TYPES OF TOURISM IN ALBANIAN TRAVEL GUIDEBOOKS: A CORPUS-BASED ANALYSIS

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Abstract: Taking into consideration the tourism phenomenon in Albania, from few numbers of tourists in the past to large numbers of foreigners visiting the country and, thus, contributing to the improvement of the economy, this paper aims to investigate the diverse types of tourism offered to the foreigners. Therefore, a corpus of tourism travel guidebooks published in Albania in the English language used for the country`s promotion in the world was analyzed to throw light on what kind of tourism is promoted in the texts and how. The approach utilized here is corpus linguistics and it is both quantitative and qualitative. The results indicate that tourism is not only intended for the summer holidays, but it is offered in various forms. There are several choices provided to visitors such as coastal, green, historical, cultural, winter and adventure tourism. The diverse types of tourism presented through this data analysis led us to the belief and thought that this text is trying to attract future visitors of all ages and a range of personal interests. In other words, there is anything for anyone and, so, one is not restricted to visiting Albania only in the summer but all year round.

Keywords: tourism; Albania; promotion; types of tourism; corpus-analysis.

1. Introduction

In the most general contemporary sense, the term tourism is conceived as organized trips to actively spend the holidays, to get acquainted with places and natural beauty, achievements, historical and cultural values. In Albania, organized walks outside the cities have been known since the beginning of the XX century. Thus, in the Albanian lands, some travelers and personalities have left traces in the collective consciousness, reflecting a manifestation of human strength and will at an early age. Edith Durham (1864 - 1943), the English ethnologist and publicist, would write:

> "The land is one so little known to English travelers that I have given rather a comprehensive view of it as a whole than details of any special branch of study and have reported what the people themselves said rather than put forward views of my own–which are but those of an outsider. Of outsiders' views on Balkan problems, we are, most of us, tired" (Durham, 1909, vii).

Another figure worth mentioning here is the German-born Canadian scholar of Albanian literature and folklore Robert Elsie (1950-2017) whose interest in Albania and the Albanian language led him to write several books and articles. In one of his books entitled "Albania in a Nutshell", he writes: "But a few decades ago, Albania was something of a curiosity on Planet Earth. Perhaps only North Korea was as isolated from the rest of the world as Albania was" (Elsie, 2015, 5). However, nowadays globalization has had a major impact worldwide on service industries, with tourism being one of the most affected sectors. Globalization is closely connected to the economic state of a country, which

means that in case of an economic crisis, the flow of people from one place to the other is reduced and thus contributing to the decrease of tourism. It is worth mentioning here the financial crisis which stroke the world in 2007 -2009, where income fell and consequently people were more concerned with fulfilling basic needs than travelling. During 2010, the number of foreign visitors was 2.3 million, compared to 1.8 million which was a year ago. This shows an increase of 29% compared to 2009 (INSTAT 2019).

Recently, the tourism sector has received special attention from the Albanian government, as one of the priority sectors in the country's economic development. The aim was to establish Albania as a preferred destination in the Mediterranean offer of international tourism markets, creating a new image for tourist Albania and providing services in line with international standards. Thus,

Figure 1. Foreign visitors in Albania

the tourism industry has seen growth and increase from one year to the other with an average percentage of 12.0% (INSTAT, 2018). With its beautiful natural scenery and stunning historical heritage, Albania has become a country that is attracting a growing number of foreign visitors, which is increasing every year.
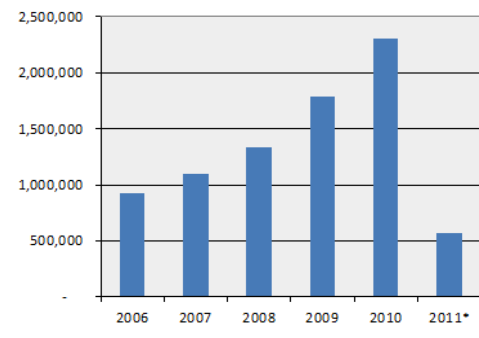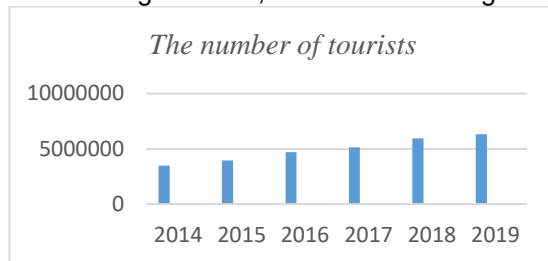

Figure 2. Number of tourists in Albania

If we refer to the Albanian Institute of Statistics in cooperation with the Bank of Albania, we see that during 2013 – 2017, there have been 21 million people entering Albania for touristic purposes. While in 2018, there has been an increase of 15.8% in the number of tourists compared to 2017 reaching the peak in the first 8 months of 2019 with 4.870.588 tourists. Therefore, the importance of the types of tourism results from the growth of tourism in Albania, from few numbers of tourists in the past to large numbers of foreigners visiting the country and, thus, contributing to the improvement of the economy.

2. Corpus Linguistics Approach

When it comes to the study of language, technology takes its place and status, since it has revolutionized the study of language. In the past scholars` methodologies in the study of language were limited to physical probing into language. The vast accessibility of computers has made possible the study of language more easily and quickly. Thus, the introduction of corpus linguistics brought innovation into the study of language. First

and foremost, I would like to explain the word corpus which derives from the Latin meaning body, in our case a body of electronically encoded text (Baker, 2016, 26). Texts are not selected randomly, but there is a choice based on the type of research aim someone has in mind. Thus, corpora consist of a collection of authentic texts for research. In linguistics, corpus refers to the body of information or language, and corpus linguistics refers to the use of computerized corpora to analyze large amounts of information. Different scholars bring unique definitions of corpus linguistics. "That set of studies into the form and function of language, which incorporate the use of computerized corpora in their analysis" (Partington et al., 2013, 5). Paul Baker (2006, 2) defines corpus linguistics as: "It utilizes bodies of electronically encoded text, implementing a more quantitative methodology, for example by using frequency information about occurrences of particular linguistic phenomena". The work of Hoey (2005) describes corpora as also inherently psycholinguistic, since it is the repository of and evidence for writers' and speakers' acquired language primings, that is, their combined knowledge of how linguistic items can be used to communicate meanings. Corpus linguistics contributes to all fields of study, it has been an aid in the interpretation of literary texts, creation of dictionaries, language teaching materials, forensic as well. I would say that Corpus linguistics is an assistant and supporter in the analysis of large amounts of texts, and so exploring why some specific word is frequent, why some words stand together in some type of text, and how.

3. Tourism Discourse

Texts are not built accidentally. but there is a purposeful aim which is reflected by the choice of words, lexical items, patterns (Dejica & Stoian, 2018; Stoian & Dejica, 2016). In the case of the tourism language, the author is interested in alluring tourists to the objective country, creating to them some prior perceptions and expectations when meeting the new destination. We all have traveled to some part of the world, and the first step we take prior to the journey we get acquainted with the place by reading what is advertised about the intended location. At first, talking here even about personal experience, the first impression we have is that of fascination, impression, beauty, relaxation, which I would say that we enter a different world, a beautiful one, a magic one attracting us as being tied with it. According to Dann (1996, 2), the language of tourism is an "act of promotion" with "a discourse of its own"; indeed, "the language of tourism attempts to persuade, lure, woo and seduce millions of human beings, and, in doing so, convert them from potential into actual clients". I would like to bring here an extract, part of a tourist brochure to show how we could look at it. "Think of Albania as a beautiful sonnet, that begins with a <u>traveler's</u> questioning the unknown that awaits before <u>him</u>, upon setting foot in one of Europe's smallest countries and ends with his/her amazement in finding a divine harmony between the wilderness of the mountains and the soothing view of a crystal blue coastline, between history as ancient as the continent itself and a thriving new population embracing the modern, between Roman ruins and flamboyant contemporary architecture" (Balfin Group, 2021, 5). If we elaborate further on it, we can say that the text is made comprehensible through certain grammatical features. For example, we know that the pronoun "him" in the second sentence refers to the name "traveler`s" in the first sentence and this helps us link these two sentences

together. Another way we make sense of this text comes from our expectations about how texts like this are put together. There are a lot of such tourism texts in our daily lives, and we understand that such texts about tourism consist of many attractive adjectives and pictures as well. The writer here is trying to emphasize its beauties and marvels being placed on the top, accompanied by pictures, making it more appealing. After considering the formal features of the text, we can see what the writer is trying to do. For example, in the first paragraph, I can say that the writer is trying to persuade, attract and seduce people, turning them into potential tourists in Albania. There is also a website link attached to the text, which makes us understand that the writer is also inviting the audience to visit it.

4. Method and Corpus

To investigate the diverse types of tourism offered to the foreigners, a corpus was compiled consisting of 12 corpora of tourist guidebooks with an overall size of 1,068,981 words. The text files have been labeled by me, which is *TGDB* standing for tourism guidebook. I compared the tourism guidebooks corpus with the British National Corpus (BNC), which consists of one hundred million words and is used as the reference corpus in our case to identify keywords. The keyword list I have already obtained is very useful to analyze the discourse evoked within it. The table below includes the twenty-six most frequent keywords, their frequency, % in the corpus, and keyness.

N	Key word	Freq.	%	Texts	RC. Freq.	RC. %	Keyness
1	ALBANIA	923	0.51	12	413		10018.58
2	ALBANIAN	555	0.31	12	314		5879.88
3	TIRANA	358	0.20	11	96		4056.99
4	CITY	766	0.43	11	21634	0.02	3084.59
5	SHKODRA	178	0.10	11	0		2249.71
6	KM	331	0.18	11	2124		2249.67
7	**TOURISM**	296	0.16	12	1461		2153.12
8	LOCATED	321	0.18	11	2500		2066.99
9	CASTLE	383	0.21	12	5324		2051.29
10	VLORA	146	0.08	11	0		1845.24
11	CENTER	202	0.11	11	503		1710.28
12	LAKE	293	0.16	11	3844		1601.00
13	SARANDA	124	0.07	10	1		1555.53
14	KORCA	120	0.07	9	0		1516.62
15	KRUJA	114	0.06	9	0		1440.79
16	ILLYRIAN	120	0.07	9	22		1394.25
17	DURRES	110	0.06	9	0		1390.23
18	THE	14898	8.30	12	6055105	6.09	1383.39
19	VILLAGE	349	0.19	12	10964	0.01	1335.55
20	VISIT	360	0.20	11	12329	0.01	1320.12

Table 1. The 20 highest keyword values for the tourism guidebook corpus

The word *Albania* is ranked at the top inferring that the corpus of guidebooks has in focus the whole country of Albania and therefore each city part of it, is worth visiting since it can fulfill visitors needs by being distinct in type. It is assumed that there is not only one particular place known as a tourist destination, but it is the whole country from the north to the South. Tirana is the capital of Albania, a major city and quite modern nowadays. Shkodra, another city in the north of Albania that has undergone quite a lot of development especially the villages around it in infrastructure. In the south, there is Vlora, a seaside city, totally transformed over the recent years, Saranda, Himara offering summer holidays to tourists. On the other hand, there is Kruja, this historical city, the birthplace of our national hero Skanderberg and Korca as well. Tourism is another word included in the keyword list with a frequency of 296, which is worth exploring further.

5. Results and Discussion

Albania is known for its beautiful coastline in the South, a fact which is evidenced even in our corpus. By closely looking at this concordance table,

N	Concordance		
1	of the green and adventure	tourism.	This type of tourism is
2	te tourism, and adventures	tourism.	The coastline. The best a
3	and Japan. Foreign media and	tourism	industry giants such as Lonely
4	for transport, fishing and	tourism.	Sarda Tours company enables
6	activities, including coastal	tourism,	green tourism, white tours
7	effects September. Coastal	tourism	is developed in the cities
8	of Bajram Curri. Cultural	Tourism.	Because of Health Tourism
9	all year long. Currently,	tourism	in Albania is up and cent
10	of Shtama Pass etc. Dental	Tourism	is a new term for us, but
11	valuable natural object for eco-	tourism	like birdwatching. This h
12	massively to develop the family	tourism	and provide local guidance
13	Kukes offers opportunities for	tourism	of all kinds, but where i
14	its promising potentials for	tourism.	climate and natural beauty
15	e has a high potential for	tourism	activities (Sun & Sea). I
16	including coastal tourism, green	tourism,	white tourism, and adventure
17	Tourism. Because of Health	Tourism.	This presents Albania
18	destination for historical	tourism.	The beautiful city of Saranda
19	located 25-30 km northwest	Tourism	sources of the town of Ba
20	y a distinguished brand of	tourism	in Velipoja Among the Pin
21	is. Recently a new kind of	tourism	has flourished; birdwatching
22	adventure tourism. This type of	tourism	is widely liked by foreigners
23	rises a powerful source of	tourism,	in different fields as w
24	e shape in this section of	tourism.	Sports & adventure Walking
25	opportunities for different kinds of tourism		activities, including coastal
26	foreign tourists. Winter	tourism	is concentrated mainly in

Figure 3. Concordance of the word tourism

one can notice that tourism is not only limited to a particular kind or type, for instance just for summer holidays or enjoying the sea. As shown in the below-mentioned concordance lines:

   (1) Line 6: activities, including coastal   tourism,   green tourism, white tours
   (2) Line 7: effects September. Coastal   tourism   is developed in the cities
   (3) Line 15: e has a high potential for   tourism   activities (Sun & Sea). I

Through the use of quantifying adjectives, tourism in Albania is offered in various forms. International tourists could choose among coastal, green, historical, cultural, dental, winter adventure tourism, and eco-tourism.

There is adventure tourism as well, which implies that foreigners could experience some kind of adventure in the Albanian territory, filling them with adrenaline, which is shown in the example below:

   (4) Line 22: adventure tourism. This type of   tourism   is widely liked by foreigners

While those in love with nature could go green, which means exploring nature. This is shown in Line 1 and 14.

Data also prove the fact that tourism in Albania has increased, developed, and now it is being promoted and advertised by the worldwide popular media. This can be seen in Line 3 and 9:

   (5) Line 9: all year long. Currently,   tourism   in Albania is up and centers
   (6) Line 3: and Japan. Foreign media and   tourism   industry giants such as Lonely

Source text of line 3: "Albania a constant attraction for an increasing number of visitors from a multitude of countries around the world such as, America, China and Japan. Foreign media and tourism industry giants such as Lonely Planet, Thomas Cook, the New York Times, and National Geographic have already ranked Albania on the top list of world destinations that are worth visiting".

Another new form of tourism revealed in this corpus analysis is dental tourism, which is found in line 10 in the concordance analysis. Dental tourism is the practice of traveling outside of one's country to get dental care. For instance, Italians travelling to Albania for dental care or other citizens. Moreover, eco-tourism, which refers travelling to places of natural beauty in a way by not damaging the environment, for instance, bird – watching has grown interest in Albania.

   (7) Line 11: valuable natural object for eco-   tourism   like birdwatching. This h

Another type of tourism popular in the Albanian territory is historical tourism, which becomes a choice of tourists travelling with the primary purpose of exploring the history and heritage of a place

   (8) Line 18: destination for historical   tourism.   The beautiful city of Saranda

Finally, cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural products. Line 8 proves this fact.

   (9) Line 8:   of Bajram Curri. Cultural   Tourism.   Because of Health Tourism

To conclude, the diverse types of tourism presented through this data analysis leads us to the belief and thought that this text is trying to attract future visitors of all ages and a range of personal interests. In other words, there is anything for anyone, and thus one is not restricted to visiting Albania only in the summer, but all year round.

6. Conclusion

The tourist industry in Albania has undergone major development over recent years. It has created a new culture by taking into consideration the Mediterranean coasts, which are packed with tourists in the summer. Thus, upon their arrival in Albania, tourists are offered diverse opportunities to meet their tastes, which means that Albania is the country offering different types of tourism to international travelers and not confined only to summer holidays. This fact is evidenced even in our corpus, highlighting the idea that one could choose among, summer, green, winter, adventure, cultural, historical or dental tourism. The conditions created through governmental measures, such as infrastructure and tourist initiatives, throughout the Albanian territory have made it possible for the above types of tourism to be present and opted for by travelers.

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