

Linguistic Projection of Pakistan's Official Tourism Websites: Implications for Tourism Sustainability

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Abstract

Sustainable tourism industry is generally represented from an economic standpoint but is rarely considered from a linguistic perspective. As tourism is viewed to be a passport to nation's proclivity to go green and the persuasive language on official tourism websites is an instrumental tool in navigating the potential tourists' perceptions towards it. Taking this into account, this paper evaluates the linguistic attitudinal resources and their communicative purposes on Pakistan's official tourism websites. More specifically, it also examines the realization of ecological preferences through the use of appraisal patterns. Based on the qualitative research design, the data of this study was collected from three official tourism websites of Punjab, Sindh, and Khyber Pakhtunkhwa provinces operated under Pakistan Tourism Development Cooperation (PTDC). A total of 30 destinations and cultural features were selected based on the purposive sampling technique. Three of the Sustainable Development Goals (SDGs) 11, 12 and 15 (United Nations, 2015) including sustainable communities, resource efficiency and life on land were focused. For ecolinguistic analysis, Stibbe's (2015) theory of evaluations and appraisal patterns was applied. The results revealed that all the appraisal categories are equally employed within the tourism discourse. The deployment of the affect category to instill the institutionalized feelings, judgment category shows the institutionalized behavior and appreciation category to promote the intrinsic values. The graduation category further stimulates the persuasion of tourism discourse. Thus, we advocate the usage of positive appraisal patterns to establish a hybrid mode of communication. Moreover, the ecological values are more significantly triggered through appreciation category to promote sustainable tourism.

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1. Introduction

The phenomenon of tourism has virtually engulfed the world. It brings people from different cultures to come closer and eliminates misconceptions which ultimately leads to peace in the world. For achieving a better life on earth, United Nations Sustainable Development Goals (2015) embraced 17 points agenda which acted as a plan of action for governments across the world. Tourism can contribute to all of the goals, either directly or indirectly. In this regard, the tourism discourse is highly significant as it influences, attracts and stimulates the interaction with the prospective tourists (Salim et al., 2012). Keep this in view, governments all around the world are encouraged to adopt reforms in the domain of tourism. More specifically, a country like Pakistan that has badly been affected by the war on terror direly needs the projection and promotion of its soft image through tourism.

The Government of Pakistan has made tremendous efforts to promote tourism such as designing a National Tourism Policy, and Pakistan Tourism Development Corporation (PTDC) for improving a healthy tourism image to encourage international and domestic tourism in the country. PTDC is the official platform that represents Pakistan within the world which was established on March 30, 1970 under the Companies Act 1913 (Pakistan Tourism Development Corporation, 2021). PTDC has recently revised its website to foster the prime objective of explicitly representing tourist destinations and cultural aspects which substantially contribute to improving cultural and ecological awareness. The website appears to be the popular media that uses the internet in distributing extensive information (Nasti et al., 2017) which induces the onset of social action (Hallet & Kaplan-Weinger, 2010). Thus, the presence of an official tourism website functions as a key intermediary for both stakeholders and customers for effective information propagation.

Moreover, tourism depends solely on nature and cultural heritage. Nature and culture as a commodity for tourism are focused within the domain of linguistics termed as ecolinguistics. It informs the linguistic community to be attentive of the language choices being made to represent culture and the natural world. Language choices refer to the evaluation of language and it asserts the linguistic patterns reflect the area of life as good or bad

(Halliday & Mathiessen, 2004; Stibbe, 2015). Research on the relationship between language and its environment has been undertaken for centuries (Halliday, 1992; Palmer, 1999). As, language has deeply been rooted in its physical vicinity which is comprised of diverse aspects such as flora, fauna, landscape, water, and material culture including food, etc. These entities contribute to the lexicology of the specific language which ultimately shapes the identity of that nation. Previously, the scholarly community in Pakistan has been concentrating on the various aspect related to the tourism industry such as its impact on economic growth (Khalil et al., 2007; Rehman et al., 2020), the challenges of the tourism industry in Pakistan (Arshad et al., 2018) and the development of Sustainable Tourism concerning the role of Tour Operators (Ullah et al., 2021). While the language attitude of Pakistan's official tourism website through the lens of Sustainable Development Goals (SDGs) adopted by the United Nations has remained an underrepresented area.

Thus, language is the appropriate tool to inculcate the preferences of the nation towards achieving sustainability in tourism with the assistance of discourses that stimulates, encourage, and gladdens (Martin, 1999).

1.1 Research Questions

For the above said purpose, answers were sought to the following questions:

1. What and how the linguistic attitudinal resources are employed on the official tourism websites of Pakistan?
2. How far do the linguistic attitudinal resources serve the communicative function between the tourism websites and their users?
3. How are ecological preferences aligned through the use of appraisal patterns to achieve the sustainability of tourism?

2. Literature Review

The demand for investigation about what position language did play in causing a global ecological issue and what role it can perform in developing a sustainable world is fundamental to ecolinguistics and remains unexplored to achieve sustainability in the world (Stibbe, 2009). So, sustainability through language is now the main concern of every industry, including the tourism sector. Fortunately, establishing constructive forms of speaking or writing about the environment does not imply the fabrication of unnatural new expressions rather communicate

with simplified terminologies. It is important that we must reevaluate our role in the direction of nature before it reconsiders or dismisses our part (Goatly & Hiradhar, 2016).

As Chomsky (2006) rightly pointed out that the key challenge of language lies in the fact of being man-made. Language is the portrayal of human surroundings (ecology) and whenever one studies language, he is studying the essence of humans. While integrating language into ecology might appear foreign to certain individuals (Fill & Penz, 2017). But, within an academic arena, it is a worth investigating task that demands thorough consideration (Alexander & Stibbe, 2014; Halliday, 1992; Steffensen & Fill, 2014). In particular, the ecological lens not only challenges goals in different domains but is an indicator of increasing language understanding in Linguistics with practical implications.

In a more comprehensive view, language is interrelated both to social and physical/biological environments and is known as Ecological Linguistics or Ecolinguistics (Fill & Muhlhausler, 2006; Steffensen & Fill, 2014). Ecolinguistics is about more than linguistic evaluation of ecological (environmental) discourses (Stibbe, 2015). On the contrary, it draws on the general patterns that determine people's perspectives about the environment (ecosystem). Thus, it attempts to look into the mental representations that humans have constructed and accepted to the extent through which they become the stories they live by. Stories constitute significant artifacts by which humans share resources, define roles, and distinguish what is genuine from what would be insignificant and fictitious.

The identification of language usage inadequacies is trivial until there are beneficial new forms of language. The important stage is to search for alternative discourses to rebuild a society. The focus of ecolinguists is not centered on whether the indigenous worldviews are right or wrong but instead on the explicit linguistic patterns used to attribute individuality to the wildlife which fosters respect and reciprocal ties with the natural environment. In brief, the prime responsibility of ecolinguists is to strive both in academic and professional fields to develop the discipline of linguistics while still promoting the preservation of natural resources for the sake of life sustainability and the well-being of the environment (Alexander & Stibbe, 2014).

Scholarly community have been focused on the Language of tourism (Hassan, 2014; Wu, 2018; Malenkina & Ivanov, 2018; Isti'anah, 2020). They opine that sustainable tourism is consistent with the way language is being used to establish the experience of the tourists towards the destination (Mocini, 2005; Urry & Larsen, 2011). The tourists would like to know about more tourist sites using online content such as virtual interaction become a commonplace platform (Fakharyan et al., 2012; Loda, 2011) with effective language customization (Barnes & Vidgen, 2004; Muylle et al., 2004). Thus, a tourism discourse sets linguistic communication in context and presents tourism as a key facet of contemporary social life (Crispin et al., 2010; Hallett & Kaplan-Weinger, 2010). Therefore, language is a vital mode of communicating the tourism aspects.

Tourism is a professional and 'specialized discourse' from the promotional perspective (Dann, 1996; Jaworski & Pritchard, 2005; Thurlow & Jaworski, 2010). As a specialized discourse, it also displays the nominal form of language, brevity, and connotation of cultural aspects (Gotti, 2008), the usage of present tense, personalization and superlative terminologies (Pierini, 2007). All the tourism texts are accompanied by three main functions such as to describe, influence, and direct (Stoian, 2015). Thus, the language of tourism is typically persuasive, incorporating evaluative resources and other phrases packed with referential worth (use of dates and historical sequence) which ultimately persuade the visitors (Hiippala, 2013). Accordingly, the linguistic nature of the promotional message is important as it builds reality in a constructive manner which transforms a place into a tourist destination. To boost tourism, a destination needs to illustrate how it varies from other places with superlative aspects (Steinecke, 2010; Anholt, 2007). So the amalgamation of ecology and language helps to attain actual sustainability in the tourism sector.

3. Theoretical Framework

The previously mentioned practices indicate that ecolinguistics is ideally understood as a collection of interdisciplinary approaches that focus on the study of language from ecological perspectives or addresses environmental challenges (Chen, 2016). Keeping this in view, the evaluation patterns are of major relevance to ecolinguists because of its ability to influence whether people have a favorable or negative assessment of a particular sphere of life. These patterns eventually pervade

into people's minds by becoming a story people live by. After the appraisal theory put forward, it has been mainly utilized in different kinds of discourse analysis to facilitate the reader in clarifying the author's stance and preferences. In order to comprehend the tourism discourse from the ecological view, the current study is grounded on two theories, evaluation and appraisal theory simultaneously.

3.1 Evaluation Theory

Evaluation theory is proposed by Stibbe (2015) and defined as the stories about a specific area of life to be reflected as good or bad and these accounts exist in people's minds. It can be revealed through linguistic patterns presented by the speakers/writers and contains several semantic dimensions (Bednarek, 2007). Language evaluation means to assess certain objects whether they are good or bad, significant or insignificant, attainable or unattainable and genuine or deceptive, etc. The evaluation can also be the expression of the speaker or writer's attitude or position or feeling towards entities or propositions being discussed in the discourse (Hunston & Thompson, 2005). The basic notion of this framework is that some stories in the community are not the traditional accounts rather they are the mental models that reside between the discourse lines. These mental models represent the cognitive frameworks and they become so widespread that society accepts them as truth, which Stibbe refers to as "stories-we-live-by" (p.06). These stories have strongly influenced human behavior within the community. This framework not only works to challenge the destructive discourse rather it also promotes the beneficial discourse that attempts to be productive for the ecosystem.

3.2 Appraisal Theory

The appraisal theory has been frequently employed when and how different appraisal strategies are often used in different genres (Li, 2016). Accordingly, Stibbe's theory of evaluations and appraisal patterns suggested ways to evaluate diverse appraising resources in the discourse. Though appraisal theory is associated with how the authors concur or contradict, applied personal preferences like acknowledging or criticizing, as well as to make the readers view through their lens (Martin & White, 2005). Moreover, appraisal patterns are comprised of a collection of language features to represent whether the facet of life is good or bad (Stibbe, 2015).

Martin and White's (2005) theory of appraisal is adopted to evaluate the linguistic attitudinal patterns. It is mainly associated with the “shared feelings and values” and it is included in the interpersonal language function. The main tenants of this theory consist of three domains such as attitude, engagement, and graduation. For the current study, the attitude along with graduation domains are taken into account. Attitude in appraisal theory means the ways of feelings expressed in any concerned text. Attitude is further divided into three segments such as; *affect* which is linked with positive or negative feelings, *judgement* is concerned with specific attitudes towards behavioral practices and *appreciation* is the evaluation of linguistic features consisting of entities or natural phenomena.

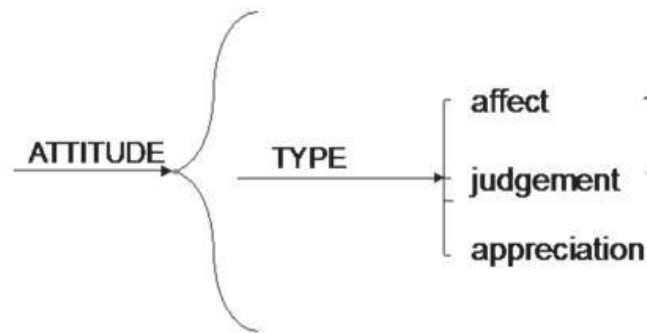


Fig. 3.1: Outline of Attitudinal System (Martin & White, 2005)

The defining feature of all attitudinal resources is the criterion of *graduation*. It is the scalar category through which greater or lesser degrees of positive or negative attitudes are embedded between the lines of discourse. The lexico-grammatical features constitute the graduation aspect which contains two categories such as *focus* and *force*. The *focus* is the combination of *sharpening* or *softening* of authorial stance which lies in the value position.

The *force* category is comprised of *intensification* and *quantification*. Both force and focus constitute the major part of attitudinal tokens as they construe the meaning of these linguistic features and assist in understanding the value position of the authors. Since the tourism discourse is the placeholder for the government body and represents the shared values of the community. It is appropriate to view it in the light of having institutionalized feelings employed by the government of Pakistan.

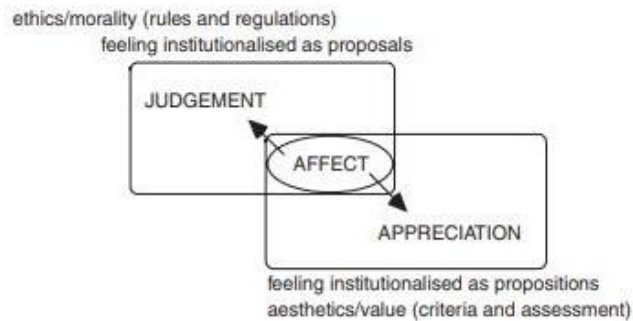


Fig. 3.2: Judgement and Appreciation as Institutionalized Affect (Martin & White, 2005)

4. Methodology

Methodologically, this study adopts the qualitative mode of inquiry. Under this section, data collection, data analysis and data annotation is discussed.

4.1 Data Collection

For the effective outcome of the relevant research questions, the sample was carefully drawn. The purposive sampling technique was employed for the accurate collection of the data. To address the research questions, the data collection of the current study includes Pakistan's official tourism websites. Pakistan Tourism Development Corporation (PTDC) belongs to the Government of Pakistan and has developed separate official websites namely Punjab, Sindh, Khyber Pakhtunkhwa, Gilgit-Baltistan and Azad Jammu and Kashmir. Due to data richness on PTDC website, only three official tourism websites were selected for the current study. Since the layout of each official tourism website is unique, so the data was further delimited to select the common features from the websites as Destinations and Culture. It is also delimited by focusing on three Sustainable Development Goals (United Nations, 2015) 11, 12 and 15 of sustainable communities, resource efficiency and life on land based on the available data of the official tourism websites of Pakistan.

4.2 Data Analysis

In the current study, a content analysis technique is used to analyze Pakistan's tourism websites. It is commonly used for analyzing communication content objectively, deliberately and not just employed to the traditional communicative text but also applied to the web-based applications to gain insights into the attitude, preferences of the social and communicational patterns created (Al-Olayan & Karande, 2000). This facilitates the present study to analyze the patterns in the text to construe

the meanings of these patterns. For this reason, content analysis was chosen as the appropriate method for evaluating the tourism discourse. The analysis of the current study was divided into two stages. Firstly, the website content was observed and then the attitudinal lexical choices along with graduation resources were manually marked. These lexical choices can be evaluated with the explicit and implicit expressions in the text. This result helps to diagnose the ecological preferences of the attitudinal lexical resources to achieve the communicative purpose of the government to maintain the sustainable tourism based on United Nations (2015) Sustainable Development Goals (11, 12 & 15) including sustainable communities, resource efficiency and life on land in Pakistan. The attitudinal linguistic patterns were then analyzed according to evaluation criteria proposed by Stibbe (2015) as positive (good) or negative (bad) traits.

4.3 Data Annotation

Data annotation is the organization of the data according to the nature of the text. Pakistan tourism development cooperation (PTDC) website was divided into three categories with assigning appropriate code of destination and culture to represent tourism in Pakistan.

Table 4.1: PTDC Official Tourism Websites URLs

| Pakistan Tourism Development Cooperation (PTDC) | URL link | Code | |
|---|--|-------------|---------|
| | | Destination | Culture |
| Punjab | www.tdcp.gop.pk | PD 01 | PC 02 |
| Sindh | www.stdc.gos.pk | SD 01 | SC 02 |
| Khyber Pakhtunkhwa (KP) | www.kptourism.com | KPD 01 | KPC 02 |

Furthermore, the attitudinal linguistic parameters of appraisal theory suggested by Martin and White (2005) were coded accordingly for the effective presentation and understanding of the data. This coding allows the researcher to easily tag the instances according to the set category and avoid ambiguity in the analysis.

Table 4.2: The Attitudinal Linguistic Categories with Codes

| Category | Code |
|---|-------|
| Evaluation (Stibbe, 2015) | |
| positive evaluation | +ve |
| negative evaluation | -ve |
| Attitudinal Resources (Martin & White, 2005) | |
| Affect: dis/inclination | Inc |
| Affect: un/happiness | Hap |
| Affect: in/security | Sec |
| Affect: dis/satisfaction | Sat |
| Judgement: normality | Norm |
| Judgement: capacity | Cap |
| Judgement: tenacity | Ten |
| Judgement: veracity | Ver |
| Judgement: propriety | Prop |
| Appreciation: reaction | Reac |
| Appreciation: composition | Comp |
| Appreciation: valuation | Val |
| Graduation Resources | |
| Focus: sharpen | Sharp |
| Focus: soften | Soft |
| Force: intensification | Int |
| Force: quantification | Quant |

5. Findings and Discussion

The data analysis consists of three different parts based on the separate official tourism websites namely Punjab, Sindh, and Khyber Pakhtunkhwa (KP). It also comprised of tables with instances from each official tourism website. This part of the analysis is divided into two sections to comprehend the linguistic attitudinal and graduation resources of destination and culture. Based on this, the communicative purpose and the ecological preferences of the linguistic resources are also elaborated for sustainable tourism. The categories proposed by Martin and White (2005) in their book 'The Language of Evaluation' were used for the analysis. The category Appraised was modified to 'Eco-oriented' in order to trace the ecological alignment of the appraising items.

5.1 Pakistan Official Tourism Website of Punjab

To realize the true representation of tourism in Punjab, the destinations and cultural aspects available on the website of Punjab designed by PTDC are focused.

Table 5.1: Linguistic Attitudinal Resources of the Destinations of Punjab

| Appraising Items | Affect | Judgement | Appreciation | Graduation | Appraised-‘Eco-oriented’ |
|---|-----------------------|-----------|--|------------|--------------------------|
| “Explore the Queen of Mountains!” (PD 01) | Explore +ve Sec | | | | Mountains of Murree |
| “Feel the crisp pine breeze!” (PD 01) | Feel +ve hap | | Crisp +ve reac | | Natural wonders |
| “Fabulous scenic beauty” (PD 01) | | | Fabulous +ve Reac Scenic +ve Reac | | Nature as Spectacle |
| “Stunning lakes” (PD 01) | | | Stunning +ve Reac | | Magical effect of nature |

Table 5.1 depicts the positive linguistic attitudinal patterns that are used to describe the tourist places of Punjab. Mostly, imperative mood is established as the mean of regulating the site visitors’ behaviour. The use of the verbs ‘*explore and feel*’ inspired both physical and mental implications by developing a framework that encourages visitors to act. The institutionalized caring behavior of the government is revealed through imperative clauses with judgement category as; “*Explore the Land of Hospitality!*” to evoke the reciprocal attitude in the visitor that the place of Mianwali is the finest choice among all and TDCP is the perfect guidance provider. It also creates the affect of institutionalization in which Judgement can be evaluated as the realm of proposals and provide the opportunity to the visitors to discover the place.

The natural phenomena of places like Murree, Soon Valley is appreciated with the category of the reaction ‘quality’ with descriptive adjectives; ‘*lush green trees, rare white-headed ducks, golden orioles, endemic fish species, and migratory birds*’ demonstrate the sustainability of the life forms which is SDG 15, while the reaction ‘impact’ category is accompanied by the evaluative adjectives such as; ‘*cold atmosphere and fresh air*’ to create an idyllic environment. Moreover, the place of ‘*breath-taking Daip Shareef*’ is depicted with the usage of the lexical item ‘*home*’ which constructs the mind frame of peaceful environment. Thus, the schemata toward the destination are formed so that people can identify it as theirs. It is dignifying because it exemplifies the spiritual qualities of the people and institutions of the country. Likewise, Kafir Kot Fort is portrayed as an area with historical significance by using the appreciation category; ‘*military significance and ancient times*’ with the graduation ‘force’ category such as; ‘*many conquerors such as Aryan, Kushans... and the Mughals*’. These historical facts represent different stylistic periods to display the bizarre attribute of the place and increase the curiosity of the visitors.

Table 5.2: Linguistic Attitudinal Resources of the Culture of Punjab

| Appraising Items | Affect | Judgement | Appreciation | Graduation | Appraised-‘Eco-oriented’ |
|--|--------|---------------------------------|--|------------|---------------------------------------|
| “The stories of walled city of (Lahore) are endless and leave the visitors enthralled with their richness” (PD 02) | | | Walled +ve Comp Enthralled +ve reac Richness +ve Comp | | Conservation of heritage |
| “A 3000 years old distinct culture of Rawalpindi” (PC 02) | | | 3000 years old +ve val distinct +ve comp | | Exhibit authenticity to affirm SDG 11 |
| “Rawalpindi is known for its Ancient Buddhist | | Ancient Buddhist +ve norm | Known +ve val | | Reveals Intrinsic values |

heritage”
(PC 02)

“If you’re
looking for a
Travel

destination Want +ve
with a rich incl
cultural history,
you might want
to consider
visiting Jhelum
the ‘City of
Soldiers’”
(PC 02)

Rich +ve comp Might +ve Cultural
Cultural Soft Inclusivity
history +ve val

Table 5.2 shows the positive linguistic attitudinal patterns with declarative mood prevalent in the illustration of the cultural and heritage site of Punjab. In addition, the conditional clause implies a direct tone to address the visitors in the form of advice to encourage them. Thus, it reflects the persuasive aspects interwoven with an objective conversational tone. Further, SDG 11 is centered on the sustainability of communities by preserving culture and heritage sites which is clearly evident in the linguistic patterns employed of Jhelum site. For instance, the use of judgement category along with the category of appreciation such as; ‘*Conservation and Preservation of the Historical Sites*’, shows the institutional behavior of the government to restore the ancient sites for imparting values to the visitors. The use of appreciation category illustrates the genuineness of the culture ‘*The Taxila museum is home to a significant and comprehensive collection of Gandharan art*’. It affirms that the copywriter is making the informational statement to entice the purposeful cultural tourist who is keen to know about and experiencing other cultures. Likewise, Khewra salt mine is the ‘*second largest salt mine in the world*’ with the superlative degree of adjective to display the SDG 12 of resource efficiency and evoke the degree of respect among the visitors to sustain the site projects like the locals. The category of composition and valuation assist the copywriter to authenticate the propositional statement which ultimately enhances the credibility of the information.

5.2 Pakistan Official Tourism Website of Sindh

Sindh is the land where history dawdled, an assemblage of many archeological sites and rich culture. The tourism website of Sindh is the reflection of diverse landscape and heritage values.

Table 5.3: Linguistic Attitudinal Resources of the Destinations of Sindh

| Appraising Items | Affect | Judgement | Appreciation | Graduation | Appraised-‘Eco-oriented’ |
|---|---------------------|---------------------|---|--------------------|---|
| “Morrha , has inspired great poets to Compose beautiful poetic verses” (SD 01) | Inspired +ve sat | Great +ve Norm | Beautiful poetic +ve reac | | Poetic Attribute of nature |
| “United Nations World heritage Site regards Makli Hill as Unequivocal and exorbitant architecture” (SD 01) | | Regards +ve prop | unequivocal and exorbitant architecture +ve comp | | Global reverence which is the reflection of SDG 12 of resource efficiency |
| “A beautiful Conjectural view of the city of Mohenjo-Daro” (SD 01) | | | Beautiful conjectural +ve reac | | Evoke quixotic Aspect |
| “Karachi is bestowed with the largest seaport in the county” (SD 01) | | | Bestowed, Seaport +ve val | Largest +ve Int | Admiring resources |

Table 5.3 is the manifestation of positive linguistic attitudinal patterns to describe the destinations of Sindh. The usage of the satisfaction resource of affect category in the first example represents the emotions that are directly concerned with the pursuit of goals to enhance the curiosity of visitors. The copywriter is using the propositional statement about the factual information in the second example to reflect transparency which appeals to the recipients' interest. In the next examples, Mohenjo Daro and Karachi both are epitomized as having bizarre qualities and creating the effect of strangeness to arouse the quest for extraordinary. The depiction of nature as pure is presented with the use of appreciation with graduation resources such as; '*The shore of Indus at this point is quite hospitable and the visitors are greeted by cool breeze waving in the River Indus*'. The graduation category with pre-modification of an adjective amplifies the attitudinal force thus providing the mesmerizing effect to the visitors which enhances the promotional aspect of the site. Moreover, the place of Kai Valley is described with the use of appreciation category to emphasize the environmental serenity such as; '*a picturesque panorama, rare solitary landscape*' to affirm SDG 15. This shows that the environment is unspoiled and unpolluted by humans giving the image of the prosperous value of natural artifacts. The superlative terminologies are used with the help of evaluative adjectives by the copywriter to enhance not only the attractiveness of the place but also inspire the visitors (Pierini, 2007).

Table 5.4: Linguistic Attitudinal Resources of the Culture of Sindh

| Appraising Items | Affect | Judgement | Appreciation | Graduation | Appraised-'Eco-oriented' |
|---|------------------|-----------|------------------------------|------------|----------------------------------|
| "Sindhi cuisine is famous" (SC 02) | | | famous +ve val | | Acknowledging the native cuisine |
| "The majestic remain of the Talpur Dynasty of Khairpur , is the Faiz Mahal" (SC 02) | | | Majestic +ve Reac | | Spectacular legacy |
| "The objects of special interest | Interest +ve sat | | Large +ve reac Mughal period | | Evoke traditional Speculation |

| | | | | |
|---|-------------------|--|---|--|
| of the museum are; large number of coins of Mughal period” (SC 02) | | +ve val | | |
| “Sindh is also blessed with the exalted Shrines of great Saints of olden times (Shrine of Lal Shahbaz Qalandar)” (SC 02) | Great +ve Norm | Blessed +ve val Olden times +ve val | Spiritual responsiveness to validate SDG 12 of resource efficiency | |

Table 5.4 shows the positive display of linguistic attitudinal patterns in describing the traditional values of Sindhi people. This aspect is signified by using the appraisal categories of judgement and appreciation with gradable scale such as; ‘*Sindhis in Ulhasnagar have **preserved** this tradition in the form of **few special** dishes like *Batan Papdi, Sev Dal Sandwich, Dahi Sev Puri*’ etc. It shows the revival of local traditional food for the tourists in which the institutional behavior of preservation is employed not only for the promotion of local food but also to inspire the visitors to choose the place. It also demonstrates the preservation and consumption of other traditions in culinary to maintain SDG 12 of resource efficiency. In the second example, Faiz Mahal is depicted as the icon of Sindhi identity while the third and fourth examples illustrate the preservation of ancient resources. Through heritage monuments, visitors can recall the core aspects of national identity. Moreover, the aesthetics of artwork is also appreciated with evaluative adjectives for example; ‘*walls of the palace are **exquisitely** designed, exhibiting the **fine art** of the people*’ which shows the preservation and acknowledgment of the locals to sustain SDGs 11 and 12. This also points out the general patterns of the community towards the environment that built the story of appreciating the local culture (Stibbe, 2015). As tourists belong to a heterogeneous group, their values and concerns vary greatly which becomes the institutional responsibility to maintain. In this regard, the temple of Gori is described as an artifact of attractiveness with the use of categories*

appreciation and judgement such as; ‘*it is the **best surviving temple here, built of local stone with pillars***’. The usage of graduation resource through superlative form ‘*best*’ depicts the copywriter’s attitude toward enhancing the positive quality of temple.

5.3 Pakistan Official Tourism Website of Khyber Pakhtunkhwa

Khyber Pakhtunkhwa (KP) is a region of hospitality and mesmerizing landscapes to attract tourists. The land is comprised of diverse cultures, incredible history and is a center of tourism. Focusing the destinations and cultural facets bring the representative sustainable tourism projection on the website of KP.

Table 5.5: Linguistic Attitudinal Resources of the Destinations of Khyber Pakhtunkhwa

| Appraising Items | Affect | Judgement | Appreciation | Graduation | Appraised-‘Eco-oriented’ |
|---|--------|------------------|---|-------------------|---|
| “Chitral is a fascinating combination of scenic beauty and cultural diversity” (KPD 01) | | | Fascinating +ve Reac Scenic +ve reac Cultural +ve Val Diversity +ve Comp | | Representing nature as pure and sundry |
| “Chitral truly is an enchanting part of Pakistan” (KPD 01) | | Truly +ve ver | enchanting +ve Reac | | Landscape as expression of natural magnificence which demonstrates the SDG 15 |
| “The Beautiful Valley of Swat, popularly known as the Switzerland of the East” (KPD 01) | | | Beautiful +ve Reac Popularly known +ve val | | Representing scenic Landscape to attract global tourists (Enticing strategy) |
| “Kaghan is a jewel | | | Jewel +ve reac Beautiful +ve | Many +ve Quant | Uniqueness of place as |

| | | |
|--|------|---------------|
| among the many beautiful valleys in the Mansehra” (KPD 01) | Reac | awe-inspiring |
|--|------|---------------|

Table 5.5 shows the positive linguistic attitudinal patterns in the tourism discourse of destinations of KP. The above examples crafts nature as an actor that is a source of amusement for the visitors. While, the judgement resource of veracity with appreciation resource is employed in the second example to show the admiration of the place. The natural landscape of the place is emphasized by the use of the category reaction such as; ‘*The Naran valley features with **Roaring Rivers, Meandering Streams, Lush Green fields...***’. The attractiveness of the place is conveyed to the visitors with the usage of descriptive and evaluative adjectives create a serene environment that exhibits the country's foremost naturally beautiful vistas. The intrinsic value of the locals is underlined with the usage of the category judgement such as; ‘*The **local people are friendly and simple***’. The directive clauses are prominent with the usage of category judgement along with the suggestive lexis such as; ‘*it is **advisable to carry tents and sleeping bags***’. This shows the institutionalized ecological responsive attitude which establishes the interpersonal relationships with the visitors and integrates the message of cordiality. The modernity of the place (Peshawar) is reflected with the usage of appreciation resources with gradable category as it signifies the progression of the community such as; ‘***Modern universities, some Modern Hotels...***’. This shows the concoction of the community's progress to inspire visitors about the contemporary lifestyle of the particular place (Crispin et al., 2010). Moreover, Pyala Lake is a beautiful feature of Naran Valley but the usage of negative linguistic patterns can minimize the promotional effect. For instance; ‘*Pyala Lake is **undeveloped but significant, as it is a bowl-shaped lake***’. Mostly, the word begins with the prefix ‘*un, dis*’ conveys the negative appraisal pattern (Stibbe, 2015). The beauty of Pyala Lake is the restoration of SDG15 but besides it is also the negation of SDG 12 which the government needs to develop.

Table 5.6: Linguistic Attitudinal Resources of the Culture of Khyber Pakhtunkhwa

| Appraising Items | Affect | Judgement | Appreciation | Graduation | Appraised-‘Eco-oriented’ |
|---|--------|--|---|------------------------------------|---|
| “Khowar folk music is popular in Chitral and northern Swat” (KPC 02) | | | Popular +ve val | | Raising the cultural importance of populaces |
| “Peshawar Museum contains a good collection of vintage guns” (KPC 02) | | | good +ve reac vintage +ve val | | Cultural artifacts of Peshawar Museum |
| “The Khyber Pakhtunkhwa Culture and Tourism Authority is organizing a colorful event at the scenic tourist spot in Khanpur Dam to commemorate the World Tourism Day” (KPC 02) | | Organizing +ve ten commemorate the World Tourism Day +ve prop | colorful event +ve reac scenic tourist spot +ve reac | | Acknowledging Community centric tourism which shows SDG 11 |
| “Naran Festival is one of the biggest festivals to happen in the Northern Areas” (KPC 02) | | | | Biggest festivals +ve to int | Cognizance of locally Organized activities demonstrate SDG 11 |

Table 5.6 is the representation of the cultural aspects available on the tourism website of KP and illustrates the positive linguistic attitudinal patterns. The above mentioned examples are the manifesto of cultural festivals celebrated by the locals and the mentioning of this kind of information makes the tourists aware of the traditional intrinsic values of the community which they might later encounter (Palmer, 1999). Within

KP, the community of Chitral work hard to hold the colors of the Jashan-e-Qaqlasht and is evident with the use of the category of judgement such as; ‘*rulers used to organize it in the **remote past** to be **continued** by the Kator dynasty, which not only **assiduously patronized** this particular cultural event, but **also promoted** other festivals e.g. Jashan-e-Shandur and Jashan-e-Chitral*’. The usage of diverse judgement resources manifests the capability and genuine efforts of the people in stabilizing the image of the nation.

Moreover, the cognitive framework of the particular community is established with the usage of different appraisal categories which built the stories people lived by For instance; ‘*the art of **professional story telling** flourished in the **traditional** tea houses*’ to depict the SDG 11. This illustrates the shared values of the community (Martin & White, 2005). The customary worth of the festivals is elaborated with the category of appreciation such as; ‘***cultural activities and sports competitions including snow marathon races...***’. The usage of the category graduation; Softening is highlighted with the use of modal verb *would* such as; ‘*the festival **would also** showcase handicrafts and food stalls to **entertain** the tourists*’. This shows the institutionalized feeling of the government that is imparted through the deployment of focus category. Thus manifesting the positive attitude of the copywriter by establishing solidarity for their readership and increasing the communicative tendency of the web content.

6. Conclusion

Overall, there is a significant connection between linguistic appraisal patterns and ecolinguistics. The findings show that the tourism discourse on Pakistan’s official websites displays the effective use of appraisal categories including appreciation, affect, judgement with scalar category of graduation to evaluate both the places and cultural facets. The inherent attributes are brought to the forefront through the extensive use of appreciation resources. The rich depiction of the landscape and culture is emphasized through the use of descriptive and evaluative adjectives in the appreciation category. The scaling category of graduation is frequently used to convey the attitudinal force. The affect category is prominent by the usage of verbs and this lead to the dynamism of mobility. The action verb ‘*explore*’ is exhorted both the physical and mental implications while the use of stative verbs like ‘*see, want, feel*’ is tied to the one who observes and discovers in order to trigger the visitor’s role as a sensor. The category of judgement is used to highlight the competence of PTDC as an

institution with the lexical choices of '*experience, qualified, professional*'. This carries a strong cultural connotation and it can be considered a representation of social reality.

The communicative purpose of tourism discourse is unpinning through the effective use of linguistic appraisal categories with different sentence structures. The preferred mood is declarative with the amalgamation of appreciative, judgement and affect categories to authenticate the information being presented. The affect stimulates the emotive feelings of the visitors while judgement is connected to the perception that serves as a fuel for imagination and appreciation is linked with an aesthetic evaluation of entities. These categories interact together to assist the copywriter to communicate the web contents as realistic and transparent. Moreover, imperative mood is also used to regulate the behavior of visitors towards Pakistan. The persuasive tone is implied by subjective guidance of the imperative inferred the shared knowledge and reflects the inviting attitude. The imperative mood with suggestive lexis is used to give visitors the impression that they are given practical suggestions about how to visit the place. Very few instances of conditional structures are also employed with a second personal pronoun as '*you*' to create a natural model of face-to-face interaction with the visitors. A definite tone is adopted to ensure that visitors can get an exciting experience and remind them of advertising discourse such as; '*Plan a tour with us*'. Thus, the official tourism websites of Pakistan are accompanied by a hybrid mode of communicative purposes. The sustainability of the natural landscape and cultural facets can primarily be illustrated with the appreciation categories (SDG 15). Through this, the restoration and maintenance of land (SDG 11) become an instrumental to announce the country's image to foreign visitors and cultivate respect towards the intrinsic resources. Further, the values of the community are also enhanced to promote historical legacy and execution of sustainable communities (SDG 12).

Accordingly, the analysis of this study shows the crafting of positive constructive tourism discourse to restore a sustainable ecological society. Generally, this research is noteworthy in certain manners as it has examined one of the unexplored areas of sustainable tourism within the domain of Ecolinguistics in Pakistan. More specifically, it would open new paths for neophyte researchers within the same field like they can unchain with larger data and analyses quantitatively most preferably with corpus-based tools like; AntConc software. Accordingly, the findings

would assist PTDC in maintaining the official tourism websites of Pakistan as the most strategic tourism document that is packed with ecologically responsible sustainable tourism discourse to create the nation's identity.

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