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ASPECTS TO CONSIDER WHEN SEARCHING FOR PERSUASIVE STRATEGIES IN TOURISM DISCOURSE

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Abstract. Tourism as a social phenomenon has attracted the attention of marketers throughout all stages of its development. Successful cooperation between tourism entities and customers is based on communication. The persuasive power of advertising language is very much experienced today. The same happens in relation to tourism marketing materials. In fact, in order to attract the attention of the viewers, the travel companies choose various signs to express their notion of the brand. Hence, there exist different approaches in tourism marketing to attract and convince potential tourists to book a tourism product. The present article elucidates and discusses important aspects in relation to the language of tourism and the ways of its analysis for detecting persuasive techniques that are used to allure potential tourists. In this regard, the speech impact on travel advertising is realized by convincing a potential customer of the need for service / product. When advertising a travel product, the advertiser influences the consumer, attracting various effective means to intensify his desire to purchase travel services (travel product). The paper reviews the elements of persuasive tourism marketing such as structured communication, storytelling, copywriting, neuromarketing; Cialdini' (2001) persuasion techniques to influence people, namely, reciprocity, commitment and consistency, social proof, liking, authority, and scarcity. The article also highlights gender-targeting factors as important components in selecting an appropriate persuasive strategy when designing tourism promotional materials. The result section provides the real examples of deployment of the mentioned strategies in influencing the audience by the websites of "Karpaty" and "Solva" resorts. All these techniques form a theoretical framework for researches on persuasiveness and are worth attention as they play a main role in promotion of any kind. The data collection of this study will provide updated information in relation to rhetoric of tourism.

Keywords: tourism, persuasion, advertising, promotion, discourse, language, techniques, marketing.

JEL Classification: Z13; Z39.

1. INTRODUCTION

Nowadays, tourism industry is one of the biggest industries in the world. It is presently one of the fastest growing economic sectors. Since tourism involves the greatest people movement and is one of the largest economic activities in the world, hence it has become a popular focus of research. As a multidiscipline, tourism is also one of the exited research areas, in particular its language. Unlike other

industries, tourism is an information-intensive business, therefore the discourse of tourism mediates the relationship between tourist and destination by manipulating various kinds of linguistic, visual, audio, and audio-visual resources to persuade potential consumers and convert them into actual clients [1]. The language of tourism is a highly specialized discourse which has its own established practices and characteristics.

Tourism promotion is an essential source of information for the potential tourists. The main goal of tourism advertisements is to portray the beautifulness and uniqueness of a certain place. Tourism promotion engages people in decision-making concerning the destination they would like to travel to [2]. Advertisement gives significance to the things, that is trying to sell emotions, sensations and experiences that travellers look for. Moreover, promotion allows to a destination to differentiate to the others and build its own identity. Advertisement allows positioning a destination in the tourist mind. The function of all of them is to make all the possible efforts in order to try to make the would-be customer to become a real tourist.

Potential tourists are not able to test-drive a destination before purchase, which results in an inherent uncertainty for the tourists. In other words, a holiday is not something we can check beforehand, and thus, promotion is the product and plays a bigger role in leisure and tourism than in any other market. The consumer buys a holiday, purely on the basis of symbolic expectations established promotionally through words, pictures, sounds or promises [3].

Preliminary results indicate that the search for the ideal touristic destination, the desire to go and experience new places is supported both by strategic, persuasive language and by technological choices used in tourism promotion [4]. Contexts have to be selected in order to persuade potential tourists to choose the product or service advertised. Hence, representations are important in designing tourism texts to be turned into objects of tourist consumption.

With such vast competition, the promoter needs to demonstrate the uniqueness of their product using effective discourse techniques. Therefore, language of tourism is described as rhetoric since it implies the power of speaker over the addressee. For this reason, the art of persuasive speaking and writing is of paramount importance in tourism industry. Advertising discourse is persuasive because the intention of any kind of advertising is to touch the target market and make that market aware of the excellent characteristics that a product can offer. Tourism discourse is highly persuasive because its ultimate purpose is to sell a product by describing a reality which has to be perceived by potential tourists as authentic and which can give them the illusion of really living an “off-the-beaten-track” holiday experience [5, p. 21].

2. THEORETICAL BACKGROUND

Advertising and promotion are two words frequently used nowadays. They are closely related and in a continuous expansion. Both of them are expensive but at the same time money generating. More than often the choice of a holiday depends on how well it was advertised or how persuasive or even manipulative the message was. Advertising does not only influence a potential visitor’s initial choices but it also influences perception and length of stay, which is an important bonus for any advertiser. Consumers do not buy products or services, but the expectation of benefits that satisfy needs. To reach desired advertising responses, it’s important to design advertisements that match these needs [6].

The challenge for tourism marketers is to stand out and create advertisements that can penetrate through the clutter and get the attention they deserve. Furthermore, the growth in the number of tourist destinations around the world has resulted in a similar product offer by different destinations. Arguably, each destination today claims to have luxury accommodations, unique attractions, friendly people and so on, and it becomes increasingly difficult for a destination to compete merely on the grounds of its functional characteristics. Therefore, the knowledge on effective advertising in tourism is not just important, it is crucial in this business.

In this globalized world, one of the important aspects to consider when promoting and advertising a new product, whether it is in the tourism industry or in any other field, is the packaging of the

product. The way of presenting a product is important in attracting new customers. The expansion of tourism around the globe has created new and major questions for destination marketing. An increasing tourist activity and a growing number of tourist destinations have resulted in a complex and highly competitive global marketplace in which destinations compete for the attention of potential tourists. An outcome of this situation is the need to create an efficient positioning strategy. A destination should be favourably differentiated from other destinations in order to receive a place on potential tourists' "shopping list" [7]. With such vast competition, the promoter needs to demonstrate the uniqueness of their product.

To convince potential tourists to visit a particular place, marketing practitioners have to create an appealing imagery of a place that would stand out from the other competing destinations and would fit the needs and interests of a target market. Similar to tourism industry, the most important component in this business is to create the desirable image in tourists' mind. However, the product in the tourism business is destination, it is therefore crucial for this industry to create and manage destination image that suits effective marketing strategy.

Hence, the communication of a desirable and realistic image of the tourism destination to potential tourists is predominant, as nothing will convince potential tourists to visit a destination unless they possess a desirable image of that destination, and unless the marketing process is successful in attracting tourists through the creation of such images. Before tourists choose a destination, they need to have some information about destination and have the interest to go there. Therefore, destination marketers have to create a positive destination's image. Knowing how people judge space and place, and upon which criteria they base these judgments, is extremely important for tourism marketers.

Therefore, promotional texts for destinations are not created by accident, but they follow a specific and specialized language. Tourism discourse is a type of specialized discourse typically characterized by stylistic choices and different strategies of persuasion [8; 9]. The persuasive power of language is very much experienced both in printed and visual tourism media advertisements. Usually, marketers only speak in positive terms of the services and attractions they seek to promote, they use. Whatever communication medium is used, the language of tourism is one of persuasion and seduction, merging macro-economic goals with attributed individual need satisfactions [10]. Marketers rely on powerful discourses, shaping world-views of each destination. Before setting foot on certain soil, tourists already have a mental image of what it will look like. Without seducing imaginaries, there probably would be very little tourism at all.

Advertisers often use rhetorical devices, techniques and strategies to achieve their goals of moving their audiences and/or changing their attitudes. Through the tools of persuasion, verbal messages deliberately intend to affect the hearts and minds of the audience. Manipulation of language is highly used in style, grammar, and word selection to affect the audience. Clarity is the most important in this discourse based on simplicity in language [11]. The persuasive functions are expressed not only through the lexical and syntactic means, but also by using pictures, photos, symbols, etc., that is, non-linguistic or non-verbal elements. Tourism information, usually a combination of linguistic and supporting visual elements, creates, codifies, and communicates certain mythical experiences [12].

In terms of internet commerce, persuasive marketing includes how a web page is designed. Applying human psychology to web design, focusing on the part of the decision-making process that is not consciously controlled, elements such as layout, copy, and typography, combined with the right promotional messages, encourage website visitors to follow pre-planned pathways on the website, and take specific actions, rather than giving them free reign of choice in how they interact with the website. An e-commerce websites want to convert visits to sales, and persuasive marketing techniques ease that process.

There are four primary elements of persuasive tourism marketing: structured communication, storytelling, copywriting, and neuromarketing [13]. Structured communication is an important component in promotion, an author has to plan his/her communication in order to control the flow of information prepared to targeted audience. The goal of this technique is to guide the user of website through messages to a call-to-action section. In website design, it means that the first page the customer

sees does not immediately seek a sale, but instead presents the initial message and encourages further exploration of the website.

Storytelling is about a narrative framework. It invokes invoke a customer's emotional and subconscious responses. Author can use different strategies in order to provide a story, it may be particular words, images, or even videos. It will evoke habitual emotional responses, such as affection, familiarity, empathy, or desire

Storytelling has become an integral part of communication strategies in the tourism industry in order to promote and differentiate destination brands. Applying storytelling techniques create a wonderful story that can convince, persuade and inspire audience to purchase product or service or visit destination. Employees, product and service are all part of the story. That is why storytelling is so important.

Storytelling is one of the most used marketing strategies, especially in travel business. Tour operators use storytelling to attract tourists and travellers and to get them to book their tours. They use storytelling to inform their clients about the location/country, tour guides, cuisine and specific customs and culture. This is what travellers are passionate about and care for the most. Stories motivate people, they make ideas stick and help persuade them. Narratives of a place constitute an element of global discourse where themes connected with tourism merge with topics related to cultural, social and political life, constructing a preferred version of tale about vacation and recreating myths inherent in the experience of travel [14; 10]. So, tour operators use storytelling to help them with that, which inevitably leads to more bookings.

Demand for visual content is on the rise and the trend is likely to continue. Storytelling with visual elements creates something that humans want to interact with. Great visuals, photos and videos provide the possibility for an instant transmission into beautiful reality. As much as people like hearing stories, they want you to show, especially when booking a trip. This trend is especially true in the travel industry, where images are key to giving travelers a preview of destinations and tours. Visual storytelling in adventure tourism is crucial. It is one of the most important pieces in trying to get people interested in a region [15].

Copywriting stands for the usage of right words and phrases for headings, captions, product descriptions, and other texts. There are various verbal techniques that can be chosen by the marketers to capture the attention of reader.

Neuromarketing is the most important component of persuasion marketing, applying psychology to the marketing message. In terms of website design, it means using colour scheme, effective messages, or particular visual imagery to improve visitors' response to the website. The major feature in persuasion marketing is testimony from other people. Businesses typically display customer testimony on their websites, developing a "wall of social proof" approach. Businesses post photos of happy and attractive customers, so new customers are comfortable being associated with them [13].

Due to the growth of smartphone usage among the world's population, we live in a world where the general public are reviewers, videographers, photographers and publishers. In this fast-paced, digitally-run world, attention-spans can be snapped away with the click of a fingers. People are able to review a service or activity right at the moment of a tour. Opinions provided by other customers, who have already used a product or service, are more reliable source for information these days. These can be any form of content, such as images, videos, or text.

Gone are the days when people used to turn to Lonely Planet for a hotel review, or the lifestyle section of a newspaper for a restaurant review. Nowadays people turn to online reviews when doing research on a product or service. More and more people search for reviews before purchasing. Potential customers are increasingly using peer-to-peer reviews and online sources to help them make a decision before they book. When tourists look for an accommodation in a city they visit or want to find a nice new restaurant to have dinner with friends, they read reviews beforehand. These reviews are more *real* than those by a professional critic. Tourists contribute to the tourism language through communicating their experiences. Feedback is a main tool for rating hotels, accommodation and amenities [16]. Reviews

will help them make that choice, subsequently increasing a conversion rate at the same time. By having reviews on a website, a tourism destination has a better chance of ranking for these search terms.

The marketers use feedback technique to help people change their attitudes or behaviours. Customer feedback is considered to be the best tool of marketing for a travel company. Today's marketing is heavily based on experiences people have with products, services and brands. Customer testimonials are great for building trust. A satisfied customer affirming the performance, quality and value of a product or a service has a very strong influence on the potential customers. User-created feedback is rapidly gaining traction as an input into the consumer purchase decision-making process [15] as well as a driver for destination management strategies [17]Carvao S. Therefore, tourists' reviews can represent a significant source of information for tourism destinations in order to evaluate their reputation and performance [18] and consequently can turn into the persuasive and convincing elements of tourism destination promotion.

Based on his field observations, an eminent social psychologist Robert Cialdini proposes six persuasion techniques to influence people, namely, reciprocity, commitment and consistency, social proof, liking, authority, and scarcity [19]. These techniques are clearly observed in tourism promotional texts. He explains that once persuaded, human may react automatically without conscious thought. Reciprocity, commitment and consistency are techniques that can initiate communication and build relationship between tourist destination and the customers. Credibility and confidence can be triggered with authority and social proof techniques. At the same time, liking and scarcity techniques help to trigger consumers' emotion, interest, or attention [20].

Reciprocity is about giving something or doing a favour to a customer without expecting anything in return. However, in the end, the customer will feel obligated to repay the favour. This situation creates a form of relationship between tourism destination and customer. In the case of selling, offering an in-store sample can make a customer feels obligated to make a purchase. For example, tourism websites may be able to offer complimentary gifts to attract potential customers.

Commitment and consistency technique lies in the fact that customers are bound to make a decision based on previous commitment and they are consistent with what they think and do. Past actions usually reflect on the next one. For example, a customer has the chance to describe a product criterion. The seller will then present a few suitable products. In return, the customer feels obligated to buy at least one of the offered products. This is due to human having some kind of an obsessive desire to be (and to appear) consistent in what they think and do. Thus, tourism websites should allow customers to request for information, and consequently, persuading them to remain on the site would be much easier. Hence, "search" tool is important to allow customers to seek for much needed information about the destination, attraction, hotel, and flight availability. This information must be properly arranged so that the website can be seen as a one stop solution centre, and no further visit to other website is required.

People love to imitate others and when they become uncertain, they will usually take cues from others. Thus, providing evidence of what others are doing and how they do it, can serve as a *social proof* that it is worth to be imitated, and hence influence the users to repeat the same actions. In tourism websites, providing evidence that other people had travelled to interesting places, can lead to persuasion. This technique works better if the person is someone close to the targeted customer. According to TRAVELSAT© (2011), 38% of travellers admit that they mostly listen to other people's reviews of a destination [20]. This technique is directly related to neuromarketing techniques previously discussed.

Tourism texts must provide favourable and relevant images. Customers usually imagine what a destination is like using bits of information or images that they have viewed. Once they form a solid expectation of the place, the mental images will then help them decide. In order to assist customers to create positive mental images, a good approach is to design a text that can encourage their *liking*. Tangibility is one of the most significant factors of emotional design and helps to increase the level of liking and interest. Effective and well-designed visuals that can be clicked, resized, or manipulated can help form a bond or relationship between the customers and the visual interfaces. Therefore, tourism

websites should not only follow the standard of user interface design guidelines, but also improve on the interactivity of the interface in order to improve the website's persuasiveness. The liking technique can also be facilitated by providing happy images or messages. An image of a family chatting happily while enjoying their dinner at a riverside restaurant can be a good trigger.

People tend to obey (or copy) authoritative figures. Sources of *authority* can be generic; it can be a leader of an organization, celebrities, or even materials such as uniform, money or food. In the health domain, for example, messages from somebody wearing a doctor's uniform will be regarded as important. In tourism, celebrities can play their part to promote destinations. Words of a well-known international celebrity chef being at a place with wonderful cuisines can draw much more attention than just an image of an unknown figure. This technique also works even though the celebrity figure is not an expert in the domain.

Scarcity is one of the most popular techniques used in advertising. Perceived scarcity will generate demand. For example, saying that offers are available for a "limited time only" or "limited stock only" can trigger or instigate customers' awareness that they must act fast, and hence encourages sales. In tourism advertising, this technique can be easily incorporated into the text design.

When discussing the persuasive strategies in tourism promotional materials, *gender* is a significant factor to consider. Gender is an important element in shaping consumer behaviour. Gender is significantly linked to different consumer variables such as leisure activities and preferences including tourism destination choices. As Aitchison [21] posits holiday experience can be evaluated as a process, wherein gender relations are "constructed, legitimated, reproduced and reworked", gender differences are an important aspect for tourist destination. It has been shown that travel plans between genders can differ. Males and females have different wants and thoughts [26]. Therefore, information on holiday destinations may be processed differently and needs to be presented differently to each gender. Females are likely to process all information comprehensively whereas males are likely to be influenced by selected attributes.

Gender differences in tourism behaviour have been found to be related to factors involved in destination choice, with women paying more attention to the issues of security, reliability, and social benefits than men [22]. Men are more likely to choose a destination based on the sporting and action-adventure activities available, whereas women are likely to choose a destination based on the culture, healthcare, and security of the place. Research has shown that more women than men are more likely to travel for leisure purposes; however women have tended to feel that there are limitations affecting access to tourism, with factors of physical, social and family constraints creating barriers that may discourage women in participating in leisure activities.

As gender is a functional factor in tourism marketing, therefore, marketers recognise that there are gender differences in information processing when designing tourism destination materials. They resort to the strategies that encourage and influence positive ideals of tourism to both genders. Perceptual, preference and attitudinal gender differences influence how marketers present destination information to holiday decision makers. Important attributes for ideal holiday destinations for one gender are not the same as for the other. Therefore, the tourism marketers consider targeting males and females differently when presenting information on tourism destinations [23].

3. RESEARCH OBJECTIVE, METHODOLOGY AND DATA

As all languages have to be learned, the language of tourism, too, requires a process of socialization for those who generate it. For better understanding and analysing tourism information from the persuasive point of view, it is more than important to consider some aspects which almost each tourism text involves to create persuasive unit. Paying attention to these details will give an opportunity to look at the nature of tourism advertising and realise where this persuasive effect come from.

Often called "loaded language" [24] the language of tourism advertising aims to inform, persuade, sell thus changing people's opinions, choices and points of view. In this case, promotional texts for destinations cannot be created by accident, but they follow a specific and specialized language.

Therefore, due to the multimodality of the language of tourism, techniques of different types are employed to attract the potential clients.

The purpose of this paper is to offer a general view on the different components of this type of discourse in order to better understand its main persuasive features. I will undertake an explanatory study from which we will see examples of the use of these techniques, in tourism promotional material with the intention of persuading. I will consider the strategies deployed by the websites of "Karpaty" hotel and resort and recreation-therapeutical complex "Solva Resort & SPA" accessed from <https://san-karpaty.com/> and <http://solvahotel.com/en/> in order to encourage visitors to choose these places as their travel destination. The selection of these websites is purposeful. All of them officially represent health tourism and describe their varied tourism locations, healthcare services, nature attraction, and culture in an attractive language. The data compiled was taken during 2019-2020.

The previously discussed techniques, namely, structured communication, storytelling, copywriting, neuromarketing; Cialdini' (2001) persuasion techniques to influence people, namely, reciprocity, commitment and consistency, social proof, liking, authority, and scarcity, will be considered in the analysis of two corpuses. Each technique will be discussed that contribute to the persuasive effects and shape consumers' attitudes and evaluation towards the services and ultimately influence their purchase decision.

In doing so, this paper draws on various theories, approaches and methods to discourse analysis. In order to obtain more insight into persuasive techniques, different studies are combined in a multi-method analysis of the tourism texts. I will identify the most evident tools used to enhance the tourist experience during the search phase, prior to the travel. Any single use of theories to analyze the tourism discourse would be inadequate, less comprehensive and would not give a complete view on the strategies used in order to persuade.

Thus, a closer look at the techniques will help us understand the way the discourse of tourism operates and its role in tourism promotional documents. The research aims to present how semiotics acts effectively realize the real business purpose. I will investigate how different elements adopted in the tourism promotional materials construct the persuasive discourses of tourism. Hence, this paper will look at how tourism advertising, from different perspectives, depends on certain elements in order to promote a break away from everyday life.

This paper contributes to the field of tourism studies by focusing on the concept of persuasion and on how persuasion is activated in tourism communication. In particular, the aim is to understand what ways of communication can be considered as persuasive ones. The results of this study could be helpful for those who design tourism websites or create tourism promotional materials.

4. RESULTS AND DISCUSSION

1. *Structured communication.* Focusing on the global view of two websites, one can notice that they provide a meaning path through the sections of the sites that guides the viewer to taking action, the main goal of the sites. There is a coherent balance of power among different elements making up the websites layout. The designers visually prioritize key elements. The most important information is the biggest on the page and demand the most attention. Visual tension is created through colour contrasts and graphics that certainly contribute to the sites' design. The navigation bar is placed in a prominent location so it is easy to find. Each menu item acts as a jumping point to the various pages that help visitors learn more and convert.

The designer engages the viewer by figuring out where to take the next step. The viewer is guided to discover information on the location of the resort, rest, treatment, accommodations, nutrition, and other services in this institution, to view the customer testimonials, related articles on the latest news, and prices with special offers. These content is clear and concise. The goal of it is to convince the visitors to stay longer to further investigate what is offered. These messages are illustrated through images, written text and videos that guide the user toward conversion. Creating coherence between these elements, the authors organise them into a meaningful whole. Finally, the sites present call-to-

action areas and buttons, namely, the contact details section and online booking form. They are the most important element on the sites and all efforts are focused on getting people to click through.

2. *Storytelling.* The sites are abundant with photographs. The verbal texts are compact and fulfil accompanying functions of description and commentary. The videos are used to demonstrate experiences in action. These modes create and manage a wealth of information and meaning potential in the websites, communicating emotion, setting a mood and delivering a message in the form of story. The elements within each category come together providing complete information on the topic of the section. Thus, the viewers have an impression that is a complete narrative.

From the perspective of narrative process, the pictures featuring in Figure 1 adopt invisible vectors formed by the depicted medical staff that mean motion. The viewer can perceive the action processes realized by them. The personnel is presented as trained experts which are on hand with anything the clients need to help them relax and unwind and get professional treatment. The actual healthcare pictures can help users contextualize and better understand what this establishment can help them accomplish. Hence, the viewer can visualize a story on how he/she could be treated in this establishment.



Fig. 1. Photos of medical facilities of the hotel resort "Karpaty". Source: developed by the author.

The last image in Figure 1 captured two women, and as it is a final image, the viewer understands that they have already experienced the treatment. Despite the language and cultural barriers, the photo conveys a sense of rapport and connection between the participants. The photo features content facial characteristics of represented participants and is positively received by users. Through these sequence of photos, the viewer receives a story of successful treatment. Therefore, the images are able to activate affective responses of pleasure and transmit the meaning that, being in this health resort establishment, the visitors can optimally combine treatment and recreation, as well as recover their power and feel harmony of soul and body, bring joy back into their life.

3. *Copywriting.* Both websites present verbal messages composed by many strategies whose objective is to present the beauty, attractiveness, and uniqueness of the tourism products. As the analysis has demonstrated, verbal items have been accurately selected to create appealing and convincing information. The most recurrent linguistic technique employed in the websites is the use of nouns and positive adjectives. The keyword analysis showed that the most recurring nouns and adjectives refer to specific "healthcare" elements creating the register of health tourism. The main key word of both websites is "treatment". It is constantly repeated in the corpuses to bring a positive feeling to patients that seek solutions for their health disorders. The adjectives are expressive, persuasive, convincing. The positive and recurrent terms, such as "therapeutic" and "healing", are presenting the resorts as the places where all the conditions are created to improve the visitors' health.

The present simple dominates the texts, and there is a large presence of modals that express possibility. The present is the tense used to convey the idea that something is true. Frequently used modal verb “can” seems to express an invitation. Disguised imperatives stand for attempts to persuade, recommend, urge, and finally get action from the potential tourist. Using the conditionals, the authors want to make a suggestion to the reader and to highlight the idea that these places can make wish come true.

4. *Neuromarketing*. The website of “Karpaty” resort strategically uses feedback areas showing how trustworthy their product is. The website involves their clients as co-producers of the content. It must be considered that tourists are both consumers and the producers of the content, making it highly influential. Moreover, the website provides a separate section for the images of customers along with their testimonials. These customers are famous people. The author gives the names of these people and some quotes from them that are their success experiences and testimonials. The smiles on their faces leave an impression of happiness. The symbolic message is that they are the satisfied clients. The positive attitude of an influential person toward a place can be more appealing for tourists.

5. *Reciprocation*. Facilitating a communication and interaction with potential customers within websites’ environment, the producers design reciprocation, the situation that creates a form of relationship between the site and the customer. The main step in this technique is the accessible searching tool (navigation bar) that initiates communication. The instant personalisation features are perceived in the texts through the interactive personal pronoun “you” and addressing the viewer with a direct gaze in the visuals. These techniques were utilized frequently in the corpuses, revealing that the websites aimed to establish a higher degree of interactivity with the reader. The viewer is invited to interact as imaginary relation is established with him/her. This situation makes a customer feel obligated to make a purchase.

6. *Commitment and consistency*. Both websites allow users to search for needed information about the destinations and their attractions. The sites are interactive and well organized for excellent user experience. The contents on the sites are successfully grouped and linked in order to navigate from one page to another. There are different user interface components that help visitors find information and encourage them to take desirable actions. The navigations feel like an invisible hand that helps users find their way around the website. Implementing such a good internal linking strategy helps with a good flow of information within the domain allowing the tourist to become well informed about the places. Therefore, users will want to spend more time, increasing the dwell-time on it. The information is properly arranged so the websites seem to be a one stop solution centre, and no further visit to other website is required.

7. *Social proof*. The websites show signs of social proof; however, “Karpaty” resort makes more use of this technique. “Solva” resort shows limited representation of social proof. Both websites pay attention to improve the customer’s level of trust. The websites gain the trust of potential customers through the photos of a high modality featuring experienced staff and satisfied customers. The concept of modality is related to the reliability of the message, since visuals can precisely represent everything. Hence, high modality concerns with the representation of truth, certainty, credibility, and reliability. Providing evidence of what others are doing and how they do it, can serve as a social proof that it is worth to be imitated, and hence influence the users to repeat the same actions. The visually represented participants wearing doctor’s uniforms are regarded as important component for enhancing trust and confidence.

8. *Liking*. The sufficient use of liking has also demonstrated that triggering customers’ attention is important. Liking technique helps to generate the consumers’ emotion, interest, and attention. The dream-like atmosphere is created by both website through a number of techniques. The websites present complex compositional structures that feature the resorts’ amenities and services in a very attractive way for the viewer. The verbal items have been accurately selected. They create only positive images in the readers through various techniques. They do not only send a message or some information, but also attempt to persuade and even manipulate the reader. The visuals feature only

pleasant scenes evoking only positive emotions. And finally, the cohesion between the linguistic and visual elements provides favourable mental images in the users of websites that will help them decide.

9. *Authority*. The site of "Karpary" resort provides a separate section featuring the medical staff of destination. The viewers see professionals that they can trust and feel comfortable with. Using real photos of the resort's employees adds credibility to this resort complex. By providing the section showing the scans of various certificates obtained by "Karpary" institution, the author wants to confirm certain characteristics of organization positively and associate the resort with external parties. These documents can be considered as trust indicators, as such professional accreditation build confidence by certifying a qualification. Embedding this section into the site can boost credibility and trustworthiness.

10. *Scarcity*. The scarcity technique is only incorporated into "Karpary" website design. Providing the price reduction for a certain period of time, the resort instigates customers' awareness that they must act fast, and hence encourages sales. The adoption of this technique that makes use of numerals generates demand.

11. *Gender targeting*. Through different voices, the authors project the images of the resorts to the external audience. The websites sets up connections between certain types of people and certain types of services depicted on them. It means that there are sections for specific audiences. The communication targets both male and female audiences. The activities depicted on the websites are suitable for any gender. Moreover, both are considered to have medical needs. The author pays much attention to the fact that women are more involved in the holiday decision-making process and provide expanded information about the destination. Women are more reserved with their decisions and collect as much information as possible before making decisions. They usually gather the information in advance and then pick several options from which the joint decision can be made with the group. In this case, "Karpary" website provides the section "Karpaty is the first in the list of the best sanatoriums of Truskavets" and section "Benefits" with all the linguistic and visual arguments (messages) of being the best. Moreover, the section "Benefits" contains slogan "Two times better sanatorium of Truskavets, Morshyn, Skhidnytsia!" to exert a kind of emotional manipulation on the potential tourists by encoding the clear message within this slogan.

The factors, such as security, reliability, culture elements depicted on the sites are very important and attractive for women. These issues are typical for a female-targeted promotion. They are likely to choose this destination based on these attributes. The sporting and action-adventure activities available on the sites are very appealing for a male audience, yet these sections address both genders. Throughout the samples, the majority of leisure images featured females. The stereotypical images of women are used to influence decisions of male audiences. The images are used to encourage men to travel more for leisure purposes, as more women than men travel for leisure holidays.

5. CONCLUSIONS

Tourism has gained a prominent position in international business markets, and the constant flow of information to promote destinations and attract potential clients is one of the most sensitive and strategic keys to success. In other words, tourism industry owes much of its success to the way tourist destinations are advertised, that is, to the content of tourism promotional texts. For this reason, the language of tourism is of paramount importance.

The communication of a desirable and realistic image of the tourism destination to potential tourists is predominant, as nothing will convince potential tourists to visit a destination unless they possess a desirable image of that destination, and unless the marketing process is successful in attracting tourists through the creation of such images. Hence, the advertisements make use of a wide range of techniques to attain their ultimate goal: persuade and eventually sell. More than often, good advertising techniques are the fine line between success and failure.

The present article has detected the strategies of tourism persuasive language basing on the theories, such as structured communication, storytelling, copywriting, neuromarketing; Cialdini' (2001) persuasion techniques to influence people, namely, reciprocation, commitment and consistency, social

proof, liking, authority, and scarcity. Both corpuses under analysis have shown how they heavily rely on a number of textual elements that can influence a reader. All of these techniques were detected in both tourism website; however, “Solva” resort website presents some limitation of the deployment of some of them.

Therefore, the language of tourism implies power of the speaker over the addressee, the art of persuasive or impressive speaking or writing. The use of promotional material on websites has an enormous power over the addressees due to the information they provide. The article identifies the specific language forms and enticing strategies employed in these tourism materials to achieve persuasion and to establish social control.

This article contributes to the field of tourism studies by focusing on how persuasion is activated in tourism communication by tourism destinations. In particular, the aim was to understand what modes of communication could be considered as persuasive ones. The results of this study could be helpful for those who create tourism marketing materials.

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Захарова Ганна. Пошук персуазивних стратегій у туристичному рекламному дискурсі. *Журнал Прикарпатського університету імені Василя Стефаника*, 7 (3) (2020), 7–18.

Туризм як соціальне явище привертав увагу дослідників маркетологів упродовж усіх етапів свого розвитку. В основі успішної співпраці між суб'єктами туристичної діяльності та клієнтами перебуває комунікація. Переконалива сила рекламної мови й інструментів маркетингу дуже відчутна сьогодні. Насправді, щоб привернути увагу покупців, туристичні компанії вибирають різні способи, щоб переконати у перевагах свого бренду. У статті висвітлено та обговорено важливі аспекти стосовно мови туризму та шляхів його аналізу для виявлення переконливих прийомів, які використовуються для залучення потенційних туристів. У зв'язку з цим мовленнєвий вплив у туристичній рекламі реалізується шляхом переконання потенційного клієнта у необхідності сервісу/продукту. Рекламуючи туристичний продукт, рекламодавець чинить вплив на споживача, залучаючи різні ефективні засоби, щоб активізувати його прагнення придбати туристичні послуги (турпродукт). Розглядаються такі елементи персуазивного туристичного маркетингу: структурована комунікація, розповіді історій, копірайтинг, нейромаркетинг; методи переконання Cialdini' (2001), що впливають на людей (взаємність, прихильність та послідовність, соціальне підтвердження, симпатія, авторитет та дефіцит). У статті також висвітлено фактори гендерної орієнтації як важливі компоненти у виборі відповідної персуазивної стратегії при розробці рекламних матеріалів для туризму. У розділі результатів подано реальні приклади застосування зазначених стратегій впливу на аудиторію курортів "Карпати" та "Сольва". Усі ці методики становлять теоретичну базу для досліджень персуазивності і заслуговують на увагу, оскільки вони відіграють головну роль у просуванні будь-якого виду. Збір даних цього дослідження забезпечить оновлену інформацію стосовно риторики туризму.

Ключові слова: туризм, мовленнєвий вплив, туристичний рекламний дискурс, впливові техніки, маркетинг.