



The Use of Corpus Analysis in Analysing Tourism Texts

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ABSTRACT

This study investigates the application of corpus analysis in tourism studies, examining how researchers utilise this methodological approach to understand tourism texts' language patterns and features. By reviewing various journal articles, the paper explores the methods, tourism texts, and tools employed by researchers to analyse tourism discourse. Corpus analysis, a quantitative approach to linguistic inquiry, provides valuable insights into the language used in tourism-related materials. Researchers have employed corpus analysis to examine themes like destination image, cultural events, language patterns, and translation studies. The study highlights the use of concordance tools, such as Wordsmith and AntConc, in analysing tourism texts and uncovering linguistic patterns and rhetorical strategies. The findings demonstrate the versatility of corpus analysis in understanding the nuances of tourism discourse. Future research could explore further integrations of corpus analysis with other methodologies, such as ethnography and multimodality, to gain a more comprehensive understanding of the complex dynamics of tourism language.

Keywords: Corpus analysis, Tourism, ESP