

Directive Function in a Tourism Discourse: A Corpus-Based Analysis

(Fungsi Direktif pada Wacana Pariwisata: Analisis Korpus)

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Abstrak

Mempromosikan pariwisata melalui buku panduan adalah salah satu alat pemasaran untuk menarik pengunjung ke destinasi impian. Namun, banyak buku pariwisata yang ditulis dengan kualitas buruk karena bahasanya tidak memenuhi kriteria *language of tourism* (LoT). Salah satu fungsi dalam wacana pariwisata adalah fungsi direktif. Penelitian ini bertujuan untuk mengidentifikasi fungsi direktif dalam buku panduan wisata berjudul *Three Sixty Guide Bali* dengan fokus khusus pada verba imperatif. Teknik pengumpulan data menggunakan pendekatan berbasis korpus. Data tersebut kemudian diklasifikasikan menurut fungsinya dalam buku panduan wisata, yaitu verba imperatif yang digunakan untuk atraksi makanan, pelayanan kesehatan, kegiatan olahraga, retreat, untuk mengunjungi kebun binatang, pertunjukan, dan pergi ke pesta. Ditemukan 94 verba yang mengandung fungsi direktif dalam *Three Sixty Guide Bali*. Kata kerja ini mengandung makna persuasif sebagai upaya untuk memikat pembaca dan mengubahnya menjadi pelanggan potensial. Temuan ini sangat penting karena memberikan referensi bagi penulis buku panduan wisata atau bahkan situs web pariwisata untuk menulis buku panduan wisata yang persuasif dan meyakinkan sehingga calon wisatawan akan tertarik dan yakin akan layanan, fasilitas, dan pengalaman yang ditawarkan.

Kata kunci: bahasa pariwisata, fungsi direktif, korpus, wacana pariwisata

Abstract

The promotion of tourism through guidebooks stands as a pivotal marketing strategy to entice visitors to their desired destinations. However, a considerable number of tourism books fall short due to inadequacies in adhering to the language of tourism (LoT) criteria. Among the essential functions within tourism discourse is the directive function, with a specific focus on imperative verbs. This study employs a corpus-based approach to identify and classify imperative verbs in the *Three Sixty Guide Bali*, according to their functions in the guidebook. The imperative verbs are categorized for various purposes, including food attractions, health services, sports activities, retreats, zoo visits, shows, and party recommendations. The analysis



reveals approximately 94 verbs serving directive functions in the guidebook, imbued with persuasive nuances aimed at captivating readers and transforming them into potential customers. These findings offer valuable insights for tourism guidebook writers and website developers, facilitating the creation of persuasive and compelling guides that assure prospective tourists of the services, amenities, and experiences awaiting them.

Keywords: corpus, directive function, language of tourism, tourism discourse

INTRODUCTION

Tourism as one of the sectors that contributes to the nation's economy should be managed effectively by integrating all elements into one inseparable unit. This includes the efforts to attract prospective tourists through language. Language of tourism (LoT) is a distinct text genre that share commonalities with marketing text where it strives to convince, charm, woo, and seduce millions of people, converting them from prospective to real clientele. Language, in its pictorial and stylistic functions, is the foundation of any touristic activity. Both help to motivate and push people in the right direction. Language tries to entice visitors to the country through words and images. The controlling forces in the second type are, in addition to the provisional status (or preparations), context, and the stylistic function of language. That is, language can be used for recreational, educational, and business purposes, as well as to refresh, relieve, relax, amuse, and satisfy tourists. (Al Bahrani & Sepora 2011).

Language in promoting tourist destinations plays an important role in attracting tourists' interests to visit (Afdal, Iswanto, & Mayasari 2022). It highlights the importance of using appropriate language in tourism. Tourism discourse as one sub-element of language of tourism is a domain where verbal and visual communication evidently contributes to the achievement of the final aim: language, images and sounds are strategically combined together to inform, attract and persuade the potential tourist at the pre-trip stage (Manca 2019). It, for instance, is needed for expressive, persuasive, directive and informative functions. A country promoting tourism needs to pay attention to signs to direct tourists to the country efficiently (Al Bahrani & Sepora, 2011). Tourism texts do more than just explain specific locations; they also try to pique the reader's interest and pique their curiosity. As a result, language in general, together with linguistic aspects, is seen to be an excellent instrument for completing such activities.

Indeed, according to Muñoz (2012), lexical and syntactic approaches serve the purposes of tourism language. Calvi (2006) also mentioned the strict wording used to meet the expectations of tourists. He further states that four alternative views may be used to allure potential travelers and persuade them to purchase a vacation: the authenticity perspective, the strangerhood perspective, the play perspective, and the conflict and appropriation perspective. To "urge travelers to separate themselves" from their regular lives is the goal of such marketing. This fits the definition of "magic" as it is a means of "changing reality into something new, usually better" (Cappelli 2008). Images can enhance a "magic" ambiance, but specific vocabulary choices, like *escape* and *another world*, which frequently serve as metaphorical linguistic expressions "for movement in space, for movement in time, and as an escape from everyday reality," can be especially effective (Cappelli 2008).

Tourism English is the English language used for tourism, as the name implies. Due to the fact that "language needs to serve varied goals as there are numerous types of occasions for using it," tourism English has its own linguistic functions, which are primarily informative, directive, and evocative, or informational, aesthetic, descriptive, and persuasive (Hu 2001). The message

recipient is the focus of the imperative or directive function. Language is used to encourage readers to respond how the author intends them to—to act, think, or feel in a certain manner. The author seeks to persuade and convince the reader such as agreements, advertisements, and propaganda (Hu 2001) and to provide recommendations and encourage visitors to take advantage of the offer (such as through guides and brochures) (Hu 2001).

Persuasion is an important component of tourism discourse as it increases the truth value of information about places and services while also instilling a “worth-visiting” image in potential visitors (Kiss 2018a). Imperatives as the linguistic feature or persuasion are an important part of advertising copy (Pennock-Speck & Fuster-Márquez 2014). According to Labrador, *et al.* (2014), advertising may be categorized as its own distinct subgenre with particular micro and macro-linguistic characteristics, and that commercials utilize persuasive strategies, one of which is imperatives, using informal language, to attract potential clients.

The following characteristics are common in tourism discourse: nominalisation, expressive conciseness, premodification, verb tenses, modals, the use of passive forms, and imperatives (Manca 2019). Imperatives are part of the larger category of directives, which are communication acts with the objective of getting individuals to perform ‘such actions as requests, prohibitions, and directions, as well as orders and commands’ (Downing & Locke 2002). Imperatives and directives are commonly found in the brochure, whose function is to urge the addressee to do something (or not to do something) (Biber, Conrad, & Leech 2002, 256). A negative imperative together with an exclamation mark convey an even stronger urge. Such “passionate” language elicits from the readers an urge to take part in the exciting tourist experience (Ip 2008).

Imperative verbs are classified into several classes, first which name specific physical actions and/or imply energy consumption (e.g., swim, dive, climb, jump, fly), second which do not name specific physical actions but rather general actions (e.g., visit), and/or do not imply energy consumption. Verbs that denote mental and emotional actions (e.g., experience, discover, enjoy, explore, relax, escape) (Sulaiman 2014). The imperative, along with the present tense, is very common in such language. It is not used to give directly orders to the tourist, but it invites him/her to participate in the activities and opportunities which are offered (Muñoz 2011). The imperative is also used to give instructions to the tourist, for instance on how to reach some places or even how to behave according to the host community customs.

In the meantime, verbs in the tourism discourse are important as it has the function of instructing the reader to take actions. Adjectives in the meantime are used to give impressions. Verbs employed in tourist discourse provide epistemic lenses through which locations should be seen. There are many studies pertaining to the language features of tourism. For example, Rahmasari & Lauwren (2020) analyzed the use of modality in Indonesian Tourism Websites, while other scholars analyzed the use of adjectives in destination tourism (Thu 2021; Muñoz 2019; Zakharova 2021; Al-Issawi 2020) and verb tenses in tourism discourse (Dumitrascu 2020). However, scant research has discussed the directive or imperative function in tourism discourse. Pratiwi, Kristanto, & Carniasih (2018), for instance, discussed the imperative sentences that have command, request, and direction (positive imperative), and prohibition (negative imperative) and three kinds of directives including acts of commanding, requesting, and prohibiting.

To date, no study has managed to probe into the frequency of verbs in the tourism discourse as it might be tedious and time-consuming. With that gap, this study, in particular, aims to (1) list the verbs from the most frequent to the least frequent on the *Three Sixty Guide Bali*, and (2) interpret the meaning of those data according to directive functions.

METHOD

This study applied a corpus-based approach. A corpus-based approach or corpus linguistics facilitates the researcher to conduct systematic studies at the lexical, morphosyntactic, and textual levels in the language of tourism (Nigro 2006). Corpus linguistics encompasses the compilation and analysis of collections of spoken and written texts as the source of evidence for describing the nature, structure, and use of languages (Kennedy 1998).

To collect the data, this study applied a content analysis (CA) approach as the source of the data is a print book. The data sources for this research were phrases and clauses in the *Three Sixty Guide Bali* which was written by native English speakers. Hence, the language is deemed of high standard English and can be used as the authentic data source for the purpose of the present research.

The researchers carefully skim and scan the text in a bid to locate verbs that belong to directive functions. Since the book does not have more than 100 words a page and is mixed with pictures on some pages, it is easier for the researchers to identify the verbs by highlighting them and jotting them down in a notebook. Upon collecting the verbs, the researchers then classify them into each of their leisurely purpose category, including food, view, animals encounter, sports, and retreat. Each of these category display three examples from the above corpus list and explanation is given beneath them.

RESULTS AND DISCUSSION

Upon meticulously identifying the data on the *Three Sixty Guide Bali*, the researchers managed to highlight 94 sentences that contain imperative sentences or in this study referred to as directive functions. Table 1 below demonstrates the overall findings in a random order:

Table 1. List of Imperative Verbs in Three Sixty Guide Bali

No.	Page Number	Directive Phrases/Clauses
1	P. 30	<u>Experience</u> a relaxing retreat
2	P. 31	<u>Experience</u> the serenity of breathtaking landscape
3	P. 32	<u>Choose</u> your preferred retreat
4	P. 32	<u>Nestle</u> yourself in a blend of luxury and nature
5	P. 39	<u>Bring on</u> the bliss and <u>pamper</u> yourself
6	P. 40	<u>Take advantage of</u> the round the clock bespoke butler service
7	P. 44	<u>Savour</u> a wide variety of luscious French pastries
8	P. 48	<u>Discover</u> the tranquility at Four Seasons Resort Bali
9	P. 49	<u>Experience</u> a menu of delicacies rich with
10	p. 52	<u>Sample</u> the Balinese classic dishes
11	P. 53	<u>Enjoy</u> the spectacular uninterrupted views....
12	P. 64	<u>Eat</u> your heart out with a private chef to cook breakfast, barbecues on request, an in-house menu and an abundance of great restaurants on your doorstep.

No.	Page Number	Directive Phrases/Clauses
13	P. 72	<u>Splash</u> all day in your own private pool
14	P. 78	<u>Take</u> a day trip to the island of paradise
15	P. 80	<u>Discover</u> the local culture
16	p. 80	<u>Swim</u> some laps into your private pool
17	P. 80	Then <u>hit</u> sophisticated Seminyak
18	P. 81	<u>Marvel</u> at million shades
19	P. 88	<u>Ravel in</u> the open spaes and unobsured views
20	P. 90	<u>Take</u> leisurely walks
21	P. 92	<u>Take in</u> the spectaculer show
22	P. 96	<u>Enjoy a dip</u> in the privacy in your own pool
23	P. 99	<u>Take</u> home a set of four unique....
24	P. 100	<u>Loose</u> yourself in the extensive 103 hectares of glorious gardens
25	P. 101	<u>Enjoy</u> world-class western and local food
26	P. 103	<u>Stay in touch</u> with complementary wi-fi
27	P. 120	<u>Pamper</u> yourself with in-villa spa treatment
28	P. 120	Simply <u>chill into</u> the groove....
29	P. 124	<u>Stay</u> all day
30	P. 133	<u>Dial and dine</u> anytime....
31	P. 139	<u>Pack</u> your gourmet hamper
32	P. 142	<u>Indulge</u> with one of the....
33	P. 153	<u>Indulge in</u> a wonderful way
34	P. 162	<u>Try</u> the marine
35	P. 164	<u>Revitalize</u> your inner strength
36	P. 160	<u>Plug in</u> your ipod and indulge in a range of....
37	P. 167	<u>Join</u> the greatest party....
38	P. 176	<u>Purify</u> yourself in the richly appointed stearn rooms
39	P. 176	<u>Escape</u> the crowds and enjoy an island break
40	P. 176	<u>Savour</u> the luxurious offerings
41	P. 187	<u>Sample</u> the locally produced kopi luwak
42	P. 188	<u>Opt for</u> streaming spicy lobster bisque with lemongrass, medallions of lobster tail, seafood dumplings, Avruga pearls and lemon oil.
43	P. 201	<u>Slip into</u> something comfortable
44	P. 204	<u>Enjoy</u> the 7 lagoons, the first swimmable in the world, stretching over 5,000-squire-metres through resort.
45	P. 210	<u>Indulge in</u> a full international menu
46	P. 214	<u>Grab</u> a juice to go....
47	P. 226	<u>Sip</u> sophisticated cocktail
48	P. 230	<u>Devour</u> a rack of the best....
49	P. 242	<u>Wrap</u> your taste buds around the freshly made sambal—prepared in front of you.
50	P. 242	<u>Enjoy</u> an evening of food and wine served in the privacy of your own private gazebo by the pool.
51	P. 242	<u>Get</u> the royal Balinese Treatment with local cuisine fir fot a king (or queen of course)
52	P. 244	<u>Savour</u> sunset cocktails at the elegant long bar and savour an a la carte menu and tasting menu in the dining room upstairs.

No.	Page Number	Directive Phrases/Clauses
53	P. 246	Enjoy spectacular views of Batubelig beach, tucked away in a private corner of Seminyak.
54	P. 246	Indulge in a special foie gras menu, and enjoy the most stylish small bites menu on the island.
55	P. 250	Lead up to your big night out with an afternoon swim at the beach club.
56	P. 250	Release yourself on a premium cuts of flawlessly aged beef cooked to perfection.
57	P. 254	Join the feeding frenzy at an ancient fort where the magnificent white lions live.
58	P. 254	Ride an elephant through wild savannah where the zebra and rhinos roam.
59	P. 254	Experience the highs and lows as Sumateran villagers face the wild elephants.
60	P. 254	Get up close and personal with the animals.
61	P. 254	Come and entertain the lions while enjoying the warm hospitality and award-winning meals at Tsavo.
62	P. 258	Enjoy Chinese cuisine in authentic surroundings.
63	P. 258	Help yourself to the array of delicious Dim Sum from the buffet.
64	P. 258	Order a set of menu; offering a sampling of dishes in two different portion sizes.
65	P. 262	Relax in the atmospheric lounge and enjoy the rice field view.
66	P. 262	Dip in on Friday's Copper drink experience
67	P. 262	Eat, play and shop in some of the finest galleries in Bali.
68	P. 263	Enjoy extraordinary culinary delights in the sophisticated courtyard.
69	P. 264	Enjoy a magical elephant talent show at dusk before a night ride through the moonlit forest
70	P. 264	Observe the stars ahead and locate the beautiful constellation flickering above.
71	P. 268	Take a seat at the bar or settle into one of the tables and watch as a world of fabulous shushi travels by.
72	P. 268	Watch as gleaming fresh fish and vegetables are transformed by experienced chefs into plates of extravagant and elegant simplicity.
73	P. 278	Nibble on tantalizing tapas with a taste of the Mediterranean, or pair up a fine cognac with a smoking stogie from a collection of the finest Cuban and domestic cigars.
74	P. 280	Pick your spot and get stumped with the extensive cocktail list.
75	P. 280	Get your dancing shoes on and groove to some of the best local and international DJ talent spinning at WooBar.
76	P. 280	Drop in for Sunset @Woobar Monday to Thursday 5 pm to 6 pm 2 for 1 and complimentary pizza.
77	P. 280	Recline in the W Lounge whilst sipping on an aperitif before heading to FIRE or Starfish Bloo.
78	P. 280	Join Bali's fashionable crowd at the legendary WooBar parties.
79	P. 284	Get your taste buds tingling with spicy Thai chicken tacos at the bar
80	P. 288	Sink back for a snooze or get physical on the trending Bali beach club scene.
81	P. 289	Pull up a day bed at
82	P. 296	Try Japanese, Chinese, Korean or Western treats from the international menu at the Golfer's Terrace while watching the action on the course.
83	P. 298	Find your favourite spot and simply relax, or grab a snorkel and play all day.
84	P. 300	Take some time to enjoy Scallywags Bali Villas Anyar estate as well.
85	P. 300	Take your time in the Gilli Islands where sarongs and beachwear go anywhere.
86	P. 312	Enjoy unforgettable encounters with the family of rescued Sumatran elephants at the Elephant Safari Park and Lodge.
87	P. 312	Indulge in a fabulous spa treatment at the end of an adventure at the spacious new Shinto Spa.
88	P. 312	Ask and you shall receive, tailor made adventures at Bali Adventure Tours.
89	P. 314	Grab a juice to go or maybe even a piece of art.
90	P. 316	Get the latest updates on menus, upcoming exhibitions, featured DJs and events on Townhouse's web site, updated daily.
91	P. 316	Zoom in on international photography with regular and special exhibitions.
92	P. 316	Take it one floor at a time-breakfast, lunch, dinner and cocktails all have a space at Townhouse.
93	P. 316	Mix it up yourself with seasoned mixologist reveal the tricks of the trade.
94	P. 349	Savour sensational tastes on the all day menu.

Out of five category mentioned earlier, cuisine category has the most diverse imperative verbs to attract the readers as the prospective tourists. This is because the culture and environment of a particular country or area can be experienced through eating and appreciation of its food and drink.

Imperative Verbs that Fall into 'Food' Category

From the corpus-driven data, we conclude that the verbs that can be used to entice the prospective guests to come to a restaurant or for food experience include: *enjoy, savour, experience, indulge in, sample, grab, nibble on, wrap, eat, dine, order, get, try, take, watch, settle into, help yourself, release yourself, opt for, polish off, devour, pack, eat, take advantage of*. Some of these verbs have their own collocations and cannot stand alone. For example, *wrap your taste buds, indulge in*. While the verbs to attract prospective visitors for drinks are *sip, pack, sample, get stumped, mix it up, dip in, savour*.

Examine the following examples taken from the above-listed corpus:

Data 9 **Savour** a wide variety of luscious French pastries (p. 44)

Data 42 **Opt for** streaming spicy lobster bisque with lemongrass, medallions of lobster tail, seafood dumplings, Avruga pearls and lemon oil. (p. 188)

Data 54 **Enjoy** the most stylish small bites menu on the island. (p. 246)

Data number 9 suggests that the word *savour* has a stronger impression than the word *try* in that the prospective guests can try or taste French cakes. *Savour* has the meaning of to enjoy food or an experience slowly, in order to enjoy it as much as possible (Cambridge Dictionary n.d.). Data number 42 suggests that the prospective tourists can choose from a wide variety of menus on offer.

Imperative Verbs that Fall into 'Sports' Category

In the meantime, according to the data we have collected, verbs that can be used to invite the prospective tourists to experience sports activities include: *grab, swim, lead up, splash*. The following are the examples.

Data 13 **Splash** all day in your own private pool (p. 72)

Data 16 **Swim** some laps into your private pool (p. 80)

Data 55 **Lead up** to your big night out with an afternoon swim at the beach club (p. 250).

Data number 13 and data number 16 recommend the prospective tourists to enjoy swimming at their own private pool. This definitely assures that the guests can have their own time and space at their disposal. Data number 55 in the meantime suggests the prospective tourists to enjoy swimming at the time of sunset.

Imperative Verbs that Fall into 'Health Services' Category

Based on the corpus collected, verbs that can be used to call in prospective guests to experience spa or health services include *get, pamper, bring on, indulge in, purify, revitalize*. The following are the examples.

Data 87 **Indulge** in a fabulous spa treatment at the end of an adventure at the spacious new Shinto Spa. (p. 312)

Data 35 **Revitalize** your inner strength (p. 164)

Data 27 **Pamper** yourself with in-villa spa treatment. (p. 120)

Data number 87 means that the guests can have the privilege of receiving a favourable spa treatment. Data number 35 indicates that the prospective guests can gain their energy back

after a long tiring activity. Data number 27 suggests that the prospective guests are rest-assured to experience a cozy spa treatment without disturbance or noise.

Imperative Verbs that Fall into 'Retreat' Category

Based on the corpus collected, the verbs that can be used to encourage the visitors to enjoy the view, the atmosphere or the surrounding environment, take a stroll or even enjoy a sunset include *take, relax, drop in, observe, enjoy, ravel in, loose yourself, nestle, pull up, discover, marvel, stay, slip into, choose*. The following are the examples.

Data 3 **Choose** your preferred retreat (p. 32)

Data 8 **Discover** the tranquility at Four Seasons Resort Bali (p. 48)

Data 24 **Loose** yourself in the extensive 103 hectares of glorious gardens (p. 100)

Data number 24 suggests the prospective visitors to freely enjoy the massive gardens and breath in the fresh air from the trees.

Imperative Verbs that Fall into 'Animals Encounter' Category

One of the attractions in the guide book is the zoo. As in many touristic places, zoo is one of the products to offer to customers, in this case is prospective tourists. Based on the corpus collected, the verbs that can be used to attract prospective visitors to go to a zoo, include *enjoy, come and entertain, experience, ride, join*. The following are the examples.

Data 69 **Enjoy** a magical elephant talent show at dusk before a night ride through the moonlit forest (p. 264).

Data 57 **Join** the feeding frenzy at an ancient fort where the magnificent white lions live. (p. 254)

Data 59 **Experience** the highs and lows as Sumateran villagers face the wild elephants. (p. 254)

Data number 69 encourages the prospective visitors to take part in an elephant show with enjoyment. Data number 57 in the meantime suggest the prospective tourists to engage in giving foods to animals. Data number 59 additionally encourages the prospective tourists to experience how Sumateran villagers, in this case, meet the elephants.

Imperative Verbs that Fall into 'Show' Category

In the meantime, verbs that can be used to attract prospective visitors to go to an exhibition or a show, include *zoom in on, take in*. The following are the examples.

Data 91 **Zoom in** on international photography with regular and special exhibitions. (p. 316)

Data 21 **Take in** the spectacular show (p. 92)

Data number 91 suggests that the prospective tourists can get up close to the pictures in the exhibition. Data number 21 suggests that the prospective tourists to be an audience at a spectacular show.

Imperative Verbs that Fall into 'Party' Category

When visiting a particular destination, a tourist will most likely like to go to a party. Based on the corpus collected, the verbs that can be used to attract prospective visitors to go to a party or concert include *groove, join, chill*. The following are the examples:

Data 28 Simply **chill into** the groove (p. 120)

Data 37 **Join** the greatest party.... (p. 167)

Data 75 **groove** to some of the best local and international DJ talent spinning at WooBar. (p. 280)

Data number 28 and 75 suggest the prospective tourists to enjoy the music at the party. Data number 37 in the meantime suggests the prospective tourists to engage in the one of a kind party that is claimed to be the greatest.

CONCLUSION

Our findings have demonstrated that certain lexical choices, in this case are imperative tourism verbs as we may call it, triggers the emotion and feelings of prospective tourists in trying the experiences portrayed in the book. The findings also serve as a reference for tourist guide book writers or even tourism websites in writing up the books in a persuasive and convincing way so that the prospective tourists will be attracted and assured as to the services, amenities and experiences on offer. Our findings also classified certain word choices especially certain verbs for particular tourism activities.

The use of seemingly rare verbs, for example in this study—*savour, revitalize, goorve, chill*, etc.—make the city tours more attractive, inspiring participation in sightseeing (Kiss 2018b). These verbs cannot be found in general text types as their sole purpose is merely putting the author's selves in the prospective tourists' shoes. In the meantime, one of the the most frequent verbs 'offer' in addition to 'enjoy', is a hidden reference to influence tourists to take part in sightseeing tours, and other frequent verbs like *see, visit, enjoy*, and *explore* also encourage them not to miss this pleasurable and attractive experience (Kiss 2018a).

We conclude that this kind of verbalization is highly important in tourism discourse as in addition to adjectivation, verbalization plays a vital part to attract tourists in a written form. This discourse falls under the category of marketing language where imperativeness is suggested. We recommend future research to study the frequency of the imperative verbs in more than one sources of data. In so doing, it is expected that homogenous data are revealed and provide more significant contribution to the study of language of tourism.

Pennock-Speck & Fuster-Marquez (2014) have demonstrated that imperatives employed in advertising act as recommendations and guidance rather than clear demands. It goes without saying that it does not oblige the readers to do what is being stated rather it suggests the readers to try experience things that are put forward in the book. Going back to its role, tourism promotion involves individuals in making decisions about where they want to vacation (Salim, Ibrahim, & Hassan 2012). Hence, tourism commercials attempt to market passengers' desired emotions, feelings, and experiences. The search for the perfect touristic location, as well as the desire to go and experience new places, is aided by both strategic, persuasive language and technology choices employed in tourism marketing (Kim & Fesenmaier 2008).

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