

PERSUASIVE RHETORIC IN HEALTH TOURISM WEBSITES: EFFECTIVE VERBAL STRATEGIES FOR CUSTOMER ENGAGEMENT

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Abstract. In the competitive field of tourism marketing, verbal strategies play a crucial role in promoting products and services, particularly in specialized areas like health tourism. To effectively engage and persuade potential tourists, marketers employ specific linguistic techniques that shape positive impressions, guide perceptions, and ultimately influence decision-making processes. The choice of verbal content in such contexts is essential, as it directly impacts the persuasiveness of the promotional materials. While tourism marketing shares similarities with broader digital marketing practices, it also exhibits distinct characteristics tailored to the unique demands of promoting travel experiences. This article provides an examination of the verbal strategies employed by prominent health tourism websites, focusing specifically on the “Karpaty” resort and “Solva Resort & SPA” in Ukraine. By analyzing the linguistic features used to promote health tourism services, the study sheds light on how language is strategically used to attract and persuade potential visitors. The analysis delves into the ways in which certain verbal elements are utilized as persuasive tools to encourage users to engage with the websites and make purchasing decisions. The results of this study present concrete examples from the resorts' websites, demonstrating the practical application of some verbal strategies in a real-world context. These findings reveal how persuasive language, tailored specifically for health tourism, can significantly enhance the appeal of services and lead to increased consumer engagement. This article contributes to a deeper understanding of how verbal content can be crafted to optimize persuasion in a highly competitive market. The novelty of this research lies in its focus on the intersection of language and health tourism, an area that has received limited attention in previous studies.

Keywords: tourism discourse, tourism promotion, tourism marketing, persuasive verbal discourse, marketing verbal elements, linguistic components, strategy.

JEL Classification: M31, I18

1. INTRODUCTION

This article will review the use of verbal components in the design of tourism websites for two health resorts in the Carpathians. The aim is to assess the effectiveness of these strategies in capturing and retaining users' attention. The investigation will focus on what makes the promotion of health resort websites attractive and influential, with a particular emphasis on verbal persuasiveness in tourism discourse.

Tourism has become a major sector in the global economy, receiving significant attention in research due to its size and impact. As a multidisciplinary field, tourism is particularly engaging for research, especially when examining its discourse. Unlike many other industries, tourism is highly information-intensive. The discourse in tourism plays a crucial role in shaping the relationship between tourists and destinations. It does so by using various linguistic, visual, audio, and audio-visual elements to persuade

potential consumers and turn them into actual clients (Jack & Phipps, 2005).

Tourism marketing materials serve as a crucial source of information for potential tourists. The primary goal of tourism promotion is to highlight the beauty, charm, and uniqueness of a specific location. By engaging people in the decision-making process regarding their travel destinations (Salim et al., 2012), tourism advertisements aim to sell emotions, sensations, and experiences that travelers seek. Furthermore, promotion helps a destination distinguish itself from others and build a unique identity. Ultimately, its purpose is to convert potential clients into actual tourists.

Tourists cannot experience a destination firsthand before booking, meaning they can't "try out" a holiday in advance. This makes promotion a critical component of tourism marketing. Consumers purchase holidays based solely on symbolic expectations, which are created through promotional words, images, sounds, or promises (Morgan & Pritchard, 1998).

Preliminary findings suggest that the quest for the ideal travel destination and the desire to explore new places are fueled by both strategic, persuasive language and the technological methods used in tourism promotion (Kim & Fesenmaier, 2008). Therefore, it is crucial for promotional materials to be carefully curated to vividly present a destination and persuade potential tourists to purchase the advertised products or services.

In the competitive tourism industry, promoters must use effective discourse techniques to showcase their products. The discourse of tourism acts as a form of rhetoric, highlighting the influence of the producer over the audience. Today, tourism discourse relies heavily on various strategies that can lead to desired outcomes. Websites that use compelling content about their products or services become more influential and effective. As a result, tourism websites seek out powerful verbal and non-verbal elements to attract and engage audiences. Marketers meticulously select their discourse to ensure that tourism websites are engaging and appealing. Verbal strategies are particularly crucial in the tourism industry, as they help create a narrative that gives tourists the illusion of experiencing a unique "off-the-beaten-track" holiday (Maci, 2013: 21).

Tourism promotion plays a crucial role in the overall tourism process. The selection of a holiday destination often depends on the quality of its advertising and the persuasiveness and engagement of the promotional message. Tourism advertising not only influences potential visitors' initial choices but can also determine the length of their stay, which is a key concern for marketers. Consumers are essentially buying into the expectations and benefits that they believe will meet their needs. To elicit the desired response from advertising, it is important that advertisements are crafted to align with these consumer needs (Crişan et al., 2013). Verbal sources of information are particularly valuable in achieving the objectives of tourism promotion, as they help convey the destination's appeal and benefits effectively. The strategic deployment of persuasive language in tourism marketing materials can substantially affect potential tourists' perceptions and decisions by shaping the image and attractiveness of a destination (Smith et al., 2021). By enhancing the sensory appeal of a destination through evocative descriptions, the goal is to arouse admiration and fascination (Berber, 2024). Suggestive language, on the other hand, allows room for interpretation, subtly guiding the reader toward a specific emotional response (Iritspukhova, 2023).

When promoting a tourism product, content selection is an important issue to consider. The growing number of tourist destinations has led to a highly competitive global market where destinations vie for the attention of potential tourists. To achieve the desired outcome, marketers seek efficient strategies to make a destination stand out from others and be considered by potential tourists (Jorgensen, 2004).

Promoters must persuade tourists to choose their product, using effective techniques to do so. This involves creating appealing imagery of the destination that not only distinguishes it from competing locations but also aligns with the interests and needs of the target audience. The primary goal of tourism promotion is to construct a desirable image of the destination. When potential tourists have a positive image of a place, they are more likely to be persuaded to visit. Therefore, marketers must craft an ideal image of the destination, utilizing influential techniques to establish a positive perception in the minds

of potential visitors.

The language of tourism is a “highly organized and encoded system that employs various devices to express, indicate, exchange messages and information, represent, and so forth” (Garner & Hancock, 2014: 465). The verbal content selected by promoters is crucial, as it can determine the success or failure of a promotion. Effective verbal messages can capture attention and be memorable, influencing consumers to adopt a positive attitude toward the services offered.

Thus, tourism promotional language does more than provide information; it is also a tool for persuasion. The language used in tourism advertising is crafted to be highly convincing, aiming to achieve the promoters' objectives. To this end, marketers employ various discursive features to enhance the persuasive power of their messages. Analyzing the vocabulary and structures used in tourism language is essential to understanding the influential aspects of this discourse.

To understand health tourism information from a persuasive perspective, it is important to analyze the verbal elements that create persuasive units in health tourism texts. Focusing on the verbal features inherent in the language of health tourism provides insight into the nature of health tourism promotion and helps identify the components that contribute to its persuasive force.

The purpose of this paper is to examine the content of health tourism websites, offering a comprehensive view of their verbal elements to better understand the primary persuasive features. This study will investigate various techniques used to attract potential clients, emphasizing their influential aspects. We will conduct an analysis using real examples of these techniques in health tourism promotional materials, specifically focusing on their persuasive intentions.

This research contributes to the field of health tourism studies by providing insights into effective tourism website design and promotional material creation. The findings could be valuable for professionals involved in crafting tourism websites and marketing materials.

2. RESEARCH METHODS

This paper will analyze the influential verbal techniques employed on institutional webpages to understand their contribution to the persuasive effects. It will observe various verbal tools used to shape tourists' attitudes toward the services and influence their purchase decisions. A comprehensive examination of these strategies will be provided to illustrate how they persuade tourists during the search phase.

The verbal strategies employed by “Karpaty” hotel and resort's website and “Solva Resort & SPA” recreation-therapeutical complex's website (accessed from <https://san-karpaty.com/> and <http://solvahotel.com/en/>) will be considered to explore how they encourage travelers to choose these destinations. The selection of these websites is deliberate, as they officially represent health tourism and describe their locations, healthcare services, natural attractions, and cultural offerings in an engaging language, utilizing a mix of verbal and non-verbal strategies. The websites selected for examination are among the top ones promoting health tourism in the Carpathian region of Ukraine. Moreover, the Carpathian Mountains serve as a prime example of a location where health tourism has flourished for centuries.

In order to facilitate the research in different aspects of verbal language and for a more detailed analysis, the investigation will be supported by means of a text analysis software program, called AntConc 3.5.8. and developed by Laurence Anthony, Ph.D. in 2019. AntConc 3.5.8. is a freeware, multiplatform tool for carrying out corpus linguistics research, which helps in undergoing a content analysis of verbal data. Keywords and the most frequent word lists in the selected text corpus will be generated with this advanced computer-aided text analysis program to explore how the websites are linguistically construed at the lexical level. It will also expose how words behave in the texts in order to observe the linguistic techniques that make the messages more appealing to the audience.

The function *Word List* will be used to create a list of terms ordered by the number of times that a

word item appears in the texts. This process will help manually select the words that appear in the corpus. By the use of this function, an analysis will be carried out in order to investigate the functional value of the most frequent nouns, verbs, adjectives, adverbs, and pronouns. The concordances for the keywords and the high-frequency lexical items will also be retrieved electronically to look more closely at the discursive choices. With the *Concordance* function, we will quote some examples of the use of these words within the corpus.

By exploring these persuasive strategies, the paper aims to reveal how tourism discourse functions in promotional materials and how specific techniques in health tourism marketing construct persuasive discourses. The study will focus on how particular verbal components in tourism promotion contribute to offering a rejuvenating break from everyday life.

3. RESULTS AND DISCUSSION

1. *Nouns*. On the websites forming the corpus under investigation, nouns are the primary linguistic technique employed to convey objective information about the destination. Keyword analysis revealed that the most frequently occurring nouns pertain to “healthcare” elements, thereby establishing the register of health tourism.

In the generated wordlist of nouns, the first term identified is “treatment,” which is fitting given that the “Karpaty” sanatorium and “Solva” resort primarily focus on medical care and health improvement. As a facility dedicated to enhancing or maintaining good health, “treatment” emerges as a key noun throughout the website. Its frequent repetition fosters a positive impression among readers.

The term “treatment” is commonly paired with various phrases that suggest comprehensive health solutions available at the sanatoriums, such as “effective treatment,” “full-value treatment,” “complex treatment,” “adequate treatment,” and “hospital treatment.” These collocations convey the message that visitors can expect thorough and varied health interventions. Additionally, the term appears in phrases like “diagnostics and treatment” and “prevention and treatment,” highlighting the availability of diagnostic services and preventive measures in addition to treatment itself. This indicates that the establishment offers a holistic approach to health, addressing both immediate and long-term health needs.

The phrase “rest and treatment” is also significant, as it succinctly encapsulates the core services provided by the sanatoriums. Furthermore, the websites detail specific methods of treatment, including “surgical treatment,” “non-surgical treatment,” and “non-invasive machine treatment.” These examples reflect the range of treatment options available, with the latter two representing alternatives to traditional medical procedures.

The textual corpus includes a significant number of the top frequent nouns related to healthcare, beyond the previously mentioned term “treatment.” By using such items as “diseases”, “disease”, “indications”, “system”, “category”, “blood”, “skin”, “body”, “years”, “properties”, “experience”, “effect”, “method”, “pain”, “center”, “therapy”, “hemorrhoids”, “organs”, “procedure”, the authors advertise the health facilities to the readers. The term “disease” and its plural form “diseases,” serve to identify the health problems addressed by the resort complex. Whenever this term is mentioned, it is typically accompanied by information about the solutions provided for these health issues. This allows readers to understand how specific diseases are treated, stabilized, or reduced at the establishment.

The term “wellness” appears in the corpus and holds significant weight due to its contemporary popularity. It has largely replaced other terms and plays a crucial role in shaping the image of the resorts. The word “wellness” evokes a sense of overall well-being and carries an allure that can attract potential customers through its association with health and vitality.

The term “experience” is primarily used as a noun to convey the duration of expertise that doctors have accumulated in their field. This information is particularly influential for prospective patients. For instance, phrases like “35 years of experience” and “experience of 30 years” emphasize the extensive

background and credibility of the medical professionals, which can reassure and attract clients.

In the text of “Karpaty” resort, the proper names “Karpaty” and “Truskavets” are frequently mentioned, with “Karpaty” referring to the sanatorium itself and “Truskavets” indicating the location of the health resort. “Karpaty” is the Ukrainian name for the Carpathian Mountains, and the institution is named after this entire mountain range. This name evokes positive associations with the pristine natural environment characteristic of the region, and it is often reiterated throughout the promotional text to reinforce these feelings. The websites emphasize the resorts’ locations by incorporating general geographical terms such as “rivers,” “lakes,” “mountains,” and “meadows.” These terms highlight the natural beauty of the areas, portraying them as places where nature is a central attraction. By describing the landscape with these topographical elements, the websites aim to evoke specific sensations and appeal to tourists’ appreciation of untouched nature. The portrayal of destinations as ideal places underscores the significance of experiencing treatment in a pristine natural setting.

The most frequent nouns also pertain to the description of the establishments and their indoor features. The terms “resort,” “sanatorium,” and “hotel” are predominantly used to characterize the places as secure and appealing destinations for travelers. The terms “resort” and “hotel” are frequently paired, often appearing in phrases such as “hotel and resort complex” or as a compound noun, “hotel-resort.” These phrases serve as synonyms for “sanatorium” in this corpus and are used interchangeably. Regardless of the terminology employed, the descriptions consistently emphasize that the establishments are unique, attractive, and offer top-notch services. Some of these phrases are crafted as marketing taglines to set the brands apart from their competitors.

The frequently used word “place” also refers to the resorts themselves, specifying the areas where various services are provided or detailing how certain procedures are carried out. The words “room,” “rooms,” “area,” “bar,” “bed,” “hall,” “pool,” “bath,” “gym,” “TV,” and “amenities” are frequent terms to describe the interior of the sanatoriums. The word “room” and its plural form “rooms” usually occur with influential promotional adjectives such as “renovated,” “comfortable,” and “luxury” to emphasize the resorts’ superior quality and are used to convey practical information to the tourists. These terms are also used to identify the medical spaces inside the complexes.

The luxurious images crafted for the resorts appeal to travelers seeking either health improvements or a tranquil retreat in a serene, healthful environment. The text corpus frequently features the word “service,” emphasizing the various benefits and experiences available at the resorts. Examples include: “service of riding,” “conference service,” “room service,” and “buffet service.” The term enables marketers to emphasize the benefits and experiences that can be obtained during a stay at these resorts.

The term “accommodation” is also prevalent, as it naturally appears in tourism-related materials when listing the services offered by the resorts. Additionally, the word “day” is frequently used to highlight services provided on a daily basis, with examples such as: “water is brought 3 times a day,” “stay includes three meals a day,” and “towels are changed every day.”

The recurrent use of the word “price” is crucial for drawing attention to the offers and costs associated with the stay. Moreover, the term “price” is found in the first sentence of the textual corpus of the “Karpaty” website to point out the correspondence between the cost factor and service satisfaction.

As for the nouns “guests” and “children,” they are repeated throughout the texts to refer to those who will visit these health resorts. By using these nouns, the author shares the beneficial experiences these people may have during their stay in the resort complexes. In some instances, the word “guests” is paired with the adjective “little,” referring specifically to children. A significant amount of information is provided for potential visitors with children, detailing the benefits and activities available for kids at the resorts.

The word “charge” appears in the phrase “free of charge.” This collocation highlights essential offerings that travelers should not miss to ensure an exciting and unique experience. By emphasizing services available “free of charge,” the texts create an impression of a friendly, generous relationship between the resorts and their guests.

The word “water” appears many times in the text corpus, reflecting the central role of natural mineral waters in the sanatoriums' health and wellness treatments. The “Karpaty” resort is renowned for its pump room of healing mineral water, and this prominence is evident in the text. Additionally, the corpus features the word “spa”, underscoring the resorts' high-quality spa services. The term “spa” frequently collocates with “center”. This explicit emphasis on spa facilities effectively highlights the resorts' superior offerings and significantly enhances their promotional appeal.

The text of the “Karpaty” resort also highlights the frequent use of the word “Grazhda,” which appears 14 times on its website. This term is integral to constructing the “Karpaty” brand by showcasing local culture and cuisine. “Grazhda” refers to a traditional Hutsul mansion, resembling a small fortress, and evokes the historical essence of the region. By incorporating the term “Grazhda,” the authors emphasize the authentic and unique aspects of the local culture. This local term draws tourists' attention to distinctive and essential features of their visit, encouraging them to experience the unique cultural heritage and discover new sensations.

The corpus also reveals a high frequency of the word “products,” appearing 16 times, which supports the brand image of “Karpaty” with an emphasis on eco-friendliness. The website extensively features information about the resort's eco-farm, which produces ecologically clean products. This focus on sustainable and organic offerings highlights the resort's commitment to environmental responsibility and enhances its appeal to eco-conscious travelers.

2. Verbs. A significant number of verbs are employed in the corpus, each referring to actions commonly associated with the tourism experience. These verbs describe activities that visitors are likely to engage in upon arriving at the destinations. The predominant use of the present tense throughout the texts reinforces the immediacy and authenticity of these experiences.

The authors utilize everyday verbs to ensure the messages are clear and aligned with customers' needs and expectations. According to the frequency analysis of verbs, the authors employ a diverse range of verbs and avoid excessive repetition. Notably, the verb “to have” (including both “has” and “have”) appears many times in the corpus. This verb is primarily used to describe the healthcare procedures offered by the resorts and to highlight the qualities of products and benefits of services. This technique builds anticipation and stimulates readers' desire to experience the services available.

The verb “include” frequently collocates with the words “price” and “cost,” providing information about the services covered by a certain payment. This usage highlights the value and appeal of the services offered, making them appear worthwhile at the indicated price.

The corpus features the auxiliary verb “can”. This modal verb conveys the idea of possibility, indicating various opportunities available to the tourists. When “can” is used, the subject is consistently “you,” “the patient,” or “the guests,” referring to the tourists. This usage underscores the range of health-improving and exciting activities that visitors can choose from during their stay.

The verb “book” frequently appears in the collocational pattern “Book now,” primarily expressed in the imperative form. This usage directs and motivates readers to take immediate action, encouraging them to purchase the offered services and engage in the exciting experiences available. The imperative form is strategically placed alongside descriptions of the destinations, emphasizing their enjoyment and relaxation features.

In some instances, the authors employ imperatives to actively engage readers, provide clear instructions, and invite them to participate in various activities. This technique is pivotal for persuasion, as it prompts potential customers to take immediate action. Additionally, the use of imperatives reflects the authors' confidence in the claim of offering an exceptional stay, reinforcing the appeal of the destinations and encouraging prompt bookings.

The most frequent verbs—“used,” “performed,” “reduces,” “carried,” “improves,” and “contributes”—are integral to the health tourism register. They effectively convey details about the health-oriented services available to clients upon their arrival at the destinations.

The use of “will” suggests both possibility and certainty, creating the impression of a promise. This

verb helps evoke expectations in readers, who consider the potential outcomes and assurances that may fulfill their needs. In the descriptions of the rooms for couples, the writers employ the auxiliary modal verb “should” to offer recommendations. Although its usage is infrequent in the texts, it holds significant power in fostering a friendly relationship with the audience.

The verb “offer” frequently collocates with various activities and experiences available at the resorts, emphasizing the uniqueness and authenticity of the places. This verb is used to describe the distinctive characteristics of the resorts, inviting potential tourists to explore what they have to offer. By presenting unique and authentic experiences, the verb “offer” effectively attracts visitors to the services.

The websites emphasize the importance of the resorts' locations by using verbs like “situated” and “located.” These terms are also employed to describe the resort’s indoor facilities. By engaging readers with these descriptive terms, the websites effectively stimulate a desire to explore the place.

It is important to note that the verb “get” plays a crucial role in motivating readers to take action. The term is consistently followed by appealing information about the opportunities and activities that guests can experience and enjoy if they book accommodations at these resorts.

By using positive verbs such as “enjoy” and “relax,” the creators aim to associate the services with a pleasant and trouble-free experience. The positivity of these imperatives further influences the readers' attitudes, making it a powerful technique to engage potential customers and encourage them to book the services.

The texts feature a prolific use of verbs designed to evoke positive emotions in readers. These emotionally charged words are strategically employed to elicit a psychological response by engaging the readers' imagination. Words such as “favour,” “enjoy,” “stimulate,” “rejuvenate,” and “charm” are powerful and persuasive, as emotion often outweighs reason in decision-making. These verbs capture the audience’s attention and spark curiosity about the destinations. As a result, the authors aim to evoke emotions to enhance the websites' marketing effectiveness.

3. Personal pronouns and possessive adjectives. The study reveals a nearly symmetrical interaction between the readers and the authors of the sites. Personal pronouns and possessive adjectives are strategically used to foster interactivity and create a sense of interpersonal closeness in the texts.

On the websites, readers are directly addressed using the pronoun “you” and the possessive adjective “your.” The frequent use of “you” places the focus on the individual reader, actively engaging and persuading them to take advantage of the experiences described. This direct address fosters interactivity and creates a sense of hospitality, making tourists feel as though the messages are personalized for them. This technique creates a friendly atmosphere and alleviates anxiety by making the reader feel singled out and valued. The use of the possessive adjective “your” serves a similar purpose, reinforcing the sense of personal connection and attentiveness.

In the verbal corpus of the websites, the sender is not explicitly stated but is implied. The pronoun “we” is used to extend the authors’ identities to include the resorts’ staff, emphasizing their hospitality. This inclusive pronoun helps create a sense of collective responsibility and warmth.

The possessive adjective “our” is the most frequently used possessive adjective in the texts. It typically collocates with terms like “own eco-farm,” “pump-room of healing mineral waters,” “cultural program,” “entertaining programs,” and “doctors.” By using “our,” the texts highlight the uniqueness and high quality of the services and activities offered at the resorts, distinguishing them from others. The adjective helps to emphasize the resorts' distinct features and personal connection.

The possessive adjective “our” is also used in the texts to underscore the authors’ close, warm, and friendly relationship with the travelers. This usage fosters a sense of belonging and personal connection.

When readers are not directly addressed using the pronoun “you,” they are targeted through nouns such as “traveler,” “patients,” “people,” “visitors,” and “little visitors.” In these cases, the possessive adjective “their” functions similarly to “your,” creating a sense of connection and relevance.

4. *Adjectives and adverbs.* From the main web pages of the sites, readers encounter a specific evaluative language that communicates only positive sensations about the area where the resorts are

situated and the amenities they offer. The adjectives are used in their plain, comparative, and superlative forms, enhancing the nouns. They add beauty and distinction to the texts, making them persuasive and convincing. These adjectives create perfect images of the destinations for those seeking to improve their health. They highlight qualities and values that trigger readers' fantasies, dreams, and desires. This approach frames the resorts as unique and beneficial places to stay.

As the word frequency list shows, among the most frequent adjectives are "mini" and "own." These terms are used to frame the "Karpaty" sanatorium as a unique and beneficial place to stay. They evoke a tourist's desire to visit, positioning the "Karpaty" resort as distinct from its competitors. Although "mini" typically denotes something small or reduced in size compared to others of its kind, in the context of the "Karpaty" resort website, phrases featuring this adjective suggest that small details create comfortable and ideal conditions for a perfect stay. The adjective "own" frequently appears in the corpus, emphasizing the exclusivity of the places. It collocates with the phrase "products of our own eco-farm," highlighting the "Karpaty" resort's extensive facilities and comprehensive healthcare services. This usage suggests that the resort is dedicated to promoting recovery and health improvement by serving ecologically clean products to its clients.

The analysis revealed a high prevalence of adjectives related to healthcare. The "Karpaty" and "Solva" resorts explicitly promote their healthcare images by detailing the therapies they offer. In this context, adjectives such as "chronic," "inflammatory," "functional," "nervous," "gastric," "internal," "intestinal," "acute," "musculoskeletal," and "spinal" effectively convey information about the diseases treated at the establishments. On the other hand, there are adjectives such as "mineral", "medical", "therapeutic", "diagnostic", "basic", "healing", "latex", "surgical", "active", "professional", etc. that are used to present and describe the healthcare services available in the resorts.

In the corpus, the frequent use of evaluative adjectives such as "comfortable," "unique," and "modern" highlights the resorts' characteristics. These positive adjectives are commonly used to arouse tourists' desire to visit the places. They are the most prominent evaluation terms, undoubtedly describing the qualities that travelers associate with luxury hotels.

The frequent terms "superior," "extra," "living," and "total" are found in the text sections describing the resorts' accommodations, emphasizing their comfort. The frequent adjective "free" is a powerful linguistic tool that can trigger a desire to try services without cost.

The collocate analysis of the frequent adjective "Carpathian" indicates that the word is primarily used to inform the readers about the resorts' surrounding geographical features, which enhance the tourists' desire to visit the destinations.

The frequent use of the indefinite adjective "every" serves multiple functions within the texts. Primarily, the writers utilize this term to convey the positive and health-enhancing experiences that each customer may enjoy during their stay at the resorts. In this context, the word signifies that each client is catered to according to their individual needs, emphasizing personalized attention and care.

The adjective "real" is employed to create the impression of an authentic destination and to persuade readers that the information provided about the resorts is truthful. By using this word, the authors emphasize that the experiences offered at the resort are exactly as described, reinforcing the notion that what is promised aligns with reality.

The superlative "highest" is consistently used in the phrase "of the highest category" to describe the qualifications of the doctors at the "Karpaty" resort. This professional level is prestigious and positively influences patients' attitudes toward doctors. Holding such a high position on the career ladder attracts the attention of travelers seeking treatment.

The frequent adverb of time "now" helps convey that the services are currently available. This adverb collocates many times with the phrase "BOOK NOW!" which urges the readers to act immediately and without delay. Additionally, by using the adverb "always," the authors inform travelers about the consistently perfect service available at any time and on every occasion.

4. CONCLUSIONS

The analysis aimed to explore how the websites are linguistically crafted at the lexical level to persuade their readers. The study revealed that the selected verbal corpus employs a wide range of persuasion techniques. The language used on the websites is highly persuasive due to its promotional function. The “Karpaty” and “Solva” resorts websites serve as effective communication tools, where marketing experts utilize various linguistic strategies to capture potential tourists' interest. These strategies are designed to assist users in making decisions and shaping their behavior.

The analysis demonstrates that incorporating persuasive verbal elements into the websites' design favorably influences viewers' attitudes and feelings. The corpus showcases positive vocabulary aimed at conveying beauty, attractiveness, and well-being. These verbal representations are crucial for constructing ideal images of the resorts, emphasizing both their uniqueness and authenticity.

The verbal resources examined in this paper—including nouns, verbs, personal pronouns, adjectives, and adverbs—serve as persuasive tools to influence potential tourists. These elements are carefully chosen to create an appealing and convincing text. Additionally, the verbal messages foster a dialogic and friendly relationship between the authors and readers, effectively persuading tourists to visit the destinations. Thus, the marketers meticulously craft these messages to engage the target audiences and guide them toward purchasing services, which is the primary objective of the websites.

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У конкурентній сфері туристичного маркетингу, вербальні стратегії відіграють ключову роль у просуванні продуктів і послуг, особливо в таких спеціалізованих напрямках, як оздоровчий туризм. Для того, щоб ефективно залучати та переконувати потенційних туристів, маркетологи використовують певні мовні прийоми, які формують позитивні враження, спрямовують сприйняття та врешті-решт впливають на процеси прийняття рішень. Вибір вербального контенту в таких контекстах є надзвичайно важливим, оскільки він безпосередньо впливає на переконливість рекламних матеріалів. Хоча туристичний маркетинг має певні подібності з ширшими практиками цифрового маркетингу, він також виявляє специфічні риси, адаптовані до унікальних вимог просування туристичних послуг. Ця стаття пропонує детальний аналіз вербальних стратегій, що використовуються на відомих в Україні сайтах медичного туризму, зосереджуючись зокрема на санаторіях "Карпати" та "Сольва". Аналізуючи мовні особливості, застосовані для просування медичних туристичних послуг, дослідження висвітлює, як стратегічно використовується мова для залучення та переконання потенційних клієнтів. Аналіз поглиблюється у вивчення того, як певні мовні елементи використовуються як інструменти впливу для заохочення взаємодіяти з сайтами та приймати рішення про покупку. Результати цього дослідження надають конкретні приклади з сайтів санаторіїв, демонструючи практичне застосування різних вербальних стратегій у реальному контексті. Висновки показують, як переконлива мова, спеціально адаптована для медичного туризму, може значно підвищити привабливість послуг і призвести до збільшення споживчої зацікавленості. Пропонуючи нові знання щодо риторики маркетингу медичного туризму, ця стаття сприяє глибшому розумінню того, як вербальний контент можна розробити для оптимізації переконливості на висококонкурентному ринку. Новизна цього дослідження полягає у зосередженні на перетині мови та медичного туризму, що є галуззю, яка раніше отримувала обмежену увагу в попередніх дослідженнях.

Ключові слова: туристичний дискурс, просування туристичного продукту, туристичний маркетинг, переконливий вербальний дискурс, елементи маркетингу, лінгвістичні компоненти.