

Representing Asia: The Language of Tourism Slogans

Melicent C. Jalova

melicent.arig@g.msuiit.edu.ph

Ivie C. Esteban

ivie.esteban@g.msuiit.edu.ph

Department of English, College of Arts and Social Sciences
MSU – Iligan Institute of Technology

Abstract

The purpose of this paper is to investigate the representation of Asia in tourism industry by analyzing the slogans of 23 countries in Southeast Asia, South Asia, East Asia, and Central Asia. The slogans were taken from online tourism sites and college students answered a self-designed and semi-structured survey to rank the countries' slogans. Findings show that the top five ranked countries' slogans include The Philippines, Maldives, Japan, Hong Kong, and Korea. On the other hand, the lowest five country slogans are from Brunei, Laos, Sri Lanka, Bangladesh, and Mongolia. Furthermore, the data reveal that (70%) of the respondents' ranking is influenced by the slogans while (20%) of the respondents answered otherwise. Another 10% expressed that their ranking was based on their personal preference. In the linguistic analysis of the 23 slogans, findings show that the lexical choices foreground national labels by mentioning the country in the slogans while Asia as a continental label is implied using back grounding. The semantic analysis on tropes in the slogans shows that metaphor is common in ten (10) countries. The analysis suggests that Asia as a tourist destination has been decentered (3 slogans mentioned Asia) while specific countries are highly emphasized in twenty (20) slogans. As this study has shown, country slogans are still pivotal in promoting and branding Asia to the rest of the world while claiming each country's unique and diverse identity.

Keywords: Representation, Asia, tourism, slogans, language, constructivism

Introduction

Tourism industry is highly competitive and predominantly connected to social media which engages and encourages travelers to choose their vacation destinations. With thousands of travel sites to choose from, one wonders how one makes his or her short list and end up satisfied. In a list of 66 creative tourism and catchy slogans and taglines, none of the slogans from Southeast and South Asia, which comprise the corpus of this study, is listed (Gaille, 2013). Does this mean that the corpus is not catchy? Are countries in Asia (Southeast and South Asia) less popular from the rest of the world? Or is it a question of branding strategies?

This paper aims to explicate the representation of Asia within the cluster of Asian Business Communication viewed from what Fairclough (2006) calls genres of communication "which are specialized for transnational and interregional interactions" (p.3). Although "genre" has been loosely understood as a "type" or "category" (Bhatia, 1993; Swales, 1999), Fairclough (2006) argues that language in processes of globalization cuts across spatial boundaries and borders through networks,

connectiveness and interactions. For instance, in the economic field, the processes of globalization are embodied in flows of goods and money, and international financial and trading networks and flows of images and representations and interactions through contemporary media and communication technologies. For genres of communication to be internationally recognizable, they have to share common formats. In this paper, slogan is operationally defined as a communication genre that websites use to promote countries as tourist destinations in Asia.

Salim, Ibrahim, and Hassan (2012) in their review of literature on the language of tourism conclude that as a discourse, tourism promotion is established in a persuasive manner in order to attract visitors. To achieve this, the language gives detail portrayal of the potential tourism destination in which attempts to persuade, attract, encourage and seduce the potential tourists to be actual tourists. The review provides extensive evidence on the importance of persuasion and attraction into tourism development practices, but it suggests that little research on tourism discourse has been done in detail.

This paper attempts to address this gap. Three questions are raised. First, which slogans are ranked the highest and lowest? Secondly, how is Asia represented in the slogans in terms of lexical choices and semantics? Lastly, what does this representation of Asia suggest on branding and communication in tourism industry? These questions guide the analysis of the 23 country tourism slogans. Although the discourse of tourism in computer mediated communication entails a multimodal investigation, this paper attempts to illustrate the role of language as a system of representing Asia in online tourism websites.

The primary objective of the study is to offer a new perspective of business communication in the context of Asian tourism industry through linguistic representation. Using tourism slogans from webThe analysis Specifically, the study describes the ranking of the respondents

Review of Literature

Asia and media discourse

In postcolonial readings, the geography of the world's spaces and territories has been "rescaled and reterritorialized" (Fairclough, 2006) to articulate the diverse and culturally determined values and positionings. As described by Birch, Schirato & Srivastara (2001), Asia is a region of three billion people who speak several hundred different languages and dialects and is characterized by a cultural, political, economic, and social diversity far greater than everywhere in the world. But they argue "that there is no such thing as 'Asia', anymore than there is a physical reality behind the notion of 'the West'. Asia is a geographical and political idea, but an idea which people, both in Asian countries and throughout the world, think of as a reality" (p. 1). While physical geography is static (one cannot transport a country to another country), people move bringing with them their cultural and political ideas. In short, one can be physically detached from a certain geographical location but remain nostalgic of the past, nurturing colonial mentality.

In the words of Thubron (2008), Asia's heart is lost in his intimate portrait of the five Central Asian Republics, two of which are included in this paper's corpus of country slogans, namely Kazakhstan and Kirghiztan (also spelled Kyrgyzstan). Thubron (2008) feels the melancholic emptiness of the wide spaces and the people's reactions to the collapse of the Soviet Union, their nostalgia for the unity it provided, however repressive the regime, their optimism for material improvements, their questions on the place of Islam, on the Korean and German descendants from forced migration, and on the ethnic tongue should they be able to go back to their countries of origin.

To represent Asia is quite impossible without narrowing the scope to smaller component parts in terms of sub regions. In fact, Birch, Schirato & Srivastara (2001) argue that as the academia creates various specializations, for example, Area Studies, there are limitations on its scope. The challenge is to go beyond binaries of “us” and “the other”, and explore “the future as cultural fact” (Appadurai, 2013). Nevins & Peluso (2008) assert that Asia’s marketability can be partly explained by taking Southeast Asia as site of commodification. By tracing changes in the global economy and in Southeast Asian national political economies, they claim that these have led to new forms of commodity production and new commodities. These developments result in alignments among producers, distributors, and consumers that are affecting people and nature throughout the region.

Computer networks, digital technologies and interactive media technologies are among the developments changing the media landscape. One of the interesting issues of media discourse is the ability of the media to deliver messages to the reader and how readers interact with it. Readers are not just passive sponges that soak up the many messages that they get in media. Instead they actively interpret media messages. But media messages need relevant resources available to readers to comprehend these messages. The interpretive skills that people carry with them to their viewing, listening, and reading are shaped by aspects of social structure. Therefore, in constructing their own individual interpretations of the media, people draw upon from different resources and experiences that are shaped by social factors (Croteau & Hoynes, 1997).

Functions of language and slogans

Slogans or taglines are compact representation of a product or service. Similar to headlines in news reports, slogans must have retention appeal to readers or consumers, or what Messaris (1996) calls visual persuasion common in advertising. In this paper, the analysis does not include the visuals or images of the countries’ tourism slogans. The assumption is that the country itself is already an image in the minds of the consumers. How the websites conceptualize the country as a tourist destination through slogans is the focus of this paper. In a constructivist perspective, slogans are texts which are framed within specific contexts. As postulated by Jakobson (1960), context provides the referential function or what is being referred to while the message focuses on poetic function, associating what the reader can relate or recall. The attitude of the addresser captures the emotive function on how the message is written or spoken, and the response created by the message to the addressee performs the connotative function. Implicit in the message is the phatic function which maintains social relationship and keeps people in contact with each other. The code pertains to the use of language or the metalinguistic function, an assessment that the readers’ understanding of the same message are in the same context. When Jakobson created this model, his primary concern was on the poetics of language, but it is relevant because language according to Lakoff and Johnson (1980, p. 3) is governed by metaphors. They claim that “our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature”. The corpus of the slogans is all in English, and this paper views language as an important evidence on how messages are communicated through shared conceptual and structural systems of that language.

Contextualizing communication and language

The concept of the global village of McLuhan and Fiore (1967) has been widely disseminated and although it was not very clear how the world can be a village in the 1960s, one of its captivating representations is Nokia’s tagline, “connecting people”. Digitalized communication and multimodal representations have altered the way messages are consumed. Kress (2003) explains that the new media have affected people’s reading paths. Reading from the page is now reading on the screen,

which ultimately results in different logics of reading. Similarly, the interpretation of the social world as a sign in semiotics becomes interdisciplinary. Multimodality has its own grammar and registers. In the context of advertising, visuals are very salient and they are read or interpreted in various ways.

Advertising is synonymous to selling products and services, and there is a proliferation of what Fairclough (1995) categorizes as promotional genres. These include brands, organizations, political parties, countries, regions, cities, and even individuals. The primary purpose of promotional genres is to sell, but Panetta (2001) explains that “successful international commerce requires cross-cultural communication” and that “companies who depend on marketing their products worldwide must still deal with cultural variation” (p. 50). These variations allow business professionals to share certain rhetorical expectations, and as corporate culture crosses international boundaries, strategies like globalization, localization, and collaboration are used.

Language is used in communication and an apt symbol of globalization, competition, diversification, progress, and identity. Crystal (2003) argues that as new varieties of English emerge with the penetration of the Internet, there is an increasing public recognition of the global and hegemonic position of English. Fairclough (2006, p. 2) notes that non-English countries (citing Romania as an example) that want to compete in the global market are “strongly influenced by the English language”. Direct borrowing from English words surfaced in the business discourse in Romania, and “economic change began to occur when the discourse was operationalized, implemented, and put into practice” (p. 2). According to him, one of the words that has become a jargon in the business discourse is “branding”.

As products and services spread through various channels of communication and markets, what do consumers remember? Percy (2003, p. 15) stresses the mutual relationship of branding and advertising and states that a brand is “the sum of what someone knows, thinks, and feels about a particular product” while advertising “positions a brand in the consumer’s mind, nurtures salience, and builds positive brand attitude that leads to a strong brand equity.” Therefore, branding and advertising is a result of marketing communication. In Fairclough’s (2006) language in processes of globalization, branding also takes language as crucial. However Abosag and Ramadan (2016) stress that culturally embedded brands that provide an Asian experience may find Asian platforms are the most effective channel to engage consumers with their brands.

Branding and tourism

The idea of branding has been applied for consumer products, but applying branding for a place has just been started in the 1990’s (Lee, Rodrigues, & Sar, 2012, cited in Wulandari, 2016). To determine whether tourism slogans motivate people to visit the countries, Wulandari (2016) found that the slogan itself will not really affect one’s decision-making process when it comes on choosing a tourism destination. But in the era where countries are competing to gain attention from their potential tourists, having a slogan that is catchy and remarkable will surely help a destination to be more popular and remarkable for the potential tourists. In this way, if a destination is getting more popular, the potential tourists are also getting more curious, thus, increasing the motivation and willingness to visit. In the same vein, Grovers (2013) in his study on “Why place branding is not about logos and slogans” explains brand as a ‘name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers’. He adds that many policymakers, practitioners and even some commentators forget that the essence of branding is to make something identifiable as distinctive. The name or logo is for identification and recognition, but branding makes sure that consumers attach distinctive associations to this entity (building reputation).

In other words, a trademark only becomes a brand when it is recognized and represents meaning to external audiences. As places already have (more often than not meaningful) names and landmarks, the amount of time and investment generally spent on designing logos and slogans as opposed to actual reputation management for places, seems to be a waste.

Another interesting study is the article of Pike (2004) on the need to address the effectiveness of destination brands in relation to Destination Marketing Organization (DMO) strategy. This is a complex task that requires analysis at three levels. First, investigations of brand image require more than a survey of perceptions about the destination. What is also required is an understanding of the perceptions held for the competitive set of destinations, since brand positioning analysis requires a frame of reference with the competition. Second, the view of stakeholders must be canvassed. These include the host community, travel intermediaries, and local tourism operations that are collectively responsible for delivering the brand promise. Third, such investigations will be required in different markets, if one brand positioning strategy is to appeal to different markets. With increasing investments being made in developing destination brand slogans at country, state and local levels, more published research will be of value in guiding these politically- charged organizations. Moreover, Murti (2016) examines the relationship between identity and community in the ASEAN milieu. It discusses whether the idea of common identity is merely stated in ASEAN's official documents. As later indicated in this article, ASEAN's common identity has gone far beyond the organization's official documents but not far enough. It predominantly exists among ASEAN's elites. She also identifies three important factors that are needed to achieve the goal of ASEAN to have a common identity. These are the 1) the role of identity in community formation; 2) measuring ASEAN's collective identity; and 3) **efforts to promote ASEAN collective identity.**

Methodology

Sources of data

Two types of data were used in this paper. The first were taken from various tourism sites online. Twenty-three (23) countries of destination in Southeast Asia, South Asia, East Asia, and Central Asia formed the corpus of the slogans. The second type of data was the survey answers of ninety (90) undergraduate students in a state university in Mindanao. The survey form had two items: ranking of countries based on the slogans; categorizing their ranking whether the slogans influenced their choices by Yes and No questions; and justifying their reasons by writing a few sentences.

Method of data collection

To limit the scope of tourism industry in Asia, the researchers focused the investigation of tourism slogans to (10) countries in Southeast Asia, six (6) from South Asia, five (5) from East Asia, and two (2) from Central Asia. Using google search, the slogan of each of the twenty-three countries was downloaded. A survey was conducted to ninety (90) undergraduate students who were asked to rank the slogans from the most attractive to the least as well as to write brief reasons of their choices. The respondents answered the survey after their classes and immediately turned in the forms to the researchers.

Method of data analysis

The language of the slogans was analyzed lexically and semantically. Lexical choices of the twenty-three (23) slogans were tabulated based on the respondents' ranking and described semantically through backgrounding and foregrounding. The respondents' reasons of choices were further linked to

the functions of language (Jakobson, 1960) and later expounded using the constructivist approach (Hall, 1997). The analysis articulates language as a system of representations in promotional genre and branding of tourism slogans, particularly in Southeast Asian and South Asian countries.

Results and Discussion

Ranking of tourism slogans

The slogans were listed in the survey form and the ninety (90) respondents were asked to rank the slogans from the most attractive to the least attractive. Table 1 shows that the highest in the ranking is the Philippines' *It's more fun in the Philippines*, followed by Maldives' *The Sunny Side of Life*, Japan's *Endless Discovery*, Hong Kong's *Asia's World City*, and Korea's *Be Inspired*. On the other hand, the five lowest country slogans are Brunei's *Brunei, The Green Heart of Borneo, The Kingdom of Unexpected Treasures*, followed by Laos's *Simply Beautiful*, Sri Lanka's *Refreshing Sri Lanka*, Bangladesh's *Beautiful Bangladesh*, and Mongolia's *Discover Mongolia*.

Table 1. Ranking of the Tourism Slogans

Country/ Tourism Slogan	Ranking
Philippines (<i>It's More Fun in the Philippines</i>)	1 st
Maldives (<i>The Sunny Side of Life</i>)	2 nd
Japan (<i>Endless Discovery</i>)	3 rd
Hong Kong (<i>Asia's World City</i>)	4 th
Korea (<i>Be inspired</i>)	5 th
Malaysia (<i>Truly Asia</i>)	6 th
Singapore (<i>YourSingapore</i>)	6 th
Cambodia (<i>Kingdom of Wonder</i>)	7 th
Taiwan (<i>The Heart of Asia</i>)	8 th
Kyrgyzstan (<i>Oasis on the Great Silk Road</i>)	9 th
Indonesia (<i>Wonderful Indonesia</i>)	10 th
Vietnam (<i>Timeless Charm</i>)	11 th
Myanmar (<i>Mystical Myanmar</i>)	11 th
Thailand (<i>Amazing Thailand</i>)	12 th
Nepal (<i>Naturally Nepal/Once is not Enough</i>)	13 th
India (<i>Incredible India</i>)	14 th
Kazakhstan (<i>The Land of the Wonders</i>)	15 th
Bhutan (<i>Land of Gross National Happiness</i>)	16 th
Mongolia (<i>Discover Mongolia</i>)	17 th
Bangladesh (<i>Beautiful Bangladesh</i>)	18 th
Sri Lanka (<i>Refreshingly Sri Lanka</i>)	19 th
Laos (<i>Simply Beautiful</i>)	20 th
Brunei (<i>Brunei, The Green Heart of Borneo, The Kingdom of Unexpected Treasures</i>)	21 st

Considering that all the respondents are Filipinos, this might be a show of national pride. Secondly, they are students who might be virtually connected to tourism websites, but most of them have not gone overseas. Despite low costs and no frills flights, travel is not part of their lifestyle, yet. Despite the proximity of Brunei to the Philippines, its country slogan is ranked the lowest. Obviously, the slogan does not appeal to the respondents since Brunei is a Muslim country, and Mindanao has a dominant population of Muslims. In fact, the research site is very close to the Autonomous Region of Muslim Mindanao (ARMM), and some respondents are Muslims. Being young and adventurous, it can

be inferred that travel for them means new things to explore, exciting food, fun, and people. Brunei has not much of these since the respondents are already familiar with what the country has to offer.

Lexical choices of country slogans

Slogans are terse and straightforward. Lexical choices must catch the reader's attention, leave an impression, and offer a unique experience for potential consumers or tourists. Generally, a word is a visible unit in written language, and in this paper, lexical choice means word choice. Given two words to choose from, why prefer one instead of the other? As shown in Table 2, three (3) countries, namely Hong Kong, Malaysia, and Taiwan choose the word *Asia* and its possessive form *Asia's*. On the other hand, the words *wonder*, *wonders*, and *wonderful* are chosen by three (3) countries: Cambodia, Kazakhstan, and Indonesia. The words *discover* and *discovery* are chosen by two (2) countries such as Japan and Mongolia. While *beautiful* is the word chosen by two (2) countries, Laos and Bangladesh, the word *kingdom* is shared by two (2) countries, which are Brunei and Cambodia. Moreover, two (2) countries, Taiwan and Brunei choose the word *heart* while two (2) countries Bhutan and Kazakhstan choose the word *land*.

Table 2. Shared Lexical Choices of the Country Slogans

Countries	Lexical Choices
Hong Kong, Malaysia, and Taiwan	Asia, Asia's
Cambodia, Kazakhstan, and Indonesia	Wonder, wonders, wonderful
Japan and Mongolia	Discover, discovery
Laos and Bangladesh	Beautiful
Brunei and Cambodia	Kingdom
Taiwan and Brunei	Heart
Bhutan and Kazakhstan	Land

Out of the twelve (12) countries that share some words in their slogans, only Hong Kong and Malaysia have direct English language ties with Great Britain through colonization. The other countries are typically detached from the influence the English language. It can be inferred that their lexical choices have different meanings in their native languages, and the closest words are the ones used in the slogans.

Words have meanings to different readers and contexts. Slogans used in tourism industry are addressed to a specific market – people who want to visit places for various reasons. For tourism slogans to sell, the words should capture the unique attribute of the country of destination. Table 3 shows the lexical choices that convey the denotative meanings of each country's slogan.

Table 3. Country slogans and meanings of lexical choices

Country Slogans	Denotative Meanings
Philippines (It's More Fun in the Philippines)	Pleasure, entertainment, enjoyment, excitement
Maldives (The Sunny Side of Life)	Bright, sunshiny, sunlit, brilliant, clear
Japan (Endless Discovery)	Revelation, exploration, encounter
Hong Kong (Asia's World City)	Earth, nature, cosmos, creation
Korea (Be inspired)	Excited, activated, energized, encouraged
Malaysia (Truly Asia)	Indisputably, definitely, undeniably, incontestably
Singapore (Your Singapore)	Self-asserting, self-assertive
Cambodia (Kingdom of Wonder)	Marvel, curiosity, beauty, spectacle, miracle
Taiwan (The Heart of Asia)	Affection, substance, compassion, tenderness
Kyrgyzstan (Oasis on the Great Silk Road)	Refuge, relief, safety, security
Indonesia (Wonderful Indonesia)	Amazing, astonishing, awesome, enlightening
Vietnam (Timeless Charm)	Irresistible, alluring, captivating, fascinating
Myanmar (Mystical Myanmar)	Spiritual, inspiring, fascinating, magical
Thailand (Amazing Thailand)	Surprising, astounding, eye-opening, stunning
Nepal (Naturally Nepal/Once is not Enough)	Inherently, innately, intrinsically, fundamentally
India (Incredible India)	Fantastical, unimaginable, unbelievable
Kazakhstan (The Land of the Wonders)	Marvels, miracles, graces, beauties
Bhutan (Land of Gross National Happiness)	Felicity, joy, bliss, blessedness
Mongolia (Discover Mongolia)	Notice, reveal, witness, celebrate
Bangladesh (Beautiful Bangladesh)	Exceptional, attractive, charming, pleasant
Sri Lanka (Refreshingly Sri Lanka)	Revitalizing, rejuvenating, delightfully
Laos (Simply Beautiful)	Sincerely, plainly, evidently
Brunei (Brunei, The Green Heart of Borneo, The Kingdom of Unexpected Treasures)	Affection, substance, compassion, tenderness

Analyzing the country slogans

The denotative meanings of specific words used in the country slogans cannot be isolated from their referents. For instance, a word can be shared by two countries, but its meaning depends on the other linguistic units.

The use of metaphors

Ten (10) country tourism slogans use metaphor, a figure of speech that extends its meaning to an object or action that is not denotatively applicable through associations or analogies. As shown in Table 5, the countries as potential destinations are loaded with experiential and emotive attributes to create a clearer description. A metaphor uses concepts, which are the source domain (the concept) to draw meaning from and the target domain (the concept) to apply the its meaning. The source domains of the slogans are the countries and the target domains are the descriptions used to represent each country. Three examples are given below:

It's more fun in the Philippines

The slogan presupposes that Philippines is being compared to other countries with the adjective “more”. This is intentional because structurally, *It’s fun in the Philippines* would have sufficed, but the comparative mode gives the concept of competition. Consumers create mental images of the other countries they have visited and perhaps decide to try the Philippines for more fun (See Table 1 for the denotative meanings).

The sunny side of life

The slogan implies that life has a gloomy side. One way to change that is to go to Maldives for its *sunny side*. Even without the word Maldives in the slogan, the concept portrays *life* as the source domain and *sunny side* as the target domain. Everything in Maldives is bright, brilliant, and clear.

Refreshingly Sri Lanka

The slogan paints a picture of a tourist who is burnt out and thirsty, and Sri Lanka will rejuvenate him/her and quench his/her thirst. What can be inferred from this is the concept in the target domain, *refreshingly*, or the experience of a delightful stay in Sri Lanka, the source domain, rather than in other countries.

The use of metonymy

Metonymy is common in four country tourism slogans, which use another word to stand in for another word closely associated with it. These are Cambodia’s *Kingdom of Wonder*, Kyrgyzstan’s *Oasis on the great silk road*, Kazakhstan’s *The Land of Wonders*, and Bhutan’s *Land of Gross National Happiness*. *Kingdom* stands in for Cambodia’s monarchy; *oasis* is clearly associated with water in the desert of Kyrgyzstan, thus giving safety and sustenance to travelers; *land* accentuates the mystery of Kazakhstan; and *land* encompasses the philosophy of Bhutan.

The use of hyperbole

Three country tourism slogans use hyperbole of exaggeration: Japan’s *Endless discovery*; Hong Kong’s *Asia’s world city*; and Vietnam’s *Timeless charm*. The overstated experience allures the consumer to believing that it is infinite, yet its effect is satisfying once the limits of discovery, charm, and worldly trimmings are met.

Slogans as linguistic representations of Asia

Ten (10) countries - Indonesia, Philippines, Mongolia, India, Thailand, Singapore, Bangladesh, Myanmar, Sri Lanka, and Brunei use national labeling in their tourism slogans while three (3) countries, Hong Kong, Malaysia, and Taiwan use Asia as a continental labeling.

Respondents’ views on the Slogans

In the survey population of 90, 66.67% of respondents have agreed that national slogans are effective in lobbying tourism in the ASEAN countries. Only 20% of the total number of respondents have said that there is no actual connection between the country and the slogan they stand for and the rest failed to cast an answer. Discussed below are some categories of adjectives used by the respondents in order to describe how these slogans affect the attraction-level of tourists to visit a particular country.

Catchy, effective and slogan influence

In this particular category, respondents used the adjectives *catchy*, *attractive*, and *influential* in order to convey how a particular slogan is important, especially when a country vies for tourists to visit their country. This particular category of adjectives captures the respondents' persuasion to visit a particular nation vis-à-vis the slogans that they use for their tourism campaigns. For instance, the adjective *effective* implies that the respondent has been persuaded that the slogan actually works in delivering the things that a country could offer. The adjective *influential* for example, indicates the kind of influence a slogan could bring to a particular person in persuading him/her to visit a country.

Creative, lengthy and the aesthetics of slogans

This category of adjectives used by the respondents is different from the first one, because instead of conveying their persuasion on the slogan they have read, these adjectives tend to describe and comment on how a particular slogan is written or built. For example, the adjective *lengthy* is used to describe a slogan which is full of words. That is, it describes the length of the slogan being written. *Unique* on the other hand, is the adjective used by the respondents to describe how a particular slogan is distinctive among many others. *Creative* is also another adjective used by the respondents in commenting on how a particular slogan is built. Negative adjectives such as *unattractive* also comments how a slogan is not necessarily appealing in terms of how it was written.

Conclusion and Recommendation

The linguistic features of tourism slogans in the context of marketing communication and branding use words that highlight the country's unique characteristics. Majority of the ninety (90) respondents in this study admit that the slogans affect their choice of ranking the most and the least attractive countries as travel destinations. Lexical choices of the slogans show that adjectives describe the positive and distinct quality of each country. Metaphor is common and most slogans are in phrasal structure. From the linguistic analysis and respondent's views, Asia as a continent is no longer a fixed space in tourism industry. This representation also coincides with the respondents' ranking of country slogans without the word "Asia". Although the findings of Wulandari (2016) on slogan's as motivating factor in people's decision to visit countries are not conclusive, she underscores that as destinations are getting more popular, potential tourists become curious, thus increasing motivation and willingness to visit. Similarly, the respondents in this study express that their ranking is influenced by the slogans. Salim, et al (2012) found that existing research on tourism as discourse has not been explored in detail. Addressing this gap, the findings of this study show that English as the medium in tourism industry presents an emerging (or perhaps unnoticed) phrasal structure (adverb + noun). These are Malaysia's *Truly Asia*, Nepal's *Naturally Nepal*, and Sri Lanka's *Refreshingly Sri Lanka*.

With heightened connectivity and porosity of national borders, Asia has been challenged to compete in the international market of tourist destinations. As shown in the country slogans, there was a perceived shift of representing Asia by national labels, yet still capturing the essence of its continental charm, simplicity, enchantment, grandeur, cultural funfair, wonder, discovery, mysticism, spirituality, happiness, natural beauty, inspiration, and hospitality. As this study has shown, country slogans are still pivotal in promoting and branding Asia to the rest of the world while claiming each country's unique and diverse identity. Further studies on slogans using intertextuality, multimodality, and discursive practices are recommended.

References

- Abosag, I. & Ramadan, Z. *Social media and branding: Threats and opportunities*. Retrieved 20 September 2017 from <https://www.researchgate.net/publication/291823869>
- Appudurai, A. (2013). *The future as cultural fact*. New York: Verso.
- Bhatia, V.K. (1993). *Analysing genre: Language use in professional settings*. London: Longman.
- Birch, D., Schirato, T., & Srivastara, S. (2001). *Asia: Cultural politics in the global age*. St., Leonardo, NSW: Allen & Unwin.
- Croteau, D. & Hoynes, W. (2003). *Media society: Industries, images and audiences*. (3rd edition). UK: Sage Publications Ltd.
- Crystal, D. (2003). *English as a global language*. United Kingdom: Sage.
- Fairclough, N. (2006). *Language and globalization*. New York, NY: Routledge.
- Fairclough, N. (1995). *Media discourse*. London: Edward Arnold.
- Fairclough, N. (1989). *Language and power*. London: Longman.
- Gaille, B. (2013, July 24). *List of 66 creative tourism catchy slogans and taglines*. Message posted to <http://brandongaille.com/list-66-creative-tourism-catchy-slogans-and-taglines/>
- Govers, R. (2013). *Why place branding is not about logos and slogans*. Retrieved January 20, 2017 from <https://link.springer.com/article/10.1057/pb.2013.11>
- Hall, S. (1997). *Representation: cultural representations and signifying practices*. London Thousand Oaks, California: Sage in association with the Open University.
- Halliday, M.A.K. (1994). *An introduction to functional grammar* (2nd edition). London: Edward Arnold.
- Jakobson, R. (1960). "Linguistics and poetics". In *The Routledge language and cultural theory reader*, Burk, L., Crowley, T., & Girvin, A. (Eds). London: Routledge. pp. 334-339.
- Kress, G. R. (2003). *Literacy in the new media age*. New York: Routledge.
- Lakoff, G. & Johnson, M. (1980). *Metaphors we live by*. USA: The Chicago University Press.
- Messaris, P. (1996). *Visual persuasion: The role of images in advertising*. New York: Sage.
- Muhammad A. et al. (2012). "Language for Tourism: A Review of Literature. *Procedia – Social and Behavioral Sciences* 66, pp. 136-143.
- Murti, G. (2016). *ASEAN'S "One identity, one community": A slogan or a reality*. Retrieved January 25, 2017 from http://yalejournal.org/article_post/asean-one-identity-one-community/
- Nevins, J. & Peluso, N.L. (2008). *Taking Southeast Asia to market*. (Eds.) USA: Cornell University Press.
- Panetta, C.G. (2001). *Contrastive rhetoric revisited and redefined*. London: Lawrence Erlbaum Associates, Publishers.
- Percy, L. (2003). "Advertising and brand equity" in *Branding and Advertising*. Hansen, F. & Christensen, L.B. UK: Copenhagen Business School Press. pp. 12-21.
- Pike, S.D. (2004). *Destination brand positioning slogans – towards the development of a set of accountability criteria*. Retrieved January 25, 2017 from <http://eprints.qut.edu.au>

Swales, J.M. (1999). *Genre analysis: English in academic and research settings*. UK: Cambridge University Press.

Thubron, C. (2008). *The lost heart of Asia*. New York: Harper Perennial.

Wulandari, N. (2016). *The influence of slogan on people's motivation to visit: A study of country slogan for tourism*. Retrieved:

[https://www.academia.edu/4934048/The Influence of Slogan on Peoples Motivation to Visit A Study of Country Slogan for Tourism](https://www.academia.edu/4934048/The_Influence_of_Slogan_on_Peoples_Motivation_to_Visit_A_Study_of_Country_Slogan_for_Tourism)