

**МОВОЗНАВСТВО. ЛІТЕРАТУРОЗНАВСТВО**

UDC 811.111'42

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and Intercultural Communication**Taras Shevchenko National University of Kyiv**(Kyiv, Ukraine) velena\_1@ukr.net***DISCOURSE OF 2022 ONLINE TOURISM ADVERTISING  
IN GREAT BRITAIN AND THE UNITED STATES**

*The article explores the verbal component in British and American tourism advertising that appears on various Internet platforms in 2022. The topicality of the research lies in the scarcity of studies that analyse the consequences the coronavirus pandemic has had on hospitality business, namely its advertising strategies. Consequently, the objective of the research is to single out recurrent language means as well as to layout peculiarities of online tourism advertisements, which may shed some light on both social trends in the post-pandemic period and on communicative patterns prevailing in 2022 online advertising discourse. The texts selected by applying the continuous sampling method disprove the claims that tourist patterns in the post-COVID times have been shifted to long-term travelling with month-or-so-long stopovers at a certain destination. The current sample, on the contrary, suggests that in 2022, tourist industry focuses on developing offers of short-term stays within an easy reach from tourists' places of residence. The idea of short-term duration is recurrent in headings where it is expressed with the noun 'getaway'. It may also be verbalised both in headings and in main body of texts with the help of nouns that denote time span, e.g., 'day', 'night', 'weekend', used with the indefinite article or a numeral. Short holidays are classified on Internet platforms into categories based on tourists' interests in certain activities and tourists' preferences for a certain type of location. If a package offers a week-long holiday, the layout may be designed as a schedule where each day is allotted for an activity.*

*Another prominent feature of advertisements is overt targeting a specific consumer. Headings may be explicit either about consumers' gender, for example, 'Girls Getaway', or about consumers' relations, for example, 'bestie', 'romantic', 'love', 'family'. Along with the inclusive component, there are messages of exclusion. Participants that advertisements in the sample leave out explicitly, i.e., with the 'not allowed' formula, are pets; children are excluded in some texts explicitly, which is implied in 'adults-only'.*

**Key words:** *online tourism advertising discourse, advertisement, heading, main body, lexeme, gender, target consumer.*

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## ДИСКУРС ТУРИСТИЧНОЇ ІНТЕРНЕТ-РЕКЛАМИ 2022 РОКУ У ВЕЛИКІЙ БРИТАНІЇ ТА СПОЛУЧЕНИХ ШТАТАХ АМЕРИКИ

Стаття присвячена дослідженню вербальної складової в британській та американській туристичній рекламі, що розміщена на інтернет-платформах у 2022 році. Актуальність розвідки полягає в недостатній кількості наукових публікацій, які вивчають вплив пандемії коронавірусу на рекламні стратегії туристичного бізнесу. Отже, метою дослідження є виділення повторюваних мовних засобів, а також особливостей подавання тексту в туристичній інтернет-рекламі, що висвітлює як соціальні тенденції в постпандемічний період, так і комунікативні моделі, які преважують у рекламному туристичному дискурсі 2022 року. Тексти, відібрані методом суцільної вибірки, спростовують твердження про те, що у пост-ковідний час туристичні подорожі стали більш тривалими та передбачають перебування в певному місці протягом місяця. Навпаки, тексти вибірки свідчать, що в 2022 році туристичний бізнес розвиває пропозиції коротких подорожей у курорти неподалік від житла клієнтів. Ідея короткочасного відпочинку часто виражається в рекламних заголовках іменником *getaway*. Також вона вербалізується як в заголовках, так і в основному тексті іменниками на позначення часу *day, night, weekend* у поєднанні з неозначеним артиклем або числівником. Пропозиції короткого відпочинку класифікуються інтернет-платформами за двома критеріями: інтереси туристів (види діяльності) та уподобання туристів (тип локації). У випадку туристичної пропозиції тривалістю в тиждень, текст може подаватися у вигляді розкладу, де кожному дню відповідає певна розвага.

Іншою особливістю туристичної реклами є чітко виражена спрямованість на певного споживача. Заголовки можуть вказувати на статі цільового туриста (*Girls Getaway*) або на тип стосунків між туристами (*bestie, romantic, love, family*). Окрім інклюзивного компонента, тексти містять також елементи виключення: так, вибірка містить приклади реклам, які експліцитно відмовляються прийняти домашніх улюбленців (*no pets allowed*). Деякі курорти не приймають дітей, що формулюється імпліцитно за допомогою складеного прикметника *'adults-only'*.

**Ключові слова:** туристичний рекламний інтернет-дискурс, рекламний текст, заголовок, основний текст, лексема, гендер, цільовий споживач.

**Statement of the Problem.** The 2020 coronavirus pandemic has significantly changed many, if not all, aspects of human life. It has affected mass and social media (see (Chaiuk, Dunaievska, 2020; Chaiuk, Karpova, 2021; Popivniak et al., 2022)), political discourse (Alyeksyeyeva et al., 2021; Ahmed, Hasan, 2021), everyday vocabulary and practices in cultural and language communities all over the world (Al-Melhi, Busabaa, 2022; Alyeksyeyeva et al., 2020; Oxford Languages, 2020).

In 2020, the entire tourist industry was on the verge of collapsing due to lockdowns and stringent restrictions on travelling as well as people's anxiety and financial insecurity. In 2021, the arrival of vaccines launched a tentative recovery of hospitality businesses. The year 2022 has seen a rebound of international tourism, Europe and Americas performing the strongest (Tourism enjoys strong start to 2022 while facing new uncertainties, 2022). A similar tendency has been observed in domestic

tourism in the USA: “48 million Americans will travel over the Fourth of July holiday weekend – ... just 2% below 2019 levels (Monthly Travel Data Report, 2022). In the UK, “the domestic leisure market has dominated the sector during the pandemic” and, in 2022, “we see many people... taking UK short breaks with parents and grandchildren. Family trips will remain strong...” (UK tourism will bounce back in 2022, 2022). Thus, multiple factors have made it vital for companies in hospitality business to reconsider their services, their image and advertising in order to survive.

**Research analysis.** The relation between language and tourism has been studied by a large number of scientific papers, each approaching the issue from a peculiar perspective. Irimiea (2018) explores the extent to which tourism operations rely on language. This research also claims the correlation of language used in tourism with such subtle phenomena as perceptions and identities. Attention has also been paid to public service announcements as a specific type of informing overseas travellers (Ladyanna, Almos, 2021).

Since advertising is an essential technique to promote a product in the highly competitive modern world, tourism businesses readily grab any opportunity to inform their potential clients of sites and services on offer. The Internet with its numerous platforms reaches out to people all over the world and, thus, facilitates communication between businesses and customers. Tourism websites and their multimodal inventory has been considered in, for example, (Salim et al., 2014). Instagram is probably one of the most popular and most appropriate platforms for tourism advertising because it prioritizes images. Yet, its image-sharing nature does not exclude the possibility to approach its tourism-related content from the linguistic point of view. Thus, Wilson et al. (2021) examine the verbal content of Instagram tourism advertising and conclude that the posts are dominated by Standard English (because they are targeted at international audiences) but also contain features of local “Englishes” to imbue the messages with authentic flavour.

At present, linguistic research is focused on the impact of the coronavirus pandemic on language and communication patterns. The pandemic has affected parasocial communication between celebrities and their fans that has much in common with advertising (Chaiuk et al., 2021). A comparative analysis of the conceptual component of tourism advertisements in pre-pandemic and pandemic period has been undertaken in (Kolisnichenko et al., 2022): the research draws the cognitive map of the modern

English-language tourism advertising discourse and then compares the pre-pandemic perception of tourism as unhindered, comfortable traveling, gastronomic delight and positive emotions, while during the pandemic tourist locations started to emphasise their epidemiological safety and sanitising as well as to build an image of a much-needed change of surroundings for people who got stuck in the confinement of their homes.

**The purpose of the article.** The objective of the article is to analyse vocabulary used in tourism online American and British advertisements in 2022: lexemes referring to holidays per se as well as the main features of tourism products selected as worth mentioning in order to attract consumers. The findings shed light onto the social transformations of the post-pandemic English-speaking society.

**Main text.** Though some analysts claim that, on Airbnb platform, “one out of every five bookings was for 28 days or longer, and nearly half of all bookings were for a week or longer” and advise offering “affordable long-term accommodations comparable to the cost of a month’s rent or less in your area” (6 Post-Pandemic Trends, 2022), the sample demonstrates a strong trend to short breaks stated explicitly by specifying the type of holiday and its duration.

Tourism adverts tend to refer to the product with the compound *getaway* defined as “a short holiday somewhere” (Collins Dictionary). *Getaway* is used extensively in ad headings (e.g., *The Ideal Multi Destination Girls Getaway: Punta Cana to Miches*) as well as in names of tourist companies (e.g., *Venus Getaways*). Another way to inform of the short duration is to use in the advert heading nouns denoting a time span (*day, week, weekend*) with the indefinite article, a numeral or in plural. Here belong *Spend a night at a charming hotel*, *One Day in a City*, *Weekend Candy* platform with its subsections *Activity Weekends*, *Adventure Weekends*, *Chilled Weekends* and so on, *12 Ideas for Weekend Getaways in Minnesota*. Headings may also imply brevity of a holiday by containing such lexemes as *to dine* that assumes staying at a resort for a night: *Dine by the wharf*, *Wine and dine at a popular restaurant* (12 Ideas for *Weekend Getaways in Minnesota*, 2022).

79% of advertising texts indicate the duration of a getaway in their main body. It may be done in the following ways:

- by chunking the advertisement into *Day 1*, *Day 2*, *Day 3*, etc. sections to familiarize potential tourists with the variety of activities offered by resorts:



Fig. 1

– by including the duration of a holiday package in its name, e.g., “*For the full Gin Spa experience, treat yourself to one of their luxury day packages*” (Weekend Candy)

– by specifying the minimal duration of a stay, e.g., “*The Truck weekend stays from £320 (min stay 3 nights)*”, “*The Trailer weekends stays from £420 (min stay 3 nights)*”, “*Minimum stay 2 nights low season, 3 nights high season*” (Weekend Candy).

Another lexeme for holiday used in tourism advertising is the blend *staycation* (“a holiday that you take at home or near your home rather than travelling to another place” (Cambridge Dictionary)) that dates back to the 1940s, e.g., *a quick staycation* (12 Ideas for Weekend Getaways in Minnesota).

Fig. 2 contains the data on the frequency of the lexemes (paradigmatic or contextual synonyms of ‘holiday’) used in tourist online advertising in the sample:

Lexeme	%
<i>getaway</i>	35
<i>weekend/day/week, etc.</i>	33
<i>vacation</i>	17
<i>holiday</i>	13
<i>staycation</i>	2
<b>Total</b>	<b>100</b>

Fig. 2

While *getaway* informs of the form, the next feature present in all advertising texts is the content of their tourism product, which helps websites arrange tourist destinations on the ground of consumers’ interests (for example, *Adventure / Foodie / Historic / Wellness Weekends* (Weekend Candy), *Unleash your inner culture culture, Go on a gastronomic seafood escapade* (12 Ideas for Weekend Getaways in Minnesota)) and preferences (e.g., preference for a location (*Beach / Countryside / City Weekends* (Weekend Candy), *Frolick in a field of flowers, Get*

*your nature fix at a state park, Live the solitary life at a Scandinavian lake house* (12 Ideas for Weekend Getaways in Minnesota)).

The sample confirms the claim that “in the last couple of years many Brits have rekindled their love of camping, campervans and glamping” (UK tourism will bounce back in 2022, 2022). The illustrative material also demonstrates that, while in the United States a tourist looks for a hotel and does not mind eating out in a *bustling restaurant which seats 500* (12 Ideas for Weekend Getaways in Minnesota), Brits love “glamorous camping” nominated with the blend *glamping*. Glamping adverts promise *a sea of grasses and wildflowers, meadows, woodland and gardens* that ensure *fresh countryside connection* which is combined with *king-sized beds dressed with organic bed linen, elegant bathrooms with pattern tiles, brass fittings and waterfall showers and high-speed wifi*. Glamping sites are usually located on working farms that *sing of adventures and fresh-air escapism*. One can break away from the outside world entirely and self-cater (vehicles are equipped with kitchens thoughtfully designed to satisfy most cooks and aesthetically-minded people: *a chunky oak kitchen where you’ll find a mini fridge, a tap and sink, a double hob cooker and everything you need to stir-up a feast (from a peeler to a coffee percolator; a selection of teabags to olive oil, soy sauce and many spices and herbs)* (Weekend Candy). Yet, one may take advantage of being on a working farm and enjoy local fresh dairy produce and other foodstuff (*a delicious complimentary breakfast pack, fresh from the farm shop; farm-fresh breakfast; fridge stocked with goodies including local bread, milk and eggs* (Weekend Candy)).

It is remarkable that choosing this type of getaway often leaves pets out: glamping adverts as well as their more economical type called *Shepherd’s Hut* usually contain the warning *No pets because the glamping is on a working farm, No dogs allowed,*

*No pets allowed unfortunately as it's a working farm with other animals and dogs* (Weekend Candy). However, options for dog-owners do exist. These may be presented under the trivial heading *Dog-Friendly Weekend* or be creatively titled *Houndpicked by Us*, a blend based on the wordplay (*hound*, i.e., “a type of dog used for hunting” and *handpicked*, i.e., “carefully chosen for a specific purpose” (Cambridge Dictionary)).

While the ban on pets is verbalised explicitly, adverts inform that children are not welcome implicitly: the compound *adults-only* draws on the peculiarity of *only* to activate antonymic concepts. In this case, this is the *adults – children* opposition.

The adverts do not only specify WHAT a site offers but also WHO it offers to. This information may easily be obtained from the heading. Despite the struggle against sexism, the adverts may be blatantly sex-specific. A site hosted in the US features *Best Girls Trips in Hawaii: Epic Ideas on Where to Go and What to Do*, an Australian site offers *Blue Mountains Girls NSW Getaways*, *Superyacht Girls Getaways* (Venus Getaways), while a Dominican tourist company advertises *The Ideal Multi Destination Girls Getaway: Punta Cana to Miches*. It is interesting that these sexist destinations are not balanced with any offers for buddies. One may assume, though, that ads of *beercation* (a blend of *beer* and *vacation*) titled *Bars & Pubs*, *Gin-Making* and *Pubs with Rooms* (Weekend Candy) target male tourists, yet there is no overt indication of gender. The sample contains an advert that seems to be intended primarily for female consumers and involves alcohol consumption, yet in a rather unconventional way. This advertisement promotes a gin spa offering a “*RE-GIN-VENATE*’ package with the signature facial and a full body massage or the ‘Gin to Your Tonic’ spa day” (Why

the UK’s First Gin Spa Is Top of Our Post-Lockdown List), *reginvenate* being a witty pun that blends the female striving for *rejuvenation* and *gin*. It should be mentioned that adverts of this type offer getaways for two or a small group of friends referred to as *besties*, e.g., *get your besties together and start booking* (Best Girls Trips in Hawaii: Epic Ideas on Where to Go and What to Do).

Another clearly-articulated group of target consumers is couples looking for a place to relax. In their heading and main body, these adverts feature the words *romantic*, *couple*, *rendezvous*, the gender-neutral *significant other* and *love* with its derivatives: *Romantic Weekends*, *to get away on a romantic couples’ weekend*, *lovebirds*, *gorgeous romantic experiences* (Weekend Candy), *a quick romantic getaway with your significant other*, *a romantic rendezvous* (12 Ideas for Weekend Getaways in Minnesota), etc.

**Conclusions.** The analysis of the sample reveals that tourist companies are aware of post-pandemic consumers’ preference for short breaks. Therefore, advertisement headings or main body contain the lexeme *getaway* or nouns *day*, *night*, *weekend* modified with the indefinite article or numerals. Getaway options are arranged into groups on the ground of two criteria: tourists’ interests (activities) and tourists’ preferences (rural, urban, coastal, etc. location of a destination). The sample demonstrates that British tourist sites focus on *glamping* that offer comfortable relaxation amidst nature within a short drive from cities. In the USA, the desire for the countryside scenery is also strong, yet weekend tourists are offered hotels. The advertisements also explicitly or implicitly outline the target consumer, which involves such criteria as tourists’ gender and the type of their relationship (friendship, family, romance).

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