Università
Ca'Foscari
Venezia

Ca' Foscari
Dorsoduro 3246
30123 Venezia

Sviluppo interculturale dei sistemi turistici

Tesi di Laurea

The Language of Tourism in the promotion of country villages: two case studies from Italy (Borghetto) and England (Bibury)

Relatore
Prof.ssa Daniela Cesiri

Laureanda
Serena Cristofori
Matricola 844930

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INTRODUCTION

The topic of tourism can be analysed from many points of view because it includes many fields: economic, environmental and social among many others. It is true that in the last few years tourism has increased its force carrying both positive and negative effects. This paper seeks to focus on places that are turned and managed as tourism destinations. In order to manage a destination it is important to follow some steps and marketing can support this difficult goal. Operators promoting inside a destination should collaborate and implement specific marketing actions in order to govern the territory. One of the main important tasks of marketing is, indeed, promotion. Communicating the tourist product to the target is becoming more and more important in order to sell the destination to a wider audience.- Promotional texts for destinations cannot be created by accident, but they follow a specific and specialized language that can be summarized in a wider concept that is - 'the language of tourism'. This paper analyses in particular the promotion in the field of village tourism taking two case studies as examples in order to understand how the language can be functional for destinations.

The paper is structured into five chapters. The first part provides an overview about the phenomenon of tourism such as definitions, developments, impacts on society etcetera. Tourist places are becoming products to sell on the market so, over the years, it has been stressed the necessity to create a different tourism: more structured and sustainable. Some key concepts such as destination marketing, experiential marketing and promotion were introduced as important driving aspects for the survival of a destination.

The second part is about the language of tourism as the language for promotional texts. Following the most important linguists was possible to discover the main features of the LoT. Every promotional communication follows specific verbal, visual and multimodal techniques according to the chosen channel. There are many promotional text types that invade the tourism market.

The third chapter focuses on the 'village tourism', as a niche tourism. After a presentation about the characteristics of villages as destinations and the increasing

interest of the new tourist for them two case studies were taken as examples. Borghetto, a village in Verona Province in the North Italy and Bibury, a village in England in the Cotswold region.

The fourth part is a detailed analysis of the promotional texts and images of the two case studies. The analyses focused on the verbal, visual and multimodal techniques taken from catalogues, guides and the web. Particular attention is given to websites that are becoming more and more important in order to promote a destination at national and international level.

The fifth chapter summarizes the entire work trying to find strengths and weaknesses about the village tourism and its promotion. It was important to contextualize the tourist regulation of Borghetto and Bibury in order to understand how the destinations are managed. The rules that 'govern' the promotion of these two villages are an essential aspect is order to judge the entire promotion both in brochures, catalogues, guide as on the web. The type of communication on the web is a mirror of the destination management and for this reason the conclusions are closely related to on-line promotion.

CHAPTER 1

Basics notions in tourism: new tourists in new destinations

1.1 Definitions: territory, place, environment

Before talking about tourism it is necessary to start with some basic definitions such as environment, place and territory. The environment is an ecological system where species are included and allows them to survive. The place is a limited space and expresses the strong relationship between population and everyday environment. The territory reproduces economic and collective aspect within a wider space and represents the relationship between environment and a community with an economic, social and cultural structure. The territory is made of three elements:

- natural aspect,
- socio-economic structure,
- combination of significances

Human beings shape environment according to their needs, so as they use it creating a territory. Territory is a complex system composed from natural (vegetation, climate, hydrography etcetera) and anthropic elements (population, infrastructures etcetera) that are strictly connected to each other. Are all the territories the same? Does a hierarchy really exist?

1.1.1 Territory enhancement

The territory is a complex set of art, culture, tradition that express themselves through artistic and cultural heritage, local products and wine and food tradition. (Turco 1988:3). Each territory has different values and in a tourist point of view the attention will be focused on cultural, natural, historic heritage sites. But what does heritage mean? Heritage is the set of traditions, achievements, beliefs that are part of the history of a group or a nation. In these last few years many countries has taken on to create laws in order to safeguard the heritage sites. "Il patrimonio culturale e' costituito dai beni culturali e dai beni paesaggistici"(cfr. Codice dei

beni culturali e del paesaggio). In Italy there is a code for cultural and landscape goods in effect on 2004 that promotes an integrated development of the territory source. "La tutela e la valorizzazione del patrimonio culturale concorrono a preservare la memoria della comunità nazionale e del suo territorio e a promuovere lo sviluppo della cultura."[1] Involving local communities makes them more aware of the importance of cultural heritage, indeed citizens can identify themselves and recognize it as their own. Therefore they are encouraged to cooperate in order to preserve it. There is also an international agency UNESCO (United Nations Educational, Scientific and Cultural Organization) founded in 1946 whose aim is to promote international collaboration through education, science, and culture in order to further universal respect for justice, the rule of law, and human rights. UNESCO pursues its objectives through five major programs: education, natural sciences, social and human sciences, culture, communication and information. Italy has the major number of cultural sites Unesco in the world (47), that is places that for their uniqueness are examples of excellence of our country in the international panorama. With the law 77 in 2006 intervention on UNESCO sites have priorities. The management of UNESCO Italian sites depends on many subjects who are responsible for safeguarding, preserving and developing activities (UNESCO website).

1.2 The development of tourism

Tourists are defined as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes"(World Tourism Organization,1995). Modern tourism is an increasingly intensive, commercially organized, business-oriented set of activities whose roots can be found in the industrial and post-industrial West. The aristocratic *Grand Tour* of cultural sites in France, Germany, and especially Italy had its roots in the 16th century. By the early 19th century, European journeys for health, leisure and culture became common practice among the middle classes and

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[1] Articolo 1 and 2 Codice dei beni culturali e del paesaggio, ai sensi dell'articolo 10 della legge 6 luglio 2002, n. 137

paths to the acquisition of cultural capital were smoothed by guidebooks, development of art, souvenir markets, carefully calibrated transport and accommodation systems (Lozato-Giotart, 2008:2). Tourism is an increasing phenomenon thanks to many factors:

- possibility to go on holiday for the majority of the population (Europe, North America, Asia and Oceania)
- increasing of free time allows many people to travel for shorter periods (weekend)
- technological progresses in transportation and communication
- development of accommodation facilities
- improvement of health and security conditions (*ibid*)

1.2.1 The impacts in territories

Tourism can be a cruel enemy and for this reason territories have to be safeguarded from negative impacts. It is a cross phenomenon that includes economy, environment and society. Tourism has many advantages such as an increase in employment rate, development of local economy, intercultural dialogue between local population and visitors, environmental awareness, development of rural and marginal areas etcetera. As a consequence of the mass tourism in last decades some negative effects have also emerged (Cencini 1999:30):

1. economic point of view: leakages, earning in the hands of the few rich people, rise of prices for local population, risk of mono-cultural economy, seasonal work, income instability (*ibid*)

2. environment point of view: pollution, erosion, flora and fauna damages, deforestation, drop of biodiversity, more built areas (*ibid*)

3. social point of view: the encounter between tourists and local communities can cause a loss of local culture and identity, standardisation of local traditions, rise of social conflicts. Tourism inserts itself in the couple territory-environment: more and more tourist activities produce territorialisation converting the

natural environment in a man-made one. A tourist development that destroys cultures, local communities, ecosystems is a „rob" tourism[2] (*ibid*).

1.3 Towards a different tourism: the concept of sustainability

The concept of sustainability was introduced in 1972 during the Stockholm Conference the necessity to insert ecological goals within any economic system. Earth could not sustain such an exponential demand of natural resources, as they were limited. During the 1980s it was underlined the gap between developed countries and underdeveloped countries. Big dilemma: safeguard the environment or promote the develop? The UN proposed a new solution: Sustainable Development. Safeguarding the environment is the precondition for the development (Cencini, 1999:34). It is important to distinguish between growth and development:

- Growth consists in a dimensional increase of an organism or a structure caused by accumulation of new materials.
- Development presupposes the expansion and realisation of individuals' potentialities in order to achieve a bigger and better situation. Development does not imply a growth, always entails a qualitative improvement and absorbs the concept of human development.

The theory of sustainable tourism occurred in two stages:

1° stage: 1984-1987

UN established WCED (World Commission on Environment and Development) in order to analyse main actual problems and express a proposal for new political orientations. In 1987 with "Brundtland Report" was found a shared definition of *sustainable development in tourism field* as a process that "meet the needs of the present without compromising the ability of future generations to meet their own needs"(WCED). Giving a single and precise definition of sustainable development is impossible, but during the years a shared interpretation combines a set of several goals (Cencini, 1999:37):

- *ecosystem integrity.* Safeguarding the biological diversity

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[2] A tourism that deprives the territory of his beauty

- *economic efficiency.* More use of renewable resources
- *social equity.* Between nowadays communities and for the future generations (*ibid*)

2° stage: 1989-1992

UN called UNCED (United Nations Conference on Environment and Development in order to launch the policy of sustainable tourism (Romei,1999:3). In 1992 the Rio Conference took place: an important meeting on environment and development. The United Nations had the goals to establish a new and equitable global partnership through the creation of new levels of cooperation among States and to work towards international agreements which respect the interests of all and protect the integrity of the global environmental and developmental system. 183 countries took part in the conference and the concept of sustainability of Brundtland report was shared by the entire world. The Earth Summit resulted in two main documents:

- 'Agenda 21' is a document with a problems overview and a list of activities to solve them within XXI century. "Agenda 21 is a comprehensive plan of action to be taken globally, nationally and locally by organizations of the United Nations System, Governments, and Major Groups in every area in which human impacts on the environment" (http://w/sustdev/documents/agenda21/index.htm).
- 'Rio declaration' consisted of 27 principles intended to guide future sustainable development around the world following environmental, economic and social principles (*ibid*).

In 1995 the WTO (World Tourism Organisation) held the first world conference on sustainable tourism that was the first document that established rules and principles of it. The tourist phenomenon is becoming global and important in an economic point of view, but at the same time it has a bivalent features with direct and indirect impacts on economy, society and environment. *"Lo sviluppo turistico si deve basare sui criteri della sostenibilità, cioè deve essere ecologicamente sopportabile a lungo termine, conveniente economicamente, eticamente e socialmente equo per le comunità locali"* (Carta di Lanzarote, 1995,I principle). In 1996 World Travel and Tourism Council (WTTC) and the International Hotel and Restaurant Association with Earth Council launched the programme Agenda

21 for Travel & Tourism Industry: towards environmentally sustainable development. Tourist activity should act in the interests of natural and cultural resources since they represent the core of the tourist attraction. In 1997 Berlin housed the international conference on "Biodiversity and Tourism" where it was recommended to tourist companies to implement actions for sustainable development. In 2001 it is held the international conference for sustainable tourism where was approved "*Carta di Rimini*". The document is turned to Mediterranean tourist destinations that had serious environmental and social consequences. With this charter countries should have more responsibility in the implementation of tourist strategies following specific goals.

In 2002 Johannesburg housed the III World Conference on sustainable tourism where JPOI (Actualization Plan) and Political Declaration were approved (Romei, 2009:10). The main focus were local communities for underdeveloped countries. It was necessary to promote sustainable tourism in order to improve the social conditions of rural communities.

The principles of sustainable tourism were developed also in European limit. During 1990s the European Commission started to consider tourism a driver for economic and social development. In 2003 the European Community published the communication on Basic Orientation for the Sustainability of European Tourism where it was underlined the importance of sustainability in Europe highlighting the consequences on the competitiveness of tourist companies and on employment (ibidem).

But the most important step was the approval of the European Sustainable Development Strategy (SDS). European Union identified three main goals for the tourist sustainable development:

  - economic prosperity: tourism provide more competition between tourist companies
  - social equity: tourism as an essential factor for local development
  - cultural and environmental protection: try to reduce pollution and resources consumption caused by tourism (Romei, 2009:16).

Sustainable tourism cannot be considered as a niche tourism, but as a tourism that should try to conciliate competitiveness and sustainability. Both aspects are linked

together: competitiveness in tourism field depends on social and environmental sustainability.

What is important to bear in mind is that tourism is a dynamic activity, global and local, sustainable and competitive at the same time and for being sustainable it is important to consider the economy, the environment and the society of a specific destination. Being sustainable in the scenario of the globalisation means to „think global, but act local" as Geddes claimed in 2002. *Glocalisation* is a new economic-social concept that shows the situation for economic activities. Every company should work between a global world and another part linked to local identities. Conformed consumptions in the global vision had many positive aspects such as commercialization of a single product, integration in international markets and more competitiveness world-wide.

But on the other hand globalisation has developed the will to affirm as individuals. Tourists want to find their identities while travelling, usually far from mass tourism and package tour. It is important to make tourism with a global vision, but paying attention to local peculiarities.

1.4 When does a place become a destination?

As Franch (2010:24) claimed "*un luogo diviene una destinazione quando il mercato ne acquisisce consapevolezza e quando questa consapevolezza si traduce in domanda effettiva*" -The destination has not a univocal meaning-, as it depends from the actors inside it: TO, tourists, local community. From the offer point of view a destination is according Ejarque "-*un insieme di risorse che hanno la capacità di attrazione sufficiente a indurre un viaggiatore a compiere gli sforzi necessari per raggiungerla, con l'aggiunta di servizi necessari per il suo soggiorno*"- (2003:7) . A place becomes a destination if it starts a set of structural, organisational and management processes that allow to develop a correct appealing capacity and to create several services for tourists. For this reason these new destinations are more competitive between them. These places should turn into tourist products creating a competitive destination marketing in order to appeal the visitors.

1.4.1 Destination Marketing

Destination Marketing is a set of activities that should allow to a destination to emerge as a *unicum* that is able to meet tourist demand' s needs. Coordination is a key aspect in order to manage a destination (Franch 2010:223). The relationship between private actors and public tourist authorities should close in a *metamanagement* action (ibidem). It is necessary to interact with the market from a communicative, commercial and product point of view. DM creates a link between a destination and a target market. The main activities of DM are:

• managing activities to spread the destination image

• facilitating the destination commercialization

• improving the attractiveness of the destination according to the tourists' needs

In order to be competitive a destination needs to represent a distinctive sign associated to the territory. The tourist product should have a strong image to present itself in the market. It is important to promote with a unique interpretation − brand − the destination to final tourists (ibidem). The final consumer looks for complex products, within an integrated offer, far from traditional offer with a unique attractor (mountain, sea, city). It is necessary to find strategic solutions and actions in order to identify the main products and the targets in a destination. Creating a tailor-made promotion to reinforce the brand and identify the main actors is an essential step to manage a destination.

1.4.2   A new tourist: the value of experience

Tourist is understood as a consumer, somebody who consumes the product "-destination -". It is important to underline the new profile of the modern consumer. Someone who is more autonomous, expert, discerning and selective, someone who can choose between many identities (Fabris 2003:25). Companies establish a dialectic relationship with the consumer in order to have a continuous information exchange. Nowadays the relationship company-consumer is bilateral: internet, supply channels allow to collect information about consumers and to satisfy their needs (Anderson and Kerr 2002: 2). In the tourism field only the tourist can give value to a destination, indeed *"il turista svolge un ruolo*

essenziale nella composizione del prodotto turistico offerto dalla destinazione" (Martini, 2010:24). Therefore there is a sort of co-production between operators and tourists that work together in order to create a tourist product. But what do tourists really look for in a destination? Nowadays *"il consumo segue la logica dei desideri e non del bisogno, dell'impulso e non della necessità, dell'estetica e non dell'etica, del gioco e non della razionalità"* (Fabris 2003:48). Consumptions are induced from the ability to create emotions, to effect experience, to awaken sensations thought the product. A product that has lost its usefulness in order to become a social sign, a way to affirm individual identities. Consumer acquires a central role, because he does not want a conformed product, but something that can satisfy him as a cultural individual. In the same way according to Pine and Gilmore increasing competition in the market means that "good and services are no longer enough"(1999) and that producers must differentiate their products by transforming them into *experiences*. Indeed according to Cova and Carù „today consumers seek experience immersion into thematic settings rather than merely to encounter finished product" (2007:3). Offering an experience means to immerse the consumers within the product by engaging as many other human senses as possible. Far from a permanent and static offer, operators should take a new road: experiential marketing. The goal of experiential marketing is to create a memorable and emotional connection between the consumer and the brand so that it can generate customer loyalty and influence purchase decision.

1.5 Communication: promoting a destination

Promotion is one of the four Ps of marketing. Advertisement gives significance to the things, that is trying to sell emotions, sensations and experiences that consumers look for. Moreover promotion allows to a destination to differentiate to the others and build its own identity. Ads allows to position a destination in the tourist mind (Franch 2010:198). The main goals of every kind of promotion are to inform the consumer about the product and try to convince him/her to buy (or visit) it insisting on the qualities and benefits. It is important to encourage the repetition of the buy trying to reinforce the idea that the purchase was the best choice ever. How advertisement can be effective? Normally the E. Lewis'

(1909:710) scheme - AIDA - is used to answer this question. There are four steps for a successful message:

- *Attention*: Creating a captivating image that can grab the reader's attention.
- *Interest*: Keep the attention is the second step. Ads should give information and persuade the consumer about the quality and the efficiency of the product.
- *Desire*: stimulate the desire to buy, communicating the uniqueness of the product.
- *Action:* push the consumer to buy the product.

Creating and spreading a promotional message is not easy and it is important to bear in mind the main goal in this advertisement. What kind of message should, then, be conveyed? The message should convey the main tourist attractions, grab the attention, use different language techniques, put some pictures in order to persuade the visitors. Fabris (2003:204) talks about *infotainment* (information+entertainment) that summarizes the new feature of advertisement. Another aspect is the audience, so the communication is for which kind of visitor? It is totally different to persuade people according to gender, age, cultural, social, political, economic, geographical differences. It is important to have clear the target of my destination and after that it is possible to set up a correct message. After this it is necessary to prepare a visual text that is efficient for the destination. The elements should be coherent in the created communication for a specific target. The message, then, must include this proposition concentrating on a place's advantage, turning it into an exclusive and desirable destination. This kind of message is created artificially and is often emotionally loaded because it must appeal to personal reasons and expectations of the clients who will choose the destination. In order to spread the message it is important to choose the right diffusion channel. These are so many, namely we could list magazines, TV, radio, cinema, newspapers, posters etcetera. Often is the means the message itself (McLuhan, 1967): so choosing the correct channel according to the target is essential.

CHAPTER 2

Language of Tourism in promotional texts

2.1 LOT: Language of Tourism

Language is a " highly organized and encoded system which employs many devices to express, indicate, exchange messages and information, represent and so forth" (Garner and Hancock 2014:465). Tourism, in the act of promotion, as well as in the accounts of its practitioners and clients, has a discourse of its own. There is a specific language for tourism in order to communicate the destination to tourists. In this field language is intended as a "- specialized discourse- ". Discourse is generally used to designate the forms of representation, codes, conventions and habits of language that produce specific fields of culturally and historically located meanings. But specialized discourse does not mean a different subordinated language, but as Gotti claims "an actual language enclosing a mixture of combined more or less specific features coexisting in a quantitatively different degrees as compared to general language […] Specialized discourse possesses all the lexical, phonetic, morphosyntactic and textual resources of general language" (2003:19); it exploits colloquial language, idiomatic expressions, jokes, every day speech language.

The field of tourism is influenced by other disciplines and its language shows peculiar lexical, syntactic and textual features. However according to Calvi, the LoT is "*un linguaggio dalla fisionomia sfuggente*" (2005:33) because does not have a well-defined content indeed it encompasses different communicative functions.

Through pictures, brochures and other genres, the language of tourism attempts to seduce millions of people into becoming tourists and subsequently to control their attitudes and behaviour. Tourists, in turn, contribute further to this language through the communication of their experiences. This kind of discourse indicates a process of domination according to the tourist context in which it is used: in this sense this language is *value-committed* (whereas general language is considered ideologically neutral).

It is *rhetoric,* so it implies power of the speaker over the addressee, art of persuasive or impressive speaking or writing and *narrative* so the author is a sort of story-teller, relating of an account to an audience (Dann 1996).

However, according to Dann, four major theoretical approaches are generally used by scholars to understand the LoT and tourism itself as a social phenomenon:

a. the authenticity perspective

b. the strangerhood perspective

c. the play perspective

d. the conflict perspective

a. The authenticity perspective

Tourism is a structurally ritualized breaks in routine that allow tourists to go physically away from "home, everyday life, usual places".

This approach believes that tourists looked for authentic experiences in other times and places. Actually the authenticity of a place is artificial, used as a pull factor to attract tourists. Destinations commercialize signs to present in the easier way the main attractions for tourists especially in a pre-trip phase.

They want to give the impression of authenticity through the use of images and words: "this a *typical* house, the *original* manuscript" (Dann 1996:11-13).

b. The strangerhood perspective

Tourists are attracted from diversity, novelty and strangeness in their holiday experience. Not all tourists can cope with foreign cultures and their holidays can be experienced as a shock. This is why some people prefer to choose package holidays in order to feel more comfortable in the new environment. In some tourism promoting materials there is the recurrence of terms such as: *real, actual, primitive, simple, unsophisticated, natural, different, exotic, spectacular, remote, unspoilt, timeless, unchanging, traditional*. The experience thus becomes an adventure and a discovery *(ibid* 1996:14-16).

c. The play perspective

A journey can be experienced as a game, a spectacle, a special event out of ordinary and in this sense tourism shows its ludic part. In this context, the LoT is represented by the age of the image in which representation and hyper-realty are more important than reality, or even superior to it. In this perspective, the actual location of an attraction becomes less and less important. Theme parks like Disneyland are example of transformed realities into an imaginary worlds (Dann 1996: 17-20)

Tourism is a way of providing a representation of the world: the places in glossy pictures in brochures do not exist as they are not real places and the people in the picture are false. Normally this perspective avoids the contact of the visitors with local culture that is only used as a show (*ibid*).

    d. The conflict perspective

Often the will to attract tourists contradicts the real past and present of the visited areas. Stories and myths from literature become more important than the truth and for this reason destinations are misrepresented. An example can be the oriental destinations that are treated like mythical setting with the use of ethnocentric stereotypes, vocabularies, symbols and texts. Some common houses become the native homes of important authors, but normally they are totally recreated or just invented (*ibid* 1996:21-25). In this context, language becomes the most powerful driving force in tourism promotion, whose aim is according to Dann (2003:2. "to persuade, lure, woo and seduce millions of human beings, and, in so doing, convert them from potential into actual clients".

2.1.1 The properties of the LoT

Dann listed four properties that are often present in tourist texts in order to create a more effective destination advertisement:

  1. *Functions*
  2. *Structure*
  3. *Tense*
  4. *Magic*

1. Functions

Following Jakobson (1960) the LoT has different functions:

- o The **expressive function.** The core of the expressive function is the mind of the writer/speaker. Language is used by the writer/speaker to express his/her feelings. They are usually expressed through the use of interjections and emphatic speech. In tourist texts the author is generally anonymous but his/her presence is implicit to the creation of the text. E.g.: autobiography, personal correspondences (Dann 1996:35)

- o The **conative or directive function** relates to the receiver of the message. Language is used to call upon the readership to act, think or feel, to react in the way intended by the text. The writer wants to convince readers, persuade them. E.g. contracts, advertisement, propaganda (*ibid*).

- o The **referential or informational function** deals with the meaning of the message. The core of the informative function of language is the external situation, the facts of a topic, the reality outside language, included reported ideas or theories. E.g. technical report, scientific paper, textbook (*ibid)*.

- o The **phatic or interactional function** is used to establish or maintain contact between the addresser and the addressee for example to check whether the channel is working ('hello, do you hear me?', 'are you listening?'), chit-chat about a topic (e.g. the weather) or peripheral to main theme, necessary to maintain communication. In tourism field it involves reference to the tourist's emotions and to the creation of a sort of complicity between the creator of the text and the receiver normally with the use of questions: "What are you waiting for?"(*ibid*)

- o The **poetic function** refers to the value of words and uses linguistic devices such as rhymes and metaphors: e.g. the landscape is timeless (*ibid*).

2. Structure

This property is particularly valid in the case of tourist ads and brochures. In every kind of promotional materials is important to organize texts in a coherent way. Advertisement is becoming more and more multimodal so verbal and visual aspects should be arranged in a proper way. E.g. in brochures the page develops along the horizontal axis of two pages spread and exploits more informative parts of the right

zone, where the most prominent element is positioned. Whereas in webpages, the homepage is structured along a vertical axis, with the upper section visually configuring the values of glamour promised by the holiday experience and the lower section verbally offering practical information on packages and tour operator (Francesconi, 2014: 134). But every type of tourist text should fit the AIDA requirements for advertising discourse (capture attention, maintain interest, create desire, get action).

3. Tense

The LoT usually represents travel through space. However, it represents also travel through time, from the everyday present into the past and – sometimes – even the future. The present seems to bore and the only solution is to escape from everyday life through a holiday. Tourist texts try to push on these temporal aspect according to the type of holiday that tourists want to do. Sometimes visitors need to rest and enjoy their stay without any time limit and in this case LoT uses a special strategy which is called *denial of time* (Dann 1996:49). In other cases a journey is presented with all the cultural stereotypes of the tourists and the destination becomes a place where time seems to stop. Far away from the chaotic everyday life, the visitor can have the illusion to stay in a place where the time is eternal and this strategy is called *time as standing still or eternal time*. If the origins of a destination are contested the strategy used is that of *tense switching* (ibidem 1996:51).

A fourth strategy is that of *pointing to the future*. The producer tries to convince visitors to come to a destination appealing to his/her imagination. A series of appealing benefits are presented to customers as the best choices compared with other competing alternatives.

In this discourse, the tense used is the future perfect tense which helps to project the self-identification action into the future and reflected as if it had already occurred (ibidem 1996:53).

4. Magic

In the LoT the magical aspect is becoming essential. Creating a new world based on magic representation of the visited place. With this technique, the customer identifies him-/herself with the enchanting product by buying it which is equivalent to the use

of a spell-like formula which surrounds the product itself. Magic also misrepresents time in space and vice versa (Dann 1996:55).

Tourists can be who they want and where they want with the use of magic that transforms the product. There are some practical strategies in order to involve the magic aspect for a destination. For example converting a place into something else, often in a different time; giving an appropriate name for a place in order to attract tourists; involving the semantic fields *of depart, escape, forget, change, take, meet, etc.* In this kind of discourse, words with a peculiar evocative power are preferred and they usually suggest alienation from reality (magical evening, unforgettable experience) (ibidem).

Other four additional features add to the previous:

- *Lack of sender identification*: often the tourist has no idea about the speaker's identity (Dann 1996:62).
- *Monologue*: it is a one-side communication. The speaker persuades the visitor with a proper language and the addressee cannot react. It is a unidirectional discourse (*ibid*1996:63).
- *Euphoria:* large use of hyperboles to present a destination as the best choice ever. Use of qualitative adjectives in order to attract the tourist's attention (*ibid* 1996:65).
- *Tautology*: tourist texts present already known information. Tourist are more self-confident if they find a place as they expect to find it and as it is effectively. Tourists base their trip on stereotypes, ideas, certainties. Promotional texts present the place full of clichés according to the expectation of the visitors *(ibid* 1996:66).

2.1.2 Linguistic Features of the LoT

The lexical features of the LoT typical of a tourist text are those in the following list:

- *Monorefentiality*: in this context only one meaning is allowed in order to reduce ambiguity (Gotti 2008:33)
- *Lack of emotion* only when the text is informative and provides information about means of transport, opening hours, booking modality etcetera (*ibid* 2008:35)

- *Precision/Transparency* is useful to identify a concept (use of affixes, for example) (*ibid* 2008:37)
- *Conciseness* that is maximal specificity of a term expressed in the shortest possible form (acronyms, abbreviations, zero deviations…) (*ibid* 2008:40)

There are also some syntactic features typical of the LoT , namely they are:

- *premodification* is a left-dislocation of terms with an adjectival function which modifies the qualities of the properties of the head-noun (e.g. timetable, travelcard) (Gotti 2008:73)
- *nominalization* involves processes of transformation from one syntactical category to another (e.g when you arrive: upon arrival) (*ibid* 2008:77)
- *use of superlatives* (the best, more, great) (*ibid*)

The pragmatic function of verbs makes their choice essential in tourist texts:

In the LoT the *present simple* is the most exploited because it provides the idea of habit. (e.g. brochure, tourist guides) (ibidem 2008:90)

The *imperative* is used to give suggestion, to urge tourists to take advantage of the offer (e.g. guides and brochures) (ibidem)

Whereas *modal verbs* are really essential in promotional texts which include expression of necessity, possibility, probability or negation. (ibidem). For example **can** and **will** convey the idea of possibility and certainty, whereas **must** give advice and is usually used as a noun (must-see attraction). It indicates a necessity, something tourist cannot miss.

Then there are *passive forms* that help to achieve depersonalisation. It is used only to diminish the importance of the role, opinions of the author (ibidem 2008:96).

2.1.3 Text types in tourism field

There are different genres within the discourse in the field of tourism. "Genre refers to language use in a conventionalized communicative setting in order to give expression to a specific set of communicative goals of a disciplinary or social institution, which give rise to stable structural form by imposing constraints on the use of lexico-grammatical as well as discoursal resources" (Bathia 2004:23). Genre analyses pays special attention to the relationship between different texts that are connected with each other and influence each other. Tourist text types are hybrid

genres because they are subject to the pressures of several linguistic and contextual factors. Linguists tried during years to define genre style according to many parameters: actors involved, stage of trip, medium used or communication function. According to Bathia the primary speech genres in tourism are:

- *the narrative* based on the telling of a story (travel books, diaries)
- *the descriptive* based on space representation and more promotional language (travel guides, reports, brochures)
- *the instructive* aiming at the provision of instructions (guidebooks)
- *the expositive* aiming at explanation (weather conditions in guidebook)
- *the argumentative* aiming at evaluation (travel reports)

    (Francesconi 2014:25).

2.2 Systemic Functional Linguistics

The social semiotic linguist M. Halliday developed systemic functional linguistics (SFL) which is both a theory of language as social process used in everyday social interaction and an analytical methodology that permits the systematic description of language patterns (Francesconi, 2014:41).

Language can be:

a. Functional: these theories of language seek to explain what language is and how it works by asking what functions it has fulfilled in society (*ibid*).

b. Contextual: according to Halliday the social context is realised through the three main dimensions of register variables: *field, tenor and mode*

- *Field* indicates what the text deals with and covers the activity and the domain of experience;
- *Tenor* concerns the social role relationships between participants in the linguistic act in a given context;
- *Mode* refers to the means of communication and regards the role played by language in the situation in which it operates (1985:29-38).

c. Semantic: the meaning potential in language is expressed through functional components that called by Halliday *metafunctions* (2004:29-31):

- The *ideational*, aimed at representation of the environment.
- The *interpersonal*, referring to the actions of participants

- The *textual*, related to the message

d. Semiotic: all three metafunctions are found both at the level of semantics and at the level of grammar in systemic theory. The system of language deploys the units of sentence, clause, group, word, morpheme, which can offer ranks for systemic functional grammar (Francesconi 2014:43).

The properties of the LoT previously examined are generally connected and associated to various techniques. The three main categories of techniques used in the LoT are: verbal, visual, and multimodal.

2.2.1 Verbal Techniques

According to Dann the verbal technique is composed by many linguistic strategies such as comparison, key words & keying, testimony, humour, languaging, ego-targeting.

1) Comparison

The LoT achieves comparison through the use of similes and metaphors which serve to moderate the effects of strangerhood connected to a holiday experience. In the LoT similes and metaphors are used in order to manage the unfamiliarity of a destination for the tourist. In particular, **metaphors** are widely-exploited in order to derive new and specialized meaning from general language. Metaphors allow to say concept in a more concisely way, whereas in **similes** two terms have similar semantic values linked by an equivalence, usually by using the words "like", "as", or "than"; similes compare the two ideas and allow them to remain distinct in spite of their similarities. The greater a cultural distance, the greater the use of similes and metaphors (Cf Dann 1996:172-173).

2) Key Words and keying

A promotional message should be clear, short, active that tries to focus on key words instead of creating a long presentation. Some key visual and verbal elements shared by the visitor and the advertiser can create the most effective promotion.

Key words can be *away, adventure, escape, dream, imagination, lust, pleasure, sensuality, discovery, escape, romance, romantic, excitement, exotic, thrilling, happy.*

A concept connected to the use of key words is *keying* which means to represent the attraction of a destination as something authentic, real, true through the use of a specific linguistic strategy. Promotional material in the tourism industry, then, must place great emphasis on words such as *genuine, historical, real, authentic, genuineness* (*Ibid* 1996:174-175).

3) Testimony

Anchoring the idea of a destination to a recognisable person helps the producer to attract new visitors. The presence of a well-known person in a destination push more tourists to go there and this strategy usually is used in written promotional texts. The "voice" of the person appears through a quotation and invite the visitors to come to the destination (ibidem 1996:177).

4)Humour

Humour is used in a careful way. **Paradoxes and puns** usually are used in slogans in order to express various ideas. With puns the producer incites the reader to solve a word game and if he can he feels clever.

In these cases, playing with words is justified because there is a shared discourse and language. Unfamiliarity can also be dealt with through humour, by preparing the potential visitor for the strange customs of the destination people. E.g. I left my heart in Rio- and my ring, my watch, my camera (ibidem 1996:178-180).

5) Languaging

Languaging is defined as the use of fictitious foreign words of which the reader is supposed to have little knowledge, thus inducing feelings of inferiority in the reader and transforming the writer into a trustful authority. The foreign words usually pertain to the field of gastronomy in order to confer more authenticity for the local culture (Try spaghetti *alla Bolognese*). Languaging makes also use of alliteration (Seduced by Seville), onomatopoeia which can enhance the use of humour to make the promotional message more effective (ibidem 1996:183).

6) Ego-targeting

Tourists want to feel unique and special as the promotion is reserved to him/her. This is possible through the use of personal pronouns such as *you* or *we*.

The linguistic strategies used are direct address ('you should visit…') to the tourist or via negated interrogatives ('why don't you..?' 'Have you ever enjoyed..?'). The use of questions help to create a more direct relationship between the visitors and the producer *(ibid* 1996:187-192).

2.2.2 Visual Techniques

Images are becoming more and more important in Western society, indeed as Mirzoeff claims "human experience is now more visual and visualized than ever before" (1999:1). The tourist picture plays a crucial role in the 'tourist gaze' indeed sightseeing is deeply affected by previous visual narratives and enacts all the individual tourist experiences, expectations and memories. According to Francesconi "the gaze functions as a lens which codifies new images, working with filters, carefully planned and frames by the tourist industry" (2014:77). Following the semantic linguistic functions visual texts should be analysed according to the ideational, interpersonal and textual metafunction.

- Ideational: two kind of participant should be distinguished: *interactive participants* (the real image producer and the viewer) and the *represented participants* (people, places, events and things depicted in an image). In the case of promotional tourism discourse, the context of text production and reception is disjointed and the interactive participants cannot be co-present. Relations between them are represented, rather than enacted. Human beings need to be evaluated in tourist pictures. If the visual space does not feature any human presence, the interactive participant has an *invitation* to enter the represented natural or artificial space. If humans are featured, attention should be paid to their distinct role as hosts or guests. In this case the image stimulates in the tourist-viewer a process of *identification*. Under the category of "things" as represented participants in tourist visuals, abstract images like maps, graphs or logos need to be included (Francesconi, 2004:82).
- Interpersonal; the sender-addressee interaction can be observed through the following levels:
  a) *Contact* refers to whether represented participants look directly at the viewer or not. When there is a contact between participants and viewer a situation of

demand is created. The viewer is invited to interact with various feelings. When no contact is made the picture frames a notion of *offer*. The viewer becomes the detached, invisible onlooker and the represented participants the object of the gaze (Kress&van Leeuven, 2006, 117-121).

b) *Size of frame* derives from film language and is defined in relation to specific sections of human body displayed on the screen. In "close-ups" only the head and the subject's shoulders are depicted; in "medium-shots" the subject is cut off at the knees; in "long-shots" the human figure is fully represented (Kress&van Leeuven, 2006:124).

c) *Social distance* is related to the shot ranging from a "close distance", an intimate social relation to a "public distance", a social distance between strangers, passing through intermediate levels of distance. (Kress&van Leeuven, 2006:124).

d) *Perspective* enables the visual to establish a relationship between the interactive participants. On the one hand there is the subjective image when the viewer can look at the picture only from the specific viewpoint offered by the image-producer, on the other hand there is the objective image where no specific viewpoint is adopted. Tourist pictures systematically adopt subjective images: high, eye, low angle. With high angle interactive participants are positioned as having power over the represented participants. Eye angle is an in-between position with a point of view of equality. In a high angle interactive participants are positioned as having power over represented participants (Kress&van Leeuven, 2006:129-140).

e) *Modality* concerned with the representation of truth or falsehood, certainty and doubt, credibility and reliability. Various markers frame modality in visual texts are concerned with colour, light and space representation. (Francesconi, 2014:94).

- Textual function refers to the way the elements of a picture are integrated in order to create meaningful whole. There are three interrelated systems: *information value, salience and framing*. The first regards the meaningful location of elements, according to specific "zones"(e.g. already-given info is on the left side, new message is one the right side…). The second refers to the

capacity depicted elements have to give more importance to some elements than others and consequently to attract viewers' attention (e.g. size, sharpness of focus, tone and colour contrasts, placement, perspective…). Finally framing refers to connecting or disconnecting devices within the image (e.g. separate some unit of information, discontinuity of colour, discontinuity of shape…) (Kress&van Leeuven, 2006:177-204).

Not only images are a semiotic resource in tourism discourse, but also writing. The visual component of verbal language plays a substantial role in the meaning-making process via the systems of typography and layout. Different choices of font, style, colour and size capture and hold the attention and evoke distinct emotions and connotations (e.g. bold type is used to achieve emphasis, colour is added as a mood creator…) (Francesconi 2014:102).

2.2.3   Multimodal analysis in the internet age

Multimodal semiosis derives from the integration of different modes (visual and verbal). Intersemiosis captures and holds the reader's attention through dynamic images, vivid colours, vibrant sound effects and appealing fonts (Francesconi, 2014: 131). There are advertisement types that use both visual and verbal text in order to promote a destination. The position of textual and verbal units follow specific rules in a page. "The reading paths may be linear, discontinuous, multisequential or horizontal, vertical, circular, diagonal, zigzagging, spiralling and so on" (Kress&van Leeuwen 2006:219). The structure of reading paths is not random, but it takes inspiration from the ideal reader. The social semiotic approach indicates plausible text organisation on the basis of layout and salience and text orientation. Holsanova listed seven assumptions on reading practices:

  - Reader prefer new information and expect this to be on the right in the semiotic space
  - Readers prefer the most general information at the top and the most specific information at the bottom of the semiotic space
  - Readers look for the most important information in the centre of the page and less important information on the periphery
  - Readers look for graphically salient elements

- Readers look for paratexts (frame for the main text)
- Readers allow elements connected to each other by framing devices such as lines and arrows
- Readers can scan the semiotic space before taking a closer look at certain units.
  (2006:71)

Moreover it is important to bear in mind that every reading is determined by variables in terms of culture, age, attitude, attention, genre, medium, mode.

Indeed according to Kress reading is culturally oriented (e.g. the Western reading path follows linear left-to-right and top-to-bottom modes) and age implies different disposition toward text directionality (younger readers are more visually oriented and follow non-linear reading paths, whereas older readers prefer writing and tend to adopt a traditional, linear reading directionality) (2003:165).

The reader of tourist promotional texts is a superficial reader of the verbal text who focuses his attention on title and subtitles, but especially on images. Francesconi claims that "various textual and contextual factors affect the reading trajectory and the meaning-making process: sociocultural background, readers' cognitive and emotional profiles, text genre, layout, salience and text orientation." (2014:136)

Multimodal texts are mostly present in tourist webpages. Internet is preferred by travellers because it is a tool that easy to access (82%), can save time (80%), easy to use (59%) and economical (50%) (TraviAustria 2001)[3]. On the one hand the cyberspace allow tourists to find information about the trip and often also book previously many tourist services before going to the destination, on the other hand the operators can create an interactive and a symmetrical communication.[4]

The customers now can take part in the creation of the product 'destination' and share its value with the operators.

Tourist enterprises can manage through internet:
- *Intangibility* of tourist services, showing in advance what tourists desire though the use of verbal strategies, images, sounds, video…
- *Simultaneity* that is personalise the offer, increase the tourist's involvement…

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[3] Travi Austria (2001). E-destination marketing: a new challenge for tourism destinations in Babacan E. Erdem Koker 2008, *Managing Destination' Websites as a Marketing Communications Tool,*
[4] Jo, S. and Jung, J. (2005*). A cross cultural study of the world wide web and public relations, Corporate Communications: An International Journal*, 10(1), 24-40

- *Diversification*, standardising the service on the web, hearing customers' opinions and doing quality check
- *Perishability* of the tourist product through marketing actions such as discounts, packages, special offers…[5]

"In today's competitive tourist market, creating a website is no longer an option but a necessity for destination marketing organisations"(Li and Wang 2010) and for this reason operators should create a webpage able to grab tourists' attention. Multimodal approach offers verbal, visual and aural techniques that combined together in a cohesive way have the goal to communicate the destination to the target audience.

[5] Pencarelli T.,Cioppi M.,Splendiani S., *Web Communication nel Turismo*

CHAPTER 3

The village tourism: two case studies

3.1 Villages: definitions and possible developments

A village is normally associated to „a small residential area with a defined structure, characterized by ancient wall and streets with a central point in the place or in the castle or in the most important church"(Dall'Ara-Morandi 2010:183) This definition is confirmed by a survey where it was asked what is the main concept linked to "village"[6].

Table 1: Features associated to the idea "village"
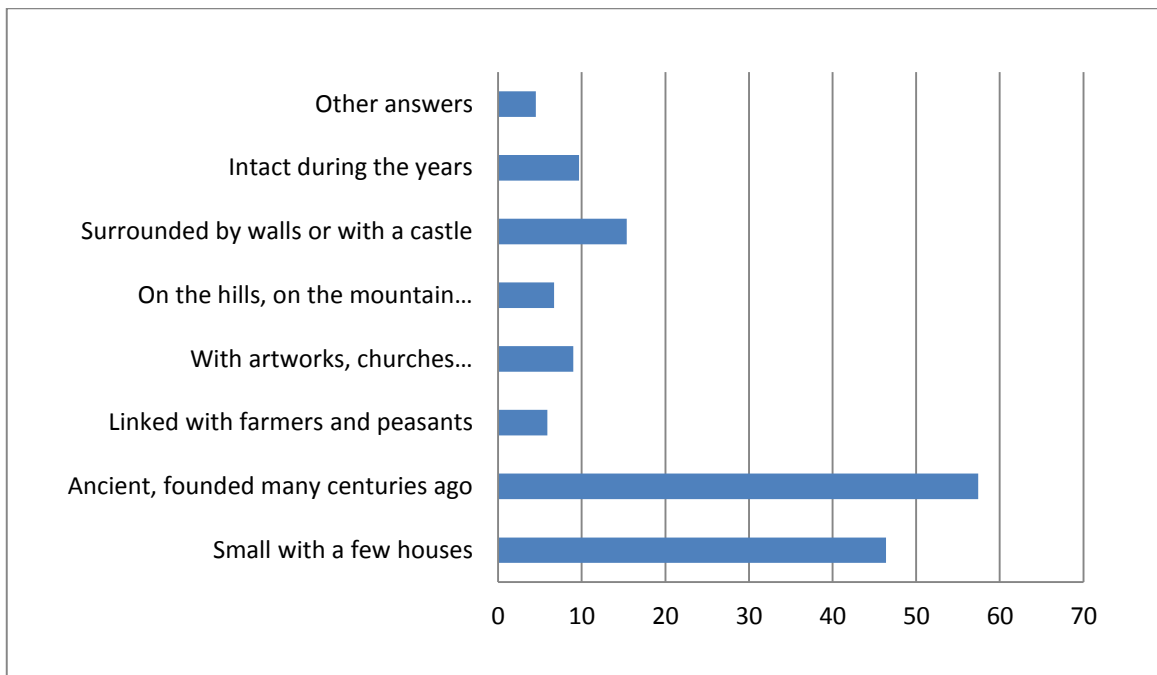
Source: Doxa Mercury 2009

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[6] Doxa Mercury 2009 "Indagine sui visitatori attuali e potenziali dei borghi caratteristici".Survey was carried out by Mercury with a sample of 2106 Italian people (men and women from 15 years old). The survey had the aim to find out facts about holiday behaviours and experiences about visits and stays in a village.

It is clear that the main idea of village is something ancient and small. After this survey Dall'Ara and Morandi did a list with the main characteristics of a village (2010:184) such as:

- not so well-known place
- linked to the past
- with some interesting aspects
- immerse in the nature
- authentic and traditional
- genuine and simple
- hospitable and convivial
- linked to calmness and relaxation

Developing a village from a tourist point of view also implies to have a clear marketing plan. Marketing is the combination of the activities directed to manage the relation with the market. "*Il marketing è una funzione organizzativa e un insieme di processi volti a creare, comunicare e trasferire valore ai clienti e a gestire i rapporti con essi in modo che ciò non vada a vantaggio dell'organizzazione o degli stakeholder*"(American Marketing Association). For doing marketing it is necessary to have a product to sell. The product „village" has specific peculiarities and an accurate offer system has to be created. A tourist product is constituted from many pull factors that should be managed together. The value of a destination is in the unity of the offer: integration and coordination between activities, stakeholders and resources are key words. Which kind of marketing for villages?

According to Dall' Ara and Morandi (2010:53) marketing for villages should follow many guidelines:

- having push aspects such as important sightseeing that can appeal tourists
- searching for a correct target and market
- finding a shared diligence of the public and private authorities
- creating networks in order to set up a bundle of services
- proposing a coherent offer between bars, shops, churches, markets, tourist services, accessibility, village atmosphere, local people etc…

- suggesting a new relationship between visitors and local communities far from the traditional vision 'tourist-resident' (e.g. Create public spaces to meet each other, to make conversation, to relate
- achieving new services according to a common shared „destination story"
- building accommodation facilities in step with the peculiarities of the village
- promoting the village together with the territory in which it is included

Another key aspect for marketing is target. The target of villages are tourists who look for the authenticity of a place, for the relationship with local communities; they appreciate d.i.y (do it yourself) tourism, they like living the culture, the local traditions, finding new accommodation solutions etcetera.

The appreciation of small centres and the local atmosphere is also clear in the same survey about the most important attractors for tourists during the visit: in the first place is the old town centre followed by the atmosphere in the place and the landscape.

Table 2: Most appreciated aspects of the visited village
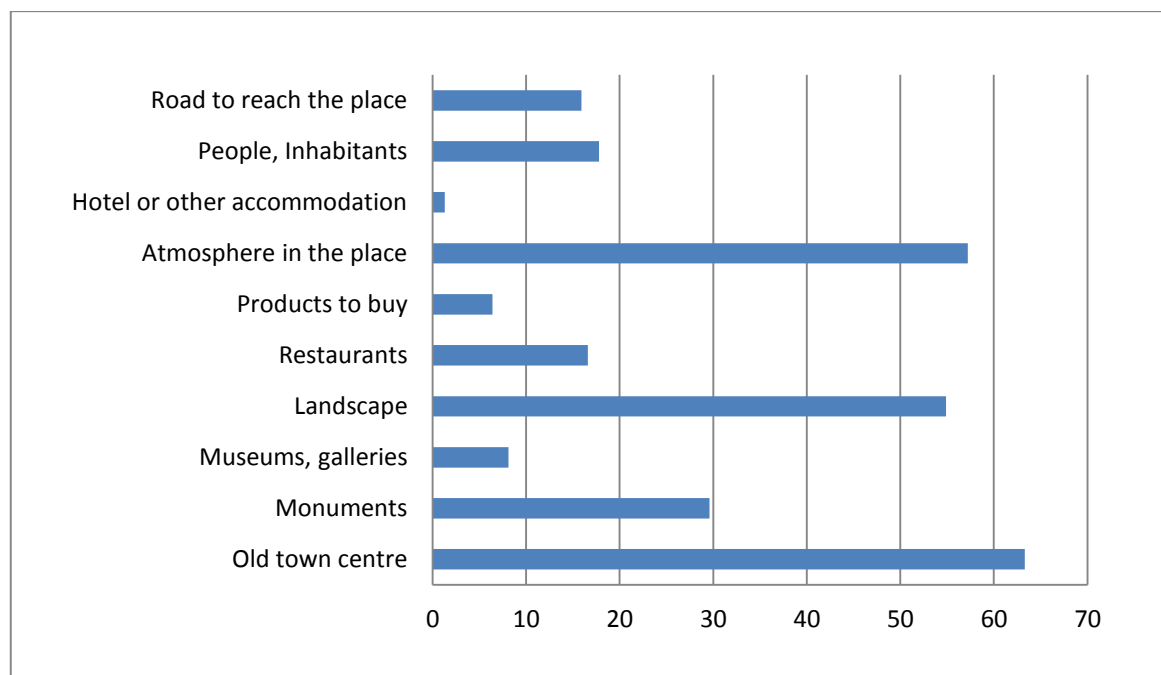
Dall'Ara and Morandi claim that is important to develop a concept for the destination that can spread a specific message as a sort of „village tale". Creating a story to tell gives a strong personality and originality to the village. Villages risk to be all the same and having no distinctive features; in this sense every destination should find a way to distinguish in a competitive market.

The necessity to have a strong identity and offer a unique experience is becoming essential (2010:64). Modern tourist is in search of an experience. He wants to live the place he visits discovering traditions, new ways of stay, cultural activities, local cuisine, events and festivals etcetera. They are looking for authentic experiences, but how? Getting in touch with local culture, establishing relationships with the population, discovering a small reality made of simple things. In this field it is necessary to put into the *experiential marketing*.

According to Cova and Carù "consumers become progressively perceived as emotional beings seeking for sensorial experiences that they could derive from their interactions with the product and services" (2007:4). For this reason it is not enough to have many attractions in a place, but it is necessary to organise and manage the territory in order to communicate the significances, to make the destination accessible and to offer a guideline to discover it. Shops, hotels, museums, TO, restaurants, info points should turn the destination into a story in order to propose unforgettable experiences in step with the territory.

Ideas, intentions, projects are not enough if there is not a specific and common legislation in order to manage the offer system of the product "village". Unfortunately there is not a legal regulation about the village tourism.

In Italy the fragmented situation of tourism management does not allow to find a shared regulation for villages. Regions tried to introduce specific laws for villages such as creating new accommodation systems, supporting commercial agreements between operators, incentivizing the creation of tourist products and giving advantages to local tourist offer (Dall'Ara-Morandi, 2010:249).

The advantages of a common legislation for villages are:

  - having an official recognition of their attractive capacity

  - facilitating the implementation of measures for local development

  - affirm an "original brand" in order to attract tourist

- diversifying the tourist offer

- finding new targets

- improving the accommodation capacity

- presenting new products

But nowadays a state regulation does not exist in order to level administration actions of public and private actors (ibidem). A legal framework should allow authorities to adopt more aware choices and more effective actions.

Only in France the situation is better. The government enacted the 14 April 2006 law about the classification of tourist municipalities. There are two types of tourist brands: *commune touristique* (tourist municipality) and *station classée de tourisme* (classified tourist centre) (ibidem 2010:262). A tourist municipality is a place that should satisfy some requirements such as:

- having a tourist classified office

- managing a tourist policy

- having an accommodation capacity larger or equal to the percentage of population (*ibid*).

The classified tourist centres have already been classified as tourist municipalities, but have other parameters to follow:

- carrying out an accommodation, information and promotion action

- having public and private infrastructures, commercial activities, urban plan, accommodation facilities etc…

- taking on safeguarding natural, cultural and historical heritage

- being able to give correct information about tourist office and the most important tourist attractions

- offering a local transport system

The chance to achieve this tourist brand is a real possibility for destinations to catalyse private and public authorities, to give value to tourist resources and improve the accommodation capacity (ibidem 2010:263-264).

3.2 The villages in Europe

There are many projects all around Europe trying to increase the infrastructural offer and the services in order to avoid the urbanization of these villages.

Dall'Ara and Morandi listed some examples of this: „Listen to the voice of villages" and „European Network of Village Tourism„.

1. Listen to the voice of villages

It is a triennial project (2009-2011) co-financed by the European collaboration programme *Central Europe Programme*[7] after a protest about the high marginality rate of many European rural areas (depopulation, demographical ageing, geographical and social isolation). Nevertheless the territories in question are in possession of enormous natural, cultural-historical and local craft wealth. These resources, if properly exploited, could become the real 'economic engine' of these areas. Enhancing competitiveness and attractiveness of marginal rural villages with unexploited natural, cultural, traditional heritage through new sustainable tourist structures is the main objective of the project (cf Dall'Ara-Morandi 2010:232).

The most important project activities were grounded on drafting a new governance model regarding these territories, testing this pattern throughout pilot projects and capitalization of achieved results and outputs.

This capitalization was carried out establishing the 'Vital Villages' Association, a transnational organisation, that organised training activities together with best practices exchange. Moreover the project set up a strong communication activity, organisation of a wide promotion of the territories involved and their tourist offer promoted within the project. A number of pilot actions was carried out after the choice of concrete areas. The creation of a network of 'Vital Villages' in all partner villages were established as well as local trainings.

The leader was the Autonomous Province of Trento that together with other partners[8] could analyse the problems of rural villages and establish the intervention strategies (ibidem 2010:233).

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[7] Central Europe Programme is a European Union programme that encourages cooperation among regions of nine central European countries: Austria, Czech Republic, Germany, Hungary, Italy, Poland, Slovakia, Slovenia and Ukraine. It aims to improve innovation, accessibility and the environment and to enhance the competitiveness and attractiveness of their cities and regions

[8] University of Trento - Dept. of Computer of Managemente Sciences- eTourism Research group (Provincia Autonoma Trento, IT), Development centre Litija (Slovenija, SI), Public Benefit Corporation Bohemian Switzerland (Severozapad, CZ), Opolskie Voivodeship (Opolskie, PL), Ústí Region (Severozapad, CZ), La. Mo. Ro. Development Agency (Piemonte, IT), District Office Forchhheim - Department of Economic Development (Bayern, DE), University of Natural Resources and Applied Life Sciences, Vienna (Wien, AT)

2. European Network of Village Tourism

The idea of creating an European Network of Village Tourism appeared in 1999 during the execution of 'The Learning Sustainability' project, developed in the frame of the European Initiative Recite II. Considering the importance that the growth of the tourist sector could have for the development of the involved rural communities and also for the European social development. A second phase of the project European Network of Village Tourism was designed on the year of 2002. To reach this aim, a partnership was set up by five regions located in European Marginal Areas, namely Alentejo in Portugal, Arad in Romania, Lapland in Finland, Lomza in Poland and Trentino in Italy (Dall'Ara-Morandi 2010:234).

This partnership has presented an application form in January 2003 to the European Initiative programme Interreg III C South, which was approved on June of the same year. As a result, a new period was born for this project idea that will last until the end of 2006 with the Portuguese leader Região Turismo de Evora. The aim was to elaborate a strategic plan in order to manage the European Network of Village Tourism when the European Union financing phase were concluded. The Village Tourism introduces itself as a new model of sustainable tourism with the aim to watch out for natural and cultural aspects and for principles of *responsible tourism*[9]. The European Network of Village Tourism is a new product based on the identity of traditional villages, valuing and upgrading their heritage, in direct contact with their inhabitants and the environment that surrounds them.

Every involved country started an analysis of the selected villages according to social, economic and environmental parameters. The project considered that after three years the Network was able to find its own way independently. EU stopped financing the project and later a new Portuguese Body launched the commercialization of "European Network of Villages" with the label *Genuineland*. It is was a product for those who were interested in experience tourism, that is discovering traditions, authenticity, myths through signs and testimonies in the territory. In 2007 the project achieved by WTO the prize Ulysses Award as one of

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[9] Responsible tourism is an across-the-board concept, connected with ethics. In general terms it is connected with the idea of sustainable development, in particular regarding the fact that those who are concerned with responsible tourism, must also take into consideration the environmental, economic and social factors connected to this activity.

the most innovative experience managed by non-profit organizations in the tourist field (ibidem 2010: 235-237).

3. ECOVAST

ECOVAST is a European Council for the village and small towns. It was set up in 1984 to further the well-being of rural communities and the safeguarding of the rural heritage, throughout Europe.

Its formal aims are:

- to foster the economic, social and cultural vitality and the administrative identity of rural communities throughout Europe
- to safeguard and to promote the sensitive and imaginative renewal of the built and natural environments of such communities.

ECOVAST's membership has grown rapidly, to over 500 members in 20 countries in East and West Europe. The membership is widely drawn, to include individuals, government and non-government bodies, from local to international level. (www.ecovast.org)

4. ARGE

On European scale also works the European Association for Rural Development and Village Renewal (ARGE) founded in 1989. It is a non-bureaucratic association of government representatives, scientists, as well as village renewal experts, local politicians and representatives of non-governmental organisations (NGOs).

With its network of partnerships, it promotes measures intended to improve quality of life, economic opportunities and leisure factors in rural areas. With 23 members ARGE's main aim is to promote an international exchange of knowledge and experience on a vertical level between decision-makers and citizens and on a horizontal level between European states, regions and villages.

Further it strives to motivate the rural population to contribute to decision-making processes and to commit to initiatives creating their own living environment and to strengthen their identity as locally rooted Europeans. Not least, ARGE sees its tasks in forcing the meaning of rural areas and the issues of their inhabitants for society as a whole through advertisement, media and politics and thus give the best possible

support to the preservation and formation of viable, attractive villages (http://enrd.ec.europa.eu).

3.2.1 Examples in France and Spain

There are many associations that take care of ancient places in France. *LongoMai* is a NGO that buys villages, old houses, disused spaces for people who want to live far away from the big cities. Another example is the association 'Les plus beaux Villages de France' that wants to protect and promote the heritage of these small areas (Dall'Ara-Morandi 2010:238). The association has three goals:

- Preserving and valuing the heritage quality of villages
- Increasing their visibility
- Fostering economic development

There are some parameters for villages in order to take part in the association:

- No more than 2.000 inhabitants
- Having in the territory almost two safeguarded sites or monuments
- Showing a collective acceptance with a deliberation of municipal council

Nowadays the association has 151 villages in 21 regions.

Whereas in Spain, a man- Maxi Herren- decided to classify small disused villages in the country. There are more or less 2.600 empty villages[10] in Spain. The depopulation process started in the second half of the last century, during the 60's and 70's, due to the massive exodus of people living in rural zones to the cities in search of better opportunities and living conditions. It was furthered during those years by several governmental decisions to reforest and construct invasive water systems, with the consequent abandonment of whole villages. Therefore Harren wants to help people and hope to repopulate the areas collecting as much information as he can and publish it on internet. Moreover there are many activities that can value these places, which, have a considerable architectural and cultural heritage e.g. farm holidays, intensive foreign language study groups, a point of departure for nature holidays, summer camps, organic farming or local gastronomy schools, ethnographic museums etcetera (ibidem 2010:239).

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[10] INE, Instituto National de Estatistica

3.3 Villages in Italy

In Italy 72% of the municipalities are under 5.000 inhabitants (Censis 2007). A big reality that indicate an important part of the local tourism. But villages were not always considered as tourist destinations. Indeed Dall'Ara and Morandi identified several stages in the history of the villages tourism in Italy:

1) *Magnetic villages*

At the beginning this kind of tourism was not planned, but just experienced. Some villages were discovered by tourists and were become „destinations". A 'magnet effect' allowed the positioning of the destination creating an *excursion tourism* (Dall'Ara-Morandi 2010:21).

2) *Minor tourism*

It was born the idea of strategic positioning for 'off-the-beaten track destinations', a type of tourism that is different from mass tourism. In this case is the target Italian, people who want to discover smaller centres and something new compared with traditional destinations (*ibid* 2010:22-23).

3) *The tourist excellences*

In recent years small villages are recognized as local tourist excellences in our country. Villages are seen not as a niche destinations, but as a pearls of local offer. The stay in these villages is becoming an all-inclusive experience to bring home the *italianity.* For this reason the target is now changing: many foreign visitors want to visit these small realities (*ibid* 2010:24).

4) *The hospitable village*

Nowadays the number of tourists in villages is increasing. Tourists appreciate the lack of difference between local people and visitors. What is important is the atmosphere of hospitality that tourists can breathe *(ibid* 2010:26-27).

After an increasing interest for the village tourism, Italian municipalities founded a product club in order to develop the product 'village' and increase the value of existing product and collectively review the existing problems that hinder profitable development of tourism.

Tourism product clubs share an interest in a sector of the tourism industry and aims to increase the variety and quality of products available (packages, events, activities, experiences) and/or develop new products for a specific market segment. In 2001

ANCI (the national association of the Italian municipalities) established *'I borghi più belli d'Italia'* in order to safeguard, protect, conserve, value and renew the small centres. It is necessary to recover the heritage of the minor Italy, sometimes hidden and unknown, but historically important (ibidem 2010:187). The club has many goals such as:

- protecting, promoting and developing the municipalities known as '*I borghi più belli d'Italia'*
- gathering a tourist quality network for these municipalities that receive the relative brand
- establishing a place where members can discuss and exchange the experiences
- spreading the beauty of Italian provinces for national and international audience
- conciliating the respect for the cultural and environmental heritage with the economic development and the life quality of the citizens
- pursuing environmental certification for any member of the club
- the municipalities have to be admitted in ANCI in order to be part of *'I borghi più belli d'Italia'* (*ibid* 2010:190).

In 2009 there were 200 villages enrolled in the club. There are some parameters for villages to be part of this club (ibidem 2010: 191-192):

- having no more than 2.000 inhabitants
- having an architectural and natural heritage certified by Fine Arts Authority. Historical buildings must prevail on the other buildings
- offering an urban and architectural quality heritage
- showing the will to develop, promote and value the territory through real actions (e.g. circulation of traffic closing; decoration of facades; offer of accommodation, restaurants, recreational activities; organization of guided tours; promotion of festivals and events).

The guide and the website is organized in 3 macro regions: North, Centre and South and Islands. In any region there is a list of every village and its characteristics. The association organizes festivals, exhibitions, conferences, concerts that highlight the artistic, architectural, cultural, historical and wine and food heritage. There is also a special card (Borghi Card) that offers discounts and

benefits in the villages shops. In 2007 ISTAT source stressed 1.822.966 arrivals with 7.663.077 presences in the accommodation facilities (VI rapporto Ecotur 2008). Every region has adopted different strategies and created different offer in order to increase the number of visitors.

Another example that tries to choose and value the villages excellences is '*Bandiera Arancione*'. It is a quality certification for small inland realities that show to value and promote local resources, culture and environment (ibidem 2010:196). In 1998 Touring Club of Italy decided to assign to places the '*Bandiera Arancione*' if they have both an artistic, environmental, historical heritage and an accommodation offer of quality to the tourist.

The project '*Bandiere Arancioni*' has 19 Italian regions with 162 municipalities[11]. Villages are judged according to five analyses parameters:

  - tourist welcome (information, internet website etc…)
  - accommodation capacity (hotels, restaurants etc…)
  - pull factors (environmental, historical, social etc…)
  - environmental quality (environment managing, green areas, renewable energy etc…)
  - structure and quality of the place (urban situation, atmosphere and hospitality etc…)

The certification has the goal to encourage a social and economic growth through a sustainable development of tourism. How? Valuing local resources, developing a welcoming culture that encourage handicraft and local production, giving more impulse to local business and reinforcing the territory identity (ibidem 2010:197).

The last important example of the association is '*Res Tipica*' composed by ANCI (national association of the Italian municipalities) and *Associazioni Nazionali delle Città di Identità*[12] (ibidem 2010: 229-230). The aim is to promote Italian local identities through landscapes, knowledge and tastes. The association tries to

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[11] July 2009

[12] Città della Bufala, Città della Ceramica, Città dei liquori, Borghi Autentici d'Italia, Città del Castagno, Castiglioni d'Italia, Città del Bio, Città del Pane, Città della Lenticchia, Città del Vino, Città Slow, Città del Pesce di Mare, Città della Nocciola, Città del Tartufo, Città del Gelato Artigianale, Città dell'Olio, Città delle Ciliegie, Città dell'Infiorata, Città del Miele, Club I Borghi più belli d'Italia, Paesi Bandiera Arancione, Città dei Sapori, Città della Chianina, Paesi Dipinti, Città della Mela Annurca, Città del Tabacco

value the heritage of small villages offering to local communities an opportunity to develop socially and economically. 'Res Tipica' intends to:

- valuing the territory identities through competition events that can award agribusiness excellences
- following the local administrations in developing a national and international promotion
- supporting the develop of multimodal products in order to spread the promotion of food culture.

The main activities are in the fields of internet, catering, tourism, promotional activities abroad, destination marketing, editorial activities, research and studies, continuing education courses. 'Res Tipica' has nowadays 1.868 local Bodies (ibidem).

3.3.1 Borghetto: an Italian example

The small hamlet of Borghetto (a place name of Lombard origin that means "fortified settlement) is a medieval village in the Valle del Mincio in Lombardy, northern Italy and is a hamlet of Valeggio sul Mincio, voted one of Italy's 50 most beautiful locations. It owes its wealth to the old activity of a number of mills and was also the site of the first toll crossing of the river Mincio south of Lake Garda.

Borghetto is dominated by a large Scaligero castle *(Castello Scaligero)* and the Visconti Bridge*(Ponte Visconteo)* a 65 metre long bridge- and fortified dam over the river Mincio. The bridge over the Mincio river, defined the 'checkpoint of an ancient regime' was built in 1393 by Gian Galeazzo Visconti, Duke of Milan and was intended as an advanced defence of the castle. The village was an important crossing point and a border area fought over by opposing armies. The ford across the Mincio was the safest and best-located south of Lake Garda, and over the centuries the river was a natural barrier between the lands of Mantua and those of Verona, in a border area much desired by the lordships and armies lusting for power: the Gonzaga, the Scaligeri, the Visconti, the Venetian Republic, Austria, and France. These lands were also shaped by the Napoleonic battles and especially the battles of the Risorgimento. The castle with its towers continues to dominate over the Mincio valley from the top

of the hill. Only the *Tonda* tower, an unusual structure built in the 12th century, remains of the oldest part of the castle.

The rest of the complex dates from the 14th century. It had three drawbridges, only one of which still exists. Inside the village, the Church of San Marco Evangelista is a neoclassical reconstruction (1759) of the old Romanesque church dedicated to Santa Maria (11th century), of which two valuable frescoes from the 1400s remain. (www.borghitalia.it).

3.4 Villages in England

In Great Britain there is only ASHTAV (Association of Small Historic Towns and Villages of the UK) that works to unite amenity and civic societies, parish and own councils in small historic towns and villages throughout Britain. They encourage the preservation of beauty, distinctiveness, social fabric and vitality of their historic towns. They keep their members informed of developments and best practice in local government, planning, environment, housing and transport through a magazine, Director's blog, website and seminars.

Normally in UK there is a different ways of doing tourism for villages. Every region promote on its own way the most important destinations. Small villages are linked to rural tourism: the tourism of the countryside, out of the big cities.

„What is there to do in England's countryside exactly? Quite a lot, actually. Admire the grand interiors of a stately home before catching a play in the surrounding gardens, travel back in time with visits to ancient stone circles and crumbling castles, or step into a chocolate box of quaint villages and market towns and live like a local, trying farmhouse cheeses, cream teas and real ales along the way „ (www.visitengland.com).

Usually small villages are promoted on the regional tourist website where a visitor can find all the main sightseeing of that area.

3.4.1. *Bibury: an English example*

Bibury is a village and civil parish in Gloucestershire, England. It is situated on the River Coln, about 10.5 km north-east of Cirencester. Bibury is the Cotswold area. The Cotswolds is an area in south central England containing the Cotswold

Hills that stretches from the north in Chipping Campden to Bath in the south, covering over 100 kilometres. The hills give their name to the Cotswold local government district in Gloucestershire, which administers a large part of the area. Marked by rolling hills and green, lush gardens, the Cotswolds is a place of both relaxation and industry. The history of Bibury dates back to at least the Iron Age & there are even remains of a hill fort above the village. The Romans settled near Bibury in the Ancient town of Cirencester. In A.D. 725-740 the Bishop of Worcester granted 15 casates of land on the river Coln to Earl Leppa and his daughter Beage. Her name was used in the place name 'Beaganbyrig', and this was recorded in the Domesday book. Gradually the name changed over the centuries until it became Bibury. Until Henry VIII's reign Bibury had belonged to the Church, but when Edward VI came to the power in 1547, the village was sold to Mr. John Harrington passing to lay ownership. Bibury prospered during the period of the 17th and 18th centuries due to the wool trade and quarrying stone.

The largest building in Bibury is *Bibury Court*, built in 1633 in the style of Jacobean architecture. One of the village's main tourist spots and overlooking a water meadow and the river is *Arlington Row*, a group of ancient cottages with steeply pitched roofs. The picturesque Arlington Row cottages were built in 1380 as a monastic wool store. This was converted into a row of cottages for weavers in the seventeenth century. Arlington Row is a popular visitor attraction and was preserved by the Royal College of Arts. Today this water meadow and marshy area, which is seasonally flooded and surrounded by water from three sides, is an important habitat for water-loving plants and birds; it is also a National Trust Wildfowl Reserve. Whereas St. Mary's Church finds its origin during Saxon period and it is situated near the river Coln. Nowadays Bibury is a serene village which has weathered the ups and downs of history well (www.cotswolds.info).

CHAPTER 4

Case studies analysis: Borghetto and Bibury

4.1 Borghetto analysis

In order to analyse promotional texts about Borghetto different techniques were taken into consideration. Firstly some extracts in catalogues, brochures and websites were analysed according to the verbal parameter. As any destination advertisement also in Borghetto promotional texts is possible to find the four properties previously presented:

a. Functions

1. *Expressive*. It is possible to perceive the author in the text, but he is never clearly explicit.

2. *Conative*. The language tries to attract the reader's attention and convince him/her to go there (*"you will recall with delight"*)

3. *Referential*. The author tries to give more information about the destination, but with a persuasive style. He presents the village as a sort of bucolic paradise describing better the features of the small town ("*Delightful features of this area are villages and hamlets that nestle around the ancient churches and farmhouses*")

4. *Phatic*. The use of pronouns try to invite the tourist to come to the village creating a closer relationship with the sender (*you can find some interesting details"*)

5. *Poetic*. The linguistics devices such as metaphors and rhymes are used in order to persuade the tourists and create interest *("the landscape is still, perennial")*

b. Structure

These texts are all extracts from tourist catalogues where images and texts work together to capture attention. Here the structure is not so well-defined: normally there is the texts and at the bottom the images or pages only with images and in the other sides pages only with written texts.

c. Tense

The reference with the time is clear in any of these texts. Travel is meant as an escape from everyday life and for this reason these texts reflect the temporal theme. There is an emphasis on past times and changeless nature (ancient churches, medieval atmosphere, natural landscape). Here is used time as standing still or eternal through the presence of adjectives such as *perennial and timeless* or verbs such as *bring back* that offer to the tourist a way of escape from the ordinary life.

d. Magic

Here it is possible to find expressions linked to magic (*magical evening, unforgettable experience, recall with delight in years*). The use of this technique allows the tourist to identify himself in the enchanting destination. Destinations represent as non-real one, but magically characterized. Words are evocative so the tourist can enjoy a dinner as in medieval time on a bridge and breathe the atmosphere of Borghetto that seem to be the same of past time.

Secondly some tourist pictures were chosen in order to consider the visual techniques mostly used. Thirdly "*I più bei borghi d'Italia*" official website was taken to analyse the multimodal interaction between visual and verbal elements.

4.1.1 Verbal techniques

"[…]Delightful features of this area are villages and hamlets that nestle around the ancient churches and farmhouses. One such spot is Borghetto, where a medieval atmosphere still lives on, making it one of the most enchanting places in the Mincio valley, with its water-mills, wooden bridge, church-sanctuary, craftsman's shops, verdant landscape, where the water of the river loiter in the silence of the bends and among the cane-bakes where many species of birds nest. […] Whether you travel on foot, horseback or mountain bike, these are all elements which, combined with the easy-going nature of the valley and genuine friendliness of the inhabitants of the valley, will make your holiday an unforgettable experience that you will recall with delight in years to come." (Il lago di garda, 2006)

"The local product is Borghetto itself, a unique hamlet created in symbiosis with the Mincio river. The most beautiful thing it offers visitors is a wide, enchanting, natural landscape: the waters of the river flow lazily and silently around bends and through cane thickets, where many species of bird come to nest, including swans; but they also rush and tumble over small cascades, providing background music to the people's talk, gathered and protected by the imposing fortifications of the Ponte Visconteo" (www.treffen-gwci.org/infovaleggio)

"The landscape is still, perennial, timeless, and brings us back to our need for springs, to our sources, like in every river legend in which water and dreams combine into one. Strolling through Borghetto in the evening to see a sunset over the Mincio, or when fog blurs the silhouettes of the buildings so that only the Ghibelline battlements emerge, is like sinking into an imaginary medieval world. Borghetto is just a handful of houses, an ancient village of mills in complete symbiosis with its river. A river idyll, with the three ancient mills that seem to rise out of the water"
(Garda Colline 2013)

"Just the name evokes ancient images : pebbles, stones arranged one above the other since the Middle Ages, to compose the fortifications and the narrow streets of what is called **BORGHETTO** *sul Mincio. Not really a city, but the most valuable fraction of Valeggio, common in the* **VENETO** *province of Verona:* **BORGHETTO** *, south of Lake Garda, is a small world of its own where time seems to stand still so many centuries ago, in harmony indissoluble with its river Mincio. A handful of houses scattered along the shore , between the old mills, inns, craft shops and gnarled trees, in a green and picturesque. Despite its small size and appearance shy,* **BORGHETTO** *sul Mincio has always been a key transit hub and trade […] Today it seems a little ' walk among the illustrations in a book: the sun shines high in the sky or fog engulfing the houses persuasive,* **BORGHETTO** *is a fairy tale setting in which you can find some interesting details."*
(www.ideasfortravels.com)

"The traditional Love Knot Feast is back in Borghetto, event that celebrates the "tortellino", typical and local product. The Love Knot Feast is surely one of the most beautiful and fascinating events of Verona's traditional culture.

Every year the traditional dinner on the Visconteo Bridge of Borghetto takes place to commemorate the legend, welcoming thousands of guests from all over the world. The dinner is offered on a very long table that, along the whole bridge, will invite the guests to enjoy delicious dishes, starting with the famous handmade tortellini, according to the tradition. This is a dinner of records: a table of over 1 km, for about 3,300 people, and they will taste more than 13 tons of Valeggio's specialties.[…] This charming and magical evening on Visconteo Bridge, located in the picturesque Mincio Valley, overlooked by the Castello di Valeggio, will culminate with the lighting of thousands of candles, in harmony with the colours of the fireworks from the Medieval Castle towers."

(www.deliciousitaly.com/veneto-food-wine/tortellini-of-valeggio)

Verbal is composed by many strategies: a large presence of **comparison** allow tourists to feel closer to the destination. Examples are 'the landscape is still, perennial, timeless, and brings us back to our need for springs, to our sources, *like* in every river legend in which water and dreams combine into one' or […] is *like* sinking into an imaginary medieval world. With similes the producer tries to compare to different things (landscape and river legend, Borghetto during sunset and a medieval world). Then **metaphors** (landscape is timeless, perennial, medieval atmosphere) that create familiarity between the sender and the receiver. Also **personification** like '*Despite its small size and appearance shy,* Borghetto *sul Mincio has always been a key transit hub and trade'* where the village is associated with a shy person. Through **languaging** foreign words are inside the text and give more authenticity especially for gastronomy and geographic nouns. Here there is *tortellino* a type of pasta of Verona that cannot be translate. Then also local places were not translated such as *Ponte Visconteo, Verona, castello di Valeggio.* These words try to explain a culture, a tradition of a place. **Ego-targeting** is not so used here. Only in some expressions (you travel, you will recall) but no negated interrogatives that try to allure the reader.

Other features are present in these texts:

- **Use of superlatives**: *the most beautiful, the most enchanting, the most fascinating…*
- **Verbs**: The present simple dominates the texts (is, flow, come, rush…), but there is a presence of modals (you *will* make your holiday, you *will* recall) and a lack of imperatives and passive forms.

4.1.2 Visual Techniques

Here below a sequence of images taken from "*I borghi più belli d'Italia*" website.

Image 1: Borghetto during sunset

Source: www.borghitalia.it

This picture is part of a collage of photos in the website of Borghetto village in order to have an idea about the destination. The absence of human beings creates a sort of invitation to take part in the scene. Borghetto is here to be visited by people who are watching this picture. The natural landscape presents itself as an "offer" , a place that gives its beauty to everyone. The medium-long size establishes a middle social distance between viewer and producer. The picture has adopted a high angle showing an intent to contemplate the stunning landscape.

The picture was shot during the sunset, indeed it is clear the dominance of cold colours that spread a peaceful and serene atmosphere. The structure of the picture is divided into three parts:

   - Foreground: the water, the river
   - Mid-ground: houses, the village
   - Background: trees and sky

So nature surrounds the entire village as a frame in order to show the deep relation between the village and the natural surroundings.

Image 2: Borghetto in Christmas time

The picture above shows a partial view of the centre of Borghetto during Christmas time. The picture invites the tourists to come there and stroll through the cosy atmosphere of the streets, indeed viewer can perceive a sort of demand to take part in the scene and discover Borghetto during the magic Christmas. The medium-long size creates a social middle distance between the participants. The perspective is eye-level that shows a view of equality and a relationship of involvement. Christmas time is since forever associated with lights and decorations. Warm colours between

yellow, brown and green confer a notion of hospitality and friendly atmosphere. The entire scene is really bright and give an idea of calmness and warmness. The picture is divided into a:

- Foreground: street

- Mid-ground: the main route with houses, trees and a bar

- Background: sky

Image 3. Borghetto and the bridge
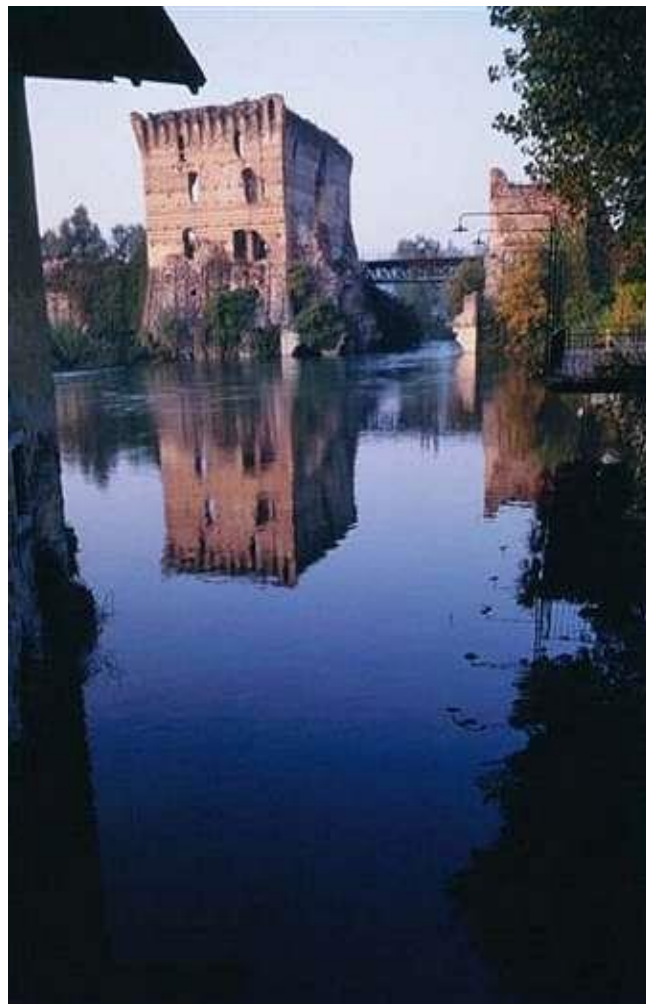
It is a glimpse from the village toward the Visconteo bridge. The picture invites the tourist to enjoy the view from that particular point.

It is offered a spectacular glimpse of the bridge as if it was shot by accident. The medium-long shot creates a middle distance between participants. The picture is taken from an eye angle that encodes an intent to involve the viewer. The entire scene is shot from a particular corner and is evident the horizontal cut of the picture. The river reflects the entire tower and bridge recreating the real scene on the water mirror. This reflections' game allow to see the image on both sides. The viewer can also turn the picture and see the same reflected image. The bright brown colour of the tower stands out in the blue coloured water. The contrast between the warm brown and the cold blue roughs out mainly the ideal division of the pictures. Indeed the image is divided in two parts: the river with the reflected scene and the real tower and bridge.

4.1.3 Multimodal Analysis of the website "I borghi più belli d'Italia"

Image 4: Page about Borghetto part 1

Source: www.borghitalia.it

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Image 5: Page about Borghetto part 2

As usual this homepage is structured along a vertical axis with the main information on the top of the page and with the detailed one in the lower section. The reading path is linear following left-to-right and top-to-bottom modes. The structure of the webpage is:

- Special event cluster: at the top there is in highlight an upcoming event in order to catch the reader's attention and inform people to take part to.
- The club's name *I borghi più belli d'Italia"* and the logo in original language coloured in red and white. The proper name of the club is not translated.
- The language option buttons advised with flags
- Navigation menu organized as chapter titles that send back to the homepage of the club (the club, news, the guide, the villages: north, the villages: centre, the villages: south)

- Name of the selected village: Borghetto
- Overview of images
- Dropdown menu with detailed information about different topics (the town, events, map, restoration, accommodation, shopping)
- Detailed text with most important selected information

Normally in the tourist promotional texts the reader is superficial, but appreciates breathtaking pictures and not long texts full of specific information. The slow sequence of images create dynamism and give the viewer an impression of visiting and exploring the destination. The font is really simple and basic and the use of red and white does not create a dynamic idea. The presentation is static and detached creating a distance between the viewer and the producer. However as in many tourist website hypertext is very used. The hypertextual link invites interactivity, asks users to act upon the digital text in order to access further text on other pages (Francesconi, 2014:154). This page follows a specific paths from general to detailed information and for this reason at the top there is a list of link where you can access other pages according to the readers' interests. A navigation menu divided into chapter tiles offers tourists the possibility to discover other pages according to other categories such as the club, news, the guide, the villages: north, the villages: centre and the villages: south. Scrolling down the page presents the main theme Borghetto and after a sequence of images there is a list of links that allows to access to other topics such as the town, events, map, restoration, accommodation and shopping about the village. In this case links offer an extension of the main theme logically divided into topics. Then on the right side there are links connected with Veneto region: website, e-mail and info. In this case if you need to contact directly the tourist information point is possible through these links. As Kress claims the role of hypertext is dual because "affords the website author the opportunity not only to establish a dialogue with the user, but also to include multiple texts" (2003:5).

4.2 Bibury analysis

Firstly some extracts in guides and websites were analysed according to the verbal parameter. As any destination advertisement also in Bibury promotional texts is possible to find the four properties previously presented:

a. Functions

1. *Expressive*. It is possible to perceive the author in the text as someone who strongly invites tourists to the village. With the negative interrogatives the author puts himself side by side with the visitor (What do WE find in Bibury?)

2. *Conative.* The language tries to attract the reader's attention and convince him/her to go there through the use of many vocatives and imperatives: *"the Farm is a wonderful place to visit!" or "you really must visit the Arlington Row"*.

3. *Referential*. The author tries to give more information about the destination, but with a persuasive style presenting the landscape of Bibury with a fairy tale atmosphere *"If you come to Bibury early in the morning, as the mist rolls gently back from the hills surrounding the village, and you walk along the banks of the gently flowing River Coln, you will find a row of traditional Cotswolds cottages"*

4. *Phatic*. The use of pronouns try to invite the tourist to come to the village creating a closer relationship with the sender (you will find, if you want).

5. *Poetic*. Many metaphors and rhymes are used in order to persuade the tourists and create interest such as *"the village exudes charm from every house and tree and meadow, the nearby countryside is home to many picturesque villages"*.

b. Structure

These texts are all extracts from websites where visual and verbal parts work together to create a coherent promotion. It is possible to find entire pages in websites full of written texts and other dedicated only for images. Whereas in the guide only the cover shows a big image of the village, but inside there are only drawings and more attention is given to the informative part.

c. Tense

The present simple here dominates the entire presentation of Bibury as a place anchored to a naturalistic world that can offer an authentic panorama and a timeless experience (*"traditional Cotswolds cottages" or "every stone seems to have a history"*). Here is used time as standing still or eternal through the presence of adjectives that give an idea to cannot lose the chance to visit the village (*every stone*

seems to have a history and perhaps it is this feeling that makes Bibury so unique). Often the history is one of the main reason to go there.

   d. Magic

The magical aspect is revealed through the fairy tale landscape described in some texts *(If you come to Bibury early in the morning, as the mist rolls gently back from the hills surrounding the village, and you walk along the banks of the gently flowing River Coln, you will find a row of traditional Cotswolds cottages).* Through the words visitors can dream a special setting where normally fairies are dramatized. Then it is possible to find other exhortative expressions in order to invite tourists to see the incredible village (*the Farm is a wonderful place to visit!).*

Secondly some tourist pictures were chosen in order to consider the visual techniques mostly used. Thirdly the official website of Bibury was taken to analyse the multimodal interaction between visual and verbal elements.

4.2.1 Verbal techniques

"Bibury, nestled in the eastern hills of the Cotswolds, first earned its title of 'the most beautiful village in England' from the artist and craftsman, William Morris.[…] However you approach this village on the river Coln, it exudes charm from every house and tree and meadow.

The Mill, with its working water wheel, looks down on trout swimming lazily in crystal clear spring water. […] The visitor can buy them smoked or fresh or fish for their own. A park and gardens enhance the beauty of the spot.

The nearby countryside is home to many picturesque villages. Evidence of Celtic fields, an Iron Age hill fort, long barrow and beehive chamber shows man has long appreciated the beauty of the area.

Surrounded by wooded hills, snuggled in the Coln River valley, Bibury can still boast of its 19th century title, "the most beautiful village in England".
(www.britainexpress.com/villages/bibury)

"This Gloucestershire beauty spot is a great place to visit whatever you're looking for. For a bit of history, take a stroll down the picturesque Arlington Row.[...] "
(www.nationaltrust.org.uk/bibury)

"Bibury is a popular Cotswolds' visitor attraction that can become very busy on a sunny summer afternoon, and even attracts visitors on the coldest winter day. Whilst in Bibury you really must visit the Arlington Row of weaver's cottages, the Bibury Trout Farm and Arlington Mill, though the latter is now a private dwelling so only an external viewing is possible. Also take a short walk from Bibury village centre to the Church of St. Mary. A lazy summer afternoon wandering among the honey coloured Costwold stone buildings is as close as you can get to the perfect Cotswold experience."(www.bibury.com)

"If you come to Bibury early in the morning, as the mist rolls gently back from the hills surrounding the village, and you walk along the banks of the gently flowing River Coln, you will find a row of traditional Cotswolds cottages [...] one of the most photographed places in the Cotswolds. William Morris one described Bibury as "the most beautiful village in England". It is a very special village, with a character of its own [...] Many people return to Bibury time and time again, breathing in the beauty and the tranquillity of the river. [...] Every stone seems to have a history and perhaps it is this feeling that makes Bibury so unique.

What do we find in Bibury as we walk through the village? [...]they make a marvellously picturesque scene. [...]The Farm is a wonderful place to visit!"
(Reardon: Bibury. A Cotswold village)

Verbal technique is composed by many strategies such as **metaphors** (*the village exudes charm from every house and tree and meadow,the nearby countryside is home to many picturesque villages*) that create familiarity between the sender and the receiver. Also **personification** is present (*the Mill looks down on trout, the mist rolls gently back from the hills surrounding the village).* Here the mill and the mist are associated with persons though verbs normally used for human beings. Whereas **ego-targeting** is very used in these texts (*you approach, you can get, you walk along*) in

order to create a closer relationship with visitors. Indeed also negated interrogatives are made: *what do we find in Bibury as we walk through the village?* The producer wants to go with visitors in order to discover the main attractions of the village. What is recognizable here is the strategy of **testimony.** The artist William Morris defined Bibury as "one of the most beautiful villages in England" and this quotation is repeated several times in promotional texts. The positive attitude of an influential person toward a place can be more appealing for tourists.

Other features are present in these texts:

- **Superlatives** are not so used here: *the most beautiful, the most photographed.*
- **Verbs**: The present simple dominates the texts (is, looks down, shows, get…)and there is a large presence of modals (you *can buy, you will find a row)* that express possibility and others *(must visit)* that are stronger expression to convince tourists to visit the village.

4.2.2 Visual Techniques

Here below some pictures taken from internet websites.

Image 6: Bibury during winter

Source: www.it.forwallpaper.com/wallpaper/bibury-winter-snow-village-england.it

This picture shows a Bibury street during winter time. The image invites the viewer to take part in the scene offering an unspoilt Bibury after a snowfall. The medium-long size creates a middle distance. The picture is shot from an eye angle in order to attract the viewer's attention and create a relationship with him. The most important aspect here are cold colour: of white and grey. White stands out in the scene and creates the outlines of things: houses, branches, river. The grey of houses and river sticks out an unblemished landscape. In the foreground the river and the blanket of snow, in the mid-ground the houses line and in the background the sky and trees.

Image 7: cottages in Bibury

Source: Reardon "Bibury. A Cotswold Village"

This is Arlington Row shot during the beginning of spring. The picture expresses an invitation for the viewer to go along the path and discover the village. The absence of

human beings reveals an offer intent for the tourist. The medium-long size creates a middle distance. The picture is shot from an eye angle in order to attract the viewer's attention and let him share in entering in the scene. The colours of nature seem to surround the houses' line and the path. The green of grass and the bright colours of flowers delimit the route and light brown of the route and the houses. The picture is divided into three parts: in the foreground grass and path, mid-ground houses line and in the background trees and sky.

Image 8: Bibury during sunset

It a glimpse of Bibury during sunset. It seems like an artist's picture that reminds to a bucolic landscape. A place where time has stopped and where calmness prevails. The viewer is invited to take part in the scene as the intent is to offer a rural idea of the village. The medium-long size creates a middle distance. Also here the picture is shot from an eye angle in order to create a more familiar contact with the viewer. The scene is dominated from warm colours: yellow, brown, red. The sun lights up the grass and the houses creating light and shadow effects. In the foreground there are grass and river, in the mid-ground a tree and houses line and in the background the bright sky.

4.2.3 Multimodal Analysis of the Bibury website

Image 9: Page about Bibury
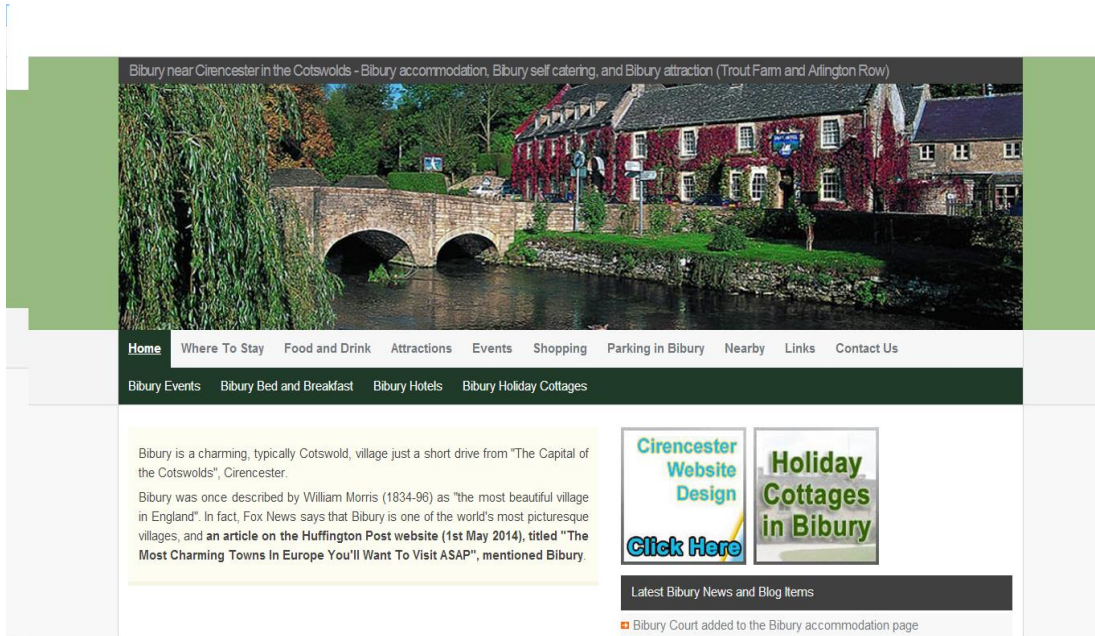
Source: www.bibury.com

This homepage is structured along a vertical axis with the main menu on the top and the selected topic on the lower part. On the right side there is a part for social contacts. The reading path is linear following left-to-right and top-to-bottom modes. The structure of the webpage is:

- At first sight a big picture of Bibury is located on the top of the page
- Navigation menu organized as chapter titles (home, where to stay, food and drink, attractions, events, shopping, parking in Bibury, nearby, links, contact us)
- Dropdown menu with detailed information about previous topics
- Detailed text with most important selected information
- On the right side there are sections that should present updated information and external links (latest news, blogs, events around Bibury).

Here the verbal parts are more present than the visual ones. The font is really simple and basic, however bold type and size of font underline the most important information. Colours here are really static as the font is black and the background white, whereas links are highlighted with green. There is only a big image at the top of the page that changes according to the topic, but no sequence of pictures is presented. Texts in the website are more informative than persuasive and are full of hypertexts. In every sentence there is a link highlighted with a different colour that gives access to other pages. The text is not so well-structured and there are too many links that invite visitors to change page and interrupt the reading. Hypertext can be a positive aspect, but the abuse of it can create confusion in the tourist's perception of a destination. The navigation menu is important for visitors in order to search the desired information, but then at the bottom of the page there is no chance to return in the main menu. The visitor has to scroll up every time and use the menu at the top of the page. On the right side the titles of the lists "latest Bibury news and blog items" and "Bibury events" misdirect visitors. Actually these links are the same of the main menu on the top and give access to the same pages adding no further information. It is a totally useless part that create more confusion in the visitors' mind. Moreover this is supposed to be the official website for Bibury, but tourists cannot choose other languages because only English is offered. Summarizing all these aspects this webpage presents many weak points especially for the structure.

CHAPTER 5

The village tourism: strength and weakness points

5.1 Specific features of the village tourism

There are many successful elements that characterize both villages. Borghetto and Bibury are strongly connected with history and memory and their urban area is perfectly integrated with the surrounding landscape. Tourists are now looking for off the beaten track places that can offer authentic experiences. These villages are not so well-known and visitors can enjoy their stay becoming part of them and getting in touch with the local culture. Villages are intended as a niche product with some specific features:

1. Small carrying capacity. A village cannot stand a huge number of visitors as the territory is limited. One of the main pull factors for a tourist is to come in a place not crowded and easily accessible. The flow of tourism should stay limited otherwise it could lose the appeal factor (Dall'Ara-Morandi 2010:277).

2. Strong interactivity with local people and so the possibility to enjoy a real experience. Far from pre-packaged journey, tourists want to live the soul of the place getting carried away from the village's life. Places and shops become opportunities to experience the atmosphere and get in touch with locals (*ibid*).

3. Packaging opportunities with other local parts in the surroundings. Normally the village is not isolated from a territory that offers many other attractions. The surroundings can support the village in terms of tourist services. Hotels, transportations, bars, shops cannot always be part of a village because of a lack of space. The territory close to the village can benefit of the appealing power of it and create an important network of services (*ibid*).

5.1.1 Case study: Borghetto

The possible developments of the village Borghetto go hand in hand with the legislation in the field of tourism. In Italy there is not a common public law that rules the tourism subject. The normative reference is in the definition of STL (*Sistema*

turistico locale) [13]that considers the full autonomy of regions to organize the strategies of the destination government. A STL should support different activities between the tourist enterprises, make inter-sectorial interventions in order to increase the offer of a destination, support the technological innovation for welcoming and information offices, help the presence of the product clubs, promote the on line marketing in order to commercialize the destination in Italy and abroad (Sangalli 2009:60). Borghetto is situated in Veneto Region which has adopted the law 135/2001 creating the Verona STL. Verona is intended as a unique territory with a uniform tourist offer and it is managed by private and public institutions. Borghetto is presented just as a part of a big territory that is Verona. This territory is promoted as a single destination divided into many itineraries (art and culture, parks, nature, amusement, gastronomy). Borghetto occupies a small part of the entire offer and no huge attention was attended. There is no specific promotion for this small village that is connected with "rural area" or part of a bigger territory in the surroundings of "Valeggio". There are not specific offers dedicated to the village or some itineraries to discover the small urban area beyond the administrative boundaries. Leafing through the pages of guides, brochures and catalogues is clear that Borghetto occupies a small part of the entire territory offer. There are not many promotional texts about this village because there is not a proper offer for it. The promotion follows all the characteristics of the language of tourism both for verbal and visual aspects. However the information are less and not so well-organised. Tourists in the pre-trip phase can collect some information through catalogues and guides but always referring to the all territory. So it is possible to find catalogues about the province of Verona or about the countryside of the Moreniche hills, but nothing about Borghetto as a main attraction. Some sentences are dedicated to the urban centre near a more important destination from a tourist point of view. A better overview about Borghetto as a destination is offered by the product club: *"I borghi più belli d'Italia"*. This union allowed tourist to have a homogeneous idea of the villages in Italy. This club has a strong value from a marketing point of view and also has created a brand, a sign of quality for villages that encourages tourists to visit

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[13] L.135/2001. STL are defined as "contesti turistici omogenei ed integrati, comprendenti ambiti territoriali appartenenti anche a Regioni diverse, caratterizzati dall'offerta integrata di beni culturali, ambientali e di attrazioni turistiche, compresi i prodotti tipici dell'agricoltura e artigianato locale, o dalla diffusa presenza di imprese turistiche singole o associate"

them. These municipalities listed the small villages in Italy and described their characteristics on a guide and on a website. Here visitors can find more specific information about the location, history, attractions, hotels, restaurants, so they can read a coherent presentation of the village.

5.1.2 Case study: Bibury

In England tourism is managed through a mix of Regional Tourist Boards, Destination Management Organisations (DMOs), tourism partnerships and other sub-national structures such as Local Enterprise Partnerships (LEPs). Destinations here are not limited in administrative borders, but they may cover a single city (e.g. Oxford), or a number of smaller destinations with a strong identity caused by its natural geography (e.g. the Cotswolds). Bibury is part of a destination organisation "south west" divided into another area "Cotswolds". Cotswolds offers the typical countryside area with different tourist opportunities: sport, towns, nature, museums, and art etcetera. Bibury is inserted as one of the villages to visit inside this area (www.visitengland.org). Marketing, promotion and national tourism links is managed by a partnership of local authorities and the Cotswolds Conservation Board. The tourist offer of Bibury is always connected with Cotswolds area, indeed all the promotional material (brochure, leaflet, and guide) inserts Bibury as one of the beauties of Cotswolds. Even if Bibury is not so big and visited, it is inserted in a well-known countryside destination.

5.2 Promoting a destination on internet

Internet has spread strongly in the field of tourism, allowing tourists to have a direct access to the offer. Visitors go on the web to find more information about a destination and sometimes to book directly some services (hotel, flight…). Promo-commercialization is one of the destination marketing's processes and it is assigned now to the web. Both commercialising activities which are focused on the exchange of intangible products and information one which are easily computerizing mainly provide for the technology on the internet. The modern tourist can today find important information in a pre-trip phase about hotel, attractions, and prices and in a post-trip phase writing a comment or reference about the destination. As tourists become more and more co-producer in creating the final product, internet allows

tourist destinations and companies to create interaction with him/her. The application of web technologies in tourist destinations is defined as Web-based Destination Management System, as a system that uses computer and communication technologies, especially the Internet and the World Wide Web to fulfil the function of DMO in its primary objective- the promotion of tourism businesses within geographically defined areas, most importantly by means of providing comprehensive tourism information and selections of tourism products to potential visitors (Martini 2001:268). A destination management system is an informative integrated system of a territory that gather in a centralized way all the information about tourist attractions and services of a destination in order to promote them on the web (ibidem). In order to manage the website is important to create a good coordination between the actors, find a funding system and manage correctly the website (ibidem). The final website is defined as PTT- *portale turistico territoriale*- that is a tourist portal managed by a Destination Management Organization that can be public or a mix of public-private. The contents are dedicated to a specific territory that can be national, regional, provincial or local. However during years it was possible to identify many criticalities of DMS:

  - Lack of funds

  - Lack of political support

  - Poor distributive network for the offered products

  - Bad management between the involved actors

  - No precise definition about the goals of the projects

  - Difficulties to make operative the project

    (ibidem 2001:269)

5.2.1 Strength and weakness points for Borghetto promotion

DMS of Veneto wants to promote the STL Verona at a regional level. The involved provinces have adopted a destination management system that offers two main advantages: it helps the province to gather information about the territory and improve the services and the tourist can find all the information that he/she needs for the specific area. The DMS for Verona area has many features:

  - Create a network between the info points

- Create synergies between the operators of provinces, regions and other local bodies, economic activities, service agencies…
- Guarantee the distribution of data to the portals through welcome offices, info-mobility services…

(www.tourism.verona.it)

The presence of Borghetto on the internet shows the management of the promotion in the territory. The offer is fragmented because there is not a single website for the village. On the internet visitors can find hundreds of links that can give more or less all the same information. The main websites are the regional one "Verona province" and the local one "Valeggio" that offer a limited presentation about the centre. Other webpages usually do not offer a wide and diversified range of information. In a page there can be the gastronomy section and in another one the historical aspects. On the one hand the language used to promote the village follows the main techniques of the LoT and exploits them in order to incite visitors' interest. On the other hand these webpages are normally not so well-structured in term of multimodality. Visual and verbal techniques usually do not work together in order to create a coherent promotion. Sometimes there are only big pictures and less verbal part where small font makes the reading impossible. At times there are long written parts with a bad choice of colours between the font and the background of the page and no pictures at all. Moreover links do not always work well or they resend to a fictional page. There is also the big problem for international tourism and the possible choice of the language on the internet page. Usually it is really difficult to find pages about Borghetto in English for foreign visitors and if there are they are really bad translated. The only example of a well-structured page about the village is on the "*I borghi più belli d'Italia*" website. The product club presents clearly the urban reality according to different topics. Visitors can have a clear overview of Borghetto and access directly to the information they need. Location, accommodation, events, history, gastronomy are examples of the sectors that can be explored. Here the pages are also offered in English and there are many links to the main pages that manage the tourism at local level. Unfortunately not every part is up-to-date, indeed tourists can find the page "event" totally empty or in the "accommodation" a hotel or bed&breakfast without a presentation. In general the tourist offer appears fragmented

because there are many non-institutional sites that create confusion in the perception of the destination. The web is full of links that seem to offer the same thing and visitors try to find the best webpage to collect more and more correct information. At least it is possible to find a section dedicated to the social media in the main websites. Only Facebook is used to interact with tourists who can join directly the page and write a comment about the village. There are other social media that can be used: Twitter or Instagram. Creating websites with a social mark is an important opportunity to have a bilateral relationship between operators and tourists. Despite Borghetto is managed by a DMO of Verona Province there are many criticalities in the main PTT of the region. The tourist offer is limited at the administrative boundary and for this reason also the product. Borghetto is presented as a part of Valeggio (municipality) and always connected with it and as a part of Verona countryside. Borghetto seems to have an identity as a part of that territory and not as a product itself. Borghetto is promoted as a bucolic village, where time is eternal and nature is unspoilt. Maybe Borghetto can offer something more such as handicraft, gastronomy, sport, events etcetera. Borghetto can be promoted together with other villages in the surroundings and beyond the administrative boundaries. A gastronomy itinerary through the small villages of the area can be a possible idea to promote the towns and their features. The product club gave a strong boost to the village tourism and for this reason DMO in Verona should cooperate and create a specific offer that should be coherent from the tourist's point of view.

5.2.2 Strengths and weakness point for Bibury promotion

Bibury is promoted as a part of the countryside area Cotswolds. The most important and well-organized information are available on the main website of the region Cotswolds. The website is the online travel guide for discovering everything visitors need to know about visiting and touring the Cotswolds region of the UK. The site is an extensive resource for the whole of the region formed by the associated six English counties of Worcestershire, Gloucestershire, Wiltshire, Oxfordshire, Warwickshire and Bath & North East Somerset. Also for Bibury there are many websites that offer indications about the small town. The web presents many links about the village that is not so well-known especially from an international audience. There is no possibility for an Italian tourist to access directly to a website that

promotes Bibury or that area in Italian language. If somebody write "Bibury" on the search engine only travel blogs can be selected from the visitor. Bibury seems to be a destination limited to a national tourism if internet is considered. Indeed the promotion is not reasoned for international tourists who find many difficulties in looking for information or even if they want to know about the existence of this village. The web is an important mirror of the destinations' offer and one of the most driving force in order to promote and commercialize a place. The website analysed is the "top ranked Bibury related website" to promote the village and their services (www.bibury.com). Genuinely the website is really bad organized, indeed the main page presents a layout not so good structured. Colours, font, style do not grab the reader's attention and they do not evoke emotions related to the destination. The page does not create a coherent image of Bibury that seems to be not so much reasoned. External links are not functional as they do not work and they resend to already given information in other links. No great importance for images is given and this is a really weak aspect of the promotion. Moreover there is no section for social media: Facebook, Twitter or Instagram. For this reason the website appears static and closed to visitors who cannot interact with tourist operators. Whereas the regional website of Cotswolds offers a better promotion that is well-organized though the pages. The menu is clear and divided into different topics and itineraries. Here colour green is used to remind to the nature of the countryside area and a sequence of big images is offered at the centre of the page. There is a direct link for Bibury that shows a small presentation of the village with other links in order to collect more information. Moreover visitors can write a twit about their experience in Cotswolds and all the comments are inserted on the main page. Here Bibury is well-connected with the entire area and the tourist offer includes a territory that goes beyond the administrative boundaries. Cotswolds is a strong brand and all the six counties work together to promote the territory as a whole tourist offer. However the importance of small realities in England is totally differently perceived compared to Italy. Bibury seems to be not a reality to safeguard, but a natural spot that should be visited for its unspoilt area and its vicinity to other main attractions. This site is absolutely useless for foreign visitors who want to have an idea of the tourist offer, but also for national visitors who cannot have a coherent promotion of the area. Cotswolds should

promote better the international tourism with tailor-made actions' marketing. Internet can be an important means in order to spread the niche tourism of villages for national and international visitors.

CONCLUSIONS

The main goal of the paper was to examine the efficiency of the communicative aspect and to evaluate how much this is important to attract new tourists. Firstly, focusing on the phenomenon of tourism, it was possible to understand how a destination should be managed: who are the operators, which relationships there are between them, which are the best solutions in order to govern a territory. All these aspects were taken into account in order to focus the attention on the village tourism that is a niche tourism not so well-known that tries to reinforce the identity of the small urban realities. Tourists today look for authentic experiences especially in off-the-beaten-track places. Villages seem to have many characteristics in step with the new needs of tourists. However this tourism is at the dawn and is different according to the countries. The two case study taken as examples are in Italy and England. In particular, the attention was focused towards the promotion of two villages: Borghetto and Bibury. Promotion as an essential aspect of the marketing represents a key concept for the analysis of the destinations. The promotion of both villages are fundamental in order to attract tourists and sell the tourist product. The analysis of the language of tourism used in the promotional texts was an important tool in order to understand the efficiency of the communication. In promotional texts of Bibury and Borghetto all the linguistic strategies were exploited. Visual, verbal and multimodal techniques were presented in different ways in every promotional text type. The conclusion was made depending on national regulation and web presence of both villages. England and Italy have different rules according to tourism and also villages and the territories are different. Borghetto and Bibury according to their different environments could improve differently their tourist offer. The perception of the offer "village" is totally different between the two countries: on the one hand England does not have the idea of villages as tourist products and on the other hand Italy tries to safeguard and exploit these towns through different bodies. The birth of the product club, for example, has given an important boost for the villages at national level. "I borghi più belli d'Italia" is a strong brand recognized from tourists who feel more confident to visit a qualified destination. The problem is not to promote, but in which way. Internet has shown to be a strong driving force to promo-

commercialize a destination. Nowadays the presence of a destination on the web is becoming more and more essential in order to create a bilateral relationship with tourists. The villages' webpages show a big gap from a governmental point of view. Hundreds of institutional and non-institutional websites offer many information, but not in a coherent way for visitors who want to know something about the village in a pre-trip phase. The large number of pages and links create confusion in the tourist's mind. Of course there is not a unique efficient solution for both villages in tourism subject, but they should try to follow the best line in order to increase and make known this new kind of tourism. Generally both tourist enterprises and tourists seem not to have a clear idea of what is a village tourism. However, tourist operators should understand that only through a good promotion tourists can gain knowledge of the small villages and appreciate this new kind of tourism. Creating a good promotion means to realize a coherent message who follows the Language of Tourism strategies through the right channels. Usually the success of a destination is also connected with a correct communication especially for not well-known places. Village tourism has many potentialities, but operators should make known to tourists these new realities. For this reason promotion is a strong arm in the hands of DMOs who could offer a new product on the market.

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