

## The Language of Tourism

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### 1. Introduction

#### 1.1. Tourism

language - discourse - rhetoric - narrative?

language: 'highly organized and encoded system which employs many devices to express, indicate, exchange messages and information, represent and so forth' (Said 1991, 21)

language of modernity, promotion, consumerism

discourse: connected speech or writing and the relationship to the contexts in which they are used; value-committed, processes of domination

rhetoric: implies power of the speaker over the addressee, art of persuasive or impressive speaking or writing

narrative: story-telling, relating of an account to an audience

1.2. Four major theoretical perspectives on tourism and their sociolinguistic correlates  
useful to understand contemporary tourism  
offer unique insights, but can also overlap

#### 1) Authenticity perspective - authentication

Nelson Graburn (1977) regards tourism as structurally-necessary ritualized breaks in routine that define and relieve the ordinary

tourism as a functional equivalent of religion

"The rhetoric of tourism is full of the manifestation of the importance of authenticity of the relationship between the tourists and what they see: this is a *typical* native house; this is the *very* place the leader fell; this is the *actual* pen used to sign the law; this is the *original* manuscript; this is the *authentic* Tlingit fish club; this is a *real* piece of the *true* Crowns of Thorns."  
(MacCannell 1989, 14)

important words: typical, very, actual, authentic, real, true

#### 2) The strangerhood perspective - differentiation

"He (modern man) is interested in things, sights, customs and cultures different from his own, precisely *because* they are different. Gradually a new value has evolved: the appreciation of the experience of strangeness and novelty... valued for their *own sake*."  
(Cohen 1972, 165)

familiarity-strangerhood distinction

"After seeing the jewels at Topkapi, the fabled Blue Mosque and bazaars, it's awfully nice to come home to the Istanbul Hilton." (advertisement in *Time Magazine*)

important words: untouched, remote, unspoilt, colourful, picturesque, quaint, fascinating, almost unknown, primitive, simple, unsophisticated, natural, different, exotic, spectacular, remote, timeless, unchanging, tradition; adventure, discovery

#### 3) The play perspective - recreation

notion of the "ludic tourist", tourist as a person who thrives on 'as if' contrived experiences, tourism as a game, emphasis on events, the spectacle

tourist attractions are constructed, represented by signs and often placeless and timeless

reality does not matter in a post-modern society

travellers bring back status symbols, trophies of consumption

example: theme parks

*Imagine* visiting Disneyland, Malibu Beach, Bourbon Street, the San Diego Zoo, Rodeo Drive in Beverly Hills and Australia's Great Barrier Reef... in one weekend and under one roof ... Billed (?) as the world's largest shopping complex of its kind, the Mall covers 100 acres and features 828 stores, 100 restaurants, 19 theatres ... a five-acre water park with a glass dome that is over 19 storeys high ... *Contemplate* the Mall's indoor lake complete with four submarines from which *you can view* sharks, octopi, tropical marine life, and a replica of the Great Barrier Reef ... Fantasyland Hotel has given its rooms a variety of themes: one floor holds classical Roman rooms, another "1001 Nights" Arabian rooms, another, Polynesian rooms

(material advertising West Edmonton Mall, Travel Alberta n.d., emphasis added)

### 3) The play perspective - recreation (continued)

cultural de-differentiation, visual consumption, in a way travel itself to the places becomes unnecessary ("end of tourism")

avoidance with the destination, locals (especially in developing countries do not feature)

mock up places, hyper-reality

advertised places "do not exist", often mismatch between pictures and texts, reversal of truth

### 4) The conflict perspective - appropriation

more recent and less clear theoretical framework Edward Said (1978/1991). *Orientalism*.

Orient created by discourse, often treated like a mythical setting (Sphinx, Cleopatra, Eden, Troy)

ideas and myths from literature (travellers such as Goethe, Byron) are more important than reality, invention of culture and/or deliberate misrepresentation of culture

This afternoon we visit Mayers Ranch. Leaving Nairobi, past hundreds of colorful farmholdings, the road emerges from a belt of forest to reveal the most magnificent valley in the world. The Great Rift Valley ... We wind our way to the base of the Valley ... before proceeding to Mayer's (sic) Ranch where we are treated to an awesome display of traditional Masai dancing. You will be able to watch from close-up, the legendary Masai enact warlike scenes from their past.

These warriors are noted for being able to leap high in the air from a standing position. The experience is truly a photographer's delight. After English Tea on the lawn of the Ranch house we return to Nairobi.

(brochure for visitors of Mayers Ranch supplied by a company organizing Maasai tours, Bruner and Kirshenblatt-Gimblett 1994, 440)

### 4) The conflict perspective - appropriation (ctd.)

instead of exaggerated language of most tourist brochures appropriation of "credible" language (e.g. academic style)

Since they move with the grazing and water, the Masai are semi-nomadic. Matters affecting the camp as a unit are settled by elders in that camp; matters affecting a locality (perhaps several dozen camps) are settled by spokesmen of each camp meeting together.

(handout at the Mayers Ranch, originally written by an anthropologist, Bruner and Kirshenblatt-Gimblett 1994, 458)

## 2. Properties of the Language of Tourism

### 4 principal properties of languages

- functions
- structure
- tense
- magic

### 4 additional characteristics of the language of tourism

- lack of sender identification
- monologue
- euphoria
- tautology

## 2.1. Functions

expressive function: refers to the sender of the message and the attitudes of the communicator to the message; use of interjection and emphatic speech, sentiments of the sender are revealed by speech acts (condemnation, apology, forgiveness, approval, praise, reprimand)

conative (or directive) function: relates to the receiver of the message; language used to influence attitudes and behaviour of the addressee; use of vocative or imperative; attempts to persuade, recommend, permit, order and warn; language of social control

referential (or informational) function: deals with the cognitive context or meaning of the message; either sender gives new information to the receiver or asks the addressee for information; reporting, describing, asserting, requesting, confirming, refuting or referential speech acts

## Functions (ctd.)

phatic (or interactional) function: used to create, prolong or terminate contact via a given medium of communication, used to check whether the channel is working ('hello, do you hear me?', 'are you listening?'), chit-chat about a topic (e.g. the weather), peripheral to main theme, necessary to maintain communication

metalinguistic function: refers to the language's ability to speak about itself, 'reflexiveness', includes questions of grammar or terminology, speech as such as 'what do you mean?' 'I didn't understand what you were saying!'

poetic function: relates to the value of words or language for its own sake, i.e. as 'autotelic'; language uses linguistic devices as rhyme and metaphor, the code is used to transmit meaning in an unusual way, there is always the risk of ambiguity

## 2.2. Functions employed in language of tourism

Spanish tourist brochures analysed by Febas Borra (1971)

expressive function: no longer reference to author, frequently use of "we" and "our", value judgements, emotive registers, superlatives, "obsession with breaking records"

conative function: explicit targeting of the consumer and his desires is less common, instead vague imperatives for people to see and do things, often unwarranted assumptions regarding knowledge of visitors, underutilized function

referential function: should be the most important function (as the objective is information about a country, region, community etc.) but is often less emphasized than it should be, instead biased representation of reality

## Functions employed in language of tourism (ctd.)

phatic function: difficult to adopt in written/pictorial context, special efforts needed to maintain the interest of the reader/beholder (unusual photographs, use of colour, dialogue structure via rhetorical questions, simple words, short sentences, user-friendly typeface, user-friendly format)

metalinguistic function: underutilized, weak expressions such as 'festival of interest to tourists', 'centres of touristic interest'

poetic function: message often transmitted via similarity (metaphor) or contiguity (metonym) but too often just clichés, redundant expressions

## 2.3. Structure

2.3.1. AIDA: important to meet the classical requirements of advertising discourse

- capture Attention
- maintain Interest
- create Desire
- get Action

Example of a brochure from Tunisia

... the structure of the advertisement is similar to that of a journey. From the seashore we move successively to the land, to the port town with its river, and thence to the desert with its mosques, oasis and symbols of ancestral identity, i.e. to the heart of Tunisia... We are travelling to the very heart of a culture.

(Urbain 1983)

2.3.2. Tense

tourism is travel through space, but often also through time

partly disenchantment with the presence, search for the better past or the better future

"denial of time"  
time standing still  
eternal time

Tomorrow I fly to Tel Aviv. A car awaits me.  
After that... I have no idea.  
Galilee, Jerusalem, the Mediterranean?  
I will follow my star.

(National Tourist Office of Israel 1983, Urbain 1993, 213)

We linger over drinks at a sunny patio café. It is afternoon siesta time in San Antonio, Texas. The margarita is tart, icy, and appropriate for this setting. A gentle breeze tugs at the yellow sunshade overhead: strains of mariachi come from somewhere around a bend in the meandering San Antonio River. Pansies and azaleas peak out through the iron railings, spilling colorfully over the Paseo del Rio.

(excerpt from a travelogue by George 1990)

2.3.3. Magic

almost all tourist brochures contain some magic  
transformation, transference, invisible man

passive consumer must be incorporated into the process

"We can't make the world go away. But we're pretty good at hiding it."

creating a world of its own, hotel complexes are transformed into magical playgrounds

In the kingdom of Las Vegas there stands a castle like no other. 'Tis a castle with a casino of epic splendor. Where games of chance and enchanting pleasures beckon 24 hours a day. 'Tis a castle where the coin of the realm is captured. Where the cards are hot. The dice are never cold. And the action never stops. 'Tis a castle of sword and sorcery where the knights come alive. Reserve a place in the majesty of Excalibur today.

(brochure of Excalibur Hotel, Las Vegas)

2.3.4. Lack of sender identification

often the speaker/sender is unknown  
(potential) tourist has only vague idea who compiles the brochures, pamphlets or advertisements  
has no idea of subcontracted teams of psychologists, sociologists and marketing experts

paradox: 'original sender' of the message receives the tourist in person (but has often not been involved in the set-up of the message sent to him)

### 2.3.5. Monologue

asymmetrical relationship between a professional seller and an amateur buyer in terms of interest in and knowledge about the advertised product

vendor also wants to sell non-essential products

competition by other vendors

perfect language of persuasion needed, one-way communication (answers/questions are not possible), potential tourist must not stop reading or listening

unidirectional discourse

### 2.3.6. Euphoria

like general advertising the language of tourism uses positive and glowing terms for the services and attractions it seeks to promote

occasionally people disappear completely in the texts because they may be associated with problems

romantic hyperbole

"The Seychelles: an archipelago of gold and light. These little isles blessed by the gods have been solely for sensations and feelings of tenderness and beauty."

### 2.3.7. Tautology

tourists narrate what everyone else knows, the world they discover is a reproduction which comes back to them as a poor copy

in other words: tourists see and experience what they were expecting (and told to expect)

tourists depend on the security of clichés

We go more and more where we expect to go. We get money back guarantees that we will see what we expect to see. Anyway, we go more and more, not to see at all, but only to take pictures. Like the rest of our experience, travel becomes a tautology.

(Boorstin 1987, 117)

## 3. Tourism

### as a language of social control

The tourism industry needs to control its clients on the one hand, while giving the impression of granting them unrestricted freedom on the other.

### 3.1. Directives

#### 3.1.1. Use of imperative (imperative of consumption)

examples:

"Eat a piece of home-made cake in the historic French café near the waterfalls."

"Let the sunshine in your heart. Come to Bali."

20 most frequently encountered imperatives:

try, ask for, get, take, let/send for, use, call/make, come on, hurry, come/see/give/remember/discover, serve/introduce/choose/look for

often synonymous with "buy"

### 3.1.2. Alternative ways of issuing commands

- rhetorical questions (! > ?)

"Isn't it time you treated yourself to a holiday?"  
"For something completely different, why not try a Club Med vacation?"

- use of the word "should"

"You should experience the many delights of India"

- implicit command/advice

"Our spa treatment is certainly worth trying."

- masquerading command

"You can dance the night away at any of the hotels 5 discos."  
"For those who agree that doing nothing is the best form of relaxation, there's always a Shangri-la resort."

### 3.2. The use of promotional material: guidebooks

have enormous power over the tourist

Baedeker, meticulous descriptions, told his readers what to expect, how to behave, how to be representatives of their country

introduced star system

Precisely at the stroke of noon, just as the imperial band would begin its daily concert in front of the Imperial Palace, Kaiser Wilhelm used to interrupt whatever he was doing inside the palace. If he was in a Council of State he would say, 'With your kind forbearance, gentlemen, I must excuse myself now to appear at the window. You see, it says in Baedeker that at this hour I always do.'

(Boorstin 1987, 104)

### 3.3. The use of promotional material

#### 3.3.1. Travelogue

can provide information on key sights, lodging, dining, travel connections etc., subjective selection/description, but reader often take the information given for objective, influences the behaviour of the reader

can often contain advice to readers

" Personally I wouldn't really recommend the jewellers in Wisconsin Avenue."

"Arrive early if you don't want to spend hours in line."

"Take a bus to Simatai and then a boat across the river. You will have to pay a few yuan but will be rewarded by an unusual sight of the Great Wall."

### 3.3.2. Photography/videos

imagery is manipulative and influencing but does not appear so

pictures offer blueprints what tourists should look for and which snapshots they should take

examples: Taj Mahal; European visitors on an elephant in Jaipur

photographic colonialism

### 3.4. 'Hitting the cords': The tourist - who is he/she?

3 Rs, 3 Hs, 3 Fs, 3 Ds

- Romanticism, Regression, Rebirth
- Happiness, Hedonism, Heliocentrism
- Fun, Fantasy, Fairy tales
- Sea, Sex, Socialisation

#### 3.4.0. The changing leisure/tourist consumer

consumers lives become more hectic and stressful >  
value of time increases > concern for achieving value for  
money increases

phenomenon of the overworked consumer (paradox of  
the time-rich/money-poor and money-rich/time-poor  
tourist)

the global rise of women

the ageing 'West' and youthful 'East'

internationalization of business

convergence of tastes

rise of multicultural societies

> heterogeneous consumer, segmented markets

#### 3.4.1. Romanticism, Regression, Rebirth

##### Romanticism

escape from reality, Rousseau's quest for nature and the  
noble savage still alive;  
countryside tourism, beautiful landscapes, interesting old  
cultures

##### Regression

return to the realm of childhood, being looked after in  
foreign countries, maintaining links with home

##### Rebirth

return to "Mother" earth, becoming a new person,  
opportunity for personal growth (novelty, spontaneity, risk,  
independence), becoming a wanderer, finding out one's true  
self

#### 3.4.2. Happiness, Hedonism and Heliocentrism

##### Happiness

tourism as materialisation of the humanist philosophy,  
pursuit of happiness as guaranteed in the American  
constitution

##### Hedonism

pain avoidance, relief from boredom, escape from routine,  
sensual gratification; ego-enhancement, over-indulgence,  
satisfaction

##### Heliocentrism

longing for everlasting sunshine, being "caressed" by the  
sun, almost religious or mythical cult of the sun (divine-like  
powers, magical seduction)

#### 3.4.3. Fun, Fantasy and Fairy tales

##### Fun

tourism as a play, ludic tourist, entertainment, games,  
childlike activities without the presence of children (e.g.  
Murder weekends, snuff sniffing competitions)

##### Fantasy

part of the general demand for illusions, fantasies: naming,  
colour, sexual, religious, economic, sporting

##### Fairy tales

early travellers sometimes described the new territories  
they 'discovered' in terms of fairyland, even today frequent  
reference ('Magic of Sardinia', 'Discovery Holidays', 'Club  
Mirage')

#### 3.4.4. Sea, Sex and Socialization

##### Sea

ocean of being, water as symbol for the fluid that protects the  
foetus in the womb, in French deliberate confusion of "la mer"  
(mother) and "la mer" (sea), childhood activity: playing with  
water and sand, freedom on the beach; but also conquering the  
sea in a boat

##### Sex

travel=love (varieties, approaches, games, conquests), lack of  
familiar gives opportunity for amorous experiences  
discourse of seduction

##### Socialization

stages of socialization in childhood, child learns to know and  
behave in its environment, tourism industry treats tourist like a  
child who still has to be socialized, pedagogic approach of  
brochures and pamphlets

#### 4. Media of the language of tourism

important questions to be asked

- Who represents?
- Whom?
- For whom?
- How?
- In what medium?
- Under which socio-historical circumstances?
- Under which prevailing socio-political relationships?

#### 4.1. Written sources: literary

travel books, novels, poetry, playscripts  
do usually not originate from the tourism industry

examples:

Scottish Highlands: Walter Scott,  
Lake District: William Wordsworth, Beatrice Potter  
"Wessex": Thomas Hardy  
Yorkshire Dales: James Herriot  
Kenya: Joy Adamson (Born free), Elspeth Huxley

#### 4.2. Written sources: Informational

- academic treatises
- ethnographies
- field trip reports
- independent newspaper accounts

#### 4.3. Audio media

- word-of-mouth (recommendations by friends and relatives or other persons, on the trip by guides, interpreters etc.), very influential promotional factor
- oral reports, lectures and other form of narratives  
lectures of the Royal Geographical Society
- electronic sources such as radio broadcastings, music, audiocassettes  
advantage: low cost, flexible, suitable to capture a wide variety of clients (including car drivers)  
disadvantage: lack of visual display

#### 4.4. Visual/sensory media

- paintings, photographs, postcards, prints  
the Alpilles region in France benefits from Van Gogh, Pont-Aven from Gauguin and Sainte Victoire from Cezanne  
Britain: Constable Country
- home videos
- holography

#### 4.5. Written and visual/sensory media

- package tour brochures
- travelogues
- guidebooks
- national tourism organization and government pamphlets
- maps
- advertisements
- automobile association tour books
- credit company travel flyers
- magazines
- cookbooks

#### Written and visual/sensory media (ctd.)

- posters
- billboards
- computer assisted sources

#### 4.6. Audio and visual/sensory media

- television
  - wide audience
  - "Dallas": Southfolk Ranch in Texas received approx. 400,000 visitors after the soap was on TV
- film
  - "Dances with Wolves": South Dakota Plains experienced boom
- video
- live sources such as orchestra or circus

#### 4.7. Written, audio and visual/sensory media

- travel shows
- trade fairs
- mega-events
- counselling by travel agents
- events at the destination (e.g. festivals, theatre performances, sporting events)
- museums and exhibitions
- visitor centres

#### 5. Techniques of the language of tourism:

##### 5.1. Verbal techniques

- comparison
- key words and keying
- testimony
- humour
- languageing
- ego-targeting

##### 5.1.5. Comparison

###### metaphor

any use of language for comparing two different things on the basis of the characteristics they share  
"time is money"

###### simile

less absolute than metaphor, slightly weaker verbal technique  
"time is like money"

in tourism language metaphor and simile are employed to downplay unfamiliarity (e.g. Candy as the Lourdes of Sri Lanka)

hypothesis: the greater the cultural gap the more the simile is used

##### 5.1.6. Key words and keying

###### use of key words

key words necessary to inspire imagination  
e.g. away, adventure, escape, dream, imagination, lust, pleasure,

message should be short, clear, current, active and conclude with key word

###### keying

use of appropriate language and dramaturgic effects, of words of great emphasis

e.g. genuine, authentic, real thing, sanctuary, of unusual interest

##### 5.1.7. Testimony

personification, representation by a person

Paul Hogan, actor in Crocodile Dundee, stands for Australia

India is represented by Mahatma Gandhi, Tahiti by Gauguin, Galapagos by Darwin, Las Vegas by Frank Sinatra

names dropping (especially by V.I.P.s but also some notorious characters)

wish-you-were-here postcards

stickers: I ♥ NY

### 5.1.8. Humour

usually positive to make people laugh ('comic relief'), in advertisements dependent on the customers

e.g. puns like

"Norway at sea level"

"Bermuda shorts. Bermuda a short trip to a perfect holiday."

"Learn the Inns and Outs of Virginia."

"Royal Heir Force"

"Thailand Fling"

"Burmese daze"

other forms of humour:

"I left my heart in Rio - and my ring, and my watch and my camera."

### 5.1.9. Linguaging

term originally used by Potter (1971), description used to show the superiority of an item over real (or fictitious) rival items, use of impressive foreign words

"Try spaghetti *alla buttariga* made with the caviar of local mullet; risotto *alla marinara*, a rice with sea food; *sebada*, cheese (usually pecorino) cooked in a thin pastry shell and covered with a light honey; and almond-based sweets known as *saspiri d'orani*."

alliteration (like in "The Wilds of Wales", "Seduced by Seville")

onomatopoeia ("ul-lu-lul shrieking sounds")

use of familiar expressions in an unusual context ("New Caledonia a bit of Gaul")

### 5.1.10. Ego-targeting

also referred to as interpellation or hailing

if consumer recognizes that he is being addressed by an advertisement he feels singled out and is likely to become a consumer

"If you agree that...." or "Why don't you...?"

"We've saved a chair just for you on a pink sand beach next to a tiny cove."

"A seat is waiting at the heart of the action in one of our exhilarating night clubs."

### 5.2. Techniques of the language of tourism:

visual techniques

- Colour
- Format
- Visual cliché
- Connotation procedures

### 5.3. Techniques of the language of tourism: verbal and visual techniques combined

- Puzzles
- Temporal contrast
- Collage
- Ousting the competition
- Infraction of *taboo*
- Significant omission

### 6. Example1: Greenspeak (Dann 1996)

#### 6.1. The register of ecotourism

ecotourism gained speedy recognition during the last 20 years, now approx. 10 % of world tourism is nature-based, ecotourism is one of the fastest growing trends in the tourism industry

proposed definition by the Eco-Tourism Society (Epler Wood 1991)

Purposeful travel to natural areas to understand the culture and the natural history of the environment, taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make the conservation of natural resources beneficial to the local people.

lucrative for the tourism market  
high-pay segment, tourists willing to pay more for a good conscience ("environmental concerns")

paradox: growth at all costs soon leads to environmental degradation

National Parks: designated to conserve nature, enhance tourism rather than restrict it > negative impact

Galapagos Islands: originally planned for 25.000 visitors a year, now more than 50.000

Nepal: mid-1960s only 1500 tourists a year, by 1993: 300.000 (a quarter of whom were trekkers), Sagarmatha National (includes Mount Everest) is now regarded as the world's highest trash pit "where tonnes of non-biodegradable garbage, waste paper trails and impromptu toilets add to the epidemic of bacterial illness that kills thousands of Nepalese babies" (Nicholson-Lord 1993)

## 6.2. Reality

### 6.2.1. Environmental consequences of tourism

dependent on

- 1) nature and scale of tourism  
(forms of tourism, types of tourists, regulatory framework)
- 2) temporal dimensions  
(seasonality, short-term vs. longer-term effects)
- 3) nature of the destination  
(vulnerability of the environment)

### 6.2.2. Ecological impact 1 : Biodiversity

negative:

disruption of breeding/feeding patterns

killing of animals for leisure (hunting) or to supply souvenir trade

loss of habitats and change in species composition

destruction of vegetation

positive:

encouragement to conserve animals as attractions

establishment of protected or conserved areas to meet tourist demands

### Ecological impact 2: Erosion and physical damage

negative:

soil erosion

damage to site through trampling

overloading of key infrastructure (e.g. water supply networks)

positive:

tourism revenue to finance ground repair and site restoration

improvement to infrastructure prompted by tourist demand

### Ecological impact 3: Pollution

negative:

water pollution through sewage or fuel spillage and rubbish from pleasure boats

air pollution (e.g. vehicle emissions)

noise pollution (e.g. from vehicles or tourist attractions such as bars, discos etc.)

littering

positive:

cleaning programmes to protect the attractiveness of locations to tourists

### Ecological impact 4: Resource base

negative:

depletion of ground and surface water

diversion of water supply to meet tourist needs (e.g. golf courses or pools)

depletion of local fuel sources

positive:

development of new/improved sources of supply

#### Ecological impact 5: Visual/structural change

##### negative:

land transfers to tourism (e.g. from farming)  
detrimental visual impact on natural and non-natural landscapes through tourism development  
introduction of new architectural styles  
changes in urban functions

physical expansion of built-up areas

##### positive:

new uses for marginal or unproductive lands  
landscape improvement (e.g. to clear urban dereliction)  
regeneration and/or modernisation of built environment  
reuse of disused buildings

It is often difficult to distinguish between ecotourism and its various green hued permutations. Some travel marketers seem to be taking advantage of the ecotourism concept, lumping together nature tours, adventure travel, safaris and even certain cruises under the general heading of ecotourism. Governments, too, are jumping on the bandwagon, sometimes offering little more than lip service to the idea... Unfortunately, both the term and the notion of ecologically beneficial travel have been widely abused. In many instances ecotourism is little more than a buzzword used to market the same old trips under a veneer of green.

(Frank/Bowermaster 1994, 134 f)

#### Suggested rules for discerning green tourism

- 1) commercial tourism should be linked to local conservation programmes (e.g. when tour companies support reforestation programmes)
- 2) financial and other aid should be made available for developing parks and managing natural resources
- 3) local businesses should benefit from purchases of their goods and services
- 4) contacts between travellers and locals should be promoted
- 5) ecological research for the benefit of the locals should be promoted
- 6) sustainable tourist facilities should be developed
- 7) damage caused by tourism should be repaired

#### 6.3. The Greenspeak Register

##### 1) the superficial level

companies try to capture attention of the potential eco-tourist through their names ("Simply Turkey", "Not one of the crowd", "Twickers World - The natural world", "Quest Nature Tours")

slogans used: "escape to the Green North of Spain", "inspirational itineraries for independent travellers", "naturalist-led wildlife tours"

often absence of human beings in advertisement, instead emphasis of the exotic, "unbounded universe"

##### 2) the eco-explicit message

"nature set aside", "primeval nature", "virgin woodlands", metaphors with feminine/sexual connotations  
nature as source of national pride

3) underlying themes in eco-advertising which seek to reinforce the other two layers:

nature - nostalgia - nirvana (Dann 1996, 247)

##### nature:

"In advertising rarely is nature in the raw offered to the client. Rather, it is a cooked version of nature, which is presented."

deliberate omissions of problematic "nature", e.g. rain, hurricanes, cockroaches, poisonous snakes

##### nostalgia:

connection to heritage/nostalgic tourism/talk

"Gozo is a world of its own. A place to take a breather from the hectic world of today... Even the Gozitans, the friendliest of people, sometimes feel that they could with a little less 'tomorrow'. Gozo, they feel, should stay as it was or as it is now." (Malta National Tourist Office 1988)

##### nirvana:

connection to paradise theme in mass tourism

"Katherine Gorge isn't a gorge at all. It's thirteen gorges separated by rapids. Fish jump. Birds sing. Silence reigns. It's heaven." (Northern Territory Tourist Commission 1993)

"Thus, whereas Greenspeak often talks to the tourist intimately, as if he or she were a special person isolated from the rest of humanity, it is actually sending messages to thousands of like situated individuals who experience similar needs and who collectively seek to satisfy them. Ironically, when they attempt to do this together in groups, they tend to destroy the very environment that is being promoted."

(Dann 1996, 249)

## 7. Example2: Gastrolingo

### 7.1. The Register of Food and Drink

plenty of magazines partly or exclusively dealing with food (e.g. "London Journal", "Gourmet Getaways", "Condé Nast Traveler"), might be called "gastrologues" (parallel to "travelogues")

- 1) testing, evaluation of restaurants  
(handout: Yahoo! Singapore Food Guide: Man Fu Yuan)
- 2) gastronomic promotion of countries, regions or towns  
(e.g. 16-day culinary "Feast of India " tour)

### 7.2. Characteristics of Gastrolingo

- 1) search for the "authentic" (to the exclusion of other more mediocre ways of preparing food for the tourist)

"genuine" *bouillabaisse*, "true" Yorkshire pudding, "real" *biryani*, "original" *Wiener Schnitzel*

- 2) over-use of foreign words without further explanation, particularly of Italian and French expressions

*arugula*, *pesto*, *porcini*, *carpaccio*, *bresciola*, etc.;  
*à la Niçoise*, *savarin*, *brandade*, *pommes dauphinoise*

- 3) quasi-cultic veneration of food  
awe-inspiring expressions, hyperbole

Ah, the truffle, the white truffle, il tartufo bianco, redolent of the brown, caked earth, the aroma enveloping, fetching, fusing an array of smells.

- 4) conservatism, stress of the "traditional" (like in "Ol!Talk")

"The oldest steak house", "The Original French Bistro",  
"recipes handed down over generations"

- 5) pseudo sense of guilt  
overindulgence, disregard for general health and fitness standards

"piping-hot, unctuous, boned pied de porc... a dish so wildly astray of today's nutritional guidelines that one might be inclined to ask the waiters to shut off the lights while it is on the table."

### 7.3. Case study: Bali Eats. The Bali Restaurant Guide

#### A) Underline pre-modifiers of "food" nouns!

1. adjectives in attributive position ("delicious dessert")
2. simple participles in front of nouns
  - 2.1. present active participles ("mouth-watering stew")
  - 2.2. past passive participles ("slightly smoked")

#### B) Underline post-modifiers of "food" nouns!

1. appositions, noun phrases immediately after the noun+ comma ("Roboti, the national dish of Penang")
2. complex participles after nouns
  - 2.1. present active participles ("making your mouth water")
  - 2.2. past passive participles ("cooked in a tasty lemon sauce")
3. prepositional phrases ("in the country", "of the archipelago")
4. relative clauses, i.e. finite clauses with a verb and a reference noun before ("the dish that is unique in the world", "the cocktail which gained cult status in the U.S.")