

SLOGANS OF THE WORLD: A CROSS-CONTINENTAL ANALYSIS OF TOURISM COUNTRY BRANDING THROUGH RHETORIC, SENTIMENT, AND BREVITY

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Abstract: Tourism slogans are concise verbal elements of destination branding that contribute to how places are perceived. Situated at the intersection of branding and storytelling, they express a destination's identity and emotional appeal in a brief form. This study presents a cross-continental analysis of 170 official tourism slogans, focusing on their rhetorical features, emotional tone, and linguistic length. Although slogans are widely used in destination marketing, their textual characteristics have received limited empirical attention. To address this gap, the paper examines how sentiment, brevity, rhetorical devices, and the placement of country names vary across continents. The analysis combines automated sentiment and word-count measures in the R environment with manual rhetorical classification into persuasive, logical, structural, stylistic, and figurative categories. The results indicate a general preference for short and predominantly positive slogans, alongside clear regional differences in rhetorical style and emotional tone. Variation is also observed in whether and where country names are included within slogans. These patterns illustrate how destinations employ various communicative strategies when expressing national identity in a brief textual form. Beyond providing a comparative overview of tourism slogan practices worldwide, the findings offer insights for destination marketers and place branding practitioners seeking to craft concise yet meaningful messages that balance memorability, emotional appeal, and identity communication. The study also provides a foundation for future research exploring how slogan characteristics relate to audience perceptions and the interpretation of destination messages across different cultural contexts, as well as how these linguistic choices may shape the ways destinations position themselves in an increasingly competitive global tourism marketplace.

Keywords: tourism slogans, destination branding, rhetorical analysis, sentiment analysis, storytelling, place marketing, brevity, cross-cultural communication, brand identity, slogan effectiveness

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INTRODUCTION

Slogans are a visible component of destination marketing which serves as short verbal expressions of how places wish to be represented. Slogans function as easily recognizable communication tools that can shape destination image as well as positioning. Previous research has shown that tourism slogans can influence destination perceptions, emotional responses, and travel intentions (Galí et al., 2017). In other words, by filtering place identities into a few words, slogans contribute to not only brand recall but also emotional engagement which make them an important element of destination branding.

Although slogans are only one part of broader place-branding systems that also include logos, visuals, and promotional narratives (Kotler & Keller, 2006), they occupy a special position in marketing communication. This could be attributed to the fact that they are relatively easy to modify, are widely circulated across media, and often encapsulate a destination's unique selling proposition in a highly condensed textual form (Kohli et al., 2007; Pike, 2004). This flexibility has recently been reinforced by the emergence of generative artificial intelligence, which enables the rapid creation of place slogans and introduces new dynamics into place branding processes (Hakala, 2025).

Despite their importance, tourism slogans have received less scholarly attention than other branding elements. While general theories of destination branding and storytelling are well developed (Pike, 2004), comparatively few studies have examined slogans as a distinct linguistic and rhetorical genre, even though they play a central role in how destinations communicate identity and promise to potential visitors (Galí et al., 2017). Within this context, storytelling might offer a useful perspective for understanding how slogans operate. Storytelling enables destinations to convey meaning, values, and emotional appeal in ways that resonate with audiences, and slogans can be seen as one of the most

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compressed forms of such narrative communication. Through carefully chosen words, slogans attempt to evoke atmosphere and identity, often relying on rhetorical and emotional cues rather than simple description.

Yet the specific ways in which sentiment, brevity, and rhetorical devices are used in tourism slogans across different regions remain insufficiently explored. Therefore, the current study addresses this gap by examining 170 official tourism slogans from countries across the world. It analyzes how sentiment, length, rhetorical strategies, and the placement of country names vary across continents, thereby offering a comparative view of how destinations translate national identity into minimal textual form. The research combines automated sentiment and word-count analysis in the R environment with manual rhetorical classification into persuasive, logical, structural, stylistic, and figurative categories. This mixed-method approach allows for a systematic yet interpretive examination of how slogans are constructed and how they differ across regions. Ultimately, this study attempts to contribute to destination branding research by providing an overview of slogans' linguistic and rhetorical characteristics on a global level.

LITERATURE REVIEW

1. Tourism Slogans as Branding and Communication Tools

In branding theory, slogans belong to the family of brand elements—alongside names, logos and symbols—that contribute to brand recognition, differentiation and meaning construction (Keller, 2003). However, unlike logos or country names, slogans are purely linguistic and therefore operate primarily through semantic, rhetorical and emotional mechanisms rather than visual ones. This linguistic nature makes them especially suitable for studying how destinations articulate identity, promise and positioning through language.

Tourism research shows that slogans are not merely decorative taglines but act as strategic communicative instruments that frame how destinations are cognitively and affectively represented. Pike (2004) argues that destination slogans function as positioning tools that help anchor destination image in the minds of potential visitors by highlighting distinctive associations, values and benefits. This positioning role is supported empirically by studies demonstrating that slogans influence recognition, recall and image coherence. For example, Huang & Lin (2017) found that placing the destination name at the beginning of a slogan improved recognition, while Lehto et al. (2014) showed that congruence between slogans and projected destination image enhances evaluative responses. These findings indicate that slogans operate as part of the destination image formation process rather than as superficial promotional add-ons.

Recent comparative research further confirms that tourism slogans are systematically designed to convey emotional and symbolic meanings. Galí et al.'s (2017) large-scale analysis of destination slogans shows that they are typically short, affectively charged and aim to be different than other slogans. This may refer to their role in constructing competitive positioning through emotional appeal. This dimension is also emphasized in Pan et al.'s (2026) global analysis of 186 tourism slogans, which demonstrates that slogans, on average, carry significantly higher valence and dominance scores than ordinary language. In other words, they are linguistically optimized to project pleasure, empowerment and positive emotional tone. Their study further shows that tourism slogans cluster geographically according to affective profiles, suggesting that slogans encode regionally patterned branding strategies rather than random stylistic variation. Apart from the emotional aspect, slogans also operate as semiotic signals within national branding systems. Tsauro et al.'s (2020) cluster analysis of tourism slogans and logos in Asia Pacific countries demonstrates that slogans and visual identities jointly form integrated branding profiles, grouping destinations into clusters such as “spiritual serenity,” “emotional flow” and “cultural experience”. Their results show that slogans help articulate how countries position themselves relative to competitors, not only by describing tourism resources but also by signaling symbolic and emotional associations. In this sense, slogans function as condensed narratives that communicate what kind of experience a destination promises within a regional or global marketplace.

From a linguistic and rhetorical perspective, slogans also deserve independent scholarly attention because of their highly constrained yet expressive form. Unlike brochures or advertisements, slogans must achieve memorability, persuasion and differentiation in just a few words. Katrandjiev's (2016) rhetorical analysis of tourism advertising slogans demonstrates that tourism slogans exhibit a distinct rhetorical profile characterized by intensive use of figures of thought (such as metaphor, hyperbole and antithesis) and figures of speech (such as anaphora and epithets), making them structurally different from slogans in other product categories. Importantly, his findings show that tourism advertising belongs to the most rhetorically diverse categories. This might indicate that destinations rely heavily on linguistic creativity to compensate for the intangible nature of the tourism product.

This combination of branding, affective and linguistic functions explains why slogans cannot be treated as marginal accessories to logos or campaigns. Instead, they constitute a distinct and analytically rich genre of destination communication that warrants focused cross-national and cross-continental investigation, as undertaken in the present study.

2. Storytelling, Emotion, and Meaning in Tourism Slogans

Storytelling has become a focal concept in the field of marketing, yet its application within travel and tourism remains comparatively underexplored (Sureshbhai, 2024; Papp-Váry & Hajeer, 2025). Existing research has primarily examined storytelling at the level of destination narratives, promotional campaigns, and place-based communication strategies, emphasizing its role in shaping destination image, supporting regional development, and influencing travel intentions (Tang et al., 2021; Xiang, 2024). Within this body of work, storytelling is understood as a means of conveying experiential meaning through narrative structures that engage audiences emotionally rather than through purely informational messaging.

In the context of tourism slogans, storytelling operates in a highly condensed form. Unlike extended narratives found in brochures, videos, or social media campaigns, slogans function as instances of micro-storytelling: they do not narrate

stories explicitly but evoke them implicitly through symbolic language, emotional cues, and suggestive imagery. As Moscardo (2021) notes, narrative-based destination communication does not rely on detailed description but on the activation of interpretive frames that allow audiences to imagine experiences, values, and atmospheres. In this sense, slogans act as narrative triggers that invite imaginative projection rather than cognitive evaluation.

Emotion plays a decisive role in this process. Empirical research in destination marketing consistently demonstrates that affective components exert a stronger influence on destination image formation than purely cognitive attributes (Tang et al., 2021). Recent branding measurement studies similarly show that the most impactful tourism slogans are structured around affective and symbolic dimensions, including enthusiasm, inspiration, imagination, and emotional enjoyment (Liao et al., 2025). Studies on storytelling further show that emotionally resonant narratives enhance brand value by increasing perceived uniqueness, coherence, and meaningfulness (Haryono & Albetris, 2022).

Applied to slogans, this suggests that their communicative effectiveness lies less in factual description and more in their capacity to generate emotional expectations and symbolic associations. As Cole (2017) argues, coherent brand narratives often outperform traditional promotional strategies precisely because they operate at an emotional and experiential level rather than through rational persuasion. Recent tourism scholars also emphasize the role of storytelling in reinforcing destination identity and differentiation in increasingly competitive and digitalized environments. Caso & Giovanella (2015) highlight that communities and destinations increasingly rely on narrative communication to promote place identity and distinctiveness, particularly in online contexts where attention is scarce. Li (2024) similarly notes that storytelling facilitates engagement and visibility by translating abstract place values into relatable emotional narratives. When applied to slogans, this logic suggests that even minimal textual forms can function as identity markers by repeatedly circulating symbolic meanings that stabilize how destinations are perceived.

Importantly, storytelling in tourism slogans does not imply narrative uniformity. Comparative research indicates that destinations adopt different emotional and narrative strategies depending on competitive positioning, identity objectives, and target audiences (Papp-Váry & Hajeer, 2025). Some slogans emphasize emotional intensity and invitation, while others rely on neutrality, abstraction, or understatement. This variation reflects broader branding choices rather than random stylistic differences, underscoring the need for comparative analysis across regions and contexts. To conclude, tourism slogans represent a distinctive site where storytelling, emotion, and meaning converge in an extremely constrained linguistic form. By functioning as micro-narratives, slogans contribute to the symbolic construction of destination identity and experiential promise without explicit storytelling. Understanding how emotional tone and narrative implication operate within these minimal texts is therefore essential for grasping how destinations communicate meaning in contemporary tourism marketing.

3. Linguistic and Rhetorical Features of Tourism Slogans

Pan (2019) demonstrates that tourism slogans contain a disproportionately high share of affect-laden vocabulary when compared to general language use, indicating that emotional projection is a deliberate linguistic strategy rather than an incidental feature. Using affective lexicons, Pan shows that slogans consistently favor positive emotional valence, reinforcing their role as emotional triggers in destination branding. Sentiment analysis, often referred to as opinion mining, is a subfield of natural language processing (NLP) that focuses on the identification and extraction of subjective information from textual data. It encompasses various methods and techniques aimed at determining the sentiment expressed in a piece of text, typically categorized as positive, negative, or neutral (Mehraliyev et al., 2021; Chifu, 2023). The significance of sentiment analysis lies in its ability to provide insights into public opinion, consumer behavior, and emotional responses across diverse domains, including marketing and politics (Chifu, 2023; Rao & Kulkarni, 2022).

In the context of tourism, sentiment analysis has emerged as a vital tool for understanding traveler perceptions and preferences. By analyzing online reviews, social media posts, and other user-generated content, stakeholders in the tourism industry can gauge public sentiment towards destinations, services, and experiences (Steven & Wella, 2020; Wang et al., 2022). This analysis is particularly relevant for destination marketing organizations, which can leverage sentiment data to craft effective marketing strategies and enhance customer engagement (Mehraliyev et al., 2021; Önder et al., 2019). For instance, the analysis of slogans and promotional content can reveal how potential tourists perceive a destination's branding and messaging, thereby informing adjustments to marketing strategies (Priadana & Rizal, 2021).

Brevity analysis refers to the examination of the concise expression of ideas, particularly in written or spoken communication. It emphasizes the importance of delivering messages succinctly while retaining their core meaning and impact. In the context of tourism, brevity analysis is particularly relevant for evaluating promotional materials, such as slogans, which must convey compelling messages in a limited number of words. The effectiveness of slogans in attracting tourists often depends on their ability to capture the essence of a destination in a brief yet engaging manner (Bakti & Marpaung, 2024; Li, 2024; Gera, 2023). In tourism, slogans serve as critical marketing tools that encapsulate the identity and appeal of a destination. They are designed to evoke emotions, create memorable impressions, and influence travelers' perceptions and decisions (Haryono & Albetris, 2022; Cole, 2017). The application of brevity analysis in slogan studies allows researchers and marketers to assess how well these slogans communicate their intended messages within the constraints of brevity. For instance, a well-crafted slogan can effectively highlight a destination's unique attributes, cultural significance, or experiential offerings, thereby enhancing its attractiveness to potential visitors (Bakti & Marpaung, 2024; Li, 2024).

Several studies have employed brevity analysis to evaluate tourism slogans. For example, research has shown that shorter slogans tend to be more memorable and impactful, as they are easier for consumers to recall and associate with the destination (Haryono & Albetris, 2022; Cole, 2017). The insights gained from brevity analysis can inform strategic decisions in tourism marketing, ultimately contributing to increased visitor engagement and destination appeal.

Given their limited length, tourism slogans rely heavily on rhetorical devices to amplify meaning and persuasive impact. Linguistic studies have shown that slogans frequently employ metaphor, personification, imperatives, ego-targeting pronouns, and evaluative language to engage audiences and stimulate imagination. Blanco Gómez's (2018) detailed linguistic analysis of country slogans demonstrates that rhetorical figures are central to slogan construction, with metaphors and imperatives playing a particularly prominent role in persuading potential tourists. These devices allow slogans to suggest experiences and identities indirectly, avoiding explicit claims while maintaining emotional appeal.

Pan (2019) similarly emphasizes that rhetorical devices function as mechanisms for symbolic condensation, enabling slogans to communicate destination narratives within severe space constraints. Katrandjiev's (2016) analysis of tourism advertising further shows that tourism slogans display unusually high rhetorical diversity compared to other advertising categories, reflecting the need to compensate linguistically for the intangibility of the tourism product.

Galí et al. (2017) also note that figurative language and stylistic creativity are central to how slogans differentiate destinations within competitive markets. Importantly, rhetorical choices vary systematically across destinations and regions. Some slogans privilege logical or descriptive appeals, while others rely more heavily on figurative abstraction or emotional invitation. Pan et al. (2026) demonstrate that these rhetorical and affective patterns cluster geographically, suggesting that rhetorical strategies are shaped by broader cultural and branding logics rather than by individual creativity alone. Building on this body of research, the present study operationalizes these dimensions through a mixed-method approach. Sentiment is examined using automated affective analysis to capture emotional orientation at scale, brevity is measured through word-count metrics to assess linguistic compression, and rhetorical features are identified through manual classification grounded in established linguistic theories.

The following section outlines the data collection procedures, analytical tools, and coding decisions through which these theoretically grounded dimensions are translated into empirical analysis.

MATERIALS AND METHODS

1. Data collection

The data for this study were collected at the beginning of 2024 (January–March) from official sources, including tourism websites and social media platforms. Only official, state-approved tourism slogans were included; unofficial, outdated, or subregional slogans were excluded. Sources included national tourism board websites, government documents, and verified social media accounts. This approach aligns with the recommendations of Creswell & Creswell (2018), who emphasize the value of gathering data from diverse and reliable sources to gain a comprehensive understanding of destination branding strategies. To further ensure transparency and comparability, the data collection process closely followed protocols established in earlier tourism slogan studies (e.g., Papp-Váry & Farkas, 2018; Lever & Abbas, 2018), constituting both an update and an expansion of these databases.

Furthermore, to ensure the dataset was both comprehensive and representative, we adopted Malterud et al.'s (2016) concept of "information power", which suggests that the adequacy of a sample depends on its ability to provide rich and relevant insights. A total of 170 slogans were collected, representing a broad range of destinations across different continents. This sample size reflects the diverse strategies used in branding and supports an in-depth analysis of how destinations communicate their unique identity to potential tourists.

Despite our efforts, several countries were excluded from the dataset due to either the absence of a slogan for the country or the use of unofficial, non-state-created slogans. These limitations underline the variability in how destinations approach branding and the reliance on formal structures to create and disseminate their identity. Where previous databases provided a baseline, official updates and public records were cross-checked to verify the authenticity and current status of each slogan. The final sample provides valuable insights into global tourism branding strategies while acknowledging gaps where official slogans were unavailable. This method of selection aligns with Patton's (2015) recommendation for diverse sample inclusion to maximize the study's relevance and depth. The complete list of the 170 tourism slogans analyzed in this study is presented in the Appendix, categorized by continent to enhance transparency and facilitate cross-regional comparison.

2. Data analysis

The analysis of tourism slogans was conducted using a complex approach, encompassing sentiment analysis, brevity analysis, and an evaluation of rhetorical tools carried out using the R programming language.

Sentiment analysis, or opinion mining, was applied to the slogans to classify their emotional tone as positive, negative, or neutral. This analysis was conducted using the `analyzeSentiment` function in R, which evaluates textual data to derive sentiment scores. The sentiment direction was further converted into categorical classifications (positive, negative, or neutral). The results were summarized for each continent, providing insights into regional trends in emotional appeal. For example, Oceania exhibited the highest percentage of positive slogans (66.7%).

The brevity of slogans was assessed to determine their effectiveness in conveying concise and impactful messages. The R Studio program was used to calculate the median, mean, and range of word counts for slogans across continents.

The rhetorical analysis of slogans was performed manually by the authors, who categorized the use of techniques such as persuasive and structural devices, logical appeals, figures of speech, and stylistic elements.

- **Persuasive Devices:** Persuasive devices are techniques used to convince or influence an audience. They often include appeals to emotion, credibility, and logic. For instance, *ethos* (credibility) is a persuasive device that establishes the speaker's authority and trustworthiness (Varpio, 2018). An example of this can be seen in slogans like "Just Do It" from Nike, which not only motivates but also aligns with the brand's identity as a leader in athletic performance.

- **Structural Devices:** Structural devices refer to the organization and arrangement of words and phrases to create a memorable impact. This includes the use of parallelism, where similar structures are repeated to emphasize a point (Foss, 2018). For example, the slogan "We Bring Good Things to Life" by General Electric employs parallelism to create a rhythmic flow that enhances recall and engagement.

- **Logical Appeals:** Logical appeals involve the use of reasoning and evidence to persuade an audience. This can include statistics, facts, or logical arguments that support the message. An example is the slogan "Save Water, Save Life", which logically connects the act of conserving water to the broader impact on life sustainability, thereby appealing to the audience's rationality (Wang & Chen, 2021).

- **Figures of Speech:** Figures of speech are rhetorical devices that convey meanings in a non-literal way, enhancing the expressiveness of language. Common figures of speech include simile, metaphor, hyperbole, and personification. For instance, the use of hyperbole in the slogan "The Ultimate Driving Machine" by BMW exaggerates the driving experience to create a strong emotional appeal and brand identity (Molidah et al., 2021).

- **Stylistic elements** encompass the unique choices in language that contribute to the overall tone and aesthetic of the slogan. This includes diction, syntax, and imagery. For example, the slogan "Have It Your Way" from Burger King employs a conversational tone and direct address, making it personal and inviting, which enhances customer engagement (Hussain et al., 2022).

To assess whether observed differences across continents were statistically meaningful, non-parametric statistical tests were employed. These methods were selected due to the characteristics of the dataset, including bounded sentiment scores, count-based linguistic measures, unequal group sizes, and deviations from normality typical of textual data (Field, 2018). Regional differences in slogan length and sentiment scores were examined using the Kruskal–Wallis H test, which is appropriate for comparing multiple independent groups without assuming normal distribution (Conover, 1999).

Associations between categorical variables, such as continent and country-name placement or rhetorical device category, were tested using chi-square tests of independence. This approach was chosen given the nominal nature of the variables and the study's focus on distributional differences across regions (Cochran, 1954). All chi-square analyses met the required assumptions, including independence of observations and sufficient expected cell frequencies, consistent with established guidelines for contingency table analysis (Cochran, 1954). Effect sizes were reported using Cramér's V where applicable, allowing assessment of association strength beyond statistical significance (Field, 2018).

Finally, relationships between continuous and binary slogan characteristics, including sentiment score, word count, and country-name inclusion, were explored using Spearman's rank-order correlation, a non-parametric measure suitable for assessing monotonic associations in non-normally distributed data (Conover, 1999).

RESULTS AND DISCUSSION

1. Word Count Analysis of Tourism Slogans by Continent

Figure 1 presents the descriptive statistics for slogan length across continents, including mean and median word counts. Across the full dataset, tourism slogans are notably concise, with the majority consisting of three to four words. This pattern is consistent with a substantial body of prior research showing that tourism slogans tend to be short and lexically dense, reflecting the need for immediate recognition, memorability, and symbolic efficiency in competitive tourism marketing environments (Galí et al., 2017; Häkkinen, 2016; Pan, 2019; Blanco Gómez, 2018). Corpus-based studies further indicate that short noun phrases and elliptical constructions dominate tourism slogans, as they maximize semantic impact while minimizing cognitive load (Huadhom & Trakulkasemsuk, 2017; Galí et al., 2017). Examples such as "Djibeauty" (Djibouti) or "Simply Beautiful" (Laos) demonstrate how just one or two words can encapsulate a tourism brand.

In contrast, Belize's slogan "Catch the Adventure: Belize, Mother Nature's Best Kept Secret" is the longest in the dataset with nine words, illustrating how some destinations opt for detailed, message-rich expressions.

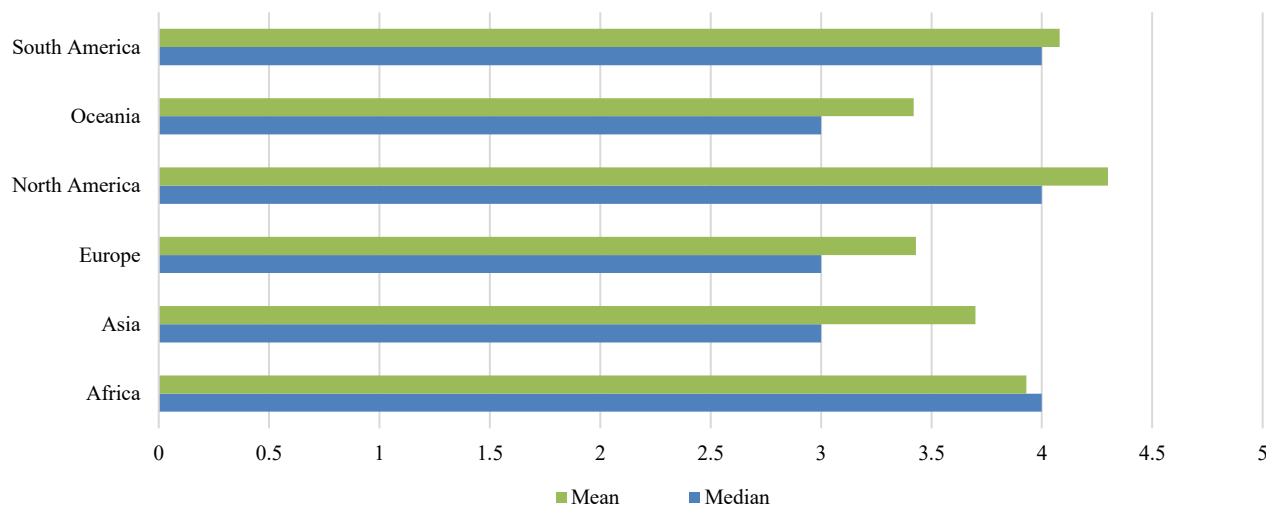


Figure 1. Word number (Source: Authors' own analysis based on 170 tourism slogans)

Although minor differences in median length can be observed across continents, these variations remain limited in magnitude. For example, slogans from North America and Europe display slightly higher median word counts compared to those from Asia and Africa, while Oceania shows a particularly tight clustering around three words (Table 1).

To examine whether these descriptive differences reflect systematic regional variation, a Kruskal–Wallis test was conducted due to the non-normal distribution of word counts. The results indicate that differences in slogan length across continents are not statistically significant, $H(5) = 5.74, p = .333$. Accordingly, no post-hoc pairwise comparisons were performed. The absence of statistically significant differences suggests that brevity functions as a broadly shared design principle in tourism slogan creation rather than as a region-specific strategy.

This finding is in line with earlier studies that report remarkably similar slogan lengths across destinations worldwide, regardless of cultural or geographic context (Häkkinen, 2016; Galí et al., 2017; Pan, 2019). Katrandjiev (2016) similarly notes that tourism advertising exhibits convergence toward short, rhetorically dense slogans, a tendency that distinguishes tourism from other advertising categories and reflects the need to communicate intangible experiences through minimal textual cues. From a cognitive and branding perspective, such convergence can be linked to well-documented constraints on attention and memory in advertising contexts, where short verbal messages are more easily processed, recalled, and associated with emotional imagery (Kohli et al., 2007; McQuarrie & Mick, 1999).

From a branding standpoint, the widespread adoption of brief slogans also reflects shared communicative constraints faced by destinations, including cross-media applicability, multilingual dissemination, and the necessity to convey symbolic meaning within extremely limited linguistic space (Pike, 2004; Keller, 2003). Tourism slogans must function consistently across billboards, digital platforms, and promotional materials, reinforcing the strategic value of concise textual forms. Rather than indicating uniformity of message, this global tendency toward brevity highlights how destinations rely on other linguistic dimensions—such as emotional tone and rhetorical devices—to achieve differentiation within similar length constraints. These dimensions are examined in greater detail in the following sections.

2. The Position of the Country Name

Figure 2 summarizes the distribution of country-name placement across continents, distinguishing between slogans that place the country name at the beginning, in the middle, at the end, or omit it entirely. Across the global sample, omission of the country name is the most common strategy, accounting for 65.09% of all slogans, followed by placement at the end (21.30%). Placement at the beginning (10.65%) and in the middle (2.96%) occurs considerably less frequently, indicating that explicit naming of the country is often subordinated to other communicative priorities.

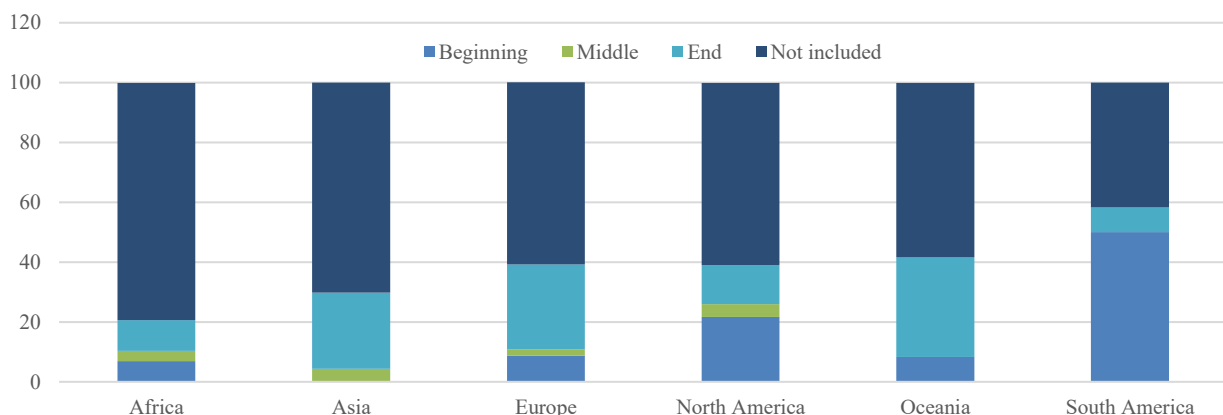


Figure 2. Country name position (Source: Authors’ own analysis based on 170 tourism slogans)

A chi-square test of independence revealed a statistically significant association between continent and country-name placement in tourism slogans, $\chi^2(15) = 34.91, p = .003$, Cramér’s $V = .262$, indicating a close-to-moderate relationship (Cohen, 1988). This result demonstrates that placement strategies are not randomly distributed across regions, but exhibit systematic variation at the continental level. Descriptive patterns highlight several notable regional tendencies. South American slogans show a preference for placing the country name at the beginning of the slogan, with 50% adopting this structure. Examples such as “*Colombia, Magical Realism*”, “*Brazil, visit and love us*”, and “*Cuba, your safe destination*” illustrate how foregrounding the country name seems to establish an immediate national anchor before introducing emotional, experiential, or reassuring messaging. In contrast, Asian slogans rarely place the country name at the beginning and more frequently position it at the end or omit it entirely, while European and Oceanian slogans display a more balanced distribution, though omission remains the dominant strategy. African slogans overwhelmingly omit the country name, with more than three-quarters relying exclusively on evocative or thematic expressions.

From a branding and storytelling perspective, these patterns are likely to point to different narrative sequencing strategies. Placing the country name at the beginning foregrounds national identity and facilitates immediate recognition, aligning with branding research that emphasizes the role of clear identity cues in enhancing recall and destination recognition (Pike, 2004; Harahap, 2024). This approach allows the slogan to function as a direct identifier, with subsequent wording reinforcing emotional or experiential associations. Conversely, delaying or omitting the country name enables slogans to prioritize mood, experience, or aspiration before anchoring identity, thereby creating a sense of narrative progression. Examples such as “*Truly*

Asia” (Malaysia) or “*Discover the routes of Life*” (Moldova) illustrate how emotional or experiential appeal can precede explicit destination identification, allowing the slogan to operate as a form of micro-storytelling.

The high proportion of African slogans that omit the country name entirely—such as “*No Stress*” (Cape Verde), “*Endless Horizons*” (Namibia), or “*Seriously Surprising*” (Sierra Leone)—highlights an alternative branding strategy that relies on evocative language and universal themes rather than explicit national reference.

Previous studies suggest that such approaches may enhance broad appeal and emotional resonance, particularly in competitive or heterogeneous markets (Supphellen & Nygaardsvik, 2002). At the same time, the absence of explicit naming may weaken the direct association between slogan and destination identity, potentially reducing distinctiveness in crowded branding environments (Papp-Váry & Farkas, 2018; Lehto et al., 2014).

While regional differences are evident, these findings should not be interpreted as reflecting inherent cultural communication styles. Instead, they point to strategic branding choices that balance identity signaling, emotional engagement, and narrative flow. Prior research has shown that the inclusion and placement of destination names can influence slogan effectiveness, memorability, and image congruence (Lehto et al., 2014; Nakonechnykh et al., 2019; Dong, 2013). The present results extend this literature by demonstrating that such strategies vary systematically across regions, suggesting that destinations adopt different solutions to the shared challenge of condensing identity and experience into minimal textual form. These findings are consistent with broader literature emphasizing storytelling as a central mechanism in destination branding, where even brief textual elements contribute to the construction of place narratives (Chifu, 2023; Godovykh et al., 2021).

3. Use of Rhetorical Devices in Tourism Slogans by Continent

The analysis of rhetorical strategies reveals clear global tendencies in the construction of tourism slogans, alongside modest regional variation. As shown in Table 1, figures of speech (32.5%) and logical devices (27.2%) are the most frequently employed rhetorical categories across the full dataset, followed by persuasive techniques (23.7%). Structural (7.7%) and stylistic devices (8.9%) occur less frequently, indicating that destinations generally prioritize meaning-laden and emotionally resonant strategies over formal linguistic ornamentation.

Table 1. Rhetorical devices (Source: Authors’ own analysis based on 170 tourism slogans)

Continent	Persuasive	Structural	Logical	Figures of Speech	Stylistic	Total
Africa (n=29)	7 (24.1%)	0 (0.0%)	10 (34.5%)	9 (31.0%)	3 (10.3%)	29
Asia (n=47)	9 (19.1%)	5 (10.6%)	15 (31.9%)	15 (31.9%)	3 (6.4%)	47
Europe (n=46)	14 (30.4%)	5 (10.9%)	7 (15.2%)	15 (32.6%)	5 (10.9%)	46
North America (n=23)	6 (26.1%)	0 (0.0%)	8 (34.8%)	6 (26.1%)	3 (13.0%)	23
Oceania (n=12)	2 (16.7%)	1 (8.3%)	5 (41.7%)	4 (33.3%)	0 (0.0%)	12
South America (n=12)	2 (16.7%)	2 (16.7%)	1 (8.3%)	6 (50.0%)	1 (8.3%)	12
Total (N=169)	40 (23.7%)	13 (7.7%)	46 (27.2%)	55 (32.5%)	15 (8.9%)	169

To assess whether the distribution of rhetorical categories differs systematically across continents, a chi-square test of independence was conducted. The results indicate no statistically significant association between continent and rhetorical category, $\chi^2(20) = 18.17, p = .576$, with a small effect size (Cramér’s $V = .164$).

This suggests that, despite observable descriptive differences, destinations across regions tend to rely on broadly similar rhetorical strategies when crafting tourism slogans.

At the descriptive level, some regional tendencies are nonetheless visible. Logical devices are particularly prominent in Oceania (41.7%) and North America (34.8%), where slogans frequently rely on direct claims, comparisons, or assertions of uniqueness. A representative example is “*There’s Nothing Like Australia*”, which employs a clear logical claim to position the destination as distinctive. Figures of speech are especially prevalent in South America (50.0%) and remain consistently important in Europe (32.6%), reflecting a stronger reliance on metaphorical and evocative language. The slogan “*Colombia, Magical Realism*” exemplifies this approach by drawing on literary allusion to create an emotionally rich and symbolic destination image. Persuasive techniques, such as imperatives and direct appeals, are most visible in Europe (30.4%) and Africa (24.1%), suggesting a tendency to actively engage the audience through invitation or encouragement. An illustrative example is “*Brazil, visit and love us*”, which combines direct address with an affective appeal. Structural and stylistic devices, including rhyme or alliteration, occur comparatively infrequently across all regions, though they occasionally serve to enhance memorability, as in “*Arrive and Revive*” (Austria).

These findings may indicate that tourism slogan rhetoric is characterized by global similarity instead of regional differentiation. The non-significant chi-square result may suggest that destinations worldwide face similar communicative limitations and branding objectives, which lead to similar preferences for emotionally engaging rhetorical strategies. In other words, rather than reflecting culturally determined communication styles, the observed patterns are more plausibly understood as branding choices shaped by the need to express identity, experience, and promise in a short text. This supports prior research emphasizing the role of storytelling and rhetorical economy in tourism communication, where brief slogans must balance informativeness, emotional appeal, and memorability (Godovykh et al., 2021; Chifu, 2023).

4. Sentiment Analysis of Tourism Slogans by Continent

Figure 3 presents the distribution of positive, neutral, and negative sentiment across continents on a scale from -1 to +1. Overall, positive sentiment dominates tourism slogans globally, although notable descriptive differences can be observed

between regions. Oceania exhibits the highest proportion of positive sentiment (66.7%), followed by North America (65.2%) and Asia (55.3%). In contrast, Europe and South America display a higher prevalence of neutral sentiment, accounting for 58.7% and 58.3% of slogans, respectively. Explicitly negative sentiment is relatively rare across all regions, with the highest proportions observed in South America (16.7%) and Oceania (8.3%).

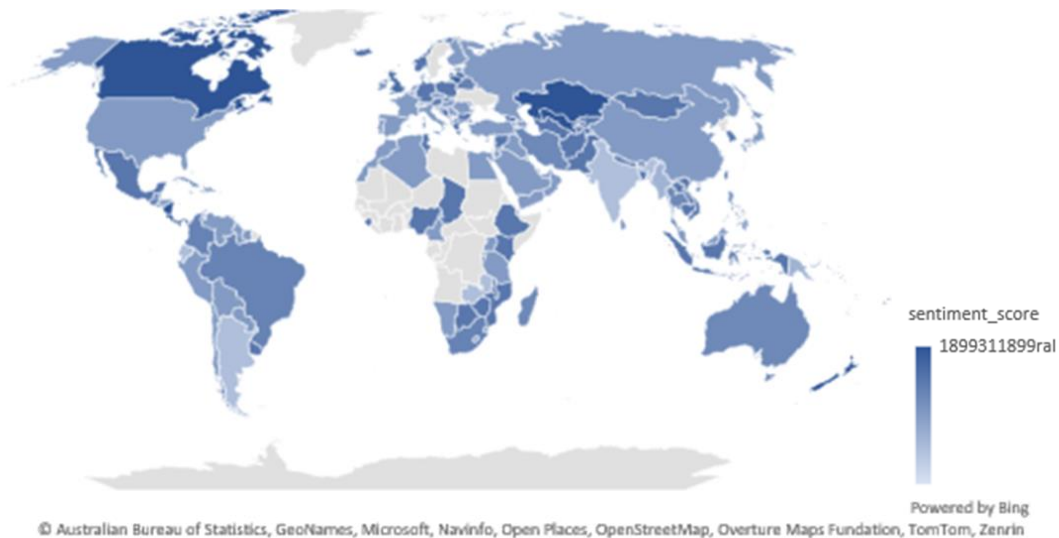


Figure 3. Sentiment core by country (Source: Authors' own analysis based on 170 tourism slogans)

The prevalence of positive sentiment in slogans from Oceania, North America, and Asia reflects the broader emphasis in destination branding on crafting emotionally appealing narratives that inspire optimism, desire, and curiosity (Chifu, 2023; Wang et al., 2019). Slogans such as *“Where Happiness Finds You”* (Fiji), *“All Within Your Reach”* (United States), and *“Wonderful Indonesia”* foreground accessibility, pleasure, and aesthetic appeal, while *“Incredible India”* and *“A Royal Experience”* (Eswatini) rely on evaluative adjectives to evoke admiration and distinction. These patterns are consistent with storytelling frameworks that emphasize emotional resonance as a key driver of engagement, memorability, and affective destination image formation (Godovykh et al., 2021).

At the same time, the comparatively higher proportion of neutral sentiment in Europe and South America suggests a stronger reliance on descriptive or informational framing. Slogans such as *“The Pyrenean Country”* (Andorra) or *“A World of Wonders”* (Zimbabwe) emphasize geographic or experiential attributes without overt emotional amplification. This approach aligns with research highlighting the role of understated and factual narratives in conveying authenticity and credibility, particularly in contexts where destinations seek to foreground cultural or natural distinctiveness rather than emotional exuberance (Supphellen & Nygaardsvik, 2002; Harahap, 2024).

Negative sentiment remains uncommon across all regions, reflecting the general avoidance of affective cues that could undermine destination attractiveness. Where present, such sentiment may serve as a deliberate strategy to signal authenticity or resistance to artificial embellishment. For example, Nicaragua’s *“I like you just as you are”* positions the destination as genuine and unfiltered, appealing to tourists seeking “real” experiences.

However, as previous studies caution, such strategies carry inherent risks, as subtle negative connotations may unintentionally weaken brand appeal if not carefully managed (Supphellen & Nygaardsvik, 2002). To examine whether these descriptive differences correspond to systematic regional variation in emotional tone, sentiment scores were compared across continents using a Kruskal–Wallis test. This non-parametric approach was adopted due to the bounded and non-normally distributed nature of lexicon-based sentiment scores, as well as unequal group sizes across continents. The analysis revealed no statistically significant differences in sentiment scores across regions, $H(5) = 9.41$, $p = .094$. Although variations in sentiment distribution are observable at a descriptive level, they do not reach statistical significance.

The similarity in emotional framing across continents might indicate that tourism slogans are shaped by common communicative requirements, such as instant recognizability and accessibility to diverse audiences. When considered alongside the parallel convergence in brevity and rhetorical device usage, these findings point to the existence of widely shared design conventions in tourism slogan construction that transcend regional or cultural boundaries.

5. Relationships between Sentiment, Brevity, and Naming Strategy

To explore potential relationships between emotional tone, slogan length, and naming strategy, Spearman rank-order correlations were conducted. No statistically significant association was found between sentiment score and slogan length ($\rho = -0.106$, $p = .173$), indicating that more emotionally positive slogans are not systematically shorter or longer. A weak negative association was observed between sentiment score and the inclusion of the country name ($\rho = -0.151$, $p = .051$), suggesting that slogans omitting the country name may rely slightly more on emotional appeal; however, this relationship did not reach statistical significance. Finally, no meaningful association was found between slogan length and country-name inclusion ($\rho = 0.047$, $p = .543$). Overall, these results suggest that sentiment, brevity, and naming strategy function as largely independent yet complementary elements within tourism slogan design.

Limitations and Future Research Directions

This study offered insights into the rhetorical, emotional, and structural features of tourism slogans worldwide. However, several limitations must be considered when interpreting the results. First, the dataset consists of 170 slogans and, although it covers most countries and offers broad geographical representation, it does not include all. In several cases, slogans were unavailable or unofficial, which may have introduced regional imbalance or excluded relevant branding approaches. The slogans included in the final dataset are listed in the Appendix to support transparency. Second, the rhetorical analysis was conducted manually, based on predefined categories. While care was taken to apply consistent criteria, the categorization process inherently involved interpretative judgment, which may affect replicability. Future studies may benefit from involving multiple coders or applying computational methods for rhetorical classification.

Third, the study focused solely on textual slogans, without incorporating accompanying visual materials, logos, or campaign context. In practice, slogans are part of broader destination marketing strategies, and their meaning and impact are often shaped by design, placement, and audience interaction. This study did not address how slogans are perceived by tourists or how effectively they influence travel decisions. Future research could expand the scope by examining a larger and more dynamic dataset, including newly launched slogans and discontinued ones. Studies involving audience reception, memory recall, or emotional response to slogans would also contribute to a deeper understanding of their effectiveness. Moreover, incorporating visual and multimodal analysis could offer a more holistic view of how slogans function within destination branding strategies. Comparative research between domestic and international tourism campaigns, or longitudinal analysis of slogan evolution over time, may also yield valuable findings.

CONCLUSION

This study examined the language of tourism slogans from 170 countries across continents, focusing on sentiment, brevity, and rhetorical tools as core linguistic components of destination branding. By combining automated sentiment analysis with systematic rhetorical classification, the research provides a comparative overview of how destinations communicate identity and appeal through highly condensed textual forms.

The results show that positive sentiment predominates globally, particularly in Oceania, North America, and Asia, while Europe and South America display a higher prevalence of neutral, descriptive messaging. Negative sentiment appears only sporadically, reinforcing the tendency of destination branding to avoid affective cues that could undermine attractiveness. Importantly, inferential analyses indicate that these regional differences in emotional tone do not reach statistical significance, suggesting a broadly convergent use of sentiment across continents rather than distinct region-specific affective strategies.

Brevity analysis reveals a strong global preference for short slogans, typically consisting of three to four words, with no statistically significant differences across regions. This finding highlights the role of shared communicative constraints such as limited attention spans, cross-platform applicability, and the need for immediate intelligibility in slogan design. Rhetorical analysis further demonstrates that logical appeals and figures of speech dominate across the dataset which indicate a common reliance on clarity even though the specific distribution of rhetorical categories varies on a descriptive level between regions. These findings position tourism slogans as standardized yet flexible communicative tools that operate within globally shared design principles while allowing room for contextual variation. That is, rather than demonstrating the effectiveness of specific linguistic strategies in influencing tourist behavior, this study contributes by pointing out the formal and affective patterns through which destinations construct meaning in slogans. As such, the analysis attempts to offer a structured foundation for understanding how sentiment, brevity, and rhetoric co-occur in tourism slogans, without making claims about their direct impact on destination choice or travel intention.

Appendix - Tourism Slogans by Country and Continent

Country	Slogan	Words	Continent
Algeria	Tourism for Everybody	3	Africa
Botswana	Our pride, your destination	4	Africa
Burundi	Beautiful Burundi	2	Africa
Cameroon	All of Africa in one Country	6	Africa
Cape Verde	No stress	2	Africa
Chad	Oasis of the Sahel	4	Africa
Djibouti	Djibeauty	1	Africa
Egypt	Where it all begins	4	Africa
Eswatini	A royal experience	3	Africa
Ethiopia	Land of origins	3	Africa
Gambia	You'll Smile, Too!	4	Africa
Kenya	Magical Kenya	2	Africa
Lesotho	The Kingdom in the Sky	5	Africa
Madagascar	A genuine island, a world apart	6	Africa
Malawi	The warm heart of Africa	5	Africa
Mauritius	Mauritius, the dream you can afford	6	Africa
Morocco	Much Mor	2	Africa
Mozambique	Come to where it all started	6	Africa
Namibia	Endless Horizons	2	Africa
Nigeria	Good people, great nation	4	Africa
Rwanda	Discover the Land of a Thousand Hills.	7	Africa

Seychelles	Experience Seychelles; our home, your sanctuary	7	Africa
Sierra Leone	Seriously Surprising	2	Africa
South Africa	Inspiring new ways	3	Africa
Tanzania	The Land of Kilimanjaro, Zanzibar & the Serengeti	7	Africa
Tunisia	Ready and Safe	3	Africa
Uganda	Uganda the Pearl of Africa	5	Africa
Zambia	Let's Explore	2	Africa
Zimbabwe	A world of wonders	4	Africa
Afghanistan	A Country for Adventurers	4	Asia
Armenia	Visit Armenia, it is Beautiful	5	Asia
Azerbaijan	Take another look	3	Asia
Bahrain	Ours. Yours. #Bahrain	3	Asia
Bangladesh	Beautiful Bangladesh	2	Asia
Bhutan	Happiness is a Place	4	Asia
Brunei	The abode of peace beckons	5	Asia
Cambodia	Kingdom of Wonder	3	Asia
China	Explore the World with Us	5	Asia
East Timor	Explore the Undiscovered	3	Asia
Georgia	For the best Moments of your Life	7	Asia
India	Incredible India	2	Asia
Indonesia	Wonderful Indonesia	2	Asia
Iran	Majestic Iran: A Different Experience	5	Asia
Iraq	The other Iraq (Kurdistan)	4	Asia
Israel	Land of Creation	3	Asia
Japan	Endless Discovery	2	Asia
Jordan	Yes, it's Jordan	3	Asia
Kazakhstan	Very Nice	2	Asia
Kuwait	Pearl of the Gulf	4	Asia
Kyrgyzstan	Oasis on the Great Silk Road	6	Asia
Laos	Simply Beautiful	2	Asia
Lebanon	Love you in your madness	5	Asia
Malaysia	Truly Asia	2	Asia
Maldives	The Sunny Side of Life	5	Asia
Mongolia	Nomadic by Nature	3	Asia
Myanmar	Let the Journey Begin	4	Asia
Nepal	Back on Top of the World	6	Asia
Oman	Discover Oman	2	Asia
Pakistan	It's Beautiful - it's Pakistan	5	Asia
Palestine State	Land of Miracles	3	Asia
Philippines	It's More Fun in the Philippines	6	Asia
Qatar	Experience a World Beyond	4	Asia
Saudi Arabia	Standing on the Edge of the World	7	Asia
Singapore	Passion Made Possible	3	Asia
South Korea	Imagine Your Korea	3	Asia
Sri Lanka	So Sri Lanka	3	Asia
Syria	Always Beautiful	2	Asia
Tajikistan	Feel the Friendship	3	Asia
Taiwan	The Heart of Asia	4	Asia
Thailand	Amazing Thailand. It begins with the people.	7	Asia
Turkey	Be Our Guest	3	Asia
Turkmenistan	Home of Prosperity	3	Asia
United Arab Emirates	Discover All That's Possible	4	Asia
Uzbekistan	Naturally Irresistible!	2	Asia
Vietnam	Timeless Charm	2	Asia
Yemen	One Country, Many Destinations	4	Asia
Albania	Be Taken by Albania	4	Europe
Andorra	The Pyrenean Country	3	Europe
Austria	Arrive and Revive	3	Europe
Belarus	Hospitality Beyond Borders	3	Europe
Belgium	The Place to be	4	Europe
Bosnia & Herzegovina	The heart of SE Europe	5	Europe
Bulgaria	A discovery to Share	4	Europe
Croatia	Croatia, Full of Life	4	Europe
Cyprus	Cyprus A fusion of experiences	5	Europe
Czech Republic	Land of Stories	3	Europe
Denmark	The Happiest Place on Earth	5	Europe
England	Discover your England	3	Europe
Estonia	Epic Estonia	2	Europe

Finland	I wish I was in Finland	6	Europe
France	Rendez Vous en France	4	Europe
Germany	Simply Inspiring	2	Europe
Greece	All time classic	3	Europe
Hungary	WOW Hungary	2	Europe
Iceland	Inspired by Iceland	3	Europe
Ireland	Keep Discovering	2	Europe
Italy	Made in Italy	3	Europe
Latvia	Best Enjoyed Slowly	3	Europe
Liechtenstein	Experience princely moments	3	Europe
Lithuania	Real is beautiful	3	Europe
Luxembourg	Live your unexpected Luxembourg	4	Europe

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