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Syntactic Analysis of Online Tourism Slogans: Frequency, Forms and Functions

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Abstract

Tourism has been growing fast as a global industry. Promoting national tourism is therefore an important part of a country's economic plan and can contribute to its economic success. Tourism slogans have always been part of the promotion of national tourism. Almost every country has their own catchy, pungent taglines to attract new tourists. This study examined 100 tourism slogans available online and investigated the frequency of occurrences of the syntactic structures in the slogans. After the most frequently used syntactic structures were identified, they were analysed further for classifications of sentence types and structures in order to gain insight into patterns of grammatical forms and functions. The findings showed that in terms of occurrences, noun phrases were most frequently used in tourism slogans, followed by simple declarative sentences. Further analysis demonstrated that the most common form of noun phrase in the tourism slogans consisted of an adjective (modifier) and a noun (head). In addition, the most common form of sentence was declarative and its function was to make a statement.

Other interesting findings such as linguistic playfulness and incongruence of forms and functions were also discussed in the study.

Keywords: tourism slogans, frequency of occurrences, functions, syntactic forms

Introduction

Over the past few decades, tourism has been growing fast as a global industry. According to the 2015 report by the World Travel and Tourism Council, the global tourism sector has been growing strongly and steadily. In 2014, the industry contributed US\$7,580 billion in GDP and 277 million jobs, and during 2015, it was estimated that the industry's contribution to the global GDP would grow by 3.7% and to employment by 2.6%. Due to extreme competition, advertising in tourism becomes one of the most significant factors that draws more international tourists to come to a destination. Many countries are currently adopting the concept of tourism branding to create a strong and unique image of their country's tourism in an effort to differentiate themselves from their competitors. These objectives drive advertisers to create positive imagination and communicate unique characteristics of a country to their audience in the global community.

When talking about types of advertising for tourism promotion, one of the most effective methods usually includes a slogan. A tourism slogan is a verbal vehicle to transmit a good meaningful message to further persuade prospective tourists (Crisan & Berariu, 2013). As a slogan must be concise while informative and persuasive, making a successful slogan can be a challenging task in terms of syntactic construction. Given that all official country tourism slogans are produced carefully by professional slogan creators, it is interesting to explore how syntactic patterns of such slogans are constructed. To gain insightful understanding of this matter, this study therefore aims to investigate the frequency of syntactic occurrences in tourism slogans and identify their syntactic forms and communicative functions.

Literature Review

Definition of slogan

Whittier (1958) proposes that “a slogan should be a statement of such merit about a product or service that is worthy of continuous repetitive advertising; is worthwhile for the public to remember; and is phrased in such a way that the public is likely to remember it” (p. 11). A slogan is a short phrase used by the company in its advertisements to reinforce the identity of the brand (Leech, 1972). Similarly, Ke and Wang (2013) explain that a slogan is a short phrase in part used to help an image, identity, or position for a brand or an organisation and is established by repeating the phrase in a firm's advertisement and other public communication as well as through salespeople, event promotions, and rocket launches (p. 277). To Stewart et al. (2012), a slogan can be some pointed term, phrase, or expression, fittingly worded, which suggests action or loyalty, or which causes people to decide upon and to fight for the realization of some principle or decisive issue (p. 154). Moreover, slogans are about phrases or statements that communicate either descriptive or persuasive information about a brand (Keller, 2003). Based on the saying that ‘a few words can say a lot’, word play appearing in advertising to create a ‘tagline’, ‘catchphrase’, or ‘slogan’ can succinctly communicate the unique benefits of a brand in order to attract immediate market attention (Dyer, 2009). From the above definitions, a slogan is a short advertising statement, in any syntactic form (i.e. a phrase or a short sentence), that communicates the identity, image and merit of an organisation, company or product to its target audience. Even if a slogan is short, it is a powerful marketing tool that helps persuade future actions of potential customers.

Significance of tourism slogans

For tourism advertising, a slogan has been one of the most effective tools used to increase a market in the tourism industry (Salehi & Farahbakhsh, 2014). Tourism slogans are also most often used in advertising because they communicate very well the unique values using a branding strategy for a country's tourism (Özdemir & Adan, 2012). According to Pike (2004), a destination slogan is expected to make propositions based on one or more of the following key values:

functional destination personality, affective qualities, travel motivation benefits, and symbols of self-expression (p. 8). Needless to say, a slogan is the essential public utterance of the advertising strategy for destination branding (Pike, 2005). For all these reasons, slogans become dynamic elements used in branding a destination's identity which is the easiest and most altered, when needed (Kohli et al., 2007, p. 416). That is a significant reason why slogans have been chosen for many years to play the most outstanding role in increasing the brand image of a destination and encouraging the volume of visits while intensely positioning it in the minds of tourists (Bayrak et al., p. 25).

Previous studies on tourism slogans

Papp-Vary (2010) studied slogans with logos, a combination of verbal and visual communication techniques in branding country tourism. The result showed 17 categories of country slogans and concluded that country slogans had changed in the past centuries. That is, most country slogans in the modern world were not used as political propaganda; instead, they were used commercially. Slogans were therefore about what was unique and attractive about the land in order to draw international tourists to a country and to compete globally. Pike (2004) conducted a content analysis of destination brand positioning slogans by categorising the key terms used in each slogan. This study reported 14 categories. More importantly, the analysis illustrated that brand positioning was a complex process that required slogans to capture the essence of a multi-attributed destination community in a way that was both meaningful to the target audience and effective to differentiate the destination from competitors. A slogan is therefore an efficient means of communication that requires a succinct, focused and consistent message reaching to the needs of crowded and dynamic markets. With a similar interest, Khan (2014) studied the language of destination brand slogans in detail to further identify the emergence of the most prominently used themes as marketing art through word play. The analysis demonstrated that the majority of tourism slogans were mostly created to give a promise of excitement, aiming to strike the tourists and emotional appeal. However, the study suggested that there was not always an association between a single popularity of the promotional slogan of a country and tourist

arrivals. The analysis argued that tourist arrivals to a country resulted from a combination of several factors. Those included image, events, peace, stability and other possibilities, rather than the promotional slogan alone. The study suggested that destination countries pay attention to other possible methods of coining an appealing and memorable catchphrase in the form of a marketing slogan to create increased visibility amongst competitors.

As seen, there are not many research studies on tourism slogans. Furthermore, the studies were generally done in the fields of business marketing, advertising or tourism. This might be the reason why most of the previous studies might have overlooked the importance of linguistic structure with its underlying persuasive power. To expand the knowledge of slogan production from the linguistic perspective, this study will take a closer and more careful look into the syntactic features of tourism slogans.

Syntax and word classifications

In general, all types of advertising slogans usually consist of a group of catchy words or short phrases and sentences which can be grouped into syntactic categories and structures. From a syntactic point of view, a simple and shortened structure imitates the form of spoken language which is considered a close relative of advertising language (Sternkopf, 2004, p.270). It is realised that the importance of syntactic functions becomes a significant linguistic technique employed to fulfill a specific purpose for tourism advertising. According to Chomsky (1957), syntax is the study of the principles and processes by which sentences are constructed in particular languages (p.11). Radford (2004) defines that syntax is the study of how words are combined to form phrases and sentences (p.2). Similarly, Finegan (2004) argues that syntax is the part of grammar that governs the form of strings by which language users make statements, ask questions, give directives, and so on (p.140). To Lowrey (1992), syntax involves the study of sentence structure (p. 270). Syntactic analysis attempts to determine the structures of the input text structures of which consist of a hierarchy of phrases, the smallest syntactic unit, and the largest of which is the sentences. Lowrey (1998) defines syntactic analysis or parsing as the investigation of grammatical relations between words

(p.188). Parsing skills enable readers to determine the actors and the actions being conveyed in a sentence. Parsing relies on several cues, including word order, word class (e.g. nouns, verbs), word function (e.g. determiners, quantifiers), and word meaning. Those multiple cues are usually necessary to analyze syntax successfully.

It is therefore a task of syntax to establish the set of rules that specifies which combinations of words constitute grammatical strings and which do not. The following are grammatical descriptions in general used to deal with a syntactic analysis (Aarts, 2011; Biber et al., 1999; Finegan, 2004).

Words

Words can be combined into word classes (also called parts of speech). In English grammar, there are four major word classes: nouns, adjectives, adverbs and verbs. The minor word classes are: prepositions, articles, conjunctions, numerals, pronouns, qualifiers, and interjections.

- *Nouns (N)*

Words such as *nutshell* and *happiness* are common nouns. Nouns often have a complex morphological structure. Examples of compound and derived nouns are *humankind*, *discovery*, and *diversity*. Nouns commonly refer to concrete entities in the external world such as *cradle* and *pearl*, but they may also denote qualities and states, for example; *originality*, *uniqueness*, *kingdom*, and *country*. Nouns can occur as the head of noun phrases: *the sunny **side** of life* and *the **country** that travels within you*.

- *Adjectives (Adj)*

Words such as *new*, *pure*, *sensational*, and *true* are adjectives. Adjectives are often complex. Examples of derived adjectives are *beautiful*, *incredible*, *magical*, and *natural*. Many adjectives are derived from *ed*-participles and *ing*-participles such as *unlimited* and *amazing*. Adjectives can occur as the head in adjectival phrases as in *so much **more*** and *stunningly **different***. Adjectives are typically used as premodifiers in noun phrases, for example, ***endless** discovery* and ***timeless** charm*.

- *Adverbs (Adv)*

Adverbs are typically formed from adjectives by means of the ending **-ly** such as *definitely*, *truly* and *slowly*. Adverbs can be used as modifiers to express degree in adjective phrases such as **stunningly different**.

- *Verb (V)*

Verbs can be divided as primary verbs and lexical verbs. The primary verbs consist of *have*, *be* and *do*. Words such as *admit*, *build*, *choose*, and *write* are lexical verbs. Lexical verbs typically are the head or main verb of verb phrases, for example *best **enjoyed** slowly*. Lexical verbs occur to denote actions, processes, or states, for example in *‘Arrive and revive’* and *‘experience, explore, enjoy’*.

Phrases

There are various types of phrases in grammatical descriptions. However, the majority of phrases usually include noun phrases, verb phrases, adjectival phrases, prepositional phrases, genitive phrases and gerund phrases.

- *Noun phrase (NP)*

A noun phrase in the strict sense consists of a noun as head, either alone or accompanied by the determiners *‘a’*, *‘the’*, and *‘no’* and modifiers (which describe or classify the entity denoted by the head noun), for example, *pearl of Africa*, *A world of wonders*, *the land of wonders* and *‘no artificial ingredients’*. Besides, the head noun can also be followed by complements which complete the meaning of the noun and typically take the form of a *that*-clause or infinitive clauses, for example, *the Mediterranean as it once was*, *the country that travels within you* and *the freedom to explore*.

In addition, the head of the noun phrase may also be modified by adjectives in which case it is usually introduced by the definite article, for example, *the Pyrenean country*, and *A new Mediterranean love*. Noun phrases can include one or more adjectives and a modifying noun, for example, *Wild Beauty*, *Little big country*, and *the nature island*. Moreover, **-ed** participles can be used as modifying adjectives in the noun phrase, for example, *Turkey Unlimited*.

- *Verb phrases (VP)*

Verb phrases contain a lexical verb as the head or main verb, either alone or accompanied by one or more auxiliaries, ‘*be inspired*’, and ‘*experience, explore & enjoy*’. The main verb in verb phrases can specify the type of tense (e.g. present tense, past tense). Verb phrases can have adverbs and also prepositional phrases as modifiers, for example, ‘**Arrive** and **revive**’, ‘*best **enjoyed** slowly*’.

- *Adjectival phrases (AdjP)*

Adjectival phrases contain an adjective as the head, optionally accompanied by modifiers in the form of single words, or phrases, for example *stunningly different* and *so much more*. Adjectival phrases can also be a premodifier of a noun, for example, *a **new Mediterranean** love* and *Little **big** country*.

- *Adverb phrases (AdvP)*

Adverb phrases contain an adverb as the head, optionally accompanied by modifiers in the form of single words, phrases and clauses. Adverb phrases are similar in structure to adjectival phrases. Modifiers of adverbs are chiefly expressions of degree, for example, ***fortunately** enough*, *very **quickly***.

- *Prepositional phrases (PP)*

Prepositional phrases consist of a preposition and a complement most typically in the form of a noun phrase, for example, ‘*for the best moments of your life*’, ‘*Latin Europe **in a nutshell***’, ‘*the heart **of Asia***’ and ‘*oasis **on the Great Silk Road***’. Prepositions are links which introduce prepositional phrases. Most common prepositions are short, invariable forms: *about, after, around, as, at, by, down, for, from, in, into, like, of, off, on, round, since, than, to, towards, with, and without*.

- *Genitive phrase (GenP)*

Genitive phrases are structured like noun phrases, except for the addition of a genitive suffix, for example, ‘***Asia’s** World City*’ and ‘***Europe’s** West Coast*’. Genitive phrases are regularly used in pre-nominal positions.

- *Gerund phrases (GerP)*

Gerund phrases begin with a gerund, an **ing**-word that includes other modifiers and/or objects. Gerund phrases always function as nouns, for example, *flying a plane*.

Clauses

A clause is a part of a sentence. There are two main types: independent clause (main clauses) and dependent clause (subordinate clauses). An independent clause is a complete sentence; it contains a subject and a verb and expresses a complete thought in both context and meaning, for example, *The door opened and the man walked in*. Dependent clauses often begin with a subordinating conjunction or relative pronoun that makes the clause unable to stand alone. Dependent clauses can be nominal clauses, adverbial clauses or adjectival clauses, as in the following examples:

- Nominal clause (noun clause): *I wondered **whether the homework was necessary***.
- Adverbial clause: *They will visit you **before they go to the airport***
- Adjectival clause: *I went to the show **that was very popular***.

Sentences

In view of syntactic structures, sentences can be divided into three types: simple sentences, compound sentences and complex sentences. However, there are two different classifications of sentences which refer to grammatical form and functions in communication. This classification comprises four types of sentence structure. They are declarative sentences, interrogative sentences, imperative sentences, and exclamatory sentences.

- *Declarative sentences (DS)*

Declarative sentences always have a subject, which precedes the verb, for example, *I need Spain and Bolivia awaits you*.

- *Interrogative sentences (IntS)*

Interrogative sentences ask a question and they end with a question mark, for example, *And you think you've done it all?*

- *Imperative sentences (ImpS)*

Imperative sentences contain a verb in the imperative mood. If the subject is present, it is usually you, but as a rule the subject is usually omitted, for example, *See it! Feel it! Love it! and Move your imagination – Come to find your story.*

- *Exclamatory sentences (ES)*

In exclamatory sentences the subject precedes the verb. They are introduced by phrases opening with the words *how* or *what* and ending with an exclamation mark, such as *How beautiful she is!*

Syntactic analysis and communicative functions

Syntactic analysis involves two related tasks that include breaking down the sentence into its constituents and labelling each constituent, stating what type of constituent it is, and what function it has. In this study, at the structural level, to identify the grammatical patterns of noun phrases, Finegan's (2004) phrase-structure rules (henceforth PSR) were used to analyse the data. The PSR is "a rule that describes the composition of constituents in [the] underlying structure, also called the rewrite rule (p.543). To explain further, when we conduct a PSR analysis, a sentence is broken down into its constituent parts, also known as syntactic categories that include lexical categories (parts of speech) and phrasal categories.

In uttering a sentence, according to Siemund (2013), the speaker can perform various communicative acts such as making a statement, asking a question, issuing a command, or expressing a surprise about an unexpected state of affairs (p. 237). The communicative act typically associated with a sentential pattern can be used with different functions. Aarts and Aarts (1982) posit that the four sentence types discussed above may be primarily associated with one particular function in speech situations. Declarative sentences are chiefly used to make statements, interrogative sentences to ask questions, imperative sentences to give commands, and exclamatory sentences to make exclamations.

It is however important to note that there is no one-to-one correlation between the grammatical form of a sentence and its function in communication (called its illocutionary force). This means that sentences with the same grammatical properties need not have the same illocutionary force, and conversely that grammatically different sentences can have the same illocutionary force. An example of such is: *How can you say to me I am a king?* (William Shakespeare's *Richard II*). In this interrogative sentence, the speaker is probably

asking a rhetorical question which does not require any responses. The function and the form therefore do not correspond.

Research Questions

This study aims at responding to the two following research questions:

1. What is the frequency of occurrences of tourism slogans' syntactic forms?
2. What are the syntactic forms and communicative functions of tourism slogans?

Methodology

This study is a descriptive research that adopts both quantitative and qualitative approaches to analyse tourism slogans used for tourism advertising and promotion. First, a quantitative approach is used to identify and demonstrate the frequency of occurrence of syntactic structures employed in country tourism slogans. Second, the study employs a qualitative approach to describe the analysed data focusing on forms and communicative functions found in the country tourism slogans.

Data collection

In this study, a total of 100 tourism slogans was collected from an online source, touristvstraveller.wordpress.com that features a list of tourism slogans from countries around the world. The website is hosted by Fiona Cullinan, a freelance journalist and blogger who provides trip notes and guidelines for her website visitors. The reason why the source was selected was because an extensive list of tourism slogans was compiled and could be accessed free of charge.

The procedures of data collection were as follows: finding the data from the internet, compiling the tourism slogans into a list of data, identifying the data by its form based on English grammar, and putting them into a table of syntactic categories. The categories were a primary source for the generation of graphs and interpretation of the data. For the full list of tourism slogans, see Appendix A.

Data analysis

The data analysis in this study was carried out in three major stages. In the first stage, the focus was on identifying the syntactic structures used in tourism slogans. In the second stage, those structures were analysed both quantitatively and qualitatively. At this stage, the analysis investigated further into the relation between syntactic forms and communicative functions. In the final stage, the most used patterns (both form and function) found in the slogans were discussed.

Limitations

As this study focuses on the linguistic structure of the tourism slogans, all the logos and images which could contribute to the success of the advertisement were ignored. As a tourism slogan is always accompanied by its logo to highlight the tourism image of the country, it could be argued by some that a tourism slogan does not really work without a logo. In addition, the analysis of syntactic structure is prioritised and therefore punctuation marks such as exclamation marks, which could be regarded as a crucial element of a slogan, are not taken into account. Finally, although there were 5 or 6 more slogans available from the same webpage, they were not included in this study because they were slogans written in Spanish.

Research Findings

Frequency of occurrences of tourism slogans' syntactic forms

To respond to RQ 1, the table of frequency is given below. For the full list of frequency analysis of tourism slogans, refer to Appendix B.

Table 1: Frequency of occurrences of tourism slogans' syntactic forms

Syntactic form	Type	Frequency	Examples
Phrase		59	
	Noun phrase	46	<i>Pure Russia</i> <i>Turkey Unlimited</i> <i>the smiling coast of Africa</i>
	Adjectival phrase	4	<i>stunningly different</i> <i>so much more</i> <i>Truly Mediterranean</i>
	Verb phrase	4	<i>Arrive and revive</i> <i>experience, explore & enjoy</i> <i>Best enjoyed slowly</i>
	Creative use of language	4	<i>Definitely Dubai</i> <i>truly Asia</i> <i>Travellers welcome</i> <i>Fiji Me</i>
	Prepositional phrase	1	<i>for the best moments of your life</i>
Sentence		38	
	Declaratives	19	<i>I need Spain</i> <i>There's NOTHING like</i> <i>Australia</i> <i>You have to feel it</i>
	Imperatives	18	<i>See it! Feel it! Love it!</i> <i>let's explore</i> <i>Jump into Ireland</i>
	Interrogatives	1	<i>And you think you've done it all?</i>
Clause		2	
	Adjectival clause	2	<i>where it all begins</i> <i>where dreams come to life</i>
Lexis		1	
Total	Adjective	1	<i>sensational!</i>
		100	

Overall, 4 types of syntactic form were identified in the 100 tourism slogans. There were 59 phrases, 38 sentences, 2 clauses and 1 lexical word. For a closer look, noun phrases appeared most frequently

(46 slogans), followed by declarative and imperative sentences (19 and 18 slogans, respectively). Other types of phrases (VP, AdjP, PP) were not a popular form of the tourism slogans. For sentences and clauses, only one slogan used an interrogation and 2 used adjectival clauses. Interestingly, despite what the literature on slogan conciseness states, there was only one slogan with a single word. Note that the creative use of language was discovered in 4 slogans. They do not follow traditional English grammatical structure, the details of which will be discussed in the next section.

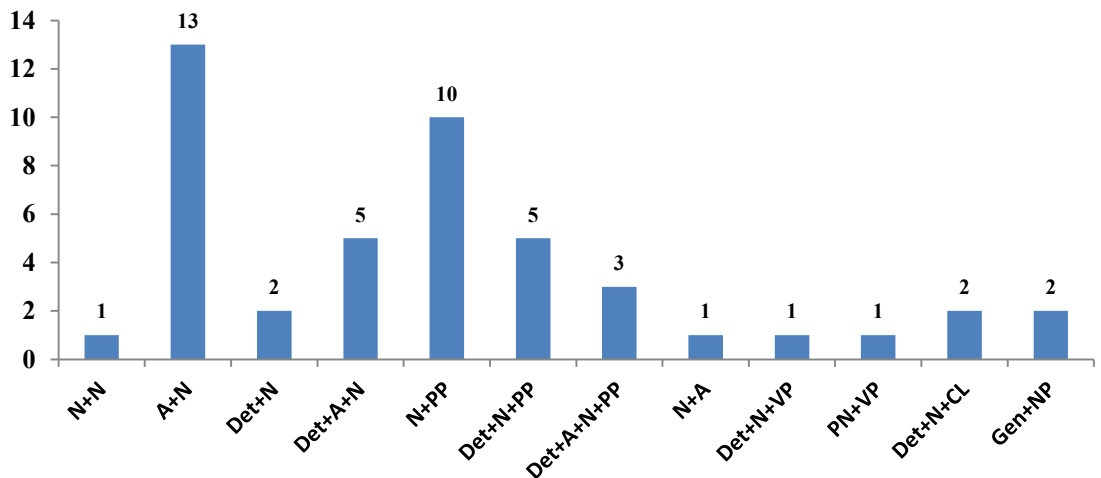
Syntactic forms of tourism slogans

In response to RQ 2, this section is devoted to the more detailed investigation into syntactic structures of noun phrases and declarative sentences.

- *Noun phrases*

Based on the 46 NP slogans, several constituents were also analysed and it was found that the Adj + N structure was the most popular (13 slogans), followed by the N+PP structure (10 slogans) as shown in the following graph.

Figure 1: Frequency of occurrence of noun phrase patterns



Out of 46 NPs, the 12 following patterns can be identified. For the full list of the analysis, see Appendix C.

Table 2: Phrase-structure of NPs

No.	Patterns	Descriptions	Frequency	Examples
1	Adj + N(s)	one or more adjectives and a noun	13	<i>Amazing Thailand,</i> <i>Little big country,</i> <i>100% pure New Zealand</i>
2	N + PP	a noun followed by a prepositional phrase	10	<i>Hospitality beyond borders,</i> <i>Unique in its diversity,</i> <i>pearl of Africa</i>
3	Det + Adj + N	a determiner followed by adjective(s) and noun	5	<i>the Pyrenean country,</i> <i>A new Mediterranean love,</i> <i>no artificial ingredients</i>
4	Det + N + PP	a determiner followed by a noun and a prepositional phrase	5	<i>the cradle of humankind,</i> <i>the land of Kilimanjaro,-</i> <i>Zanzibar and the</i> <i>Serengeti,</i> <i>the land of wonders</i>
5	Det + Adj + N + PP	a determiner, an adjective, a noun and a prepositional phrase	3	<i>the smiling coast of Africa,</i> <i>the warm heart of Africa,</i> <i>the sunny side of life</i>
6	Det + N + N	a determiner, a noun premodifier and a head noun	2	<i>The travel destination,</i> <i>the nature island</i>
7	Det + N + CL	a determiner and a noun followed by a clause	2	<i>the Mediterranean as it once was,</i> <i>the country that travels within you</i>
8	Gen + Adj/N + N	a genitive, an adjective or a premodifier noun and a head noun	2	<i>Asia's World City,</i> <i>Europe's West Coast</i>
9	N + N	a noun premodifier and a head noun	1	<i>China Tourism</i>
10	N + Adj	a noun modified by an adjective	1	<i>Turkey Unlimited</i>
11	Det + N + VP	a determiner and a noun followed by a verb phrase	1	<i>the freedom to explore</i>

No.	Patterns	Descriptions	Frequency	Examples
12	PN + VP	a pronoun followed by a verb phrase	1	<i>yours to discover</i>

The above findings reveal both grammatical patterns and frequency of occurrence of noun phrases in the tourism slogans. The most frequent occurrence of noun phrases is the adjective and noun form (NP → Adj + N). This kind of noun phrase pattern is found in 13 tourism slogans (28%). The second most frequent occurrence of noun phrases is that of a prepositional phrase and a noun (NP → PP + N) which could be found in 10 tourism slogans (22%).

- **Sentence**

With reference to Table 1, three sentence types are used in 38 tourism slogans. They are declarative sentences, imperative sentences and interrogative sentences. Some examples of the analysis of the functions are shown in Table 2 below. For the full result, see Appendix D.

Table 3: Sentence functions in tourism slogans

No.	Types	Functions	Frequency	Examples
1	Declarative	Statement	18	<i>I need Spain</i> <i>Cameroon is back</i> <i>Bolivia awaits you</i>
2	Imperative	Command	17	<i>See it! Feel it! Love it!</i> <i>Go to Hungary</i> <i>Jump into Ireland</i>
3	Declarative	Warning	1	<i>The only risk is wanting to stay</i>
4	Imperative	Persuasion	1	<i>let's explore</i>
5	Interrogative	Challenge	1	<i>And you think you've done it all?</i>

According to Table 3, the most frequently occurred type is the declarative sentence. It appears in 19 tourism slogans and has 2 functions: giving a statement and giving a warning. 18 slogans use imperative sentences and also perform 2 functions: giving a command

and persuading. Interestingly, there is only one interrogative sentence and its function is not to question but to challenge the audience.

Discussion

The analysis was conducted on 100 tourism slogans to investigate the frequency of occurrences of their syntactic structures and to study in more profound detail of their syntactic patterns, forms and functions. It can be seen that the majority of the slogans are in the form of noun phrases and declarative sentences. Since noun phrases outnumber other syntactic patterns in the tourism slogans, we may be able to conclude that they are the most preferred linguistic choice for the purpose of turning potential tourists into actual ones. Noun phrases used in the tourism slogans simply engage the readers with a lot of information from strings of words. Recalling the definitions given by Whittier (1958), Leech (1972), and Ke and Wang (2013), slogans must be concise, catchy and memorable. It is not surprising then that noun phrases are mainly used in order to represent a big concept within a concise space to extensively promote a country's tourism. They are intended to make an impact on the tourist's long term memory.

In terms of the syntactic forms of noun phrases in the tourism slogans, the majority of the NPs consist of adjectives and head nouns. It is found that most of the head nouns are the names of the countries, for example, *Amazing Thailand* and *Magical Kenya*. This is probably to make the slogans easy to remember and to assert the country's identity so that the tourists are reminded of destination attributes as well as people and culture. Moreover, the study reveals that a range of degree of the adjectives used to modify the head noun exists. Some adjectives such as *amazing*, *authentic*, and *beautiful* are more realistic whereas others such as *endless*, *magical* and *timeless* are more dream-like. The use of such adjectives certainly aims at creating a more interesting, more engaging story of the country and at drawing tourists' interest and curiosity.

What's more, there are two noun phrases that employ a linguistic tactic to make tourism slogans more attractive to catch readers' attention. This tactic employs adjectives that have meanings opposite to the head noun or another adjective modifier, for example, *Wild Beauty* and *Little big country*. In the former, the adjective 'wild' does

not necessary denote something beautiful. We are familiar with the 'wild' in 'wild animals' which means 'untamed'. However, in this context, it is used to stress the country's beauty which is natural, exotic and untainted. In the latter, the two adjectives 'little big' are obviously a sharp contrast but it certainly makes the slogan more interesting and mysterious to readers. According to the two examples, we may conclude that 'simple' alone may not be sufficient to get extra attention because the advertising market is getting more and more competitive.

Apart from phrases, 38 slogans are created in the form of sentences. The analysis pinpoints that declarative sentences are used more often than the other types of sentences. Basically, declarative sentences are used to fulfill an informative function. According to this, it could be considered that declarative sentences in tourism slogans are used to give complete information to the audience and invite them to accept the given information. For example, the slogans *It's more fun in the Philippines* and *There's NOTHING like Australia* are very straightforward and easy to understand. The use of comparison in both statements serves the purpose of giving information that both destinations are the best. Given the frequency of occurrences, declarative sentences should be an appropriate choice for those who have to come up with attractive tourism slogans. Imperative sentences are also effective in creating impact on the recipients of the message. Their concise, economical wording with a strong commanding tone appeals to the potential tourists.

In light of communicative purpose, while the most distinctive functions employed in declarative and imperative sentences are to make statements and give commands, both types of sentences can also perform other functions. As mentioned earlier, the forms and the functions do not have to essentially correspond. Declarative statements can give a warning whereas imperative sentences can invite or persuade. The most interesting slogan, however, is the interrogative sentence *And you think you've done it all?* Although it is a question, it is not meant to be directly responded to. Instead, when the reader sees the slogan, his/her experience as a traveller is called into question and he/she is forced to re-evaluate his/her perception of travelling. Making the form perform a different function is definitely an efficient way to create a memorable, impactful tourism slogan.

Finally, a very interesting point worth mentioning is that although short, catchy slogans make up most of the data in the study, this should not suggest that there are no long tourism slogans. In fact, some of the data contain wordy slogans such as *the Mediterranean as it once was*; *the land of Kilimanjaro, Zanzibar and the Serengeti*; and *Land of Gross National Happiness*. Some explanations could be attempted. For the first slogan, *the Mediterranean as it once was*, the emphasis is placed on the continuity of a country's unchanging atmosphere so the adverbial clause is added after the noun phrase, making it a long yet purposeful slogan. The second slogan may be long and filled with a number of proper nouns but it still adheres to the "rule of three" in persuasive writing which is "a writing principle that suggests that things that come in threes are funnier, more satisfying, or more effective than other numbers of things" (Propp, 1968, p.74). The last slogan uses the most distinctive characteristic of a country in its promotion of national tourism. Due to the fact that most, if not all, travellers around the world are well aware of Bhutan as the land of happiness, it can be argued that the longer slogan will immediately capture the tourist's attention.

Conclusion

This study analysed and highlighted syntactic structures and characteristics frequently employed in tourism slogans. The findings show that noun phrases, simple declarative and imperative sentences were the most frequent syntactic forms. In all types of the syntactic forms, the name of the country seems to be an obligatory constituent. With the main purpose of tourism slogans to advertise and invite tourists to their countries, it is very essential to mention the name explicitly. To make it more attractive, the name of the country needs modifiers. There are several techniques found in the production of the tourism slogans in this study. For example, a slogan can be made simple by providing common positive attributes or arousing by presenting unexpected contrasts.

With the scope of this current study on syntactic analysis of tourism slogans, the study could only discuss common syntactic forms, functions and techniques to play with words in a syntactic unit when producing a slogan. It is interesting for further studies to

investigate which forms, functions and/or techniques are really successful in catching the target customer's attention and future action. Furthermore, as a tourism slogan never appears without its logo, an integration of semiotic aspects into a linguistic study can help complete the whole understanding of tourism advertisement.

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Appendix A: 100 Tourism Slogans

No.	Country	Slogan
1	Albania	A new Mediterranean love
2	Andorra	the Pyrenean country
3	Antigua and Barbuda	The beach is just the beginning...
4	Argentina	Argentina beats to your rhythm
5	Australia	There's NOTHING like Australia
6	Austria	Arrive and revive
7	Bangladesh	Beautiful Bangladesh
8	Belarus	Hospitality beyond borders
9	Belgium	Latin Europe in a nutshell
10	Bermuda	so much more
11	Bhutan	Land of Gross National Happiness
12	Bolivia	Bolivia awaits you
13	Brazil	sensational!
14	Bulgaria	Unique in its diversity
15	Cambodia	kingdom of wonder
16	Cameroon	Cameroon is back
17	Canada	keep exploring
18	China	China Tourism
19	Colombia	the only risk is wanting to stay
20	Costa Rica	no artificial ingredients
21	Croatia	the Mediterranean as it once was
22	Cyprus	Cyprus in your heart
23	Czech Republic	stunningly different
24	Dominica	the nature island
25	Dominican Republic	Dominican Republic has it all
26	Ecuador	love life
27	Egypt	where it all begins
28	Ethiopia	the cradle of humankind

29	Fiji	Fiji Me
30	Finland	Visit Finland
31	Gambia	the smiling coast of Africa
32	Georgia	for the best moments of your life
33	Germany	The travel destination
34	Gibraltar	Visit Gibraltar
35	Guyana	experience, explore & enjoy
36	Holland	Add some orange
37	Hong Kong	Asia's World City
38	Hungary	Go to Hungary
39	Iceland	Visit Iceland
40	India	Incredible India
41	Indonesia	Wonderful Indonesia
42	Ireland	Jump into Ireland
43	Japan	endless discovery
44	Kazakhstan	the land of wonders
45	Kenya	Magical Kenya
46	Korea	be inspired
47	Kyrgyzstan	oasis on the Great Silk Road
48	Latvia	Best enjoyed slowly
49	Lithuania	See it! Feel it! Love it!
50	Luxembourg	Discover the unexpected
51	Malawi	the warm heart of Africa
52	Malaysia	truly Asia
53	Maldives	the sunny side of life
54	Malta	Truly Mediterranean
55	Mauritius	It's a pleasure
56	Mongolia	Discover Mongolia
57	Montenegro	Wild Beauty
58	Morocco	the country that travels within you

59	Nepal	Once is not enough
60	New Zealand	100% pure New Zealand
61	Nigeria	tourism is life
62	Northern Cyprus	Timeless beauty - Better than words
63	Norway	Visit Norway
64	Oman	Beauty has an address
65	Paraguay	You have to feel it!
66	Peru	Empire of Hidden Treasures
67	The Philippines	It's more fun in the Philippines
68	Poland	Move your imagination - Come and find your story
69	Portugal	Europe's West Coast
70	Puerto Rico	Puerto Rico does it better
71	Qatar	where dreams come to life
72	Romania	explore the Carpathian garden
73	Russia	Pure Russia
74	Russia	reveal your own Russia
75	Scotland	Scotland welcomes the world
76	Sierra Leone	the freedom to explore
77	Slovakia	Little big country
78	Slovenia	I feel SLOVEnia
79	South Africa	Inspiring new ways
80	Spain	I need Spain
81	Sri Lanka	Wonder of Asia
82	Sweden	Visit Sweden
83	Switzerland	Get natural
84	Taiwan	the heart of Asia
85	Tanzania	the land of Kilimanjaro, Zanzibar and the Serengeti
86	Thailand	Amazing Thailand
87	Swaziland	a royal experience
88	Seychelles	another world

89	Trinidad & Tobago	the true Caribbean
90	Tunisia	there's more to celebrate
91	Turkey	Turkey Unlimited
92	Uganda	pearl of Africa
93	Ukraine	Your to discover
94	United Arab Emirates	And you think you've done it all?
95	United Arab Emirates	Travellers welcome
96	United Arab Emirates	Definitely Dubai
97	Venezuela	Venezuela is your destination!
98	Vietnam	timeless charm
99	Zambia	let's explore
100	Zimbabwe	A world of wonders

Appendix B: Frequency of occurrences of tourism slogans syntactic forms

Syntactic Structure	Type	Data	Frequency
Word	Adjective	1. sensational	1
Phrase	Noun phrase	1. A new Mediterranean love 2. the Pyrenean country 3. Hospitality beyond borders 4. Latin Europe in a nutshell 5. Unique in its diversity 6. the Mediterranean as it once was 7. Cyprus in your heart 8. The travel destination 9. Wild Beauty 10. Europe's West Coast 11. Pure Russia 12. Little big country 13. Turkey Unlimited 14. the cradle of humankind 15. the smiling coast of Africa 16. Magical Kenya 17. the warm heart of Africa 18. the country that travels within you 19. another world 20. the freedom to explore 21. a royal experience 22. the land of Kilimanjaro, Zanzibar and the Serengeti 23. pearl of Africa 24. A world of wonders 25. Beautiful Bangladesh 26. Land of Gross National Happiness 27. Incredible India 28. the sunny side of life 29. Wonder of Asia 30. kingdom of wonder 31. China Tourism 32. Asia's World City 33. Wonderful Indonesia 34. endless discovery 35. the land of wonders 36. oasis on the Great Silk Road	46

		37. the heart of Asia 38. Amazing Thailand 39. timeless charm 40. 100% pure New Zealand 41. the nature island 42. Empire of Hidden Treasures 43. the true Caribbean 44. Timeless beauty - Better than words 45. yours to discover 46. no artificial ingredients	
	Adjectival phrase	1. stunningly different 2. so much more 3. Inspiring new ways 4. Truly Mediterranean	
	Verb phrase	1. Arrive and revive 2. experience, explore & enjoy 3. Best enjoyed slowly 4. be inspired	4
	Prepositional phrase	1. for the best moments of your life	1
	Creative use of language	1. Definitely Dubai 2. truly Asia 3. Travelers welcome 4. Fiji me	4
Clause	Adjectival clause	1. where it all begins 2. where dreams come to life	2
Sentence	Declaratives	1. Scotland welcomes the world 2. I feel SLOVEnia 3. I need Spain 4. Cameroon is back 5. It's a pleasure 6. Tourism is life 7. There's more to celebrate 8. Beauty has an address 9. Once is not enough 10. It's more fun in the Philippines 11. There's NOTHING like Australia 12. The beach is just the beginning... 13. Argentina beats to your rhythm 14. Bolivia awaits you 15. The only risk is wanting to stay 16. Dominican Republic has it all	19

		17. Puerto Rico does it better 18. You have to feel it! 19. Venezuela is your destination!	
	Imperatives	1. Visit Finland 2. Visit Gibraltar 3. Add some orange 4. Go to Hungry 5. Visit Iceland 6. Jump into Ireland 7. See it! Feel it! Love it! 8. Discover the unexpected 9. Visit Norway 10. Move your imagination - Come and find your story	18
		11. explore the Carpathian garden 12. reveal your own Russia 13. Visit Sweden 14. Get natural 15. Let's explore 16. Discover Mongolia 17. keep exploring 18. love life	
	Interrogatives	1. And you think you've done it all?	1
			100

Appendix C: Phrase-structure of NPs

No.	Patterns	Descriptions	Frequency	Slogan
1	Adj + N(s)	one or more adjectives and a noun	13	1. Amazing Thailand 2. Little big country 3. 100% pure New Zealand 4. Wild Beauty 5. Pure Russia 6. Magical Kenya 7. Beautiful Bangladesh 8. Incredible India 9. Wonderful Indonesia 10. endless discovery 11. timeless charm 12. Timeless beauty 13. another world
2	N + PP	a noun followed by a prepositional phrase	10	1. Hospitality beyond borders 2. Unique in its diversity 3. pearl of Africa 4. Land of Gross National Happiness 5. Wonder of Asia 6. kingdom of wonder 7. oasis on the Great Silk Road 8. Empire of Hidden Treasures 9. Cyprus in your heart 10. Latin Europe in a nutshell
3	Det + Adj + N	a determiner followed by adjective(s) and noun	5	1. the Pyrenean country 2. A new Mediterranean love 3. no artificial ingredients 4. a royal experience 5. the true Caribbean
4	Det + N + PP	a determiner followed by a noun and a prepositional phrase	5	1. the cradle of humankind 2. the land of Kilimanjaro, Zanzibar and the Serengeti 3. the land of wonders

				4. A world of wonders 5. the heart of Asia
5	Det + Adj + N + PP	a determiner, an adjective, a noun and a prepositional phrase	3	1. the smiling coast of Africa 2. the warm heart of Africa 3. the sunny side of life
6	Det + N + N	a determiner, a noun premodifier and a head noun	2	1. The travel destination 2. the nature Island
7	Det + N + CL	a determiner and a noun followed by a clause	2	1. the Mediterranean as it once was 2. the country that travels within you
8	Gen + Adj/N + N	a genitive, an adjective or a premodifier noun and a head noun	2	1. Asia's World City 2. Europe's West Coast
9	N + N	a noun premodifier and a head noun	1	1. China Tourism
10	N + Adj	a noun modified by an adjective	1	1. Turkey Unlimited
11	Det + N + VP	a determiner and a noun followed by a verb phrase	1	1. the freedom to explore
12	PN + VP	a pronoun followed by a verb phrase	1	1. yours to discover

Appendix D: Communicative functions in tourism slogans

No.	Types	Functions	Frequency	Slogans
1	Declarative	Statement	18	1. I need Spain 2. Cameroon is back 3. Bolivia awaits you 4. It's a pleasure 5. I feel SLOVEnia 6. Beauty has an address 7. there's more to celebrate 8. The beach is just the beginning... 9. Tourism is life 10. Once is not enough 11. You have to feel it! 12. It's more fun in the Philippines 13. Argentina beats to your rhythm 14. There's NOTHING like Australia 15. Dominican Republic has it all 16. Venezuela is your destination! 17. Puerto Rico does it better 18. Scotland welcomes the world
2	Imperative	Command	17	1. See it! Feel it! Love it! 2. Go to Hungary 3. Jump into Ireland 4. reveal your own Russia 5. Get natural. 6. love life 7. Move your imagination - Come and find your story 8. explore the Carpathian garden 9. keep exploring 10. Discover Mongolia 11. Add some orange 12. Discover the unexpected 13. Visit Finland 14. Visit Gibraltar 15. Visit Iceland 16. Visit Sweden 17. Visit Norway
3	Declarative	Warning	1	1. the only risk is wanting to stay
4	Imperative	Persuasion	1	1. let's explore
5	Interrogative	Challenge	1	1. And you think you've done it all?