

CERLIS 2016

***Ways of Seeing, Ways of Being:
Representing the Voices of Tourism***

***German and Italian
Newsletters of Tour Operators:
a Discourse Analysis***

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“Phrase comes before gaze.”
(Dann 1996: 2)

The gaze of the tourist is primed through the language.

TOURIST SPACES

A ‘tourist space’ is a
“**carefully assembled**
space to satisfy the
expected tourist’s
needs” (Jaworska
2013: 76).

The present study

- ▶ **Corpus:** 100 German and 100 Italian **newsletters** of tour operators of the last years (2014-2016):
 - ❖ Gebeco, Studiosus and Marco Polo Reisen for **German**;
 - ❖ Boscolo, EdenViaggi and Alpitour for **Italian**.
- ▶ **Methodology:** Discourse Analysis (Niehr 2014) → three research questions:
 1. What are the topics and the subtopics? (**Topic analysis**)
 2. How are the topics linguistically realised? (**Linguistic analysis**)
 3. What non-verbal devices are used? (**Semiotic analysis**)

Analysis of the German Corpus

1. Topic Analysis
2. Linguistic Analysis
3. Semiotic Analysis

1. Topic Analysis

- A. What do the newsletters write about?
B. Which aspects of the tourism experience are concerned?

- In the analysed newsletters, the topics relate to four specific factors:
1. Season and/or specific festivity.
 2. Type of tourist.
 3. Geographical area.
 4. Normative aspects.

Season when the newsletter is sent, and season, when the travel takes place	EXAMPLES
TEMPORALLY THE SAME: - The climate conditions are different in Germany and in the destination. (1) - The climate conditions are similar in Germany and in the destination. (2)	1. <i>Weiße Weihnachten einmal anders: unter weißen Segeln und an weißen Stränden!</i> Gehen Sie mit der Sea Cloud II, dem luxuriösen Dreimastsegler, auf Kreuzfahrt zwischen Barbados, Antigua, Grenada, St. Lucia und Dominica. (Studiosus, 12.12.2016) 2. <i>Weihnachtszeit ist Musicalzeit!</i> Überraschen Sie Ihre Lieben mit Musical-Tickets unterm Weihnachtsbaum. Wie wäre es zum Beispiel mit einer gemeinsamen Reise nach Hamburg und einem Besuch von Disneys DER KÖNIG DER LÖWEN? (DerTour, 06.12.2015)
TEMPORALLY DIFFERENT: - The climate of Germany and of the destination are different at the time of the travel. (3) - The climate of Germany and of the destination are similar at the time of the travel. (4) - The climate of Germany and of the destination are similar or different at the time of the travel. (5a) – (5b)	3. Wenn <i>in Europa der Winter für Schnee und Eis</i> sorgt, herrscht im südlichen Afrika strahlender Sommer. (MarcoPoloReisen, 29.08.2014) 4. Sehnen Sie sich nach seidigem Wasser, streichelndem Sonnenschein und jeder Menge Badespaß? Dann verbringen Sie Ihren nächsten Urlaub am Balaton. (DerTour, 14.06.2015). 5a. Ob Sie die einzigartige Kultur Myanmars entdecken, die facettenreichen Höhepunkte Südamerikas erleben oder die atemberaubende Architektur und Lebensart Italiens genießen wollen. (GebecoReisen, 28.11.2014) 5b. Fünf Klimazonen in einem Land? Chile macht es möglich! (GebecoReisen, 26.09.2014)

2. TYPE OF TOURIST



1. Aesthetes
2. Tourists
3. Ethnologists
4. Men of action
(Landowski 1996)

1. *Der Trip ist ideal für **Entdecker** mit Bewegungsdrang. (MarcoPoloReisen, 31.10.2014)*
2. ***Aktivurlauber** kommen dabei genauso auf ihre Kosten wie **Kulturliebhaber**. **Gourmets** werden von den herausragenden chinesischen Kochkünsten begeistert sein. (Gebeco, 02.01.2015)*

SUBSTANTIVES

3. ***Kommen Sie mit und erkunden Sie** mit Ihrem Studiosus-Reiseleiter und anderen weltoffenen Singles und Alleinreisenden die Insel aus Feuer und Eis. (Studiosus, 19.05.2016)*

VERBS

3. GEOGRAPHICAL AREA

4. Auf der kleinen Trauminsel erwarten Sie **ein strahlend weißer Puderzuckerstrand, eine türkissschillernde Lagune**, luxuriöse Villen. (DerTour, 28.09.2014)
5. **Myanmar Mittendr in und Meer** Glitzernde Pagoden, spektakuläre Sonnenuntergänge, weite Landschaft und **duftende Flora** zeugen von einem ursprünglichen Land. (Gebeco, 28.11.2014)
6. **CÔTE D'AZUR KUNST, KULTUR UND GÄRTEN** Die lichterfüllte Landschaft und **das milde Klima** haben auch die Gartengestalter inspiriert. (Ikarus, 30.07.2014)
7. Wir entführen Sie dieses Mal auf die **kleine**, italienische Urlaubsinsel Capri, die weltweit für ihre **zahlreichen** Grotten und **das liebliche Klima** berühmt ist. (DerTour, 26.07.2015)

Faraway destinations: portrayed by references to **colours, touch and perfumes.**

Nearby places: depicted **by factual descriptions** (dimension and climate conditions)

- Faraway destinations:
- focus on positive emotions and feelings pointing to the prominence of a unique experience (ol' register);
 - gastrolingo register.

4. Normative aspects

8. *Die aufgeführten Angebote sind nur begrenzt verfügbar. Eine langfristige Buchbarkeit kann daher nicht garantiert werden. Die angegebenen Preise gelten immer pro Person oder pro Person/Nacht im Doppelzimmer, sofern nichts anderes im Angebot vermerkt ist. (DerTour)*

**Binding aspects of
the trip**

9. *Dieser Newsletter wurde an XXXXX gesendet. Dieser Newsletter wird Ihnen ausschließlich mit Ihrem Einverständnis zugesandt. Wollen Sie diesen Newsletter in Zukunft nicht mehr erhalten, klicken Sie bitte hier. (GebecoReisen)*

**Legal aspects
about the sending
of the
newsletters**

2. Linguistic Analysis

Newsletters are divided into **five main sections**:

- 1. The e-mail of the sender, the e-mail of the addressee, the date and the time of sending;**
- 2. The title (i.e. the subject of the e-mail);**
- 3. The text of the newsletters, which includes also the table of contents of the newsletters;**
- 4. The contents;**
- 5. The normative aspects.**

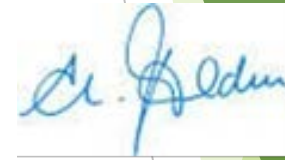
2. THE TITLE (i.e. the subject of the e-mail):

- 10. *Mit diesem Osterurlaub **wecken Sie** Ihre Frühlingsgefühle*
(DerTour, 06.03.2016) → PRESENT FORM
- 11. *1 Land 5 Klimazonen: Entdecken Sie Chile* (GebecoReisen,
26.09.2014) → IMPERATIVE FORM
- 12. *Ab ins Grüne – Europas grüne Geheimnisse entdecken*
(MarcoPoloReisen, 15.04.2016) → INFINITE FORM
- 13. *Darf es ein bisschen luxuriöser sein, Frau Crestani?*
(DerTour, 22.02.2015) → RHETORICAL QUESTION

3. THE TEXT of the newsletters:

- incipit with the name of the addressee (*Sehr geehrte Frau Crestani*);
- brief text with the highlights of the newsletters;
- final greetings (*Viel Spaß beim Lesen*) and the signature of the sender(s).

Ihr DERTOUR-Team



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14. *Erleben Sie eine amerikanische Tradition* - den "Black Friday". (DerTour, 14.09.2014)
 15. *Afrika bietet alles, was zu einem unvergesslichen Urlaub dazugehört.* (DerTour, 10.01.2016)

Nouns, adjectives and verbs:
primary function of **describing**
the destination **in its best**
characteristics and of giving the
idea that, the journey will be an
unforgettable experience.

4. THE CONTENTS:

They refer to:
A. specific travel programmes;
B. accommodation;
C. the socio-political situation in faraway countries.

- A. 21-Tage-Erlebnis-Kreuzfahrt: "EUROPA 2 und wildes Afrika,,. Löwen schleichen durchs mannshohe Gras. Elefanten nehmen in der Savanne die Witterung auf. Sie mittendrin, im legendären Krüger-Nationalpark. (GebecoReisen, 19.02.2016)**
- B. Das moderne Hotel liegt direkt am schönen Spandauer See. (DerTour, 10.01.2016)**
- C. Sicherheitslage in der Türkei Vor dem Hintergrund der laufenden Militäraktion gegen Stellungen der IS sind gewalttätige Vergeltungsaktionen von IS-Anhängern nicht auszuschließen. (Studiosus, 17.08.2015)**

3. Semiotic Analysis

Studiosus



Some tour operators use **the same photograph** for the text of all newsletters to:

- attract and hold the reader's attention,
- create a sort of habitual representation of the travel experience,
- generate a positive attitude towards the travel issue,
- invite to further reading.

Other tour operators use **different photographs** depending on the journeys and the countries described in the newsletters.



Analysis of the Italian Corpus

1. Topic Analysis
2. Linguistic Analysis
3. Semiotic Analysis

1. Topic Analysis

- ▶ The Italian newsletters are based on four main topics, which are partially similar to the ones of the German texts:
 1. Season and/or specific festivity.
 2. Type of journeys.
 3. Geographical area.
 4. (Normative aspects).

1. SEASON AND/OR SPECIFIC FESTIVITY

- ▶ The relation between the time of sending the newsletter, i.e. of receiving the newsletters and the time of travelling is in most cases a **relation of similarity**.
 1. *È la piccola perla delle Baleari, per tutti l'Isla Bonita, che rinasce con l'arrivo della bella stagione, quando l'aria è intrisa di salsedine e dei profumi della natura in fiore [...]. (Alpitour, 18.05.2015)*
 2. *L'estate è adesso! Hai già pensato alle tue meritate vacanze? (EdenViaggi, 16.07.2015)*

2. TYPE OF JOURNEYS

- ▶ The types of journeys are described in terms of positive connotations:
 - ❖ in their factual definition (the most frequent word used to refer to the travel is *vacanza*) and
 - ❖ in their depiction through the use of adjectives or attributes (e.g. *romantica, avventurosa, di totale relax, all'insegna del divertimento*).
- ▶ The only explicit reference to the visitors is the word *viaggiatore*. The use of this term is general and its meaning is just that of “tourist” (Brucculeri 2009: 133).

3. GEOGRAPHICAL AREA

- The geographical areas are in most cases faraway destinations, where the main elements in the geographical description are **the sea and the beach**:

- ❖ *Sole, mare e tanto divertimento nelle spiagge più amate dagli Italiani* referring to Spain, Greece, Madagascar and Zanzibar.



Direct connection between the image of faraway countries and the image of Italy, also proposed in the newsletters as country with a warm climate, a fantastic sea and beaches.



Contrast between faraway countries, whose architectural highlights are not so often considered, and Italy, which is also described as country rich in cultural sites.



Piazza Armerina ti farà innamorare con i suoi incredibili mosaici della Villa del Casale, i quartieri del centro storico, e i suoi palazzi rinascimentali e barocchi.
(Boscolo, 03.07.2015)

2. Linguistic Analysis

1. The title:

3. *A tutta spiaggia: scegli la tua vacanza e parti sereno!* (EdenViaggi, 10.03.2016) → IMPERATIVE SENTENCES, WORDPLAYS
4. *Affrettati a scegliere il **Tuo** viaggio! Non perdere le emozioni* (Boscolo, 10.07.2015) → POSSESSIVE ADJECTIVE «TUO»
5. *Concediti il paradiso, le Seychelles sono tue a € 2.115!* (EdenViaggi, 09.07.2015) → REFERENCE TO THE ECONOMIC SIDE OF THE JOURNEY

2. The e-mail of the sender, the e-mail of the addressee, the date and the time of sending.

3. **The text of the newsletters:** Italian newsletters do not present the textual section with an incipit, a brief description of the offered destinations and the regards of the tour operators → only a brief description of the destination
4. **The contents.**
5. **(The normative aspects).**

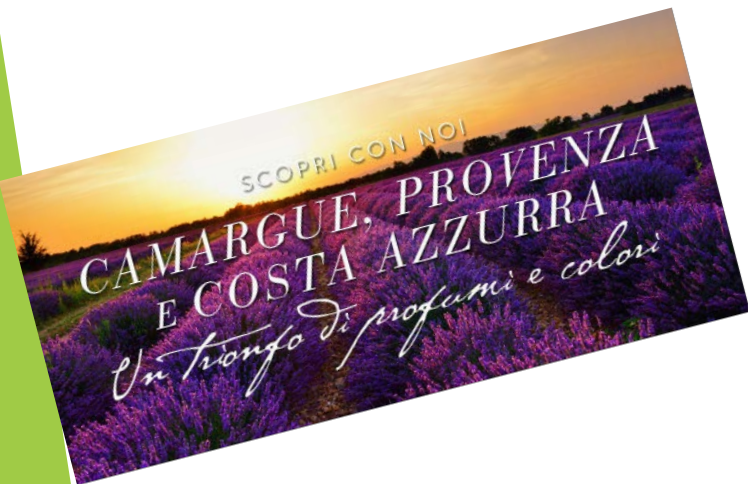
3. Semiotic Analysis



Most newsletters present a photograph with a direct reference to the offers proposed in the newsletters.

Verbal message composed of two parts:

1. a **promotional part** with specific reference to the positive effect of the journey (emotional aspect) and
2. an **economic part**, where there is the precise remark on the price of the holiday.



Comparative Analysis

1. Topic Analysis
2. Linguistic Analysis
3. Semiotic Analysis

GERMAN NEWSLETTERS

TOPIC ANALYSIS

- ✓ Season and/or specific festivity.
- ✓ Type of tourists.
- ✓ Geographical area.
- ✓ Normative aspects.

LINGUISTIC ANALYSIS

Subject: imperative forms (*Sie*) or phrases

Text: incipit + short description of the journey + regards and signature → *Reise, Reiseleiter, Sicherheit*

SEMIOTIC ANALYSIS

Variation of photographs according to the topic of the newsletters or use of the same image

ITALIAN NEWSLETTERS

TOPIC ANALYSIS

- ✓ Season and/or specific festivity.
- ✓ Type of journeys.
- ✓ Geographical area.
- ✓ (Normative aspects).

LINGUISTIC ANALYSIS

Subject: imperative forms (*tu*) or phrases

Text: short description of the journey → *vacanza, prezzo, offerta*

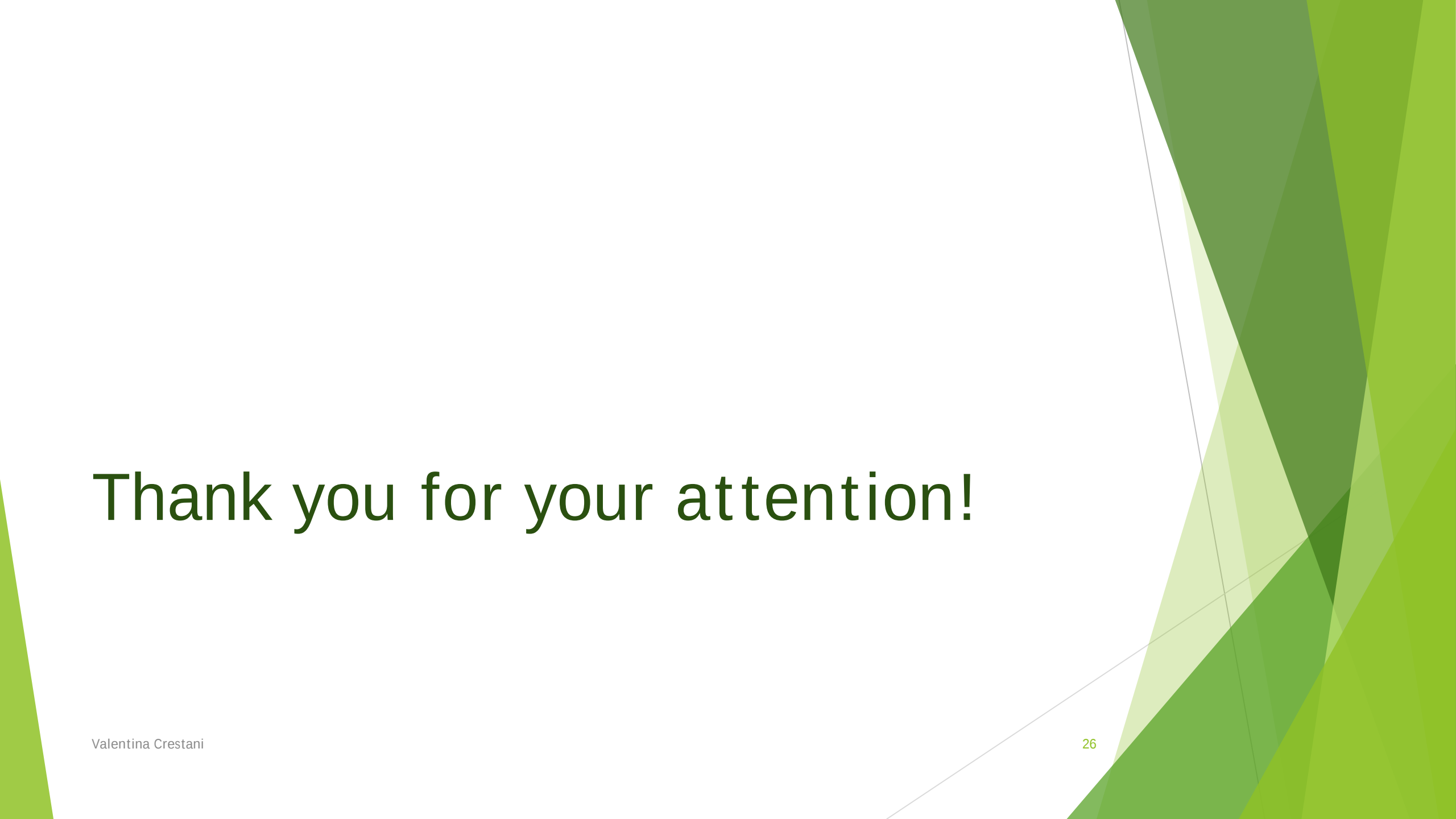
SEMIOTIC ANALYSIS

Variation of photographs and strong connection to the verbal part; photographs are the dominant part.

- ▶ **The structure of the newsletters is more complex in German** as in Italian, as it follows the structure of a traditional letter in German.
- ▶ **Italian newsletters follow the structure of advertisements**, where the graphic part is dominant.

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The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Thank you for your attention!