

Tourism slogans – Towards a conceptual framework

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ABSTRACT

This paper perused extant literature to develop a conceptual framework for tourism slogan analysis. Brand image, leisure motivations, and cultural dimensions were identified to influence the creation and effects of brand slogans. Based on this framework, the author further explored the affect levels of 134 national tourism slogans through the application of ANEW (Affective Norms for English Words). Three clusters of tourism slogans were identified based on their valence and arousal scores listed in ANEW. Moreover, the cultural dimension of Uncertainty Avoidance was found to be negatively correlated to valence and arousal levels of tourism slogans. Theoretically, the contribution of this paper lies in its application of affect levels of words to make possible multivariate analysis and visualization of tourism slogans. Pragmatically, the application of ANEW in this paper offers a guideline on choosing desirable affective words in creating tourism slogans.

Buying travel products/services is considered a risky decision as it is characterized by high levels of intangibility (Banwari, 2002) and uncertainty which, in turn, increases perceived risk in making decisions (Murray & Schlacter, 1990). Hence, a superior brand equity and strong brand power can ease the concerns and anxiety in making travel decision to select a destination (Freeman & Nguyen, 2012). This halo effect can also help promote a country, especially when consumers are unfamiliar with its products and services (Pan, Santos, & Kim, 2017; Wirtz, 2003). Therefore, nation branding is an important and encompassing campaign that is designed to attract investment, talents, and tourists. For a nation branding campaign to be successful, it has to be credible, real, compelling (convincing), differentiating (distinctive), unique, emotional, and overarching (embrasive) (Aronczyk, 2008; Berry, 2000; Chong, 2004; Tatevossian, 2008). It is equally true when it comes to destination branding.

In addition to name and logo, slogan is one of the three elements of a brand (Galí, Camprubí, & Donaire, 2017). In Oxford English Dictionary, slogan is defined as “a short and striking or memorable phrase used in advertising” (Stevenson, 2010, p. 1680). In Cobuild Advanced Learner's Dictionary (Sinclair, 2014, p. 1473), “A slogan is a short phrase that is easy to remember. Slogans are used in advertisements and by political parties and other organizations who want people to remember what they are saying or selling.” In their review of literature on slogans, Galí, Camprubí and Donaire (2016, p. 1) summarized, “A slogan is a short phrase used to convey descriptive and persuasive information about a particular brand.” In tourism, destinations are the biggest brands (Ekinci & Hosany, 2006; Morgan, Pritchard, & Piggott, 2002). By the same token, in tourism promotion, a slogan helps create a

favorable image of a destination. Summarizing these definitions, the identified frequently appeared keywords associated with slogan are concise (short), memorable, and convincing (persuasive).

Slogans are to a large extent associated with tourism destination image (TDI), or TDI “formation/change agents” (Gartner, 1993a) to be exact. This is because tourism slogans are an essential element in traditional forms of advertising, which has a high market penetration/coverage (Gartner, 1993a). However, few studies (Lehto, Lee, & Ismail, 2012) were devoted to the analysis of country TDI and its slogan. It was also found that destination personality positively impacted visitors' intention to recommend a destination (Ekinci & Hosany, 2006). Since destination is a brand and a slogan is part of a brand, destination personality is arguably related to a slogan. Additionally, slogan's exclusive appeals were found to be coming from the emphasis of affective components in the slogan (Galí et al., 2017). Extant literature on slogan studies mainly focus on audience brand awareness and purchase intention, few were related to the affective levels of words used in the slogan. Hence, this paper aims to fill this void by applying an affective words list (Affective Normative English Words) (Bradley & Lang, 2017) to analyze country slogans and exploring the relationships between factors impacting TDI, brand personality, and tourism slogan.

1. Tourism slogans

1.1. Tourism destination image – affective component

Destination image can be defined as “the expression of all objective knowledge, impressions, prejudices, imaginations, and emotional

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thoughts with which a person or group judges a particular object or place” (Lawson & Baud-Bovy, 1977, p. 10). Emotions, together with attitudes, values and feelings, are in the domains of affective human behavior (Fishbein, 1967; Watson & Hill, 1993). Additionally, emotions are fundamental determinants of tourist satisfaction and post-consumption behavior (Gnoth, 1997). When one experiences the environment, the first level of response is affective, and this affective quality attributed to a place governs subsequent directions and actions toward that place (Ittelson, 1973). Affective image is important in terms of influencing the evaluation of destination selection process (Gartner, 1993b). However, a review by Pike (2002) of 142 tourism destination image publications revealed that only six were associated with affective images.

A slogan should create brand equity, which includes brand awareness and brand image. Slogans need to be associated with the most desirable images to build brand equity (Supphellen & Nygaardsvik, 2002). In tourism promotion, a brand image is, to a large extent, a destination image. Destination name is recommended to be included in the slogan, especially when negative connotations are implied in the slogans, to reinforce positive imagery or dilute negative implications (Supphellen & Nygaardsvik, 2002). In tourism destination image, affective component is in a higher hierarchy than its cognitive counterpart in building destination image (Kim & Yoon, 2003). Lin, Morais, Kerstetter, and Hou (2007) study also argued that the more artificial and developed a destination is, the stronger the affective image is than cognitive image in mediating the overall destination image. Hence, tourism slogans can be treated as affective message with an “imagery directed toward emotional response” (Watson & Hill, 1993, p. 33) and should make a contribution to destination (as a brand) image (Supphellen & Nygaardsvik, 2002).

Behavioral economics scientists have shown that only 30 percent of human behaviors and decision are driven by rational consideration. This implies that more than two-thirds of customer loyalty and spending decisions are driven by emotional factors (Gallup Consulting, 2009). Hence, to entice potential visitors, slogans are assumed to be associated more with affective than with cognitive words to arouse emotions. An emotional slogan that stimulates or associates affective qualities of places (Russell & Pratt, 1980) such as arousing, exciting, pleasant, and relaxing is essential to a destination branding campaign.

However, study also found that cognitive evaluations are more influential than affective components in predicting visitation intention (Baloglu, 2000; Lin et al., 2007), and cognitive image is more positively related to overall destination image than affective one (Lin et al., 2007). Other studies also implied that moderately complex slogans impact more on the consumers by stimulating deeper processing and cognitive elaboration (Bradley & Meeds, 2002; Stewart & Clark, 2007). Complexity here refers to semantic and syntactic ones. Miller and Toman (2015) suggested to conduct imagery research to test the effects of brand slogans on improving affective responses.

Perusing criteria of fluency, conciseness, persuasiveness, and mnemonic, Lim and Loi (2015) evaluated the effectiveness of Chinese slogan translated into English in Macao. However, these four variables are not operationally defined, making the replication of the study arguably inconsistent. Research on tourism slogans also evaluate parts of speech (Galí et al., 2017) of content and function words. Content words are words with substantive meaning and consist mainly of nouns, lexical verbs, and adjectives. On the other hand, function words are those that have very little substantive meaning and mostly serve to denote grammatical relationships between content words. Function words include prepositions, pronouns, and conjunctions. Of 150,000 words in English language, only 0.1 percent (i.e. 150) are function words. However, they make up roughly 50 percent of any English text (Sankin, 1966). In a tourism slogan study (Galí et al., 2017), it was found that nearly 71 percent of the words in tourism slogans were content words, or words with meaning. In a tourism slogan that usually has only a few words, it cannot afford to have too many function words.

1.2. Slogans and affect

In the previous studies on slogans, advertising context partially determines consumers' affective state at the time of advertisement exposure which, in turn, conditions consumers' attitude toward the ad (Aad) (Lutz, 1985). It is also found that Aad mediates the effects of feelings on the attitude toward the brand (Ab) (Edell & Burke, 1987). Batra and Ray (1986) also proved the following chain effects: affective responses (AR) → attitude toward the ads (Aad) → attitude toward the brand (Ab) → PI (purchase intention). Hence, it is important to learn how effective tourism slogans (usually incorporated into tourism advertisements) are in manipulating the overall affect or feelings/emotions of potential visitors to influence their final purchase intention. This hypothetical chain effect is Affective words → affect (a subjective feeling experienced in response to a thought or other stimulus) → affective image → motivations.

In studying affect towards a place, an affective response grid developed by Russell, Ward, and Pratt (1981) is commonly used in tourism studies (Baloglu & Brinberg, 1997; Pan, Lee, & Tsai, 2014; Pike & Ryan, 2004). In this grid, eight dimensions of affect were included and were 45° apart. They are pleasant-unpleasant, arousing-sleepy, exciting-gloomy, and relaxing-distressing. Using the SAM (self-assessment manikin) instrument (Bradley & Lang, 1994), Bradley and Lang (1994) derived six adjective pairs each associated with pleasure, arousal, and dominance and were similar to those of Russell et al. (1981). The pleasure dimension included: unhappy-happy, annoyed-pleased, unsatisfied-satisfied, melancholic-contented, despairing-hopeful, and bored-relaxed. The arousal dimension encompassed: relaxed-stimulated, calm-excited, sluggish-frenzied, dull-jittery, sleepy-wideawake, and unaroused-aroused. The third and less strongly related dimension is called dominance and included: controlled-controlling, influenced-influential, cared for-in control, awed-important, submissive-dominant, and guided-autonomous.

In another study, Bradley and Lang (2017), perusing the SAM instrument, derived scores for 3188 English words in terms of their level of affective emotions associated with valence (pleasant-unpleasant), arousal (excited-clam), and dominance (controlling-controlled). Each word has a score ranging from 1 to 9 for the above three affect dimensions. The larger is the number, the higher the affect level in question. Their study generated the Affective Norms for English Words (ANEW). A similar study on emotional content of verbal materials were conducted by Citron, Weekers, and Ferstl (2012). Eighty-two native English speakers rated 300 words for emotional valence, arousal, imageability, *et cetera*. Their research produced a Sussex Affective Word List (SAWL). In terms of application to the study of tourism slogan affect level, Citron, Weekes, and Ferstl (2012) study is more relevant as it measured the level of imageability of a word. However, operationally ANEW is more pertinent for the current study as it contains a much richer dictionary of affective words than those of SAWL (3188 words versus 300 words). Additionally, since dominance is arguably not a desirable feature in tourism slogan, and SAWL also did not consider this attribute, the author would only use valence and arousal dimensions in ANEW for the current research. Actually, the unpleasant-pleasant and sleepy-arousing dimensions were found to be sufficient to measure affect toward environments (Lin et al., 2007; Pike & Ryan, 2004; Russell et al., 1981). In the current study, environments are used interchangeably with destinations.

1.3. Cultural dimensions, travel motivations and brand personality

It is long believed that cultures are shaped by geography and vice versa (Peet, 1998; Satter, 1925). Since geography also shaped cultures, countries in same geographical locations may arguably share similar tourism slogans. Another component of TDI that are rarely researched is the relationship between cultural dimensions and TDI. This is echoed by Lin et al. (2007) in their study of the role of cognitive and affective

images. One of the few studies that delved upon cultural dimensions and tourism is the research conducted by Kang and Mastin (2008) on Hofstede's (1983) four cultural dimensions and their applications in designing national tourism website. Later, Hofstede (2011) expanded the original four into six dimensions that included power distance, uncertainty avoidance, individual/collectivism, masculinity/femininity, long/short term orientation, and indulgence/restraint. Since slogan is important to reinforce destination image, exploring the relationship between tourism slogans and cultural dimensions may shed some light on how cultural dimensions influenced the creation of tourism slogans.

Tourism trades in images, expectations, dreams, and fantasies (Selwyn, 1996). Tourists are not motivated to travel by specific destination attributes, but rather by fulfilling psychological needs such as self-actualization, social interaction, sexual arousal and excitement (Crompton, 1979). Messages conveyed in advertising attempt to match attributes of a destination to the tourist's psychological needs (Waitt, 1997). The typical tourist experience is to see a named scene through a frame (Feifer, 1985). This frame is composed through framing devices such as metaphors, exemplars, catchphrases, depictions, and visual images (Gamson & Lasch, 1983; Gamson & Modigliani, 1989). Of which, catchphrase, as it is succinct, powerful and easy to remember, is commonly used in tourism to project and promote destination image (Pan, 2006). This catchphrase is important in service advertising to reflect continuity of themes, logos, and other cues across physical evidence to help anchor the service provider in the customer's memory (Morais, Backman, & Backman, 1999). Therefore, tourism slogans serve as a medium to "congeal" the promised desirable experience into a catchphrase which, in turn, motivate (push and/or pull) potential tourists to visit a destination.

Slogans affected destination (as a brand) image, and brand personality is one of the dimensions of brand image (Heylen, Dawson, & Sampson, 1995; Plummer, 2000). Hence, it is implied that slogans and brand personality is related. Brand personality, according to Aaker (1997), included five dimensions: Sincerity, Excitement, Competence, Sophistication, and Ruggedness. In the extant tourism literature, most of the studies on brand personality adopted the original five dimensions (Douglas & Mills, 2006; Kim & Lehto, 2013; Murphy, Benckendorff, & Moscardo, 2007; Pitt, Opoku, Hultman, Abratt, & Spyropoulou, 2007). Three studies came out with their own brand personality associated with a destination (Ekinici & Hosany, 2006; Pan, Zhang, Gursoy, & Lu, 2017; Upadhyaya, 2012). The focus of these studies is on the interactions between cultural dimensions, self-congruity, and destination brand personality. Overall, Excitement (Vibrant) and Sincerity are two common brand personalities associated with a destination (Pan et al., 2017a,b; Usakli & Baloglu, 2011). This Excitement brand personality is also included in affective destination image study as mentioned above. Hence, Excitement is an element for both affective quality of places and brand personality.

In sum, a brand comprises slogan, logo, and name. For a destination, the brand name is the destination per se, and the brand image is the destination image. A brand image has four components: brand personality, visitor image, product attributes, and visitor benefits (Patterson, 1999). Visitor image is the traditional tourism destination image (TDI) that a visitor has for a destination. TDI is further broken down into cognitive and affective images. Affective image is traditionally measured by valence and arousal. Motivations of leisure such as relax, social, intellectual, and mastery are closely associated with affective image. On the other hand, brand personality of a destination is evaluated to include sincerity, excitement, and conviviality (Ekinici & Hosany, 2006). The last dimension that comes into play with tourism slogan would be cultural dimensions. These dimensions include power distance, uncertainty avoidance, individualism/collectivism, masculinity/femininity, indulgence/restraint, and long/short term orientation.

All in all, the four dimensions are motivations, brand personality, affect, and cultural (see Fig. 1). Their relationships with the slogan are

represented by the numerical dotted lines. Fig. 1 displays the relationships between slogan and its relevant dimensions. In this paper, the author explored two dimensional relationships. The first dimensional relationship (dotted line 1) explored is that between tourism slogans and their level of affects which, in turn, comprised affective image. This is followed by an exploration of the relationship between cultural dimensions and slogan (dotted line 2). The other dimensions such as the relationship between brand personality and tourism slogans are suggested for future studies with structured questionnaires.

Perusing the literature review in the previous section, research objectives of this paper are set to:

1. Understand the general characteristics of tourism slogans
2. Assess the affective levels of words in tourism slogans
3. Grouping countries based on their tourism slogan affect levels
4. Explore the relationship between tourism slogans and geographical locations
5. Explore the relationship between tourism slogans and cultural dimensions

2. Methods

National tourism slogans were collected based on the countries/regions listed in *UNWTO Tourism Highlight 2017 Edition* (UNWTO, 2017). The collection period spanned from May 7, 2018 to June 14, 2018. In this UNWTO report, 216 countries were listed, but only 201 had country tourism slogans. Countries were further categorized into five UNWTO regions and 14 sub-regions. Non-English-speaking countries usually will have an English tourism slogan, and Google Translation will be consulted if otherwise. As only five countries have slogans in languages other than English, tourism slogans are usually short, and they are not grammar complex, lost in translation is minimized.

To achieve research objective 1, descriptive statistics of tourism slogans were presented. Moreover, since tourism slogan is designed to be concise and short, hypothesis one is proposed:

H1. Tourism slogan will have fewer words than those of corporate slogans in general and service companies in particular.

Research objectives 2 are operationalized and tested through hypotheses 2 and 3. Since tourism slogan is meant to stimulate emotions in the potential consumers, it is assumed that slogan will incorporate more affective words, and words used in slogan will have stronger valence and arousal feelings attached to them. Hence, hypothesis 2 and 3 is proposed;

H2. Tourism slogan will have more affective words to stimulate affective response (emotions) than those of corporate slogans in general.

H3. Affective words used in tourism slogan will have a stronger valence and arousal levels than those of corporate slogans in general.

For operational purpose, we will use S&P 500 companies' slogan (Kopywriting Course, 2018) as the benchmark of generic corporate slogans against which affective strength (valence and arousal), affective ratio (percentage of affective words in slogans), and word counts of tourism slogans will be compared. As for services companies, sample result from the research by Miller and Toman (2015) would be perused. In their study, the sample size is 140 slogans with corporations comprising sectors such as hotels and resorts, retail transportation, *et cetera*. The average number of words in the sample was 4.47 with a standard deviation of 1.70.

For research objective 3, a cluster analysis was conducted to explore the characteristics of each group based on its tourism slogans' affective levels (valence and arousal). Cluster analysis is traditionally used for taxonomy description, data simplification, and relationship identification (Hair, Black, Babin, Anderson, & Tatham, 2010). Cluster analysis is

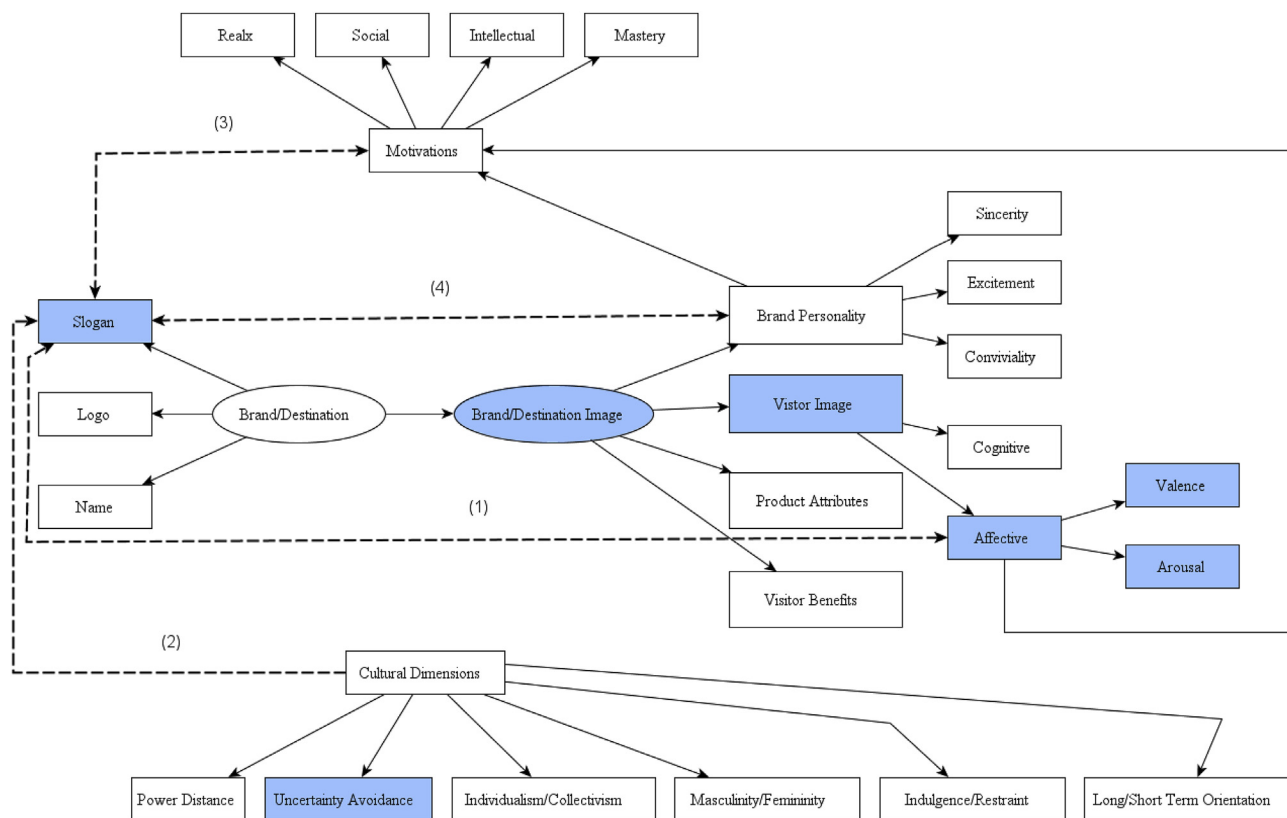


Fig. 1. A comprehensive tourism slogan research framework.

suitable for achieving objective 3 as the purpose is to find out (1) keywords commonly used in a cluster; (2) theme of a cluster; and (3) possible geographical concentration of countries in a cluster. Valence and arousal scores listed in ANEW would be used as clustering variables. A map with tourism slogans clusters will also be constructed to visualize the relationships, if any, between geographical locations and tourism slogans themes.

Lastly, to accomplish objective 4, the author constructed an affective response matrix for tourism slogans. The construction of the matrix is similar to importance-performance analysis (IPA), which was introduced by Martilla and James (1977). IPA is a handy tool to partition and visualize a group of subjects based on two specified characteristics. The only difference is in the current study importance and performance were replaced by valence and arousal. The grand means of valence and arousal for all sub-regions were used as crosshairs to arrange each tourism slogans onto the matrix. The four quadrants were high valence/high arousal, high valence/low arousal, low valence/low arousal, and low valence/high arousal. The author also constructed a country matrix with 134 countries. However, the chart would not be displayed as the matrix was a bit messy because many countries were either very close to or superimposed onto one another. However, a brief discussion on countries' affect levels of tourism slogans would be provided.

As for the statistical analysis software, the author used R and RStudio for data organizing, analyzing, and plotting. R (<https://www.r-project.org/>) is a free software environment for statistical computing and graphics, and RStudio (<https://www.rstudio.com/>) is a free integrated development environment (IDE) for R. R used in this paper is version 3.4.1 (2017-06-30) "Single Candle". For multivariate analyses, R also offers numerous free packages to aid analysis. Packages in R function are similar to add-ins in Microsoft Excel, and they can be downloaded through RStudio or directly from R. Several packages were used in this paper. Package **ggplot2** (Wickham, Chang, & RStudio, 2016) is one of the main R packages for graphics and visualization of statistical data. Packages **tm** (Text Mining) (Feinerer, Hornik, & Artifex

Software, 2018) and **wordcloud2** (Lang & Chien, 2018) were used to content analyze the text of tourism slogans. Another package **ape** (Analyses of Phylogenetic and Evolution) (Popescu, Huber, & Paradis, 2012) was perused to categorize countries into clusters and visually display them. The data analysis for this paper was also partially generated using the free Real Statistics Resource Pack software (Release 5.7), Copyright (2013–2018) Charles Zaiontz www.real-statistics.com. Lastly, to explore potential relationship between tourism slogans clusters and countries' geographical locations, the author utilized another online free software mapchart (<https://mapchart.net/detworld.html>) to draw a tourism slogan cluster map.

Two files are included as supplementary materials. The first one is an Excel file that contained a list of all tourism slogans collated from national tourism organizations (NTOs). The second file provided the R codes for running Text Mining (word cloud) and Cluster Analysis (dendrogram).

3. Results

Two data sets were analyzed in this paper. Altogether, 201 countries were identified with tourism slogans. However, only 135 countries' slogans have affective words included in ANEW list, a ratio of 67 percent. For descriptive statistics of general characteristics of tourism slogans, the larger data set of 201 countries was analyzed. For the analyses of tourism slogan affect, the smaller data set containing 135 countries was used.

The average number of words in each slogan is 3.64, with a median of three words, a standard deviation of 0.10, a minimum of two words, and a maximum of nine words. This is quite similar to the results presented by Galí et al. (2017), who found the mean to be 3.9 words with a median of three in 46 national tourism slogans. The top ten most frequently appeared words in the slogans are listed below by ranking. The numbers in parentheses are frequency, valence score, and arousal score, respectively. These ten words are: beautiful (10, 7.23, 6.36), discover

identification of tourism slogans, the author performed a cluster analysis based on the valence and arousal scores of each slogan. Before performing cluster analysis, one needs to identify outliers, defines similarity, check adequacy of sample size, and perform standardization, if necessary. Two assumptions of sample representative and multicollinearity were also checked. In detecting outliers, Cabo Verde's slogan "No Stress", with the word "Stress" registered a 2.09 score for valence, was an outlier. Moreover, this slogan was unique in terms of its double negation, making the affective score of the word "Stress" (2.09, 7.45) inapplicable. This is because "No Stress" cannot be recoded into a reverse ANEW score. Given that the two clustering variables are ordinal, squared Euclidean distance is chosen as the similarity measure, same as the distance calculations for interval variables (Hair et al., 2010; NCSS 11 Statistical Software, 2016).

As for sample size, 134 (after removing Cabo Verde) is considered large enough as the author believed that segments representing 23 percent of the total sample size will be meaningful. This percentage would guarantee that each segment will have at least 30 samples (134×0.23) for further statistical analyses such as *t*-test or ANOVA. Standardization is not performed since the measurement of two clustering variables are on the same scale (from 1 to 9).

Next the author considered two assumptions of cluster analysis: sample representativeness and multicollinearity. The 134 samples were considered "not representative" of the population as they were filtered out and not randomly drawn from the population with a size of 201. Having said that, the author did not intend to generalize the findings to the population of all country tourism slogans as the study was focused on affective levels of tourism slogans. Additionally, this 134 samples with affective words can be considered the "population" per se in terms of country slogans with affective words. As for multicollinearity, the two clustering variables valence and arousal are actually two independent emotional constructs in the affective studies (Bradley & Lang, 2017; Russell & Pratt, 1980). Hence, the two assumptions of cluster analysis were either of no concern or being met.

After removing Cabo Verde from cluster analyses and creating an elbow plot (see Fig. 3) of the within sum of squares for each number of cluster, a three-cluster solution appeared appropriate. We then run a hierarchical clustering based on mean scores of affective words' valence and arousal to produce a 3-cluster dendrogram. As there are 134 countries, we perused the R package *ape* (Popescu et al., 2012) to create a fan shape dendrogram to display all the 134 countries in one single graph. Fig. 4 displays the three clusters of country slogans.

The first group (in red) has 44 (33 percent) members, the second cluster (in blue) has 51 (38 percent) countries, and the third category (in green) has 39 (29 percent) members. Group 1, including Denmark, China, United States, *et cetera*, has the highest valence (7.4301) and arousal (6.2699) scores. This is followed by Group 2 (6.9427, 5.2719), which comprises Mongolia, New Zealand, Finland, *et cetera*. Group 3 (5.9341, 4.8144) has the lowest valence and arousal scores and includes countries such as Greece, Tanzania, Kazakhstan, *et cetera*. Results from ANOVA tests and post-hoc Tukey HSD/Kramer tests all indicated there were statistically significant differences in valence $F(133) = 143.3645$, $p < 0.0000$ and arousal scores $F(133) = 129.9375$, $p < 0.0000$ between group 1 ($M_1 = 7.4301$, $M_2 = 6.2699$, $SD_1 = 0.1792$, $SD_2 = 0.1496$), group 2 ($M_1 = 6.9427$, $M_2 = 5.2719$, $SD_1 = 0.1822$, $SD_2 = 0.2858$), and group 3 ($M_1 = 5.9341$, $M_2 = 4.8144$, $SD_1 = 0.1314$, $SD_2 = 0.0770$). It was interesting to see that the dendrogram of affective words in country slogans arguably reflected the intention of the NTOs. For example, Uruguay ("Uruguay Natural"), nicknamed "the Switzerland of South America" (BBC News, 2018), is directly associated with Switzerland ("Switzerland Get Natural") in cluster three (the green cluster).

There were basically two sub-groups in the first cluster. The larger sub-group comprised 39 countries, while the smaller one contained five countries. First, Ghana ("Amazing Ghana") was joined by Thailand ("Amazing Thailand"), followed by Madagascar ("Treasure Island"),

Philippines ("It is more fun in the Philippines"), and lastly Singapore ("Passion made possible"). This smaller group of five member countries was joined by other 39 countries to form a specific cluster. The same algorithm was true for two other clusters, each had two sub-groups. The clustering is fit and arguably objective for the tourism slogans as witnessed in Ghana and Thailand, which both had one same affective word "Amazing".

Based on the most frequently appeared keywords, we named each cluster as the following. The first cluster is called Experiential and Aesthetics as the frequently appeared keywords are "visit", "find", "discover", "explore", and "beautiful". The second cluster is named Natural and Friendly. Keywords such as "natural", "friendship", "friendly", "warm", and "smile" are common. The third cluster is referred as Wonderful and Unique. Words like "wonder", "different", "unique", and "original" are common in this cluster.

The first group Experiential and Aesthetics has the highest valence and arousal mean scores, and these scores are strongly associated with kinesthetic thrills as the body moves around. In terms of travel motivation, this group is linked to intellectual motivation (Pan, 2009; Ryan & Glendon, 1998) which in turn, was associated with arousal (Pan et al., 2014). Brand personality was linked to Sincerity due to its largely intellectual nature (Ekinci & Hosany, 2006). The second group Natural and Friendly has the second highest valence and arousal mean scores. It was largely meant to stimulate the social and stimulus-avoidance motivations by immersing in a friendly and natural environment. Conviviality (Ekinci & Hosany, 2006) was the brand personality displayed in this group. The third group Wonderful and Unique cannot be clearly associated with a certain motivation, but may be arguably whetting the appetite/curiosity for intellectual exploration of "uniqueness". Brand personality may be related to Excitement (Ekinci & Hosany, 2006) for its advocacy of originality.

To ascertain if there is a relationship between slogans' affect levels and their geographical locations, we created a tourism cluster map and a valence-arousal grid of tourism slogans. In Fig. 5, each country was assigned a color based on their tourism slogan cluster. Experiential and Aesthetics cluster was red, Natural and Friendly group was blue, while Wonderful and Unique was green. At first glance, one could not identify any particular patterns in the five regions of Africa, America, Asia and the Pacific, Europe, and Middle East. A chi-square test corroborated this observation with no significantly dependent relationship found between clusters and regions, $\chi^2(8) = 11.9296$, $p = 0.1544$. This could be explained by the fact that tourism slogans were the results negotiated through various stakeholders, with economic benefits play a larger role than geographical location. Secondly, countries in different regions may aspire to the same affective appeal (for example, Ghana and Thailand both opted for the word "Amazing").

Next, the author constructed a valence-arousal grid and arranged one region (Middle East) and 14 sub-regions accordingly with crosshairs of 6.81 (valence) and 5.47 (arousal), respectively (see Fig. 6). The purpose was to identify, if any, relationships between geographical regions and affective levels of tourism slogans. Other than South Asia (India, Bangladesh, Pakistan, *et cetera*), tourism slogans of countries located in sub-regions of Asia and the Pacific and Africa all have relatively high valence and high arousal scores (Quadrant I). On the contrary, tourism slogans of countries in South and Mediterranean Europe, Western Europe, North America, Caribbean, and South America were in the quadrant of low valence and low arousal (Quadrant III). This is interesting because Europe and America were traditionally associated more with the TDI of pleasant and sophistication. Hence, tourism slogans in these regions need not to highlight valence and arousal than their Asian and African counterparts.

A country valence-arousal grid was also constructed but would not be displayed here due to some countries cannot be discerned easily from the chart. The crosshairs again were 6.81 and 5.47 for valence and arousal, respectively. Fifty-three (40 percent) countries such as Singapore, Philippines, and Lebanon fell in Quadrant I (high valence

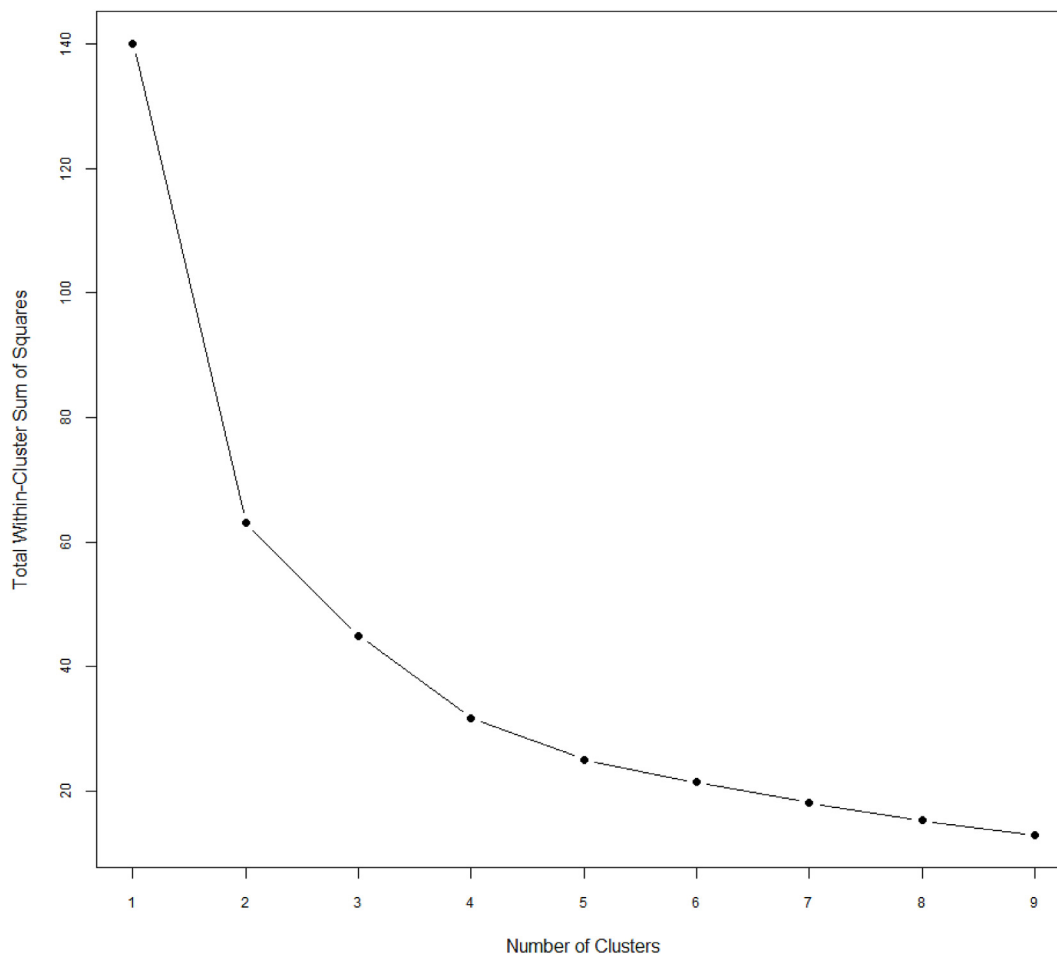


Fig. 3. Elbow plot of the within sum of squares for each number of cluster.

and high arousal). Overall, Singapore had the highest mean affect level with a 7.8 valence and 7.7 arousal scores. The word “passion” in the slogan “Passion Made Possible” helped the island country attain a high level of affect. The second and third highest country were Philippines (It is more fun in Philippines) and Lebanon (Live Love Lebanon). In the ANEW list, five words in the top twenty affective words in terms of mean affect level (valence and arousal) had sexual connotations, hence were not appropriate to appear in tourism slogans.

There were 19 (14 percent) countries in Quadrant II (high valence and low arousal). Some examples included Sao Tome & Principe (“Paradise on Earth”), Togo (“The Smile of Africa”), and Anguilla (“Tranquility Wrapped in Blue”). Countries’ tourism slogans in this quadrant were pleasant but not as excited as those in Quadrant I. Of course, this may be the strategy for countries in this quadrant to stimulate the leisure motivation of stimulus-avoidance only.

Countries in the third quadrant had relatively low valence and arousal scores. Forty-eight (36 percent) countries such as British Virgin Islands (“Nature’s Little Secrets”), Solomon Islands (“Seek the Unexplored”), and Andorra (“The Pyrenean Country”) were located in this quadrant. It appeared the tourism slogans were plain and lack of pleasantness and excitement. The ANEW list may provide a starting point to choose more affective words to be included in tourism slogans.

Lastly, 14 (10 percent) countries were placed in Quadrant IV. Countries here had low valence but high arousal scores. Botswana (“Our Pride, Your Destination”), Guatemala (“Heart of the Mayan World”), and Iceland (“Inspired by Iceland”) were some examples. Again, same as Quadrant II, countries here may focus on just one affective element and that is expectation for excitement.

In order to explore the relationship between slogans affective levels

and cultural dimensions, correlation tests were conducted between tourism slogans’ level of valence and arousal and four cultural dimensions’ scores published by Hofstede (2018). Out of 134 countries with affect scores for their tourism slogans, only 48 had cultural dimensional scores. Of eight sets of correlation tests (two-tail at five percent significance level), only two were statistically significant. The valence and arousal scores of 48 countries (with both cultural dimensions scores and affect scores available) were only statistically significantly correlated with cultural dimension of Uncertainty Avoidance. According to Hofstede (2011, p. 8), Uncertainty Avoidance is “related to the level of stress in a society in the face of an unknown future.” The statistics for valence and Uncertainty Avoidance (UA) are $t = -2.9857$, $df = 46$, $p\text{-value} = 0.0045$, $\rho = -0.4029$. That is, the higher the UA score a country is, the lower the valence its country slogan connotes. The same is true for arousal, with a higher UA score associated with a lower arousal affect ($t = -2.7168$, $df = 46$, $p\text{-value} = 0.0092$, $\rho = -0.3718$). This could be interpreted as when a culture prefers to avoid uncertainty (or conservative), its tourism slogans tends to incorporate words with lower pleasantness and excitement. Therefore, tourism slogans were to a large extent a reflection of its own cultural dimension, rather than an appeal to target markets’ cultural dimensions.

Later, we performed *k*-means cluster analysis to categorize the 48 countries into two clusters based on their UA scores. Two clusters were determined so that each group will have at least 15 samples to conduct *t*-tests (Green, Salkind, & Akey, 2000). The first group ($n = 25$) has a mean UA score of 43.56 and the second ($n = 23$) is 84.22. An independent-samples *t*-test (one-tail at 5 percent significance level) was performed to evaluate the difference between the means of these two

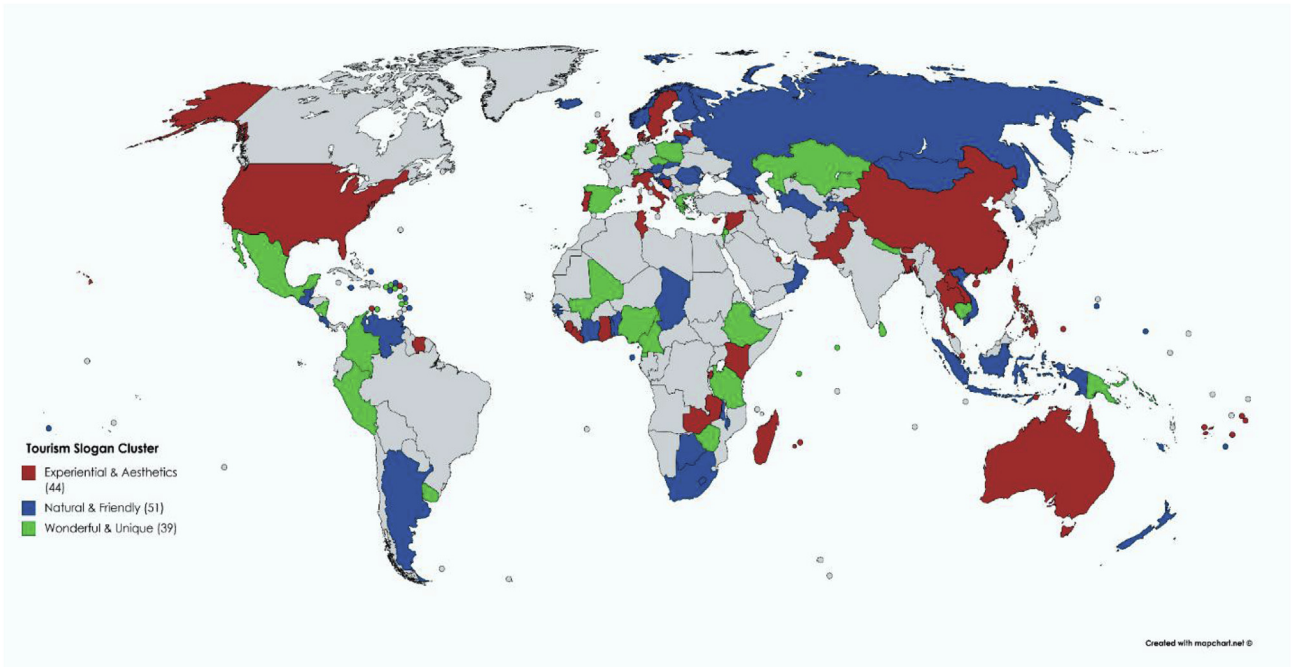


Fig. 5. Tourism slogan cluster map (created with mapchart.net[©]).

basically related to aesthetic and experiential components. Words such as beautiful, heart, nature, discover, visit, and experience were among the top ten words. This basically fit tourism's four essences of infrastructure, nature, culture, and adventure (INCA) (Pan et al., 2014).

In the second research objective, the author assessed the affective levels of words in tourism slogans. It was found that tourism slogan on average contained 0.38 affective words, compared to 0.35 words for S&

P 500 companies. No statistical significance was found, indicating slogans in tourism and industries in general were not different in terms of number of affective words used. Though the number of affective words may not be different between tourism slogans and S&P 500 companies' slogans, the affective level was a different story. Statistical test revealed that tourism slogans had a statistically stronger valence level of 6.7760 than 6.5080 of S&P 500 companies. The arousal level, on the other

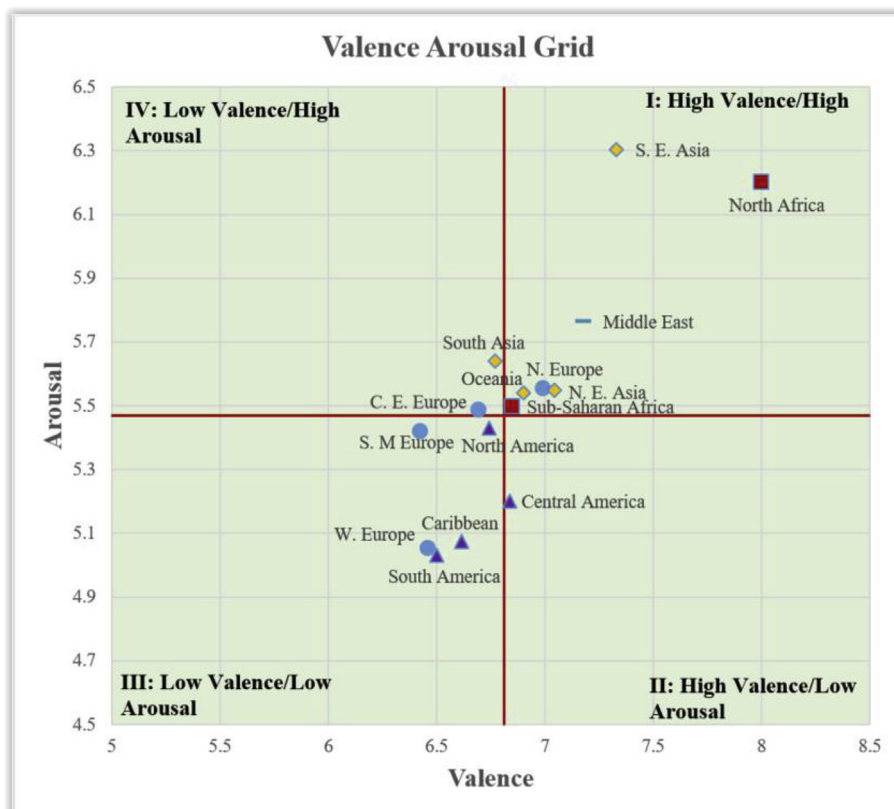


Fig. 6. Valence-arousal grid of tourism slogans.

hand, were not statistically different between the two groups. In sum, tourism and generic slogans were not different in terms of number of affective words used. However, tourism slogans perused words with stronger valence level than S&P 500 companies, indicating pleasure seeking and pleasantness were two desirable attributes congealed in tourism slogans.

Cluster analysis was conducted to explore taxonomy and relationships of tourism slogans. The ANEW list provided a foundation on which to objectively and quantitatively partitioned text into relevant groups. Based on the available average valence and arousal scores for each tourism slogan, three clusters were identified. The size of three groups were roughly evenly distributed with each cluster took nearly one third of 134 tourism slogans. The first cluster Experiential and Aesthetics was closely associated with exploration and aesthetics. This group also had the highest valence and arousal scores. The group with a second highest affective scores was called Natural and Friendly. Close to nature (or authentic to a certain extent) and social friendliness provided a tranquility and anxiety mitigation appeals to potential visitors. The last group was named Wonderful and Unique as countries in this cluster emphasized the overwhelmingly fantastic and one and only, if not superlative, attributes of their destination. From the clustering of the tourism slogans and identification of themes, one can easily discern that a tourism slogan is strongly interactive with leisure motivations, brand personality, and TDI as displayed in Fig. 1.

A valence-arousal grid was constructed to explore the relationships between geographical locations and tourism slogans. Sub-regions in Asia (except for Oceania) and Africa were clustered in the first quadrant of high valence and arousal. Sub-regions in the Americas (other than Central America) and Europe (excluding Central Eastern Europe) were located in the third quadrant of low valence and arousal. According to UNWTO Tourism Highlights (UNWTO, 2017), Europe (minus Central Eastern and Northern Europe) and the Americas (excluding Central America) took 48.4 percent of international tourist arrivals and 51 percent international tourism receipts in 2016. Asia (excluding Oceania and South Asia) plus Africa received 26.4 percent of international arrivals and 22.1 percent tourism receipts. The difference in tourism receipts in these two groups was US\$ 352.58 billion. Tourism is an important economic activity despite its impact on culture and environment. That is why countries in regions such as Asia and Africa that received a smaller share of international tourist arrivals/receipts tended to create tourism slogans with higher valence and arousal to entice tourists. Hence, it is argued that tourism slogans were more related to tourism economic benefits than to geographical locations.

The analysis of cultural dimensions indicated that only the cultural dimension of Uncertainty Avoidance was significantly correlated with valence and arousal scores. If a country has a high Uncertainty Avoidance score, its tourism slogans tended to have lower valence and arousal scores. Therefore, it is argued that tourism slogans reflected the supply rather than the demand side of attributes a destination has to offer. That is, tourism slogans reflected more of “what I say about myself” (Pitt et al., 2007) than of “what you see in me”. This supply-driven tourism slogans were in line with the findings by Galí et al. (2017).

The main contribution lies in the application of ANEW to tourism slogan analysis. With the valence and arousal scores for 3188 affective words, it turned the textual analysis of tourism slogans into a quantitative one. It also made possible the quantitative comparisons of tourism slogans against other slogans. The utilization of R package **ape** also rendered possible the visualization of the dendrogram of three clusters with 134 countries (see Fig. 4). Lastly, a comprehensive tourism slogan research framework (see Fig. 1) provided a clear structure of interaction between various factors and tourism slogans.

Having said that, this paper is not without limitations. The major limitation is the calculation of affect level of tourism slogan. This paper found the average score of all affective words to determine the overall affect level of a slogan. For those slogans that do not have affective

words listed in ANEW, they will not be analyzed. Some may argue that a slogan without affective words did not mean that it has no affective impact. For example, Tuvalu's tourism slogan is “Timeless, Tuvalu”. Timeless is not an affective word listed in ANEW, hence was not analyzed. Another argument is when a slogan has more than one affective word, those words may reinforce (or cancel) one another and create a more (or less) powerful affective slogan. That is, the affect level could be double or triple times, or it could be fractions. Hence, one may argue finding the average may not be pertinent. Having said that, until a more robust algorithm is invented, the current methodology in calculating the affect level is arguably more objective.

In the future, when the affective words list such as SAWL could expand to include more words such as those of ANEW, tourism slogan study can then incorporate the imageability component to ascertain if this attribute is commensurate with the audiences' perceptions. Once the correlation is found to be high, the creation of tourism slogan in the future is similar to (1) identify the highly desirable affect attribute such as valence, arousal, and/or imageability; (2) pick the right words after taking into account the brand personality, target market's cultural dimensions, and travel motivations; and (3) permute these words into a convincing slogan. For example, there might be several candidate slogans resulting from the tourism slogan creation process. Other than finalized by expert panels or chosen by the online voters, the final slogan can now be determined by ranking the aggregate levels of arousal and valence. Hence, the current methodology provides another arguably more objective and scientific way to create and determine tourism slogans. Of course, one can always argue that slogan creation is more of an art than of a rocket science.

Author contribution

This is a single author paper. The author acknowledges students taking the module “Tourism and Media” in Trimester 3 AY2017-18 for collecting the original data on country tourism slogans.

CRediT authorship contribution statement

Steve Pan: Conceptualization, Methodology, Validation, Formal analysis, Investigation, Writing – original draft, Writing – review & editing, Visualization, Resources, Funding acquisition, Supervision, Software.

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Appendix A. Supplementary data

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.tourman.2018.11.023>.

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