

## PRAGMATIC FEATURES OF ADVERTISEMENTS OF TOURIST DESTINATIONS: PERSUASIVE STRATEGIES AND CONSUMER ATTRACTION ANALYSIS

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### Abstract:

This thesis examines the pragmatic features inherent in tourism destination advertising, focusing on how advertising elements contribute to effective communication and tourist attraction.

**Keywords:** tourist destinations, pragmatic elements, speech units, persuasive strategies, emotional communication, social platforms, language units.

### Introduction

Analyzing various advertising campaigns in the field of world tourism, the main linguistic and rhetorical strategies used to attract tourists are reflected in the analysis of tourist destination advertisements. Moreover, the implementation of new roadmaps based on the national culture and mentality of the regions determines the necessity of this topic. It examines the role of context, socio-cultural factors, and emotional appeal in shaping consumer perceptions and decision-making processes. Through a mixed-methods approach combining qualitative content analysis and quantitative surveys, the study aims to determine how pragmatic elements such as implicature, speech acts, and persuasive language affect the attractiveness of tourist destinations.

The influence of advertising on the tourism industry is strong, and it appears in various forms. Advertising manifests in different ways: social and socio-cultural, depending on how it affects the consumer. According to E.V. Romat, advertising appears in two main cases: 1) Rational— it directly influences the mind of the consumer and offers him a product or service; 2) Emotional— it embodies human feelings. For example, images and speech units in advertising can serve as examples. Tourist advertisements often show the hotel's modern design, vibrant atmosphere, and convenient location, making tourists aware that they can live in an environment with all the comforts of home. The online advertisement of Arkanchi Hotel in Khiva, Khorezm region focuses on its comfort, friendly staff, traditional architecture, comfortable rooms, and unique cultural opportunities. It embodies a modern hotel that combines historical monuments with all the comforts in front of tourists' eyes. When visiting hotels, tourists compare the real conditions with the properties in the advertisements. They emphasize the simplicity of hotel rooms and some problems. Even if tourists do not receive the level of service they expect, they are satisfied because of the cultural exchange and warm hospitality. On the basis of advertising, the history of this country and its cultural values are reflected. Therefore, the language and mood used in advertisements are aimed at persuading the consumer and giving brief information about this environment and place. Therefore, advertising is pragmatically designed for a certain audience, and it finds its consumer in this way. Otherwise, advertising will waste time and money. Kotler and Killer stated that effective advertising in tourism not only provides information, but also



creates an emotional connection with consumers in the area<sup>1</sup>. For example, the advertisements of hotels located in the ancient city of Khiva, which has a history of 2500 years, show traditional Uzbek decorations, architecture and historical environment. Visual advertisements serve to increase the number of tourists who can feel themselves in the same atmosphere. A short video provided by Uzbekistan airways in each flight informs about historical culture and values of Uzbekistan. However, we can see that the audience feels a mutual connection with the place. It seems that the attitude towards the image significantly increases the desire to visit in tourism.

In addition to emotional appeal, tourism ads often use social proof and user-generated content to build trust and credibility. By sharing their experiences, individuals who have already visited can influence the wider adoption and effectiveness of these ads, significantly impacting visitor choices.

According to research conducted by Bigné, consumer-generated content plays an important role in building awareness and can increase the overall attractiveness of a destination<sup>2</sup>. Platforms such as TripAdvisor and Booking.com report on the charm and appeal of ancient cities like Samarkand, Khiva and Bukhara, along with some of the shortcomings or service inconveniences they have. Such comments written on social platforms form a sense of mutual trust and unity among tourists. Tourists' interest in travelling increases the effectiveness of advertisements by providing information and exchanging advices.

### Conclusion

Advertising provides data from the history of a country, to its products, services and ideas. Whether the advertisement is in oral or written form, it creates the basis for it to reach a wide audience. The main purpose of advertising is not only to offer a product or service, but also to encourage its use based on some pragmatic features. Emotional language units used in advertising are very important. It covers all emotional processes related to how it reaches the human mind and how it affects. Therefore, depending on what kind of audience the advertisement is intended for, what methods are used to deliver it, what strategies are used, and the language units used are taken into account. Words and images related to emotions and spirituality are added in this way. Advertising helps to develop sales volume and economic growth. Advertising in the field of tourism is no exception from this. They contain emotional coloring and influence the buyer's mind to buy this product or service. Therefore, we cannot imagine modern tourism industry without advertisements in our real word.

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