even select your own · fish · at the market and have one of
15	ur meat, a harbourside · fish · market for fish and the local street
16	urside fish market for · fish · and the local street market for vegetable

In this Food and Drink category, there are two lexical items which are known by their names for a reference to Turkey. These two lexical items are meze and kebabs. Even though these two lexical items have been used widely in English language, the trace of origin in Turkey (and a few other countries) is still recognised. The term 'meze' refers to the cookery served either hot or cold as an hors d'oeuvre and the term 'kebabs' is defined as a dish of roasted meat on a skewer. They are connected to the cultural authenticity in the gastronomy perspective. In one way, it can be perceived as using these common terms well-recognised in English. On the other hand, it can be seen as using the verbal technique of languaging to talk about the food which tourists are familiar with. As for the word 'meze', it is featured with several descriptors identifying the Turkishness. The highly frequent descriptor is the affiliative descriptor 'Turkish'. Also, the descriptors 'local' and 'authentic' are found on the left side of the word. Still, the context from the lexical item 'meze' also provides further description of the lexical item itself. The examples are: 'meze, lots of small plates of hot and cold starters which can almost be a meal themselves' and 'meze (mixed starters)'. Another interesting point here from the lexical item 'meze' is that it tends to

be a staged authenticity. From the text, it states about 'eating meze in a traditional mayhane' – a tavern or a building with a bar that is licensed to sell alcoholic drinks (https://turkish.english-dictionary.help/english-to-turkish-meaning-tavern). This seems to be a set-up place for the tourists to feel the Turkish cultural authenticity in cuisine.

The lexical item 'dish' is described by the words to make up compound noun to be 'meat dish', 'fish dish', and 'seafood dish' and described by adjectives 'Turkish', 'traditional', and 'local' to show cuisine as cultural authenticity resource. There are further explanations of the 'Turkish' and 'traditional' dishes such as 'Turkish dishes are based on vegetables and dairy products.' However, it is worth noting here that when the word 'dishes' is present, it is collocated with the adjective 'international'. The phrase 'international dishes' refer to food from other nations which are available for tourists who opt for other kinds of food or are not familiar with Turkish dish.

The last lexical item in this Food and Drink semantic category is 'tea'. The lexical item 'tea' is seen to collocate with 'Turkish' highly and the lexical item 'tea' also collocates with another descriptor indicating cultural authenticity which is 'traditional'. The term 'local tea house' is also found. The term 'Turkish' when modifying this lexical item 'tea' does not convey much about how it is traditional but stating that it is 'strong' and 'dark'. At times, 'Turkish tea' is used in the context of afternoon 'Turkish tea' to bring a sense of the tourists' home country of having an afternoon tea.

5.4.2.4 Emerging Category in UKTWC (Turkey)

In addition to the aforementioned categories, there is one emerging semantic category in the UKTWC (Turkey) which is the semantic category of Travel Information, Itineraries and Facilities.

Table 5.18 *UKTWC (Turkey) Travel Information, Itineraries and Facilities*

Category	Lexical items (50 items arranged by the rank in the keyword list)
Travel Information, Itineraries and Facilities	c, minute, temperature, holiday, month, include, s, hour, summer, offer, night, price, dolmus, kid, deal, peak, august, activity, nightlife, july, weather, year, lover, spring, june, bargain, hot, kilometre, terminal, visitor, facility, holidaymaker, october, trip, mile, blue_flag, drive, package, winter, parasol, september, cheap, may, fly, warm, heat, cheaper, party, humid, cooler

There are 50 lexical items in this Travel Information, Itineraries and Facilities semantic category and this number is considered high when compared with the other categories. However, only the selected lexical items relevant to the position of Turkey are analysed and reported.

The first one deals with the letter 'c'. At first glance, it does not represent a word. When examined closely to the co-text and context of the letter, it is the abbreviation of the word 'celcius'. As a result of this, the letter 'c' conveys the meaning of temperature and has its significant role in the corpus. The reason for its crucial role is that the occurrences of the letter 'c' standing for 'celcius' is that it emphasises the temperature of Turkey. From the discussion of the aforementioned sections, it can be denoted that Turkey's focus is on the holiday destination with the beach type holidays. British readers who are the potential tourists of Turkey view Turkey as the country with Mediterranean climate. The emphasis of Turkey having a good weather suitable for beach holiday is, thus, crucial. The analysis also indicates that the alphabet 'c' features strongly with the number and the number ranges from 7 'c' (at night) to 30 'c'. In addition, the average temperature is also given from 15 'c' to 25 'c' which is the similar temperature of Spring and Summer seasons in the UK. When compared with the other benchmarked two sub-corpora, there is a slight remark of climate and temperature in exact degrees. In addition to the alphabet 'c' meaning 'celcius', the lexical item 'temperature' is also found in this category. Some other lexical items that can be grouped in conveying the meaning in relation to the highest rank of importance include 'August', 'spring', 'June', 'hot', 'October', 'winter', 'September', 'May', 'warm', 'heat', 'humid' and 'cooler'. Even though the word 'weather' is not featured in the top 200 keywords, there is a phrase of 'Turkey – fabulous weather' present at the headline before the introduction messages.

Travel information is revealed through the lexical items such as 'kid', 'lover', 'holidaymaker' and 'visitor'. They are placed in this semantic category since they are the reference to the potential tourists in Turkey. These words indicate that Turkey is the destination for several types of tourists.

Other lexical items are relevant to the tour packages and trips to Turkey. These lexical items are interesting even though they may not be the actual attributes of the country. They are the words 'cheap', cheaper', 'bargain', and 'price'. They are parts of the promotional messages the travel agencies and tour operators try to convey to the potential customers who may have financial concerns. These words feature highly in

this sub-corpus. The words 'cheap' and 'cheaper' are found to be associated with the word 'holiday/holidays'. They are phrases at the beginning or the introduction of the country to indicate that going to Turkey for a holiday does not cause a great amount of expense. In addition, the word 'cheaper' is also found to be associated with travelling to Turkey in that it relatively costs less. The word 'bargain' is also collocated with holiday when communicating the messages of low prices. Moreover, 'bargain' has the meaning of a suggested activity at the destination. It is conveyed in the same way the word 'haggle' is communicated in the sub-corpus. The term 'price' refers to the price of the tour packages. It is normally employed to give the information of the price of the tour packages and other travel arrangements to Turkey. In addition, there is a relationship with the word 'bargain', when talking about shopping activity, and that prices can be negotiated.

In addition to the lexical items in the Travel Information, Itineraries and Facilities, some of the lexical items convey the meanings relevant to beach/seaside destinations implicitly. These words include 'parasol' and 'blue_flag'. The word 'parasol' is employed to describe the facility and atmosphere at the beach. The word 'parasol' in the following examples can provide how the lexical item 'parasol' is related to beach destinations and how it depicts the picture of temperature expected for beach holidays. These examples are '*You'll find sunloungers, parasols and plenty of watersports*', '*with rows of thatched parasols and huge cushions to lie on*' and '*…a brightly coloured parasol for much needed rest.*' The last lexical item is 'blue_flag', this is an interesting lexical item since this word is strongly featured and exists in the UKTWC (Turkey) only. The word 'blue_flag' is always associated with 'beach' both on the left and on the right. The word 'Blue flag' is an internationally recognised label. It is an eco-label awarded to beaches, marinas, and sustainable boating tourism operators by the Foundation for Environment Education (www.ffe.global/blue-flag). Therefore, it is frequently employed to attach with the term 'beach' as a quality warranty which is similar to the way other heritage attractions refer to UNESCO World Heritage Site.

The lexical item 'party' conveys the meaning of a suggested activity that tourists can do. It can be used in both verb and noun word class. It is seen to come with infinitive 'to' or 'can'. The word 'party animals' is also seen to be present and it shows that Turkey is the destination for tourists who enjoy partying.

The aforementioned section of this chapter has presented detailed analysis of the UKTWC (Turkey). The next section will be the analysis of UKTWC (Thailand). Thailand is selected to be the last country due to its location in the East, which is the farthest distance from the UK, the home country of the potential tourists.

5.4.3 UKTWC (Thailand)

5.4.3.1 Frequency Analysis

The frequencies KTWC (Italy) and UKTWC (Turkey) have two content words in the top 20 frequency wordlisof the UKTWC (Thailand) contain three content words out of 20 frequencies. Table 5.19 demonstrates the top 20 frequencies.

Table 5.19 *UKTWC (Thailand) –Top 20 Frequencies*

Rank	Frequency	Word	Rank	Frequency	Word
1	6568	the	11	1090	day
2	4228	and	12	1065	on
3	3533	to	13	1043	thailand
4	3212	of	14	729	local
5	3153	be	15	728	will
6	2891	a	16	688	as
7	1972	in	17	676	this
8	1923	you	18	656	we
9	1121	with	19	651	from
10	1097	for	20	649	at

The three content words are from the lemmas: 'day' whose rank is 11 and occurs 1090 times, 'Thailand' is the 13th rank with the 1043 occurrences and 'local' is ranked 14th with 729 occurrences.

As the lexical item 'Thailand' is the most relevant and has highest featuring presence in the frequency wordlist, the word 'Thailand' was examined and it is found that Thailand is positioned in the following examples.

1. Best of all, in between your Andaman adventures, you'll discover the real **Thailand** that only a few people are lucky enough to experience. (Kuoni)

2. From the luxury of Bangkok's malls and gleaming highrises, head north to **Thailand's** hills.

3. **Thailand** is known as the land of smiles, thanks to the welcoming nature of the Thai people. But there's so much more to the country than friendly faces. (Thompson)

4. **Thailand** is a dream destination full of natural beauty and a captivating culture. (Kuoni)

5. A **Thailand** holiday is… a smile-filled introduction to Southeast_Asia.

6. There are still untouched spots in **Thailand**, however, and preserving these, along with the rich Thai traditions, far from the notorious new culture of bargirls and hawkers, will determine the future of tourism in Thailand. (Responsible Travel)

7. **Thailand**'s popularity as a tourist destination makes it seem like an easy place to get around – and it is. (Responsible Travel)

8. You will learn about real life in **Thailand**, both traditional and modern, sustainable ways of living and farming, local festivals, dances etc. (Responsible Travel)

9. Of all the things to do in **Thailand**, spending time with some of the region's last elephants has to be one of the most exciting. (Responsible Travel)

10. "**Thailand**'s beaches are what other beaches around the world aspire to be" (Responsible Travel)

11. The land of a thousand smiles, **Thailand** boasts an enchanting combination of some of the world's finest beaches, awe-inspiring landscapes and a fabulous array of hotels ranging from simple and stylish beach or city hotels to luxury resorts. (Kuoni)

12. **Thailand**'s national parks protect some of the region's largest stretches of monsoon forest – and immersed in this prehistoric paradise of tigers, elephants and gibbons, the bargirls and beach parties couldn't seem a more distant vision. (Responsible Travel)

13. "**Thailand**'s tropical climate means it can be visited year round, but do plan your route according to the weather." (Responsible Travel)

14. **Thailand** is famous for its delicious and aromatic cuisine and is a firm favourite in restaurants across the globe. (Kuoni)

15. Above all things, it is the Thai people that have made **Thailand** such an engaging holiday destination, more so even than the beautiful beaches and clement climate. (Kuoni)

The above excerpts are drawn from three websites to illustrate how Thailand is portrayed in order to attract tourists particularly from the UK. The word 'Thailand' is mostly associated with its best location to travel to and its wide range of activities for everyone in the family. Moreover, the country is presented with its friendly people (Example 3) and delicious food (Example 14).

Geographically, Thailand is presented as the best place to travel to among other countries in South East Asia. The weather is said to be nice all year long. Thus, it is a good place to escape winter in the European Continent. The country also offers numerous attraction choices ranging from pure natural undeveloped islands and forests to a modern vibrant cosmopolitan city. The country has often been associated with its friendly people and delicious food. Thus, overall the word 'Thailand' is juxtaposed with its qualification as the destination for Western tourists.

According to the raw frequencies of 1,043, Thailand emerges as the country having a wide range of activities with the emphasis of beach culture, elephant experience, delicious food and friendly people.

Another lexical item present in the frequency wordlist is the lexical item 'local'. The lexical item 'local' is seen to collocate with several nouns such as 'people', 'guides', 'communities', 'economy', 'market', 'restaurant/restaurant', 'food', 'school', 'village', 'cuisine', 'life, 'education', 'materials' and many more. It can be seen that the use of the lexical item 'local' precedes several types of nouns. This also communicates the sense of the cultural authenticity. Unlike the UKTWC (Italy) and UKTWC (Turkey), the word 'local' is highly featured in UKTWC (Thailand) in 14th rank (RF = 729, NF = 66.60636). In UKTWC (Italy), the word 'local' is present as in rank 47 (RF = 417, NF = 22.39732) as well as the UKTWC (Turkey) whose rank of this word is 40th (RF = 372, NF = 25.75446). This indicates the sense of unfamiliarity as well. Due to the unfamiliarity, the word 'local' can convey the meaning of giving as much background and information of the country as possible. This demonstrates the idea of being close to the locals rather than focusing on places of purely commercial purposes. These words are to suggest the sense of hands-on experience and the authenticity of the trip. It seems important that tourists are able to observe the real life of the people in the destination in a very close proximity. People in Thailand are also perceived as

warm and welcoming as per the description of 'locals are lively', 'friendly locals', and 'the famous smiles of the locals'. The adjective "local" tends to collocate with and are used to modify nouns such as family, business, communities, and economy. The lexical item, 'locally', functioning as an adverb 'appears in 'locally owned', 'locally sourced', 'locally run', 'locally caught', 'eat locally', 'buy locally'. The term 'locally' is seen to be featured highly with 'owned' to describe the 'locally owned' accommodation, hotels, and properties. It brings the sense of authenticity and the sense of closeness and being part of the area. Also, it suggests that, by traveling to the destination, tourists can contribute to the economy of the destination.

5.4.3.2 Aboutness - Best Location with Good Weather and Numerous Attraction Choices

Thailand is presented with several positive evaluation that are associated with positivity including 'best of all', 'dream destination' and 'popularity as a tourist destination'. The focus is mainly on its location which is convenient to travel to from the European Continent. Compared to other countries in South East Asia, Thailand is displayed as a country that is surrounded by travelling options with perfect distance from other countries in the West, thus requiring less transit. Moreover, different parts of the country mentioned offer distinct attractions but can be easily reached by domestic transportation. Information on railways and low-cost airline is available to prove that Thailand is not just the country that is easy to travel to but also is convenient to commute from one place to another within the country.

Since the country is based in tropical area where the weather is mostly hot and humid all year round, several websites mention this dimension to offer best get-away destination for tourists from the Western World. The tropical climate offers various choices of activities as well as no limits to the time of visit. Thus, words including 'visited year round' and 'tropical climate' are presented along with many other choices of activities to do. Some suggestion is made regarding the weather such as 'there's no "average" Thailand temperature, but the best time to visit overall is from December to March' as well as 'Parts of Thailand are incredibly hot and humid, so keep well hydrated at all times.' Thus, this shows that the word 'Thailand' is often juxtaposed to the words describing its best location and perfect weather.

Other frequent words associated with Thailand are its options for tourist attractions. Basically, the choices can be classified into three main types: historical, natural and urban attractions. Firstly, when it comes to what to do in Thailand, the traditional destinations are temples ranging from ancient ruins in a former capital city to the royal temples constructed by the current Monarch Family. For example, names of some temples are included in the websites information such as 'Emerald Buddha Temple', 'Ayudhaya Temples' and 'Doi Suthep Temple'. Sometimes, the word 'wat' or Bhuddist temple in Thai is presented to make it sound unique and authentic. This is similar to how the word 'Duomo' is used in Italy sub-corpus. Moreover, details of activities that can be done during the visit to the temples are provided such as '*visiting wat's (Buddhist temples) to pray and give food to monks'*. Apart from the temples, royal palaces are displayed as historical attractions. The sentences including '*This is a fantastic way to see the sights of Bangkok and we'll stop to visit two of the most important temples in Thailand*' and '*hua_hin is home to a royal_palace*' give specific details of where these places are located. Hua Hin is in a province further south of Bangkok, the capital city of Thailand.

Second, the natural attractions can mainly be categorised into two main types: rainforests and sea especially in an exotic way 'There are still untouched spots in Thailand'. First, rainforests consist of mountains/hills and waterfalls attraction sights for visitors to experience a touch of natural locations. When it comes to describing rainforests, most websites would cover both the fauna and wild creatures as presented in the following sentences: '*Thailand's oldest reserve is a UNESCO_World_Heritage_Site encompassing rainforest and savannah with all the wildlife to match, including tigers, elephants, gibbons and hornbills*' and '*A natural landscape of spectacular beauty and sparkling variety*'. To represent the former, words such as '*surrounded by waterfalls and hot springs that turn the region into a mythically scenic one*', '*largest stretches of monsoon forest*' and 'verdant jungle' are used to describe beautiful scenes of Thailand's fauna. As for the latter, many types of animals are mentioned particularly the almost extinct ones such as '*this prehistoric paradise of tigers, elephants and gibbons*' and *'endangered hawksbill and green turtles still nest on several of Thailand's beaches*'.

One of the popular destinations mentioned in the websites are seaside or beaches. For example, '*Beaches in Thailand was first in line when they were dishing out blissful beach scenes.*' Mostly the words are associated with islands and beaches. The terms are often associated with their beautiful scenes including 'blissful beach scenes', 'Thailand's many paradise islands', 'the beautiful azure shores' and 'most idyllic beaches can be found on this island'. As mentioned, most of the words used to modify the main attractions imply the superlative level of description demonstrating what several websites have emphasised as Thailand's best quality, as in this example '*Clear blue waters, white sands, swaying palm trees and a bungalow on the beach*'.

The last choice of attractions that are mentioned most often among the first two are city or urban choices of attractions. This can be seen in two directions: the local community and the cosmopolitan attractions. The first direction includes visiting the hill tribes in the Northern part of Thailand or fishing village in the Southern part of Thailand. Sometimes the details of activities are included such as 'Stay in a communal village house and trek with them through the glorious mountain scenery they have called home' and 'Canoe through mangroves, swim beneath waterfalls and discover local fishing villages'. As for the second direction, cosmopolitan attractions refer to destination with more excitement and modern experience such as shopping center, nightclubs and markets. Mostly, this is associated with its country's capital as presented in this sentence 'Bangkok's malls and gleaming highrises'. Sometimes the destinations are presented with more unique terms such as 'a superb night_market' and 'the notorious new culture of bargirls and hawkers'.

The next part reports the keyword analysis from the keyword list retrieved with the benchmarking sub-corpora: UKTWC (Italy) and UKTWC (Turkey).

5.4.3.3 Keyword Analysis

The top 20 keywords can be seen from the following table and the 200 keywords can be seen in Appendix 9.

Table 5.20 *UKTWC (Thailand) – The Top 20 Keywords*

Rank	Frequency	Log-Likelihood	Keywords
1	637	1772.728	thailand
2	580	1614.101	bangkok
3	396	1102.041	thai
4	392	1090.909	chiang_mai
5	240	667.904	elephant
6	464	619.386	they
7	169	470.316	jungle
8	242	446.794	temple
9	683	434.988	local
10	146	406.308	phuket
11	120	333.952	krabi
12	385	328.656	island
13	187	323.383	trek
14	136	311.279	community
15	119	276.023	tropical
16	133	270.092	snorkel
17	266	262.377	include
18	94	261.596	kanchanaburi
18	94	261.596	volunteer
19	99	232.945	child
20	81	225.417	koh_sanui

Twenty of 21 keywords are content words about Buildings and Locations, Nature, Health and Wellbeing, Historical/Heritage and other lexical items. (There are 21 lexical items since there are two lexical items with the same RF and LL). For Thailand, six other lexical items are also identified. Within these words, 'they' is the only function word within the top 20 keywords from the keyword list.

Eight out of the top 20 collocate words are about buildings & locations of Thailand. Six out of eight keywords are the words that signify the country, and provinces. The most frequent word is 'Thailand' (rank 1, frequency 637, LL = 1772.728) which signifies the country. Five out of 6 words are provinces which are, 'Bangkok' (rank 2, frequency 580, LL = 1614.101), 'Chiangmai' (rank 4, frequency 392, LL = 1090.909), 'Phuket' (rank 10, frequency 146, LL = 406.308), 'Krabi' (rank 11, frequency 120, LL = 333.952), and 'Kanchanaburi' (rank 18, frequency 94, LL = 261.596).

Two out of the eight keywords define generic destination which are outstanding travelling sites of Thailand. These words are 'jungle' (rank 7, frequency 169, LL = 470.316) and 'temple' (rank 8, frequency 242, LL = 446.794).

Two out of the 20 keywords define nature related to tropical island which are 'island' (rank 12, frequency 385, LL = 328.656) and 'tropical' (rank 15, frequency 119, LL = 276.023).

Two out of the 20 keywords under health & wellbeing activities are 'trek' (rank 13, frequency 187, LL = 323.383) and "snorkel" (rank 16, frequency 133, LL = 270.092).

Two out of the 20 keywords define the Historical/Heritage elements of the country. Within these two words, like Italy and Turkey, one word defines ethnic and origin of the country which is 'Thai' (rank 3, frequency 396, LL = 1102.041). Another keyword, 'local' (rank 9, frequency 683, LL = 434.988), signifies the cultural authenticity of the country.

Six out of 20 keywords are other additional lexical items. One interesting lexical item is 'elephant' (rank 5, frequency 240, LL = 667.904), the symbolic animal of Thailand. The other 3 words: 'community' (rank 14, frequency 136, LL = 311.279), 'volunteer' (rank 19, frequency 94, LL = 261.596), 'child' (rank 20, frequency 99, LL = 232.945) represent society and the people within. The word 'include' (rank 17, frequency 266, LL = 262.377) is the only pure verb within these top 20 keywords. In addition, the word 'they' (rank 6, frequency 464, LL = 619.386) is the only function word within these top 20 keywords.

The first lexical item analysed is the affiliative descriptor 'Thai'. This lexical item is used as an adjective describing a wide range of nouns. The most frequent of the collocation counted by number of appearances are: 'massage', 'food', 'cooking', 'cuisine', 'people', 'cookery', 'Baht', 'dishes', and 'eateries'. It can be seen that from

these top 10 frequently used collocations, the main emphasis is on culinary perspective. It could be interpreted that Thai food is one of the outstanding selling points amongst others. However, there are other various nouns which occur in the corpus such as 'government', 'nationals', 'architecture', 'houses', 'civilisation', 'ceremonies' and 'climate'. It is evident that the word 'Thai' is used to modify several words in order to show belongings of the nation.

Moreover, with reference to the lexical item 'Thai' – the affiliative descriptor, it is found to be with activities such as 'boxing', 'massage' and 'cooking class'. It emphasises the uniqueness of each activity. This is one-of-a-kind activity which tourists should not miss and it is what Thailand is famous for. The lexical item 'Thai' is frequently used to modify gastronomic aspect, so we can see 'Thai + nouns' like cuisine, food, desserts, dinner, dishes, eateries. When thinking about Thai, it is frequently associated with food which is more flavourful than cuisine from the tourists' home country.

The following section provides the 200 lexical items which have been categorised and organised in the descending order of the number of words in the semantic categories.

Table 5.21 *UKTWC (Thailand) Buildings and Locations Semantic Category*

Category	Lexical items (52 items arranged by the rank in the keyword list)
Buildings and Locations	thailand, bangkok, chiang_mai, jungle, temple, phuket, krabi, kanchanaburi, koh_samui, northern_thailand, sukhothai, ayutthaya, raft, chiang_rai, shop, grand_palace, hua_hin, golden_triangle, pattaya, restaurant, night_market, khao_lak, stall, market, koh_tao, southern_thailand, canal, park, cha_am, laos, ko_samui, khao_sok, burma, koh_phangan, klong, bridge_on_the_river_kwai, koh_chang, surat_thani, northern, wat_pho, ao_nang, death_railway, wat_po, doi_suthep, opium_museum, plantation, street, accommodation, chaweng, james_bond_island, pai, rafthouse, reclining_buddha

Similar to the former two sub-corpora, Italy and Turkey, the most prominent category is Buildings and Locations. It can be seen that the specific names of places such as provinces, towns, destinations and attractions are highly featured in this keyword list. The first keyword which is 'Thailand' was described in the frequency

analysis presented earlier. The next one in the top 200 keyword list is 'Bangkok', the capital city of Thailand. According to the analysis, the data reveals that 'Bangkok' is portrayed as the city of fusion, the combination of old and new. It has something for everyone – whether you go there for the traditional culture or modern vibe. This "East meets West" city is characterised by the descriptors 'loud', 'bright', 'chaotic', 'bustling' and 'delightful'. Despite the fact that Bangkok is the main point of arrival, the city of two international airports, and the stopover to other cities, it surprisingly appears less frequent than the adjective 'local, the adverb 'locally and noun 'locals' which were discussed earlier. However, the word 'Bangkok' has more Log-Likelihood value.

In the UKTWC (Thailand), there are many name referents. The highly featured place names in Thailand are 'Bangkok', followed by 'Chiangmai/Chiang Mai', 'Phuket', 'Krabi', 'Kanchanaburi', 'Koh Samui', 'Chiangrai/Chiang_Rai', 'Sukhothai', 'Ayutthaya', 'Hua Hin' and 'Pattaya', respectively. The words 'Bangkok' and 'Chiang Mai' appear frequently and they are the hub cities in the central and north of Thailand where modern life and cultural aspects mix. Next, the focus is on beach and island like 'Phuket' and 'Krabi'. The rest are simply a mix of culture and beach cities and towns with different natural scenery and landscape such as mountainous terrain and tropical forest. However, there is a place which is not located in Thailand but it features highly in the keyword list. This word is 'Burma' signifying the colonial past (or Myanmar at present). From concordance lines, 'Burma' is used in the corpus to indicate that it is the neighbouring country. There are places which are located right next to Burma. One of them also appears in the range of the keyword list which is the' Golden Triangle'. Hence, the term 'Burma' is often found.

The lexical item 'market' is present in this category. The word 'market' is usually associated with 'local', 'hill-tribe', 'food', 'produce' and 'village'. The attention is placed on 'small' and 'bustling' markets to see local products, fruits and vegetables and food. A market is a place where the locals come to interact, sell and buy local products. It is where you can see the daily life of the local community. In this sense, cultural authenticity is communicated. With regards to the lexical item 'market', the verb 'shop'. It can function as a noun and a verb. Mostly, it functions as a noun meaning the place for tourists to do a suggested activity 'shopping'. The word 'shop' is collocated with 'local', 'eco-', and 'the'. As for a suggested activity, the lexical item 'shopping' was examined. The term 'shopping' is found to come along with other activities such as 'relaxation and shopping', '…enjoy the nightlife and shopping', and '…gossip and

shopping..'. Places are found to precede the term 'shopping' as well; for example, 'fabulous markets and shopping', '…around a car-free island and shopping', and '…restaurants, hotels, bars and shopping…'. Hence, not only the market but the word 'shopping' can be found everywhere.

The lexical item 'temple' is also highly featured in this category and its denotative meaning demonstrate the sense of cultural authenticity, the adjectives modifying the word 'temple' are associated with the location of the temple are 'hill-top', 'mountaintop', and 'riverside'; the religious origin includes 'Buddhist', 'Taoist', and 'Hindu', and the evaluative descriptors are 'picturesque' and 'unique'. The word 'ancient' is rarely used to describe a temple. The term 'temples' is probably seen as new constructions, compared to the religious constructions in the UK where there are many ancient historic landmarks which can date back long before Christ. Not only being the location for attraction, the word can communicate the strong religious belief of the Thai. The majority of the population of Thailand is Buddhist and it shows that Buddhism plays a crucial role in cultural authenticity. Moreover, the word 'temple' conveys the meaning to fit in the Historical/Heritage category, not just the meaning for tour site. The term 'temple' then leads to another word in this prominent category which is the 'reclining Buddha'. The 'reclining Buddha' is featured highly in the sub-corpus and it is one of the highly mentioned attraction to visit. The term 'reclining Buddha' is collocated with size descriptors such as 'largest', 'huge', 'large' and '46 metres'. Moreover, 'gold' and 'gold-leaf covered' are also used to modify this word. The descriptor 'famous' is employed to identify the 'reclining Buddha' as well. Along with the lexical items 'temple' and 'reclining Budhha', it is seen that the term 'Grand Palace' is associated as a place worth a visit. One reason is that the location is close to the temple where the 'reclining Buddha' resides. The term 'Grand palace' is another attraction for cultural authenticity showing the Thai art and culture in the past. It is, in turn, associated with History/Heritage category and clearly described by the time descriptor 'historic'. The evaluative descriptors collocated with the 'Grand palace' include 'impressive', 'spectacular', 'jaw-dropping', and 'wonderful'. The descriptors in relation to the sight or how the 'Grand palace' is viewed are 'glittering' and 'sparkling'.

The next lexical item is 'street' which is a part of a compound noun as it is seen to describe 'street food', 'street stall', and 'street cuisine'. For UKTWC (Thailand), the lexical item 'street' is a part of a compound noun functioning as a description of other core words and these words are relevant to gastronomy. Hence, it can be indicated

that Thailand's local food is famous and very interesting in the eyes of foreigners who will picture street food, street stall and street cuisine while reading the information from the websites. It is more relevant to the culinary theme which is a part of cultural authenticity rather than places and locations.

Another two lexical items in this category are 'rafts/rafting' which are concerned with buildings and location but in fact they indicate a suggested activity, along with 'hilltribe trekking', that interests the holidaymakers. The word 'raft' is modified by its construction material which is 'bamboo' and the word 'floating' is employed to show the state of the raft and the sight for the tourists to imagine the picture. It is mostly included in a trip to Chiang Mai. In Kanchanburi, the word 'rafthouse' is used to suggest that this is where you can spend a night on water. There are many rafthouses to choose from. However, in Chiang Mai, people would spend a night at a hotel instead but 'rafting' is used as a suggested activity.

The lexical items relevant to each other in the Buildings and Locations category are the words 'khlong/klong' and 'canal'. The lexical item 'khlong/klong' in Thai means canal. This lexical item is seen to come with the word 'canal' in parentheses for the translation purpose. Normally, it is associated with 'boat tour'. There is one descriptor 'exciting' which is used to describe the 'klong boat tour'. It gives the sense of excitement along with the authenticity as the 'klong' or canal was the main route of transport in Bangkok in the past. Also, the phrase 'Venice of the East' is also introduced in some websites. Although the origin of the name is unclear, the reason can be explained by the fact that Bangkok has had many canals.

In addition to the presence of 'Ayutthaya', the old capital of Siam (former name of Thailand), there are two terms in this category which western tourists can relate to sharing the a common history. These two are 'bridge on the river Kwai' and 'death railway'. These two items are relevant to the history and the World War II. They are the places generally known for tourists. A visit to both sites is recommended when visiting Kanchanaburi.

Interestingly, a link to another well-known information to the westerners is 'James Bond island'. This is a reference to make tourists familiar of the scene and natural objects recommended for a visit. It is actually an island called 'Khao Phing Kan' which collages the 'James Bond island' and because it is the setting in the world's famous Hollywood movie 'James Bond'; therefore, to make it easily recognised, the name 'James Bond island' has been given. From the word 'James Bond, there are

more references of Hollywood movies such as 'The Beach' which is mentioned when recommending a beach in the south of Thailand in order to provide the information of the movie scene filmed in Thailand to create familiarity.

Another interesting location to point out here is the place called 'opium_museum'. While other countries mostly refer museum to the place restoring art objects, Thailand's 'opium_museum' is highly presented with a different reference. This means that art may not be highly emphasised but the history of being a land of dangerous 'drug' is communicated by a recommended visit to Thailand, the north specifically. The collocations with 'opium_museum' are 'famous', 'unusual' and 'small' and the verb used as a collocation of this place is to 'visit'.

The Nature semantic category contains 23 lexical items and these lexical items are described in Table 5.22.

Table 5.22 *UKTWC (Thailand) Nature Semantic Category*

Category	Lexical items (26 items arranged by the rank in the keyword list)
Nature	elephant, jungle. island, tropical, beach, rainforest, animal, waterfall, reef, coral, khao_sok_national_park, forest, tree, andaman_sea, bamboo, mangrove, river, phang_nga_bay, monkey, cave, chao_phraya_river, elephant_nature_park, river_kwai, limestone, wildlife, palm

The highest featured word is the word 'elephant'. It may be surprising for Thais to see this word on the keyword list because the elephant is a common animal Thais are familiar with. However, the high feature of the word 'elephant' can indicate that besides being repeated many times, this word 'elephant' when compared with the other two sub-corpora, is not mentioned at all. 'Elephant' is found to be collocated with suggested activities such as 'trekking' and 'hiking'. Therefore, the lexical item 'elephant' has an association with 'elephant nature park' and 'elephant camp'.

Next is the lexical item 'jungle' which is seen to be collocated with 'tropical, 'verdant', 'dense', 'raw', 'lush', 'evergreen', 'rainforest' and it is a place to do suggested activities like 'trek', 'walk', 'hike', 'excursion', 'expedition', and 'adventure'. Exploring lush jungle seems to be one of the frequent activities offered to British tourists. The lexical item 'jungle' is also modified by the descriptors such as 'tranquil', 'sedate', 'peaceful' and 'perfect for jungle picnic'. The high frequency as well as the LL value

(rank 7, RF = 169, NF = 15.4098, LL = 470.316) demonstrate that 'jungle' is a different place offered in UKTWC (Thailand). In addition, the lexical item 'jungle' has a direct relationship with the Nature category and somehow it is related to the location. Along with the word 'jungle', the lexical item 'forest' should be discussed here. The lexical item 'forest' is used to describe natural settings. It is seen to collocate with a variety of descriptors 'tropical', 'deep', 'beautiful', 'emerald', 'lush', 'one-of-a-kind', 'packed' and 'seasonal'. In addition to these two lexis 'jungle' and 'forest', the lexical item 'rainforest' is found. The word 'rainforest' conveys the meaning in itself as the natural setting in tropical area which is neither Italy nor Turkey. The collocations used to describe 'rainforest' are: 'tropical', 'lush', 'dense', 'towering', 'glorious', and 'premier'. They are both evaluative descriptors and descriptors to provide the sight of 'rainforest'. Some of the descriptors demonstrate the word 'rainforest' with 'exotic', 'encompassing', 'virgin', 'ancient', and 'native'. These descriptors tend to show the different and less experiential encounter from visitors. The term 'rainforest' also comes with suggested activities such as 'explore', 'hike through', and 'trek through'. With regards to the lexica item, 'tree', it is associated with tropical species of trees such as 'coconut', 'palm', 'pineapple', 'fruiting', 'cycad' and 'tropical hard wood'. There is also the word 'endangered' preceding the term 'tree' to communicate the need to protect and conserve those trees. The lexical item 'palm' is also featured in the keyword list and it can be seen that the 'palm' tree is used to describe natural scenery of the seaside/beach destinations. Specific names of tree are also seen. These are 'bamboo' and 'mangrove'. The term 'mangrove' is seen as a natural setting of attractions where suggested activity can be performed. Some examples are *'…trail winding through the wooden walkways of the mangrove swamps..'*, '*canoeing in mangrove swamps…*', and '*Explore a shallow mangrove swamps before a visit to a James Bond island'*.

The lexical item 'island' is described as 'tropical', 'jungle-clad', 'remote', 'unspoiled', 'uninhabited', 'offshore', 'Robinson Crusoe-style'. The lexical item 'island' is also followed by nouns such as 'hopping', 'escape', 'getaway', and 'hideaway'. These terms provide a sense of escapism and they match the perception of beaches in Thailand as the country is seen as a beach/island holiday.

As for the word, 'Chao Praya River' which is the main river of Bangkok, it is mentioned just a few times. Instead, words including klong or canal or river are used more frequently. The specific name is not essential. The experience is much more important. The lexical item 'river' is used in 'boat trip on the river', 'boat trip along the

river', 'cruise on the river', 'a canoe trip down the river', 'a kayak along the river'. These are suggested activities which are the same for 'klong' and 'canal'. Additionally, the word 'river' is found to to be in the compound nouns as 'river boat', 'river cruise', 'river canoe', and 'river raft'. These examples refer to a boat trip in the city and upcountry. The word boat is frequently associated with 'longtail', 'canal', 'klong' or 'river'. Also, the explanation of the shape of the boat is "the shape of a banana". This kind of boat is mentioned in tours everywhere from Bangkok to the north and south of Thailand. As the terms 'long-tail' and 'longtail' are associated with 'river', 'klong' and 'canal', they identify the cultural authenticity type of the mode of transportation found in Thailand.

The lexical item 'beach', as one of the top keywords, suggests the perception of Thailand as the beach destination. The adjectives used to describe a beach can be categorised into 3 main features: the quality of the beach ('sublime', 'beautiful', 'attractive', 'stunning', 'excellent' 'picture-postcard', 'perfect', 'divine', 'pristine' and 'exquisite'), the characteristics of the beach ('white sand', 'white sandy' and 'powdery'), and the atmosphere ('quiet', 'secluded', 'hidden', 'secret', 'untouched', 'deserted'.) Rarely is the beach pictured as 'bustling' and 'lively'. Therefore, the beach is described as the place for relaxation with its natural beauty rather than entertainment and excitement.

Table 5.23 *UKTWC (Thailand) Historical/Heritage Semantic Category*

Category	Lexical items (18 items arranged by the rank in the keyword list)
Historical/Heritage	Thai, local, Thailand's, hilltribe, tribe, buddhist, tuk_tuk, handicraft, burmese, monk, Siam, buddha, longtail, ruin, mahout, villager, ceremony, long-tail

The lexical items 'Thai' and 'local' are in this Historical/Heritage semantic category; however, these two lexical items are collocated with other lexical items and were discussed earlier. This section will present the rest of the lexical items in this category.

Ethnic minorities tend to be the highlight of Thai tourism as can be seen in the itineraries and packages offered to tourists. Mainly it is a hill-tribe (Karen, Kayan, Shan, and Hmong) visit in the north of Thailand and jungle expedition (Sakai) in the south. And rather than seeing a famous site, an activity of getting involved with the

locals is suggested. Hence, the term 'hilltribe' is associated with 'visit', 'trek' or 'homestay with a local hilltribe', and 'hilltribe hut'. The descriptors used to identify historical/heritage aspects are 'local' and 'traditional' and 'indigenous'.

The term 'monks' is found to be associated with suggested activities such as 'offering alms' or 'seeing monks chanting' which are parts of Thai/Buddhist tradition. 'Buddhism', 'Buddha', 'Buddhist' are not frequently used on the websites. And when used, it refers to Buddhist monks and Buddhist temple(s) in order to differentiate those from other religious constructions which are not Buddhist. The lexical item 'wat' is rarely mentioned but it is found in specific place names. The term 'wat' has a direct translation as 'temple'. It seems that the religion aspect which is a great part of the cultural authenticity may not interest the potential holidaymakers as much as ethnic minorities. The lexical item 'Buddha' is used as another attraction at the temple. It is collocated with the figure and material of Buddha (sculpture) such as 'seated', 'dwarfing Buddha statues', 'wooden' and 'towering'. The location such as 'hill-top' is given and another descriptor found to modify this lexical item is 'famous.'

The term 'tuk_tuk' which features in the list means a traditional motored tri-cycle transportation well-known for tourists in Thailand. It can be one way of using languaging verbal technique or it is possibly easier to use this word to communicate than to use the word motor-tricycle. This term 'tuk_tuk' is presented as a mode of transportation and seen to come along with other types of transportation like 'skytrain', 'air-con bus', 'boat', and 'taxi'. The item 'tuk_tuk' is seen to collocate with 'cheap', 'infamous' and 'omnipresent'. Suggested activities mentioned with the use of 'tuk tuk' such as 'take a tuk_tuk ride', 'Explore by tuk_tuk', 'travel by … and tuk_tuk' and 'jumping in the back of tuk_tuk'. This languaging verbal technique does not only perform function of foreign sense but also the cultural authenticity in terms of an object.

In regard to the term 'handicraft', it is found to be collocated with 'centre' for a suggested activity which is shopping and is used with the verb 'visit'. In addition, learning 'handicraft' is another suggested activity and 'handicraft' is found with 'workshop' and the verb 'learn'. This lexical item 'handicraft' is associated with 'local', 'tribe' and 'Thai', 'exquisitely made', and 'superior'. The verbs associated are 'purchase' and 'see'.

The term 'Siam' in this category is the old name of Thailand. It is used in the context of providing historical information of the country. The time reference descriptors such as 'old', 'ancient' and 'former' are found. The word 'Siam' is also

preceded by preposition 'of' to show the possessions. Mostly, it is found to be the 'Kingdom of Siam' which is equal to the Kingdom of Thailand at present. The country's official name is the Kingdom of Thailand and it communicates a political root of the country where monarchy is respected. Some of the examples can be seen in Figure 5.7.

Figure 5.7 *The Concordance Lines of the Prepositional Phrase 'of Siam'*

```
 1      isit one of the major malls   of Siam, Central_World being a popular de
 2       1981. Governed by 35 kings   of Siam during its time as the capital, t
 3      irst capital of the Kingdom   of Siam. Built in the 13th Century the be
 4      ry, when it was the capital   of Siam. Many of the ancient Buddhas and
 5      f Sukhothai, former capital   of Siam, which, with it's crumbling sands
 6       Sukhothai – former capital   of Siam – which, with it's crumbling sanc
 7       to the former capital city   of Siam, Ayutthaya.  Day 4: Visit the mar
 8      s city was once the capital   of Siam, you will be guided through the s
 9      ving capital of the Kingdom   of Siam until a hard fought war resulted
10      capital city of the Kingdom   of Siam. In 1765, the Burmese invaded Sic
11      capital city of the Kingdom   of Siam. In 1765, the Burmese invaded Sic
12      remains of the first kingdom  of Siam, Sukhothai, another UNESCO_World_
13       Sukhothai – former capital   of Siam – which, with it's crumbling sanc
14      cial residence of the Kings   of Siam since the 18th century. But, unli
15      Ayutthaya, a former capital   of Siam and explore the magnificent ruins
```

The next lexical item is 'ruin'. This lexical item conveys a great sense of historical/heritage. Several descriptors are found to precede this lexical item. These descriptors are: 'ancient', 'historic', 'impressive' 'decadent', 'magnificent', 'picturesque', and 'spectacular'. There are both evaluative descriptors and temporal descriptors attempting to provide how the 'ruin' looks. The word 'ruin' is also used in front of the preposition 'of' to show belonging. The verbs used with the lexical item 'ruin' are 'explore', 'cycle around', 'heading to', and 'witness'.

Another term presented here is 'mahout' meaning a person who rides, controls and cares for working elephants. It may not be surprising to find the term 'mahout' here as the lexical item 'elephant'- the highly frequent word having significant value occurs often (rank 5, RF = 240, NF = 21.92802, LL = 667.904). Therefore, 'mahout' always resides in the context with 'elephant'. Mahout is a part of cultural authenticity as it is known in Asia and South East Asia.

The last term in this category is 'ceremony'. The term 'ceremony' is not only related to a ritual occasion and procedures but also used as a metaphor of special occasion. In the context of ritual and religious occasion, it is found to collocate with 'oath of allegiance', 'spiritual', 'traditional welcome' and 'alm(s) giving'. However, it is seen to be used as a compound noun in 'sunset ceremony' and 'tea tasting ceremony'.

These two examples are more of a leisure activity rather than ritual ceremony. Also, there is one interesting point worth noting here. It is about 'marriage ceremony'. Holidaymaker couples can come to Thailand for this suggested activity. Therefore, when mentioning the 'marriage ceremony', the term ceremony is associated with 'legal'.

The next categories are the 'Health and Wellbeing' and 'Food and Drink' semantic categories. In the Health and Wellbeing category, there are eight lexical items and in the Food and Drink category, there are four lexical items.

Table 5.24 *UKTWC (Thailand) – Health and Wellbeing Semantic Category*

Category	Lexical items (8 items arranged by the rank in the keyword list)
Health and Wellbeing	trek, snorkel, dive, canoe, relax, massage, bicycle, sanctuary

The Health and Wellbeing category consists of eight lexical items and they are generally found to convey the meaning of suggested activities at the destination. Some may be related to another while some are relatively different. In the Health and Wellbeing category, it can be seen that the highest featured lexical item is 'trek'. This activity is seen to be connected with the Buildings and Locations category and the Nature category. This is because 'trek' is the activity promoted for tourists enjoying the exploration in jungle and forest and in this type of places, they are highly presented in the Locations and Buildings and Nature categories.

The next lexical item is 'snorkel' which occurs 133 times with the LL value of 270.092. This lexical item is found to be in the type of water-related activity. Hence, the lexical items 'dive' and 'canoe' can be in the same type of suggested activity. As for 'snorkel', it is collocated with prepositions to provide information of where this activity can take place. These prepositions are 'in', 'amongst', 'at', 'on' 'around' and 'amidst'. There are two more suggested activities pointing out here: 'dive' and 'canoe'. The lexical item 'dive' is the lemma for 'diving' which is frequently found. The lexical 'diving' is collocated with several evaluative descriptors such as 'best', 'world-class' 'excellent', 'great', 'fantastic' and 'ample', Also, it is associated with 'scuba', 'watersports' and 'snorkelling'. Thailand is also positioned by this activity as a great place of diving spot and tourists can learn how to dive with certified schools of diving.

Regarding the word 'canoe', this word is associated with prepositions such as 'through', 'down' and 'to' and the setting can be 'river', 'mangrove swamps' and 'surreal limestones tunnel'. Also, it is used as a 'canoe experience'.

Another lexical item related to Health and Wellbeing is 'massage'. The affiliative descriptor 'Thai' precedes this lexical item and the descriptors 'traditional' and 'local' can convey a sense of cultural authenticity. Some of the words preceding it include 'aromatherapy', 'spa' and 'soothing' which are used to describe health and wellbeing concern. The adjective 'sumptuous' is used to convey a sense of luxury. The verbs used are, for example, 'indulge', 'enjoy', 'de-stress', and common verbs such as 'have' and 'get' are employed.

The lexical item 'relax' is another verb in this category. The verb 'relax' is often associated with the context of 'beach',' sun', 'pool' and 'jungle'. Only a couple of times is it mentioned with beach bars. However, people mainly prefer to relax in the natural surroundings such as 'relax and catch up on the sun tan', 'relax and drift off on the powdery white sand', 'relax in natural mineral pools', and relax in a hidden jungle retreat'. These communicate suggested activities within the lexical item 'relax'.

The lexical item 'sanctuary' is found to be collocated with animals such as 'elephant', 'bird', 'elephant_village', 'gibbon', 'turtle' and 'wildlife'. In one way, it seems there is an attempt to keep these wildlife animals in safe and protected places. However, it points out that the wildlife animals are in danger and this is the reason for having a sanctuary for them.

The last lexical item for the discussion of this section is the lexical item 'bicycle' which is a noun found to convey the meaning of a suggested activity. This lexical item is closely associated with 'tour/tours' and 'trip'. It aims at the tourists who prefer to explore in an environmentally friendly way and it is expected that bicycle riding would lead the tourists to see more than when they just 'gaze' because they can 'experience'. Therefore, the lexical item 'bicycle' is located in front of the preposition 'by' to show a mode of transportation.

Table 5.25 *UKTWC (Thailand) Food and Drink Semantic Category*

Category	Lexical items (4 items arranged by the rank in the keyword list)
Food and Drink	meal, rice, breakfast, noodle

The Food and Drink category contains only four lexical items which are 'meal', 'rice', 'breakfast' and 'noodle'.

The first lexical item in this category is the lexical item 'meal'. It is found to be associated with 'an authentic home cooked', 'a home-cooked khantoke style', 'traditional Khantohk', and 'traditional Thai'. In addition to the sense of cultural authenticity conveyed by the verbal technique – languaging - by the word 'khantoke/khantohk- the northern dining style, the meaning of this lexi sounds simple and comforting. Also, the lexical item 'meal' is found to be a part of travel information in the tour package when meal is or is not included.

The term 'rice' is not mentioned as a food group or the main diet of the country that tourists should try. Yet, it appears as a compound noun in 'rice paddies', 'rice barge', 'rice planting experience', 'rice producing region', 'rice field', 'rice farming', and 'rice cultivation'. The emphasis is on the activity or a site which tourists should see or experience.

When referring to food, it is depicted by the use of phrases such as 'great local', 'amazing local', 'plenty of great', 'one of the best', 'delicious local', 'superb Thai' food. Also, food is followed by 'crawl(s)' 'market(s)', 'stall(s)', and 'stand(s)'. The local food is tasty and to experience the inexpensive, hot and delicious street food is something uncommon in the UK. The lexical item 'restaurant' is used in the context of 'seafood', 'local', 'Thai', and 'riverside'. There is no emphasis on upscale or luxurious restaurants. However, luxury resorts/beach/spa/cruise are mentioned.

5.4.2.3 Emerging Categories

Like the UKTWC (Italy) and UKTWC (Turkey), these are 93 lexical items are considered nearly half of the keywords in the list but do not fit in any aforementioned categories. They can be categorised into two emerging categories which are

1. Travel Information, Itineraries and Facilities
2. Environmental Concerns and Sustainability

Table 5.26 *UKTWC (Thailand) Travel Information, Itineraries and Facilities Semantic Category*

Category	Lexical items (63 items arranged by the rank in the keyword list)
Travel Information, Itineraries and Facilities	community, include, child, tourism, volunteer, responsible, travel, traveller, project, experience, highlight, overnight, help, meet, train, guide, tour, company, family, group, activity, thing, people, sleeper, nt, life, conservation, adventure, wedding, homestay, involve, tail, economy, offer, trip, passenger, ceo, leader, explore, fr, monsoon, b, camp, day, speedboat, allow, learning, guest, visitor, kid, work, benefit, begin, customer, change, usd, d, boat, night, tourist, environmental, staff, skytrain, visit, class

The lexical items were analysed and put into groups according to their situated meanings.

As for the verb 'meet', it is for tourists to meet exotic people or animals such as the hilltribes of 'Northern Thailand', 'saffron-robed monks', 'friendly Akha people', 'the elephants' and 'a herbal medicine man'. When tourists travel to Thailand, they have an opportunity to meet someone that they cannot meet on a regular basis. It makes the tour much more extraordinary.

As for the word 'volunteer', it is one outstanding word in this category. The explanation of the word 'volunteer' as suggested activities can be seen in section 5.3.

With reference to the lexical items 'kid', 'family, and 'child', Thailand is also perceived as a destination for families in the phrase 'family adventure holiday', 'family and friends', 'family holiday', 'family volunteering' and 'family tour/family tours'. Also family is used in 'dinner with local family/meal with Thai family/ overnight stay as guests of a Red_Lahu minority family/ live with a Thai family'. Being a part of the locals and experiencing their way of life is very important to the British tourists. In addition, it can be seen that the emphasis on the local transportation in travel is by 'bicycle', 'boat', 'ferry', 'local bus', 'local train', 'speedboat and 'songthaew'. The tourists "travel south" and "travel north" of Thailand where popular cities -Chiang Mai and Phuket- are

located. Thailand is also the destination they can 'travel with children or travel with friends/family'.

Another group of lexical items are the items 'tourism', 'travel' and 'traveller' The lexical item 'traveller' appears mostly on the website of Responsible Travel. It is probably their intention to make their clients feel that they are not just regular tourists; they are actually travelling to experience the destination. The adjectives modified the lexical items 'traveller(s) are 'adventure-seeking', 'adventurous' and 'curious'. There are phrases like 'traveller(s) with a deeper understanding of the places', 'with insight into local knowledge', 'with real life to interact with local people', 'to become a part of a country', 'to use refillable water bottles', and 'to demonstrate the principles of responsible travel experiences and to travel responsibly.' Travellers are to have an insightful experience and travel with environmental conscience. The lexical item 'tourist' is found to be collocated with other words to make compound nouns. The examples of the compound nouns are 'tourist areas', 'tourist attraction', 'tourist destination', 'tourist industry', 'tourist revenue', and 'tourist sites'. The word 'tourists' refer to regular tourists and is also used to emphasise the uniqueness of the trip such as '*is not often visited by tourists*', '*tourists and local people to interact*', '*it doesn't get visited by many tourists*', '*Thailand before the tourists still exists*'. Interestingly, these phrases position both the country and tourists at the same time. It can be seen that these phrases position Thailand as an exotic and rare destination. However, the term 'tourists' tends to be positioned as outsiders and somehow positioned negatively in this particular setting of eco- and sustainable tourism.

The verb 'experience' appears in 'experience a tented safari stay', 'experience a fun bamboo rafting trip', 'experience a true sense of authentic Thai culture', 'experience an authentic Thai massage', 'experience authentic Thailand', 'experience golden monasteries', 'experience cooking classes', and 'experience impressive limestone mountains'. When tourists arrive in Thailand, these are suggested activities to experience signature activities and natural landscape of the country. Those objects of the verbs are highlights of Thailand. They consist of cultural activities, sports activities and natural landscape.

Travel agents usually offer a customised private tour for free independent traveler (FIT) and itinerary with highlights for Group Inclusive Tour (GIT). Additionally, travel agents emphasise that their groups would be small as in 'small group adventure',' small group cooking holiday', 'small group experience' and 'Thailand small

group tour'. They suggest that travelling in a small group, tourists can meet travel companions who share the same interest. Another benefit is tourists can have more time to participate and enjoy the local experience.

The word 'offer' functioning as both verb and noun shows what Thailand can offer to the tourists as well as what travel agents can select to offer to their clients. This lexical item 'offer' is followed by an object of noun phrase including local culture, relaxation on the beach, beautiful scenery of an island, an adventure and a gastronomic experience. Thailand has something for everyone. These ideas can be seen in the phrases such as 'offer a fascinating insight into local life', 'offer a true taste of traditional Thailand', 'offer an insight into the regional culture', 'offer a glimpse of island life', offer beautiful stretches of white sand', 'offer a huge range of first-class cuisine', offer a magical, life affirming experience', 'offer a more relaxed experience', 'offer the active', 'adventure-seeking traveller', 'offer a huge choice of touring options', and 'offer the best of both worlds.' Overall, it all comes down to relaxation on a tropical beach/island, jungle adventure, authentic Thai food and exotic culture.

The word "learn" is also followed by what interests the British. They are 'the daily life', 'elephants', 'local hill tribes', 'Thailand cuisine', 'exotic products', 'handicraft' or even 'diving'. All of these are consistent with tours that travel agents are offering on their websites.

The lexical item 'help' is used in a sense of helping the local people and communities as discussed in the examples provided earlier. However, more often this lexi 'help' is used to suggest that travel agents can help clients get to know the destination and discover hidden spots to make the trip unique. It is more of the communication of how travel agencies and travel personnel can facilitate the tourists who are their clients.

The lexical item 'monsoon' is another lexical item worth taking into consideration. It precedes the words 'season' and 'climate' to indicate the climate at the destination. This season is explicitly another different point from the home country of the tourists.

Table 5.27 *UKTWC (Thailand) Environmental Concerns and Sustainability Semantic Category*

Category	Lexical items (9 items arranged by the rank in the keyword list)
Environmental Concerns and Sustainability	responsible, environment, conservation, impact, carbon, sustainable, emission, offset, environmental

The other emerging semantic category is Environmental Concerns and Sustainability. The lexical items in this category are such as 'responsible', 'environment', 'sustainable', emission', 'environmental' and 'carbon'. The word 'environment' is mainly on the website of Responsible Travel only. Only twice does it appear on Kuoni's website, talking about the friendly atmosphere of restaurants and the safe habitat for elephants. On Responsible Travel's website, 'environment' is used to focus on a tour with low impact on the environment of the destination. It is one of the main concerns of this travel agency.

The term 'responsible' is shown in 'responsible and ethical travel', 'responsible and sustainable approach', 'environmentally responsible', 'socially responsible', 'responsible tourism', 'responsible travel', and 'responsible travel tips or guideline'. These show the conscience and responsibility towards the destination.

5.5 Summary of the Chapter

This chapter has discussed the similarities and differences of the UKTWC (Italy), (Turkey) and (Thailand) and has provided details of how each country is similar and different from the analyses of the frequencies and keywords. The first one relies on the analysis of the lexical items from the frequency word and keyword found from the three sub-corpora. According to the findings, Italy has been positioned as 'the country with variety' according to the holiday destination with numerous choices to suit tourists' preferences, followed by the emphasis of historical and heritage values and natural scenery. The Health and Welling and Food and Drink semantic categories are also emphasised but as the least important roles to sell. With regard to Turkey, the country is positioned as 'the natural beauty with beach culture'. The priority of holiday destination by their name referents is focused and followed by the natural scenery. The natural scenery is very prominent with beach holiday destinations. After that, the historical and heritage lexical items are associated from time to time and the health

and wellbeing is connected to beach holiday destinations. The least emphasis is placed on the Food and drink semantic category places to position the country. In the UKTWC (Thailand), the Buildings and Locations category plays the most crucial role. The majority is placed on the holiday destinations with the focus on different types of holidays. The Buildings and Locations category has shown some connections with different natural settings which is listed first in the secondary prominent category. There is more variety of natural settings used to position the country and these natural settings are somewhat different due to the geographical location of the country. The lexical items in the Historical/Heritage semantic category is also highly featured to position the countries with less connection to the known history to the British, the potential tourists. The historical and heritage value is emphasised through the cultural authenticity elements included all through the sub-corpus. Also, Thailand is also positioned with the health and wellbeing and followed by the food and drink which were considered the least prominent category.

Chapter 6

Discussion

6.1 Introduction

Chapters 4 and 5 provided detailed findings on the positioning of Italy, Turkey and Thailand, highlighting the similarities and differences between these three countries. This chapter aims to summarise, discuss and interpret these key findings. The discussion will first address the findings from a sociolinguistic perspective, focusing on the language of tourism. Second, the discussion will focus on the interpretation of the similarities and differences of the three countries. Third, linguistic features and verbal techniques essential in the UKTWC will be explored. Finally, the reasons for positioning the countries based on the findings in Chapters 4 and 5 will be provided.

6.2 Summary and Discussion of the Key Findings

The objectives of this research are to explore and compare the positioning of Italy, Turkey and Thailand, specifically targeting potential UK tourists, using the UKTWC as a point of analysis. These three countries are selected because of their diverse geographical locations and different cultural backgrounds.

To meet the objectives, this study has posed two research questions:

1. How are Italy, Turkey and Thailand *positioned* as tourist destinations on UK travel websites?

2. What are the similarities and differences in *positioning* Italy, Turkey and Thailand as tourist destinations on UK Travel Websites, and why?

6.2.1 Positions and Positioning of Italy, Turkey and Thailand

As explained in Chapter 3, Research Methodology, the CADS-informed analysis of the discourse across three corpora of the UKTWC included three phases: frequency analysis, keyword analysis and interpretation using the positioning triangle. This chapter transitions to the final phase of analysis, interpreting the positions and positioning of Italy, Turkey and Thailand.

6.2.1.1 Italy

As for UKTWC (Italy), a majority of the lexical items within the semantic categories derived from the keyword list suggest that cultural resources (such as architecture, history, food and traditional performance) play a vital role in attracting tourists to Italy. This is evident in the dominant semantic category 'Buildings and Locations'. Despite various lexical items signifying natural and geographical landscapes, those conveying cultural aspects tend to overshadow other natural and geographical landscapes. This is demonstrated by lexical items related to architectural constructions, particularly religious sites such as 'cathedral', 'church', 'duomo', along with other tourist sites like 'piazza' or 'tower'. These words often appear alongside temporal and affiliative adjectives like 'Roman', 'Byzantine', or 'Gothic', which fall under the 'Historical/Heritage' categories. This suggests that the lexical items in the 'Buildings and Locations' category co-occur in the co-texts, while the lexical items from the 'Historical/Heritage' category provide further descriptions to the lexical items in 'Buildings and Locations' categories and enhance the cultural aspects highlighted by the frequently present items.

In addition, the 'Food and Drinks' category contributes to the local gastronomical aspect of Italy, as seen with lexical items such as 'pasta', and 'wine'. The word 'opera' further underscores the cultural aspect of Italy. These examples align with the definition of cultural resources, which include art, music, history, festivals, events, religion and architecture, among others (Quan & Wang, 2004).

The prominence of cultural resources is evident in the most frequently used lexical items, their co-text or the cluster surrounding the examined keyword in the concordance lines. These elements collectively support and describe the cultural resources. There is an apparent correlation between the words, indicating that culture is Italy's most notable attribute. The words in each semantic category, which are the smallest unit, are weaved into the sentences with the description to indicate the immediate surroundings of the tour sites. Thus, these sentences contribute to the understanding of positioning through the tour sites or attractions.

Cultural resources are the most appealing aspect of Italy, as manifested in words, sentences and specific discourse of the UKTWC (Italy). The

importance of culture in tourism industry has been evident, as it has become a key factor in tourists' decision-making when choosing a destination (Correia et al., 2013).

6.2.1.2 Turkey

For Turkey, most of the keywords in the semantic categories are related to the seaside destinations and activities, seascape and entertainment. Despite that Turkey is normally perceived as the country of Islamic culture (Kislali, 2017), other cultural elements and heritage tour sites of different cultures and natural landscapes are placed less prominently.

The relatively low prominence of cultural heritage sites is evident from the frequency wordlist, where the content words 'Turkey' and 'beach' carry little to no meaning in relation to cultural heritage. The analysis of the word 'Turkey' reveals that it frequently occurs with Mediterranean weather, beach and seascape with a lesser emphasis on its historical sites.

Good weather is depicted as an appealing factor for tourists visiting Turkey, as evidenced by the frequent use of the keyword 'beach' in the corpus findings. The idea of good weather attracting potential tourists aligns with the notion that climate and weather are key elements in tourists' decision-making and significantly impact the tourism industry's performance (Becken, 2010; 2013). Unfavourable weather conditions in the year of the trip or the preceding year (Agnew & Palutikof, 2006) can encourage travellers to seek warmer and drier destinations (Lise & Tol, 2002).

The positioning of Turkey, as outlined in the aforementioned paragraphs, derives from words in the 'Buildings and Locations' category related to seaside destinations and seascapes. The lexical items in 'Buildings and Locations' are further elaborated by the 'Nature' semantic category in the form of collocation and/or co-texts shaped into sentences. This interplay forms an understanding of Turkey's positioning as a country known more for its beaches and seascapes rather than its cultural heritage.

For instance, the word 'beach', one of the content words signifying the theme in the frequency wordlist, frequently co-occurs with quality and evaluative adjectives (i.e. 'attractive' 'stunning', 'delightful', 'gorgeous', 'finest', and 'breathtaking'). These adjectives describe the beauty of Turkish beaches

along the Mediterranean in sentence form, contributing to the prominence of the seascape theme in Turkey's positioning.

6.2.1.3 Thailand

Thailand, the furthest eastern country in this study, is characterised by its exoticness. This exoticness is primarily reflected in two aspects: the natural landscape/seascape and the cultural authenticity.

The exoticness concerning the natural landscape/seascape is interpreted from the majority of the lexical items in the 'Buildings and Locations' category. Most of these items denote the names of natural and geographical tour sites, further described by lexical items in the 'Nature' and 'Health and Wellbeing' categories. Words in the 'Nature' category, such as 'jungle', 'island', 'tropical', 'beach' and 'rainforest', depict unfamiliar flora and fauna settings under unique climate and geographical conditions. Moreover, animals such as 'elephants' and 'gibbons', rarely seen in the country of departure, add to this exoticness. The lexical items in 'Health and Wellbeing' include suggested activities, which can be done at these natural tour sites, such as 'trek', 'snorkel', 'dive', and 'canoe.' These lexical items convey the activities in relation to the tour sites. Altogether, the concordance lines and co-texts emphasise the exoticness in a higher extent than Italy and Turkey.

Cultural authenticity is characterised by the lexical items in Historical/Heritage category, such as 'hilltribe', 'buddhist', 'tuk_tuk' and 'Siam.' These lexical items represent cultural authenticity unfamiliar to the country of departure. The key content word 'local' in the frequency wordlist portrays cultural resources that are part of this cultural authenticity. The word 'local' is collocated with a wide variety of aspects, such as 'people', 'guides', 'communities', 'economy', 'food', 'school', 'life' and 'education.' These collocated words suggest that the use of the word 'local' not only specifies authentic tangible objects but also intangible ones. The connotation of 'local' and its collocations and clusters determine the static culture. It is surprising to see that 'school' and 'education' exist as the collocations of the term 'local.' These two lexical items imply a sense of foreignness and strangeness, as well as an inferior status of the country, different from the contemporary school and education in the eyes of the West. The perception arises because these two

items are associated with volunteering to teach Thai locals. Exoticism is portrayed through the use of the word 'local' and its collocations and used as a strategy to commodify a place (Santos et al., 2008).

However, Thailand is also portrayed as an exotic country with a unique culture blended with a touch of modernity. Descriptions of bustling surroundings, city hotels, luxury resorts, and the ease of getting around convey a sense of convenience. This portrayal of Thailand as exotic and convenient facilities is similar to the study of Santos et al. (2008), which finds that convenience and sense of comfort are crucial factors when travelling to an exotic place.

The above emergent findings about the exoticness partially contradict the findings of Henkel, Henkel, Argusa, Agrusa and Tanner (2006) regarding the perception of Thai and international visitors towards Thailand since the emphasis on landscape/seascape was not a point of attraction in the study of Henkel et al. (2006). While Thailand is positioned as the country of nightlife and entertainment in international visitors' perceptions, Thai residents and some international visitors still find it as a country of cultural sightseeing, friendly people and local gastronomy.

With reference to the way positions and positioning are unpacked, it is also evident that positioning Thailand can also be comprehended through the lexical items in the 'Buildings and Locations' category, which are collocated or exist in sentences.

All in all, this section has demonstrated how Italy, Turkey and Thailand are positioned through the positioning interpretative framework and Corpus-Assisted Discourse analysis. The next section will discuss the interpretation of the findings regarding the similarities and differences in positioning Italy, Turkey and Thailand.

6.3 Interpreting Similarities and Differences in Positioning Italy, Turkey and Thailand

The findings reveal that Italy, Turkey and Thailand are positioned similarly in terms of four perspectives intersecting tourism and sociolinguistics. These perspectives are authenticity, strangehood, play and conflict (Dann, 1996). Furthermore, another similarity is that the positioning relies on the materialising,

naturalising and institutionalising mechanisms (Nekic, 2015) in meaning-making of the tour sites at the destinations. These four intersecting tourism and sociolinguistic perspectives and the three meaning-making mechanisms serve as the main storylines, leading to the positions of the country as a travel destination.

Nevertheless, some differences in the details of the contexts of Italy, Turkey and Thailand exist within the four tourism and sociolinguistic perspectives. Additionally, these differences distinguish one country from another and make each one stand out to attract even more visitors to the destination country.

Thus, while the perspectives of authenticity, strangeness, play, and conflict, along with the mechanisms of materialization, naturalization, and institutionalization, play crucial roles in positioning the countries as per this research's findings, it's the unique characteristics of each country that make them distinct, remarkable, and attractive to potential tourists.

6.3.1 Similarities

From the claim above, the similarities in positioning Italy, Turkey and Thailand can be viewed from two primary perspectives. The first is related to the intersection of sociolinguistic perspectives, which refers to the relationship between sociolinguistic perspectives and tourism: authenticity, strangehood, play and conflict (Dann, 1996). The second, according to Nekic (2015), is the materialising, naturalising and institutionalising mechanisms in meaning-making to demonstrate the tour sites at the destinations.

6.3.1.1 The Authenticity Perspective

The authenticity perspective is significant in tourism discourse because in all three sub-corpora, the use of place names or name referents is the most prominent, as can be seen from both the frequency wordlist and the keyword lists. These name referents signify a shared authenticity that emphasises the 'must-visit' places. The findings from the keyword lists of UKTWC (Italy), (Turkey) and (Thailand), in comparison with the BNC, align with this authenticity perspective, making it a prominent similarity in positioning Italy, Turkey and Thailand. According to Dann (1996, p. 9), the authenticity perspective in tourism is signified by certain 'must-see' attributes and the use of language, such as name referents (place names) or symbols.

This authenticity perspective is supported by the studies of Bianchi (2017) and Topler (2018), which underscore the significance of name referents.

First, the name of the country appears at the top of each frequency wordlist; second, each country is prominently positioned by places of attractions or so-called name referents. These name referents range from historical and heritage sites, various natural attractions, geographical landscapes and seascapes, leisure activities and sites comprising cultural authenticity. They are further described with facts and information about the tour sites. Moreover, there are combinations of both supposedly well-known and less well-known places for tourists. Similar to Kang & Yu's (2011) findings, both types of well-known and lesser well-known destinations are offered with a connection with further information in the contexts to familiarise potential tourists with these 'must-see' destinations in these promotional travel websites.

Furthermore, cultural authenticity plays an important part in positioning the country, as it conveys a sense of nostalgia, a part of the authenticity perspective. Besides the authenticity perspective of Dann (1996), Pawlusz & Polese (2017) pointed out that the collective identity and preserved cultures of a destination nation are used to link the destination country and the tourists. Nostalgia can give a connection between the country and tourists and romanticise the disappearing cultures in globalisation and modernity. Since current trends show that tourists want authentic experiences at heritage sites, the level of authenticity portrayed by a site is crucial for tour site managers and marketers (Chhabra, 2010). Today's literature acknowledges authenticity as a critical marketing strategy (Chhabra, 2010; Cohen, 2011; Kolar & Zabkar, 2010). Likewise, cultural authenticity can persuade potential tourists to witness the heritage, past history and cultures at the destinations.

6.3.1.2 The Strangehood Perspective

The strangehood perspective is also as crucial as the authenticity perspective in positioning a destination country, as seen in all three sub-corpora. The strangehood perspective is reflected in the words and the content of the information on these promotional websites, which indicate the major theme in the corpus. The strangehood and out-of-ordinary activities function to lure and woo tourists for their pleasure. These out-of-ordinary elements exist in the observation of the UKTWC (Whole) in that some sights and suggested activities tourists can perform are different from what they can see and perform

back home. In the UKTWC (Italy), one of the suggested activities is that tourists can travel to Dolomites, ski and enjoy their vacation, which is not so common activity in the UK. As for the UKTWC (Turkey), the beach quality and leisure activities, including entertainment facilities, are also the unique elements offered to tourists compared to their home country in which beaches and seaside destinations are not as beautiful. In the UKTWC (Thailand), the exploration into the jungle and tropical forests with unfamiliar animals is one of the major highlights. This idea of strangehood corresponds with Kielbasiewicz-Drozdowska & Rodko's (2006) explanation of the role of intercultural communication and tourism, which states that tourism often involves a change in social setting, learning about new cultures, and interacting with new people.

This strangeness perspective involves a process of exoticising the destination countries. The countries are presented as exotic yet modern, providing comfort and familiarity similar to the UK homeland. This familiarity suggests that tourists still need something to make them feel at ease and stay in their 'environmental bubble' when they are away in a different environment. This is parallel with Cohen's (1972) term of 'tourist bubble' and Santos, Belhassen and Caton's (2008) claim that exoticism is conveyed with an aim to commodify the place. To underscore the process of portraying the destination countries as exotic through linguistic means, temporal deixis is employed in conjunction with tour sites and attractions, effectively presenting the country as a distant, intriguing locale. The country is perceived as distant and exotic because these scenes cannot be found and familiarised in the UK. Word choices such as 'serene', 'peaceful' and 'calm' are linguistically constructed to bring distant objects into closer proximity. The examples are functioned by the use of temporal and spatial deixis (Cairns, 1991), which means temporal deixis that can be related to the more basic spatial deixis by regarding time as an axis, where the speakers are at the zero point — past time and future time are then increasingly distant from the speakers on a continuum spread across space.

In addition, gastronomy seems to play a somewhat significant role in positioning the country by the strangehood perspective in the destination countries. As can be seen from the 'Food and Drinks' category, which contains comparatively fewer number of lexical items but show that gastronomy, especially the local staple food, such as 'pasta', 'kebab', 'rice' and 'noodle', is

used as one of the cultural authenticity elements to attract potential holidaymakers to something different. This can correspond to the idea that local and regional food may add value to a place since tourists appreciate authentic products (Sengel et al., 2015).

6.3.1.3 The Play Perspective

The play perspective is noteworthy in positioning destination countries, albeit not as significant as the authenticity and strangeness perspectives, primarily due to the less frequent appearance of words conveying the play perspective within the UKTWC. As the name suggests, the play perspective involves tourists' view of tourism as a pleasure, with the representation of the destination tailored to this effect. In addition, tourists are less concerned about the actual place but more about the range of activities they can do at the destination. Many collocated words and clusters surrounding the main selling points, such as 'beach' and 'sea', suggest various kinds of activities for pleasure and recreation. For example, the word 'beach' is the most significant in the corpus keyword list. This high frequency indicates the pleasure in travelling rather than an interest in culture since beach is a destination for relaxation, not cultural tour sites, and this can imply the existence of the play perspective.

Nevertheless, if pleasure is taken into consideration, all destinations offer a shift from the daily routine life into a more leisurely and recreational atmosphere. The emphasis on Italy's Lake District and beach/seaside destinations are also suggested for pleasure and recreation. Turkey's main positions in beaches and entertainment destinations can also support the claim for pleasure. In Thailand, which is positioned as an exotic land, adventure is presented through the travelling of jungle, tropical forests, and animals, which highlight the excitement involved in those trips. Consequently, it is inevitable to say that the play perspective plays its part in positioning all three countries.

In addition, words such as 'enjoy', 'visit' and 'relax' – the top 20 of the UKTWC's (Whole) keyword list can connote the language of recreation. This aligns with Page and Hall's (2014) study that recreation and leisure are related, and the concept of leisure is a non-work, worry-free and time for an individual. This is similar to Bednarek and Bublitz's (2011) study of the phraseology of the

word 'enjoy'. This word conveys the meaning of the ideology of fun and having fun is good.

Interestingly, words and phrases such as 'adrenaline', 'adrenaline-seeking' and 'adrenaline-pumping' are present even though not in high ranks of the keyword list. This is in line with the study of Ryan, Trauer, Kave, Sharma and Sharma (2003) in that adventures and other activities that could drive 'the adrenalin high' were the factors bringing people to adventurous destinations.

6.3.1.4 The Conflict Perspective

The conflict perspective is the least prominent in positioning the country among the four perspectives, and it is found to be indirectly emerged in the corpus through keywords, collocations and co-texts of tour sites and activities. Hollinhead (1993) posits that the conflict perspective, connected to ideology and power relations, often strives to present tourist attractions in a manner contradictory to the actual past and present-day realities of the regions visited and their residents (cited in Dann, 1996). From the UKTWC (Whole), the overall depiction of the three countries may not be directly related to ideology and power relations. Moreover, tourists, who are often Western-oriented, have driven local cultures to adapt to their ideals and conventions (Ryan, 2005). It is more of the opposite stance of the host and guest relationship. It also suggests a measure of the unknown and foreignness. In Italy sub-corpus, tourists can stay in the farmhouse with the locals to learn their ways of life, interact with locals and learn skills such as cooking and music in less well-known towns rather than big cities like Rome and Florence. In Turkey, it is suggested that visitors can have Turkish tea and converse with the locals. However, the UKTWC (Thailand) manifests a strong degree of conflict perspective by displaying the locals' ways of life. Tourists are also offered to meet and stay with the hill tribe people, the indigenous groups of the region. In the entire corpus, these suggested activities are collocated with the words 'local' and 'traditional'. These two significant words have not only paved the way to see the authenticity of the foreignness, but also the cultural differences between the visitors and the hosts in the corpus.

The section has discussed the similarities in positioning Italy, Turkey and Thailand by exploring how the positions of the countries through the investigation of the frequencies and keywords can fit in any of the sociolinguistic and tourism perspectives. The next section will discuss the other key similarities in positioning the countries through the three meaning-making mechanisms: materialisation, naturalisation, and institutionalisation (Nekic, 2015).

The second key similarity is that the tour sites (including the name referents) and other elements to make the countries worth visiting have been through the meaning-making mechanisms of materialisation, naturalisation, and institutionalisation (Nekic, 2015). In the study of Croatian and Scottish tourism websites, Nekic (2015, p. 134) labelled the mechanisms of placing a great emphasis on the sights and landscape and meaning-making mechanisms used to construe history tour sites to attract tourists as 'materialisation', 'naturalisation' and 'institutionalisation.' The findings demonstrate that positioning Italy, Turkey and Thailand is consistent with these three meaning-making mechanisms.

Materialisation can be manifested through the descriptions of art history and architecture to depict the richness of heritage, history and culture (Nekic, 2015). Nekic demonstrated that materialising mechanism was used in describing the historical architectural tour sites such as the Roman layout of squares and streets in the old town of Zadar region in Croatia. This study corroborates the materialization mechanism in the same way as Nekic's (2015) study.

In the UKTWC (Italy), 'cobbled streets' and 'square', which are highly ranked in the keyword lists, are used to evoke historical imagery and nostalgic emotions in visitors, which aims to transport them back in time. Even though 'cobbled streets' and 'square' are familiar sights in the UK, the scenes painted through the descriptions surrounding these two words stress history and heritage through their architectural elements. Moreover, the collocations of the lexis in the 'Buildings and Locations' and 'Historical and Heritage' categories often include temporal words specifying history and heritage, for example, 'Medieval', 'Renaissance' and 'Gothic.' Not only the UKTWC (Italy) signals the materialising mechanism, but this process can also be seen in the UKTWC (Turkey) and UKTWC (Thailand). For Turkey, 'ruin', 'tomb', 'Ottoman' and

'Byzantine' prominently describe the architectural tour sites. Regarding Thailand, even though the materialising mechanism may not be evident, the portrayal of architectural sites signifying the heritage and history exists. The depiction of 'canal' and 'river' as the main transportation media of the past is emphasised. Instances from the Turkey Sub-Corpus can be seen from the terms 'sun' and 'sunshine', which prominently appear in the keyword list. These two lexical items demonstrate obviously good weather in Turkey, and they illustrate a strong contrast from normal weather in the UK. These two lexical items materialise nature and weather into concrete selling points of the country. Further instances can be found in the UKTWC (Thailand). The terms 'jungle', 'tropical' and 'wildlife' signify the exoticness and the natural scenery that is not commonly seen or experienced by UK tourists. These lexical items materialise the natural landscape and elements into the objects that tourists can experience at the destinations.

The naturalising mechanism in tourism, according to Hollinshead et al. (2009), as cited in Hollinshead & Suleman (2018), aligns with Buck's (1993) notion that it is a process of extending and constantly expressing specific narratives/legends/storylines to make them "right", "proper" and "natural". Nekic (2015) exemplified supporting the aforementioned definition: the naturalising process was used in natural heritage tour sites in natural environment and geographical locations of the Zadar region. In her study, the tour sites co-exist within the natural environment to make them appropriate to call natural heritage sites. This study can confirm the occurrence of naturalisation in positioning Italy, Turkey and Thailand.

Naturalising process is corroborated by the explanation of tour sites and activities as authentic and common to locals. This implies the authenticity and locality of the destinations, which are different from the tourists' country of origin. Therefore, the scenes of 'markets' in Italy, Turkey and Thailand are found as a part of delivering authenticity to foreign visitors. They expect to experience natural and actual authenticity in these markets. Another activity that is naturalised is gondola riding in Venice. While Gondolas are no longer used as a form of transportation, they are still maintained to serve tourists. From the Turkey sub-corpus, the term 'gulet' is used multiple times to convey the meaning of a traditional wooden sailing boat, providing an authentic boating

experience, even though it is not a common sailing boat in contemporary Turkey. Thailand's floating market is a good example of this naturalising process. Even though floating markets are no longer where Thai locals go and trade nowadays, they are employed and naturalised as an authentic place. These activities can demonstrate the naturalising process because they are 'proper', 'natural' and 'right' for these activities to be witnessed and experienced at the destinations.

The institutionalising process is reflected through the labels of the world-class institutions at the tour sites and selling points attracting tourists (Nekic, 2015). The labels of these world-recognised institutes could simply elevate the values of the places. The apparent labels frequently found on the UK Travel Website Corpus are the 'UNESCO World Heritage' (https://whc.unesco.org/en/about/) and the 'Blue Flag' (www.ffe.global/blue-flag). The UNESCO World Heritage (Site) phrase/label appears wherever possible in Italy, Turkey and Thailand. The UNESCO label is frequently mentioned as a tool in institutionalising the heritage sites to emphasise that these places are globally recognised by a trusted institution and worth a visit. In addition to the UNESCO World Heritage label, the label 'Blue Flag' is recurrently seen in describing beaches in the UKTWC (Turkey). The iconic 'Blue Flag' label, an eco-label awarded to beaches, marinas and sustainable boating tourism operators by the Foundation for Environment Education, is another label that enhances the value of the beaches in Turkey. These beaches have attained world-class standards in many ways in terms of accessibility, cleanliness, health and safety. This is another way to exhibit the quality of Turkish beaches through the institutionalising process.

While Italy, Turkey, and Thailand share some similarities in positioning the countries in terms of the sociolinguistic perspectives and tourism theory relationship proposed by Dann (1996), including the materialising, naturalising and institutionalising mechanisms in meaning-making, there are some differences that distinguish Italy, Turkey and Thailand from each other. These differences warrant further discussion as follows.

6.3.2 Differences

6.3.2.1 The Authenticity Perspective

While the positioning of Italy, Turkey and Thailand through the authenticity perspective is prominent, the unique 'must-see' tourist sites for each country vary, largely influenced by their geographical locations and natural landscapes, as indicated by the significant presence of the name referents in the keywords. Italy stresses more on architectural sites and natural landscapes, so seascape is less prominent. Similarly, Turkey's 'must-see' tour sites places a strong emphasis on beaches and seascape, natural landscapes, while cultural and archaeological tour sites are less prominent. In the UKTWC (Thailand), on the other hand, the words 'jungle', 'tropical' and 'rainforest' are examples of the 'must-see' destinations recommended to potential tourists. These examples suggest that geographical locations lead to differences in the authenticity perspective in terms of the attractions.

Furthermore, the perspective of authenticity is seen through the use of the terms that foreign tourists are expected to be familiar with. The terms such as 'Robinson Crusoe-style', 'The Beach' and 'James Bond' are found in the UKTWC (Thailand), while there are none in UKTWC (Italy) and UKTWC (Turkey). For instance, 'James Bond' island, which is the name of a popular tourist site in southern Thailand, is mentioned across 10 websites, often in place of its real name in Thai because this island is famous for its appearance in a James Bond film. It appears that these connections with the Western countries show the sense of exoticness and authenticity of tour sites with a reference to well-known Western novels and films to depict the picture of the tour sites such as islands and beaches. Consequently, references to these films could bring more tourists who would like to pursue a quest for authenticity, just like in the novels or films. This corroborates the idea that the use of familiar names from literary books or films has a favourable impact on the locations contributing to a rise in tourist visits after a tour site was mentioned in a book and then utilised as the scene for the associated film (O'Connor & Kim, 2014).

6.3.2.2 The Strangehood Perspective

Each country is uniquely positioned within the strangehood perspective, largely due to their distinct cultural elements. The strangehood perspective is demonstrated through cultural differences highlighted by the keywords in the keyword lists.

In Italy, the emphasis is on architectural tour sites with historical backgrounds, often collocated with temporal adjectives.

In Turkey, beaches and Mediterranean weather are the most prominent, but there are some archaeological sites (Ephesus, Troy and Perge), which are described by temporal adjectives in the same way as in Italy sub-corpus. Moreover, some tangible cultural-specific resources (bath, massage, tea and carpet) are also highlighted.

Thailand, on the other hand, puts considerable emphasis on landscapes and seascapes while also frequently mentioning must-visit places with Buddhist influences. Elements of cultural authenticity, such as religion, food and even minority groups, are also prevalent throughout the UKTWC (Thailand). When mentioning cultural scenes such as temples and monks, rich cultural heritage is backgrounded in the descriptions. They are often described with detailed descriptors like shades of colours and types of decoration so that tourists can visualise the tour sites and scenes. Other cultural resources, such as food, are mentioned frequently with 'local' and 'traditional' to ensure that authenticity is communicated. These sites, thus, exemplify the cultural-specific points of each country.

Cultural gaps also contribute to the differences observed in the strangehood perspective. This means the further the destination is from the point of departure, the more euphoria and evaluative/emotive descriptors are used to depict the destination. Additionally, less factual information about the country is given. This aligns with the cultural gaps found in Jaworska's (2016) research on the role of the language of tourism in discursive constructions of tourist destinations in British and German commercial advertising. Jaworska noted that cultural contexts (where the texts are produced, what objects are described, and where the destinations are located) play a crucial role in constructing the destination in commercial travel advertising. As such, cultural gaps tend to be wider for more distant destinations. The wider cultural gaps can

be seen in the distance and location of the destinations. This observation underscores the significant role cultural contexts play in tourism discourse. Western countries with shared historical past and common cultures are often described more factually than Eastern countries (Echtner & Prasard, 2003).

6.3.2.3 The Play Perspective

The degree of differentiation within the play perspective is relatively low. This perspective is defined as evoking a sense of 'excitement', and is thus expected to be associated with engaging activities intended to attract potential tourists. However, the minimal presence of these words in the UKTWC (Whole) implies that adventure does not play a major role in positioning the countries under study. The differences can arise from geographical contexts. The geographical locations of each destination country may not lead to exciting or adrenaline-rush/pumping activities but simple and relaxing activities. While many countries attract their potential tourists with excitement from activities (Mason & Lo, 2009), Italy, Turkey and Thailand do not regard excitement as their unique selling point but as a complement to the activities at tour sites and attractions.

6.3.2.4 The Conflict Perspective

The findings derived from the analysis of the concordance lines reading of the keywords and their surrounding texts suggest that there are different levels of otherness through the language employed in tourism discourse. Pointing out 'Otherness' tends to be one of the tools to promote the country of destinations. If there is no such difference, there will be no incentive to visit any travel destinations.

Notably, the level of 'Otherness' may not entirely conform to Dann's (1996) claim regarding the conflict perspective in tourism and the language of appropriation. To recap, the conflict perspective concerning tourism and the language of appropriation is based on the concept of the 'Us and Them' of Said's (1978) renowned work, 'Orientalism', and the language of appropriation refers to the language used to manifest the binary dichotomy. In addition, the binary opposing dichotomy is not restricted by Said's argument only, but it includes the two opposing sides, such as 'the nature versus culture, the civilised

versus the wild, and white versus black' (Bruner & Kirchenblatt, 1994, p. 458, cited in Dann, 1996: p. 29). Therefore, the language of the appropriation is concerned with the binary structure of conflicts. As Said (1978) states, Orientalism emphasises the 'Us and Them/Others' from the Western perspectives over the Eastern. However, it is interesting that the emergent discourse found in this corpus under study is different from binary dichotomy. It does not provide a total binary dichotomy. Rather, it portrays varying shades of otherness.

The different shades of Otherness align with the characteristics identified by Kleppe & Mossberg (2015), which include 'sibling', 'remote cousin' and 'stranger'. The definitions of these three characteristics were provided in the Literature Review in Chapter 2. The findings suggest that Italy and Turkey may be treated as 'remote cousins'. While conducting this research, both the UK and Italy were members of the European Union. There is a mutual dependency and relationship among the member countries. Turkey's geographical location, bridging Europe and Asia and sharing borders with distinctly European countries such as Greece and Bulgaria, also suggests some degree of kinship.

Moreover, in terms of culture, there are historical tropes of shared history and heritage that British tourists can connect with through the use of temporal and historical word choices, such as 'Medieval', 'Renaissance', 'Roman', 'Ottoman' and 'Byzantine.' In addition, there is also a shared nostalgia for past glories in history among the British, Italians and Turks. As for Italy, the cultural elements of the history are more easily related to the potential tourists. Turkey may offer less shared heritage, but it is inevitable to say that both the British and the Turks do not possess shared heritage at all. These can be assumed as tropes of 'unity' and 'cohesion' (McEntee-Atalianis, 2011) because Italy was also the EU member country by the time the research started. Turkey, at the same time, has an explicitly shared heritage that dates back in history.

While there is no absolute dichotomy, it is interesting to note that ideological differences related to religious belief still exist in the UKTWC (Turkey). There are messages mentioning the Islamic culture in the UKTWC (Turkey). These messages are seen as reminders loaded with the religious ideology of Islam. They are conveyed as gentle reminders since these messages do not explicitly state a binary opposition between tourists and the

host country. Nonetheless, they mention religious practices at the destination as practices tourists do not expect to feel different or worried about. These gentle reminders convey that some degree of xenophobic ideology is still prevalent.

Furthermore, in reference to the UKTWC (Thailand), it is evident that the degree of 'Otherness' appears to be a 'stranger'. Despite the absence of shared history or heritage, there's a clear recognition of Thailand's existence in the Far East. In addition, there is no direct relationship between Thailand and Britain in terms of history and heritage. Furthermore, people in Thailand are portrayed as 'friendly locals', and Thailand is referred to as the 'Land of Smile'. It does not connote the social oppression of an exotic country, but this corresponds to Dann (2000) in that it is a type of romantic discourse in tourism by framing "the Other as brother'. His argument supports Crick (1989, 1994, cited in Dann, 2000) in that it is a rhetoric ideology based on the intention to promote peace and understanding. However, in this case of Thailand, it creates a sense of distinctive existence of people due to the fact that there are no commonalities between Thailand and the UK.

In addition to the aforementioned points, the sense of 'Otherness' can be observed in the portrayal of hosts and guests. The hosts are depicted to be welcoming, pleasant and friendly. When the local people in the destination country are mentioned, they often assume the role of a welcoming host eager to accommodate the tourists. For example, the locals can be a host to welcome the tourists to stay at their farmhouse in Italy to provide cooking lessons. UKTWC (Turkey) suggests that tourists are welcome to share tea with the locals. In Thailand, tourists may choose to stay with the Akha, a group of hill tribe people, to obtain the exotic feel. These instances imply a somewhat inferior status for the locals, further highlighting the concept of 'Otherness'. In addition, the way hosts are described also corroborates Jaworska's (2016) findings that these hosts are often perceived as docile and subservient, a result of post-colonialism. This idea of superiority is also in line with the study of de Bernadi (2019), which found that pleasant and articulate imperative forms are often used to address tourists on Sami's tourism website.

In this study, tourism and sociolinguistic perspectives intertwine in positioning the countries. While the processes of positioning Italy, Turkey and Thailand are similar in some aspects, the extent of each perspective can be different based on the context, which includes the geographical locations, natural scenery and cultural backgrounds of the countries as well as the types of tourists. A conclusion can be drawn that distance and cultural gaps play a role in differentiating the positioning. Consequently, this could pave the way for future research in different contexts in tourism websites besides Italy, Turkey and Thailand.

The above section discussed the interpretation of the similarities and differences in positioning the countries. The next section discusses the emerging discourses found in the UKTWC (Whole).

6.4 The New Types of Discourses in the UKTWC

In Chapter 4, the findings regarding the four emerging discourses in the UKTWC (Whole) were presented (see section 4.3.4 in Chapter 4). Among these four emerging discourses, two new types of discourses are becoming more prominent in mass tourism. These are 'the discourse of risks' and 'the discourse of environmental concerns and sustainability'.

6.4.1 Discourse of Risks

In the UKTWC (Whole), warning messages are found across all three countries. These warnings outline potential risks and concerns that may exist at the destinations. The messages are communicated in the form of direct warnings and gentle cautions. While these messages may not stand out explicitly in keywords, they become apparent upon close reading. Although these statements were meant to safeguard the visitors, they imply risky environments at the destinations. A sense of potential risks at the destination country is conveyed. Such cautions might indicate a range of concerns. Concerns can be from minor financial worry to more serious circumstances within the country. For example, visitors are warned of potential overcharging by transport services or are advised on appropriate dress codes. In more serious situations, warning messages recommend checking with the UK government's foreign affairs information centre before travelling to that specific country.

The importance of raising awareness of possible risks aligns with the studies of Peattie, Clarke and Peattie (2005), as well as Jonas & Manfeld (2015). Peattie et al. (2005) argue that the tourism industry is responsible for preparing tourists for any possible risks at the destination (in their case, sun safety protection). Jonas & Manfeld (2017) also pointed out that tourists prefer to receive a wide range of risk-related information sources. However, their preferences and usage level of information sources may differ, and the information may or may not affect their decision regarding holiday destinations.

6.4.2 Discourse of Travel and Damage to Natural Resources

The discourse of travel and damage to natural resources is an emerging discourse that emphasises environmental concerns and sustainability. Tourism industry has seen the rise of sustainable tourism, and both government and private tourism sectors have responded to the development of sustainable tourism. This new discourse resonates with a plethora of studies on sustainable tourism and corresponds to the promotion of environmental concerns and sustainability.

In the UKTWC (Whole), storylines arising from certain lexical items point to notices about the temporary closure of natural attractions to allow for environmental recovery. These instances suggest an awareness of the ways that travel may have a detrimental impact on the environment and natural resources. Some natural landscapes have been altered to accommodate certain tourist activities, such as the creation of hiking or trekking trails through forests or jungles.

In addition, lexical items demonstrating concerns about environmental sustainability are found, such as 'environment' and the iconic 'Blue Flag' label. As for the lexical item 'environment', it is present to empahsise tour packages providing low impact on the environment of the destination. Some lexical items such as 'responsible and ethical travel', 'responsible and sustainable approach', 'environmentally responsible', 'socially responsible', 'responsible tourism', 'responsible travel' and 'responsible travel tips or guidelines' are also featured. These show the conscience and responsibility towards the destination. As for the 'Blue Flag' label, it represents an environmental eco-label exclusively awarded to beaches and marinas. The award is based on 26 specific criteria for beaches and 16 specific criteria for marinas covering the same four aspects: water quality, environmental education and information,

environmental management and facilities and safety and service (https://sustainabledevelopment.un.org/).

The recognition of environmental sustainably in the tourism industry supports the idea that stakeholders in the tourism industry, particularly the government and travel agencies, should create activities that promote pro-sustainability agency as an essential complement to sustainable tourism in tourism industry (Force et al., 2018).

This section has contributed to the new types of discourse emerging from the UKTWC (Whole). These emerging discourses were interpreted first by the lexical items present, leading to the reading of concordance lines and co-texts constructing the storylines to unpack how these new discourses are present. These are the discourse of risks and the discourse of environmental concerns and sustainability. These two emerging discourses serve as a display of awareness of the current trends in tourism. One is that potential holidaymakers also prefer to acknowledge possible risks at the destination. The other follows the trend of environmental sustainability in the tourism industry, and the agencies follow suit to demonstrate their social responsibility in the tourism industry. The manifestation of environmental sustainability concerns serves as a persuasive strategy employed by travel agencies and tour operators to reassure tourists that their engagement in travel activities does not contribute to the detriment of the natural environment. The next section will reflect the linguistic features and verbal techniques employed in positioning countries in tourism discourse.

6.5 Reflecting Language Use, Linguistic Features and Verbal Techniques in Positioning the Countries in the UKTWC

6.5.1 Language Use

The language used in tourism discourse, particularly in the UKTWC, is different from the general English language in the following areas.

Unsurprisingly, the keywords from the UKTWC can inform the factors attracting potential tourists. The keywords can inform the aboutness – what the corpus is mainly about. Since keywords are "indicators of texts or domain specific terms" (Bowker & Pearson, 2002, p. 149), the top 200 keywords in the UKTWC can roughly inform about the entire corpus through the presence of the name referents, verbs and adjectives. Many name referents suggest destination countries. Some content words (nouns) suggest landscape and natural attractions such as 'mountain', 'beach', 'coast', 'lake',

'waterfall', and 'island.' Moreover, some verbs are outstanding, particularly in tourism discourse rather than in general English, and the extensive use of adjectives demonstrates the effect the corpus attempts to create. Each point will be discussed below.

First, name referents are significant and are not common in general English. According to the comparison between the understudied corpus and the BNC, the majority of the top 200 keywords are name referents, which are not in general English. This indicates that these name referents are significant because they are used as a tool to attract potential holidaymakers. This is in parallel to the statement of Urry (2002), who stated that place names could be used to market the destinations (in Jaworski & Thurlow, 2015), as well as with the studies of Kang & Yu (2011), Bianchi (2017) and Topler (2018), who provided the support of the significance of the name referents. The use of place names or name referents is common in promotional tourism discourse because the emphasis on the 'must-visit' places at the destination countries is crucial.

Next, specific verbs are often used to convey positivity of travel activities at the destinations in the UK Travel Websites Corpus. These verbs used in tourism discourse include 'visit', 'explore', 'enjoy', 'relax' and 'discover', and they are highly prevalent in the keyword list of the comparison. The functions of these verbs convey that positivity is one of the persuasive devices in promotional tourism discourse (Francesconi, 2017). Moreover, Kang & Yu (2011) supported that the use of such verbs in tourism materials increases the number of tourists who visit and appreciate tour sites at the destinations. Kiss (2018) further suggested that the aforementioned verbs are used with the purpose of motivating tourists to take pleasure and experience the destinations.

In addition, the abundant use of positive adjectives: euphoria and evaluative/emotive adjectives, is another persuasive device in promotional tourism discourse. For instance, these repetitive adjectives include 'beautiful', 'famous', 'stunning', 'spectacular', 'perfect', 'picturesque', 'fantastic', and 'fascinating'. The function of adjectives, at the word level, plays a role in positioning the countries. The abundant use of descriptive and evaluative words conveys a genuinely captivating image of the places, boosting their extraordinary nature and raising the desire to visit them (Kiss, 2018). The presence of emotive/evaluative adjectives serves the persuasive and promotional functions of the promotional tourism discourse (Mocini,

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2013; Kasni & Budiarta, 2019). In addition, the extensive use of these evaluative/emotive adjectives, which have high keyness, can be evidence that they are one of the distinct features of the language used in tourism discourse. This is because their keyness is higher when compared with the BNC.

Besides the comparison with the BNC, there are common linguistic features and verbal techniques found in the UK Travel Websites Corpus in positioning the country, which will be addressed below.

6.5.2 Common Linguistic Features, Grammar Patterns and Verbal Techniques

There are several common patterns evident in the UKTWC (Whole). These patterns can be divided into three levels: lexical level, sentential level and discourse level.

Using the categories from the conceptual framework proposed by Dann (1996), this part, therefore, presents the linguistic features and verbal techniques in positioning the countries served for marketing purposes. For the lexical level, the common pattern is the use of positive word choices. Frequent use of adjectives that bring positive attitudes towards the destinations is found. In terms of magic property (Dann, 1996), there are some lexical items which can semantically be interpreted as magic and dreamlike, such as paradise and heaven. As for the divergent properties (ibid), heavy use of euphoria is found. Regarding the euphoria, it is the main point of the property of the language of tourism. Euphoria is commonly found in almost every sentence communicated to the readers. The findings also show that the recurrent use of evaluative and emotive descriptors plays a significant role in emphasising the destination in a more convincing and enticing way. Without the use of these descriptors, which are found to collocate the name referents, the name referents, the tour sites, the attractions alone may not be convincing enough to persuade potential tourists. This corresponds with Maci's (2007, p. 14) statement that "the nature of the web language of tourism appears to be extremely persuasive and therefore evaluative because of its promotional function." The frequent use of evaluative and positive words is deemed useful in convincing holidaymakers. This aligns with Tyschenko & Krasucka's (2020) argument that evaluative adjectives are frequently used in promotional materials since they can make an impression on potential tourists.

Moreover, combinations of adjectives and nouns frequently emerge in the UKTWC, as revealed by the analysis of the concordance lines. These evaluative/emotive adjectives describe the main nouns: the destinations, the attractions, cultural resources, and suggested activities. The adjectives, also known as descriptors, can be divided into categories according to the ways they are utilised to modify the nouns. It can be seen that same sets of adjectives always describe and collocate the same sets of nouns. To illustrate, natural attractions are always described with adjectives such as 'stunning', 'picturesque', 'beautiful', while 'bustling', 'modern' are used to describe the city atmosphere. This corresponds with the notion of collocations, which can be defined as the re-occurrence of the patterns of words (Sinclair & Sinclair, 1991; Stubbs, 1995; Partington, 1998; Hunston, 2002). Therefore, a single-word unit may not fully convey the meanings of what the message sender wishes to convey. As Norén & Linell (2007) stated, the potential meanings and relevant contextual variables co-determine the situated meaning of a word in a given speech occurrence. Simultaneously, the potentials for meaning develop as a result of numerous former meanings being abstracted and decisions being made in which a single language user or a group of language users has been involved.

From the above paragraph, it can be suggested that the positive attitudes are crafted from the name referents – the tour sites and attractions – with their adjective collocation to express the positivity in positioning the country. The findings emerged from discourse prosody align with one of Mocini's (2013) findings that emotional and aesthetic colours in promotional tourism texts can be created by prosody, and promotion is based on the cumulative impact of comparable appraisals, which creates a prosody that establishes the attitude that travelling brochure authors want their readers to have.

Moreover, languaging is one of the verbal techniques seen and employed in the UKTWC (Whole). Though not prominent, they are seen through a close reading of storylines building up the positions. Some examples of languaging are 'piazza' in the UKTWC (Italy), 'meze' and 'Hamman' in UKTWC (Italy), 'tuk_tuk', 'khlong' and 'sanuk' in UKTWC (Thailand). The use of languaging corresponds with Capelli (2013), who states that languaging not only increases some local linguistic flavour, but also provides a sense of authenticity in written tourism discourse.

With reference to the common pattern at the sentential level, the findings reveal several interesting aspects of linguistic features. First, the majority of the sentences are written in a short and simple sentence structure. The frequently seen simple sentences are found to be the sentence structure beginning with the name referents (place name) and followed by a 'be' verb and the complement. This pattern is what Manca (2016, p. 15) said 'to have expressional meaning through Existential processes elliptical of the verb 'to be'.' Moreover, the pattern of 'be + preposition verbs' such as 'be + situated', 'be + placed', and 'be found' is present. This indicates that the subject or the head of the sentence, which is the specific name referent, is the emphasis for the place description. This is similar to the findings of Capelli (2012) that the pattern of 'be + preposition verbs' serve the function of 'existential spacing'. This pattern is used to explain the existence of an object in space. The reason for the use of these grammar pattern is because of the emphasis on the existence of the tour sites.

However, the corpus also contains simple, compound and complex sentences that provide descriptions and information about tour sites, particularly natural scenery and landscapes. The linguistic evidence includes the coordinate and subordinate clauses, aligning with Topler's (2018) assertion of diverse syntactic structures such as coordinated, subordinated and if-clauses in promotional materials. This is because these compound and complex sentences can portray more vivid images of the destinations.

In addition to the points discussed above, the use of imperatives is evident. Imperatives were realised through the sentences beginning with verbs such as 'enjoy', 'explore', and 'discover.' However, these imperatives do not entirely convey a direct command but invite readers to perform the actions. This corresponds with Maci's (2007) observation that tourism discourse appears to favour the use of imperatives to direct potential consumers. By employing experiential verbs, the overall impression is that web tourists have complete flexibility to accept or decline the offer to visit the site.

Moreover, the sentences are conversational, aiming to create proximity between the unknown 'narrator' of the texts and the audience. This conversational tone noticed in the UKTWC (Whole) aligns with Bianchi's (2017) study of the tour operators' advertising strategies in their posts on Facebook. Bianchi (2017) stated that regardless of being written, the language used in the posts is more comparable to spoken than to casual written communication.

Regarding the discourse level, there are some debates about the nature of promotional discourse. Dann (1996) describes it as monologue due to the lack of sender identification. However, most of the promotional text analysed in this research uses personal deixis to create a conversational tone. This is consistent with Bianchi (2017), who argued that tourism promotional materials are more conversational. The personal deixis, 'we', is often used as the message sender from travel agencies or tour operators. The use of both conversational format and pronouns 'you' and 'we' are considered the ego-targeting technique (Dann, 1996).

The 'we' in this corpus can be divided into two types. The first type is 'collective we'. The group of 'collective we' is used by tour operators and travel agencies to address themselves. This 'collective we' tend to determine the group of business establishment and responsibility that the tour operators and travel agencies hold in offering tourism products – in this context, tour packages to different destinations. It also implies a professional entity in the industry. The collective 'we' is synthetically personalised (Fairclough, 2003) so that a mass audience can be individually reached. This aligns with the studies of Moncini (2009) and Francesconi (2011), which suggest that the use of 'we' refers to the verbally personalised pronoun and professional business entity that goes unnoticed in the texts. The second type is 'inclusive we'. The 'inclusive we' may not appear clear so to who acts as 'we' in the travel agencies and tour operators or who sends these messages. However, they are seen to be in equal status as potential tourists or the 'inclusive we.' They are information, suggestion and offer givers who treat the potential tourists as someone who would like to explore the world, which is consistent with Bianchi's (2017) notion of the pronoun employed in tour operators' posts on Facebook. Therefore, the personal deixis 'we' and 'you' in the UKTWC make the promotional texts more conversational than monologue and signify that there is an attempt to create a closer tie between the representatives of the tour operators and travel agencies (message senders) in the texts and the audience of the texts.

6.6 Reasons for Positioning Italy, Turkey and Thailand

The discursive analysis points out that the way Italy, Turkey and Thailand are positioned can be accounted for in terms of both its audience and objectives: with the readers who are potential tourists as audience and persuasion and selling as objectives of the tour operators and travel agencies. Positioning is achieved through words, sentences and discourse to serve these objectives.

Firstly, positioning is motivated by the audience. It focuses on attracting an audience who can be potential tourists. Therefore, the incorporation of sociolinguistic perspectives and tourism, meaning-making mechanisms and linguistic features is employed as a means to convey messages that can be easily understood by a mass audience, particularly UK residents. These messages are crafted to convince and promote the destination countries to cater to the preferences of all profiles of potential tourists. Positioning Italy, Turkey and Thailand, as discussed above, to suit all profiles of tourists is linked with the authenticity, strangehood, play and conflict perspectives (Dann, 1996). The quest for authenticity and strangehood are seen as the prior motivation in taking a journey. While tour operators and travel agencies seem to be established for organised mass tourists, it is evident in the corpus that the messages focus on how to reach mass audience first and narrow down to specific types of audience by highlighting the differences of the country. These business entities make an effort to tailor the packages to be available for all tourist profiles. Tourists do not have to be in a mass group anymore, but they can be a couple, a whole family or a group of friends.

In addition to reaching the mass audience, the messages present multiple storylines to ensure that they would reach specific target groups. The multiple storylines in the positioning process refer to both similarities and differences in each country and the options for potential tourists. The more options of travelling information the travel operators and travel agencies can provide, the higher the chances they can reach their target, including the types of tourists: cultural, eco-related, and adventurous tourists. Therefore, positioning the three countries to cater to all tourist profiles will potentially yield more benefits for these private travel entities. The similarities in positioning the countries lay the ground as a destination for tourists to pay attention to, while the differences between the countries further tailor the destinations to tourists' preferences. This corresponds with Buhalis's (2000) statement that understanding a location's attributes is vital since each destination can only attract

specific groups of tourists. Furthermore, Okumus et al. (2007) agreed that each country should stand out by emphasising its distinct tangible and intangible goods and services.

For instance, authenticity is used to attract the audience to the 'must-see' tour sites as the starting point for exploring the destination. To reach specific target group, the strangehood perspective is employed to highlight the differences in the countries' attributes. When a person embarks on a vacation for a specific reason, they may seek differences from their daily routine. Therefore, these destination countries have to be positioned as the ways they can find something new, different, out-of-ordinary or adventurous for a period of time. The play perspective is also fundamental to ensure that recreation and relaxation will occur at the destination, and the conflict perspective is embedded to exhibit the opposite of what they routinely experience. The meaning-making mechanisms: materialisation, naturalisation, and institutionalisation, are employed whenever possible to immerse the audience in the tourist attractions offered.

Positioning is also motivated by objectives. The objective here is first to persuade the audience to visit the countries by highlighting the distinguishing attributes of the countries so that the audience will make their purchase through these tour operators and travel agencies. As a result, the tour operators and travel agencies employ the strategies from Dann's (1996) language of tourism, meaning-making mechanisms (Nekic, 2015) and linguistic features to serve the objective of persuading and encouraging the actions of making purchases from the tour operators and travel agencies.

For this objective-based motivation, language is used to express meaning and clarification and to indicate the purpose of the communication. The language is expressed to paint a vivid picture to persuade, 'lure and woo' (Dann, 1996) to create 'tourist gaze' (Urry, 1992). Moreover, the language used in promotional tourism discourse, specifically the UK Travel Websites Corpus, is intentionally employed to create an immediate effect for mass audiences and become attracted to buy the services of the tour operators and travel agencies before accomplishing their actual visit and experiencing the destinations. This is similar to Cesiri's (2019) statement that the attraction's depiction suggests the actual visit and impacts tourists' expectations, as well as their desire to visit the place.

In addition to offering a variety of attraction options, tour operators and travel agencies need to provide something that allows tourists to feel at ease and remain in their 'environmental bubble' (Cohen, 1972). This is illustrated through offerings that promise comfort and a home-like atmosphere. One explicit example from Italy sub-corpus is that shopping and visiting boutiques is one of the suggested activities that can be done at home. In Turkey and Thailand sub-corpora, the sense of comfort and convenience in visiting and staying at resorts or hotels is presented.

Additionally, differences (especially in the strangehood perspective) are construed to shape the selling points of the destination countries to the 'must-see' places (the authenticity perspective). These differences include distance and familiarity of the potential holidaymakers and the destination countries without neglecting the familiarity. Positioning the destination country to be familiar enough for potential tourists is laid in the objective of persuasion that the tour operators and the travel agencies can offer and provide such familiarity. Among the three countries regarding the distance and familiarity, Italy is the closest to the UK, the point of tourists' departure. As a result, the messages communicated in Italy sub-corpus are easily associated by the tourists; for example, the use of historical background and the activities that they can do in Italy are not very much different. As for Turkey, the country which is at the crossroads of Europe and Asia, there are some connections that tourists can link to from their shared history of the beginning of Western civilisation. Moreover, the location of the country is not very far, and tourists do not have to go farther away from their homeland. A sense of familiarity with the EU member country (at the time of data collection) can also link British tourists with Turkey. Both Italy and Turkey are more familiar to potential tourists by not only distance, but also familiarity of the countries' backgrounds. In regards to Thailand, the farthest country by distance, with its location in Asia, is still a Far East country with unfamiliar exoticness. Therefore, the sense of exoticness from a faraway land can be used to make a differentiation in the country. It is not important to stress the shared culture but rather something obviously different. The familiarity, yet, is portrayed through the modernity and bustling atmosphere Thailand has to familiarise tourists that they can be nestled in the comfort of travelling to the Far East. From these examples, they can be evidence for the objective to persuade potential tourists to visit the destination country through the operations of these tourism business entities.

6.7 Summary of the Chapter

This chapter has discussed the findings based on two research questions. First, the main findings in relation to the positions of the three countries were discussed. The findings revealed that Italy, Turkey and Thailand are positioned differently. Italy is positioned as a culturally rich country, while Turkey is positioned with the emphasis on seaside destinations and entertainment. Thailand, the furthest country in the Far East, is portrayed as a country of exoticism from its natural landscape and cultural authenticity. Second, the discussion addressed the interpretation of the similarities and differences of the language of tourism based on the tourism and sociolinguistic perspectives and pointed out that there are both similarities and differences in how these three countries are positioned. Dann's (1996) sociolinguistic perspectives relevant to tourism suggest that Italy, Turkey and Thailand are positioned similarly in order of prominence through authenticity, strangehood, play and conflict perspectives. However, there are some differences as the countries themselves are diverse in geographical locations and cultural backgrounds. Distance also plays a crucial role in positioning the country. The farther the country is, the more exotic it is portrayed. Third, two new types of discourses emerged from the UKTWC (Whole): discourse of risks and discourse of environmental concerns and sustainability. These two emerging discourses serve as indicators of the current trends in tourism. One is that potential holidaymakers also prefer to acknowledge possible risks at the destination. The other follows the trend of environmental sustainability in the tourism industry, and the agencies follow suit to demonstrate their social responsibility in the tourism industry. Finally, linguistic features and verbal techniques essential to the UKTWC (Whole) were reflected in the discussion – that the linguistic features and verbal techniques in the online promotional materials have been mainly used in the same way as the printed promotional materials. This signified that these features and techniques are effective in persuading the audience regardless of the shift in promotional materials from printed to online. Additionally, the reasons for positioning the countries are two-fold. The first reason is audience-driven, aiming to attract them to go on a trip to the countries promoted. Since the promotional materials attempted to attract a mass audience, there is a variety of storylines for each destination. The second reason is motivated by the objective of the promotional materials created by the business entities in the tourism industry. The main objective is to persuade the audience to buy the services from them. Consequently, strategies to distinguish the destination

countries and, at the same time, provide comfort and ease to tourists are crucial in attracting the tourists to buy their services.

Chapter 7

Conclusion

7.1 Introduction

This study presents a comparative analysis of Italy, Turkey and Thailand, focusing on their positioning within the tourism sector and highlighting the similarities and differences in their communication strategies. Specifically, the study examines online promotional materials targeting UK tourists. By exploring these leading destination countries, each with unique geographical and cultural backgrounds, we aim to contribute to the understanding of their respective communication strategies.

This concluding chapter aims to present the key findings derived from this comparative study. It is divided into the following sections: summary of the research, contributions of the research, limitations of the research and recommendations for further research.

7.2 Summary of the Research

The research compares Italy, Turkey and Thailand – three countries with different cultural backgrounds and located on different continents – and explores the similarities and differences in their tourism discourse. The study utilises Corpus-Assisted Discourse Study (CADS) in the UKTWC compiled from October 2013 to October 2014. This research distinguishes itself from previous research in that it has extended the application of positioning theory to the study of online promotional tourism discourse.

Before the outbreak of the COVID-19 pandemic in 2020, tourism was a global economic driver for many countries, and a range of research in recent years has contributed to the understanding of tourism discourse (Manca, 2008; Vaccina, 2009; Jaworski and Thurlow, 2010; Capelli, 2013; Mocini, 2013; Jaworska, 2016; De Bernadi, 2019). The theoretical framework of this study was guided by Dann's (1996) exploration of the language of tourism from sociolinguistics, which intersects with tourism theory.

Dann (1996) argued that the language of tourism has unique characteristics, which can be explored from four intersecting tourism and sociolinguistic perspectives as follows:

1. The authenticity perspective and the language of authentication,
2. The strangehood perspective and the language of differentiation,
3. The play perspective and the language of recreation and
4. The conflict perspective and the language of appropriation.

Each perspective in the conceptual framework highlights the relationship between tourism and language in specific tourism contexts. Furthermore, the framework supports the analysis of language use, which can be divided into linguistic features and verbal techniques frequently appearing in tourism discourse.

Corpus-Assisted Discourse studies (CADS) was employed as an additional framework in the study. The data of the research is compiled into a corpus from the travel websites for Italy, Turkey and Thailand in the UK domain designed for potential UK tourists, referred to as the 'UK Travel Websites Corpus' (UKTWC). The corpus contains 440,073 words in total and consists of three sub-corpora: UKTWC (Italy), UKTWC (Turkey) and UKTWC (Thailand), each sub-corpus containing 186,183, 144,441 and 109,449 words, respectively.

The UKTWC (Whole) was analysed by the use of AntConc for the frequency wordlists, keyword lists, and concordance lines. The top 20 lexical items frequency wordlists and the 200 keywords were analysed, and the keywords were categorised according to their semantic meanings. The semantic categories were adopted from Jaworksa (2013):

- Buildings and Locations
- Nature
- Heritage and Historical
- Health and Wellbeing
- Food and Drink and
- Travel Information, Itineraries and Facilities

Overall, the prominent lexical items were systematically coded and placed into their semantic categories. Next, their collocations and clusters were carefully observed. These lexical items were also used as the basis for manual reading for further analysis of the storylines built upon the lexical items, sentences and discourse.

Emerging semantic categories were identified and added, as there were additional lexical items deemed significant for further analysis. One such emerging category observed across all three sub-corpora is 'Travel Information, Itineraries and

Facilities'. However, UKTWC (Italy) has another additional semantic categories, which are 'Positive Evaluation' and 'Verbs'. Unlike the UKTWC (Italy), the UKTWC (Turkey) has one more emerging category, Travel Information, Itineraries and Facilities. UKTWC (Thailand) have two more emerging categories including Travel Information, Itineraries and Facilities and Environmental Concerns and Sustainability semantic category.

Furthermore, the corpus was benchmarked against the British National Corpus to identify ~~their~~ similarities and differences between the language of tourism in the corpus and general English language use. The comparative analysis also helped observe how the destinations are similarly or differently positioned. The use of CADs allowed the researcher to investigate the frequency of words and keywords to explore the positions and positioning starting from lexical items, their concordance lines and co-texts, interpreting them by the use of a positioning triangle.

After the above procedures, positioning theory was adopted as the interpretative framework in this present study for two reasons. First, positioning theory, according to Davies & Harre (1990, 1999), is related to the 'duties, tasks and obligations' one has to carry. Italy, Turkey and Thailand are countries with duties, tasks and obligations to carry as destination countries to attract potential tourists. In positioning theory, the positioning triangle (Harre, 2008) is the model employed to interpret one's positions and positioning. The positioning triangle consists of communication acts and storylines making up the positions. The extended positioning model of Herbel-Eisenmann (2015) was also applied in this research, which indicated that there are multiple storylines occurring while positioning at different time spans. This study of online promotional travel websites utilised lexical items, sentences and discourse retrieved from the corpus techniques. They form part of both the communication acts and storylines leading up to each country's positions (See Chapter 3 for a detailed explanation of how the positioning triangle was used as the interpretative lens).

7.2.1 Research Question 1: 'How are Italy, Turkey, and Thailand positioned in the UK Travel Websites Corpus?'

The main findings from the keyword analysis showed distinct orientations for each of the three countries, largely due to their individual national positioning. Corpus analysis revealed that Italy is prominently positioned as a culturally rich country, with frequent mentions of its cultural resources, such as architectural tour sites and

connections to Italian heritage and history. This is achieved through the use of temporal markers and affiliative adjectives from history (i.e. Roman, Renaissance, Medieval and Italian).

In contrast, Turkey is prominently positioned as a country of seaside destinations and entertainment, with a remarkable emphasis on the lexical items 'beach' and other relevant seascape terms. However, other geographical, natural and historical tour sites are markedly less prominent. While shared history is referenced through temporal markers (Turkish, Ottoman, and Byzantine), these are not particularly highlighted.

Thailand, the furthest country, is prominently positioned as an exotic country by the emphasis on the nature of the tropical landscape (both landscape and seascape) and on cultural authenticity. Thailand is positioned with storylines conveying a sense of differences and foreignness rather than with shared history and references to heritage. In UKTWC (Thailand), rich cultural heritage and cultural resources are frequently mentioned. These different orientations may be partly related to the distance of the destinations from the departure country geographically and socio-culturally. The further the country is, the more exotically the country is positioned, as evident in the increasing use of semantic categories and evaluative adjectives. Even though the evaluative adjectives are not featured in the top 200 keywords, they are collocated with these positive keywords throughout.

Moreover, cultural authenticity, particularly in terms of cultural resources, such as architectural ruins, cuisine and ways of life, is a salient aspect in positioning these countries. Lexical items related to cultural authenticity are frequently associated with affiliative adjectives and time descriptors, indicating that each country is positioned differently and that distance plays an important role in the positioning of each country.

7.2.2 Research Question 2: What are the similarities and differences in positioning Italy, Turkey and Thailand and why?

The second research question concerns the similarities and differences in positioning the three countries. The findings revealed both similarities and differences in the positioning of Italy, Turkey and Thailand.

7.2.2.1 Similarities in Positioning

Similarities in positioning these three countries demonstrate that the communications strategies rely on the four sociolinguistic perspectives intersecting the tourism theory. The first similarity can be observed in the order of prominence of each of the perspectives on tourism discourse. Italy, Turkey and Thailand are first positioned by the authenticity perspective, followed by strangehood, play and conflict perspective.

Additionally, another similarity is that these three countries are all positioned through the same meaning-making mechanisms: materialisation, naturalisation, and institutionalisation (Nekic, 2015). Their tour sites are materialised by the description of art history and architecture to depict the richness of heritage, history and culture. They are also naturalised with specific reference to tour sites being 'proper' and 'natural'. The institutionalisation mechanism functions as a validation for the tour sites, bolstered by recognition from esteemed institutions such as UNESCO and Blue Flag.

7.2.2.2 Differences in Positioning

On the other hand, differences are employed as one of the communication strategies in positioning the destination countries as remarkable. These differences are national socio-cultural backgrounds and distance of the destination countries. The differences in national socio-cultural backgrounds indicate that tourists are still attracted to unique cultural elements. A geographically closer country (e.g. Italy, relative to the United Kingdom) with some cultural similarities or cultural elements relatable to tourists is provided with more historical background and factual information.

Distance tends to be an influential factor in positioning the country, with Italy, Turkey and Thailand all featuring different content accordingly. The more distant and unfamiliar the destination, the more prominently its exotic nature is positioned, even though these more distant countries offer similar types of products – holiday destinations and types of holidays – according to the tourists' preferences.

While several tour sites in Italy and Turkey are depicted with historical facts that tourists can connect with, historical and heritage sites in Thailand were provided with less historical information. Instead, Thailand emphasises

the portrayal of its exoticness – a primitive land and a dream-like destination featuring tropical flora and fauna. Moreover, cultural authenticity, which includes local life and tradition, is communicated as foreign and unfamiliar to tourists.

Cultural contexts play a crucial role in positioning destinations by featuring the unique experiences potential tourists will encounter. These distinctions serve as selling points, enticing tourists with the prospect of extraordinary scenes and activities divergent from their everyday lives. As such, cultural contexts are vital in the positioning process of the destinations.

Overall, the online promotional materials for tourism discourse demonstrate variety in providing itinerary options that include cultural exploration (i.e. meaningful, real-life experiences of others), escapes from the daily routine for excitement and recreation and discovery of out-of-the-ordinary, dream-like or paradise destinations. Thus, the differences demonstrate that the positions of each country can be multiple and fluid, depending on the preferences of tourists. However, one position can be more outstanding than the others.

7.2.2.3 Emerging Discourses

Two intriguing emerging discourses have been identified in the UKTWC (Whole). These are the discourse of risks and the discourse of environmental concerns and sustainability. The discourse of risk communicates possible risks as gentle warnings to potential holidaymakers who prefer comprehensive information. The discourse of environmental concerns and sustainability presents information to raise environmental awareness among potential tourists. These two emerging discourses show the current trends in the tourism industry to provide information regarding possible risks and exhibit environmental concerns. Travel agencies and tour operators correspond with the current trends of environmental concerns and sustainability.

7.2.2.4 The Language of Tourism and Linguistic Features in Online Promotional Materials

In comparison with the BNC, the findings indicate that the language used in tourism discourse is different from the general English language. There are several patterns that distinguish the language of tourism from the general English language in both written and spoken modes. Additionally, the findings reflected the persuasive nature of tourism discourse, which could be considered effective in the message senders' opinions through the recurrent patterns of the linguistic features and verbal techniques used in the promotional materials of the UK Travel Websites Corpus. Overall, the linguistic features and verbal techniques are consistent with the research literature looking at the use of language in tourism discourse in many aspects. This can indicate that even though there have been changes in the medium of the messages, the language use remains the same. These linguistic features and verbal techniques are similar either in printed materials or on an online platform.

7.2.2.4.1 Off-site Markers (Name referents)

The destinations were mainly emphasised through place names or attractions presented as must-see sites to potential tourists. These name referents span a range of historical and heritage sites, various natural attractions, leisure activities and elements of cultural authenticity. There are combinations of both supposedly well-known and less well-known places for tourists. In these promotional travel materials, both types of well-known and less well-known destinations are offered with a connection with further information to contextualise and familiarise the potential tourists with attractive destinations. The contexts of the sites also provide an understanding of how Italy, Turkey and Thailand are positioned.

7.2.2.4.2 Conversational Format

Analysis of 'The UK Travel Websites Corpus' revealed the use of linguistic features and verbal techniques for persuasive effects. Syntactic patterns, in particular, recur in a simple form, with the majority of sentences presented in a conversational format. The pronouns 'you' and 'we' are used to provide a closer connection between the message senders and the audience. The status of the senders and receivers of promotional materials is equal. The former is the suggestion giver and information provider, whereas the latter

refers to those who are keen to obtain information. Additionally, the use of 'you' and 'we' pronouns serves as synthetic personalisation as well as ego-targeting technique, aiming to create a more intimate connection with the audience.

7.2.2.4.3 Types of Sentences

Moreover, sentences primarily take simple forms (i.e. an independent clause) when signalling the name referents. Compound and complex sentence patterns are used to provide a more vivid description of the tour sites. These patterns resemble spoken language in their simplicity and comprehensibility. Moreover, the frequent use of verbs in imperative form points out the possibility of the actions that can be performed at the destinations. In addition, the recurring use of modality 'will' pinpoints the future possibility of actions at the destinations. These linguistic elements exemplify the generic nature of discursive practices in promotional discourse, which are coupled with extensive use of positive evaluative/emotive descriptors to create touristic images and persuasive effects. The language is constructed in this pattern to make the promotional materials easily comprehensible to the audience in ways that are simple to follow, imagine and understand, requiring no complex meaning to attract the tourists.

Even though there are some commonalities and differences in positioning among the three countries under study, the language use, including the syntactic and verbal techniques, are the same. They are employed to attract and persuade potential tourists to pay a visit. However, one factor to consider is the different cultural contexts. Cultural distinctions should be taken into account as they contribute to the highlights of persuasion.

7.2.2.5 Reasons for Positioning in Promotional Materials

The research findings suggest that two major reasons influence the positioning of countries in tourism discourse within the promotional materials: the audience and the objectives of the message senders.

7.2.2.5.1 Audience

As for the audience, they are a wide range of potential tourists. This means that commercial travel agencies and tour operators are making their efforts to position the destination countries based on the authenticity, strangehood, play, and conflict concepts to serve all profiles of tourists. These

destinations can attract those who prefer the quest for authenticity and pilgrimage, mirroring the motivations of early travellers. The strangehood perspective fits the tourists who would like to explore the world, escape their daily routine and become worldly. The play perspective is rather straightforward, providing offers for recreational purposes through entertainment and relaxation. The conflict perspective is tailored to serve those who would like to find a different setting, conveying a sense of foreignness.

7.2.2.5.2 Objectives

Meanwhile, the objective of these promotional materials in the UK Travel Websites Corpus is inherently persuasive. The texts aim to sell as many tour packages and services as possible. Additionally, different cultural contexts play a vital role in positioning the destination countries, as these cultural distinctions can be a part of the unique selling points to attract tourists. Furthermore, the production of promotional materials can be influenced by these cultural differences. In essence, the differences in the potential audience of the promotional materials inform how the countries should be positioned to serve the objective of persuasion and selling.

7.3 Contributions of the Thesis

This research aims to provide theoretical, methodological, analytical and practical contributions.

7.3.1 Theoretical Contribution

The first theoretical contribution relates to Dann's (1996) proposition on the language of tourism, which connects tourism with the sociolinguistic perspectives. While Dann's proposition focuses on printed materials and general examples of destination countries, this research has applied the conceptual framework to a different, more current context. First, this study investigated online promotional materials, thus augmenting existing literature with insights from a cross-country comparative analysis of online promotional materials, which are the main channels of information today. This study could pave the way to a new avenue of inquiry in the sociolinguistics and tourism discourse. Second, while several studies provided a general picture of the relationship between tourism and sociolinguistic perspectives (Dann, 1996; Dann, 2000; Dann, 2011.), this study's specific focus on Italy, Turkey and Thailand can extend Dann's original proposition with specific and detailed insights

of specific countries instead of one tourism discourse in general. Hence, the contribution can reveal a deeper understanding of the relationship between tourism and sociolinguistic perspectives.

The second theoretical contribution is in the novel application of positioning theory. Traditionally, positioning theory has been applied mainly to examine identity in human contexts (Wagner & Herbel-Eisenmann, 2004; Dennen, 2007; Fahlgren & Sawyer, 2011; McVee et al., 2014) and non-human entities in different contexts (Ghosten, 2012; Windle, 2017). Furthermore, existing literature on positioning theory mostly addresses spoken communication (Jones, 2006; Dennen, 2007; Katila & Eriksson, 2013; James, 2015). In contrast, this study explores the different modes of communication in the written form. This research also highlights the specially written mode of online promotional materials. It also provides evidence for written communicative acts, an important element of positioning, occurring in online written texts and demonstrates that these written texts in tourism discourse performed similar functions as spoken language in conversational patterns. As a result, it creates a closer connection between the representatives of the tour operators and travel agencies (message senders) in the texts and the audience of the texts.

Moreover, this research project has expanded on the application of positioning theory as an interpretative framework in tourism discourse. While there has been a wealth of research applying positioning theory in exploring identity in various areas, a lack of positioning theory in tourism discourse still exists. Therefore, applying positioning theory in tourism discourse should be able to bring about another interpretative lens to explore identity in other tourism contexts, as well as other discourses in that positioning theory has not yet been employed. This research further demonstrates that positioning theory can be applied to non-human entities, such as countries. Exploring the written mode of communication with positioning theory could also contribute to the expansion of positioning theory. Communicative acts in spoken and written modes can be meaningfully interpreted by the use of positioning theory. Therefore, this research can enhance the application of positioning theory to explore non-human entities and multiple modes of communication.

7.3.2 Methodological Contribution

As a first methodological contribution, this research employed CADS as the major research method. CADS was integral to this study, providing a degree of objectivity to the discourse analysis. Not only the numerical evidence was used at the beginning to address the answers to the inquiries, discourse analysis from lexical, sentential and discourse levels was also employed to give more insightful and detailed answers beyond the numerical evidence. CADS, therefore, enabled the triangulation of both quantitative and qualitative data. Additionally, CADS permits researchers to view the data from various perspectives, ensuring that no significant data goes unnoticed. This research reinforces the growing recognition of CADS as a valuable tool capable of revealing insightful findings derived from both quantitative and qualitative research methods.

The second methodological contribution is the comparative lens through the observation of the three countries: Italy, Turkey and Thailand, which are geographically and culturally different. The previous literature on the language of tourism placed their focus on a single destination country or a comparison of the countries in the same continent. Nekic (2015) analysed Croatian websites, while Jaworska (2016) looked at the comparison between Germany and Scotland. The comparative cross-country analysis of the different countries with different locations and cultural backgrounds has yielded richer information on similarities and differences in positioning destination countries in tourism discourse.

The third methodological contribution pertains to the scope of this study. National official websites were the main focus of earlier research literature (Hallet & Kaplan Weigner, 2010; Manca, 2018). This study differentiates itself by analysing the tourist websites tailored from the perspectives of private business sectors in the tourism industry. Hence, it provides details on the perspectives of how tour operators and travel agencies convey travelling information to their prospective clients. Consequently, this research has contributed to the perspectives of business practitioners rather than national representatives. Moreover, previous studies on the language in tourism discourse were often conducted without a specific target audience in mind. This research, however, explicitly addresses tourists and casual readers who encounter the texts. The websites comprising the corpus were restricted to UK travel websites, thus providing clear indications of how the countries have been positioned to shape the perceptions and imaginations of potential tourists based in the UK.

7.3.3 Analytical Contribution

The first analytical contribution is the frameworks of analysis. This research integrated a novel combination of frameworks: the language of tourism, CADS and positioning theory as an interpretative framework. This can add to the existing literature, which combines the language of tourism and CADS (Mocini, 2013; Jaworska, 2016; Maci, 2018). This study stands as one of the testaments to the remarkable potential of CADS with the application of positioning theory. The combination of CADS and positioning theory provided valuable insights into the nature of language and its impact on various aspects of tourism discourse. The robustness and versatility of CADS and positioning theory in providing numerical evidence and micro and macro analysis for interpretation has enabled researchers to access vast amounts of linguistic data, thereby opening up new avenues for exploration and analysis. I believe that, as we look to the future, the combination of CADs and positioning theory will undoubtedly continue to be a powerful methodology for enhancing our understanding of language and its role in future research. As a result, this novel combination sheds light not only on the positions of the countries in the findings, but also on the positioning processes and analytical lens.

While the language of tourism and the application of positioning theory has been of interest in various studies in applied linguistics, such as identity in classroom discourse and gender studies, the combination of the language of tourism with positioning theory as an interpretative framework remains rare. The study was conducted with two approaches to analyse and interpret the data by using Dann's (1996) proposition regarding the language of tourism as a basis together with positioning theory as an interpretative framework.

In addition, this study has proposed a fine-tuned positioning triangle, which has expanded on the positioning model of Herbel-Eisenmann (2015). The proposed model confirms with Herbel-Eisenmann's (2015) model that positioning influences discourse choices and dictates how communication acts are used. These discourse choices can then initiate, maintain and negotiate positioning or how the discourse is positioned. However, the multiple layers in the Herbel-Eisenmann (2015) are uni-dimensional flat, but when compared with the tourism discourse of the corpus in this study, the multiple layers are displayed in hierarchical layers led by linguistic units. The smallest unit is individual words, identified by their frequency in both = wordlists and keyword lists. Since a single word alone cannot convey a complete meaning, it co-occurs with its

collocations and co-text in the form of a complete sentence. Once a number of sentences are connected, they can form the discourse, which is the largest unit. Thus, linguistically, these layers are interconnected, progressing from words to sentences and finally to discourses. Therefore, positions are established through these words, sentences and discourses. This proposed model is an effort to explain the multiple levels in the storylines of Herbel-Eisenmann et al. (2015) in more detail. While the previous model may not have explicitly addressed the elements of multiple layers of storylines, the proposed model attempts to illustrate these multiple levels of storylines into units of the discourse choice. Consequently, this proposed model suggests that lexical items can be an initial unit of analysis before moving onto larger structural patterns and discourse.

7.3.4 Practical Contribution

The practical contribution of this research is twofold: for the tourism industry and for the education sector. In terms of tourism, this research can assist in developing and communicating promotional materials more effectively. Professional copywriters, travel agencies and tour operators may better understand how to communicate the features and appeal of destination countries in a persuasive manner through their marketing materials. In addition, the research has also demonstrated how the language for promotional materials is crafted to persuade potential tourists. There are implications for intercultural tourist communication since the research identifies the linguistic features and verbal techniques that are more regularly and frequently employed. Consequently, this might be a beginning point for developing guidelines for creating effective tourist communication. The use of essential tactics will help customers have a more positive attitude towards the promoted destination countries, as well as achieve the ultimate goal of persuading readers to become travelling customers.

Additionally, this research is also a crucial source of information for a party or an authority in the tourism sector to observe how the countries are positioned from the perspectives of the British travelling public. Socio-cultural orientations are significant in positioning the country for different potential tourists. Subsequently, when creating promotional materials, cultural differences and contexts of both text producers and destination countries should be considered.

In addition, the practical contribution can be applied to the education sector, particularly in English Language Teaching and intercultural communication areas. As for English language teaching, this study can lead to pedagogical implications and applications for English for Specific Purposes (ESP), particularly English for tourism. Given the rise of tourism, many non-English speaking learners are taking tourism courses and English for Tourism. Since learners of these English courses are non-native English speakers, the possibility is they may require specific English language knowledge in tourism context. As we can see that the findings indicate that there are some differences in the language used in the online promotional materials from the general English language. Therefore, different English language patterns in tourism discourse compared to everyday communication can be pointed out to the learners of the courses.

In addition, this research can expand on the existing literature in the context of English language teaching in ESP, specifically English for Tourism (Capelli, 2006; Edo-Marza, 2014; Capelli, 2016). The findings of this study can inform the teaching, learning and material development for English for Tourism courses. Vocabulary frequently used in tourism promotion, such as adjectives, along with specific linguistic features and verbal techniques, could be incorporated into course materials. This would equip students with both the linguistic knowledge and persuasive skills necessary to create pre-trip promotional materials in tourism. Therefore, course materials for English for Tourism could effectively combine these linguistic aspects as communication strategies for students to comprehend.

Furthermore, this research holds value for teaching and learning intercultural communication for all learners, regardless of their native language. Insights can be used in course design in intercultural communication for raising awareness and skills in understanding others from different cultural backgrounds to develop global competence and cross-cultural understanding. To become a global citizen, learners should be equipped to understand the differences of people between different countries and cultural backgrounds. Learners are supposed to be an integral part of the solution for any conflicts arising from cultural differences and backgrounds instead of being the causes of the problems. The awareness of having 'Other' as equal human beings despite their cultural differences needs to be emphasised in designing any intercultural communication courses. Consequently, the insights from this present study can contribute to the ability to evaluate local, global, and intercultural issues: to

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participate in open, appropriate and successful relationships with individuals from other cultures and to act for collective well-being and sustainable development (OECD, 2018).

7.4 Limitations of the Research

Despite my best efforts to ensure the thoroughness of this research, certain limitations persist, which are detailed below.

First, the corpus size is limited. The selected travel websites were limited to 30 British websites. It is not able to generalise all the travel websites available. However, these 30 websites were carefully selected to ensure that they represent adequate and correct information on the criteria of website selection as stated in the methodology chapter.

The second limitation of this research is that the corpus was compiled from a period of October 2013 to October 2014 for the UKTWC(Thailand) and June to October 2014 for the UKTWC (Italy) and UKTWC (Turkey), which was no more than a one-year time period. Hence, it is possible that after several years, there could be some changes in the information. For instance, one of the data sources, Thomas Cook, has since gone out of business. Even though they are still in the top 10 destinations of world tourism, the situations in Italy, Turkey and Thailand may have changed, and this may affect how the countries are positioned at present.

7.5 Recommendations for Further Research and Implications

As the tourism industry drives the economies of many countries around the world, research on tourism discourse can contribute to supporting a vital economic sector, along with a better understanding of the field of the tools and techniques to understand the language of tourism discourse from a variety of perspectives.

The first recommendation for further research is that more samples of the websites can be further compiled for a greater size of the corpus. This means gathering more updated websites, thus facilitating findings with those from more recent data and drawing a comparison between the more updated ones with this corpus to explore the differences. The application of CADS in a diachronic corpus study could also prove fruitful.

The second recommendation proposes a focus on multiword expressions (MWEs). This study primarily analysed lexical items, potentially overlooking the importance of MWEs and phrases, which are commonly used in contemporary language. Therefore, examining MWEs and phrases in online promotional discourse could offer more insights into the discourse of tourism.

The third recommendation is that multimodality should be incorporated into further study. The analysis of semiotic and visual images in the websites could be included to support the understanding of tourism perspectives and sociolinguistics, an exploration beyond the scope of this research.

The fourth recommendation is that other countries in other continents, such as Africa, North or South America or Oceania, could be included in the in-depth study to provide insightful information and comparison of how other countries are positioned in tourism discourse in different contexts. A comparative analysis of less visited countries can also be useful for the areas or countries that are currently promoting tourism.

The fourth recommendation is the shift of the direction of the destination countries. While this research was conducted from the West to the East, and the UK is the point of departure, it would be interesting to explore the opposite direction of the destination countries. For example, further research can be conducted from the East to the West and other points of departure, e.g. analysing tourism discourse in Thai promotional materials for near and distant countries. This would bring about perspectives of how the West is portrayed by the East and how the relationship between tourism and sociolinguistic perspectives play their parts in tourism discourse.

The last recommendation is that research in the tourism industry after the pandemic can be conducted to compare the language use before and after the outbreak of COVID-19, which may have evolved due to the impact of the pandemic.

7.6 Concluding Remarks

This research aimed at studying the language of tourism in promotional websites compiled in the UKTWC. It highlights the intricate interplay between linguistic features and discursive practices used to characterize people and places in online promotional materials. The keyword analysis shows different orientations among the three countries, primarily due to their different national positioning, namely, Italy – distinctive cultural resources; Turkey – seascape and beach; and Thailand – exoticness. Cultural authenticity, including cultural resources, such as constructions

and ruins, cuisine and ways of life, is commonly salient in positioning these countries. Different cultural backgrounds and socio-cultural orientations can influence how the countries are positioned through the narratives of the storylines produced in the promotional materials.

Tourism discourse, as featured in the promotional websites under study, demonstrates the use of authenticity, strangehood, play and conflict perspectives, which are the major tourism theories, along with the use of sociolinguistic perspectives. These perspectives can be seen in the discursive practices embedded in tourism discourse. Moreover, the distinct character of the discursive practices: verbal techniques and language use, in the tourism discourse, is heavily loaded with evaluative/emotive adjectives and positive discourse prosody to portray the destinations in positive and persuasive manners.

The most significant finding regarding positioning the countries indicated that the further the destination is, the more exotic the country is positioned through the language of tourism in tourism discourse. Conversely, the closer a destination is, the less exotic and more familiar it is presented to the audience.

It is hoped that the contributions of this research will be beneficial for providing guidelines for communication strategies in online promotional materials for marketing purposes of the commercial sectors in the tourism industry in the future. More specifically, this study aims to shed light on how socio-cultural orientations play a significant role in shaping the understanding of people before they travel. This study should put forward useful remarks and practical implications for both practitioners and educators in the tourism industry, English language teaching and intercultural communication. Language has the power to elevate cultural understanding and respectful interactions in our globalised world. Ideally, language use and discursive practices in tourism discourse should be employed with awareness to bridge the expectations and actual travelling experience for thriving intercultural communication.

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<div align="center">**Appendices**</div>

Appendix 1 Lists of Websites in the UK Travel Corpus Websites

      The websites are arranged by alphabetical order and the websites were retrieved at the data collection period. The links given demonstrate the first page as the original source of each website and each led to to other pages contained information of the country. All relevant information was collected systematically annotated.)

UKTWC (Italy)

1. Citalia (http://www.citalia.com/destinations/Italy/Italian%20Cities)
2. Classic Collection Holidays UK (http://www.classic-collection.co.uk/holidays/italy)
3. Cosmos Travel UK (http://www.cosmos.co.uk/italy/holidays)
4. Kuoni (http://www.kuoni.co.uk/italy)
5. Monarch Tour (http://www.monarch.co.uk/italy/holidays)
6. Responsible Travel UK (http://www.responsibletravel.com/holidays/Italy/travel-guide/)
7. Sunvil Holidays (https://www.sunvil.co.uk/discovery/italy)
8. Thomas Cook (http://www.thomascook.com/holidays/italy/)
9. Titan Travel (http://www.titantravel.co.uk/europe/italy.aspx)
10. Thomson Holidays UK
    (http://www.thomson.co.uk/destinations/europe/italy/holidays-italy.html)

UKTWC (Turkey)

1. Anatolian Sky Holidays UK (http://www.anatoliansky.co.uk/turkey-holidays/)
2. Cosmos Travel UK (http://www.cosmos.co.uk/turkey/holidays)
3. Directline Holidays (http://www.directline-holidays.co.uk/turkey)
4. Exodus Travel (http://www.exodus.co.uk/turkey-holidays)
5. Intrepid Travel UK (http://www.intrepidtravel.com/uk/turkey)
6. Monarch Tour (http://www.monarch.co.uk/turkey/holidays)
7. On the Beach TM (https://www.onthebeach.co.uk/destinations/turkey)
8. Responsible Travel UK (http://www.responsibletravel.com/holidays/turkey)
9. Thomas Cook (http://www.thomascook.com/holidays/turkey/)
10. Thomson Holidays UK
    (http://www.thomson.co.uk/destinations/europe/turkey/holidays-turkey.html)

UKTWC (Thailand)

1. First Choice Holidays
   (http://www.firstchoice.co.uk/holiday/location/overview/Thailand-THA)

2. Hayes and Jarvis (http://www.hayesandjarvis.co.uk/holidays/thailand/)

3. Kuoni (http://www.kuoni.co.uk/thailand)

4. Letsgo2 (http://www.letsgo2.com/holidays/far-east/thailand/default.aspx)

5. Responsible Travel UK
   (http://www.responsibletravel.com/holidays/thailand/travel-guide/)

6. STA Travel (http://www.statravel.co.uk/travel-thailand.htm)

7. Thomas Cook (http://www.thomascook.com/holidays/signature/asia/thailand/)

8. Thomson Holidays
   (http://www.thomson.co.uk/destinations/asia/thailand/holidays-thailand.html)

9. Trailfinders (http://www.trailfinders.com/holidays/south-east-asia/thailand)

10. Virgin Holidays UK
    (http://www.virginholidays.co.uk/destinations/asia-&-far-east/thailand-holidays)

Appendix 2 Lemma List Created for the Present Study (.txt file)


```
Kaew's lemma 17JAN18.txt

File    Edit    View

beach ->     beach beaches     beached     beaching
b&b ->       b&b  b&bs
day   ->     day   days  daid  daies
visit ->     visit visiting   visited     visits
visitor   ->   visitors   visitor
city  ->     cities     city  citys citied
town  ->     towns town  towning
time  ->     time  times timed timing     timeing
take  ->     takes took  take  taken taking
have  ->     have  've   has   had   having     'd    's   'ave haves haveing     haved
tour  ->     toured     tour  tours touring
holiday   ->   holiday     holidays     holidaying  holidayed
holy  ->     holy  holies     holiest     holier
explore   ->   explored     explore     explores     exploring
explorer   ->   explorer     explorers
enjoy ->     enjoy enjoyed     enjoying     enjoys
enjoyment   ->   enjoyment     enjoyments
village   ->   villages     village
villager   ->   villagers     villager
lake  ->     lake  lakes
island   ->   island     islands     islanded     islanding
world ->     world worlds     worlded
hotel ->     hotel hotels
seek  ->     seeking     seek  sought     seeks sleekest
seem  ->     seems seem  seemed     seeming
see   ->     seen  saw   see   seeing     sees  seest
seafood   ->   seafood     seafoods
sea   ->     sea   seas  seaing
coast ->     coast coasts     coasting     coasted
restaurant   ->   restaurant   restaurants
centre   ->   centre     centres     centred     centring
home  ->     home  homes homed homing
boat  ->     boats boat  boating     boated
sea-view   ->   sea-views   sea-view
```

```
view  ->    view  views viewed      viewing
way   ->    ways        way
walk  ->    walk  walks walked      walking
night ->    night nights      nighter
airport    ->     airport   airports
round-trip ->     round-trip round-trips
sidewalk   ->     sidewalk  sidewalks
trip  ->    trip  trips tripped     tripping
area  ->    areas area
water ->    water waters      watered     watering
region     ->     regions   region
resort     ->     resort    resorting  resorts     resorted
get   ->    get   getting   got   gets  gotten      gettin'
experience ->     experienced experience  experiences
fall  ->    falling     falls fall  fallen      fell
paradise   ->     paradise  paradises   experiencing
river ->    river rivers     rivered
riverside  ->     riverside riversides
travel      travelling travel     travels     travelled   travellin' traveling    traveled
transfer   ->     transfer  transfers   transferred transferring      transferring      transferred
place ->    place placed     places      placing     place's
hour  ->    hour  hours
drive ->    driven      drive drove drives      driving
include    ->     include   includes    included    including
find  ->    find  finding   found finds
lunch ->    lunch lunches   lunching    lunched
make  ->    make  made  makes making     maketh      maked makeing     makest
head  ->    head  heads headed      heading
bar   ->    bars  bar   barring     barred
old   ->    old   olds  older oldest
people     ->     people    peoples     peopled     peopling
market     ->     market    markets     marketed
```
```
market      ->    market    markets     marketed
life  ->    life  lives lifes
century    ->     century   centuries
go    ->    went  go    gone  going goes  goin' gos
park  ->    parks park  parked      parking
street     ->     street    streets
dinner     ->     dinner    dinners
food  ->    food  foods foodies
like  ->    like  liking      liked likes
morning    ->     morning   mornings
afternoon  ->     afternoon afternoons
relaxation ->     relaxation relaxations
relax ->    relaxed     relaxes     relax relaxing
bed-and-breakfast ->    bed-and-breakfast bed-and-breakfasts
breakfast  ->     breakfast breakfasted breakfasts
mountain   ->     mountains mountain
trail ->    trailed     trails      trail trailing
train ->    train trained     trains
stay  ->    stay  staying     stayed      stays
offer ->    offers      offering    offered     offer offering    offered
they  ->    them  they  their 'em   theys
family     ->     family    families    familys
winebar    ->     winebars  winebar
wine-bar   ->     wine-bars wine-bar
discover   ->     discovering discover    discovered  discovers
winery     ->     wineries  winery
wine  ->    wine  wines wined wining
shop  ->    shopping    shop  shops shopped
bay   ->    bay   bays  baies baying      bayed
spend ->    spend spent spending    spends
year  ->    years year
site  ->    sites site  sited siting
ride  ->    ride  rode  rides riding      ridden      rided
journey    ->     journey   journeyed   journeys    journeying
museum     ->     museums   museum
```
```
museum     ->     museums   museum
thing ->    things      thing
weather    ->     weather   weathers
temple     ->     temple    temples
minute     ->     minutes   minute      minuting    minuted     minutest
dive  ->    dive  diving      dives dived dove
capital    ->     capital     capitals    capitalled
house ->    house houses      housing     housed
country    ->     country   countries   countrys
highlight  ->     highlighted highlights  highlight   highlighting
temperature ->    temperature temperatures
valley     ->     valley    valleys
activity   ->     activity  activities
piazza     ->     piazza    piazzas
destination ->    destination destinations
flight     ->     flight    flights     flighted    flighting
place ->    place placed     places      placing     place's
bus   ->    bus   buses
want  ->    wanted      wanting     want  wants wantin'
part  ->    part  parts parted      parting
sight ->    sighted     sight sights      sighting
choice     ->     choice    choices
course     ->     course     courses    coursing    coursed
habour ->   habour habours
castle     ->     castle    castles     castled
chance     ->     chance    chances     chanced     chancing
festival   ->     festival  festivals
garden     ->     gardens   garden      gardened    gardening
coastline  ->     coastline coastlines
guide ->    guide guided      guides      guiding
fish  ->    fishes      fish  fishing     fished
villa ->    villa villas
church     ->     church          churches    churchs      churched    churching
meal  ->    meal  meals
accommodation     ->     accommodation     accommodations
```

```
arrive      ->    arrive     arriving    arrives     arrived arrival    arrivals
cruise      ->    cruising   cruises     cruise      cruised
life-style  ->    life-styles life-style
lifestyle   ->    lifestyle  lifestyles
style ->    style styles     styled      styling
palace      ->    palaces    palace
car   ->    car   cars
season      ->    season     seasons     seasoned    seasoning
jungle      ->    jungle     jungles     jungled
tourist     ->    tourist    tourists    touristed
adventure   ->    adventure  adventures  adventuring adventured
elephant    ->    elephant   elephants
landscape   ->    landscape  landscapes  landscaping landscaped
spot  ->    spotted    spot  spotting    spots
architecture        ->    architecture    architectures
book  ->    books book  booked      booking     booking
month ->    month months
building -> building buildings
rock  ->    rock  rocks rocked      rocking
local ->    local locals localise localised localized localized locally
attraction  ->    attraction attractions
child ->    children   child childed    childs      childrens
grove ->    grove groves
halve ->    halves     halved      halve halving
half  ->    half  halves     halfs
opportunity ->    opportunity opportunities
heart ->    heart hearts
cathedral   ->    cathedrals cathedral
location    ->    location   locations
dish  ->    dish  dishing    dishes      dished
cliff ->    cliff cliffs
climate     ->    climate    climates
star  ->    star  stars starring     starred
week  ->    week  weeks

forest      ->    forest     forests     forested
time  ->    time  times timed timing     timeing
sport ->    sports     sport sported    sporting
watersport  ->    watersports watersport  watersporting
variety     ->    variety     varieties
vineyard    ->    vineyard   vineyards
cafe  ->    cafes café cafés
cave  ->    cave  caves caved caving
remain      ->    remained   remain      remains     remaining
ferry ->    ferry ferries    ferrying    ferried
waterfall   ->    waterfall  waterfalls
point ->    point points     pointing    pointed
cove  ->    cove  coves coved
environment ->    environment environments
sample      ->    sample     samples     sampling    sampled
distance    ->    distance   distances   distancing  distanced
spring      ->    spring     springing   sprang      springs     sprung
traveler    ->    travelers  traveler
traveller   ->    travellers traveller
lover ->    lover lovers
shore ->    shore shoring    shores      shored
spa   ->    spa   spas
boutique    ->    boutique   boutiques
bridge      ->    bridge     bridges
tomb  ->    tomb  tombs
tombstone   ->    tombstone  tombstones
wall  ->    wall  walls walled
opera ->    opera operas
road  ->    road  roads roading     roaded
station     ->    station        stations    stationed   stationing
trail ->    trailed     trails      trail trailing
entrance    ->    entrance   entrances   entranced   entrancing
complex     ->    complex    complexes   complexed   complexing  complexs
option      ->    option     options     optioned

school      ->    schools    school      schooling   schooled
coffee      ->    coffee     coffees
monument    ->    monument   monuments
party ->    party parties    partied     partying    partys
excursion   ->    excursions excursion
price ->    price prices     priced      pricing
treasure    ->    treasures  treasure    treasured   treasuring
euro  ->    euro  euros
sand  ->    sand  sands sanded      sanding
service     ->    service    services    servicing   serviced
coral ->    corals     coral corralled
landscape   ->    landscape  landscapes  landscaping landscaped
tower ->    tower towers     towering    towered
empire      ->    empire     empires
kid   ->    kid   kids
step  ->    steps step
package     ->    packages   package
club  ->    club  clubs clubbed     clubbing
facility    ->    facility   facilities
rural ->    rural rurals
stall ->    stalls     stall stalled    stalling
backdrop    ->    backdrop   backdrops   backdropped
picnic      ->    picnicking picnic      picnics
seaside     ->    seaside    seasides
canal ->    canal canals
exhibition  ->    exhibition exhibitions
lot   ->    lot   lotted     lots
km -> km kms
crowd ->    crowd crowding    crowded     crowds
shore ->    shore shoring    shores      shored
wonder      ->    wonder     wonders     wondered    wondering
massage     ->    massage    massaged    massaging   massages
metre ->    metres     metre
language    ->    language   languages
```

```
animal      ->    animals     animal
conservation        ->    conservation    conservations
event ->    event events        eventing
period      ->    periods     period       perioding
sunset      ->    sunset       sunsets
expert      ->    expert      experts      experting
emerald     ->    emerald     emeralds
lane  ->    lanes lane
stretch     ->    stretched   stretches   stretch     stretching
      stretchs
wind  ->    wind  winds winding       wound        winded
couple      ->    couples     couple       coupled      coupling
feature     ->    feature     featured    features     featuring
guest ->    guest guests        guesting    guested
guesthouse  ->    guesthouses guesthouse
guest-house ->    guest-houses        guest-house
kilometer   ->    kilometers  kilometer
kilometre   ->    kilometres  kilometer
slope ->    slope slopes        sloping     sloped
souvenir    ->    souvenir    souvenirs
bike  ->    bike  bikes biking       biked
fruit ->    fruit fruits        fruiting    fruited
health      ->    health      healths
pizza ->    pizza pizzas
bath  ->    bath  baths
lagoon      ->    lagoon       lagoons
palm  ->    palm  palms palmed       palming
designer    ->    designer    designers
community   ->    community   communities
tradition   ->    traditions  tradition
chapel      ->    chapel      chapels
war   ->    war   wars  warring       warred
delight     ->    delight     delighted   delights    delighting
host  ->    host  hosting     hosts hosted
bamboo      ->    bamboos     bamboo
condition   ->    condition   conditions  conditioned
currency    ->    currency    currencies
ice   ->    ice   iced  ices  icing
reef  ->    reefs reef  reefing       reefed
coach ->    coaches     coached     coach coaching
deal  ->    deal  deals dealing       dealt
heat  ->    heat  heated      heating     heats
insight     ->    insight     insights
light ->    light lit   lighter     lights       lighting    lightest
palazzo     ->    palazzo     palazzos
team  ->    team  teams teamed       teaming
camp ->    camp  camps
hilltribe   ->    hilltribe   hilltribes
level ->    level levels       levelling   leveled
room ->    rooms room
vegetable   ->    vegetables  vegetable
fortress    ->    fortress    fortresses  fortressed
fresco      ->    frescoes    fresco       frescos frescoed
peak  ->    peaks peak  peaking       peaked
route ->    route routes       routeing
scene ->    scene scenes
stop  ->    stopped     stop  stops stopping
tailor      ->    tailored    tailor       tailors
age   ->    age   ages  ageing       aged  aging
bicycle     ->    bicycle     bicycles     bicycling    bicycled
cable ->    cable cables       cabled      cabling
dance  ->   dance dances
turtle      ->    turtle      turtles
ingredient  ->    ingredient  ingredients
film  ->    film  filming      films filmed
sanctuary   ->    sanctuary   sanctuaries
sanctuary   ->    sanctuary   sanctuaries
square      ->    square      squares     squaring    squared
rainforest  ->    rainforests rainforest
balcony     ->    balcony     balconies   balconied
marble      ->    marble      marbles     marbling
tree ->    trees tree
canyon      ->    canyon      canyons
flower  ->  flowers     flower
jewellery  ->     jewelleries jewellery
story ->    stories story
track ->    track tracking     tracks       tracked
fee   ->    fee   fees  feeing
group ->    groups      group grouped      grouping
passenger   ->    passengers  passenger
snow  ->    snow  snowed      snows snowing
terrace     ->    terrace     terraces    terraced
transfer    ->    transfer    transfers   transferred
detail      ->    details     detail       detailing   detailed
fact  ->    facts fact  facted
gallery     ->    gallery      galleries galleried
painting    ->    paintings   painting
fashion     ->    fashion     fashioned   fashions    fashioning
schedule    ->    schedule    scheduled   schedules   scheduling
vehicle     ->    vehicles    vehicle
wish  ->    wish  wished      wishes       wishing
artist      ->    artists     artist
kayak ->    kayak kayaks
maze  ->    mazes maze  mazed       mazing
show  ->    show  shows       shown showed       showing
begining    ->    begining    beginings
begin ->    begin beginning   began begun begins             beginned
book  ->    books book  booked       booking      booking
dine  ->    dine  dined dines
diver ->    diver divers
```

```
farmhouse   ->     farmhouse   farmhouses
menu  ->     menus        menu
mosaic       ->     mosaic       mosaics
play  ->     play  playing      plays played
skill ->     skills       skill skilling
tribe ->     tribe tribes
type  ->     type  types typed typing
volcano      ->     volcano      volcanos volcanoes
break ->     break broke breaking    breaks       broken
call  ->     called       call  calls calling
care  ->     care  caring       cared cares
formation    ->     formation    formations
glance       ->     glance       glanced      glances      glancing
hundred  ->  hundreds     hundred
itinerary    ->     itinerary    itineraries
king  ->     king  kings
leader       ->     leader       leaders
list  ->     listed       list  lists listing
summit       ->     summit       summits      summitting
thank ->     thank thanked      thanking     thanks
bazaar       ->     bazaar       bazaars
deck  ->     decks deck  decked       decking
drive ->     driven       drive drove drives       driving
exploration ->     exploration explorations
fountain     ->     fountains    fountain     fountained
meat  ->     meat  meats meating
moon  ->     moon  moons mooning      mooned
picture      ->     picture      pictured     pictures     picturing
province     ->     province     provinces
reservation ->     reservation reservations
reserve      ->     reserved     reserve      reserving    reserves
vista ->     vista vistas
alley ->     alley alleys
altitude     ->     altitudes    altitude

ban   ->     ban   banning      banned       bans
holidaymaker        ->     holidaymaker        holidaymakers
lesson       ->     lesson       lessons
performance ->     performance performances
population   ->     population   populations
raft  ->     raft  rafts rafting      rafted
ruine ->     ruined       ruining      ruine
ruin  ->     ruin  ruins
sit   ->     sat   sits  sitting      sit
size  ->     sized size  sizes sizing
sunday       ->     sunday       Sundays
trade ->     trading      trade trades       trade
traffic      ->     traffic      traffics
change       ->     change       changes      changing     changed
downhill     ->     downhill     downhills
eruption     ->     eruption     eruptions
lava  ->     lava  lavas
olive ->     olives       olive
pack  ->     packs packed       pack  packing
pay   ->     pay   paid  paying       pays  payed
product      ->     products     product      producted
sky   ->     sky   skies skied skying
summer       ->     summer       summers      summering    summered
winter       ->     winter       winters      wintering    wintered
tail  ->     tail  tails tailed       tailing
allow ->     allowing     allows       allowed      allow
add   ->     added add   adds  adding
bird  ->     birds bird  birding      birded
bring ->     bringing     bring brings       brought
decorate     ->     decorated    decorating   decorate     decorates
decoration   ->     decoration   decorations
industry     ->     industry     industries
money ->     money moneys       moneyed
nightclub    ->     nightclub    nightclubs   nightclubbing
path  ->     path  paths

project      ->     projects     project      projected projecting
rainfall     ->     rainfall     rainfalls
requirement ->     requirements        requirement
share ->     share sharing      shared       shares
sleeper      ->     sleepers     sleeper      sleepered
bread ->     bread breads       breaded      breading
bury  ->     burying      buried       buries       bury
face  ->     face  facing       faced faces
haven ->     haven havens
homestay ->  homestays homestay
honey ->     honey honeys
honeymoon    ->     honeymooned honeymoon    honeymoons
monk  ->     monk  monks
tip   ->     tip   tips  tipped       tipping
wait  ->     waiting      wait  waits waited
addition     ->     addition     additions
breeze       ->     breezes      breeze       breezed      breezing
example      ->     example      examples     exampled
farm  ->     farm  farms farmed       farming
foot  ->     feet  foot  footing      foots footed
feast ->     feast feasts       feasting     feasted
leather      ->     leather      leathers     leathered    leathering
paddle       ->     paddled      paddling     paddle       paddles
flora ->     flora floras
savour       ->     savour       savoured     savours      savouring
savoury      ->     savoury      savouries
ship  ->     ship  shipped      ships shipping
wood  ->     wood  woods
bank  ->     bank  banks banked       banking
clothe       ->     clothed      clothe       cloathing clothes
cloth ->     cloth cloths
combine      ->     combine      combines     combined     combining
come  ->     come  came  coming       comes comin'       cometh       comed comeing
company      ->     company      companies    companys     companying
fauna ->     fauna faunas
```

```
gem    ->    gems  gem
landmark    ->    landmark    landmarks    landmarking
knowledge    ->    knowledge    knowledges
lead  ->    led    lead  leading    leads
lido  ->    lido  lidos
produce    ->    produce    produced    producing    produces
remember    ->    remember    remembers    remembered
secret    ->    secret    secrets
settle    ->    settled    settle    settling    settles
shape ->    shape shapes    shaped    shaping
yacht ->    yacht yachts
banana    ->    banana    bananas
bond  ->    bonds bonded    bond  bonding
bustle    ->    bustle    bustling    bustled    bustles
café  ->    cafés café
column    ->    column    columns    columned
destroy    ->    destroy    destroyed    destroying    destroys
discover    ->    discovering    discover    discovered    discovers
gateway    ->    gateway    gateways
handicraft    ->    handicraft handicrafts
inspiration ->    inspirations    inspiration
interest    ->    interests    interest    interested
mosque    ->    mosques    mosque
meet  ->    meet  met    meeting    meets meeted    meetest
operate    ->    operating    operated    operate    operates
plain ->    plain plains    plainest    plainer
range ->    range ranging    ranges    ranged
ridge ->    ridges    ridge ridging
rise  ->    risen rise  rising    rose  rises
seat  ->    seat  seated    seats seating
soak  ->    soaking    soaked    soak  soaks
ticket    ->    ticket    tickets    ticketing
abbey ->    abbey abbeys
arena ->    arena arenas
bargain    ->    bargain    bargained    bargains    bargaining

buz   ->    buzzing    buzzed    buz
canoe ->    canoes    canoe canoeing    canoed
cruise    ->    cruising    cruises    cruise    cruised
getaway    ->    getaway    getaways
greek ->    greek greeks
grotto    ->    grotto    grottos grottoes
fisherman    ->    fishermen    fisherman
jewel ->    jewels    jewel jewelled    jewelling
mean  ->    mean  meaning    means meant meanest    meaner    meaned
monastery    ->    monastery    monasteries
quarter    ->    quarter    quarters    quartered    quartering
skin  ->    skin  skins skinned    skinning
star  ->    star  stars starring    starred
taste ->    taste tasting    tastes    tasted
system    ->    system    systems
term  ->    terms term  termed    terming
terminal    ->    terminal    terminals
business    ->    business    businesses
eatery    ->    eateries    eatery
dolphin    ->    dolphin    dolphins
hospitality ->    hospitality hospitalities
pastel    ->    pastel    pastels
plateau    ->    plateau    plateaus
residence    ->    residence    residences
shuttle    ->    shuttled    shuttle    shuttling    shuttles
smile ->    smile smiled    smiling    smiles    smilin'
sound ->    sounds    sound sounded    sounding    sounde    soundest
concert    ->    concert    concerts    concerting
contact    ->    contact    contacts    contacted    contacting
hydrofoil    ->    hydrofoil    hydrofoils
indulge    ->    indulge    indulged    indulges    indulging
indulgence    ->    indulgence    indulgences
inspire    ->    inspire    inspired    inspires    inspiring
network    ->    network    networks    networking    networked

flavor    ->    flavor    flavors
flavour    ->    flavour    flavouring    flavours    flavoured
fly   ->    flying    flies fly    flew flown flys
italian    ->    italian    Italians
legend    ->    legends    legend
plan  ->    plan  planning    plans planned
position    ->    position    positions    positioned
pottery    ->    potteries    pottery
race  ->    race  races racing    raced
reward    ->    rewards    reward    rewarded    rewarding
space ->    space spaces    spacing    spaced
venue ->    venue venues
vine  ->    vine  vines
advantage    ->    advantages    advantage    advantaged
birthplace    ->    birthplace    birthplaces
cheese    ->    cheese    cheeses    cheesed
christian    ->    christians    Christian
fairy-tale    ->    fairy-tales fairy-tale
fairytale    ->    fairytale    fairytales
gulet ->    gulets    gullet
speedboat    ->    speedboats    speedboat
speak ->    speaking    speaks    spoken    spoke speak
university    ->    university    universities
wed   ->    wed   wedded    weds
wedding    ->    wedding    weddings
weekend    ->    weekend    weekends    weekender    weekending    weekended
witness    ->    witness    witnessed    witnesses    witnessing    witnesseth
beer  ->    beer  beers
breathe    ->    breathe    breathes    breathing    breathed
breath    ->    breath    breaths
camera    ->    cameras    camera
display    ->    displayed    display    displays    displaying
hamlet    ->    hamlet    hamlets
home  ->    home  homes homed homing
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shoreline   ->    shoreline   shorelines
statue      ->    statue      statues
mile  ->    miles mile  miling      miler
strip ->    strips      stripped    strip stripping
van   ->    van  vans
ash   ->    ashes ash   ashed ashing
call  ->    called      call  calls calling
clothing    ->    clothing    clothings
dwelling    ->    dwellings   dwelling
dress ->    dressed     dress dresses     dressing
fare  ->    fared fares fare  faring
monkey      ->    monkey      monkeys     monkeyed    monkeying
kingdom     ->    kingdom     kingdoms
role  ->    role  roles
sample      ->    sample      samples     sampling    sampled
budget      ->    budget      budgets     budgeted
economy     ->    economy     economies
dream ->    dream  dreams      dreaming    dreamed     dreamt
power ->    power powers      powered     powering
development ->    development  developments
earth ->    earth earthing    earthed     earths
emission    ->    emission    emissions
energy      ->    energy      energies
live  ->    living      live  lived lives
orient      ->    orient      oriented    orienting   orients
masterpiece ->    masterpiece masterpieces
ski   ->    skiing      ski   skis  ski-ing
specialty   ->    specialty   specialties
stream      ->    streaming   stream      streams     streamed
volunteer   ->    volunteer   volunteers  volunteered volunteering
alley-way   ->    alley-ways  alley-way
alleyway    ->    alleyway    alleyways
colour      ->    colour      colours     colouring   coloured
dish  ->    dish  dishing     dishes      dished

kind  ->    kind  kinds kindest     kinder
human ->    human humans
longtail    ->    longtail    longtails
mouth ->    mouth mouths      mouthed     mouthing
paraglide   ->    paragliding paraglide
neighbour   ->    neighbour   neighbours  neighboured neighbouring
parasol     ->    parasol     parasols
plant ->    planting    planted     plant plants
point ->    point points      pointing    pointed
production  ->    production  productions
rail  ->    rails rail  railed
silk  ->    silk  silks silked      silking
terrain     ->    terrain     terrains
value ->    value values      valued valuing
woman ->    women woman womans     womens
cocktail    ->    cocktail    cocktails
delicacy    ->    delicacy    delicacies
splendor    ->    splendor    splendors
splendour   ->    splendour   splendours
snack ->    snacks      snack snacked     snacking
scent ->    scents      scented     scent scenting
walker      ->    walker      walkers
catamaran   ->    catamaran   catamarans
class ->    class classes     classed     classing
dessert     ->    dessert     desserts
egg   ->    eggs  egg   egged
footstep    ->    footsteps   footstep
library     ->    library     libraries
majority    ->    majority    majorities
mangrove    ->    mangroves   mangrove
recommendation    ->    recommendations   recommendation
reputation  ->    reputation  reputations
safari      ->    safaris     safari
slide ->    slide slides      slid  sliding
suggestion  ->    suggestions suggestion

tomato      ->    tomatoes    tomato
benefit     ->    benefit     benefits    benefiting  benefited
border      ->    border      borders     bordered    bordering
cemetery    ->    cemeteries  cemetery
challenge   ->    challenge   challenged  challenging challenges
construction      ->    construction      constructions
construct   ->    constructing      constructed construct   constructs
departure   ->    departure   departures
direction   ->    direction   directions
direct      ->    direct      directed    directing   directs
excavation  ->    excavation  excavations
exchange    ->    exchanged   exchanges   exchange    exchanging
favourite   ->    favourite   favourites
fill  ->    fill  filled      filling     fills
floor ->    floor floors      floored     flooring
hub   ->    hub   hubs
inhabitant  ->    inhabitant  inhabitants
jeep  ->    jeep  jeeps
postcard    ->    postcards   postcard
store ->    stored      store stores      storing
trek  ->    treks trekked     trek  trekking
workshop    ->    workshops   workshopA
aqueduct    ->    aqueduct    aqueducts
art   ->    art   arts
captain     ->    captain     captains    captained   captaining
comfort     ->    comforted   comfort     comforting  comforts
custom      ->    custom      customs
generate    ->    generated   generate    generates   generating
generation  ->    generations generation
ground      ->    grounds     ground      grounded    grounding
hall  ->    hall  halls halling
hat   ->    hat   hats  hatted
heaven      ->    heaven      heavens
maritime    ->    maritime    maritimes
metropolis  ->    metropolis  metropolises
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observation ->    observations    observation
observe     ->    observe    observed    observes    observing
passport    ->    passport   passports
photo ->    photos       photo
process     ->    process    processing  processes   processed
purchase    ->    purchased  purchase    purchases   purchasing
sculpture   ->    sculpture  sculptures  sculptured  sculpturing
settlement  ->    settlement settlements
treatment   ->    treatment  treatments
adult ->    adults      adult
advisor     ->    advisor    advisors
affair      ->    affairs    affair
amenity     ->    amenities  amenity
ballet      ->    ballet     ballets
creature    ->    creatures  creature
grow  ->    grown growing    grow  grew  grows growed
help  ->    help helping     helped          helps
hideaway    ->    hideaways  hideaway
hop   ->    hops hopped      hop   hopping
journey     ->    journey    journeyed   journeys    journeying
kitchen     ->    kitchen    kitchens
leaf  ->    leaves      leaf  leafed        leafing  leafs
leave ->    leaving      left  leave leaves     leaved
lodge ->    lodge lodged         lodges          lodging
mall  ->    malls mall  malling
meadow      ->    meadow     meadows
multitude   ->    multitude  multitudes
section     ->    section    sections    sectioned   sectioning
skyline     ->    skyline    skylines    skylined
snorkel     ->    snorkel    snorkelling snorkels
stalactite  ->    stalactite stalactites
waterway    ->    waterway   waterways
antique     ->    antique    antiques    antiqued    antiquing
artefact    ->    artefacts  artifact

cabin ->    cabins       cabin
car   ->    car  cars
characteristic    ->    characteristic          characteristics
civilisation      ->    civilisation    civilisations
civilization      ->    civilization    civilizations
clock ->    clock clocked     clocks    clocking
collection  ->    collection collections
contrast    ->    contrast   contrasts   contrasted
customer    ->    customer   customers
daytrip     ->    daytrips   daytrip
doubt ->    doubt doubted     doubts      doubting
flag  ->    flag flagged     flags flagging
form  ->    form forms formed     forming
gift  ->    gift gifts gifted     gifting
horse ->    horses       horse horsed      horsing
idea  ->    ideas idea
income      ->    income     incomes     incoming
interaction ->    interaction interactions
lift  ->    lifted       lift lifting    lifts
link  ->    link links linked     linking
load  ->    load loaded      laden loading     loads
lounger     ->    lounger    loungers
mahout      ->    mahout     mahouts
nt -> nts nt
occasion    ->    occasions  occasion    occasioned
participant ->    participants    participant
pastry      ->    pastry     pastries
reason      ->    reasons    reason      reasoned    reasoning
rider ->    rider riders
surprise    ->    surprise   surprises   surprised   surprising
umbrella    ->    umbrella   umbrellas
visa  ->    visas visa
wind-surf   ->    wind-surf  wind-surfs
worry ->    worry worries      worrying    worried

carnival    ->    carnival   carnivals
carpet      ->    carpets    carpet      carpeted
ceramic     ->    ceramics   ceramic
certification     ->    certification   certifications
client      ->    clients    client
chicken     ->    chicken    chickened   chickens    chickening
education   ->    education  educations
government  ->    government governments
gate  ->    gates gate  gated gating
herb  ->    herb herbs
hut   ->    hut  huts hutted
lace  ->    laced lace  laces lacing
mass  ->    mass masses      masses      massing
orientation ->    orientation orientations
plantation  ->    plantation plantations
splash      ->    splash     splashes    splashed    splashing
sunlounger  -> sunloungers  sunlounger
surface     ->    surface    surfaced    surfaces    surfacing
apartment   ->    apartment  apartments
buffalo     ->    buffalo         buffalos
buff  ->    buff buffs buffing      buffed
carve ->    carving      carved      carve carves carvings
chairlift   ->    chairlift  chairlifts
chestnut    ->    chestnut   chestnuts
difference  ->    difference differences differencing
farmer      ->    farmers    farmer
firework    ->    fireworks  firework
factory     ->    factory      factories   factorys
god   ->    god  gods goddest     godding
labyrinth   ->    labyrinth  labyrinths
member      ->    member     members     membered
memorial    ->    memorial   memorials
poet  ->    poets poet
practice    ->    practice   practices   practicing  practiced
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recipe      ->    recipe      recipes
relic ->    relics      relic
society     ->    society     societies   societys
standard    ->    standards   standard
subject     ->    subjects    subject     subjected   subjecting
sunbed      ->    sunbed      sunbeds
transportation    ->    transportation    transportations
baptistery ->    baptistery baptisteries
tuk_tuk  ->    tuk_tuks   tuk_tuk
bungalow    ->    bungalow    bungalows
cavern      ->    cavern            caverns
costume     ->    costumes    costume     costumed    costuming
cuisine     ->    cuisine     cuisines
expedition  ->    expeditions expedition  expeditioning
goddess     ->    goddesses   goddess
influence   ->    influenced  influence   influences
klong  ->    klongs     klong
method      ->    method      methods
mineral     ->    mineral     minerals
monsoon     ->    monsoons    monsoon
owner ->    owner   owners
pavement    ->    pavements   pavement
pine  ->    pines pine  pining       pined
protection  ->    protection  protections
remnant     ->    remnant     remnants
root  ->    rooted      roots root  rooting
serve ->    serving      serve served        serves         serveing
shower      ->    showers     shower      showered    showering
technique   ->    techniques  technique
theatre     ->    theatre     theatres
tiger ->    tigers      tiger tigering
vegetarian ->    vegetarian  vegetarians
bottle      ->    bottle      bottles          bottling    bottled
celebration ->    celebrations     celebration
ceremony    ->    ceremony    ceremonies

decade      ->    decade      decades
face  ->    face facing       faced faces
foundation  ->    foundation  foundations
game  ->    game  games gamest
ghost ->    ghost ghosted     ghosts         ghosting
material    ->    material    materials
promenade   ->    promenade   promenades  promenaded  promenading
result      ->    result      resulting   resulted    results
roof  ->    roof  roofs roofing     roofed
rooftop     ->    rooftops    rooftop     rooftopping
rug   ->    rug   rugs rugging
territory   ->    territories territory
trout ->    trout trouts
ware  ->    wares ware  waring
writer      ->    writer      writers
bear  ->    bear  born  bearing      bears bore  borne bearest       beared
citizen     ->    citizens    citizen
courtyard   ->    courtyard   courtyards
disco ->    disco discos      discoing
doorstep    ->    doorstep    doorsteps   doorstepping
escort      ->    escorted    escorting   escort         escorts
extra ->    extra extras
fitness     ->    fitness     fitnesses
footpath    ->    footpath    footpaths
gorge  -> gorges  gorge
increase    ->    increases   increase    increased   increasing
juice ->    juiced       juice juices
master      ->    master      masters     mastered    mastering
noodle      ->    noodles     noodle      noodling    noodled
operator    ->    operators   operator
paddy ->    paddy paddies
panorama    ->    panorama    panoramas
parade      ->    parade      parading    parades     paraded
passion     ->    passions    passion
piece ->    piece pieces       piecing     pieced

pride ->    pride prides       prided       priding
progam      ->    progams     progam            programmes programme
salad ->    salad salads
salami      ->    salami       salamis
artisan     ->    artisans    artisan
emperor     ->    emperor     emperors
excess      ->    excess      excesses
hiker ->    hikers       hiker
inlet ->    inlet inlets
involve     ->    involve     involved    involving   involves
item  ->    item  items
lady  ->    lady  ladies      ladys
lighthouse  ->    lighthouse  lighthouses
leg   ->    legs  leg   legging     legged
purpose     ->    purpose     purposes    purposed    purposing
ray   ->    ray   rays  rayed raying
resident    ->    resident    residents
risk  ->    risk  risks risked       risking
shipwreck   ->    shipwreck   shipwrecked shipwrecks
significance      ->    significance     significances
structure   ->    structure   structures  structured
agent ->    agents      agent
arrangement ->    arrangement arrangements
background  ->    background  backgrounds backgrounded
battlefield ->    battlefield battlefields
box   ->    box   boxes boxed boxing
canopy      ->    canopy      canopies    canopied
cake  -> cakes  cake
cellar      ->    cellar      cellars
dancer      ->    dancer      dancers
demonstration     ->    demonstration     demonstrations
dervish     ->    dervish     dervishes
driver      ->    drivers     driver
founder     ->    foundered   founder     foundering  founders
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gibbon      ->    gibbon      gibbons
hotspot     ->    hotspots    hotspot
soldier     ->    soldier     soldiers     soldiering  soldiered
land_of_smile ->  land_of_smile land_of_smiles
beach->     beach beaches     beached     beaching
be-> is     be    are   am    's   're   was   were  being     been  'm
can->       can         could
will->      will  'll  ll    would       'd
medieval->  medieval maediaval
Rome -> rome roman romans
Thailand -> Thailand Thai Thais Thainess
Turkey -> Turkey Turkish Turks Turk Turkic
Italy -> Italy Italian Italians
medieval->  medieval maediaval
you -> you your yours
we -> we us our ours
history -> history historic historical historically
know -> know knew known knowing
```

Appendix 3 UKTWC (Whole) Keyword 1-200

Rank	RF	NF	LL	
1	3882	88.21264	12691.63	day
2	1685	38.2891	11364.32	beach
3	1688	38.35727	9513.626	holiday
4	1722	39.12987	8151.379	visit
5	1002	22.76895	6748.459	explore
6	1088	24.72317	5480.701	tour
7	1566	35.58501	5332.219	city
8	580	13.17963	4849.859	bangkok
9	1332	30.26771	4819.997	town
10	637	14.47487	4755.885	thailand
11	942	21.40554	4591.318	enjoy
12	718	16.31547	4481.534	resort
13	990	22.49627	4197.455	walk
14	392	8.907613	4178.133	chiang_mai
15	731	16.61088	4037.472	restaurant
16	774	17.58799	3794.861	ancient
17	586	13.31597	3684.182	relax
18	805	18.29242	3596.488	island
19	601	13.65683	3594.278	turkey
20	701	15.92918	3474.239	trip
21	397	9.021231	3415.489	itinerary
22	804	18.2697	3318.062	beautiful
23	871	19.79217	3205.179	hotel
24	967	21.97363	3189.126	include

Rank	RF	NF	LL	
25	828	18.81506	2981.737	village
26	396	8.998507	2967.221	thai
27	655	14.88389	2927.902	boat
28	690	15.67922	2915.778	famous
29	1414	32.13103	2892.366	local
30	304	6.907945	2883.618	bodrum
31	389	8.839443	2762.769	dive
32	246	5.589982	2598.746	antalya
33	264	5.999005	2487.442	sorrento
34	386	8.771272	2482.252	venice
35	2090	47.49212	2424.675	your
36	510	11.58899	2352.094	mountain
37	359	8.157737	2322.778	stunning
38	542	12.31614	2308.086	italy
39	226	5.135512	2275.36	snorkel
40	1456	33.08542	2223.258	take
41	375	8.521314	2169.898	turkish
42	280	6.362581	2146.052	istanbul
43	199	4.521977	2121.042	it's
44	277	6.29441	2109.18	trek
45	17193	390.6852	2074.539	and
46	4969	112.9131	2051.063	you
47	338	7.680544	2049.72	destination
48	731	16.61088	2021.706	offer
49	372	8.453143	1996.294	overnight
50	598	13.58865	1945.153	shop
51	510	11.58899	1941.36	guide
52	538	12.22524	1931.558	travel
53	293	6.657986	1896.088	ruin
54	177	4.02206	1886.555	you'll
55	265	6.021728	1863.684	cuisine

Rank	RF	NF	LL	
56	352	7.998673	1826.785	spectacular
57	171	3.885719	1822.604	lake_garda
58	355	8.066843	1788.354	temple
59	607	13.79317	1771.462	hour
60	497	11.29358	1753.302	transfer
61	433	9.839277	1737.192	lunch
62	551	12.52065	1725.193	region
63	283	6.430751	1722.3	florence
64	384	8.725825	1705.523	ride
65	202	4.590148	1693.349	verona
66	389	8.839443	1691.573	rome
67	256	5.817217	1609.324	scenery
68	208	4.726489	1604.262	bustle
69	148	3.363078	1577.459	day-by-day
70	431	9.79383	1570.739	perfect
71	404	9.180295	1559.571	coast
72	147	3.340355	1529.898	fethiye
73	144	3.272184	1505.564	cappadocia
74	213	4.840106	1494.306	excursion
75	472	10.72549	1494.265	bar
76	266	6.044452	1493.061	highlight
77	345	7.839608	1476.671	discover
78	500	11.36175	1438.469	traditional
79	410	9.316636	1431.849	roman
80	240	5.453641	1407.008	elephant
81	146	3.317631	1395.708	phuket
82	327	7.430585	1378.123	sand
83	390	8.862166	1377.054	dinner
84	356	8.089567	1375.059	breakfast
85	129	2.931332	1374.947	lake_como
86	168	3.817548	1373.892	nightlife

Rank	RF	NF	LL	
87	319	7.248797	1362.44	km
88	710	16.13369	1345.68	view
89	453	10.29375	1341.807	drive
90	133	3.022226	1339.968	dalaman
91	140	3.18129	1334.042	amalfi
92	672	15.27019	1327.155	along
93	169	3.840272	1307.948	tuscany
94	336	7.635097	1285.69	lake
95	194	4.40836	1269.416	coastline
96	120	2.72682	1267.447	krabi
97	220	4.999171	1226.72	olive
98	119	2.704097	1220.274	watersport
99	358	8.135014	1218.954	flight
100	218	4.953724	1218.635	cruise
101	518	11.77077	1215.239	sea
102	789	17.92884	1203.968	water
103	261	5.930834	1202.874	tourist
104	195	4.431083	1199.569	picturesque
105	218	4.953724	1185.661	fantastic
106	384	8.725825	1183.792	spend
107	269	6.112622	1176.062	historic
108	365	8.294078	1174.126	wine
109	112	2.545032	1173.635	marmaris
110	144	3.272184	1161.44	pompeii
111	240	5.453641	1160.405	fascinating
112	111	2.522309	1148.404	gulet
113	165	3.749378	1139.005	approx
114	427	9.702936	1133.5	site
115	106	2.408691	1129.801	amalfi_coast
116	106	2.408691	1129.801	italy's
117	222	5.044618	1128.459	mediterranean

Rank	RF	NF	LL	
118	224	5.090065	1126.559	charming
119	761	17.29259	1122.684	best
120	125	2.840438	1113.642	ephesus
121	1266	28.76795	1110.006	our
122	104	2.363244	1108.484	pamukkale
123	265	6.021728	1102.934	medieval
124	2440	55.44535	1082.382	will
125	133	3.022226	1080.83	capri
126	107	2.431415	1077.25	kas
127	308	6.998839	1068.156	plenty
128	569	12.92967	1035.409	experience
129	97	2.20418	1033.875	dalyan
130	592	13.45231	1017.83	centre
131	311	7.067009	1017.797	italian
132	255	5.794493	1007.844	airport
133	527	11.97529	1000.52	street
134	691	15.70194	993.516	night
135	94	2.136009	990.812	kanchanaburi
136	297	6.74888	985.725	journey
137	783	17.7925	972.092	around
138	122	2.772267	967.434	boutique
139	401	9.112125	964.95	popular
140	148	3.363078	945.131	sicily
141	348	7.907779	939.465	train
142	257	5.83994	936.401	landscape
143	337	7.65782	931.535	afternoon
144	149	3.385802	930.189	boasts
145	199	4.521977	920.808	attraction
146	239	5.430917	915.654	arrive
147	357	8.11229	913.836	minute
148	180	4.09023	912.056	delicious

Rank	RF	NF	LL	
149	278	6.317134	911.877	temperature
150	267	6.067175	910.991	meal
151	228	5.180959	904.467	stretch
152	133	3.022226	895.932	naples
153	187	4.249295	885.06	sandy
154	170	3.862995	878.122	jungle
155	88	1.999668	868.986	kayaking
156	188	4.272019	866.435	lively
157	81	1.840604	863.339	koh_samui
158	388	8.816719	863.187	stay
159	109	2.476862	862.005	pisa
160	110	2.499585	860.42	siena
161	174	3.953889	860.059	colourful
162	126	2.863161	859.456	secluded
163	120	2.72682	858.496	vineyard
164	380	8.634931	852.977	summer
165	209	4.749212	850.676	visitor
166	126	2.863161	848.699	scenic
167	1699	38.60723	848.62	its
168	154	3.499419	848.499	grove
169	117	2.65865	840.825	sightseeing
170	85	1.931498	837.729	gumbet
171	85	1.931498	833.484	positano
172	186	4.226572	830.185	adventure
173	77	1.74971	820.705	turquoise_coast
174	131	2.976779	818.219	waterfall
175	186	4.226572	817.726	cliff
176	110	2.499585	801.868	seafood
177	119	2.704097	799.222	cove
178	637	14.47487	794.014	area
179	233	5.294576	792.941	bay

Rank	RF	NF	LL	
180	103	2.340521	785.092	tuscan
181	192	4.362913	777.768	magnificent
182	100	2.27235	774.995	amphitheatre
183	229	5.203682	767.456	nearby
184	205	4.658318	766.634	located
185	120	2.72682	763.997	breathtaking
186	130	2.954055	763.465	stroll
187	71	1.613369	756.754	northern_thailand
188	71	1.613369	756.754	olu_deniz
189	71	1.613369	756.754	thailand's
190	119	2.704097	754.733	vibrant
191	234	5.3173	750.8	taste
192	350	7.953226	746.952	fish
193	164	3.726654	745.806	cave
194	74	1.681539	741.141	puglia
195	102	2.317797	738.46	hike
196	165	3.749378	737.718	swim
197	220	4.999171	733.445	arrival
198	104	2.363244	730.023	panoramic
199	1154	26.22292	729.756	most
200	148	3.363078	718.969	optional

Appendix 4 UKTWC (Italy) Frequency Wordlist

Rank	RF	NF	
1	13729	737.3928	the
2	7345	394.5043	and
3	6728	361.3649	of
4	5848	314.0996	be
5	5512	296.0528	to
6	4777	256.5755	a
7	3582	192.3914	in

8	2593	139.2716	you
9	1932	103.7689	with
10	1896	101.8353	for
11	1643	88.24651	day
12	1458	78.31005	on
13	1394	74.87257	we
14	1287	69.12554	from
15	1044	56.07386	will
16	1029	55.2682	by
17	993	53.33462	its
18	971	52.15299	at
19	861	46.24482	this
20	841	45.17061	as

Appendix 5 UKTWC (Italy) Keyword List 1-200

Rank	RF	NF	LL	
1	541	29.05743	917.382	italy
2	387	20.786	643.019	rome
3	384	20.62487	637.888	venice
4	468	25.13656	538.679	view
5	283	15.2001	486.943	florence
6	264	14.1796	454.251	sorrento
7	335	17.99305	444.509	wine
8	300	16.11318	438.84	italian
9	202	10.84954	347.571	verona
10	248	13.32023	319.152	medieval
11	587	31.52812	318.663	walk
12	171	9.184512	294.231	lake_garda
13	168	9.02338	277.915	tuscany
14	430	23.09556	270.582	include
15	266	14.28702	255.667	lake
16	148	7.949168	254.656	sicily

Rank	RF	NF	LL	
17	257	13.80362	254.393	shop
18	833	44.74093	249.226	town
19	140	7.519484	240.891	amalfi
20	143	7.680615	235.22	pompeii
21	133	7.143509	228.846	capri
22	133	7.143509	228.846	naples
23	129	6.928667	221.964	lake_como
24	128	6.874956	220.243	cathedral
25	199	10.68841	209.918	church
26	126	6.767535	206.221	grove
27	113	6.069297	194.433	milan
28	110	5.908166	189.271	siena
29	109	5.854455	187.551	pisa
30	114	6.123008	185.773	vineyard
31	113	6.069297	184.07	renaissance
32	106	5.693323	182.389	amalfi_coast
33	106	5.693323	182.389	italy's
34	178	9.560486	179.216	olive
35	993	53.33462	178.542	its
36	283	15.2001	177.248	guide
37	103	5.532191	177.227	piazza
38	103	5.532191	177.227	tuscan
39	258	13.85733	173.04	restaurant
40	131	7.036088	172.993	tower
41	183	9.829039	171.917	art
42	147	7.895458	169.481	garden
43	143	7.680615	167.057	sight
44	96	5.156217	165.182	sardinia
45	13729	737.3928	159.837	the
46	122	6.552693	158.612	visitor
47	295	15.84463	157.895	century

Rank	RF	NF	LL	
48	136	7.304641	149.312	building
49	296	15.89834	147.104	street
50	85	4.565401	146.255	positano
51	126	6.767535	144.749	villa
52	104	5.585902	143.861	wall
53	100	5.37106	142.556	euro
54	88	4.726532	141.551	multi
55	6728	361.3649	140.703	of
56	211	11.33294	140.606	house
57	156	8.378853	134.546	excursion
58	275	14.77041	133.501	hour
59	77	4.135716	132.49	taormina
60	75	4.028295	129.049	umbria
61	128	6.874956	127.963	square
62	228	12.24602	127.465	km
63	74	3.974584	127.328	puglia
64	73	3.920874	125.607	baroque
65	109	5.854455	122.52	lead
66	429	23.04185	122.311	hotel
67	71	3.813452	122.166	ischia
68	93	4.995085	121.351	ruin
69	259	13.91104	121.033	th
70	82	4.404269	118.436	monument
71	67	3.59861	115.283	lake_maggiore
72	66	3.544899	113.563	ravello
73	111	5.961876	109.416	cliff
74	79	4.243137	108.266	mi
75	61	3.276346	104.96	herculaneum
76	60	3.222636	103.239	lakeside
77	357	19.17468	102.283	centre
78	72	3.867163	101.995	fresco

Rank	RF	NF	LL	
79	75	4.028295	101.789	opera
80	59	3.168925	101.518	lucca
81	59	3.168925	101.518	vesuvius
82	176	9.453065	99.605	m
83	116	6.230429	95.319	highlight
84	86	4.619111	94.819	treasure
85	55	2.954083	94.636	chianti
86	54	2.900372	92.915	mount_etna
87	53	2.846662	91.194	bellagio
88	51	2.73924	87.753	assisi
89	51	2.73924	87.753	colosseum
90	51	2.73924	87.753	san_gimignano
91	79	4.243137	87.742	café
92	104	5.585902	86.442	collection
93	50	2.68553	86.032	perugia
94	50	2.68553	86.032	volcano
95	49	2.631819	84.312	bay_of_naples
96	57	3.061504	82.808	slope
97	48	2.578109	82.591	dolomites
98	48	2.578109	82.591	duomo
99	48	2.578109	82.591	farmhouse
100	48	2.578109	82.591	mount_vesuvius
101	128	6.874956	81.607	architecture
102	47	2.524398	80.87	eruption
103	47	2.524398	80.87	palermo
104	80	4.296848	79.604	elegant
105	51	2.73924	78.97	lemon
106	50	2.68553	77.288	gothic
107	44	2.363266	75.709	padua
108	159	8.539985	75.242	charming
109	115	6.176719	75.222	boasts

Rank	RF	NF	LL	
110	783	42.0554	74.317	city
111	72	3.867163	74.075	delight
112	78	4.189427	73.868	dish
113	665	35.71755	73.811	holiday
114	77	4.135716	72.458	enchanting
115	183	9.829039	72.336	historic
116	42	2.255845	72.267	cinque_terre
117	47	2.524398	72.249	artistic
118	47	2.524398	72.249	mosaic
119	234	12.56828	72.106	mountain
120	86	4.619111	71.942	panoramic
121	82	4.404269	71.463	remain
122	97	5.209928	70.657	thing
123	58	3.115215	70.368	lane
124	67	3.59861	69.89	terrace
125	82	4.404269	68.989	path
126	304	16.32802	68.256	offer
127	95	5.102507	68.142	breathtaking
128	997	53.54946	67.223	will
129	39	2.094713	67.105	british_airways
130	75	4.028295	66.987	serve
131	43	2.309556	65.542	mediaeval
132	38	2.041003	65.385	venetian
133	145	7.788037	64.96	information
134	247	13.26652	64.421	roman
135	82	4.404269	64.328	boutique
136	338	18.15418	64.328	make
137	37	1.987292	63.664	catania
138	123	6.606403	62.875	narrow
139	36	1.933581	61.943	alps
140	36	1.933581	61.943	syracuse

Rank	RF	NF	LL	
141	47	2.524398	61.473	ascent
142	44	2.363266	61.455	pasta
143	35	1.879871	60.223	como
144	35	1.879871	60.223	malcesine
145	43	2.309556	59.824	hamlet
146	39	2.094713	58.853	pre-book
147	73	3.920874	57.076	feature
148	46	2.470687	55.673	ski
149	80	4.296848	55.486	cobbled
150	134	7.19722	55.339	museum
151	32	1.718739	55.061	basilicata
152	32	1.718739	55.061	etruscan
153	32	1.718739	55.061	reward
154	32	1.718739	55.061	veneto
155	73	3.920874	54.89	palace
156	388	20.83971	53.989	famous
157	135	7.250931	53.887	countryside
158	31	1.665028	53.34	bologna
159	31	1.665028	53.34	portofino
160	31	1.665028	53.34	volterra
161	51	2.73924	52.73	lover
162	44	2.363266	52.572	cafe
163	697	37.43629	52.191	have
164	118	6.33785	52.154	car
165	46	2.470687	51.933	schedule
166	30	1.611318	51.619	agrigento
167	30	1.611318	51.619	lecce
168	30	1.611318	51.619	romanesque
169	136	7.304641	50.212	taste
170	29	1.557607	49.899	limone
171	29	1.557607	49.899	matera

Rank	RF	NF	LL	
172	29	1.557607	49.899	st_marks_square
173	49	2.631819	49.813	coach
174	51	2.73924	49.72	painting
175	60	3.222636	49.141	mile
176	79	4.243137	48.712	bustle
177	56	3.007793	48.62	ad
178	139	7.465773	48.563	landscape
179	28	1.503897	48.178	cala_gonone
180	28	1.503897	48.178	garda
181	28	1.503897	48.178	sicily's
182	94	5.048796	47.932	stroll
183	67	3.59861	47.313	direct
184	32	1.718739	47.198	crater
185	32	1.718739	47.198	suggestion
186	51	2.73924	46.927	rolling
187	65	3.491189	46.838	farm
188	27	1.450186	46.458	campania
189	27	1.450186	46.458	compulsory
190	72	3.867163	45.791	exclusive
191	37	1.987292	45.653	artist
192	31	1.665028	45.54	bury
193	112	6.015587	45.025	bar
194	26	1.396476	44.737	liguria
195	26	1.396476	44.737	orvieto
196	26	1.396476	44.737	paestum
197	26	1.396476	44.737	sistine_chapel
198	619	33.24686	44.644	take
199	71	3.813452	44.607	cheese
200	36	1.933581	44.09	alley

Appendix 6 UKTWC (Turkey) Frequency Wordlist

Rank	RF	NF	
1	9596	664.3543	the
2	5620	389.0862	and
3	5264	364.4395	be
4	4304	297.9763	of
5	4192	290.2223	a
6	4157	287.7992	to
7	2714	187.8968	in
8	2554	176.8196	you
9	1639	113.4719	for
10	1359	94.08686	with
11	1238	85.70974	on
12	1149	79.54805	day
13	972	67.29391	turkey
14	960	66.46312	from
15	952	65.90926	as
16	936	64.80155	at
17	886	61.33992	beach
18	877	60.71683	it
19	845	58.5014	will
20	749	51.85508	this

Appendix 7 UKTWC (Turkey) Keyword List

Rank	RF	NF	LL	
1	599	41.47022	1309.625	turkey
2	373	25.82369	807.883	turkish
3	886	61.33992	693.545	beach
4	304	21.04666	677.453	bodrum
5	280	19.38508	623.97	istanbul
6	246	17.03118	548.202	antalya
7	288	19.93894	420.33	bar

Rank	RF	NF	LL	
8	167	11.56181	360.707	ruin
9	330	22.8467	338.101	restaurant
10	147	10.17717	327.584	fethiye
11	144	9.969469	320.899	cappadocia
12	308	21.32359	299.662	c
13	133	9.207912	296.386	dalaman
14	217	15.02344	296.103	shop
15	202	13.98495	282.6	minute
16	125	8.654053	278.558	ephesus
17	745	51.57815	256.523	have
18	403	27.90067	256.359	water
19	112	7.754031	249.588	marmaris
20	107	7.407869	238.446	kas
21	104	7.200172	231.76	pamukkale
22	207	14.33111	228.931	dive
23	161	11.14642	228.664	temperature
24	97	6.715545	216.161	dalyan
25	663	45.90109	202.211	holiday
26	352	24.36981	201.712	resort
27	126	8.723285	200.9	month
28	106	7.338637	199.422	gulet
29	104	7.200172	195.151	sport
30	367	25.4083	189.851	get
31	85	5.884756	189.419	gumbet
32	271	18.76199	189.37	include
33	322	22.29284	188.649	they
34	160	11.07719	188.213	bay
35	89	6.161685	188.14	watersport
36	136	9.415609	186.896	thing
37	77	5.330896	171.592	turquoise_coast
38	1116	77.26338	163.697	s

Rank	RF	NF	LL	
39	222	15.3696	163.36	hour
40	877	60.71683	159.587	it
41	71	4.915502	158.221	olu_deniz
42	66	4.56934	147.079	izmir
43	195	13.50032	146.199	site
44	76	5.261664	140.783	club
45	228	15.78499	135.172	summer
46	91	6.30015	134.763	bath
47	79	5.469361	133.085	tomb
48	259	17.9312	127.062	offer
49	57	3.946248	127.022	belek
50	57	3.946248	127.022	kusadasi
51	2004	138.7418	123.01	you
52	65	4.500107	122.646	cafe
53	55	3.807783	122.565	kalkan
54	297	20.56203	121.92	night
55	185	12.808	118.622	sand
56	53	3.669318	118.109	dolmus
57	53	3.669318	118.109	turkey's
58	104	7.200172	117.611	price
59	52	3.600086	115.88	aegean
60	382	26.44678	112.963	if
61	65	4.500107	112.803	mean
62	50	3.461621	111.423	kid
63	50	3.461621	111.423	paraglide
64	66	4.56934	110.547	cove
65	49	3.392389	109.195	ottoman
66	72	4.984734	107.594	deal
67	259	17.9312	104.993	find
68	47	3.253924	104.738	icmeler
69	84	5.815523	103.817	peak

Rank	RF	NF	LL	
70	136	9.415609	101.762	august
71	145	10.0387	97.79	side
72	124	8.58482	97.682	harbour
73	111	7.684799	97.424	activity
74	560	38.77016	97.003	there
75	148	10.2464	96.678	come
76	42	2.907762	93.595	akyaka
77	156	10.80026	92.548	fish
78	72	4.984734	92.395	serve
79	41	2.838529	91.367	alanya
80	41	2.838529	91.367	bitez
81	41	2.838529	91.367	lara_beach
82	41	2.838529	91.367	yalikavak
83	40	2.769297	89.139	carve
84	115	7.961728	88.968	nightlife
85	273	18.90045	88.805	place
86	39	2.700064	86.91	ankara
87	130	9.000215	86.406	cruise
88	379	26.23909	86.146	ancient
89	117	8.100193	85.979	july
90	158	10.93872	84.957	weather
91	38	2.630832	84.682	cesme
92	188	13.01569	82.665	year
93	37	2.5616	82.453	konya
94	37	2.5616	82.453	patara
95	37	2.5616	82.453	troy
96	37	2.5616	82.453	turgutreis
97	83	5.746291	81.852	attraction
98	150	10.38486	80.479	re
99	351	24.30058	79.133	here
100	160	11.07719	79.072	view

Rank	RF	NF	LL	
101	35	2.423135	77.996	aegean_coast
102	35	2.423135	77.996	meze
103	258	17.86196	77.475	sea
104	34	2.353902	75.768	lycian
105	34	2.353902	75.768	lycian_way
106	45	3.115459	75.754	gallipoli
107	42	2.907762	73.938	lover
108	33	2.28467	73.539	mosque
109	108	7.477101	73.303	spring
110	103	7.130939	73.119	june
111	45	3.115459	71.75	bargain
112	147	10.17717	71.714	hot
113	32	2.215437	71.311	perge
114	56	3.877016	70.964	windsurfing
115	51	3.530853	70.086	crowd
116	49	3.392389	69.32	kilometre
117	195	13.50032	69.243	away
118	31	2.146205	69.082	aspendos
119	31	2.146205	69.082	hisaronu
120	31	2.146205	69.082	kadikalesi
121	31	2.146205	69.082	ovacik
122	31	2.146205	69.082	ruine
123	122	8.446355	68.629	spot
124	37	2.5616	68.267	terminal
125	133	9.207912	68.206	want
126	1111	76.91722	66.962	are
127	30	2.076973	66.854	altinkum
128	53	3.669318	65.473	visitor
129	61	4.223178	65.462	bustle
130	29	2.00774	64.625	kebabs
131	212	14.67727	64.044	go

Rank	RF	NF	LL	
132	66	4.56934	63.665	sunshine
133	37	2.5616	63.529	facility
134	316	21.87744	62.567	out
135	28	1.938508	62.397	holidaymaker
136	28	1.938508	62.397	selcuk
137	106	7.338637	60.795	october
138	27	1.869275	60.169	blue_lagoon
139	27	1.869275	60.169	calis_beach
140	27	1.869275	60.169	konacik
141	130	9.000215	59.757	sun
142	260	18.00043	59.084	so
143	89	6.161685	59.055	late
144	90	6.230918	57.844	meal
145	51	3.530853	57.058	turtle
146	294	20.35433	56.648	trip
147	25	1.730811	55.712	hierapolis
148	25	1.730811	55.712	selimiye
149	54	3.738551	55.699	dish
150	31	2.146205	55.584	shingle
151	51	3.530853	54.837	mile
152	52	3.600086	54.407	souvenir
153	24	1.661578	53.483	taurus_mountains
154	30	2.076973	53.482	blue_flag
155	208	14.40034	51.696	drive
156	23	1.592346	51.255	aegean_sea
157	23	1.592346	51.255	blue_mosque
158	23	1.592346	51.255	bodrum_peninsula
159	23	1.592346	51.255	calis
160	57	3.946248	51.064	package
161	42	2.907762	50.637	byzantine
162	106	7.338637	50.295	house

Rank	RF	NF	LL	
163	65	4.500107	50.22	sit
164	26	1.800043	50.181	carpet
165	47	3.253924	50.156	marina
166	83	5.746291	49.808	winter
167	37	2.5616	49.464	yacht
168	242	16.75425	49.297	make
169	28	1.938508	49.292	nightclub
170	22	1.523113	49.026	fairy_chimneys
171	22	1.523113	49.026	iztuzu_beach
172	22	1.523113	49.026	kaş
173	22	1.523113	49.026	parasol
174	22	1.523113	49.026	sunken
175	22	1.523113	49.026	turunc
176	33	2.28467	47.924	canyon
177	160	11.07719	47.776	plenty
178	92	6.369383	47.765	september
179	60	4.153945	47.415	lot
180	44	3.046226	47.183	cheap
181	189	13.08493	46.92	may
182	51	3.530853	46.912	tea
183	21	1.453881	46.798	goreme
184	119	8.238658	46.789	fly
185	111	7.684799	46.722	warm
186	135	9.346377	46.599	street
187	47	3.253924	46.067	heat
188	32	2.215437	45.982	cheaper
189	93	6.438615	45.898	rock
190	60	4.153945	45.895	party
191	60	4.153945	45.895	pine
192	24	1.661578	45.881	tavernas
193	35	2.423135	45.718	humid

Rank	RF	NF	LL	
194	26	1.800043	45.121	mediterranean_coast
195	44	3.046226	45.08	cooler
196	176	12.18491	44.834	mountain
197	33	2.28466	44.825	wall
198	20	1.38464	44.569	dalaman_airport
199	20	1.38464	44.569	didyma
200	20	1.38464	44.569	gocek

Appendix 8 UKTWC (Thailand) Frequency Word

Rank	RF	NF	
1	6568	600.0968	the
2	4228	386.2986	and
3	3533	322.7987	to
4	3212	293.47	of
5	3153	288.0794	be
6	2891	264.1413	a
7	1972	180.1752	in
8	1923	175.6983	you
9	1121	102.4221	with
10	1097	100.2293	for
11	1090	99.58976	day
12	1065	97.30559	on
13	1043	95.29553	thailand
14	729	66.60636	local
15	728	66.515	will
16	688	62.86033	as
17	676	61.76393	this
18	656	59.93659	we
19	651	59.47976	from
20	649	59.29702	at

Appendix 9 UKTWC (Thailand) Keyword List 1-200

Rank	RF	NF	LL	
1	637	58.20062	1772.728	thailand
2	580	52.99272	1614.101	bangkok
3	396	36.18124	1102.041	thai
4	392	35.81577	1090.909	chiang_mai
5	240	21.92802	667.904	elephant
6	464	42.39417	619.386	they
7	169	15.44098	470.316	jungle
8	242	22.11075	446.794	temple
9	683	62.40349	434.988	local
10	146	13.33955	406.308	phuket
11	120	10.96401	333.952	krabi
12	385	35.1762	328.656	island
13	187	17.08558	323.383	trek
14	136	12.42588	311.279	community
15	119	10.87264	276.023	tropical
16	133	12.15178	270.092	snorkel
17	266	24.30356	262.377	include
18	94	8.588475	261.596	kanchanaburi
19	94	8.588475	261.596	volunteer
20	99	9.045309	232.945	child
21	81	7.400707	225.417	koh_samui
22	119	10.87264	209.639	tourism
23	84	7.674807	198.12	responsible
24	71	6.48704	197.588	northern_thailand
25	71	6.48704	197.588	thailand's
26	261	23.84672	194.906	travel
27	82	7.492074	187.824	traveller
28	67	6.121573	186.456	sukhothai
29	79	7.217974	184.801	project
30	66	6.030206	183.674	ayutthaya

Rank	RF	NF	LL	
31	75	6.852507	179.348	raft
32	75	6.852507	174.173	animal
33	269	24.57766	173.691	experience
34	61	5.573372	169.759	chiang_rai
35	501	45.77474	167.403	beach
36	124	11.32948	164.961	shop
37	100	9.136676	164.875	highlight
38	498	45.50064	164.266	have
39	59	5.390639	164.193	rainforest
40	58	5.299272	161.41	grand_palace
41	58	5.299272	161.41	hilltribe
42	58	5.299272	161.41	hua_hin
43	140	12.79135	160.694	dive
44	53	4.842438	147.495	bamboo
45	84	7.674807	146.145	waterfall
46	200	18.27335	141.366	overnight
47	54	4.933805	140.854	golden_triangle
48	50	4.568338	139.147	pattaya
49	106	9.684876	138.623	help
50	128	11.69494	137.507	meet
51	59	5.390639	136.686	reef
52	69	6.304306	134.25	coral
53	58	5.299272	134.035	I
54	48	4.385604	133.581	tribe
55	81	7.400707	128.672	environment
56	46	4.202871	128.015	buddhist
57	46	4.202871	128.015	khao_sok_national_park
58	181	16.53738	127.607	train
59	164	14.98415	127.122	guide
60	412	37.6431	125.272	tour
61	69	6.304306	124.702	company

Rank	RF	NF	LL	
62	143	13.06545	120.056	restaurant
63	115	10.50718	117.444	meal
64	41	3.746037	114.1	night_market
65	40	3.65467	111.317	khao_lak
66	68	6.212939	108.78	bustle
67	156	14.25321	108.493	family
68	42	3.837404	107.956	stall
69	109	9.958976	107.791	group
70	46	4.202871	107.159	canoe
71	101	9.228042	107.058	forest
72	100	9.136676	106.64	activity
73	175	15.98918	106.042	market
74	38	3.471937	105.751	koh_tao
75	38	3.471937	105.751	tuk_tuk
76	62	5.664739	105.181	thing
77	184	16.81148	104.719	people
78	51	4.659705	103.211	tree
79	37	3.38057	102.968	southern_thailand
80	36	3.289203	100.186	andaman_sea
81	52	4.751071	98.813	canal
82	54	4.933805	97.463	rice
83	35	3.197836	97.403	mangrove
84	35	3.197836	97.403	sleeper
85	116	10.59854	96.446	river
86	46	4.202871	94.253	nt
87	470	42.94237	93.084	our
88	100	9.136676	92.929	park
89	33	3.015103	91.837	cha_am
90	33	3.015103	91.837	laos
91	176	16.08055	91.614	life
92	93	8.497108	90.841	learn

Rank	RF	NF	LL	
93	31	2.832369	86.271	phang_nga_bay
94	224	20.46615	85.179	make
95	30	2.741003	83.488	ko_samui
96	44	4.020137	82.375	support
97	41	3.746037	81.632	business
98	46	4.202871	81.181	conservation
99	36	3.289203	80.749	impact
100	32	2.923736	80.663	carbon
101	32	2.923736	80.663	handicraft
102	100	9.136676	78.869	adventure
103	176	16.08055	78.438	relax
104	41	3.746037	78.224	care
105	28	2.558269	77.922	burmese
106	28	2.558269	77.922	monkey
107	38	3.471937	77.699	wedding
108	33	3.015103	77.648	homestay
109	656	59.93659	75.786	we
110	37	3.38057	75.166	involve
111	27	2.466902	75.139	khao_sok
112	71	6.48704	73.907	cave
113	26	2.375536	72.356	tail
114	31	2.832369	72.325	economy
115	168	15.34961	70.743	offer
116	233	21.28845	70.538	trip
117	28	2.558269	69.794	monk
118	30	2.741003	69.669	sustainable
119	25	2.284169	69.573	burma
120	25	2.284169	69.573	chao_phraya_river
121	25	2.284169	69.573	koh_phangan
122	648	59.20566	68.131	will
123	687	62.76896	67.263	your

Rank	RF	NF	LL	
124	29	2.649636	67.017	passenger
125	24	2.192802	66.79	ceo
126	24	2.192802	66.79	siam
127	52	4.751071	65.406	massage
128	43	3.92877	64.122	leader
129	23	2.101435	64.007	buddha
130	23	2.101435	64.007	longtail
131	310	28.32369	62.839	explore
132	38	3.471937	62.344	bicycle
133	22	2.010069	61.225	elephant_nature_park
134	22	2.010069	61.225	fr
135	22	2.010069	61.225	klong
136	22	2.010069	61.225	monsoon
137	100	9.136676	60.716	b
138	151	13.79638	60.633	breakfast
139	26	2.375536	59.09	emission
140	33	3.015103	58.742	ruin
141	21	1.918702	58.442	bridge_on_the_river_kwai
142	21	1.918702	58.442	koh_chang
143	21	1.918702	58.442	surat_thani
144	34	3.10647	58.294	camp
145	58	5.299272	58.25	northern
146	81	7.400707	57.897	live
147	1090	99.58976	56.627	day
148	25	2.284169	56.458	speedboat
149	50	4.568338	56.369	allow
150	23	2.101435	56.266	encourage
151	23	2.101435	56.266	infamous
152	33	3.015103	55.94	learning
153	20	1.827335	55.659	mahout
154	20	1.827335	55.659	offset

Rank	RF	NF	LL	
155	20	1.827335	55.659	river_kwai
156	20	1.827335	55.659	the_beach
157	20	1.827335	55.659	wat_pho
158	35	3.197836	55.448	guest
159	37	3.38057	55.279	sanctuary
160	38	3.471937	53.179	share
161	34	3.10647	53.175	visitor
162	65	5.938839	53.131	limestone
163	19	1.735968	52.876	ao_nang
164	19	1.735968	52.876	death_railway
165	19	1.735968	52.876	kid
166	19	1.735968	52.876	wat_po
167	44	4.020137	52.668	wildlife
168	61	5.573372	52.127	work
169	60	5.482005	51.599	paradise
170	32	2.923736	51.045	benefit
171	65	5.938839	50.943	begin
172	21	1.918702	50.878	customer
173	46	4.202871	50.191	change
174	18	1.644602	50.093	doi_suthep
175	18	1.644602	50.093	opium_museum
176	18	1.644602	50.093	plantation
177	18	1.644602	50.093	usd
178	41	3.746037	50.047	working
179	49	4.476971	50.005	d
180	218	19.91795	50.002	boat
181	96	8.771209	49.703	street
182	189	17.26832	49.255	night
183	37	3.38057	49.067	palm
184	91	8.314375	49.049	accommodation
185	98	8.953942	48.689	tourist

Rank	RF	NF	LL	
186	34	3.10647	48.678	floating
187	22	2.010069	48.6	villager
188	25	2.284169	48.592	environmental
189	26	2.375536	47.824	ceremony
190	38	3.471937	47.453	staff
191	17	1.553235	47.31	chaweng
192	17	1.553235	47.31	james_bond_island
193	17	1.553235	47.31	long-tail
194	17	1.553235	47.31	noodle
195	17	1.553235	47.31	pai
196	17	1.553235	47.31	rafthouse
197	17	1.553235	47.31	reclining_buddha
198	17	1.553235	47.31	skytrain
199	492	44.95244	47.224	visit
200	56	5.11653	47.152	class