



An Analysis of Illocutionary Act in Tourism Slogan

Pauline Ganmanee*, Abhinan Wongkittiporn, and Catherine Laddawan

English Language Department, College of Liberal Arts, Rangsit University, Pathum Thani, Thailand

*Corresponding author E-mail: paulineging@gmail.com

Abstract

The study examines illocutionary acts in tourism slogans. The gap of this study that the researchers would like to contribute is an understanding of illocutionary act in international tourism slogans to support the world economy through the perspective of tourism. With this contribution, the population in this study is a collection of tourism slogans around the world from the website www.travelandleisureasia.com. The data collection is from an American travel and lifestyle website, with 18 million visitors accessing the site on desktops and mobile apps from November 2022 to January 2023. The sample collected in this study was 50 samples of tourism slogans, which were alternated by a random sampling method. To select the data in this study, all tourism slogans around the world are initially divided into 6 continents. After that, the slogans from each continent are randomly selected. The 50 slogans are divided into 6 continents: 6 slogans from African countries, 15 slogans from Asian countries, 5 slogans from Australian and Oceania countries, 14 slogans from European countries, 6 slogans from North American countries and 4 slogans from South American countries. The data analysis follows Searle (1976), whose classification of the Illocutionary Act is divided into five categories: representative, directive, commissive, expressive and declarative. This framework is reliable and valid as it proposes language is used in context, and the key to *interpreting* the intended meaning behind an utterance is clearly provided. After the process of the data analysis, two native English speakers were asked to cross-check the data analysis for the sake of accuracy and reliability. The results of this study reveal that approximately 70 percent of tourism *slogans* employed the illocutionary act of representative type. The discussion in this study shows representative speech act as commonly used in slogans to introduce travel facts in each country. The results of this study offer implications for tourism marketing that a successful marketing strategy could potentially lead to increased income for a country's tourism industry by attracting more tourists into the country. The pedagogical applications are likely to be useful for learners of English as a Foreign Language (EFL) in terms of applying the principle of speech act to an analysis of tourism slogans.

Keywords: *Speech Act, Illocutionary Act of Representative, Tourism Slogans*

1. Introduction

Several years ago, countries around the world were faced with the pandemic COVID-19 crisis, which has had a strong impact on the tourism economy. Last year, when the situation improved with the so-called new normal, more than 900 million tourists started to travel across territories again (United Nations World Tourism Organization; UNWTO). UNWTO provided information that international tourists tend to spend more money on trips or vacations than they usually did before the pandemic. Bloomberg (2022) noted that the average tourist expenditure per trip worldwide has augmented by 13% in 2022, reaching an average of \$1,331 per arrival. Additionally, the total amount of global tourist expenditure is predicted to be higher than 1.4 trillion dollars in 2023 (Girma, 2022). This will indeed have a strong positive impact on the tourism economy all over the world. Accordingly, each country's economic situation will be activated, and a vast amount of money will be circulated by the visiting tourists.

Most tourists are attracted by travel advertisements with attractive pictures, songs and slogans. Crisan and Berariu (2013) clearly stated that slogan is one of the most effective and efficient techniques to attract tourists in deciding which country to visit. Linguistically, the *slogan* is a tool consisting of phrases, clauses and linguistic expressions that can be used as a form of recognition for tourists (Foster, 2001). Slogans play a significant role in shaping a brand's image in customers' minds and are one of the key

[106]



components of a brand's identity. They can be altered to adapt to changes over time, allowing for modifications to the brand's overall identity (Abdi & Irandoust, 2013). Therefore, a distinctive tourism slogan can create the impression of inviting tourists to visit a country as they help create a positive image of a destination and encourage people to experience all that it has to offer. (Crisan & Berariu, 2013). Tourism slogans often highlight the unique features, attractions and experiences that a particular destination has to offer, such as its natural beauty, cultural heritage, cuisine and recreational activities. They can also help to build a sense of community among local residents by promoting their region as a desirable place to explore.

According to Yule (1996), not only is the language used as a communication tool, but it is also used to perform certain actions, such as making a request and a promise, for example, when the speaker utters 'meet me at the park,' the speaker is making a request to the listener, but if the speaker utters 'I will meet you at the park,' the speaker make a promise to the listener. Yule's (1996) expression can link well with the notion of speech acts highlighting illocutionary acts or utterances. Illocutionary acts or the intended effects of the utterance can cause someone to believe and perform something. Therefore, this present study focuses on an illocutionary act, referring to purposes behind an utterance. In other words, it is the intended meaning that the speaker wants to achieve successfully (Yule, 1996). Therefore, this present study helps EFL learners to increase their *pragmatic competence* for the sake of successful communication.

Illocutionary acts are classified into five categories (Searle, 1976) which include representative directive, commissive, expressive and declarative types. Firstly, the type of *representative act* is an illocutionary act used to make a statement or a proposition. In other words, a representative illocutionary act is used to convey information, such as (1).

- (1)
- (a) The sky is blue.
- (b) It is raining outside.

The representative act as in (1a) conveys information concerning the color of the sky, that is blue. On the other hand, the representative act in (1b) is stated that the outside is raining at the moment. When the listener looks outside, they can obviously see that it is raining.

Secondly, the type of *directive act* is used to give commands or make requests to the listeners in order to accomplish a specific goal or to direct the listeners to take some action, such as (2).

- (2)
- (a) Turn off the light.
- (b) Pass me the salt.

The type of directive act in (2a) is to command the listener to turn off the light. Once the listener hears it, he or she will turn off the light. Like (2a), the type of directive act as in (2b) is to make a request to the listener to pass the salt to the speaker. Therefore, the listeners respond to the speaker's request by passing the salt.

Thirdly, the type of *commissive act* is used to make commitments or promises. The type of commissive act is used to express the speaker's intention to do or not do something in the future as in (3).

- (3)
- (a) I will see you tomorrow.
- (b) I promise to return the book.

The commissive act, as in (3a), is when the speaker makes an appointment with the listener that they will see each other tomorrow. The commissive speech act in (3b) is that the speaker makes the promise to the listener that they will return the book. In examples (3a) and (3b), the speaker is making a commitment to their action in the future.

Fourthly, the type of *expressive act* is used to express emotions, attitudes or feelings rather than making a statement, such as (4).

- (4)
- (a) I am sorry.
- (b) I love you.



The expressive speech act as in (4a) expresses the speaker's feeling that they are sorry. The expressive speech act as in (4b) expresses the speaker's attitude toward the listener with the word love. Both examples are to express someone's feelings or stative conditions.

Lastly, the type of *declarative act* is used to change the state of affairs (SOA). Declarations are used to create new facts or to change the status of existing facts. Nevertheless, the speaker must have a unique authority role to be able to change the situation, such as (5).

(5)

(a) I now pronounce you husband and wife.

(b) You were fired.

The declaration speech act in (5a) is that the priest announces the married couple as husband and wife. The declaration speech act in (5b) is the boss firing their subordinate from their job. With examples (4a) and (4b), the speakers in both situations must have the authority to change the circumstances.

These illocutionary acts on slogans are commonly used in previous studies. One of them is Huadhom and Trakulkasemsuk (2017). The researchers investigated tourism slogans online, and the result of their study showed that noun phrases appeared most frequently.

Kurniawan (2018) has also investigated the language of airline slogans. The investigation has revealed that airline slogans often use noun phrases with patterns and destination names with noun phrases. Representative acts are also commonly used to state positive facts about their airlines.

Aside from that, Yuliani and Ardi (2013) examined the slogan of home appliances in TV advertisements, magazines and billboards. The research focuses on three sources of advertising. The researchers found similarities in the types of illocutionary acts used in this study. The representative act is commonly used in home appliance slogan advertisements, indicating statements, suggestions, reports and claims.

In addition, Mubarak, Anggraeni and Sugiyo (2021) investigated the directive illocutionary act in school slogans. The researchers found an advising tone in the directive illocutionary act that is commonly found in school slogans. An advising tone in a directive illocutionary act implies that the speaker is offering advice or guidance to the listener. It is found in school slogans, where the illocutionary act intends to encourage students to adopt certain behaviors or attitudes. For example, a school slogan might use an advising tone to encourage students to read many books, be respectful to their teacher or be kind to others.

When it comes to Giyatmi, Astuti and Wijayava (2021), tourism advertisement slogans in Indonesia were observed. The researchers discovered that the functions of the majority of the slogan basically provide historical information, nickname, future dream and location.

Ifechelobi and Chima (2021) studied speech acts in advertising slogans regarding soap and detergents. The researchers have proven that words in advertisements can persuade the customer to perform some actions, which is buying their products. They aim to communicate the intended messages of advertisers to potential customers to influence their consumption behavior.

To conclude, slogans play a significant role in influencing the listener's behavior. They are often used as a tool to communicate messages to customers and persuade them to take specific actions, such as purchasing a product or service. In this study, the researcher will look closely into how slogans can be a tool for a country to deliver its message to tourists based on the illocutionary speech act. This information leads to the objectives of the study.

2. Objectives of the Study

- 1) To examine the frequency of illocutionary act in tourism slogans
- 2) To analyze the types of illocutionary act in tourism slogans

3. Methodology

This section provides information concerning the source of data, data collection, data analysis and data validation of the study.



3.1 Data collection

The data in this study were collected from the reliable website *Travel and Leisure Asia* (www.travelandleisureasia.com). The website comprises more than 30,000 followers on its Twitter account. The website has more than 18 million visitors accessing the site on desktops and mobile applications from November 2022-January 2023. The website provides various information about tourism worldwide, news, tourist destination suggestions, as well as tourism slogans from many countries around the world. This study uses a random sampling method to collect the data. The researcher applied the random sampling method because this method is particularly suitable for gathering a large group of data. In this current research, there were over 100 tourism slogans to be selected, and each piece of data had a chance to be selected equally (Sharma, 2017). The advantage of the random sampling method is that it allows the researchers to gather information based on our own convenience, and there is non-bias when collecting data (Sharma, 2017). However, the data might have some sampling errors and less precision because the data is non-biased (Acharya, Prakash, Saxena, and Nigam, 2013). With this approach, there are 50 tourism slogans in this current study. Based on the previous research, Kurniawan (2018) analyzed the language of airline slogans and decided to analyze 35 slogans collected from the airline website. The researcher claims that data sources must be available in quantities. If they are too little, the researcher will not be able to see the patterns that the data provided. Based upon data collecting from the previous research, the researcher will analyze 50 tourism slogans in this research.

The data in this research are based on qualitative and quantitative approaches. The researchers chose the quantitative approach, based on the first objective of the research, which aims to examine types of illocutionary acts found in tourism slogans.

3.2. Data Analysis

The framework in this study follows Searle's (1976) study of the Classification of Illocutionary Act Speech Act. Firstly, each utterance of a tourism slogan was analyzed based on Searle's five classes of speech acts according to its illocutionary strength in context.

Directive speech act slogans are analyzed based on the writer's intention for the tourism slogan: giving the command and making a request. To define directive speech acts, tourism slogans commonly consist of verbs used to give commands. For example, to analyze directive speech act, the researchers look into the verb "*discovers*" which means to find something for the first time or become aware of something previously unknown or hidden. Another example is the verb "*visit*," which means to go to a place and spend time there for a particular purpose. It involves physically going to a specific location with the intention of spending time there.

Commissive speech act is analyzed by examining each tourism slogan's meaning behind the sentence or phrase, the slogans that are making commitments or promises. To define tourism slogan with commissive speech act, the researchers seek a promising verb to make commitments that something will be done or achieved. The verbs in this category are usually associated with trust, reliability and accountability. In the slogan, the modal verb "*will*" is used to make promises or commitments about future actions or events use in the slogan; for example, "*where happiness will find you*" promises that tourists visiting the country will find happiness there.

Expressive speech act is analyzed by looking into the meaning of a slogan expressing feelings about a particular situation or event. A slogan that consists of expressing verbs is commonly defined as an expressive speech act; for example, the researchers seek the verb "*need*" is often used to express the speaker's feelings about the situation.

Representative speech act slogan is classified by the researchers who investigate each tourism slogan that presents facts of the country or makes a statement to tourists. In contrast to the type of speech act mentioned, it is hard to define representative speech acts in slogans by examining their verbs. In order to identify these acts, we must analyze the intention conveyed by the sentence or phrase.



3.3 Data Validation

The data validation in this study is demonstrated in Table 1.

Table 1 Data Validation

Tokens	Types of Illocutionary Act	Linguist 1		Linguist 2	
		A	D	A	D
<i>Incredible India</i>	Representatives	✓		✓	
<i>Discover your England</i>	Directives	✓		✓	
<i>I need Switzerland</i>	Expressive	✓		✓	

After the data analysis, two linguists whose English is their mother tongue were instructed to validate the data for accuracy and reliability. As provided in Table 1, while A represents an agreement, D represents disagreement. If the two linguists put a tick on the agreement box, the data analysis gains high reliability. However, if only one linguist puts a tick on the column, the analysis is reanalyzed based on the linguist's recommendation. This methodology leads to the following results and discussion.

4. Results

4.1 Quantitative Results

50 tourism slogans from www.travelandleisureasia.com provide different frequencies and percentages of illocutionary acts as follows.

Table 2 Frequencies and Percentages of Illocutionary Acts in Tourism Slogans

Types of Illocutionary Act in Tourism Slogan	Frequency	Percentage (%)
1. Representatives	35	70
2. Directives	11	22
3. Expressives	3	6
4. Commissives	1	2
5. Declarations	0	0
Total	50	10

Table 2 represents illocutionary acts in tourism slogans as found in www.travelandleisureasia.com. The results of this study show that the highest percentage of illocutionary speech acts in tourism slogan is representative speech act with 70 percent. The second place of the illocutionary speech acts in tourism slogans is directive speech act with 22 percent. The third place of illocutionary speech act is expressive speech act with 6 percent. The fourth place of illocutionary speech act is commissive speech act at 2 percent. The frequency of this research study supported the empirical evidence provided in the following section.

4.2 Qualitative Results

The qualitative result of tourism slogans is used to support the following section. This section provides the explanation of tourism slogans as analyzed as representative speech act, such as (6).

- (6)
- (a) Incredible India
 - (b) A genuine island, a world apart
 - (c) Land of origins
 - (d) Simply beautiful

In (6a), *Incredible India* is India's tourism slogan. It is categorized into a representative speech act. The slogan presents the positivity of the country using representative speech act to state the fact to tourists that India is 'Incredible.' An example of a well-known 'incredible' place in India is the holy city of



Varanasi. The Hindus place importance on the bathing tradition, and they have staircases that go to the river and wherein devotees bathe before prayers. It is one of the popular spots in India that tourists must visit.

In (6b), *A genuine island, a world apart* is Madagascar's tourism slogan. It is categorized into a representative speech act. The writer wants to present that Madagascar is 'a genuine island'. The iconic atmosphere in Madagascar will make them feel like they are in a different world, represented by the phrase 'a world apart'.

In (6c), *Land of Origins* is Ethiopia's tourism slogan. It is categorized as a type of representative speech acts. The slogan addresses the fact that Ethiopia is one of the oldest countries in the world, and Ethiopia is rich in history and culture.

In (6d), *Simply Beautiful* is Laos' tourism slogan. It is categorized into the types of representative speech acts. The slogan tells the fact about Laos using the word 'simply' uses to refer to the country's atmosphere. Giving the statement that Laos is a simple, easy-going country with beautiful culture for tourists who want to experience the culture.

The second highest frequency is the directive speech act, exemplified in (7).

(7)

- (a) Explore the World with Us
- (b) Imagine Your Korea
- (c) Discover your England
- (d) Visit Armenia, it is Beautiful

In (7a), *Explore the World with Us* is the China tourism slogan. It is categorized into the types of directive speech acts. China applies the directive speech act in their tourism slogan. The word 'explore' is used to request or recommend the tourist to come and visit China. An example of significant historic landmarks like the Forbidden City and the Summer Palace in Beijing, each symbolizing the era of China's emperors, shows how much the Chinese people value their culture (Dearsley, 2021).

In (7b), *Imagine Your Korea* is the tourism slogan of South Korea. It is categorized into the types of directive speech acts. By using the word 'imagine,' the idea is proposed that tourists should imagine how wonderful to come and visit South Korea. South Korea has a great culture, incredible food, with kind and welcoming people.

In (7c), *Discover your England* is the tourism slogan of England. It is categorized into the type of directive speech acts. The word 'discover' is used to order the tourist to visit. The phrase Discover your England is uttered to recommend that tourists visit England and experience the country for themselves.

In (7d), *Visit Armenia, it is Beautiful* is the tourism slogan of Armenia, categorized as directive speech act. Armenia applies a directive speech act on their tourism slogan. The phrase 'visit Armenia' is used to recommend or order tourists to spend time and see for themselves the country's confirmation of its beauty and that tourists must visit Armenia.

In addition to the directive speech act, the expressive speech act is exemplified as follows:

(8)

- (a) *I wish I was in Finland.*
- (b) *I need Switzerland*
- (c) *Inspiring New Ways*

In (8a), *I wish I was in Finland* is the tourism slogan of Finland. It is categorized as expressive speech act. The clause 'I wish' psychologically expresses the speaker's thoughts. This slogan is uttered from the hearer's point of view as they want to be in Finland, no matter where they are physically.

In (8b), *I need Switzerland* as the tourism slogan of Switzerland. It is categorized as expressive speech act. Switzerland applies an expressive speech act in their tourism slogan by using the clause 'I need' to refer to the speaker's attitude toward the country.

In (8c), *Inspiring New Way* is the tourism slogan of South Africa. It is categorized as expressive speech act. This slogan uses the word 'inspiring' to express the tourist's feelings about a particular situation. Africa is a country that has a rich culture, history, and natural beauty.

5. Discussion



The result shows that the illocutionary act of representatives, directives and expressives are commonly used in the tourism slogan. The representative speech act is commonly used in tourism slogans because the speaker suggests the fact to the hearer (Alsri & Rosa, 2013). In addition, the slogan that implies illocutionary acts of representatives conveys the tourists' information regarding a country. The slogan is usually presented with history, atmosphere, or attraction to their country. The second place is the directive speech act, often used to order the tourist to perform some action. The world lists that are found in this category are *explore*, *discover* and *visit*. The type of illocutionary act of expressive provides emotional expression or attitudinal expression for the tourist to visit their country, such as *I wish*, or *I need*.

When comparing this current study to previous studies, the result in this study is similar to Mustofa (2017), who studied slogans of beauty product advertisements. The researcher found representative act is the most often occurring type. A representative speech act is used to inform customers concerning the condition of the products. The marketer uses it to describe the items and can make assumptions about the products by including an assertive speech act. As a result, the assertive speech act helps advertisers effectively communicate their messaging to customers.

This study goes along the same line as Arrosid and Munandar (2018), who studied airline advertising slogans online. The researchers found that representative acts are more frequent than other speech acts. The slogans are used to persuade customers to buy the products or services advertised (Arrosid & Munandar, 2018)

This study agrees with Juliwati (2020), whose research is about the speech acts on McDonald's slogans. The result shows that the representative type occurs the most.

Along the same line as Alsri and Rosa (2013), their study is about the slogan of soft drink advertisements in magazines. The type of representative act appears mostly in their study. The slogan explains the truth about the product (Alsri & Rosa, 2013)

In addition, Wardani (2018) has conducted a study about English slogans used in motorcycle advertisements. The result also found that representative acts are more frequent than other speech acts.

The data in the previous research articles allow us to see that representative acts are commonly use among the slogans. Even though the slogan is made for advertising to different groups of customers and the product are from different market industries, the representative act are used to inform the fact of the products to their customers. The marketer uses them to describe the items. Also including representative speech act can make assumptions about the products. As a result, representative speech act helps advertisers communicate their messaging to customers effectively (Mustofa, 2017).

6. Pedagogical Implications

The result of this research can be used to develop linguistic skills related to speech act analysis in the classroom. As students can implement this research to identify different speech acts in tourism slogans and analyze their intended meanings and effects. This research can also promote cross-cultural understanding by examining how different speech acts are used in tourism slogans in different cultural contexts. This can help students develop intercultural communication skills. Lastly, analyzing speech acts in tourism slogans will develop critical thinking skills by questioning and evaluating the intended messages and persuasive strategies used in these slogans.

7. Conclusion

This study aims to analyze illocutionary speech acts and their frequency in tourism slogans. The findings exhibit that the representative speech act is commonly applied to the slogan to present the fact and the positivity about the country that they have claimed to be the truth to the tourist. The researchers hope that this study can be applied to students who want to research more about the illocutionary act in marketing tools we have been interacting within our daily lives and the effect of its utterance on the customers.

The possible and applicable study that can be conducted would be the question of whether the slogans can alone raise interest in tourism to travel to a country. The research can be conducted from the tourist's point of view to see how the tourist would react to each tourism slogan by collecting the survey.



In future research, the researchers would like to make a suggestion to analyze the different advertising tools that use in marketing by using illocutionary speech act and see what the results will be. The future research could investigate taglines in advertisements or lyrics of jingles in each advertisement. It would be interesting to observe the relationship between linguistic and marketing studies and see how it heavily impacts one another.

In relation to tourism setting, the researchers hope that the results in this study will be beneficial to tourism industries around the world. This research paper could suggest the idea of using Searle's speech acts method in making a slogan or tagline. However, the impact of tourism slogans on the Thai tourism industry depends on a range of factors. By highlighting Thailand's unique strengths and encouraging visitors to explore the country, tourism slogans have played a role to promote Thailand to be an interesting tourism destination as a consequence of the country's better economy.

8. References

- Abdi, S., & Irandoust, A. (2013). The important of advertising slogans and their proper designing in brand Equality. *International Journal of Organizational Leadership*, 2(2), 62-69
- Acharya, A. S., Prakash, A., Saxena, P., & Nigam, A. (2013). Sampling: Why and how of it? *Indian Journal of Medical Specialities*, 4(2), 330-333.
- Alsri, M. R., & Rosa, R. N. (2013). Type of illocutionary acts used in slogans of soft drink advertisements in magazines. *The Journal of English Language and Literature*, 1(2), 93-101.
- Arrosid, I., & Munandar, A. (2018). Illocutionary Acts in Online Airline Advertising Slogans. *Lexicon: Journal of English Language and Literature*, 5(1), 46-54.
- Crisan, R., & Beraria, C. (2013). Advertising aspects of tourism. *Academia Science Journal*, 2(1), 29-34.
- Das, Y. (2023). Here is the list of tourism slogans from almost every country in the world: Travel and leisure Asia. Retrieved from <http://bit.ly/3INlq7h>.
- Girma, L. L. (2022). Despite Recession Fears, Tourist Spending Is Expected to Grow in 2023. *Bloomberg.Com*. Retrieved from <https://bloom.bg/3Scbb8p>.
- Giyatmi, G., Astuti, P. I., & Wijayava, R. (2021). Speech acts found in English tourism slogans used in Indonesia. *Journal of Pragmatics Research*, 3(1), 70-85.
- Huadhom, N., & Trakulkasemsuk, W. (2017). Syntactic Analysis of Online Tourism Slogans: Frequency, Forms and Functions. *PASAA*, 53, 182-213.
- Ifechelobi, J. N., & Chima, E. A. (2021). Advertisement slogan of selected soaps and detergents in Nigerian market: A pragmatic analysis. *AWKA Journal of English Language and Literary Studies*. 8(1), 24-18.
- Juliwati, S. (2020). Speech Acts on McDonald's Slogans and/or Headlines in Written Advertisements. *Kata Kita. Journal of Language, Literature, and Teaching*, 8(2), 192-200.
- Kurniawan, I. (2018). The Language of Airline Slogans: A Linguistics Analysis. *English Education: Jurnal Tadris Bahasa Inggris*, 11(1), 59-81.
- Mubarok, Y., Anggraeni, D. N., & Sugiyo, S. (2021). Directive speech acts in the school slogans. *Englisia: Journal of Language, Education, and Humanities*, 8(2), 148- 160.
- Mustofa, M. (2017). Illocutionary acts in the headlines and slogans of beauty product advertisements. *Sastra Inggris - Quill*, 6(8), 816-826.
- Searle, J. R. (1976). A classification of illocutionary acts. *Language in Society*, 5(1), 1-23.
- Sharma, G. (2017b). Pros and cons of different sampling techniques. *International Journal of Applied Research*, 3(7), 749-752.
- Wardani, W. (2018). Pragmatics analysis of English slogans used in motorcycle advertisement. *International Journal of English and Literature*, 8(3), 69-78.
- UNWTO. (2023). *Tourists set to return to pre-pandemic levels in some region in 2023*'' <http://bit.ly/3Kp1kdB>.
- Yule, G. (1996). *Pragmatics*. Oxford: Oxford University Press.



Yuliani, R. D., & Ardi, H. (2013). Type of illocutionary act used in slogan of home appliance advertisement. *The Journal of English Language and Literature*, 2(1), 229-238.