



Article

Quantifying Nature in Tourism Discourse: A Corpus-ecolinguistic Perspective

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A B S T R A C T

Nature or the physical environment is strategically presented as a compelling attraction to persuade tourists to visit a country, including Indonesia. While previous studies investigated tourism promotion from persuasive devices like metaphors and adjectives, this study takes a different trajectory by investigating the language of attitudes, identified explicitly from the Graduation, in tourism promotion discourse. This study built a specific corpus compiled from articles promoting nature on the official website of Indonesian tourism (OWIT). Using Sketch Engine and Wmatrix5, this study aims to identify 1) the types of nature offered on the Indonesian tourism promotion website, 2) quantification and its grammatical realization used in the promotion, and 3) attitudes amplified from the graduation strategy. Findings reveal that Indonesian tourism is promoted mainly by its topography, flora and fauna, nature-based activity, and weather and climate. Graduation is realized through diverse grammatical realizations, such as the specific and non-specific numerals and infused amounts, in order to quantify nature's values/ numbers, extent, and mass/ presence. The concordance study indicates that upscaling quantification emphasizes Indonesia's natural beauty and richness, while downscaling quantification promotes the endangered species in Indonesia's national parks. From an ecological lens, the Graduation is employed to amplify readers' Appreciation of the country's valuation and composition. Quantification has also been proven to be a productive persuasive device in tourism promotion that functions to materialize and commodify nature. Notwithstanding the corpus size, this study contributes to tourism promotion discourse and ecolinguistics studies.

I. INTRODUCTION

Scholars have shown interest in studying the persuasive methods of tourism promotion, including metaphors, adjectives, boosters, and appraisal features (Jaworska, 2017; Thu, 2021; Wu, 2018). While previous works have demonstrated that tourism is often associated with natural beauty, this paper takes a different trajectory by focusing on quantification in tourism promotion. As an interpersonal function, tourism promotion is constructed to lure readers into becoming prospective tourists. Therefore, quantification such as 1,500 small islands, countless rivers, and grandiose mountain scenery is believed to persuade

readers to visit a destination. Those examples characterize language in an advertising discourse.

However, from an ecological standpoint, the advertising language does not consistently promote environmental sustainability. Ecolinguistics posits that the environment has been utilized to promote consumerism by diminishing its original meaning, with the ultimate goal of satisfying human desires and needs (Mühlhäusler, 1999; Stibbe, 2015). Researchers have argued that the stories underlying advertising, including tourism, frequently emphasize the environment to promote a company's advantages (Dang, 2023; Kline & Slocum, 2015). Research also points out that

ecotourism constructs false consciousness by portraying visitors as new moral tourists engaged in non-exploitative activities in ecotourism (Stamou & Paraskevopoulos, 2008).

In a similar perspective, tourism in Indonesia's context is mainly marketed based on its natural resources. Expressions such as *pristine paradise* and *one of the best views* demonstrate how the environment is intensified and quantified based on specific criteria and positions. The (re)production of environmental commodities in advertising is crucial for influencing our views and actions regarding the environment. The frequent or salient linguistic patterns in advertising discourse work gradually beyond our conscious awareness (Poole, 2022). Therefore, it is crucial to examine how the official website of Indonesian tourism (OWIT) (re)produces persuasive language that involves quantification to global readers. Doing this will offer a new perspective on how we should regard the environment in a tourism setting.

Tourism has been considered a significant factor in enhancing Indonesia's economic growth. The statistical data show that Indonesian tourism has contributed 4.7% of the country's gross domestic product (GDP) or 16.43 million U.S. dollars (Mahiroh & Fazaalloh, 2019). The government also targets higher economic growth in the tourism sector to 4.41% or 1.016 billion U.S. dollars in 2027 (Hasibuan et al., 2023). This socioeconomic environment highlights the significance of tourism in bolstering the country's economic development. Therefore, analyzing how the government promotes Indonesia's nature through particular quantification strategies through its official tourism website is essential. The presence of official tourism websites serves not only to provide information about tourist destinations but also to shape readers' expectations long before they arrive at the destinations (Hallett & Kaplan-Weinger, 2010).

Among other persuasive language, this paper focuses on quantification as one of the dimensions of appraisal analysis. Quantification also has statistical significance in tourism promotion. Appraisal is a dimension of the interpersonal function of language that facilitates how speakers/writers employ particular strategies to evaluate whether an area of life is positive or negative (Faoziah & Yuwono, 2020; Martin & White, 2005). Through Appraisal, we can examine how evaluation is constructed, amplified, and targeted

to influence the audience to follow the writers'/speakers' intention. Appraisal evaluates three dimensions: attitude, engagement, and Graduation. Researchers claim that Graduation is central to appraisal analysis since it amplifies evaluation toward attitude and engagement (Almutairi, 2021; Fan, 2020). Graduation is identified in invoked or inscribed manners, and the degree of evaluation is shown either in Focus or Force. While focus evaluates an entity's prototypicality, force evaluates an entity's intensity and quantity (Martin & White, 2005; Stibbe, 2015). Specifically, the amplification of evaluating an entity's quantity is identified from quantification.

Quantification upscales or downscales speakers' attitude evaluation, including Affect, Judgment, or Appreciation through amount/number, mass, extent, and metaphor (Martin & White, 2005). Quantification is not always identified in cardinal or ordinal numbers but from non-specific numeration and infused amounts, such as *several*, *huge*, *nearby*, and *ancient*. Studying quantification in the tourism promotion discourse is crucial since it reveals how tourism text producers maximize persuasive devices in the promotion. In this sense, Indonesian nature is staged as *goods* or *commodities* for global readers. The website producers have an opportunity to upscale particular natural attractions through quantification. Hence, readers will be influenced to visit the destinations because of the persuasive language employed in the promotion. Involving varied quantifications such as *750 mollusks*, *many national parks*, *rich habitat*, *numerous landscapes*, and *the third largest islands in the world* provide the readers with information about Indonesian natural wonders.

Studies on quantification in an advertising discourse are also of interest to ecolinguistics despite studies on language endangerment and its relation to biodiversity. Ecolinguistics was initially introduced by Einar Haugen in the 1970s as "language and ecology" to highlight the (inter)relation between language and (physical) environment (do Couto, 2014). The development of the functional paradigm in the 1970s influenced ecolinguistics from a sociological viewpoint. Thus, studies on linguistic diversity, pidgins, and creoles dominated ecolinguistics in that era. The global environmental crisis and the emergence of critical discourse studies in the early 1990s also affect the definition and focus of ecolinguistics. Therefore,

studies on ecolinguistics expand to the role of language in constructing people's viewpoints and behavior towards the environment (Alexander & Stibbe, 2014). Ecolinguistics contributes to studies on asymmetrical power relations between oppressed and oppressors that consider non-human subjects and future generations (Mühlhäusler, 2003; Stibbe, 2014).

The emergence of critical discourse studies and the development of personal computers and the internet in the last quarter of the 20th century affected linguistic research methodology to involve big data and corpus software in language analysis (Isti'anah et al., 2023). In ecolinguistics, Poole (2022) introduced the term corpus-ecolinguistics to involve corpus-assisted discourse study (CADS) in examining any discourses within an ecological framework. CADS offers analytical approaches for detecting subconscious linguistic patterns in conversation that normalize and maintain distinct attitudes, ideologies, and dispositions. The common lexical and grammatical elements in a conversation reveal how the tourist issue is framed in society. As an archipelagic country, Indonesia's tourism promotion is heavily quantified, as the website producer understands the country's ability to attract worldwide tourists.

Studies on tourism promotion have been available in some international journal publications. Recent research on corpus-ecolinguistics can be located in company social responsibility reports (CSR), the company's press release, non-government organizations opposing the copper mining industry, and the capital city's relocation (Gong, 2019; Poole, 2016, 2018; Rajandran, 2016; Suhandano et al., 2023). Those investigations demonstrate how specific linguistic patterns are used in discourse to emphasize or de-emphasize elements in order to convey distinct ideological messages. Those studies also prove that ecosexicons are utilized in discourse as objects rather than subjects. In CSR, ecosexicons are hardly found as the subjects since the corporations tend to foreground corporations' role in providing education, scholarship, and infrastructure advancement to society. Conversely, ecosexicons in an NGO website are staged as subjects essential in an ecosystem (Poole, 2016, 2018). Therefore, it can be summarized that ecosexicons can be foregrounded or erased based on the discourse producer's ideology.

In the Indonesian tourism context, corpus-

ecolinguistics has not been widely studied in the Indonesian tourism environment, despite some recent research available in international journal databases. For example, Isti'anah and Suhandano (2022) utilized AntConc to conduct an appraisal analysis of the Kalimantan tourism website. The study found that the most frequent adjective keywords in the Kalimantan tourism corpus evaluate nature's beauty, richness, and uniqueness, amplifying readers' happiness and satisfaction when visiting tourist sites. Due to the limited number of articles investigated in the Kalimantan tourism corpus, the present study aims to expand the analysis by taking a more extensive number of data that involve Indonesian tourist sites, not limited to Kalimantan. The other studies on tourism were conducted manually, without involving corpus software, by examining the metaphors, multimodal, and adjectives in tourism promotion (Heriyanto et al., 2020; Krisnawati et al., 2021; Salim, 2017). The data employed were restricted to specific regions, such as West Java and Sulawesi.

This study aims to address the gap by analyzing a larger dataset from the official Indonesian tourism website using a corpus-ecolinguistic framework. This study also enhances appraisal analysis in tourism discourse by focusing specifically on quantification as one dimension of Graduation. In addition, no studies have been found on quantification in tourism discourse, despite previous research on Indonesian tourism promotion focusing on mood structures, multimodal, metaphors, and appraisal features (Heriyanto et al., 2020; Isti'anah, 2019, 2020a, 2020b; Krisnawati et al., 2021; Kristina, 2018; Salim & Som, 2018). Motivated by the previous studies and arguments presented above, this research seeks to address the following questions: 1) what types of nature are offered on the Indonesian tourism promotion website? 2) how is Graduation realized grammatically in the promotion? and 3) what attitudes are amplified by the Graduation strategy?

II. METHODS

This study built a specialized corpus of tourism promotion from the articles compiled from Indonesia's travel website. The articles were collected and refined manually from hyperlinks and unnecessary information, such as telephone numbers and hotel addresses. The articles compiled are based on some criteria: each article promotes nature instead of culture, its first ten most frequent

words refer to nature, and it has a persuasive genre as proven by promotional move structures by Bhatia (1993), such as establishing credentials, justifying the product or service, and detailing the product or service. The corpus comprises 68,710 words from 106 articles based on those selection criteria. Manual data collection was preferred over computerized language processing methods due to the potential for introducing typographical, orthographical, and grammatical errors (Grouin, 2008).

This study utilized Sketch Engine (Kilgarriff et al., 2014), an online corpus tool that offers valuable features such as word lists, word sketches, concordances, and grammatical relationships of collocations. Specifically, this study examined the first 100 nouns and identified 68 ecolexicons, or nouns referring to the environment (Castro & Faber, 2014). The categories of nature are based on theories of environment proposed by Sapir (1912). The semantic categorization of ecolexicons was conducted with Wmatrix5, an online corpus tool by Paul Rayson that provides semantic annotation of a corpus. The semantic categories are based on the UCREL semantic analysis system, a framework for undertaking the automatic semantic analysis of text by the Lancaster University Center for Computer Corpus Research on Language (Rayson, 2009). After categorizing the nature using Wmatrix5, this study sorted the most frequent nouns in the corpus by using the Word List feature provided by Sketch Engine. Figure 1 shows the most frequently used nouns sorted from the word list feature.

After sorting the ecolexicons, the next phase was identifying the ecolexicon's collocates by

limiting the five words from the left and right (5L-5R) from the ecolexicon with a minimum frequency of 5. Collocation refers to the likelihood of co-occurrence of (two or more) lexical items and grammatical categories, respectively (Lehecka, 2015). It is also simply described as a combination of two or more words that occur together or near each other (Walker, 2011). The strength of word collocation probability is measured through statistical analysis, such as logDice. This study restricted the word collocates with those above 5,00 logDice scores since it proves the degree of confidence of the word co-occurrence in the corpus (Thomas, 2017). It tells that the word combination co-occurs more frequently than the frequency of each respective term within the text's length used to make predictions (Walker, 2011).

Each ecolexicon's collocates is categorized syntactically based on its parts of speech and semantic meaning. Inscribed quantification is identified from numerals, while invoked quantification is realized in either adjectives or metaphors (Martin & White, 2005). This study also involved concordance analysis to understand the application of quantification in the context. After categorizing the grammatical realization of quantification, the concordance analysis also helps examine the attitudes amplified from Graduation. This stage relies on the appraisal theory by Martin and White (Martin & White, 2005). A Separate Microsoft Excel file containing the concordances was used to identify the functions of Graduation in the context. This stage aligns with corpus-assisted discourse study, which involves the interpretation of linguistic patterns in context (Baker & McEnery,

Noun	Frequency	Frequency Per Million	Noun	Frequency	Frequency Per Million
1 island	498	6,307.31	51 beauty	64	810.58
2 park	332	4,204.87	52 sumatra	63	797.91
3 beach	255	3,229.65	53 animal	63	797.91
4 bali	245	3,102.99	54 province	63	797.91
5 village	207	2,621.71	55 town	63	797.91
6 city	206	2,609.05	56 capital	62	785.25
7 national	170	2,153.10	57 local	62	785.25
8 area	165	2,089.77	58 part	60	759.92
9 indonesia	157	1,988.45	59 jakarta	59	747.25
10 water	153	1,937.79	60 flight	59	747.25
11 place	152	1,925.12	61 center	59	747.25
12 java	147	1,861.80	62 life	58	734.59
13 forest	143	1,811.14	63 family	57	721.92
14 sea	140	1,773.14	64 reef	55	696.59
15 west	108	1,367.85	65 nusa	54	683.93
16 way	100	1,266.53	66 tanjung	54	683.93
17 waterfall	100	1,266.53	67 yogyakarta	52	658.59

Figure 1. The Most Frequent Nouns in the OWIT by Sketch Engine

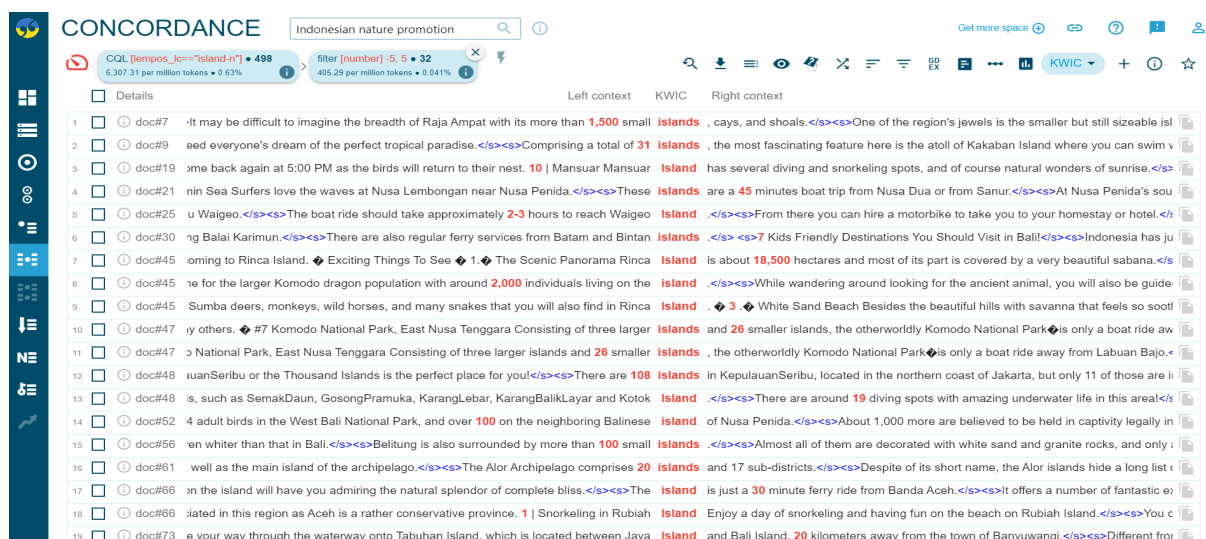


Figure 2. Concordances of [number] collocate of the lexeme island by Sketch Engine

2015). Figure 2 shows example of concordances where quantification [number] evaluates ecolexicons in the OWIT.

This study was conducted within an ecolinguistic paradigm that considers language as a cognitive and social practice that shapes our behavior and perspectives toward the environment. This study adopted Halliday’s (1990) and Stibbe’s (2015) concepts on the necessity of considering linguistic patterns that have been taken for granted in the discourse around us, yet they may promote a beneficial or destructive viewpoint towards the environment. Despite its interest in language endangerment and diversity, ecolinguistics in the 20th century is mutually influenced by corpus-assisted discourse studies (CADS). Therefore, the methodological steps adopted in this study also align with the four stages of CADS (Baker & McEnery, 2015) as follows: 1) identifying linguistic patterns, 2) examining the contexts of linguistic patterns, 3) interpreting the linguistic patterns in a broader socio-political context, and 4) evaluating the implication of such linguistic patterns.

III. RESULTS

This study intends to explore the Graduation in Indonesian tourism promotion. The initial

analysis was mapping the domains of nature based on Sapir (1912), followed by identifying the grammatical realization of Graduation used in the promotion. Further, the analysis examines the types of attitudes amplified by Graduation features in tourism promotion. Finally, this study provides an ecological criticism based on the Graduation employed in the promotion.

Types of Nature in Indonesian Tourism Promotion

This study analyzed the first 100 nouns employed in the OWIT and categorized them according to their ecolexicons. Nouns referring to non-environmental meaning were eliminated, and this study found 68 ecolexicons. Based on Wmatrix5, some semantic categories are associated with Indonesian nature. The quantitative data of ecolexicons and their types of environment, corresponding to Sapir’s concept of environment, was presented Table 1.

Table 1 illustrates that the majority of the ecolexicons found in the OWIT refer to topography. The topographical words emerge as the most frequent words in the corpus, with a word frequency of 3,216. The frequency presented in the third column refers to the normalized frequency or

Table 1. Types of Environment in the OWIT

Types of Environment	Word Frequency	Frequency per Million	Ecolexicon Examples
Topography	3216	46.805,414	<i>park, highland, waterfall, conservation, beach</i>
Flora and fauna	941	13.695,240	<i>bird, wildlife, mangrove, jungle</i>
Weather and climate	143	2.081,210	<i>air, sunset, sunrise</i>
Nature-based activity	99	1.440,838	<i>boat, dive</i>

frequency per million. Topographical terms appear in 46.805,414 words per million. The score was obtained by dividing the word frequency by the total corpus and multiplying it by one million. The normalized frequency is necessary to display to compare different corpora or sub-corpora. Table 1 also shows that Indonesian tourism is promoted in terms of attractions such as flora and fauna, weather and climate, and nature-based activity.

Based on WMatrix5, topographical terms are derived from some semantic categories: geographical terms, places, substances and materials (liquid), green issues, sensory (sight), and objects generally. Some notable examples of topographical terms identified from the corpus are *island* (498), *beach* (255), *forest* (144), *sea* (140), *park* (332), *village* (207), *site* (71), *highland* (19), *water* (153), *waterfall* (100), *mount* (93), *river* (78), *lake* (85), *land* (52), *sand* (41), *home*, *habitat* (38), *coast* (37), *nature* (78), *volcano* (31), *conservation* (26), *scenery* (47), *paradise* (46), *peak* (30), and *rock* (28). On the other hand, flora-fauna terms comprise the semantic categories of living creatures and plants, such as *bird* (95), *wildlife* (50), *forest* (143), *species* (90), *komodo* (44), *fish* (40), *tree* (70), *animal* (63), *reef* (55), *mangrove* (42), *jungle* (35), *creature* (34), *pine* (33), *coral* (31), *turtle* (30), and *tea* (21). The nature-based activity is identified from the means of transport semantic category as shown by the words *boat* (66) and *dive* (62). Finally, the weather and climate consist of substance and material (gas) and time (momentary), as depicted by the words *air* (96), *sunset* (23), and *sunrise* (24).

Grammatical Realization of Graduation in Tourism Promotion

The second question addressed in this study

is the use of Graduation in tourism promotion. Quantification falls into three dimensions: amount/ number, extent, and mass/ presence. Each dimension shows how Graduation amplifies the (natural) entity's number, proximity, or mass/ presence. Quantification was identified from the collocates of ecolexicons found. After limiting the collocation setting to five words to the left and right of the ecolexicons, the analysis found 223 quantifiers realized in either inscribed or invoked representation. The inscribed quantification is shown by numerals and determiners referring to numbers, while the invoked quantification is identified from adjectives that bring about quantity lexical meanings. The table below outlines the grammatical expression of quantification, with its frequency and examples.

Table 2 shows number, extent, and mass/ presence. Each domain is realized in diverse grammatical forms, including non-specific numeration, specific numbers, and infused amounts. As seen from the quantitative results, most quantifications presented are shown in non-specific numeration and infused amounts. However, a specific number is also present in the corpus.

The analysis revealed that the amount/ number occupies the most frequent collocate of the ecolexicons used to promote Indonesian tourism. The amount/ number is expressed using different grammatical strategies to evaluate specific nature attractions. First, the amount/ number is mainly found in a non-specific numeration. The tourism website does not explicitly mention the number but uses determiners to promote tourist destinations. Some examples are shown below.

1. Reputed to be the most biodiverse marine habitat on Earth, Raja Ampat is home to *many* species not found anywhere else.

Table 2. Quantification of Environment in the OWIT

Quantification Dimension	Grammatical Realization	Freq. of Quantifier	Examples of Quantifier Collocates
Amount/ Number	Non-specific numeration	42	<i>several, many, most, more, few</i>
	Specific number	10	<i>[number], four, three, first, second</i>
	Infused amount	26	<i>abundant, numerous, rich, various</i>
Extent	Infused amount	55	<i>nearby, ancient, neighboring, ancient,</i>
	Specific numeration	17	<i>200-meter, 25-meter, 80-meter</i>
	Non-specific numeration	1	<i>certain</i>
Mass/ presence	Infused amount	65	<i>extinct, tiny, endemic, mountainous</i>
	Non-specific numeration	3	<i>particular, medium-size</i>
	Specific number	4	<i>one</i>

2. The national park is also the home of *several* endangered species of flora such as: *Pterospermum diversifolium*, *Antidesma bunius*, *Lagerstroemia speciosa*...

Examples 1 and 2 depict that the words *many* and *several* quantify species promoted in Indonesian tourism destinations. The website does not explicitly mention the species number, but in a non-specific numeration to amplify and upscale the number of species offered in Indonesian tourism to global readers. Non-specific numeration shows inscribed quantification since the meaning of “quantity” can be directly observed from the lexical meanings.

Another grammatical realization of quantification is in the form of an infused amount, identified from the lexical meaning of the quantification without explicitly mentioning the number. Below are some examples of infused amounts.

3. Participants actually walk along the bottom of the sea, rather than swim while *numerous* exotic fish and sea life are found all around.
4. Try exploring or trekking the West Bali National Park, where you may get up close and personal with Bali's *rich* flora and fauna, such as Jalak Bali or the Bali Starling.

Examples 3 and 4 above promote Indonesian flora and fauna by the adjective collocates *numerous* and *rich*. Those adjectives carry out a semantic meaning of *many* that, in appraisal analysis, functions to upscale the number in the utterance. Both examples above emphasize Indonesia's rich flora and fauna. The number of exotic fish and flora-fauna offered at tourist sites is conveyed indirectly. Instead of mentioning specific numbers, the tourism promotion selects an invoked Graduation to upscale Indonesia's natural richness.

Quantifying amount is also realized in specific numbers to evaluate Indonesian topographical features, as shown below.

5. It is a *60* million years old volcano that holds some breathtaking panorama on its peaks.
6. The Park covers a total area of *22,500* hectares comprising coastal forests and grassland and is protected by three mountains, namely...

Example 5 describes Nglanggeran Mountain, known as the ancient volcano. Thus, mentioning the specific number of the mountains is necessary to mention. Example 6 is taken from a promotion for Baluran National Park. The use of the specific number *22,500* hectares is vital to emphasize the

width and space of the national park. Specific numbers represent the inscribed Graduation to upscale the number of particular natural attributes, as shown in example 5 and 6.

Despite upscaling quantities as depicted in examples 1 to 6 above, the OWIT also includes downscaling quantities in promoting Indonesia's natural sites. Below are some examples.

7. Therefore, there have been many national parks with the largest in the archipelago spread over Sumatra, Kalimantan, Sulawesi, and Papua which are vitally important for the preservation of the endangered to almost *extinct* wildlife.
8. There is also an *endemic* species of cuscus, the Waigeou cuscus or Waigeou spotted cuscus (*Spiloglossus papuensis*) which is a species of marsupial in the family Phalangeridae.

The quantification mentioned in example 7 is expressed in an infused amount since the OWIT does not specifically mention the number or quantity. However, the lexical meaning of the word *extinct* indicates the low number of wildlife in Indonesian national parks. The function of quantification is to downscale the number and emphasize the low number of species. This strategy shows an invoked Graduation and tourism promotion. The downscaling numbers is not directly shown in specific numbers, but in an adjective whose lexical meaning refers to the limited number of a natural entity. A similar case is shown in example 8, where the word *endemic* evaluates species of cuscus. The word *endemic* is also realized in an infused amount to downscale the quantity of the species.

Attitudes Amplified by Graduation in Tourism Promotion

Graduation is central in appraisal analysis since it amplifies attitudes and engagement. This study focuses on how Graduation upscales or downscales attitudes. After delving more deeply into the concordances, the quantifier collocates function to both upscale and downscale attitudes, mainly the Appreciation. The examination shows that the OWIT foregrounds quantification to evaluate the readers' composition, valuation, and reaction. Those attitudinal dimensions are amplified through quantity in order to lure tourists to visit. Quantification is employed to grab readers' interest and promote Indonesia's natural authenticity as a tropical and nautical country. The following chart summarizes the attitudes evaluated from quantification.

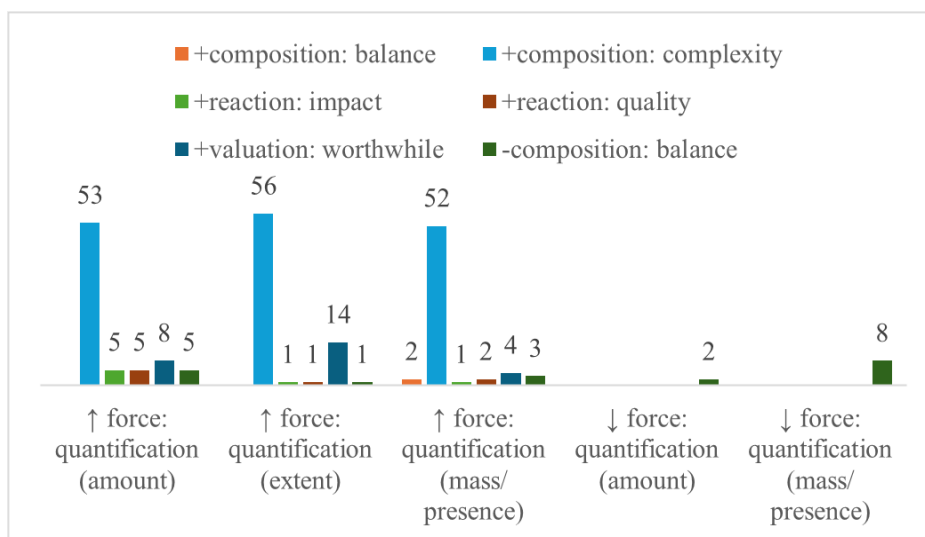


Figure 3. Summary of Attitudes Evaluated through Quantification

As seen in Figure 3, Graduation is mostly used in tourism promotion to upscale readers' positive composition of the nature destinations offered. Quantifying amounts, extent, and mass/ presence appears in a similar frequency. The dimension of composition upscaled by Graduation refers to complexity, meaning that the website producers aim to persuade readers to appreciate it due to the complexity of Indonesia's nature. Direct or indirect numbers of diverse natural richness show the notion of complexity. Environmental domains such as topography and flora-fauna are offered due to the variety available in some tourist destinations. Despite upscaling numbers, quantification has also been found to downscale nature's composition in order to offer the endangered and extinct flora-fauna in Indonesia. Below are some examples of how Graduation amplifies readers' attitudes.

9. Not only inland, the splendors of Kalimantan also lie beyond its seas which are filled with *countless* amazing creatures, perfect for those who enjoy diving, snorkeling, and underwater photography.
10. These extraordinary mammals (Javan rhinos) are nocturnal, *extremely rare*, and hardly ever appear in front of humans.

Example 9 emphasizes the number of creatures found in Kalimantan island, while example 10 underscores the number of Javan rhinos that are *extremely rare*, but available in Indonesia. The infused amounts *countless* and *rare* are collocates of the flora and fauna in Indonesia. The use of *countless* aims to arouse readers' Appreciation of Indonesia's nature composition since the Kalimantan island stores many amazing creatures. The quantifier collocate *countless* is selected to emphasize the limitless number of creatures. The

use of *extremely rare* in example (10) functions to amplify the number of Javan rhinos, whose presence in Indonesia is limited. The findings presented in Figure 3 demonstrate that Graduation is central to identifying the Attitudes evaluated in tourism promotion in order to persuade readers. It also shows that Graduation is a productive persuasive device in a promotional genre.

DISCUSSION

The findings presented above provide an empirical study of how corpus analysis is applied in linguistic studies. The prominence of the topographical environment provided in Table 1 indicates that the Indonesian government intends to depict the country as a tropical land that offers varied topographical and natural richness to global readers. The inclusion of topographical richness articulates the country as a paradise or land of plenty. Tropical countries like Indonesia often highlight the diverse topography and wildlife that characterizes the topical area. The inclusion of quantification as a persuasive strategy for promoting Indonesia's natural environment provides new insight into how the official tourism website evaluates nature as a commodity in the tourism sector. Natural richness and endangerment are introduced in the promotion to captivate global readers to become potential tourists. A previous study by Jaworska (2017) found that natural beauty and richness are often associated with the metaphor PARADISE. The notion of PARADISE in tropical countries differs from that in Europe, where PARADISE in the "West" is associated with luxurious tourism (Stepins, 2022) German of Germany and European Spanish. Despite the economic impact of the tourism industry

and the high demand for translations in this branch, only few studies have ventured into metaphor use in tourism promotion so far. Research into metaphor translation in this field is even scarcer. The present study aims to fill these voids by describing metaphorical language use of this register for each language, comparing the results with the other two languages, and by seeking possible implications of the observed variation for the translatability as well as the translation process of metaphor vehicles. For this purpose, three comparable corpora of regional promotional tourism websites from England, Germany and Spain were compiled, as well as three smaller, 20,000-word sample corpora. In a two-step process, the sample corpora first underwent a comprehensive manual metaphor analysis, which helped to identify metaphor groups with a source-target domain combination that is problematic from a translational point of view. These groups were further studied in the large corpora using source-domain vocabulary searches. The study was approached from a Cognitive Linguistics perspective, building mainly on Conceptual Metaphor Theory. One of the main contributions of this dissertation lies in the adaptation of the widely used metaphor identification procedure MIP (Pragglejaz, 2007). Instead, "luxurious tourism" is recontextualized as witnessing nature's richness and endangerment that are not found in the global tourists' homes.

Previous works underline that Indonesia's natural beauty is mainly promoted through metaphors, such as PARADISE and HEAVEN (Heriyanto et al., 2020; Krisnawati et al., 2021). This study builds upon previous research by underscoring that the use of quantification is also productive in tourism promotion. The quantification presented in Table 2 has a logDice score exceeding 5.0. It means that the selection of collocation is not random, denoting that the quantification and ecolexicons in the website characterize tourism promotion. Some collocations can also function as a phrase, such as in endangered species, extinct Bali starling, and numerous wildlife. Delved deeper through n-gram analysis (2-4 words), this study tries to include some quantifiers and found the following multi-word expressions that characterize Indonesia's natural promotion: abundant marine life, numerous other creatures/ animals, extinct Bali starling, extinct Baluran volcano, endangered species, endangered Bali starling, endangered wildlife, many special wildlife, many typical

Java trees, and several sanctuary islands. Those examples prove that quantification is a productive linguistic feature that characterizes the language of promotion.

This finding also contributes to previous work (Isti'anah, 2020b) since Indonesian tourism promotion also highlights flora and fauna species that are limited in Indonesia. The extinct and endangered species are mentioned on the website to provide information and convince global readers that Indonesia provides a natural habitat for that flora and fauna. Therefore, the OWIT conveys information and represents the country's image to readers (Hallett & Kaplan-Weinger, 2010). These findings also articulate the Indonesian government's effort to convince readers about the quality of nature offered in tourist destinations. The official tourism website is essential to influence readers' decision to visit a country; hence, the OWIT maximizes the linguistic features to portray the country from its diverse natural sites and its role in preserving the endangered flora-fauna through its national parks. The salience of infused amount collocates attached to the ecolexicons also aims to associate and modify ecolexicons with certain attributes referring to numbers. In sum, it can be said that the notion of "numbers" is embedded in the phrasal structures.

Referring to the grammatical realization in Table 2, we noticed that non-specific numeration is the most frequent pattern compared to the infused amount and specific number. Some evidences of specific numeration are *several*, *many*, and *most*. Those quantification strategies function as modifiers of the ecolexicons, such as *species* and *underwater life*, to specify the type of tourism attraction and provide additional information to global readers about extended activities and attractions they find in a tourism destination. The clause in example (1) "Raja Ampat is home to *many* species not found anywhere else" includes quantification *many* to modify Raja Ampat species. Despite pre-modifier, the noun head *species* is also modified by a reduced clause *not found anywhere else*. The concordance reveals that the quantifier *many* upscales the number of species in Raja Ampat that is not found elsewhere. The upscaling of the species' quantity evaluates the readers' Appreciation of the natural composition of Raja Ampat.

In general, the use of upscaling and downscaling quantification in the OWIT aims to

evaluate Indonesia's natural composition. The domination of infused amount and non-specific numeration involved in the OWIT articulates the collocational relationship between the quantifier collocates and the ecolexicons they modify. At the same time, the OWIT also stages the country as a land of plenty whose richness is worth visiting. The evaluative language presented from quantification characterizes language in a promotion or advertising discourse. Previous works found that reaction characterizes the advertising language, as evident in computer and accessories advertisements on Amazon and tourism promotion in London and Hangzhou (Kheovichai, 2014; Wu, 2018) there has been growing interest in the study of language used for evaluation. However, little is known about the language of evaluation in online product advertisements. The purpose of this study is to investigate such language. Data comprise 100 product descriptions of best-sellers in the computer and accessories department of www.amazon.com. Data were analysed using an adapted analytical framework based on Martin and White's (2005). However, the present findings reveal that despite reaction, composition is located as the most frequently evaluated evaluation amplified by quantification.

The use of quantification also explains the natural entity's mass/ presence. It refers to size, weight, and height scaled up to sharpen the author's evaluation of the ecolexicons promoted in tourism (Martin & White, 2005). Below are some examples of quantification that evaluate mass/ presence.

11. Pelalawan spans a variety of geographical conditions: *dense* forests, expansive plantations, peat bog plains and alluvial rivers.
12. The road passes the beautiful Lake Toba which offers a grand view of the *huge* lake passing a large number of hairpin bends and steep hills.

Examples 11 and (12 show infused amounts of that evaluate natural tourism sites. In example 11, the word *dense* quantifies the *forest* in terms of the number of trees in Palalawan forest. Without mentioning the number of trees, the OWIT selects *dense* to characterize the forest with its attributive adjective directly. Similarly, example 12 utilized non-specific numeration *huge* to quantify the lake size seen during the road trip to get to the destination. Those size quantifications are employed in tourism websites to upscale Indonesian tourism sites' composition, particularly complexity.

The other dimension evaluated through quantification is the extent to which time and space are evaluated. The semantic categories of extent are divided into proximity (relative time and location) and distribution (relative spread and length). Below are some of the quantifications evaluating nature's extent.

13. After a *3-hour* drive from Surabaya, it takes a *20-minute* scenic trek, which includes crossing rivers and traversing a rocky path, to reach this 200-meter-tall majestic waterfall.
14. Mount Rinjani is *one of the highest* volcano in Indonesia, with its summit rising to *3,726 meters* above sea level.

Example 13 uses some specific number to evaluate the relative time to get to the scenic trek. Quantification involves specific numbers to provide helpful information to global tourists in preparation for the trip. Similarly, example 14 includes a specific number one of the highest to upscale the volcano's composition that triggers the readers' positive reaction. The additional information about the summit, 3,726 meters, upscales the reaction targeted to the readers.

In an ecolinguistic lens, appraisal analysis not only evaluates an entity as good or bad but also revolves around how the evaluation and its surrounding discourse affect our perceptions and behavior toward the environment (Stibbe, 2015). The Indonesian government considers tourism to be an essential aspect of increasing the country's economic growth. Reports say that before the COVID-19 pandemic, tourism contributed 4.6% to 4.9% of the Indonesian economy during 2016-2019 (Koerner et al., 2023; Mun'im, 2021). The government even targets to achieve 4.41% of the country's gross domestic product (GDP) or around 1.016 billion U.S. dollars in 2027 (Hasibuan et al., 2023). This socio-political context triggers massive tourism promotion, including official tourism websites. Unlike Instagram or other social media, official tourism websites still play an important role for global tourists since they influence their readers' decisions toward tourist destinations (Chiou et al., 2011; Wu, 2018).

Advertising or promotion generally aims to maximize monetary profits and consumption. The OWIT clearly includes nature as one of the commodities to exchange despite Indonesia's cultural attractions. This nature commodification, proven by upscaling nature's quantities and richness, underscores that Indonesian tourism still

relies on its natural attractions. The repetition and rewording of quantification foreground nature as an object of consumption. While previous research shows that nature is often associated indirectly through PARADISE metaphors, this study adds that quantification directly stages nature as an entity with a particular number even though its grammatical realization can be either direct or indirect. Including upscaling and downscaling quantification emphasizes that Indonesia's natural attractions are promoted in terms of their prosperity, purity, and remoteness, aligning tourism selling points across countries (Trčková, 2016). These findings demonstrate the reproduction of the materialization of the environment in tourism discourse.

Ecolinguistics voices the inclusion of humans in the ecosystem as, in recent years, an ecosystem has often been associated with the environment only by eliminating humans as its parts (Stibbe, 2015). At the same time, the materialization of the environment in tourism discourse also locates humans as separate entities in the ecosystem. Nature is staged as objects with abundant sources, and humans are positioned as spectators and explorers with the "right" to get monetary profits from people's travel. This assumption is empirically proven by the absence of judgment in the appraisal analysis that evaluates human behavior in tourism settings. The domination of positive evaluations reproduced in other advertising forms eventually constructs "an unquestioning and practically incontestable perspective" (Stibbe, 2015, p. 85). The importance of positive Appreciation for Indonesian natural entities and the elimination of tourism agencies in advertising demonstrates that nature is a commodified object in the ecosystem. Tourism promotion may generate a more constructive discourse by using language to assess human behavior in an ecosystem.

V. CONCLUSION

This study addresses the use of quantification in promoting Indonesia's natural attraction. Within a corpus-assisted approach, this study found that Indonesia is mostly promoted by its topographical, flora-fauna, nature-based activity, and weather and climate. The analysis also found that quantification plays a significant role in persuading readers, as proven by the frequency of quantifier collocates

in the corpus. Quantification functions to upscale Indonesia's natural composition directly and indirectly to amplify nature's numbers, extent, and mass/ presence. Quantification is realized in non-specific numerals, infused amounts, and specific numbers to promote the construction of nature as a commodity in the tourism sector. Indonesia's nature is quantified by its richness and endangerment. The reproduction of the materialization of nature in tourism eventually focuses on an anthropocentric ideology that locates humans as spectators and explorers who have the right to achieve monetary profit from the natural richness. The absence of judgment to evaluate humans' attitudes toward tourism also shows an ambivalent discourse that separates humans from an ecosystem.

This study exemplifies that corpus linguistics is reliable for analyzing a promotional genre since it provides empirical evidence on how word frequency and collocations are utilized repetitively to foreground tourism attractions. It also exemplifies an ecological discourse analysis, an expansion of ecolinguistic study. While previous ecolinguistic research focused on the ecolexicons and their sociological and biological dimensions, this study focused more on the ideological dimension. It unveils how discourses around us, including tourism promotion discourse, are important to shaping our perspective and behavior toward the environment. The reproduction and salience of persuasive features that objectify and commodify nature should be reconsidered by involving human beings as part of an ecosystem.

Despite the practical analysis this study provides, some suggestions are proposed to enrich studies on ecolinguistics. This study was limited to the use of quantification as a dimension in appraisal analysis that amplifies particular attitudes. Future research is highly suggested to examine how the official website of Indonesian tourism builds an engagement with readers. The application of the corpus-based method that relies on empirical data is highly suggested. The other suggested topic is the translation of tourism promotion that the government officially utilizes. Despite the translation quality and readability, future research can examine the role of the Indonesian language in tourism promotion regarding its ecological nature, and whether it promotes a more beneficial discourse than the English version.

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