

**PERSUASIVE STRATEGIES IN PAKISTANI  
TRAVEL GUIDE DISCOURSE: A CORPUS  
BASED MULTIMODAL ANALYSIS**

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**NATIONAL UNIVERSITY OF MODERN LANGUAGES**

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## THESIS AND DEFENSE APPROVAL FORM

The undersigned certify that they have read the following thesis, examined the defense, are satisfied with the overall exam performance, and recommend the thesis to the Faculty of Arts & Humanities for acceptance.

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Candidate of **Master of Philosophy** at the National University of Modern Languages do hereby declare that the thesis **Persuasive Strategies in Pakistani Travel Guide Discourse: A Corpus Based Multimodal Analysis** submitted by me in partial fulfillment of MPhil degree, is my original work, and has not been submitted or published earlier. I also solemnly declare that it shall not, in future, be submitted by me for obtaining any other degree from this or any other university or institution.

I also understand that if evidence of plagiarism is found in my thesis/dissertation at any stage, even after the award of a degree, the work may be cancelled and the degree revoked.

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## ABSTRACT

**Title: Persuasive Strategies in Pakistani Travel Guide Discourse: A Corpus Based Multimodal Analysis**

Travel guides are the authentic source of promoting tourism in and across a country. These are the pre tour documents that may guide and convince a reader/tourist to visit any place for traveling and adventure. Travel guides either in soft or hard form not only provide the cultural, historical and traditional accounts but also provide suggestions and tips to choose the best place for visit. Using the mixed method approach the study evaluates the use of descriptive adjectives in the text and also explores impact of these adjectives on the intended receivers. Moreover, the study also investigates the frequency of overused and underused adjectives in the travel discourse. In addition, the study also explores how linguistic and non-linguistic strategies are deployed in the travel guides. The data for this purpose was collected through six top-browsed travel websites of Pakistan. Quantitatively, the data has been analyzed by using the theoretical framework of Biber et al (1999) whereas, qualitatively the data has been analyzed using the multimodal framework of Kress and Leeuwan (2006). The findings of quantitative data show that under and over used descriptive adjectives vary in different contexts. However, some overused descriptive adjectives include ‘beautiful’, ‘green’, ‘attractive’ and ‘old’. The findings of qualitative data reveal that multimodal techniques are aptly deployed in the travel websites which not only contain sensuousness but also express the positive depiction of the travel sites. Resultantly, it not only emanates the emotional effect but also increases the persuasive force of the travel guide text. The study concludes that Pakistani travel discourse makes use of both verbal and non-verbal strategies to achieve persuasiveness and is simple in its diction, style and layout. In addition to this the study also provides implications for the website content writers and designers in terms of spellings and structure of text and about the style and layout of the images and webpages.

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## **DEDICATION**

This thesis is dedicated to my late Father, Nawaz Ahmad for his love, and trust he had in me.

## **CHAPTER 1**

### **INTRODUCTION**

#### **1. Introduction**

The chapter presents the outline about the travel guides and the information these provide about the venues, people and food that make these effective communicative documents. The chapter provides significance of these travel guides that employ persuasive verbal and non-verbal strategies to attract the readers/tourists. The information provided hints at communicating authentic and latest details to the visitors. The chapter also offers details about how travel guides are designed. In present time, online travel guides are designed in such a way that these offer the detailed account of each option and bargain available on the webpage. The lexical items that are used to attract and persuade the readers are usually adjectives. Adjectives modify the noun and describe it in such a way that it creates the image in reader's mind. The verbal and pictorial information is designed within the frame of traditional and cultural boundaries of a country. Cultural values, norms, clothing and cuisine etc. are present in every inch of the description either implicitly or explicitly. In addition to this the chapter provides the aim of the study and showed that how it may contribute in the field of research.

#### **1.1 Travel Guides and their Significance**

Travel guides are among significant portrayals of any country which not only provide information about a region but are also considered as the authentic source of promoting tourism across the globe. In fact, people these days are interested in pre tour traveling and adventure. For this purpose, before going to the actual place physically; they look for different places by going through travel guides either in soft or hard form because information about the place helps them in picking up a better location. Travel guides either in hard or soft form are descriptive in nature and provide practical information to the receivers because these are comprehensive and provide

the detailed account of key features of any land and area. Being a subjective document, these guides are lengthy documents and depict inclusive details of places, people, food, and culture which are helpful to many tourists to pick up and decide about their favorite places. Travel guides and brochures contain the information either in form of words or in the form of images and serves several functions of communication (Leeuwen, 2004). The travel guides include verbal and non-verbal features hence, are multimodal in nature. Multimodality is clearly seen in printed texts rather it is the most common type of writing where signals such as language, image, graphics, and typography are combined as one unit (Leeuwen, 2004). In the case of travel documents, the purpose is to provide visitors with essential information that may help them to decide which venues and what places they may visit and explore.

## **1.2 Persuasive Strategies in the Travel Guides**

Persuasive strategies are used to highlight the significance of text. Important content is emphasized by using catchy words, adjectives, adverbial adjuncts and other stylistic devices to construct the relationship of addresser and addressee (Zakharova, 2021). The travel guides are comprehensive documents that employ certain persuasive strategies to construct the image of a destination, food, culture and traditions in the intended tourist's mind's eye. So, the language in travel documents is a mixture of information and persuasion. The words are used to persuade the reader without losing the authenticity of the information. In this regard, positive and superlative adjectives are utilized to achieve the goal. Furthermore, in order to present the tourist product, writers use positive language to highlight its attributes and develop its identity. In order to develop the connection of text and reader, description and evaluation are combined in the discourse. Adjectives appear to be the tools utilized to express impressions and assessments. Travel guides not only provide the cultural and traditional account of an area but also provide suggestions and tips to readers and tourists for choosing the best and economical destination too. Language and images used in these guides construct the image of a destination in readers' mind's eye (Baloch, 2007). Textual and contextual devices used in these documents assist readers either which place is best for visit. Brochures also play significant role in selling a product to customer along with giving core information about the product. At the same time, brochures advertise the product which provides more details to help receiver choose from a wide range of options and to inform customer of the entire services available at a place to maximize potential costs.

Nowadays, tourism discourse is heavily reliant on a variety of marketing methods. This along with the successful implementation of persuasive strategies results in achieving the favorable goals and results. For this purpose, persuasive and verbal strategies are implied for the better growth of organization and institutes. As there is high level of competition in the tourism industry, therefore, promoters use these effective discourse strategies to advertise their products. Therefore, the organizations which employ persuasive material to sell items or services grow more powerful and effective. Given that, tourism companies strive for persuasive verbal and nonverbal impacts to entice visitors. In order to make travel guides more engaging, marketers carefully select discourses. Apart from persuasive strategies, verbal strategies for travel guides are of prime significance in tourism industry. Verbal strategies can be used in form of effective, instructive and convincing use of words and pictures to achieve this goal of convincing flyers or brochures, the designers need to consider the mentioned persuasive and verbal strategies. One another strategy that is quite common is the use of rhetoric strategies. To assert the power over the reader, rhetoric strategies are quite commonly used (Zakharova, 2021).

The documents of travel guides are very descriptive and contain large amount of text. The travel guides include the details of places, food, people, and scenes etc. and these are highlighted to attract the potential customer and to promote tourism. Due to sufficient amount of data on travel guides, it is not possible to analyze it manually. As, the text is quantitatively rich, therefore, methods and analysis in corpus linguistics have explored new dimensions to analyze the tourism language in unique ways. The progress in computer technology has made language more systemic and scientific by collecting, labeling and analyzing data on large scales. Corpus linguistics is a method that aims to investigate language properties and features by analyzing large collections of text samples. This method is applied to the several areas of study for many years, including descriptive language study, language teaching or lexicography, etc. Therefore, it refers to the scope of complete analysis of any large amount of spoken or written text samples.

Considering the significance of travel discourse, numerous studies have been conducted using corpus-based techniques across the globe. The studies are conducted to analyze the stylistics characteristics of tourism discourse (Khabibulian, 2019; Noor et. al; 2015), comparative analysis of Eastern and Western travel websites (Cesiri, 2017), use of persuasive strategies in travel discourse (Zakharova, 2021) and significance of tourism in Pakistan (Ahmed et al. 2007). Considering the significance of language of tourism, meager research is conducted in the context

of Pakistan. The present study has explored the travel discourse of Pakistani travel guides and has examined the linguistic and non-linguistic strategies highlighted in the travel website. Moreover, it has also explored how descriptor adjectives modify and influence the function of nouns in text. In addition, it investigates how images, layout, typography etc. help to highlight the persuasive strategies.

### **1.3 Statement of the Problem**

Language of tourism is compiled up of lot of information related to travel details of any specific area and region. It is not only informative but also persuasive and descriptive. Due to lack of attention on travel guide discourse, readers encounter challenges to understand description of places, people, food, and culture etc. The lack of attention on written discourse is ascribed to the use of rich semiotic resources (background, images, layout) on travel guides. Consequently, the readers merely enjoy the images given along with route and food description and do not pay attention to the written discourse. Considerable work on travel discourse has been done internationally by highlighting the use of adjectives and stylistic techniques (Bosnar et al., 2019; Cesire, 2017; Nuikhao, 2017; Pierieni, 2009) but in Pakistan the research from this percept is scarce. It, thus, indicates that no study is conducted on the use of adjectives or stylistic devices in the Pakistani travel guides and travel websites. Considering this, the current study helps readers to understand the use and effect of language. Hence, the study focuses on the use of descriptors in the text and explores how these may affect the receivers. Some overused and underused adjectives are also explored. In addition to this, multimodal analysis of these travel websites highlights the persuasive strategies employed in textual and non-textual references.

### **1.4 Research Objectives**

The current research aims at investigating the persuasive and non-persuasive techniques in the travel guides. More specifically the study aims to:

1. explore the linguistic strategies that have been used in the Pakistani travel discourse written in English
2. explore the non-linguistic strategies that have been employed in the travel discourse
3. examine the use and impact of adjectives for the description of objects and places presented in travel guides

4. investigate which descriptive adjectives are over and/or underused in the online travel guides and what impact they make

### **1.5 Research Questions**

In order to achieve the objectives, the study answer the questions given below:

1. How have linguistic strategies particularly catchy words and empty adjectives been employed in the travel guides?
2. How have non-linguistic strategies including layout, pictures, colors, and designs been used in the travel discourse?
3. What is the frequency and impact of adjectives in describing the culture, food, and places in travel guides?
4. Which descriptive adjectives have been overused and/or underused in the text of online travel guides and what has been their impact in the text?

### **1.6 Significance of the Study**

The current study will add to the existing knowledge of understanding tourism discourse within and across Pakistan. The only recent study (Noor et. al., 2015) conducted in the context of Pakistan explored the features of Pakistani English in Pakistani travel guides. However, considering the significance of tourism discourse the current study focuses on the use of persuasive strategies to highlight the linguistic features specifically through use of descriptors. Moreover, the study also analyzes the non-linguistic features that may influence readers' choices. In percept of tourism, as Pakistan is a big attraction for many tourists and the travel guides may serve as the first part of interaction that they may have with the country, therefore, these should be written and designed in such a way that these seem attractive and catchy to the receiver. This study is significant for the future researchers to explore other linguistic features of tourism discourse including relevant word classes and their categories in order to make the text comprehensible to the receivers. Moreover, the study is also substantial for advertisers and tour companies who create the text of travel guides. By highlighting the over and under used descriptors, the study proposes suggestions for the improvement of travel discourse not only to attract the tourists but to maintain a standard language of the text as well. Furthermore, the results of study could form the basis of



future studies aimed at defining the attractiveness of text and images that portray Pakistan as a tourist destination.

### **1.7 Delimitation of Study**

The study is delimited to the six top-browsed travel websites of Pakistan. These are selected on the basis of their popularity and authenticity. Although there are few more travel websites but the selected websites contain more information and guidelines that is why these websites are frequently visited by the reader/tourist in order to get the desired data that may include packages, facilities, or other travel information. Moreover, the selected websites contain sufficient amount of quantitative data and details of the people, places, food and other entertainment related to travel.

### **1.8 Organization of Study**

The study is organized into five chapters. The first chapter elucidated the reasons why the researcher conducted this present investigation by explaining issues that justified the study's existence. The study's prospective contributions to the field of tourist promotion, as well as the function of tourism discourses in portraying tourism locations, including language and visual aspects, have been elaborated. In the following chapter, the literature review is presented to discuss and show the theories, concepts and results of previous studies which provide the foundation to support the current study in fact Chapter 2 presents the literature related to persuasive strategies, corpus analysis of travel guides, tourism discourse and multimodal analysis. The section also presents the discussion about significance of tourism discourse in Pakistani context. Chapter 3 contains research design, data collection methods and procedures along with limitations and constraints of the study. Chapter 4 presents the analysis on two levels; one is corpus analysis using Antconc and other is Multimodal Analysis using model of Kress & Leeuwen (2006). In the last chapter conclusion and recommendations have been given for the future researchers and about the improvement of tourism discourse either in hard or soft form in the times to come.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2 Introduction**

The chapter provides a discussion about the studies conducted to explore the travel discourse. In this regard several corpus-based studies highlighting use of descriptive adjectives have been explored. It also shows that significant research on travel discourse have been done in other countries focusing the linguistic and non-linguistic strategies but in Pakistan the research done on travel guides and text is usually from the percept that how tourism can be promoted in and outside the country because tourism is imperative for the economy of any country. Moreover, it also presents that how travel guides of other countries make use of persuasive strategies that are required for the effective and catchy verbal and non-verbal aspects of travel texts. In addition to this, the chapter explores the previous studies about the use of certain verbal and visual strategies in travel guides either in hard form or in form of a webpage. Hence, the chapter provides an overview of the studies conducted in the area of tourism discourse and travel guides. The chapter ends with an identification of research gap.

#### **2.1 Tourism Discourse**

Tourism discourse is an important means of international communication which is widely used in the tourism industry that has its own features because it covers a wide range of details and particulars. The expressiveness, emotionality, and saturation of tourist speech are achieved by the use of style tactics such as epithets, question sentences, and so on. In tourist discourse, lexical strategies are chosen to persuade the customer of the uniqueness or originality of this commercial offer (Saidovna, 2021). She further asserts that the socio-institutional nature of tourist discourse is evident. The institutes of tourist discourse may include tour operators, travel corporations and

agencies, aviation and train ticket offices, and public relations and advertising agencies, among others include state tourism organizations, the Ministry of Tourism, travel agencies and companies, tour operators, guides, hotel personnel, restaurants, museums, animators, and others may be the destination of the tourist discursive space. They present the audience with a variety of offers, services, and ideas. The addressee can be represented by both the target audience and the prospect.

Furthermore, tourist discourse is a type of institutional discourse that focuses on mass information and status. Tourist speech is similar to advertising discourse in terms of pragmatic orientation and information richness. In addition, the Eastern and Western countries differ in many respects, such as social system, history, and environment, which determine Western and Eastern cultures have different purposes and ways of thinking. So, it is a general perception that it has become very important to have some knowledge of tourism.

## **2.2 Persuasive Strategies in Tourism Discourse**

In order to develop an effective destination promotion, researchers and academics (Zakharova, 2021; Cesiri, 2017; Maasalmi, 2013) have identified some features of travel guides. In this connection, Dann (1996) has highlighted eight features of tourist language that are typically present in tourism materials include function, structure, absence of sender identity, monologue, euphoria, tautology, tense, and magic. These characteristics distinguish tourism language from other specialized languages. As according to Saidovna (2021), language used in travel text must be communicative. Hence, the first feature of travel discourse is communication. Language serves a variety of purposes: it conveys information, evokes emotions, influences people's actions and ideas, recounts stories, and so on. These features are built into language and serve an intended role. The expressive function focuses on the message sender. The addressers employ this emotional function in language to express their sentiments about the message. The receiver of a message is referred to by the directive function and it has deals with how language is used to influence the addressee's emotions, attitudes, beliefs, and action. The purpose of the addresser is to persuade receivers to act, think, feel, and react in the manner intended in the text. The referential or informative function is concerned with the meaning of the message. The external circumstances, facts, reality, ideas, or theories are at the heart of this function of language. Apart from these, the sender's aim is to inform, describe, or disclose something. The phatic or interactional function is concerned with the communication channel. It is utilized to create and sustain contact between the

addresser and the addressee via communication medium. This function is used to keep the receivers' attention by employing various strategies.

The first feature that is frequently employed in tourism discourse is emotive and poetic functions. The emotive function is activated by using a high frequency of adjectives and superlatives; metaphors are employed to adopt the poetic function. These features give the texts a pleasant mood. As a study by Maasalmi (2013) also assert the same point that adjectives are indispensable for the travel text. The tourist marketers have to emphasize the benefits and qualities of destination in order to boost the appeal of it and to differentiate the area from other locations. The emotional and conative functions are used to achieve this subjective meaning. The referential function gives objective information related to a common information about a place.

According to Dann (1996) structure of tourism language is the second feature. As coherence and unity of the text is significant, therefore, it is critical to appropriately order the texts in tourism promoting materials. Nowadays, tourism advertising is done through multimodal texts, therefore, the verbal and visual elements are organized in a logical manner. The lack of sender identification is another characteristic. It refers to the receiver's skepticism towards the supplier of tourism-related information. The addresser is mostly unknown. As, Hassan et al. (2008) also points out that reader instead of author is more important. There is no clear indication of who is speaking authoritatively. The sender and receiver of tourism information are separated. As a result, a monologue is a property of a tourism literature. It is effectively a one-way conversation: the audience is unable to respond (Dann, 1996). However, marketers attempt to conceal this unequal relationship in tourist texts by employing linguistic tactics. Next to it comes euphoria as the feature of tourism language. In order to emphasize the unusual and good qualities and benefits of a destination, tourism discourse designers use a sort of extreme language. Only positive and glowing language is used to promote the services and attractions. This is achieved through a liberal use of adjectives to highlight the traits and attributes in order to catch the tourist's attention.

One other property, which is peculiar to the language of tourism, is tautology. The tautological nature of the language of tourism defines use of language resulting in a degree of control over the information receivers. In promotional tourism advertising, the element of tense is frequently observed. The tourism language signifies a journey through time, from the present to the past or future. Tourists attempt to get away from their daily routines and try something new.

Tourists sometimes simply need to rest without regard to time constraints; they require a location where time can pause. In this scenario, marketers employ a variety of tactics to achieve this effect. The magical part of tourism is becoming increasingly important. Marketers employ a variety of tactics to construct a new world based on magical representation. Places are described as heavenly; food is presented as delicious and the entire experience is explained as if to take one away from woes and worries of routine life. Thus, people who want to try something new are always drawn to magic. This property has a strong influence on the recipient in the tourism environment, hence the sender wishes to use phrases with this evocative power (Dann, 1996).

Some of the persuasive strategies discussed in tourism discourse elaborated by Hassan et al. (2008) include, enticement, places of interest, shopping, entertainment, and getting there to the actual place for visit. It is clear that the words are carefully selected which has a significant impact on the success of the advertisement in creating a sense of excitement. In other words, speech is powerful in creating a high sense of impact that will lead to actions. A variety of tourist attractions are also shown through pictures. In the study, the brochure titled *The Holiday Booklet* was analyzed according to multimodal methods, where a variety of activities were represented by hiking in the woods, kayaking and shopping etc. The activities like formula one races and diving have been described as very interesting. This is found as one of the motivating strategies of tourism in developing Malaysia by highlighting different tourist destinations and activities that will suit people with different needs or interests. Thus, there are quite a number of the influential strategies used by the Malaysian Tourism Board not only in developing Malaysia but also promoting it as leading tourist country. The logo of the company act as the maker of identity as there is hibiscus flower in the logo that is the national flower of the Malaysia. In addition, the findings of the study by Hassan et al. (2008) the work highlight language styles and word choice used specifically in tourism speech as the use of certain speech techniques as a means of expressing and introducing 'us' to 'Others'. The words are written in different styles to catch the viewers' attention. To make it catchy, not only the font and styles are prominent but positive adjectives are also used in promoting tourist destinations. The findings also show lack of repetition in the text avoid boredom. Similar to other tourist promotional variables, this also highlights shopping events and dining places. Most notably, this research provides models and guidelines for marketing purposes in other tourism industries to help them attract the tourists.

In another study about travel discourse conducted by Maasalmi (2013) the use of adjectives has been highlighted as one of the prominent features of tourism discourse. The purpose of the study was to examine the use of language in tourism discourse particularly adjectives. The collected data has been analyzed using the Wordsmith Corpus Software. The findings revealed that tourism discourse of each country may be different from each other. The results showed that British travel guides use adjectives more than the American and Canadian travel guides. In addition, cultural differences may also cause the change in tourism discourse. On a larger scale, the discrepancies between the sub-corpora and the adjective categories were investigated. The categories of adjectives were then examined further to see whether there were any discrepancies in the use of different adjectives or otherwise. The findings of this study revealed that, despite the fact that the three English-speaking groups share a highly specialized discourse, there exist differences between them even in the use of modifiers. In their tourism brochures, there are statistical discrepancies in adjective usage. In terms of quantity, the British tourism brochures appear to employ the adjectives that contribute the most to the reader's persuasion. The brochures in the United Kingdom also include the adjectives that have the highest variation. This research supports the idea that British travel brochures are generally more appealing.

Similar to the work of (Maasalmi, 2013) another study on tourism phraseology has been conducted by Pierini (2009) that focuses on adjectives used in travel English on websites. In her study of tourism phraseology, the researcher took a small and untagged corpus of about 196,400 words from 3- star and 4- star hotels in Britain. Two steps were followed in the methodology section: first frequency wordlist of the adjectives occurring in the corpus was produced and secondly some of the most frequent adjectives have been analyzed in concordances to highlight relevant features of accommodation discourse and to discover collocations. She investigated semantic and pragmatic aspects of adjectives that is very significant. The corpus-based analysis has proved that choice of adjectives, in connection with their pragmatic meaning; grammatical patterns and collocation setting play a key role in conceiving the promotional discourse of tourism. These according to her actually help in the better comprehension of the text for the promotion and decision making for the tourists. Likewise, the current study also focuses on the choice of adjective for the description of nouns and how their use highlights the semantic and pragmatic aspect. The study is limited to only the British websites. The findings exhibited that the language used on the

websites was written by tourism professional, but its purpose is to reach the intended audience who are not language specialists.

The tourists, therefore, interpret the writings as a two-way conversation rather than a monologue. Persuasive methods help to create a communicative and welcoming environment, which helps to reduce anxiety. It creates a causal relationship between the reader and the text. Tourists are instinctively drawn in and carefully convinced to use the services available. Furthermore, the websites provide readers with an engaging experience via navigation. Interactivity is provided via hypertextual linkages, which enable users to interact with digital verbal texts in order to access further texts on other pages based on their interests. When visitors interact with website sections, a true dialogue is established. This method is a straightforward and highly successful strategy to engage consumers and generate bookings.

### **2.3 Travel Guides and their Significance**

The travel guide is described as a book designed for visitors that include descriptions of places in relation to a particular place and what can be seen and visited there like accommodation, transportation, restaurants and entertainment, etc. (Metodijeski & Golakov, 2013). In travel guides there are navigation guides which contain addresses, phone numbers, web pages, maps, etc. In fact, travel guides are the most widely used tourist guide and paint the picture of destination to a large extent, both before and during the actual stay (Bender et al, 2013). The travel guides aim to make it easier for tourists to stay in an unfamiliar area. Travel guides can be categorized by price methods. Depending on the format and form, they are available both in electronic and hardcopy. Worldwide, tourism guides are frequently published by the international community. An overview of private companies that work well with the publication of this type of literature design not only for advertising but also for marketing and the rest of the target audience.

Tregermana, Mansfelda and Elyada (2015) in their research highlighted the importance of travel guides from the perspective of tourist guides. They affirmed that travel guides play an important role in the tourism industry. The theoretical approach to multiculturalism and history helped to explore the process of producing books and their role as polysemic cultural texts. This was a broad approach which provides an overview of their roles in the collection of guest information and the formation of cultural preferences as well as consumer behavior. In addition, it allows to establish procedures for the reconstruction of tourist motivation and consumer behavior

as a key component of the construction of cultural identity in the modern era. Therefore, it offers a unique view of the role of the tourism industry in the great cultural, historical and social changes of our time. With the growing number of tourist destinations and the intense competition associated with international tourism today, understanding the role of cultural ownership in tourism promotion and morality is no longer a luxury but a crucial factor in the day-to-day operation of the tourism industry as a whole. According to the study to date, the purpose of the review has been threefold. First, it clarifies why hospitality identity research is an important component in understanding post modernity. Second, it reviews the status of research on guest identity in general, and especially in reference books as a central cultural product within the tourism industry. Thirdly, it provides a comprehensive, built-in approach to the Annales School's book of book as an active social actor, in critical socio-cultural and cultural research for the construction of guest identity in recent year's reference books.

It is difficult to adequately describe the type of travel guide books, as they have a wide variety of publications such as travel journals and brochures. For this reason, manuals are often identified by a main feature that is targeted audience. From a historical point of view, manuscripts are a form of deep-rooted literature: the first known work, by Pausanias, described the Greek world as a world traveler. Modern travel guides, however, began to emerge only with the advent of mass tourism, that is, in the early nineteenth century. The special value of the cultural and historical cultural approach to the study the visitor identity is evident through the use of tourist guides. It further explains the meaning in complex interactions between personal and cultural field, tourism and travel industry, and in modern and historical development as well. Thus, it may be anticipated that the future course of the tourism industry development in a particular temporary environment, according to cultural definitions, would revolve around targeted tourism, tourist destinations and venues, and the visitor himself would be all related to each other. Many interesting directions for further research may be taken as a result of the above-mentioned theoretical discussion on the benefits of social and historical approach to the study of guest identification using reference manuals. With the passage of time when destinations, tourism products, tourist types and tourism options are growing in number, manual reading using a socio-cultural approach makes it possible to analyze, in a process-oriented way, the trends of the tourism industry developing cultural dialogue with community-based definitions. This type of in-depth analysis can not only make it



easier to understand these processes, but also foresee them as future approaches to the tourism industry itself (Tregermana, Mansfelda and Elyada, 2015).

Highlighting the significance of travel guides Dumitrascu (2021) asserts that since the document of travel guides are created in professional contexts, travel guides, like other tourism publications, are the result of a socio-discursive process. The tour guide as a social activity, introduces a specific sort of discourse within the context of human exchanges, one that has some traits with other genres while maintaining a uniqueness that sets it apart. Travel guide discourse aims at few targeted goals but the primary goal of this sort of discourse is to use advertising to present the location in order to establish a reputation, with increased renown being a key goal of tourism communication. Along with existing institutions, newly founded institutions want to make a name for themselves by drawing a wide audience towards it. In terms of the second goal, tourism professionals strive to present a positive image of the location in order to captivate the attention of readers, impress them, and ultimately make their offer attractive and desirable. These goals can only be met by using captivating imagery and a carefully chosen language to create links between the target destination and the consumer. The final purpose is to inspire readers to react by eliciting an emotional response and motivating them to continue on the journey. As a result, the travel guide is attempting to market an imaginary environment through this discourse, which produces a dream that impresses the reader/traveler. Because it is a discourse supplied by professionals to the general public in a field that involves several fields of activity, each with its own vocabulary, the writer's discourse belongs to the specialized discourses. As a professional discourse, the discourse of travel guides contains not only pragmatic and evaluative aspects, but also contains particular linguistic elements that distinguish it from discourses originating from normal life encounters.

Travel guides either in hard or soft form are descriptive in nature and provide practical information to the receivers because travel guides are comprehensive and provide the detailed account of key features of any land and place. Being a subjective document, these guides are concrete documents and depict comprehensive details of places, people, food, and culture which are helpful to many tourists to pick up and decide about their favorite place. Travel guides not only provide the cultural and traditional account of an area but also provide suggestions and tips to readers and tourists for choosing the best and economical place too. As this is the time of options and people pick up the things of their choice therefore each travel guide is designed in such a way

to attract the customer. Language and images used on these guides construct the image of a destination in readers' mind's eye (Baloch, 2007).

### **2.3.1 Types of Travel Guides**

Travel guides according to Saidovana (2021) can be safely categorized into two types. These types include promotional booklets and tourist handbook. The first type promotional booklets are also called advertising publications, these are presented by booklets and brochures, a self-guide, a free guide, and a brief guide. These carry information for advertisement, and reference. Precisely stated these provide readers encyclopedic information. The second mentioned type is tourist handbook that is also named as souvenir guide and it contains historical information, a description of sights, a map, information about the location of monuments, the time and cost of visiting places, excursion programs, nearby cafes and souvenir shops, information for people with disabilities, information service's necessary and telephone numbers. As the most essential source of knowledge, the guide genre mixes journalistic and scientific functional forms. Furthermore, he explains that the travel guides on one hand are informative document and on the other hand, have advertising aspects such as, illustrative materials that are continuously in use because tourist discourse is also known as advertising discourse.

### **2.3.2 Features of Travel Guides**

Bosnar et al., (2019) discusses some prominent features of Travel guides. Guidebooks are "actual" publications that are longer than any other tourist text and cover a broad range of topics. They provide historical and cultural context for the place, as well as important ideas and practical assistance to the reader. These provide honest reviews for all budgets - eating, sleeping, touring, going out, shopping, hidden jewels that are closely related to the destination. In fact, history, gastronomy, natural environment, arts, and architecture give travelers with a richer, more fulfilling travel experience. The language used in travel guides, on the other hand, serves primarily to design and shape the tourist experience. As a result, guidebooks not only choose the place and provide information about it, but they also shape the picture of the destination, allowing the reader to develop his own conclusions based on the author's viewpoints and language choices. The communicative goal is to present tourists with critical information to assist them in deciding where to go and which tours to take. As a result, effective travel guides must be both useful and convincing, and they do it using a variety of communicative and visual strategies. Overall, the

obtained results provide a valuable contribution and foundation for future research aimed at creating texts that present a destination in a way that generates positive sentiments as an important prerequisite in making a final decision to visit a particular destination. According to Stolberg (2021) the document of travel guide is a kind of direct address to the travelers who desire to visit the places. They contain information which is practical and general. Travel guides contain information that is perceived as expert knowledge which is one of the prominent features of travel text.

#### **2.4 Multimodality in Travel guides**

Multimodality is both a method and theory which indicates that several semiotic modes are integrated with any kind of discourse in order to have better communication event (Leeuwen, 2006). Multimodal analysis according to Halloran & Smith (2008) consists of the analysis of communication methods, however such analysis is specifically concerned with texts which incorporate the interplay and integration of two or extra semiotic assets – or ‘modes’ of communication aiming at gaining the communicative capabilities of the text. Such sources consist of elements of speech which includes intonation and different vocal characteristics, moreover, it explains about the semiotic movement of different physical sources which include gesture (face, hand and body) and proxemics, in addition to it, these sources deal with products of human generation along with carving, portray, writing, structure, image and sound recording, and in greater present-day times, interactive computing resources are also the part of multimodality.

There are several methods and applications of multimodality. Jewitt (2006) and others (e.g., Lemke 1998; O’Halloran 2010; Unsworth 2008) have shown that multimodality is very essential in the classroom discourse and plays important role in the teaching and learning. The integration of understanding and strategies from multimodal semiotics technology promises new approaches to the improvement and examination of computational technology. Hence, the multimodal text evaluation has been proven to be critical to a consideration of a wide variety of fields and areas (Jewitt, 2009). It has become essential these days that language users must realize that inside the development of multimodal studies as a discipline there is the form of empiricism of widespread text analysis which is inclusive of revolutionized form of language. In order to bring multimodal applications into action this could necessarily require that analysts of multimodality learn to use updated modern digital multimodal resources and strategies with a purpose to cope

with the natures of such media in a better manner. Likewise, multimodality has been used as the framework for analysis and better comprehension of tourism discourse. In tourism, the brochures, posters, postcards and similar medium of communication may be analyzed by using multimodal methods (Leeuwen ,2004).

Following the same patterns of multimodality, Vojnović (2020) conducted the research to investigate the reasons of introducing hypothetical foundation of tourism discourse. His study meant to first momentarily introduce hypothetical foundation behind the investigation of nature and novel properties of English for tourism, all the more explicitly its jargon. Furthermore, by executing a multimodal approach and corpus examination, contextual analyses of the three travel industry sites have been seen to perceive how unique open modes are utilized in introducing social upsides of three unique nations. All the more explicitly, open purposes and means were investigated in short special video materials close by with going with trademarks and logos. English texts in the basic areas of the sites are dissected by recognizing keywords and diction to lay out the really open reasons for the composed piece of the sites and contrast them in the visual material. The results showed are in line with all previously discussed work where it has been found out that despite the fact that tourism language is loaded with clichés and cliched idioms, stereotyping is to be expected in promotional materials, which frequently promote cultural identity in a good sense. In terms of teaching and learning of tourism discourse, it is critical for students and professionals in the tourist and hospitality industries to understand the nature and characteristics of English for Tourism. The students and professionals can evaluate the symbolic and functional qualities of tourism language and learn how to effectively mix diverse modalities of communication in the context of their career.

Turra (2020) study on the travel website focuses on the communicative and persuasive functions. Words when come in a set pattern with each other create meanings for the language user (Palmer,1981) This is from the percept of gastronomic tourism which focuses on the communication and persuasion tactics used on selected websites promoting gastronomic tourism. The analysis of these sites focused on the visual and linguistic aspects that are deployed to establish Piedmont's and the tourist's identities, as well as the interaction between verbal and non-verbal features. Hypertexts and interactive websites use a variety of multimodal materials and tactics to provide potential tourists a complete immersion in a country's culture. In line with the significance of other researchers its ultimate goal too is to promote a travel experience by describing a reality

that is authentic and unique. A multi-method approach was selected as the analytical framework in this study that is similar to earlier studies. This draws on Kress and Leeuwen (2006) visual grammar, Martin's semantic categories of evaluation, and is unified by an integrative systemic functional theoretical framework. To shed light on the association between communicative and persuasive qualities, as well as the social and discursive construction of the identity of prospective tourists and locations, discourse analysis was integrated with Quan and Wang's model that narrated about the tourist experience. Similar to his study one another study on online travel discourse was conducted by Jabeen, Hameed and Afzal (2022) in which the effectiveness of linguistic and semiotic representation of the Saudi websites related to travel discourse has been analyzed in order to attract the tourists. Unlike the study of Turra, their study focused on the semiotic resources instead of semantic resources. Model of both studies are similar. Findings of the study reveal that imagery and discursive strategies used in the travel discourse present Saudi Kingdom as a modern and multicultural land for the tourists. In addition to this, the results also show that Kingdom is an advanced country that offers several attractions to tourists.

Following some of the previous works a study on multimodal analysis has been conducted by Stoian (2013) regarding online websites of ancient places in Spain and Britain. The Systemic Functional Language (SFL) emphasizes that a semiotic mode, visual structure is considered to perform the same metafunctions as language. In view of this, it can be argued that different language and visual preferences lead to different interpretations of texts. The analysis of web pages and findings has been presented in relation to job representation and the cultural diversity consideration. The ways in which language and image follow or deviate from a common cultural pattern have been highlighted in the results. Moreover, the study has discussed the conclusion from the cultural view of Hall's (2000) in which the context has been completely inconsistent with theories of cultural communication and raises political and social influence as well as global impact on language in specific and culture and tourism in particular. Stoian research aimed to contribute to the field by presenting many options for the analysis and interpretation of tourism websites. It investigated at the official tourist websites of the United Kingdom and Spain, notably the pages dedicated to the World Heritage towns of Edinburgh and Santiago de Compostela. The investigation was multimodal, encompassing both text and image. The researcher found out that the influence of setting and communication channel may explain the contradictions discovered. Promotion falls under the high context category, while the Internet falls into the low context

category. They could also be a sign of other cultural shifts. The internationalization of the English language has the potential to influence British culture. Socio-political changes, globalization, and English culture may all have an impact on Spanish culture. The outcomes of his study suggested that websites, like any other form of discourse, can be analyzed multimodally and culturally. Promotion can be more successful and the country brand can be more memorable if there is a better knowledge of message organization and a greater awareness of cultural elements. They also suggested that Internet and globalization influence messaging promoting national tourism.

Multimodal analysis of travel brochures has been recently done by Furnama et al. (2020) in Mundi Island, West Sumatra. Verbal and visual objects presented in the brochure have been analyzed using Cheong model (2004) of standard structure. The study used descriptive study method approach. Data of this study was comprised of verbal and non-verbal texts found in the Sumbar Holiday tourist brochure of Mandeh Island. Results of the study indicated that brochure contained all the most common types of lead, display, symbol declaration, enhancement, visual, tag along with driving and tour details. The findings of Sumbar Holiday brochure fully supports Cheong's' theory (2004) as it presents that oral and visual element support each other and come together to convey a complete message to the reader. The message this research passed on to the individuals is even more influential, and it stimulates their interest in using the tourism and tourism company's services. The study suggested that future researchers should take another visit brochure or website whether local or international travel. Also, it is suggested to use other diversity ideas in oral and visual elements analysis to see a broader definition of print advertising. In addition, advertisers must pay more attention to the combination of oral and visual material used for this purpose.

## **2.5 Development in Travel Discourse**

Nowadays, the study of tourism English is much focused and significant studies have been conducted in the genre and in its performance analysis as well. The desire to inform the audience about the message related to the exceptional features of the provided offers is the prime goal of travel guides. Therefore, these persuade the tourist to know about the features is also one another biggest goals of tourist speech. The preponderance of straightforward proposals related to the liveliness, expressiveness of the advertising language, that rapidly and efficiently understood by readers, are some of the grammatical aspects of tourist discourse. The efficiency of language tools

is also strongly determined by the genre of the created text. Thus, tourism discourse ensures that language which has been used must be understandable for the readers, they must identify the use of sign and symbols because there are multiple tourists with diverse linguistic, social and cultural norms. Language of tourism gives detailed and comprehensive portrayal of the potential tourism destination in which attempts are made to persuade, attract, encourage and seduce the potential tourists (Kang & Yu, 2011). Tourism destinations are created and recreated for the tourist through text. Before visiting the actual place, the text built a picture in the reader's mind. The text is that powerful that it may or may not present any place worthy of visit or otherwise. Tourists are allured and driven by some internal and external factors. Some of the external factors according to (Kang & Yu, 2011) include the travel agencies, travel guides, brochures, and pamphlets etc. These days social media and internet is the big source of providing information to the tourists. They are well informed about the several places and destinations through verbal and nonverbal clues. The tourism discourse not only presents the place to the reader but also assists in arousing curiosity and interest. It may build the expectations of individuals that what they will see and experience, how they can choose for multiple options in terms of packages offered by the travel agencies. On the other hand, internal factors include desire to travel and adventure in one place and knowing about other cultures, values and cuisine on the other side.

Modern technologies have made it quite easy to access any kind of information related to travel as traditional printed guidebooks are replaced by the new digital devices which are easy to access. Therefore, these traditional methods according to Cesiri (2017) are compelled to transform themselves to cater the need of current technological advancements. In this connection, multiple websites are now available, performing the same function as travel guidebooks. These travel guides are tailored to specific cultural contexts and consider local cultural features as well as the expectations and opinions of the target community. Promotional language that is available in tourism communications uses attractions of places as symbols. The researcher has aptly pointed out that sense of sight is usually the first contact receivers have with the text and symbols displayed. In this regard, representation of attraction awaits a real visit and influences the expectations of visitors to determine their decision to visit the destination or otherwise. Tourism discourse uses various kinds of resources like linguistic, visual, audio etc. to convince the readers to plan the visit. These persuasive strategies may be taken as marketing materials for tourism. Its main purpose is to promote the beauty, and uniqueness of the particular place. The advertisement

of tourism aimed at selling the feelings, fascinations and experiences that are the desire of tourists. (Zakharova, 2021).

## **2.6 Use of Grammatical Patterns in Travel Discourse**

Likewise, Cesire (2017) conducted his corpus-based study about seven places in Italy. The corpora for study were collected from the digital sources available on the official websites of the targeted sites. The purpose of study was to observe and analyze the repetitive patterns and grammatical patterns that have become commonplace in all seven places and how they are expressed in society using verbal and figurative language. As repetition may result in loss of readers interest but it may also reinforce a particular idea. The analysis reveals that both price analysis and fairness are compatible. Qualitative study shows that nouns are more dominant than adjectives and verbs in addition to language that is emphatic and catchy for the readers. Undoubtedly, the results of the study are quite different from others as most of the works have talked about adjectives and how these modify other word classes in text while it has explored verbs as well. The study conclude that the promotion of tourism is of paramount importance for the tourism industry of any region. In a similar study Nuikhao (2017) explored the use of adjectives in Tourism English in the online news websites of Thammasat. However, her study examined the evaluative and descriptive adjectives particularly. Data was collected regarding the news articles eliciting tourism English focusing places rather than food and other attractions and it was delimited to the year 2017-2018. To observe the collocations, first five ranks of adjectives were analyzed through frequent occurrences in corpus software. The results revealed that both Thai websites, namely the Bangkok Post and The Nation, have a few numbers of descriptive and experimental adjectives while the number of descriptive and experimental adjectives on the BBC website was different from the Thai websites. It was found that selected adjectives usually occur with common nouns including local nouns and ambiguous nouns. Thai writers seem to use more descriptive and critical adjectives than traditional language writers. The similarities were found with Thai and native speakers who often use descriptive adjectives.

As hotels are one of the important aspects of tourism, therefore, Marza (2011) conducted a study in the context of evaluative adjectives for the promotion of hotel websites. The aim of the study was to understand the vital role played by adjectives in order to persuade the tourists. The downloaded corpus was analyzed using Word Smith tool for data analysis. The findings show that



promotional hotel websites aimed at attracting the tourist by offering them wide variety of facilities and tastes. Adjectives play vital role in terms of semantic, pragmatic and functional criteria of describing the facilities and food. Another corpus-based study was conducted in Malaysia by Jammaluddin (2018) that explored the use of adjectives in travel food vlogs. Based on the Dixon's model of semantic categorization, the study examined the utilization of frequently occurred adjectives. Six travel vlogs were analyzed from the YouTube. The study is very limited as it only discussed one aspect of travel that is food. The results revealed that lexeme *good* has the highest frequency of occurrence therefore, excessively used by the vloggers. Similar to other Asian countries, Pakistan too has always been a focus of attraction for tourists across the world because of its diverse culture and natural beauty. Ahmed et al. (2007) assert that Pakistan takes different and special position in the continent and across borders. The whole region has a special beauty with high mountains and snow-covered peaks, huge glaciers, deep ravines, beautiful green valleys, high flowering meadows, magnificent rivers, glistening streams, lush lakes amazing waterfalls and plains. North and South belt of Sulaiman-Kirthar is like the back bone on a map of Pakistan. Mountains and hills in the Western areas represent another unique place distribution of associated valleys and depressions, especially around Quetta, Ziarat, Zhob and Kalat. All these mountains offer some attraction as a natural placement of plants and animals. Being an epicenter of attraction for the whole tourism world, one of the major reasons is use of lingua franca that is, English on travel websites and brochures representing Pakistan.

Although English being lingua franca is a common language used in travel guides across the globe, yet local languages may be depicted through kinds of verbal and communicative strategies as well (Cesiri, 2017). Although tourism English has its own features, but Eastern and Western countries use this differently due to their variant social, geographical, and historical aspects. It also shows that East and West have different mode of judgment and admiration of beauty, nature, and culture. Few studies have been conducted on language of tourism using corpus-based approach. One of such studies is conducted by Khabibulian (2019) that analyzed the tourism English and language used in tourism in the Republic of Tarstan. Khabibulian examined the stylistic characteristics of tourism English. After gathering a considerable number of original materials from official tourism websites in the United Kingdom and the United States, a corpus called Tourism English Corpus was created. He used the Freiburg-LOB Corpus of British English (FLOB) is utilized as the reference corpus to make comparisons. The findings revealed that tourism

industry of the area is on the rise as it has taken fourth place in the ranking of Russia's best destinations. The linguistic features highlighted in the study confirm the features of previous studies and strengthen the need to take serious steps for the formation of Pakistani English. Paklish also introduces new features, such as, the unique use of punctuation as well as compilation of words from British Standard English and contributes to the information available to decoders. The results of Khabibulian's work are useful for researchers interested in compiling register lexis-based fields.

Travel guides construct the identity of place and tourist. Tregerman, Mansfeld and Elyada (2017) conducted the study in Israel aiming at highlighting the role of travel guidebooks as identity construction, formation of cultural tastes and social changes. The study also highlighted the role of guidebooks in tourist identity construction and motivation on one hand and formation of consumer behavior on the other. The study concluded that for the social construction of tourist identity, it is vital to focus on travel guidebooks in both qualitative and quantitative methods. Textual and contextual devices used in these documents assist readers either which place is best for visit. Brochures also play significant role in selling a product to customer along with giving core information about the product. At the same time, brochures advertise the product which provides more details to help receiver choose from a wide range of options and to inform customer of the entire services available at a place to maximize potential costs. The textual and contextual devices have been examined by Cesiri (2017) in his study conducted in Venice, Italy. The study explored the use of language for highlighting the beauty of place. The travel guides of Venice make use of more than one language as it is not written in Italian but in English too. In addition to this there are many travelers who do not understand Italian thus lingua franca i.e., English has been used for the better understanding of the readers and for promotion of the city as well. He collected the data from Digital Travel guide books which is similar to the present study. In this digi-modern world the data is easily available on internet. According to his study the opportunities provided to tourism operators by using those texts are manifold: they can be accessed through the traveler before the actual journey experience, they could assist attitude visitors determine which operator can provide the great service, they can also literally observe the tourist at some point of the live, giving the effect of being for my part looked after by way of the writer of the documents, also because it's far possible to get admission to on line information to the primary internet site, whose link is furnished frequently inside the pages of the Digital Travel Guides.

A significant study has been carried out by Kang and Yu (2011) that focused on stylistic features of Tourism English. Reference corpus for comparison was collected from American and British tourism websites. After the analysis data showed that Tourism English Corpus has its own stylistic features. Many words like proper nouns, scenic nouns, descriptive adjectives and verbs with meaning of visiting and enjoying were employed in Tourism corpus of both countries. Further the study proposed that corpus may be expanded by using tourist brochures and guidebooks etc. The study is limited to only travel websites available on internet while the current study has not only taken the data available in travel guides on internet but have also integrated the multimodal analysis of the travel websites. In addition to this, a study conducted by Khabibulina et al. (2019) showed different results related to length and construction of tourism English. The study presented a corpus-based stylistics analysis of English tourism in Republic of Tartar. The study used historical systemic method to reconstruct the Kazan history and with the help of this technique Tourism English Corpus (TEC) was built. The finding revealed that TEC has higher number of adjectives such as beautiful, great, grand, famous, popular, and natural etc. Rather these adjectives were agreeable that sharpen the aesthetic sense of the readers. As compared to the study of Kang (2011) sentences used in TEC of Tartar are shorter in length and simple in construction.

As the current study has used mixed method approach and one of its analyses is based on multimodality of travel websites. In this regard, a study carrying same method has been conducted by Ip (2008) in Honk Kong, China. Multimodal analysis by the researcher focuses on a small detail and pays close attention to the linguistic and visual aspects used in the chosen brochures taken from the selected websites. The results showed that by observing the intricate and conflicting nature of tourism products, it is found that tourism advertising relies heavily on the historical language and attractive images to maximize its persuasive power to attract business. The choice of words, style and grammar were selected and reviewed closely. Key concepts in visual analysis, such as behavior and determination were also examined. Other factors influencing the translation of tourism speech, such as using a collage and a photo of participants were also discussed. According to the research in the context of experiences of colors in the travel discourse Lee (2020) has explored that tourist photography creates the positive image of destination. Therefore, colors are important aspect of the travel studies. Following this research study, the current study will also highlight the fact that tourism advertising highly depends upon the catchy language and attractive images. However, the current work has a different setting and context.

Considering the importance of travel guides, a study on homepages of travel websites was conducted by Manca (2016) in which the home pages of four major traveler sites have been analyzed, specifically the sites which advance Italy, France, Germany, and New Zealand as per a new system, marked here as 'Social Communication Grammar'. This strategic methodology of social communication grammar joins the methodology of Multimodal examination with the system given by Intercultural review and targets ordering the social highlights addressed on true travel sites through the examination of language and visuals. Manca (2016) has not used the Biber et al. (1999) framework but still the comparison and analysis show some similarities. The findings reveal that the Cultural Communication Grammar model intends to permit specialists to arrange deliberately the etymological and visual elements which are adored by each culture in tourist correspondence and to comprehend how various societies process and decipher data. The benefits of these orders are changed, especially in the limited time and spaces: items can be confined all the more effectively as indicated by unambiguous social characteristics, and, subsequently, influence can be accelerated by the more suitable social techniques consequently making the advancement more fruitful.

Similar to study of Furnama (2020) there is one another study found by Maci (2007) that is about the website promoting virtual tourism. The corpus of 82,257 was created and analyzed both qualitatively and quantitatively. The homepage of four websites in UK were analyzed semiotically to elaborate the multimodal discourse. The results of the semiotic analysis stated that the composition followed by all web pages was precise and brief. The elements including visual text or written text were placed to attract the attention of the reader. Levels of understanding had been created through the choices of colors, size, image contrast and placement. The study emphasized that it is in the nature of tourism discourse to be persuasive and communicative. It is due to its persuasive nature that website language becomes evaluative because of its promotional characteristics. Locations and destinations were described in such a way to produce the desire in the reader to go and visit the palace. The overall results of the study affirmed that in terms of visual and verbal interaction, all texts provide hyper-modality. A pattern emerges from the semiotic multimodal analysis in which a focal frame is surrounded by others in which visual and verbal parts alternate, providing a harmonious effect. Because the framing normally highlights one of the several textual pieces, such switching is not immediately noticeable. In all of the frames, the visual element depicts the location or event as actually tangible and concrete, with a focus on details and

facts. Visuals, on the other hand, reveal emotive and deeper qualities that go beyond their iconic purpose; additionally, the accompanying texts establish deeper meanings in the minds of intended tourists. However, as seen by the wide range of specific reference objects identified in the corpus, factual information is also necessary for establishing touch with the real world. The potential traveler gains a sensation of belonging to an elite group that can take benefit of the type of experience offered by these instructive features.

Furthermore, another study (Salim, 2015) conducted about the discourse of tourism in the official tourism websites of South Asia adopted the mix method research of language and visuals. His research attempted to provide a deep rooted and complete knowledge of the tourism discourse, of the official tourism websites of Malaysia, Thailand, Singapore, and Indonesia, four of Southeast Asia's most popular tourist destinations. Data was gathered using online documentation and a semi structured interview, and textual and visual analysis were used to analyze it. The visual analysis concentrated on the examination of salience and modality aspects, while the former incorporated lexical and syntactical methods. The study's findings demonstrated that numerous tourism discourses, such as the discourse of diversity and the discourse of spirituality, are employed to present the destination image using textual and visual means. Finally, the research makes a substantial contribution to discourse-driven research and has implications for the development of tourism websites.

In Pakistan there is a study conducted on Travel guides by Noor et al (2015) that highlighted the significant features of Pakistani English used in Travel guides. The information related to travel discourse was acquired via internet resource. The compile corpus was analyzed using the British National Corpus. The characteristics mentioned in the study support earlier research in order to take a serious step toward codifying Pakistani English. It also adds to the existing body of knowledge by presenting additional elements such as a divergent usage of punctuation and spelling of compound words from BSE. It is useful for academics interested in compiling register-based lexis, and it also adds new dimensions to future research by include new genres in the study of non-native English variants. It's also a valuable source of information for building a corpus of Pakistani English. The study seems to focus more on Pakistani English and less on Travel guides that actually is the gap found for the present study. The present research does not focus on Pakistani English but on English particularly adjectives that have been used by the online Travel guides. Noor et al (2015) asserts in her findings that there is need to codify the

Pakistani English in terms of grammar, spellings, word order etc. Likewise, the present study suggests that there is a requirement to rectify the errors found on the online Travel guides and how our travel sites can be improved in terms of visuals too.

## **2.7 Research Gap**

The analysis of the empirical studies demonstrates that there is need to improve the linguistic and non-linguistic strategies in the travel websites of Pakistan. Much of the literature exists on how to promote tourism in Pakistan (Ahmed et al., 2007; Baloch, 2007; Razzaq & Khalida, 2017; Arshad, Iqbal & Shahbaz, 2018), and use of Pakistani English in Travel guides (Noor et al., 2015), however this literature is not enough to claim that travel guides of Pakistan are given due attention in terms of language use, images and pictures use and for attracting the tourist's attention. Almost all the studies except one explore the aspect that how to promote the tourism in Pakistan (Noor et al., 2015). Therefore, the current study has explored the use of catchy words, well designed layout, images and pictures in order to attract the reader to visit Pakistan. The present study also suggests that there is need to pay serious attention towards rectification of the linguistic errors found in the websites. There should be proper codification and organization of the data. Moreover, these websites also need improvement in the non-linguistic strategies including, colors, images, design and layout etc.

## CHAPTER 3

### METHODOLOGY

#### 3 Introduction

The chapter provides details regarding the research approach and design of the current study. The chapter also sheds light on data sources and data collection procedures. In addition to it, the chapter provides account of how the data is collected and analyzed. The chapter also provides details of the theoretical framework of the study. It states that mix method study design is selected for the current work. The mixed method design is used to develop the better understanding of qualitative and quantitative data (Creswell & Clark, 2017), in addition to it, this type of research design may involve philosophic assumptions and theoretical framework. Thus, in present study qualitative data is collected from the webpages of selected travel guides and quantitative is collected from the text available on the travel websites of Pakistan. The collected data is analyzed stepwise. Quantitative part is first downloaded from the selected sources and then compiled for analysis. The corpus is analyzed by using Antconc 3.4.4 w in which use of adjectives are focused. Adjectives according to Biber et al (1999) are the best modifiers and descriptors. The model of semantic categorizing of adjective (Biber et al, 1999) has been used as a framework for analysis of corpus. In order to make the framework strong Multimodal analysis by Kress and Leeuwen (2006) is opted. Each webpage is analyzed according to the category of Visual grammar within the parameter of ideational, representational and textual analysis.

#### 3.1 Research Approach and Design

The current study has opted mixed method approach to meet the requirement of the research objectives. Mixed method approach means to use more than one approach in order to get better and authentic results. Mix method is a study design where both qualitative and quantitative

methods are used to carry out the analysis. In addition to being applied to gain a better understanding of qualitative and quantitative data mixed method approach may also use to obtain philosophic assumptions and conceptual framework that are helpful in research (Creswell & Clark, 2017). As, the current study aims to explore the persuasive strategies which include both verbal and non-verbal aspects of travel discourse, therefore, in order to analyze the verbal strategies that covers the quantitative analysis, corpus tools are used, whereas, for non-verbal strategies that covers the qualitative part of the study, multimodal analysis is done by using the model of Visual grammar. Furthermore, travel guides are the amalgam of both text and images and for the better analysis of these, qualitative and quantitative both research designs if used side by side can bring better results.

### 3.2 Data Collection Steps and Sources

The data for the mixed method study was collected through the various websites of Pakistan during the time span of 2020-2021 Only those websites were considered which used English language. For the collection of data, during the first step the list of travel guides websites of Pakistan was obtained from the <https://www.getout.pk/pakistan/travel/tourism-websites-in-pakistan/>. As there was no other website which could provide the list of websites, hence it was considered. During the second step, six top-browsed websites were selected. For the identification of top-browsed websites, another website (<https://www.similarweb.com/>) was used to identify its viewers. Only those six websites were used which were higher in number of viewers. The viewers' details of the selected websites are given below in Table 1:

*Table 1*

*Travel websites of Pakistan*

Sr. #	Website	Viewers
1	<a href="http://www.pakistantravelguide.pk">www.pakistantravelguide.pk</a>	85,697
2	<a href="http://www.kwsc.pk">www.kwsc.pk</a>	<5000



3	<a href="http://www.itravel.com.pk">www.itravel.com.pk</a>	<5000
4	<a href="http://www.easytrips.pk">www.easytrips.pk</a>	<5000
5	<a href="http://www.pakadventures.pk">www.pakadventures.pk</a>	<5000
6	<a href="http://www.getout.pk">www.getout.pk</a>	<5000

The data from the websites was taken in form of 25,000 words for the study and was compiled by downloading text from the above-mentioned travel websites of Pakistan.

### 3.3 Data Analysis Procedures

Data for qualitative study comprises multimodal analysis of same websites that was done manually. Categories were built for the Multimodal Analysis following the model of Kress and Leeuwen (2006). Moreover, Antconc3.4.4w was used for the corpus analysis of frequency of adjectives in travel guide discourse. AntConc has many functions such as concordances, word and keyword frequency generators, cluster and lexical bundle analysis and word distribution (Kang & Yu, 2011). As the study is focusing the use of descriptors in the text and is focusing only wordlist and concordance line functions, therefore, Antconc 3.4.4 has been used to handle the corpus of 25000 words. Moreover, the wordlist displays the frequency of words in the data and the concordance line showed how words behave in texts.

### 3.4 Data Analysis Methods

As the study aimed to use mixed method design where both qualitative and quantitative methods were used, therefore, multimodal analysis of travel websites has covered the qualitative part while Antconc 3.4.4w software was used for the quantitative analysis of travel guides.

#### 3.4.1 Quantitative Analysis Method

Following steps were involved for the quantitative analysis of corpus:

- i. Word frequency list was generated
- ii. Adjectives were identified as per the model given by Biber et al. (1999)
- iii. Adjectives were studied in the context using key word in context (KWIC)
- iv. Over and under used descriptive adjectives were explored

### 3.4.2 Qualitative Analysis Method

Following steps were involved for the qualitative analysis of websites:

- i. Non-Linguistic categories including word styles, font, etc. were established from the downloaded corpus
- ii. Non-linguistic categories including layout, background, images, color etc were established
- iii. After establishing the categories, analysis has been done according to the Halliday's model of grammar of visual image adopted by Kress and Leeuwen (2006).

### 3.4.3 Theoretical Framework

The study used two frameworks for qualitative and quantitative parts respectively.

### 3.4.4 Theoretical Framework for Quantitative Analysis

Biber et al.'s (1999) model of semantic categorization of adjective was adopted as the framework for the quantitative analysis of data. Adjectives are classified into two groups: descriptors and classifiers. Descriptors are described as prototypical adjectives denoting such features as color, size and weight, chronology and age, emotion, and a wide range of other characteristics (Biber et al., 1999). Descriptors are adjectives used to describe a noun, whereas the classifiers are used to restrict a noun's meaning, this study focuses only on the descriptors as these are the ones used to make the text more appealing and persuasive. As, the study focuses the persuasive techniques used in the travel text where adjectives are used in order to describe people, places and objects, therefore, by using the model the travel objects are described in terms of their size, color, time etc and the effect these create in the text. Moreover, by highlighting the emotive and evaluative features the effect of adjectives can also be observed in the text.

*Table 2*

*Descriptor Adjective model of Biber et al., (1999)*

<b>Descriptors</b>	<b>Examples</b>
1. Color – denoting color, brightness	black, white, brown, dark, bright
2. Size, Quantity, Extent	big, deep, huge, little, long
3. Time – denoting chronology, age, frequency	late, new, old

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4. Evaluative/Emotive – denoting bad, good, great judgments, affects, emphasis beautiful	
5. Miscellaneous	appropriate, complex, positive, hard, private

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### 3.4.5 Theoretical Framework for Qualitative Analysis

Multimodal framework was adopted for the qualitative analysis. Based on Halliday's (1985) notion of metafunctions described in the grammar of visual images, Kress and Leeuwen (2006) developed a model that examines the representational (ideational), interactive (interpersonal), and compositional (textual) meanings of visual images.

The below given Table 3 provides the details of grammar of visual image based on Halliday's model (1985)

*Table 3*

*The grammar of visual image*

Representational meaning	Interactive meaning	Compositional meaning
Narrative (with vector) <ul style="list-style-type: none"> <li>• Transaction</li> <li>• Reaction process</li> </ul>	Image act and gaze <ul style="list-style-type: none"> <li>• Demand</li> <li>• Offer</li> </ul>	Information value <ul style="list-style-type: none"> <li>• Given/new</li> <li>• Ideal/real</li> <li>• Centre/margin</li> </ul>
Conceptual (without vector) <ul style="list-style-type: none"> <li>• Classificatory</li> <li>• Analytic</li> <li>• Symbol</li> </ul>	Social distance and intimacy <ul style="list-style-type: none"> <li>• Intimate</li> <li>• Close personal</li> <li>• Far personal</li> <li>• Closer social</li> <li>• Far social</li> <li>• Public</li> <li>• Close social</li> <li>• Far social</li> <li>• Public</li> </ul>	Salience Modality Framing
	Perspective – horizontal angle and involvement <ul style="list-style-type: none"> <li>• Frontal</li> <li>• Oblique</li> </ul>	

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Perspective – vertical  
angle and power

- High
  - Medium
  - Low
- 

Modality is reliability or quality of the images. The concept of “salience” is concerned with the degrees to which the elements are used to attract the viewers’ attention. Participants show the facial expressions and body language of the people and these are also factors to be considered in discourse analysis. Participant may be interactive or represented. Interactive participant is one who begins the communication while represented participant is one upon whom the communication is done, thus one initiates and the other receives. In addition to this interactive meaning refers to the social relations between the maker of signs and the receivers of the signs and symbols which may include some brand logos, images or may be the acronyms. Ideal elements are more salient and contain the general points of information while real elements give more practical and specific information. The elements placed in the Centre are considered as nucleus of information and the information or details in the Margins are subsidiary parts of the image core. Representational meanings represent aspects of the world as it is experienced by humans. In other words, it has to be able to represent objects and their relation in a world outside the representational system. There are actor and goal in the multimodal. There are vectors also that can be reflected by various ways, such as human bodies or tools in action. Thus, the analysis will be done according to above mentioned categories.

## CHAPTER 4

### DATA ANALYSIS

#### 4 Introduction

This chapter presents results derived from analyses of the retrieved data to answer the research questions of the study 1) How the linguistic strategies particularly catchy words and empty adjectives are employed in the travel guides? 2) How the non-linguistic strategies including layout, pictures, colors, and designs are used in the travel discourse? 3) What is the frequency and impact of adjectives in describing the culture, food, and places in travel guides? 4) Which descriptive adjectives are overused and/or underused in the text of online travel guides and what is their impact?

#### 4.1 Analysis

Table 1 depicts the wide range of descriptive adjectives used in the online travel guides of Pakistan. These descriptors are found in almost all the texts related to travel and tourism.

*Table 4*

*Frequency of Adjectives occurring in Travel Guides*

S. No	Adjective	Occurrence/Hits
1	Beautiful	64
2	Green	36
3	Natural	29
4	Small	29
5	Popular	23
6	Old	20
7	Cold	18
8	Good	18
9	South	17
10	Large	17

11	Northern	14
12	Attractive	9
13	Deep	7
14	Traditional	6
15	Cool	6
16	Modern	4
17	Amazing	3
18	Delicious	3
19	Sweet	3
20	Fresh	2

#### 4.1.1 Emotive/ Evaluative Adjectives

The first descriptor '*beautiful*' that is an emotive/evaluative adjective according to Biber's (1999) classification is used for maximum number of times in the text of all the travel websites. Its occurrence is sixty-four (64) which shows the high hits during the analysis. '*Beautiful*' is a commonly used descriptor that is employed in describing the positive and distinguished traits of an object, place or person. It will not be incorrect to claim that among all evaluative descriptors '*beautiful*' is the super ordinate term and used excessively in verbal and written communication. It comes to the mind surface of language user immediately, probably this is the reason its occurrence after the analysis is high in hits.

The place has beautiful gardens like; Jinnah Garden, Ladies Garden etc...

...Consist of a beautiful hilly area for a nice evening walk..

...experience the beautiful cities from the top...

Gorakh Hill station is a beautiful Hill station with an elevation of over 5000 ft...

...You very instantly see the beautiful meadows the temperature is also very comfortable..

...rich with beautiful Kashmiri style ornament...

In all the above quoted examples having this word '*beautiful*', is either used for places and areas or also used for the accessories specifically the Kashmiri jewelry. The frequently used lexical item '*beautiful*' is not only used in the tourist text but is also used for the text describing hotels and motels etc. One such study conducted on the hotel websites (Marza, 2011) also asserts that the adjective '*beautiful*' occurs very often in the text. In the hotel websites it refers to the luxury rooms

and well decorated interior and exterior locations whereas, in the current corpus it is used to discuss about the areas, food and jewelry items as well. At one place ‘beautiful’ is used in replacement to ‘delicious’ and appetizing as well:

..saffron as the main spice which gives it beautiful color and taste.

In another instance the descriptor is used to narrate the splendor of Faisal Mosque that is located in Islamabad as its mentioned ‘Beautiful in the day or night...’. Maci (2007) in the discussion of analysis claimed that in the tourism discourse of United Kingdom the emotive adjective like *beautiful, popular, famous etc.* occur with superlative *most* in order to stress the authenticity, significance and uniqueness of the place or thing. Travel guides in Pakistan also use the superlative form. One such example is found in the Pakistani travel corpus where the lovely scenery of Azad Kashmir is described as:

..the most beautiful landscape of Kaghan and Azad Kashmir region...

Adjectives are utilized to imply several characteristics among the tourists like, it may create the value of newness, distance, uniqueness and attractiveness. While expressing the exceptional quality of the specified places, these elements emphasize the corpus' evaluative and hence explicitly promotional nature.

‘Good’ is another commonly employed adjective in the travel guides which presents the location, person or object as a concrete and attractive source. It is used both in attributive and predicative positions as when it comes before the noun it is called attributive and when it comes after the noun it is known as predicative adjective (Palmer, 1981). Just like ‘*beautiful*’, it too has been used to illustrate some constructive and appealing traits of people, places and objects. It is a common perception that what is good is beautiful too and vice versa. This descriptor often comes in accordance with ‘very’ and ‘pretty’ as well. It may also be called as intensifier. For example, the ‘roads’ are being described as ‘good’ as these are wide and safe for driving. Roads are very important in travel and tourism because these are one of the commonly used sources to reach the places. If roads are not good and smooth, travelling becomes a hazard and spoils the taste of journey. Similarly, high quality restaurants have been graded high because of the ‘good food’ and services. Due to their services these are tagged as four-star or a five-star hotel.

High quality restaurants, good food, live music, hiking trails...

Miranjani is a very good adventurous place for hikers and camping lovers.

In the Iranian side roads are pretty good..

Its around about 1 hour and 30 minutes on a good decent road.

In the above quoted example roads are evaluated as *good* just because these are smooth and it takes less time to commute from one place to another. Degree of goodness vary from object to object. Rama meadows are good as one can enjoy some alone time there. A person can be with himself during the visit. These quiet places give oneself the time to enjoy the leisure time. Travel discourse elaborate the places and portray the image of any are a as if it is a piece of heaven.

Rama Meadows may be a good place to have some alone time...

Likewise physical state and condition of nouns may also be elaborated by using this adjective. If some object is presentable and not damaged its condition is acceptable:

...is not in a very good condition, but still you can enjoy camping...

A general comment may also be provided if there is no near lexical item in language user's mind. In case of language users whose L2 is English, 'good' is the widely used descriptor for almost all the nouns.

A good thing is that, like Ratti Gali,...

The descriptive adjective '*Attractive*' is used to talk about the extreme splendor of any noun in a Noun Phrase. People are attractive if they are pretty; their attire is tidy and bear good traits. Similarly, places are attractive if these are eye catching and rich in natural beauty. In the same way food is attractive if it tastes delicious and its presentation is appetizing. For about nine times the modifier 'attractive' has hit in the current corpus. In the study conducted by Marza, (2011) this word 'attractive' is least used which shows that in the discourse of hotel websites it is not as significant as in the travel discourse. There is no doubt about the fact that beauty and elegance of noun is emphasized by utilizing this word. 'Attractive' usually collocates with the places, dresses, sights and destinations that may tempt the receiver. Also *offers* can be attractive if



seem beneficial to the language users. Sometimes travel companies present some packages to the tourist that are profitable and economical for them. Thus, such offers are availed and enjoyed.

In winter snowfall makes scene more attractive and beautiful..

In the above example comparative form ‘more’ has also been added to enhance the beauty of the scene after winter snowfall. Pierini (2009) states that evaluative adjectives such as ‘beautiful’ are used to convey the subjective opinion of encoder and also emphasize the positive attitude. Here, in the present text ‘attractive’ has been used as a synonymous of beautiful and appealing. Pakistan is located in the region where there is snowfall in few areas for specific time period and people who live in hot areas are fond of watching and enjoying snowfall. Therefore, the sight becomes more lovely after the white, fluffy snowfall. Though there are many places worth seeing in Gilgit-Baltistan but few like Hunza are loveliest of all. The Valley is a visual treat for all people either natives or international tourists.

Hunza Valley in Gilgit-Baltistan is an attractive destination not only for...

In the below given example ‘attractive’ is modifying two nouns i.e ‘tourist’ and ‘destination’. Moreover, it can also be stated that phrase ‘attractive tourist’ is modifying the destination that is striking for the tourists. In fact, all destinations are striking but Abbottabad is highlighted because of its ancient history

..Abbottabad has been an attractive tourist destination since the colonial era.

#### **4.1.2 Color Adjectives**

In a study about implication and impact of colors in the tourist experience Lee (2020) asserts that colors shape judgments and feelings of tourists. Some colors that travel discourse often uses colors like; green, blue, white, red and yellow. In the present analysis ‘green’ has been employed in the text for quite a number of times. The word ‘*green*’ is the descriptor that belongs to the category of **Color**. In the list it occurred for about thirty-six times. Interestingly ‘green’ is the national color of Pakistan. In flag it is a symbol of Muslim majority. It is a common observation that at the national and international level when Pakistani celebrate any national event, they prefer wearing clothes of green color. Generally, it has been used to describe all the objects that are fresh,

grassy and lush. When the places and areas are described as attractive to viewer eyes and peaceful to mind, these are elaborated as green and lush. In literature nature is also symbolized as green that represents freshness and beginning of life. This is also called *metonymy* because there is an analogy link developed between color and what it represents.

The area is full of landscape, lush green and wonderful atmosphere.

....green cardamom among several other ingredients..

...canopied by lush green foliage...

A trek of lush green meadows with white streams...

The study conducted about the significance of the photography in tourism shows that there are two ways through which image may be created in tourist mind: one is through the photographs that are captured and other is through text (Lee, 2020). It shows that image captured in the form of photograph is full of colors that makes the memory fresh as tomorrow. Among some other colors, green color is the must in all the images. Likewise, when the text is written writers highlight the beauty of any place or thing by describing the colors. When writers intend to make the readers see the actual greenery and natural beauty, they intensify green with 'lush' that of course appeal to the sense of sight. The description of color green is highlighted by providing its contrast with color white.

A trek of lush green meadows with white streams will make you reach..

Besides '*green*' there is one another lexical item '*natural*' that highlights and narrate the scenic beauty of places and objects. It is also used in line with the original and pure where there may be less intervention of external factors like industrialization and human intervention. As nature is real, so, is natural and spending time in nature's company is most refreshing and rejoicing experience for the man. In travel guides what is natural implies that there is less human interference in terms of constructing building and setting factories etc. The word 'natural' usually collocates with scenery, atmosphere and beauty. For example,

...for a nice evening walk in a green natural atmosphere.

This valley has many natural resources and natural beauty..

This destination is full of natural gifts...

The natural scenery is highly magnificent.

Among all the concordances one that occurs for the maximum time is 'natural beauty'. *Natural* collocates with *beauty* which shows that natural means pure and real. These days industrialization and modern technology has made life mechanical and artificial. Therefore, in order to taste the purity, the places with natural beauty proves to be the biggest source of regaining the energy and strength to work. Psychology has proven that when the mind is fresh it produces positive thoughts. Hence, travel guides sketch the natural places in such a way that refreshers the mind.

#### 4.1.3 Size, Quantity and Extent Adjectives

In the category of **Size** according to model of Biber et al (1999) the word '*small*' has been found for twenty-nine times in the corpus. Pierini (2009) asserts that 'small' is a descriptor that sometimes carries no or less meanings while describing and denoting a property of hotels, rooms or any other facility and sometimes can be interpreted as either positive or negative evaluative item like in '*small intimate lounges, small and totally unspoilt beach, small but perfectly appointed etc.*' In the current corpus the descriptor *small* has been used to describe the food that shows that eatable is not big in size rather small, like in the below given example there seems alliteration of 's' to make text more rhythmic

Small and spicy momos are dumplings stuffed with minced...

As Tourists travel in groups also, therefore, it is important for them to know about the size of the room, hotel or lounge where they intend to stay. In order to meet the demand size of places and residence has been described as well. The tourism places in Pakistan accommodate the tourists in best possible way. They are given the option of either picking up a big luxurious hotel or a small one with nominal charges. For example,

There is one small Hotel with 10 rooms in Zhob

At Dungagali there is a small rest house and a newly built hotel.

There is a small restaurant at the meadow...

The use of the word in the present study is unlike the study of Pierini (2009) who has used ‘small’ to talk about either something positive or negative. In the present study the use of the lexical item is only limited to elaborate about the details of places, things and people. Likewise, ‘*Deep*’ is the extent adjective used to elaborate the depth of ponds and valleys. Deep ponds and profound valleys are manifestation of nature. It refers to the mystery of nature as well. Readers/tourists are attracted by the detailed description of alluring lands and pure water. For example,

..the lush green meadows, deep forest of oak, cedar and pine..

..here is a very deep pond named Bhemgoda.

If, on the one hand ‘*deep*’ has been used in the positive connotation, then, on the other hand it has been used in the negative connotation too. Travel is not only about wandering in leisure or exploring different lands rather it is a risky travel that may end up in accident. History states that many travels have sacrificed their lives in order to explore the world. Thus, the lexical item hints towards the complicated and difficult paths and areas that are bit risky and unsafe from the travel point of view. As in below given text

..number of women were found dead in the deep valleys of Galiath with wounds...

Here deep refers to stony and hard area that may be dangerous for the residents and travelers as well. Just like *small* and *deep*, ‘*large*’ is another word falling in the category of size, quantity and extent adjectives. In the travel guides of Pakistan ‘*large*’ complements with number of people, size of places or objects and even for the huge animals. The idea of big, huge and abundance may be presented through this adjective. It usually carries positive connotations.

A large number of Tourists travel north to Abbottabad.

A large number of women were found dead...

In the above lines as the exact number of people is unknown, therefore, ‘large number of..’ has been used that affirms that though exact figure is not known but there were more people but not less. Similarly, it is used to describe the objects particularly their number:

It has a large collection of embroidered costumes, jewellery..

Natural place with shining sky large mountains, clear sky-blue water...

Although 'mountains' are usually described by using adjectives like, huge, enormous, big, giant etc. but here in the above given example it has been stated as 'sky large mountain' that is an interesting example in corpus. It shows that mountains are as high as sky touching. Generally, cold areas are famous for tourism because weather conditions play a vital role in making any travel a success or a disaster. Tourists do not feel comfortable either in extreme cold or hot. Hence '*cold*' has been used as extent adjective and frequently found in the text. Areas, nights and weather can be cold. People tend to move to cooler areas for enjoyment and fun. Both local and international tourists prefer cold season for their adventure activities. Some areas in Pakistan are cold even in summer season. In these areas there are 'winter vacations' instead of 'summer vacation'. As one of the examples states

..it gets real cold at night even in summers almost below 0 C..

Water that is another necessity in tourism has also been described as cold in the current corpus. The mighty rivers and vast lakes in some areas are frozen in winter season but start melting and flowing in summers. Although the season is of summer but water in these lakes and rivers is still cold. These areas are usually located at height and summer is a pleasant season for the visitors. It has been described as

..water is greenish-blue and very cold...

...with its rushing torrents, icy-cold lakes, fruits laden orchards....

According to lexical relations in semantics, '*cold*' that is the antonym of 'hot' also refers towards winter season and same it conveys in travel discourse too. It is emphasized in the travel discourse that summer season is the favorable time for the production of several crops and it can be managed easily as compared to cold weather, winter season is hard to bear due to its severity. During this time of the year there is snow all around that lessens the human activity. The descriptive adjective 'cold' collocates with winter season. According to Firth (Palmer, 1981) words occur in company, this keeping company of words is described as *collocation*. Severity of the weather is described as given below

..to experience pleasant weather in the Summer and cold Winters...

..it gets real cold at night even in summers.

The weather is generally cold right along the year.

Although there are many deserts in Pakistan including, Thar, Cholistan, Sahara etc. but few are very famous because of the ancient heritage and culture. These deserts are named after people and events but interestingly there is one desert in Pakistan named as ‘Cold Desert’. According to figurative devices it is called as oxymoron. This seems oxymoron as two opposite ideas have been placed side by side. Deserts are never cold rather these are the hot and dry places but here in the example, the ‘cold desert’ shows that there are less chances of life there, and the place may be dangerous due to the severity of weather conditions.

The Cold Desert also known as the Katpana Desert...

Similarly in the travel discourse ‘cool’ is used in the same meaning as ‘cold’. Although there are only 6 hits for the word ‘cool’ but its impact in the text is quite significant in describing about the weather and temperature of any area. Palmer (1981) describes ‘cool’ as the intermediate class of antonyms. As a matter of fact, ‘cool’ does not represent the high intensity of temperature, therefore, it is placed between cold and warm, hence, it represents some pleasant effects. As the below given examples state:

..temperature is hot and water of sea is cool.

..During the winters weather is cool but water of sea is usually warm..

..Ganga Choti which is famous for beauty and cool temperature.

#### **4.1.4 Time Adjectives**

‘Old’ has been found as an instance of time adjective. In the tourism corpus *old* refers to something or someone that is ancient and historic. ‘Old’ is a quite significant word in the travel discourse as it shows the ancient culture and traditions of people, even people themselves and places. What is ancient is considered as more historic and appealing. It is a common perception that what is old is more reliable and authentic in terms of information and authenticity. For tourist what is old and traditional is considered as worth seeing and studying. Tourists and readers are attracted by ancient buildings, temples, cities, people, religion and food etc.

...the bazaar in the old city has changed...

...there were some remains of an old Mazar.

Even to emphasize the historic significance in the travel guide the word ‘centuries old’ is being used, as the text says

...the centuries old village is furnished with rustic fittings..

According to the study conducted by Nuikhoa (2017) about the travel websites of China the adjective *old* is the most frequently used lexical item and usually collocates with nouns of places as it describes the heritage and considered as the symbol of originality. China is ancient and its history tell the stories of old people with distinguished qualities. ‘Old’ is also used for aging phenomena of human life stages. Old people are widely discussed in the travel texts. Their faces, clothes and stories all seem interesting to the readers and tourists as what is old is thought to be more knowledgeable and authentic. Old people are considered as the carrier of the culture and traditions of any area from one generation to another. These people are not artificial but original. They are the excellent story teller of the past and form a strong connection between past and present happenings. They narrate stories to the tourist about the special food and folks of the area, about the seasons and calamities faced by them, about the deeds and achievements of their forefathers etc.

...the wrinkled-faces of old folks of Thar are there to tell...

Therefore, in the example mentioned above, the old folks tell the tourists about Thar and about good and bad days that are seen and experienced by them. These old people talk about the stories of famine, draught, flood, people and stories of past. These are worth meeting folks because people of Thar are brave, strong and hard working. These are less educated but very hospitable and courteous.

#### **4.1.5 Miscellaneous**

One another category of adjective is the *Miscellaneous* class. It is the class of adjective which does not fall into any other class of adjectives. These may include the descriptors including modifier like; natural, northern and southern etc. ‘Natural’ is used in a sense of ‘closed to nature’ or ‘belongs to nature’. Travel guides make excessive use of the adverbial adjunct ‘natural beauty’

to talk of mesmerizing places, fantastic areas, lovely scenery and resources. The analyzed text has given almost 4 hits of word 'natural' with 'beauty'.

This valley has many natural resources and natural beauty...

..both peaks are highly beautiful and present natural beauty.

..the Margallas with a mystic past and breathtaking natural beauty.

The objects that are not being tempered and modified by humans are also natural. Its significance in travel text cannot be ignored. Also, what is less artificial is natural and wild. Natural beauty basically refers towards natural objects that includes; mountains, valleys, rivers, fountains, plains, and pastures etc. When the text tells the reader/tourist that '*this destination is full of natural gifts*' it asserts that these include the natural resources and worth enjoying views present around the particular area. As these are not commonly found in the residential areas, therefore become more alluring and tempting.

Kanhat is a natural rock that is found in natural water spring.

The natural scenery is highly magnificent.

In any country there are some parts or areas of it which are specific for tourism activities. These areas are off course famous for the mesmerizing natural beauty, ancient traditions, lovely places, unique food and other accessories. In Pakistan Northern areas are very famous among tourists across the world. Azad Kashmir and Gigit Baltistan stand out for their spots that are visited by people of different countries and religion. People of the area are described as

...self rule to the people of the former Northern Areas, now renamed 'Gilgit Baltistan'...

...one of the most lovely, elegance of northern regions in Pakistan.

It has also been found in the analyzed text that area has been referred as 'Northern Pakistan' instead of 'Northern areas'. All areas are of Pakistan but as Northern sites are famous for tourism and travel, therefore, for representing our country this expression is used. As its mentioned:

... the most green valleys of the Northern Pakistan and is well connected to the rest.



..District of the Khyber Pakhtunkhwa province in northern Pakistan..

..Hindukush and the Pamir are situated in the Northern Pakistan like spokes on a wheel.

The analysis shows that adjectives like ‘sweet’, ‘delicious’, and ‘attractive’ has also been utilized. ‘Delicious’ modifies eatables including special, tasty dishes of any place or fruits or dry fruits etc.

..Kanhati Garden is famous for its delicious sweet juicy late Valentia citrus variety..

..can taste the apples, which are particularly delicious variety.

In the above quoted lines, it can be observed that the adjective ‘*delicious*’ is used for referring towards all kinds of apples that taste yummy and sweet. Some fruits of Pakistan are in high demand across the globe, for example, mangoes, peaches and apples are among few. Similarly, world over the green apples of Sawat are very famous and are of export quality. This could be the one reasons of highlighting the juicy apples in the travel discourse. This further assert that description of good food is one of the key features of travel discourse.

#### **4.2 Over and under used Adjectives**

The present study shows that there are some adjectives in the travel discourse that are used the most while on the other hand there are some adjectives that are used for a smaller number of times. In the current corpus the highest frequency is of the word ‘*beautiful*’. It is used in synonym with pretty, lovely, alluring and attractive etc. It is a common observation that this word is not only widely used in the text but it is also excessively used in discourse. Moreover, this word in sense relations may be taken as hyponym too. Living, non-living, animate and inanimate all can be beautiful. In the corpus people, places, views, things and food items are described as beautiful. On the one hand this word is easily understandable to even not much educated tourist and on the other hand use of this word is very common in all languages. Even people whose L1 is not English they can easily understand what this word means just because of its frequent and common use. The adjective ‘*beautiful*’ when collocate with some nouns may have multiple semantic fields. For example, if people are beautiful, it means that their manners, behavior and appearances are appealing. Likewise, if a place or thing is beautiful, it shows that it’s rich in natural beauty, it is a clean and tranquil place that is not merely pleasing to eyes but soothing for mind too. Likewise, if

some object is tagged as beautiful it stands out among all others and is acceptable for all and sundry.

On the other hand, according to the analysis of data the word *'fresh'* has the least hits i.e 2(two). Although in the common discourse this adjective occurs frequently like, fresh mind, fresh color, fresh juice, fresh face, fresh water and fresh air etc. but in the analyzed text of travel discourse it has been under used. One of the reasons of its fewer hits could be that there is list of synonyms of this word which is employed in the travel text. Fresh may be replaced with green, cool, attractive etc. In the current study 'fresh' at one place is used in meanings of 'new'.

It has also been observed that in the corpus of Pakistani Travel guides there are many similarities with other countries' corpus particularly in use of adjectives. The lexical items used to describe the beauty of places, elegance of residents, natural artifacts and mouthwatering cuisines shows high degree of resemblance and similarity with each other. As the analysis of current corpus reveal that descriptor adjective 'beautiful' is used for the maximum number of times, hence it is observed that other travel corpus also shows the maximum hits of this lexical item. In order to make travel text understandable to even a less literate tourist/reader these common words are used in abundance.

### **4.3 Multimodal Analysis**

The three metafunctions elaborated by Halliday (1978) have much effect on the social semiotic framework of 'Visual Communication Grammar' developed by Kress and Leeuwen (2006). They adopt different labels to refer to Halliday's ideational meaning, textual meanings, and interactive meaning which in visual communication become 'representational' and 'compositional', and they keep the Hallidayan label 'interpersonal' meaning to refer to the interaction between participants in visuals.

The representational meaning (Kress and Leeuwen, 2006) refers to the way aspects of the world are represented by semiotic modes. This system of meaning is expressed through two types of images:

1. Narrative images, which involve processes such as Action processes, Reactional processes, Speech and Mental processes, and Conversion processes;

2. Conceptual images, including Classificational processes, Analytical processes and Symbolic processes. Narrative images describe the unfolding of actions and contain vectors, that is to say depicted elements which form an oblique line, such as bodies, limbs, tools, roads etc. On the other hand, conceptual images represent participants in terms of their more generalized, stable or 'timeless' essences (Leeuwen and Jewitt,2001) and do not have vectors.

The interpersonal meaning (Kress and Leeuwen,2006) refers to the interaction between represented participants and interactive participants The interactive meaning of images is configured through four elements: Contact, Social Distance, Attitude and Modality. The third and last meaning, the compositional one, is related to the way elements are placed and composed in target images. This system of meaning is configured through elements such as: Information value, Saliency, Framing.

A website is an intricate text that is made up of language and set of culturally and functionally dependent modes that contribute to the overall meaning, and make the text function as a wholesome piece of communication. In tourist websites, the combination of both verbal and visual communication contributes to understand the language and images which are carefully combined together to inform, allure and convince the potential tourist. All the travel web pages of Pakistan are very concrete and definite in composition and design. The placement of pictures, text, images, props, video clips all are in line with the *representation, interaction and composition* as described by Kress and Leeuwen (2006).

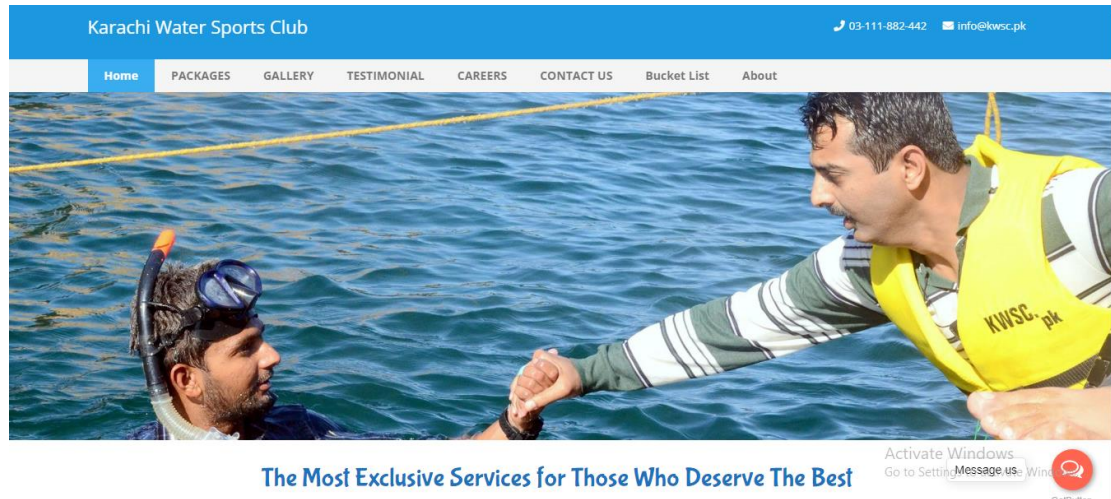
#### **4.3.1 www.kwsc.pk**

This website is specific to the water sports in the city of Karachi. Karachi is the only city in Pakistan that has a beach which is always the source of temptation for the tourists across the globe. Images used in the travel website are highly 'reliable'. According to Leeuwen (2006) model of multimodality the images that attract the attention of the viewers are called as reliable. The image displayed in the front presents a man learning the scuba diving and an instructor is shown as assisting the swimmer. This action image is quite catchy to a tourist. Some other images like boats, people roaming; pop up about several packages that are on the home page and other activities are placed in the 'centre' because these provide the main information to the tourist. The travel website of Karachi Water Sports Club carries the concept of 'saliency' throughout its sections and sub sections. All the elements that are used in composition attract the viewer's

attention. Blue and deep water, speedy boats swishing in the water and carrying people who are enjoying, the swimmers and divers in the specific costume all depict the concept of '*Salience*' for attracting visitors and readers. 'Composition' can be realized in the way readers go through the text on the website. Other than the images information is also provided in the textual form. Few lines include, '*The Most Exclusive Service for Those Who Deserve The Best*' and '*Get the Taste of True Speed Boats and Hi Speed Cruise*'. These lines have been highlighted by centralization and color scheme. Color white, blue, green and yellow seemed the dominating tones to highlight the text and font. One another line '*Happy Summer Vacations*' with the image of children is a source of attraction for children and families that they may visit the place in summer holidays.

All the observed travel websites of Pakistan are written in English language therefore; Z-reading pattern (Kress & Leeuwen, 2006) is followed. In this kind of writing pattern, the text is written from left to right, top to bottom etc. In image 1 a person, who is the representative/trainer of the club, is holding the hand of a man who is learning some water sports. It can be symbolic as well because it shows that trainers are very cooperative and caring. Likewise, various levels are created through relative choices of color, size, image sharpness and position. Often vectors that include virtual lines are created by the shape and position of elements. It also helps to direct the viewer/reader's eye from one element to another. Likewise, all these elements are helpful in making layout, colors, and images very catchy to the viewers' eye.

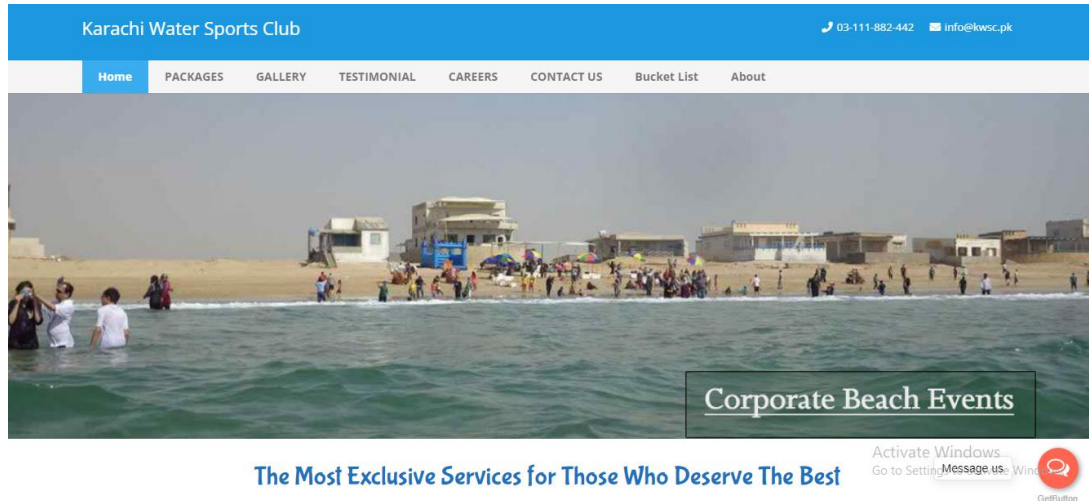
Figure 1 portrays the 'Narrative Representation' where vector is connecting the participants. Narrative representation elaborates that "when participants are connected by a vector, they are represented as doing something to or for each other" (Kress and Leeuwen, 2006). It creates a connection between all the elements presented in the image. There is a trainer in Figure 1 who is wearing the jacket bearing the logo of KWSC. He is on duty and holding the hand of the man who is learning the water sports. Both the trainer and trainee are directly looking at each other, having smile on the face which shows that they have developed good *social interaction* with one another. Holding of hands is also *symbolic process* as it conveys the complete support and help from the management of the Club. Blue and white color is used to show the blend with blue and deep water. On the right bottom of the frame there is symbol of 'message' that communicates that the travel agency provides the service in all hours of the day. Participants are wearing costumes according to the activities performed during the water sports.



*Figure 1 : Homepage of Karachi Water Sport Club*

The information is presented following ‘Given’ and ‘New’ strategy in multimodal analysis. What is ‘Given’ is at the top to arouse readers’ emotion and ‘New’ appears at the bottom so that tourists get the complete information about the different sports activities and packages as well. What is *new* is usually shown as a popup or sticker. The *old* information is presented at the bottom of the page where the names and logos of some leading sponsors’ agencies have been given. In figure 2 there are number of ‘Participants’ present around the beach. These all seem doing one thing or another. The participants are busy in the activities like, boating, diving, chatting, surfing, capturing photographs etc. All and sundry are having fun at beach. In accordance with the Halliday’s ideational metafunction one of the aspects in ‘Representational Meaning’ is vector. Sometimes ‘vectors’ are created by the position and prominence of elements like; people, objects, and images. These vectors may involve either in action process or reaction process. In the current travel website, there are more than one participant, all of these act as ‘Actor’. Yang and Zang (2014) used more than one ‘actor’ in the multimodal analysis of images in the English Editorials of selected newspapers but in the present study figure 1 shows that there is one vector and the direction of the gaze of that actor makes the straight angle. The ‘Actor’ is looking straight into the eyes of the viewer. The objects in the present website are relevant to water. Similarly in the study conducted by Jabeen, Hameed and Afzal (2022) all the actors are related to goals in the image either these goals are some object or any people. Some goals are visible whereas, some are invisible. The purpose of invisible goals is to stimulate readers imagination. Hence, in the present figure people are presented as having enjoyment and fun during water sports and while their stay at beach.

There is the presence of ‘framing’ as all the informational objects and text is presented in the center and within the frame. In order to highlight the composition, the background is given ‘white’ color that is making other colors catchy to the viewer’s eye.



*Figure 2: Homepage of Karachi Water Sport Club*

In figure 3 there is a group of people who are snorkeling at the Churna Island. A man wearing costume is having direct gaze towards the viewers makes the *vertical angle*. He is showing the gesture of ‘thumbs up’ that according to the study of Kinesis means ‘perfect or good’. Hence, it shows that he is enjoying his experience and not only this but he is also inviting others to come and experience the fun. He has been placed in the *centre* of the image for better and complete focus of the reader/viewer. In the *background* of the image brown sand and rocks are shown that are enhancing the other elements as well in the image like the men and water in the *foreground* are becoming prominent.

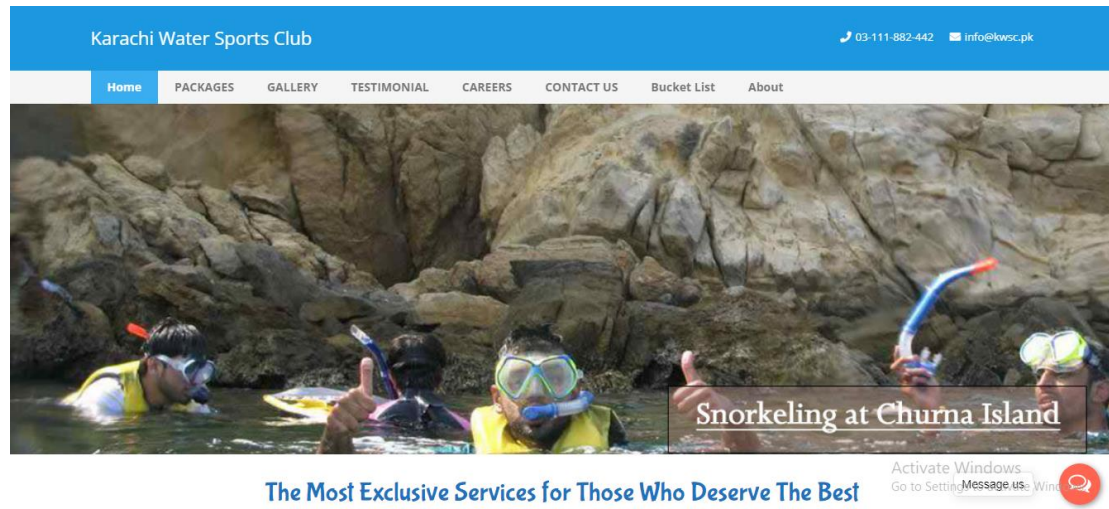


Figure 3: Homepage of Karachi Water Sport Club

Figure 4 presents the collage of water activities. Major portion of the frame is given to the picture presenting water all around with no Actor into it. Sky and water are blended together to form a whole in center. The image is rich in ‘saliency’ as all the components are relevant to each other and making the view more tempting for the viewer/tourist. *Representational Meanings* are traced in the figure as pictures contain aspects of the world experienced by human world. Each element is representing a unique idea specific to the context. As water in the figure represents the source of enjoyment and fun. These actors are rowing boat, diving, and swimming in deep blue water and are having fun at Karachi Water Sport Club.



Figure 4: Webpage of Karachi Water Sport Club

### 4.3.2 www.itravel.com.pk

This is one another interesting and useful travel website. The website is carefully composed by using text and images of places, people and things significant in tourism. Figure 4 depicts that the travel website offers visit and packages for almost all the parts of Pakistan from Karachi to Kashmir. At the top of the website, packages of the several places/cities are given that fulfill the feature of *ideal* and *real*. These elements provide concrete and more practical information about the packages and facilities provided to the tourists. When the tourists are looking for a good place, they must be given the estimate of expenditure. Not only this but the *modality* and *saliency* are also employed in the images of website.

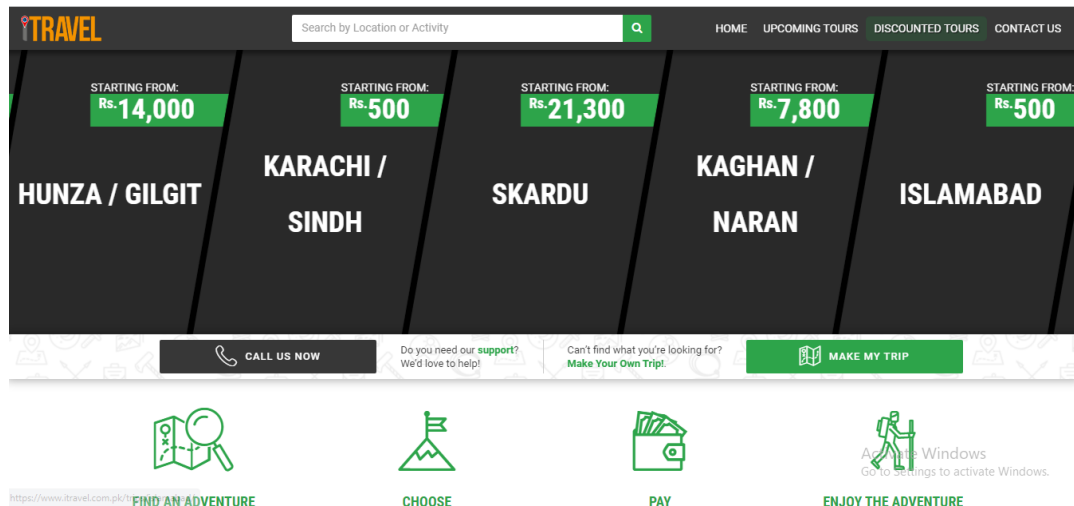


Figure 5: Homepage of I travel

The images used are of high quality and reliable. In figure 5 one of the images is depicting the activity of parasailing in Karachi in which whole image has made blur in order to highlight the colorful parachute in the sky. Although it is far away in the frame, yet catchy to the reader's eye due to its rainbow color parachute in the light blue sky. The images are chosen and placed in accordance with each travel activity. Likewise, the image of Churna Island presents people diving and swimming. The *vectors* have a straight eye contact with the reader/ viewer; therefore, it can be stated that there is direct gaze of the 'Actor' and 'goal' is the tourist/reader. Actor in the images is *transactional* as it has both the actor and goal. In the travel website's 'goal' is always the tourist/reader. In addition to this, these goals are positioned in a way that they seem prominent and



catchy. All the *participants* are complementing with the activities shown. A young boy with thumbs up shows that he is not only enjoying his own experience but also inviting others to have fun by coming here. It also shows that he is praising the services provided to the tourists. Not only this, but the costume and its colors have been in accordance with the sport.

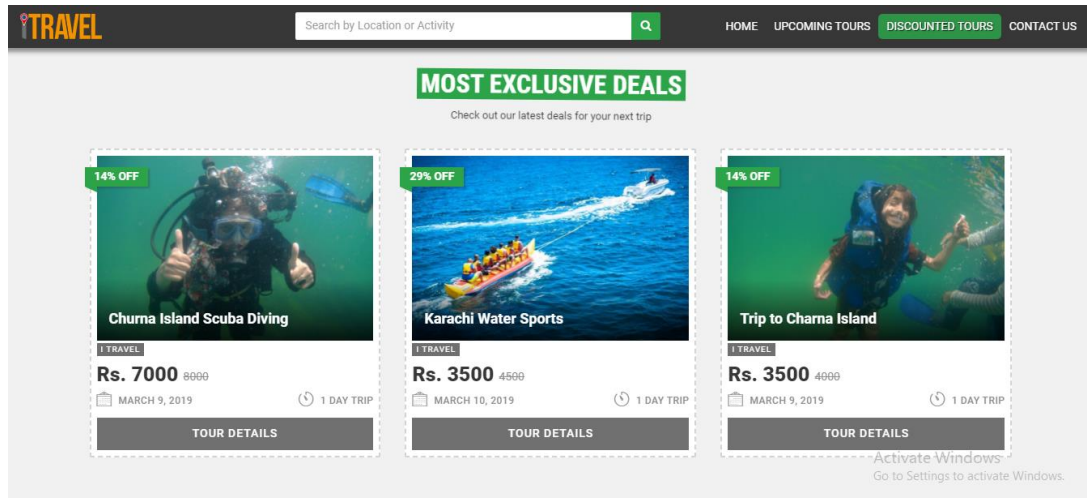


Figure 6: Homepage of I travel

'Ideal' and 'real' have been blended well. All the information that appears at the top bar of the website contains general points of information like name of place to visit, packages, offers, contact information etc. while in the middle the information given is more concrete, detailed and specific. As in the current travel website specialty or key feature of each place is highlighted by adding a clear image that is specific to the place and describes about the place/city. There are several 'Reactional Processes' at work in the website. These contain two important components including, *reactor* and *phenomena*. One who conducts the looking behavior is the 'reactor' and the thing or participant to whom reactor is looking is the 'phenomena' (Kress and Leeuwen, 2006). Therefore, in the case of this website reactor is the human in the image and phenomena is viewer or reader. In Figure 6 there are two images, one is on the left and other is on the right in which reactor seem pleased and are placed in the middle of the frame. In the same figure, in the middle is a boat in which a lot of people are sitting and rowing it. The yellow boat and yellow and orange costumes in the deep blue sea are making image salient and reliable.

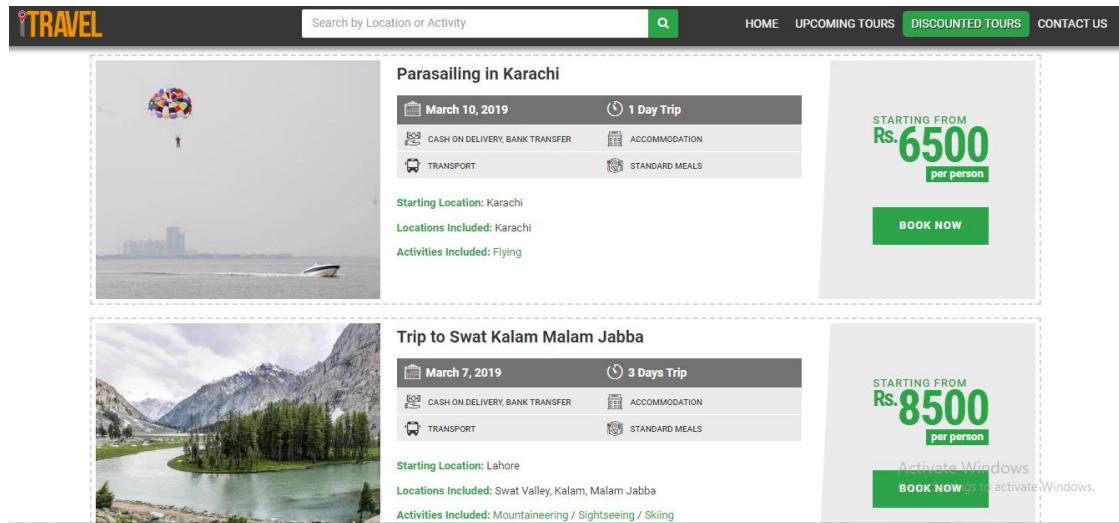
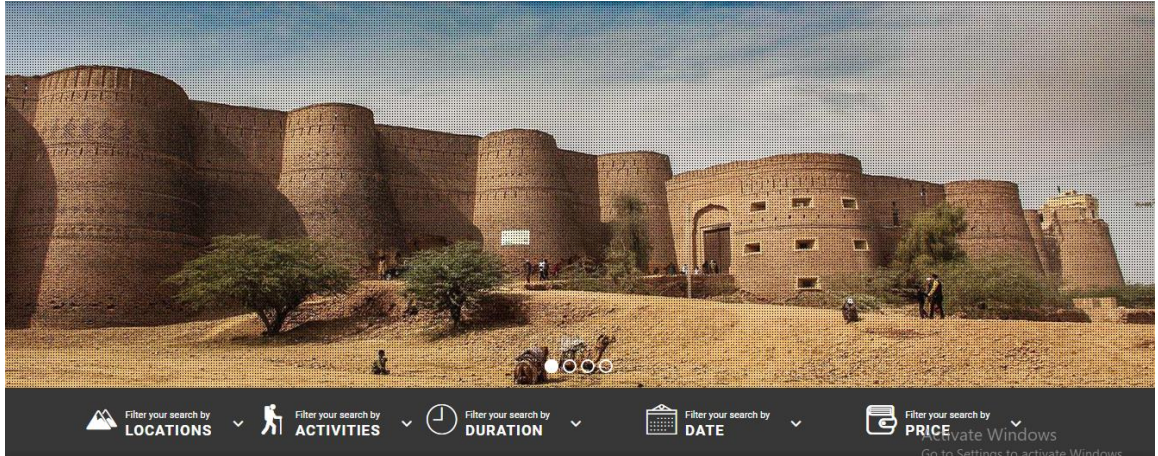


Figure 7: webpage of I travel

Figure 7 displays the subpage of the travel website. Here in the image, there is no ‘Narrative Process’ because there is no participant who can be related with *vector*. Although the written text and visuals are placed in proper frames.

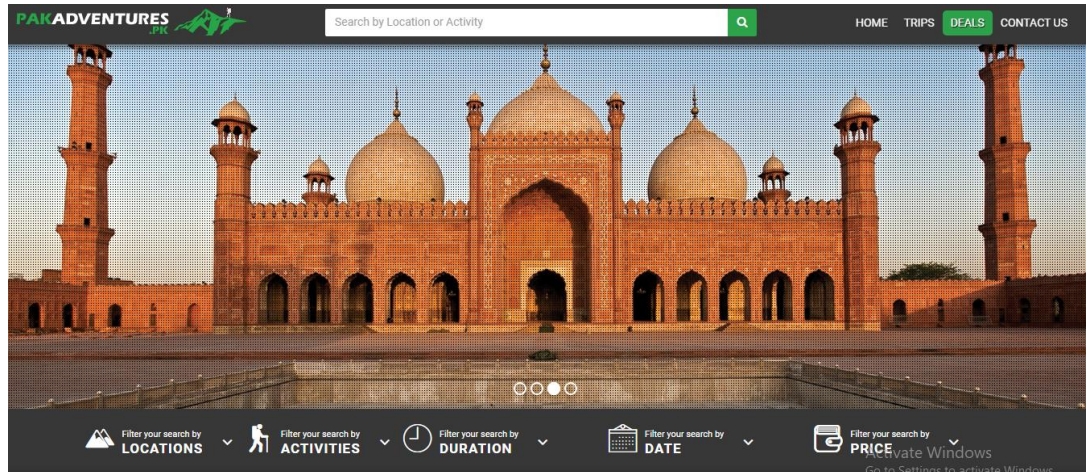
#### 4.3.3 www.pakadventures.pk

This website from the percept of multimodality is quite an exclusive one as *compositional* and *interactive* meanings are blended together to give unique multimodal aspect to the images. From almost all the cities of Pakistan images of important buildings, places, activities and objects are chosen to attract the attention of tourists or readers. *Information value* is given by adding *given* and *new*, *ideal* and *real*. The figure 8 is the image of **Darawar Fort** which is located in Cholistan. The brown walls of the ancient fort look very unique and majestic to the tourists. The brown and dark color of the fort is complimenting the golden soil of the Cholistan desert. *Participants* in the image include humans and animals both that are the part of secondary ‘framing’ as in the main frames the walls of fort have been captured. Thus, the frames are aptly divided into main and sub divisions. As camel is the called as ‘plane of desert’ therefore, its presence in the image is fulfilling the concept of *symbolic processes*. This symbol might be used to allure the tourists for taking the ride of the animal whenever they visit the place. ‘Modality’ can also be traced in the current website. There may be high, medium and low level of modality. There is the high level of modality as the color; depth and brightness of image are present. The brown color of fort’s walls along with blue sky filled with white clouds is making it more reliable.



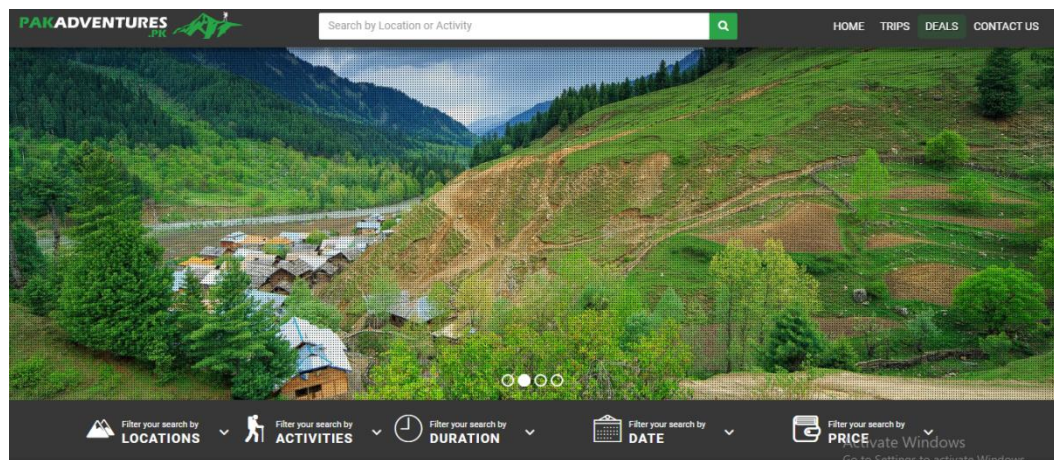
*Figure 8: Homepage of pakadventures*

Likewise, on the home page of the website one another image is of Badshahi Mosque, one of the famous mosques in Pakistan. Figure 9 that shows the image of a mosque is quite unique. It is indeed worth seeing and source of attraction for tourists all around the world. There is no *interactive participant* in the image so that the place must be emphasized. The angle of the gaze is straight toward the object in order to make the mosque more prominent. Also, the *centre* is chosen for its placement. It can also be claimed that being a Muslim country Pakistani travel website displayed a symbol that represents religion Islam and place of worship for Muslims. The detail of each tour and expenditure is given, separately, by using vertical and horizontal lines. Similar to all other Pakistani travel website, this too presents *new* information in the form of pop up or some highlighted captions. In the current website the starting range of expenditure has been highlighted. There are some offers available for the tourists where they are given discount for certain travel expenditures.



*Figure 9: Homepage of pak adventures*

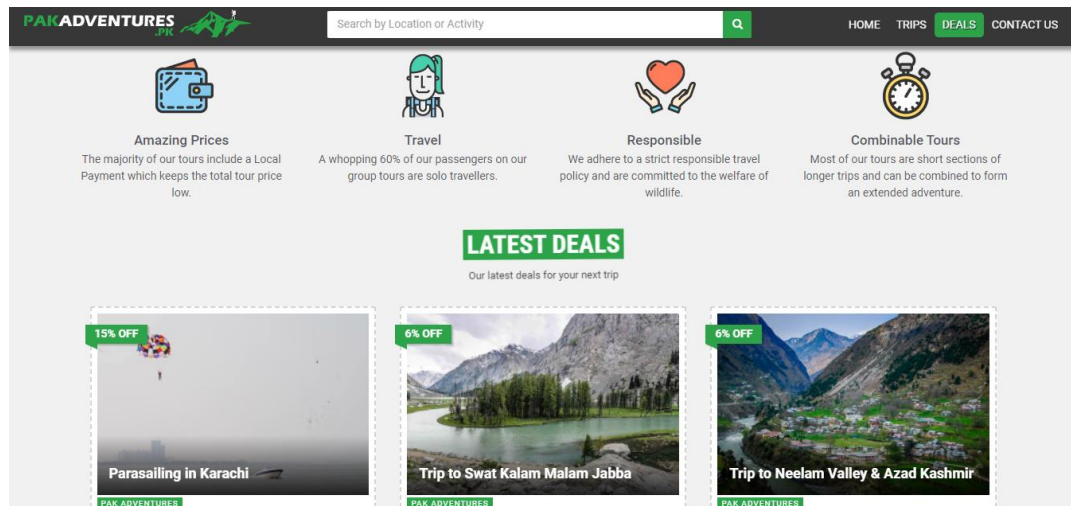
One another prominent feature is the textual features of the web. It asks from the tourist that if any help is required, they are willing to help. Liner sequencing has been followed, firstly it is asked whether the support is required and then it is suggested that a tourist may make his own trip to the desired destination. In the *composition* of the websites ‘Contact Us’ details are usually placed at the bottom where other apps including face book, twitter, Instagram and you tube are positioned at the bottom in layout.



*Figure 10: Homepage of pakadventures*

Figure 10 on the homepage is presenting the view of a lovely hill station. The frontal view is really mesmerizing. The valley with grey and green mountains presents the idea of *Salience* where one element is complimenting the other element. Due to the weather conditions the houses

are constructed in different architecture. These are simply constructed houses with slanting roofs bespeak of the weather.



*Figure 11: Homepage of pak adventures*

Figure 11 presents the homepage of Pak adventures where verbal and non-verbal text is blended expertly. The page is well divided into margins where travel deals are segregated into 'LATEST DEALS' and 'NEW TRIPS'. Latest details are presented with the special offers and discount on tours while new trips offer new adventures to the tourists. There are four icons presented on the website that seem to violate the 'reliability' as whatever is presented through these icons does not match with the written text. As one of the icons with two hands carrying red heart is symbolic of romance in the travel site but the text written at bottom communicates that we should follow the travel policies and must be caring towards wild animals which seems out of 'symbolic representation'. Likewise, there is an icon of a girl present and the written text speaks about the 'shopping' that seems in compliment with the idea that women are fond of shopping. The symbolic representation of other two images is apt because the wallet with money inside and time piece shows that time goes on and one must avail the opportunity of low-price travel adventure.

#### 4.3.4 www.getout.pk

It is one another travel website that provides the detailed account of Pakistan tour guide. The website is quite rich and elaborative in its detailed description of several worth visiting places in Pakistan. Just like the other websites, Z-reading pattern (Kress & Leeuwen, 2004) is followed in which the text is written from left to right, top to bottom etc. In the *layout* at the top all information is segregated as per the characteristic of the place like hill station, valleys, lakes, beaches, meadows, deserts etc. This division is further classified into detailed information about the particular place/area. The homepage only has pictures along with captions. The path to follow in order to visit the sections of the website is characterized by two alternatives: the top bar and the bottom bar respectively. The top bar contains the links and the bottom that contains the contact information as presented in figure 12.

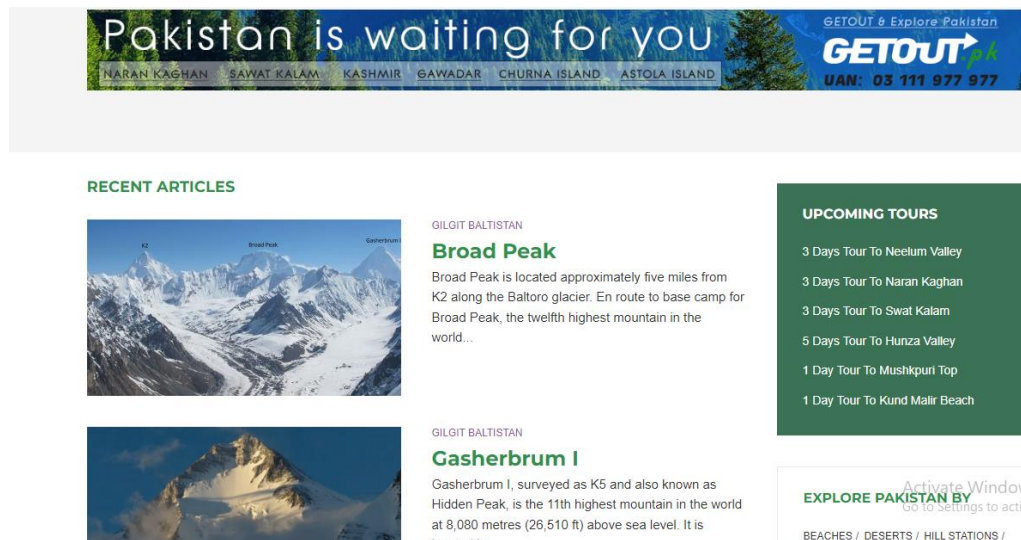


Figure 12: webpage of getout Pakistan

In Figure 13 at the top *margin* there is the cluster of images taken from several places in Pakistan including, Sibi, Baltistan, Balochistan, Faisalabad etc. Each image carries *representational meaning*. The image of Upper Kachru Lake depicts the concept of ‘*salience*’ as it is captured from the ‘frontal angle’ focusing the lake. The concept of “*salience*” is concerned with the degrees to which the elements are used to attract the viewers’ attention (Kress and Leeuwen, 2006). Moreover, it presents a serene deep blue lake surrounded by lush green trees that are laden with green and yellow leaves. Two canoes that are empty and static may symbolize those

tourists/readers are awaited here. Whole image presents a heavenly scene where every object is adding to the beauty of place.

Another image is of Fairy Meadows where a horse eating the grass is placed in centre. There are several ‘Participants’ in the image including a shepherd whose cattle are grazing and a brown horse that is eating grass by a water pond is focused in the *foreground*. It also shows that horse riding and Polo are the famous activities of the area. In the *background* are houses, trees and wood logs etc. In the other two images of the cluster there are no participants which imply that there is no *vector* as well.

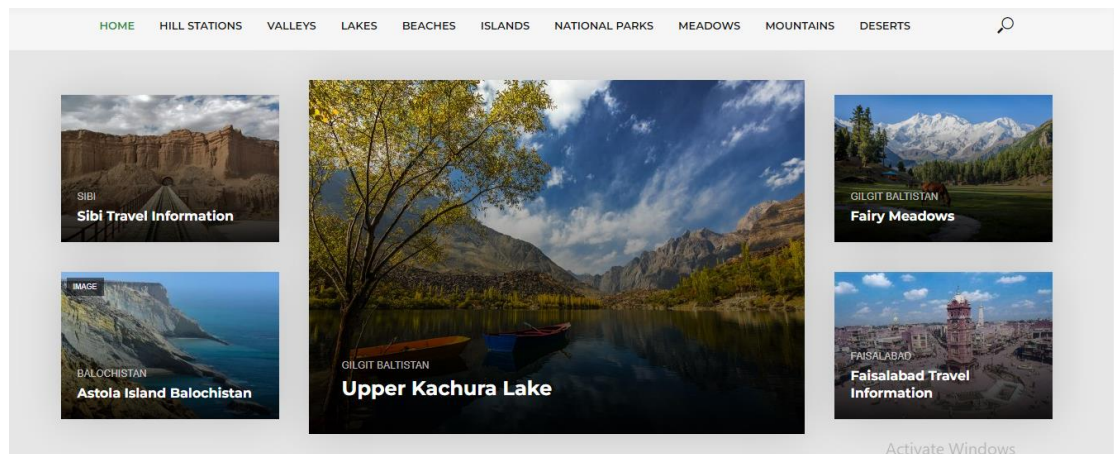



Figure 13: Homepage of getout Pakistan


‘New’ information in Figure 14 is given in the separate margin on the right bottom of the page where new travel packages are given. The same pattern has been followed by Manca (2016) in the study of official tourist websites of France, Germany, New Zealand and Italy. The homepages of all these websites show that there is proper framing of the elements in order to divide and highlight any image or text. The packages presented in website of getout Pakistan are actually in line with the punch statement of the webpage that is ‘Pakistan is waiting for you’. This also implies that Pakistan is tourist friendly country that values the tourists just like host welcome the guests. There seems variety in the layout of this website. Some images have *participant* in them while others do not have any. Images of beaches have several participants playing water sports and enjoying swimming and diving while images of mountains have no participants. These only

depict hard and rocky hills, covered with snow, touching the blue sky. As far as the use of colors is concerned, these have been nicely blended in order to enhance the scenic beauty or to make any important announcement. Green, blue and white are the dominant colors on the webpage.


This is a **list of beaches in Pakistan**, which are notable. Pakistan's southern coastline meets the Arabian Sea, running along the provinces of Sindh and Balochistan. A sea is no not as much of a blessing for a country. On one hand, it gives the wellspring of living to individuals and on the other, the beaches on the sea can be of potential for tourism. Pakistan has the Arabian Sea on the shore of Karachi and Balochistan.




BALOCHISTAN  
**Ormara Beach Balochistan**  
2,495 views / 2 min read




BALOCHISTAN  
**Lasbela Beach Balochistan**  
1,155 views / 1 min read




BALOCHISTAN  
**Gadani Beach Balochistan**  
1,705 views / 1 min read



BALOCHISTAN  
**Jiwani Beach Balochistan**  
2,252 views / 3 min read



BALOCHISTAN  
**Kund Malir Beach Balochistan**  
1,709 views / 1 min read



BALOCHISTAN  
**Pasni Beach Balochistan**  
1,742 views / 2 min read

**UPCOMING TOURS**

- 3 Days Tour To Neelum Valley
- 3 Days Tour To Naran Kaghan
- 3 Days Tour To Swat Kalam
- 5 Days Tour To Hunza Valley
- 1 Day Tour To Mushkpuri Top
- 1 Day Tour To Kund Malir Beach

**EXPLORE PAKISTAN BY**

BEACHES / DESERTS / HILL STATIONS /  
ISLANDS / LAKES / MEADOWS /  
MOUNTAINS / NATIONAL PARKS /  
VALLEYS




Figure 14: Homepage of getout Pakistan

Another key feature of the travel page is that a tourist may filter his/her destination, activities, duration, date and even the prices can be adjusted. Almost each website offers these privileges to the tourist. Most of the time these kind of information pieces are reliable, even, if there are some hidden terms and conditions those can be sort out by the number provided in the bar 'Contact Us' in the vertical top line of the web page. 'Framing' in the web page is found to be strong as different elements within the several photographs are connected and in harmony with one another. When the webpage is further explored it has been found out that to describe about each beach in Pakistan, there is a separate frame chosen as shown in all the figures of the webpage. It has been observed that almost out of six images five carries no *vector* and there is no *participant* and *goal*. There is water and bank captured from the front angle to catch the attention of the reader/tourist. One quite interesting image is of **Lasbela beach** in Baluchistan that has a pair of shoes in the side of the frame and these are in the foreground of the image. It may depict that one can enjoy the cool sand bare footed and can have the leisure walk along the beach side.



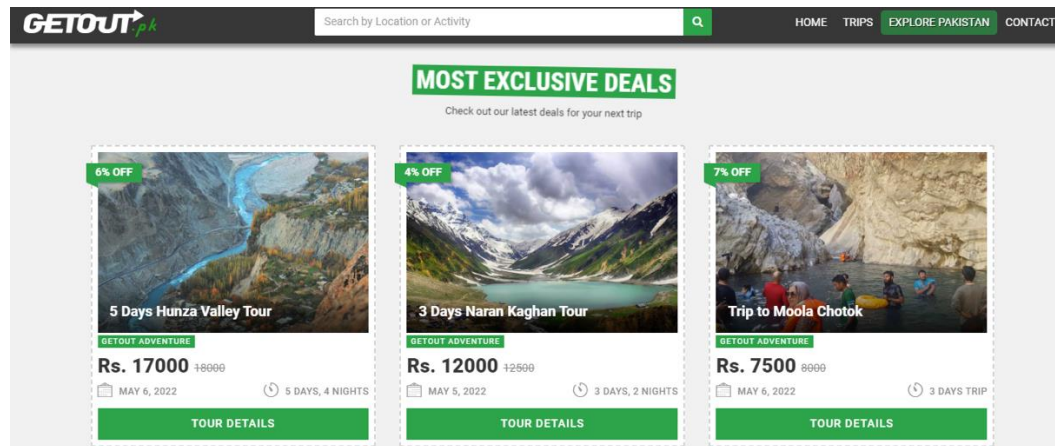


Figure 15: Homepage of getout Pakistan

If in the website of Pak adventures framing of different packages is done by segregating the frame into ‘latest’ and ‘new’ details but in the travel website of Getout Pakistan, the *framing* and *margins* are divided with the headings titled NORTHERN AREAS TOURS and SOUTHERN AREAS TOURS. The figure 15 presents the MOST EXCLUSIVE DEALS offered by the travel agency. Moreover, the images are put into the *background* to highlight the discounted rates and packages in the *foreground*.

#### 4.3.5 www.pakistantravelguide.pk

It is one another travel website that is rich in images and also filled with alluring objects and offers for the tourists. The web page is nice in *composition*, divided in multiple frames. Composition shows that each frame has different angle and symbolic representation (Kress and Leeuwen, 2006). Following the pattern of other webpages, it also presents the cluster of images depicting different places of Pakistan. There is the presence of links regarding accommodation, places to go, events, maps, guides, etc. transforms the top part of the web-page into a semiotic unit which can be divided between *Ideal* (the photo, i.e., what Pakistan looks like) and *Real* (the links, i.e., what Pakistan in actual is.). Figure 16 shows the collage of pictures of hotels and resorts where a tourist may stay and enjoy the best accommodation facilities. There is the external view of some houses while others are shown from inside as well. Particularly, in figure 13, a room in one of the pictures in cluster is shown where bed is placed in the middle of the frame shows that the resort is fully equipped and well decorated. For most of the images, the *background* is of day and for few it is of night. One another picture in figure 16 displays the night scene where moon has shown

shinning bright in the dark sky may take the reader/tourist in the world of fancy where he may enjoy the tranquil and romantic night. In fact, all the images arouse the emotional effect and is one of the strong persuasive strategies.

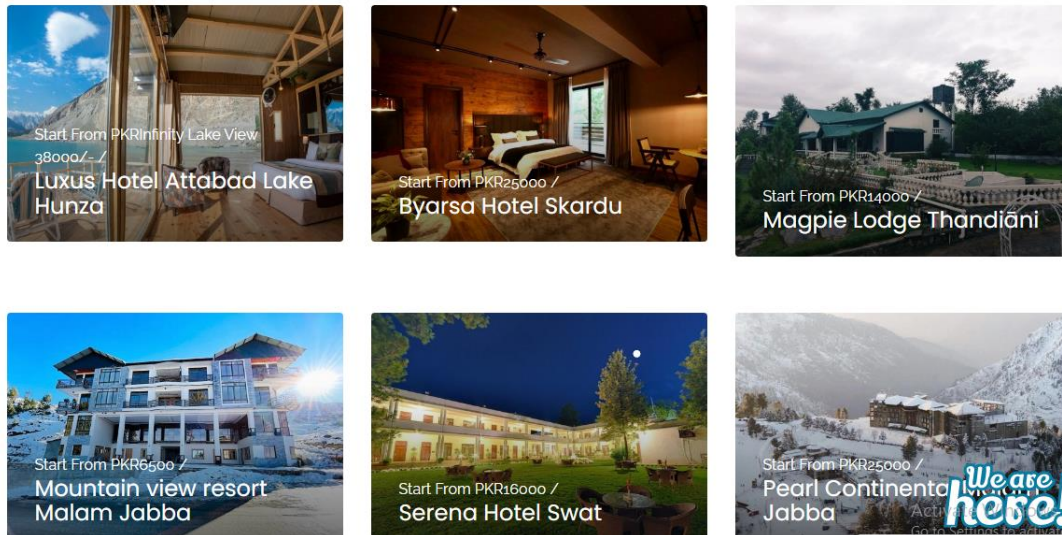


Figure 16: Homepage of Pakistan travel guide

As far as compositional meanings are concerned each sub-page of the web is composed in a way that provides unique information to the reader. In figure 14 at the main image only name of the place along with picture is given, in fact further information regarding details of resorts, accommodation and transport is provided inside. This webpage is unique in its *Composition* because it bears the elements other than ‘Participant’. Food has been the centre of one of the frames. A glass filled with orange juice, a cup of coffee, bread, butter and egg does not only provide the contrast of beautiful colors but is appetizing to the viewer’s eye.



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*Figure 17: Homepage of Pakistan travel guide*

Figure 17 is divided into six different frames. One frame in the image presents the scenic beauty of Chitral Kalash Valley. This frame focuses three females representing tradition and culture of Chitral valley. The bright colored dresses of women are finely blended with the greenery of deep and profound valley presented in the background of the image. The participants do not have direct gaze thus goal does not seem clear. The *participants* in the image are young girls who look quite happy and joyful. In the right bottom of the figure one frame portrays the image of a room in a resort. In the centre of it there is the glass wall from where one can have the mesmerizing view of the blue sea and grey mountains outside the room. Therefore, brown color of interior is perfectly blended with blue of exterior to catch the attention of the viewer. As food is very important part of travel discourse, therefore, in the cluster of frames there is an image presenting the appetizing breakfast.



Figure 18: webpage of Pakistan travel guide

In representational meaning both kinds of images are present. There is a ‘*Narrative Image*’ and ‘*Conceptual Image*’. One of the narrative images contains vector that is present in figure 18. There is a ‘participant’ making a vector with the reader is standing beside a vehicle. The study carried out by Stoain (2015) asserts that at the conceptual interpretation of the images, tourists act as superordinate whereas, objects, things, and other people in the image act as subordinate. In the current image the flag of Pakistan is covering the vehicle represent ‘analytic’ and ‘symbolic’ process which affirms that Pakistan is a tourist friendly country and people of Pakistan are hospitable and generous. The contact of the image is high and involvement of reader/tourist with the image is high due the flag.

**Tour Info** | Hotel Information | Videos | Reviews | **Book Now**

**Additional Info**

Duration :	4 Days, 3 Nights
Person :	2 Person
Availability :	40
Price :	PKR
Location :	Swat

**Need Help!**

03005772942  
info@pakistantravelguide.pk

**Tour Details**

Book a luxury **3 nights, 4 days Swat tour package for family/friends** to cater to the delicious slice of paradise. The chilling cold and moderate weather surely would leave you speechless. Having to its paradisiacal expanses, the hill station commands your visit. With **Swat packages for family**, you can easily get into the beauty of this place. Snow-covered pines and cedar trees are the show stoppers while you elevate upwards and drive into the beauty of the world. This **Swat family trip** comes coupled with cozy stays, quick transfers, delicious meals, and amazing sightseeing sessions. Also check [Pakistan Tour Packages](#).

**We are here!**  
Online

Figure 19: webpage of Pakistan travel guide

The home page of Pakistan travel guide is further divided into sections. In the top bar when main images are clicked these open into further sub sections. Figure 19 is the further segment of **Tour Info** that display visual information on one hand and verbal information on the other. On the top right corner BOOK NOW is written in color green that fulfills the requirement of *salience* to make it prominent to the tourists. The linguistic content of the page comprised up of captions and description about the tour. The messages are explicit and clear that may guide the reader towards better comprehension of the information and details as ‘*Additional information*’ and ‘*Need Help!*’ offer the possible details and speculations. All three images do not have any human participants rather the description of places and attractions is given; therefore, these images are *conceptual*. The page is characterized by two main colors, white and light blue that is creating harmony and cohesion among the different clusters present on the page. Scrolling down the page when a reader/tourist is online and virtually visiting the website a message pops up that asks if any help is required which on one hand shows the concern for the reader and on the other hand is a good marketing strategy of attracting the customer. This feature shows that there is a good *Contact* between addresser and addressee. The *Compositional Meanings* can also be traced on the page as all the pictures are placed in sequence showing outer and inner attractions of the place.

**Tour Info** Tour Itinerary Hotel Information Videos Reviews

**Additional Info**

Duration : 7 Days, 6 Nights  
 Person : 2 - 25 Person  
 Availability : 40  
 Price : PKR on Call  
 Location : Pakistan

**Need Help!**

7 Days Full Luxury Tour for Hunza Valley with Best Hotel and Professional Guides.

**Tour Details**

Full Luxury Trip to Hunza Valley. Explore the beautiful Pictural landscape of Northern Part of Pakistan with best hotels. Enjoy your comfortable stays where Top celebrities of Pakistan love to spend holidays. Hotels like Sarai Naran, Hard Rock, Luxus, and Roomy Resorts. We are offering most reliable Transport services and professional guides as well.

Transport Inclusive*	Hotels Inclusive*	Sightseeing *
Land Cruiser V8	Sarai Hotel Naran	Kaghan, Naran

0300572942  
 info@pakista

Figure 20: webpage of Pakistan travel guide

In figure 20 most of the images are not *Narrative* but *Conceptual* and visitors are shown enjoying the destination. The visitors shown in the picture are young famous TV actors who after their marriage went to Hunza Valley for honeymoon, therefore, making the image reliable for the

receivers. The layout is designed in a way that information is provided in a sequence. From transport to the resort and from resort to the destination all is perfectly blended. Similar to the Figure 19, it too has white as a dominant color which is highlighting the verbal and visual information provided to the receiver.

#### 4.4 Discussion

The results obtained from the qualitative and quantitative analysis of the travel websites are convergent and further depict that Pakistan is a rich country from the perspective of travel and tourism. Hence, the findings of multimodal analysis of the above-mentioned travel webpages shows similarities with the results of Manca (2016) which depicts that the arrangement of the travel websites is designed to resemble a spiral where a core text is surrounded by frames holding both visual and verbal texts in a balanced proportion. This proportion is somehow similar with other travel webpages of both national and international level. The details of the travel nouns are elaborated by using describing words like adjectives and pictures are added in order to reinforce the ideas. Likewise, according to Leeuwen (2006) such frames can be viewed as a semiotic *New* or *Given* piece of information that includes *Ideal* and *Real* representations of the place which all of the travel websites are portraying and describing as well. In order to determine whether or not lexical disparities can be evidence of underlying language strategy, a linguistic analysis of such texts is required. Notwithstanding, the travel websites of any country are a substantial source of creating a relationship between intended tourist and the place. Same is the case with Pakistani tourism. If the relationship of reader and discourse will be strong, there are likely more chances of tourism promotion but if the bond could not develop, Pakistan might lose its potential customer either at national or international level. However, because of its promotional functions, the nature of tourist web language and images appears to be particularly persuasive and evaluative.

It has been observed during the analysis that all web pages are designed more or less in a similar way specially in terms of the *layout* and *colors*. Although layout may be similar to some extent because of the set margins of the page but there may be variation in the color scheme. Similar to the study of Manca (2016) all homepages are further divided into *frames* either big or small that creates link between the reader and the text to obtain the required information. Some of the important pieces of information is given in the form of pop ups. As the homepage of *Getout*

*Pakistan* attracts the reader's attention with pop ups of 'Most Exclusive Trips' etc. The options are associated to a style of promotion that focuses more on data and features and leads readers through well-defined paths, including both virtual and physical itineraries. Besides format what is far more important is the content that contains the message and more importantly it states clearly about the goals, thus through discourse the purpose becomes easy to understand. Almost all webpages display similar images that shows that there may be less destinations and less culture of tourism in Pakistan. It also depicts lack of interest on part of travel companies which are less interested in updating and upgrading the page. There should be more images and separate/different pictures for each website. It will surely provide the variation and multiple options to the 'would-be' tourist. Furthermore, it has been observed that among all above mentioned six webpages, the page of *Karachi Water Sport* is advanced and well designed. It has used different blends of eye-catching colors and images with more participants and happenings. As, Dann (1996) asserts that basic function of travel guides is communication, therefore, paying attention to these features can make these more communicative. It gives a thorough description of activities and sports along with the estimated expenditure. There is also a gallery which contain photographs of all the related adventures. Gallery is the feature that is a source of storing memories that tourists cherish the most. It should be present in all travel guides for the sake of record keeping and tracing the past activities.

Icons and symbols are one of the powerful means of communication (Hassan et al. (2008). It is observed that icons and symbols used on the travel page of *I travel* are more in accordance with the description provided along with them while the icons and signs used on the travel webpage of *pak adventures* seems less reliable and relevant as these do not correspond to the description given beside them. For instance, the symbol having two hands holding red heart appears to depict the care for wild life generally represents the element of romance associated with travel and adventure rather than care for animals and wild life. On the other hand, the icon of map and magnifying glass used to depict the *find the adventure* is quite appropriate with the details given, likewise *enjoy the adventure* is shown with a traveler carrying bag pack and the stick in hand is the apt illustration.

All the selected travel websites have been found similar in following the Z pattering that is an essential characteristic of the multimodality. The feature of representation is dominating in each website. As far as compositional meanings are concerned all web pages carry verbal and visual

information both. In order to provide the maximum data related to place, people and food a detailed account is provided for concrete information.

The current study also focuses the use and impact of adjectives in the travel discourse. As, adjectives appear to be crucial for developing an argumentation and persuasion as well, therefore, they are constantly present in the discourse when convincing, reasoning, narrating, and telling, and have a significant interpersonal component. In addition to this, adjectives are used to describe both objective and subjective characteristics, and as a result, they often convey the speaker's or writer's attitude towards the text's subject matter. As a result, they are frequently utilized in discourse that aims to persuade the reader that the subject being covered is interesting and that what is being proposed is worthwhile and deserving of attention.

The adjectives used in Pakistani travel discourse, therefore, persuade the readers about the beauty of places, taste of food and uniqueness of travel offers. Similar to the study of Marza (2011), the analysis of corpus data reveals that some evaluative dimensions are considered as more central than others in the study and that this type of discourse is characterized by repetitive, emphatic patterns of an evaluative nature. It is this reason that there are maximum hits of evaluative adjectives in the current corpus. The descriptor 'beautiful' appears for sixty-four time either before a noun phrase and also after the noun phrase. That shows that it appears in attributive as well as in predicative positions. It has been used to describe about places, people and food etc. The same descriptor has less hits in the corpus study of hotel websites by Manca (2016). Hence, the corpus of Pakistani Travel guides shows similarities with other countries' corpus particularly in use of adjectives. The lexical items used to describe the beauty of places, elegance of residents, natural artifacts and mouthwatering cuisines shows high degree of resemblance and similarity with each other. In order to make travel text understandable to even a less literate tourist/reader these common words are used in abundance.

This corpus-based study has shown that how persuasive strategies are related to domain, discourse type, content of the message and medium, and also rest crucially on the ideological point of view of the tourism persuader. The selection of adjectives, together with multimodal analysis play a fundamental role in highlighting the construction and compilation of Pakistani travel discourse.



## CHAPTER 5

### MAJOR FINDINGS AND CONCLUSION

The study is based on exploring and highlighting the persuasive strategies present in the Pakistani travel discourse. The use and impact of descriptive adjectives have been explored by using corpus tools, whereas, in order to emphasize the non-verbal strategies, multimodal analysis methods have been expounded. The results obtained from the analysis of qualitative and quantitative data are convergent. Furthermore, some of the major findings and conclusion of the study are presented as under:

#### 5.1 Major Findings

It has been found that travel guides of Pakistan are descriptive documents that contain several linguistic strategies including both verbal and nonverbal approaches. The purpose of using these linguistic strategies is not only to have an emotional effect but also to highlight the significance of the travel text. The quantitative analysis has shown that the text of Pakistani travel discourse is written in English as its not only the international language of communication but also the official language of the country. The combination of multimodal analysis of websites and images with corpus analysis of texts can help the tourist/reader in discovering keywords and terms in specialist discourse, such as tourism discourse. As written discourse is the primary source of communication with the receiver, therefore, must be composed and designed carefully. The unique characteristics of tourism language, particularly in terms of vocabulary, teaching/learning, development of activities, and materials can be created when these strategies are paired with some sound methodology i.e., applied linguistics, LSP learning pedagogy, tourism marketing, and other multidisciplinary subjects, hence, all the previously mentioned branches can take benefited from this type of multidisciplinary approach. Thus, the vocabulary and lexicon of Pakistani Travel

discourse is simple and easy. The description of people, places and objects is given in a way that is comprehensible not only to the international tourist but to the locals as well. The elaboration of required information is encoded by using descriptive adjectives that makes the travel discourse quantitatively rich document.

Furthermore, it is observed that Pakistani travel discourse makes excessive use of non-linguistic strategies. The pictures, colors, frames and layout etc. are designed in a way that arouse readers emotions and feelings. The images display the activities and happenings of joy and enjoyment. Rivers, mountains, pastures, meals, hotels and people etc. are framed in an angle that catches the attention of the viewer. In order to promote tourism, and enhancing the natural beauty color contrast and layout are well conceived.

It can also be observed from the verbal and nonverbal language that vocabulary used in Pakistani travel guides is simple, appeals to senses and expresses the positive attitude. There are many catchy words and empty adjectives in the text that not only strikes the imagination but also enhances the comprehension of the readers. The corpus-based analysis shows the results which conclude that choice of lexical items depends upon the type of discourse, value of the message, choice of medium and most importantly the ideological view point of the tourism persuader. The choice of adjectives along with the pragmatic meaning, grammatical structure and collocation ranges play a vital role in construction and promotion of tourism discourse. The analysis of the current corpus depicts that in Pakistani travel discourse the lexical item '*beautiful*' is overused as it is used in a synonymous expression of lovely, good, tasty and nice etc. It is used for describing people, cloths, places and other accessories. The lexical item '*fresh*' is underused and could have been used in several other places but is not practiced a lot.

The investigation of the selected Pakistani travel websites shows some fascinating elements as well. The text of all travel guides offer multimodality regarding visual and verbal interaction. The semiotic multimodal examination uncovers a pattern in which actual piece of communication is encircled by other elements where visual and verbal components substitute and makes an agreeable impact on the reader. The perusing system generally offers a schematic example through which segments on the website are recognized as *Ideal/Real* and *Given/New*. In all the multiple frames, the visual component presents the place, person or object as if it is literary present and have sound standing. However, visuals have great impact on the mind of reader/tourist. The verbal

elements of these pages describe the places of tourism apparently but the ultimate purpose is not to inform but to convince the tourist to visit the place. The use of multimodal techniques triggers the emotions of intended reader who associate the places with values of modern tourism including thrill, freedom, adventure and romance.

The variety of specific referential items (adjectives) identified in the current study demonstrates that factual information is also necessary in order to maintain touch with the real world. The information is sincerely communicated with the help of descriptors. The potential tourist gains a sensation of belonging to an elite group that can take benefit of the type of experience offered by these informative features. The majority of the adjectives as presented in table 4 are enticing and inviting that provides opportunity to the reader to enjoy the luxury of the available place. As a result, there is a highly effective interaction between the iconic and linguistic codes which produces complex and engaging communicative events between the destination and the to be tourist that successfully contribute to the persuasive function.

It is also observed that some of the websites are alike in their images and photographs. It is recommended that as Pakistan holds prominent position in Asia and it is also rich in travel heritage and culture, therefore, each website should be carefully designed and it should display different variety of images and attraction. In order to promote tourism, the repetition of images must be avoided. There should be variation in the use of non-linguistic strategies. Moreover, there are some spelling errors found in the text which should be removed as these sites are mostly visited by the foreign tourists and it gives a bad impression not only of the respective company or agents but of the country too. Like on the webpage of **Karachi Water Sports Club** spellings of summer are written as ‘Sammer’ that could be a typo or a spelling error and must be removed. According to Manca (2016) the image should be captured in such a way that it must be interactive if human participants are present in it, as in case of most of the Pakistani travel website the images lack in human participation, thus are less interactive. The webpage of **Getout Pakistan** makes less use of human participants. There are images of places and objects that seem dominating the home page and other section pages.

## 5.2 Conclusion

The study presents a corpus based multimodal analysis of persuasive strategies used in the travel discourse of Pakistan. For both qualitative and quantitative analysis data is collected from

the six top-browsed websites. The results obtained after the analysis are convergent with each other. Moreover, the conclusion of the study expounds that Pakistani travel discourse makes considerable use of linguistic and non-linguistic strategies in order to highlight and describe about any place, people, area, culture, food, architecture, clothing etc. Similar to the study of Manca (2016) the present study also shows that type of tourist promotion by the travel pages of Pakistan provide sufficient offers to readers and leaves on them that what they will choose and select. Tourists are given attractions in form of different packages and concession.

The present study also conforms to the conclusion given by Maci (2007) that affirms the language part of these web pages appears to referentially describe the tourism resorts. However, because the primary objective of the texts is to sell rather than to enlighten which is the prime reason that they all plainly serve an illocutionary role. The extensive usage of the pronoun *you*, as well as the scarcity of the pronoun *we*, provide the first indication. The focus is always on the reader, not the author which asserts that all the material is intended to be eye-catching for intended visitors, with the ultimate goal of persuading the potential customer to purchase the services offered online and offline too. In addition to it the travel webpages of Pakistan mostly present the natural beauty of Northern areas and hill stations. The beauty, comfort and luxuries are presented before the tourist by using descriptive adjectives and empty phrases. Some of the adjectives have been found high in occurrence while some are underused. All the websites have been designed to attract the intended tourist.

The current work also asserts that along with linguistic, the non-linguistic strategies are also used in combination for the better understanding of the reader. Written text is wrapped around the images like a spiral. Somewhere these pictures are displayed as a slideshow while somewhere these occur in the form of a cluster. These images present Pakistan as a land rich in natural beauty which makes it a worth seeing place. The frames of these images are developed with attention of giving visual feast to the intended tourist. Places are captured in the frame as areas where one can find mental and physical peace. These are also associated with fun and romance. According to Manca (2016) the images must be interactive having human participation and activity. Few of the travel websites of Pakistan seem less concerned about human participation in the image as their focus of attention is the place, region and beauty that it presents.

The study further concludes that some of the adjectives that have been either over or underused have a great impact on the tourist mind and heart. As the descriptor 'small' is employed in the text to describe variety of items including; food items, places or even objects. Likewise, 'fresh' and 'delicious' are the adjectives that have less hits in Pakistani travel discourse. Hence, the description given for each travel entertainment can be fancied or otherwise by using the descriptors in the written discourse.

Therefore, the results of both the qualitative and quantitative data are convergent with each other and show that travel guides of Pakistan make rich use of persuasive strategies in order to attract the readers/tourists. On the one hand, the text of Pakistani travel discourse is simple and less difficult that makes it more attractive while on the other hand the non-linguistic elements add life to the words and persuade the reader to visit Pakistan. Although persuasive strategies are used to highlight the significance of the travel discourse, yet, there is still the need to improve the verbal and nonverbal communicative acts. Henceforth, the conclusion encourages the idea that tourism discourse of Pakistan makes use of persuasive strategies in order to attract and persuade to be tourists.

### **5.3 Implications of the Study**

The results obtained could be useful for the professionals who develop the content for the travel guides that text and pictures can be made inviting and impressive by using standard and concrete language, not only this but variation in pictures and designs for each travel site can bring the better results in promoting tourism of Pakistan.

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