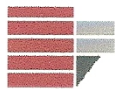


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**XXIV CICLO**

**TESI DI DOTTORATO**

**PERCEIVING NATURE THROUGH TRAVEL PROMOTION TEXTS: A  
CORPUS-BASED DISCOURSE STUDY**

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*To my parents*

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## ***ABSTRACT***

Discourses regarding the perceived global environmental crisis and its effects have increased dramatically over recent decades. This ‘greening’ process has particularly affected businesses and industries, such as tourism, that intend to “respond to any increase in consumer demand for more natural or environmentally friendly products or services” (Howlett and Raglon, 1992:245). This has led to a proliferation of ‘green advertisements’ in which advertisers make essential use or misuse of the terms “nature” and “natural”.

Advertising has the power to manipulate and alter our vision of nature and what is depicted as natural (Hansen, 2002; 2010). The perception of the natural world risks becoming a social construction which is shaped over time according to the needs of society (Howlett and Raglon, 1992; Thelander, 2002; Hansen, 2010). Studies on advertising illustrate how nature is continuously used in these types of media discourse in order to remind readers of how their attitude towards nature (e.g., concerned, neutral, superficial) can shape the growth or decline of nature. Since the images associated to nature are various, this study will attempt to examine the uses of nature and explore how the search terms “nature” and “natural” are constructed. In particular, the aims of this research study are to:

a) identify how nature is described by advertisers in travel promotion texts in order to attract potential ‘green’ tourists, i.e. tourists who care for the well-being of the environment; b) reveal how the words “nature” and “natural” are used within these texts in order to reveal the function that nature, as a consequence,

will play in these texts; and c) verify if the protected areas illustrated in the corpus follow the guidelines provided by the World Tourism Organization.

For the purpose of this study, a corpus of English language travel promotion texts was compiled and named *TPT Corpus*. The texts were collected from two weekly publications, the British journal *Travel Weekly* and the American journal, *Travel Agent*.

This study follows a corpus-based approach to discourse analysis in an attempt to combine the qualitative approach of Discourse Analysis with the mainly quantitative approach of Corpus Linguistics in order to provide an integrated model of discourse analysis. The corpus-driven approach follows the British traditions of text analysis, which proclaims a close link between co-text and context. It is assumed that the choice of words in a text reflects social choices, and it is in this way that the selection at the textual level is seen as reflecting the contextual level dealing with social and cultural aspects.

The results show that the lexical items mostly associated to the two search terms adopted in this study, “nature” and “natural”, are nouns which emphasize how the producers’ aim is to advertise what nature offers rather than describe it by means of adjectives. Moreover, the image of nature illustrated in these texts reinforces the social values and world views of nature protection and conservation, but also highlights how nature is being used for marketing purposes. These results recall the debate between the promotion of the *tourism image* (protected areas as places of economic activity and/or recreation) and the promotion of the *environmentalist image* (protected areas as places of protection and learning). This second aspect is

explored in detail in the third research question, the results of which clearly show a depiction of the environmentalist image, albeit with a strong tendency towards economic benefits. Indeed, recreational activities found extensively throughout the corpus contribute to enhance local economic opportunities. Moreover, the study also suggests that the media, in this case travel promotion texts, do not always provide a complete picture on ecotourism sites, since essential information for the evaluation of the locations is sometimes missing.

Lastly, this study outlines pedagogical implications for English for Specific purposes Language classes. The section stresses how the relationship between language and content highlighted in this research can become an integral part of the syllabus. The aim is to raise students' awareness on possible mismatches between *saying* and *meaning* and provide students with strategies which enable them to explain how language is actually used, supplemented by concordancing and corpus linguistic techniques.

# Chapter One

## Introduction

### 1.1 Motivational background to the study

This study reflects on the relationship between three areas of research, the natural environment, tourism and discourse, and how this relationship is affected by and affects society as a whole.

During recent years consumers have become increasingly concerned about the protection of the environment. In fact, after the 1980s, issues such as ‘global warming’ and ‘ozone depletion’ began to appear more frequently in media coverage, leading to a rise in environmental consciousness (Harré, Brockmeier and Mühlhäusler, 1999; Holden, 2008). By the end of the 20<sup>th</sup> century these concerns had become more prominent, leading the tourism industry to respond to them (Holden, 2008) through the implementation of the so-called ecotourism. As a consequence, the tourism industry is now taking advantage of the concept of nature travel, exploiting the term linguistically in its advertisements.

Indeed, contemporary travellers are looking for destinations that can offer them the opportunity to experience nature in its most *natural* state, a place where they can renew themselves observing and learning about nature (Stamou and Paraskevopoulos, 2006). This has led to the “growing specialist market impulse for ‘getting back to nature’” (Davidson, 2005:30), transforming all those forms of tourism involved with nature, such as ecotourism or nature tourism, into “a



sponsored, commercialized cultural product” (Ryan, Hughes and Chirgwin, 1999:150).

In line with this remark, I argue that social and economic actors, i.e. advertisers and tourism entrepreneurs, are *exploiting* the idea of nature by constructing it according to the contemporary ideology and culture. The way places are discursively built as tourism destinations and their effect on the shaping of tourists’ expectations and experiences has been extensively examined (Urry, 1990; Dann, 1996; Stamou and Paraskevopoulos, 2006). Moreover, there exists a large number of studies on the effect of the environmentalist movement on advertising (See Howlett and Raglon, 1992; Banerjee, Gulas and Iyer, 1995; Hansen, 2002), and more specifically on the advertising of tourist destinations (see Mühlhäusler and Peace, 2001; Peace, 2001; Stamou and Paraskevopoulos, 2006; Stamou, Lefkadiou, Schizas and Stamou, 2009).

Considering these studies in an attempt to combine their main argumentations, the present work revolves around two main areas of interest: linguistic and cultural. From a linguistic point of view, my interest concerns those lexical items which are used to describe the natural world and contribute to the construction of nature within travel promotion texts. For this reason the study adopts a corpus-based approach to identify any meaningful patterns that may be revealed through the analysis of frequency lists, collocates and concordance lines.

From the cultural and social point of view, my aim is to investigate how the surrounding context affects the use of language, providing a different understanding and interpretation of constructions of discourse, in this case of

nature. Drawing on discourse analysis (Fairclough, 1995; Stubbs, 1996; Koteyko, 2006), this dissertation aims at linking the above-mentioned perspective to a more accurate study of the role of language in the construction of nature in travel promotion texts. Discourse analysis involves investigating texts (i.e. instances of language in use) in order to understand how they create and reproduce social meanings which in turn shape people's knowledge of the world. In particular, language itself is considered a form of social practice and texts are never discussed in isolation, but rather located within a wider, critical analysis of the surrounding (Stubbs, 1996; Wodak and Meyer, 2009). Thus, the idea of nature is analyzed along the lines of ideology and culture.

## **1.2 Reasons for choosing the tourism sector**

Looking at the aforementioned mechanisms and drawing on a more personal interest, I have decided to focus the investigation on the concepts of ecotourism as a form of responsible and sustainable tourism. The interest comes from the discussions and debates on the definition of ecotourism and eco-friendly destinations aroused in class with students majoring in Tourism<sup>1</sup>.

When asked to define the topic, the students provided the following definition: 'Ecotourism is responsible travel to *natural* areas that conserves the environment and improves the well-being of local people'. Moreover, they underlined the fact that there are certain ecotourism principles that need to be followed: minimizing impact; raising environmental and cultural awareness and respect; providing

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<sup>1</sup> The students were 1<sup>st</sup> year students enrolled in the second level degree course in Tourism at the University of Calabria (Italy).

positive experiences for both visitors and hosts; providing financial benefits for both conservation and local people; raising sensitivity to host countries' political, environmental and social climate.

Although the definition provided is valid with well defined principles, there is an aspect on which students fail to respond: how can a tourist (who is not an expert in this field of research) understand whether the destination chosen is truly eco-friendly? Is it a matter of trusting the travel agent? Or do tourists have to be informed on specific guidelines? I argue that tourism, like all other sectors and businesses, is exploiting the idea of nature and related words, such as green or eco-friendly, with the sole purpose of promoting or selling their product/destination, a tendency that is due to the increasing general interest and concern for the environment. After all, we are assailed by the idea of global warming, its effects to our lives and countries, and the necessity to return to a more natural lifestyle. These are concepts that are cleverly used by businesses to reach their aims.

In light of these remarks, I analyzed the discourse used in travel advertising with the aim of understanding whether advertisers, travel agencies, local communities are promoting real eco-friendly destinations or if they are simply following the trend of the cultural and social stances regarding the environment.

Tourism is a global industry which involves psychological, social and cultural dimensions. In fact, the tourism representations are related to a wider context of social and political processes (see Urry, 1990; Dann, 1996; Ryan *et al.*, 1999; Jaworski and Pritchard, 2005).

In order to analyze the discourse of tourism, and more specifically the discourse of tourism advertising, it is necessary to investigate the link between language, text and social relations (Fairclough, 1995; Stubbs, 1996), looking into the context of production and reception: who produced it, why, who is responding to it, what social and cultural factors may influence these texts.

Travel promotion texts in specialized magazines will be the tools for the investigation since, first of all, they contain all the elements that are typical of advertisements, such as persuasive and descriptive language, eye-catching layout and colourful, attractive pictures. Moreover, these texts are addressed to travel professionals with the intent to attract them, but also to potential tourists.

### **1.3 Research focus and outline of the study**

The overall purpose of the study is to reveal the meaning and function of nature as it is represented in a corpus of travel promotion texts, by investigating which linguistic devices are used by the producers of the texts to present natural destinations.

In particular, the study aims to answer the following questions:

1. How are the words “nature” and “natural” linguistically defined and constructed?
2. What functions does nature serve?
3. To what extent are these travel promotion texts following the guidelines on sustainable tourism in protected areas provided by the World Tourism Organization?

In order to provide an exhaustive answer to these questions, the present study entails an examination of the language of tourism advertising and its relationship with environmental discourse as the key to the identification of the cultural constructions of nature within our society.

The remainder of this dissertation is organized as follows. In the second chapter – Review of the Literature – several issues are discussed such as environmental discourse and its construction in the media, Tourism as a social phenomenon and the discourse of tourism, Corpus Linguistics studies, the theoretical framework of Discourse Analysis and studies adopting the quantitative approach of Corpus Linguistics and the qualitative approach of Discourse Analysis.

In the third chapter – Methodology and Data Analysis – I illustrate the nature of the data and explain the methodology adopted and how it is performed on the collected data.

The fourth chapter – Results and Discussion – is concerned with the analysis of the corpus. Specifically, corpus methodology is used to analyze data, concordances and collocational tools are used to provide semantic profiles of the search terms used in the research. Discourse Analysis is employed to identify how nature is represented in these texts. Furthermore, the chapter provides a broad discussion on the findings drawing global conclusions.

The concluding chapter summarizes and discusses the main findings with regard to the specific research questions put forward in chapter one, and outlines some possible implications of the results and directions for future research.

Finally, the chapter also illustrates the pedagogical implications of these results suggesting teaching procedures and learning strategies that may enable students to understand the link between language and content.

## **Chapter Two**

### **Review of the Literature**

#### **2.1 Introduction**

The reproduction of cultural and environmental discourse through tourism is a key characteristic of modern era. Indeed, “as one of the largest industrial complexes and consumption markets in modern Western economies, tourism is an important component of mass consumer culture with tremendous discursive power” (Norton, 1996:355).

The aim of this chapter is to provide an overview of the theories and studies that focus on the construction of environmental discourse, in general, and of nature, in particular, in the media, specifically in advertising. As a consequence, it will consider the role and meaning of nature in advertising tourism sites. Particular emphasis will be devoted to the description of the phenomenon of tourism, its origins and some specific forms. The first section is dedicated to the studies that have attempted to unravel the complex interrelationship between the environment, tourism and advertising.

In the second section, the theoretical and practical tools that can be employed in analysing promotional texts in order to understand the use of nature will be illustrated. Both quantitative and qualitative analysis will be used in the attempt to provide a complete and thorough discussion of the findings of this research.

## **2.2 Defining Discourse**

“Discourse is a complex, contested concept which is evolving and assuming an increasingly significant role in social science research” (Jaworski and Pritchard, 2005:4). It has been traditionally defined as either ‘language use’ or ‘language above the sentence/clause’ – two different definitions corresponding respectively to the functionalist and formalist paradigms (Schiffrin, Tannen and Hamilton, 2001).

However, as Jaworski and Coupland (1999) point out in reviewing definitions of discourse throughout literature, most of these go beyond this basic notion, and encompass a view in which prominence is given to the relationship between discourse and social reality. Indeed, the common assumption in discourse analysis is that discourse not only reflects but also shapes social reality, our views and our relations with others.

In the present dissertation, I have chosen to investigate in what ways discourse can play an active role of primary importance in a specific setting. I also share Fairclough’s view (2003:3) of discourse as consisting of “an element of social life which is closely interconnected with other elements”. I will thus attempt, in my analysis, to shed as much light as possible on the context of production and reception of texts, which take into consideration the discourse of the environment and of tourism in relation to communication.

In the next sections I briefly consider some of the main theoretical contributions that have attempted to investigate and adequately explain these two phenomena, i.e. the environment and tourism, and discuss some notions relevant to this study.



### **2.2.1 Analysing environmental discourse in the media**

The relatively recent emergence of environmental discourse shows how the natural world is one of the spheres in which the importance of language is paramount at various levels (Sapir, 1912; Mühlhäusler, 2003; Alexander, 2009). Indeed, the increasing concern with ecological and environmental issues over the last decades has brought with them a new public vocabulary and discourse for understanding and appropriating these developments, and for articulating public controversy, fear and hope. In particular, this process has been helped by the use of a number of lexical and structural principles, such as metaphor or metonymy, and/or by the adoption of morphological patterns that signal this type of lexicon, for instance, the use of eco- as a prefix for several lexical items (eco-friendly, eco-disaster). Another device used in environmental discourses is the emphasis on and references to landscape - whether natural, naturalised, or 'man-made' - and natural features such as rivers, parks, flora or fauna (Harrè, Brockmeier and Mühlhäusler, 1999; Mühlhäusler, 2003). Moreover, like all new discourses, the public discourse on the environment draws on and reflects images, terms and vocabularies from readily available cultural reservoirs (Hansen and Machin, 2008).

However, what is particularly relevant to the discussion of this research is that our perception of the environment is the result of signification of the key terms used to describe the natural world and communicative work.

As mentioned above, the advent of environmental discourse is relatively recent. In fact, its origins may be traced back to the 1960s, precisely to 1962, with the publication of American biologist Rachel Carson's book, *Silent Spring*,

considered by most the starting point of new environmental perspectives. A review of recent research on the emergence of environmental discourse reveals that the way we perceive the natural world and our knowledge of the environment is a reflection of how this is illustrated through the media. As Hansen (2010:3) claims, “much of what we learn and know about ‘the environment’, we know from the media”.

There has been a growing body of research on media coverage of the environment and environmental issues and most of these studies have revealed a strong link between public opinion on the environment and media coverage on the issue (Hansen, 2010).

Indeed, in their 1979 seminal article, Schoenfeld, Meier and Griffin analyse the role that the press has in the construction of the environment as a social problem. According to the constructionist theory (Blumer, 1971; Spector and Kitsuse, 2000), social problems, in general, and environmental problems, in particular, are recognised as such only when they are brought to the attention of the public. Therefore media, communication and discourse have a central role in public claims-making. It is through the study of media discourses that we can understand how they shape the discussion of environmental issues. Furthermore, these media discourses can take different forms, and there may be direct or explicit references to environmental problems.

I strongly believe, in agreement with Hansen (2002:500), that it is necessary, in order to fully understand the discourse of environmental issues, to look at

constructions of nature more generally, with ‘nature’ being a much broader, and, more importantly, a historically and culturally much deeper, older and more significant concept than the relatively recent concept of ‘the environment’.

### **2.2.1.1 Identifying the construction of nature in advertisements**

As a first step towards the understanding of environmental discourse, it is useful to start off from Raymond Williams’ (1988) insightful analysis of ‘nature’. As Williams suggests, in his *Keywords* essays, our ideas of nature are organized through cultural practices that change over time. He also claims that “nature is perhaps the most complex word in the language” (Williams, 1988:219), identifying three central meanings:

- (i) “the essential quality and character of something;
- (ii) the inherent force which directs either the world or human beings or both;
- (iii) the material world itself, taken as including or not including human beings” (ibid.).

Although there have been studies on the use of nature imagery in the media with particular reference to the social construction of nature (Peace, 2001; Hansen and Machin, 2008), there has not been as much attention as to the constructions of nature in advertising.

Moreover, Williams significantly illustrates how the uses and interpretations of the term ‘nature’ are the product of complex socio-historical processes leading to different historical and social interpretations and constructions of nature. The latter embody concepts which range from the Enlightenment’s emphasis on nature

as a set of laws to be observed and controlled, to the Romantic movement's emphasis on nature as unspoiled, good and not made by men.

Therefore, using Hansen's words (2002:501), we may affirm that "constructions of nature are thus invariably 'ideological' in the sense that they ultimately serve the purpose [...] of presenting particular views, understandings, and interests".

As illustrated by Williams' (1988) essays and other subsequent studies on discourses on nature (see Williamson, 1978; Urry, 1995; Wall, 1999; Hansen, 2002; 2010), perceptions of nature are socially, politically and culturally constructed and these constructions have been used and exploited in different fields, such as public debates, social forums, technology, advertising and marketing of products such as cars, food, cosmetics and tourist destinations. Therefore, the language used in reproducing our views of environmental issues, specifically of nature, is worthy of great attention and deep analysis. In the present dissertation, I focus on a more specific media genre, that is advertising, and I set out to investigate in what ways it can play an essential role in defining 'nature'.

Advertising is one of the most prominent, powerful, and ubiquitous contemporary uses of language (Cook, 2001). Its seductive and controversial quality has attracted consistent and intense attention across a range of academic disciplines including linguistics, media studies, and sociology, providing insight into the ideologies and values of contemporary societies.

Indeed, "the ideological market consciousness and its derived sub-ideologies are extremely common in advertising" (Vestergaard and Schröder, 1985:152). Most often, marketing and advertising efforts rely heavily on associating products with

visual images of nature (Howlett and Raglon, 1992; Wall, 1999; Hansen, 2002). As a matter of fact, the use of visual representations of nature in advertising is not a novelty. On the contrary, as pointed out by the longitudinal survey conducted by Howlett and Raglon (1992:249), “advertisers have been associating their products with natural images and symbols virtually since the inception of mass print advertising”. What these authors argue is how the images and the perception of nature in advertising have changed over time. The data they have collected illustrate that the use of positive associations with nature is new as well as the way companies portray themselves and their potential clients, i.e. as “nature’s caretakers: environmentally friendly, responsible and caring” (ibid.:246). This second issue plays a relevant role for the purpose of this research.

Considering the wide range of studies on advertising, little research has been conducted on the image of nature in advertising (see Williamson, 1978; Peterson, 1991; Wall, 1999; Hansen, 2002). The very few studies that have been conducted on this topic are focused, with hardly any exception, on environmental advertising claims (see Iyer and Banerjee, 1993; Banerjee, Gulas and Iyer, 1995; Kilbourne, 1995).

Among the various representations and uses identified by these scholars, the most frequent include the following: nature as fresh (untouched and uncorrupted), nature as imperfect and vulnerable (which needs to be improved and protected by men), nature as past idyll (which recalls harmony), nature as a wilderness and/or pastoral setting (which offers inner peace to men). Less frequent is the image of nature as a threat (from which men need protection).

Remarkably relevant to this research are the results of a study conducted by Thelander (2002) on the visual image of nature in travel advertisements, in which the author identifies four categories of nature: ‘artificial nature’, ‘tamed nature’, ‘untamed nature’ and ‘accessible wild nature’.

*Artificial nature* is the least authentic type of nature. Indeed, there are very few natural features, which are restricted to trees, plants, flowers or grass; there are hardly any birds, animals or unexpected natural features. Nature in its pristine state is completely absent, “everything is controlled and arranged for humans” (Thelander, 2002:7). Thelander explains that a central feature of this type of nature is the swimming pool, surrounded by descriptions of sun chairs, parasols and narrow strip of green grass and/or other vegetation. Many people are represented in artificial nature mainly engaged in water-games or sunbathing. There are references mostly to babies, children, adults, while few or no elderly or teenagers are mentioned. Nature has a limited role and it does not require any form of attention on the tourist’s behalf. The second category, *Tamed nature* “is the kind of nature that is highly controlled by humans” (ibid.). There are some natural features but they are standardised for humans’ recreational needs; nature, thus, becomes a “playground for adults” (ibid.). These places are advertised as ideal for adults, young adults, children but not babies, who all belong to groups. It is less controlled than artificial nature, but people devote themselves to the same type of activities, which give them joy and happiness. *Untamed nature*, instead, provides a more authentic type of nature. The few people who are present are there to admire the surroundings, and to “experience silence, calm, relaxation and

joy” (ibid.:10). The beach is central in *Untamed Nature* as well as in the other types of nature, but with significant differences. Indeed, there are descriptions of sandy beach and rocks, with no reference to sun chairs or parasols, moreover, the image that is portrayed is that of a rather empty beach. Beyond the beach, hills or mountains rise against the horizon, reminding the reader of uncivilized nature. The last type of nature, *accessible wild nature*, is the most authentic type. In this type of nature there are few or no suggestions of human impact. “Accessible wild nature is equivalent to tropical nature”, “the only type of nature where people are actually in nature” (ibid.:11).

Another study which is particularly relevant to this research was conducted by Stamou, Lefkadiou, Schizas and Stamou (2009), which explores formation of categories and, in particular, discusses types of nature. Examining the textual material disseminated in the information centre of Dadia forest reserve, these scholars, employing a framework of content analysis, distinguish between ‘wilderness’, which is a pristine form of nature with no apparent human presence, and ‘lifescape’, which is characterised by apparent human presence, gardens and tourist resorts. The results of their analysis showed that the presence of humans “was mainly topicalized around issues of economic exploitation of nature [...], of environmental destruction, and less of conservation measures” (ibid.207).

Hansen’s (2002) analysis of the relative prominence of different uses of nature in British television advertisements, which is probably the most systematic and up-to-date study of the field, confirms that nature imagery is used extensively in television advertising and that nature is celebrated as “intrinsically good; fresh

and pure; a guarantor of genuineness and authenticity; a place of beauty and a space for human relaxation and recreation” (Hansen, 2010:144). Tourists, referred to as adults and individuals, are ‘in’ nature, they are involved with and can enjoy more than particular features of it. Tourists are often spectators, voyeurs ‘looking in’ on nature. Nature is depicted as freedom, genuine and authentic, as global, awesome, impressive, wild and uncultivated (Hansen, 2002). Moreover, although nature is mainly depicted as wild and uncultivated, there is a significant presence of images that recall a more domesticated and controlled type of nature, such as in the form of a garden. As for the image of nature used in travel advertisements, which is the main concern of this research, Hansen (2002) identified the image of ‘a nice place to be’. Although this image may seem simplistic and quite obvious, it does reflect the attitude of modern travellers towards the natural world. The changing perceptions of landscapes, combined with the changing of the social, geographic and economic sphere of the 19<sup>th</sup> century, presented opportunities for tourism entrepreneurs to start promoting the image of the environment to the public to encourage them to travel (Hansen, 2010) and visit places where they may achieve inner peace and balance.

Therefore, as the studies abovementioned show, in order to identify the true meaning of nature, its image needs to be analyzed along the lines of ideology, culture and power. Social, cultural and economic actors, such as advertisers, corporate and tourism entrepreneurs, are involved in the construction of social realities. Indeed, as claimed by Taylor (1990:411), the “failure to recognize that naturalness is a [socially and] culturally constructed concept, rather than a



universal one, has produced [...] inconsistency and ambiguity in the terminology used for these assessments”.

## **2.2.2 Analysing the Social Phenomenon of Tourism**

### **2.2.2.1 Definition and brief history**

Tourism comprises the activities of people travelling to and staying in places outside their usual environment for leisure, business or other purposes for a relatively brief period of time (Urry, 2002). As straightforward as it may seem, this definition encompasses more. In fact, the demand for tourism is the result of changes in the environment of societies. Economic, social and cultural processes associated with historical events have a big effect in the shaping of contemporary tourism.

Lash and Urry (1987), for example, argue that capitalism moved through a series of historical states, and that these can be associated with particular forms of travel. Urry (1995) claims that the processes of globalisation that are producing economic, political and cultural homogenisation reflect the desire to re-discover and re-interpret local cultures.

These studies are only two examples of how society (meant in its widest sense) can influence forms and types of tourism. This section will briefly provide some salient facts on the history of tourism and focus in particular on those new forms of tourism that are significant for this study.

The beginnings of modern tourism can be traced back to the end of the 18<sup>th</sup> century, that is the period of the Grand Tour when young European aristocrats

travelled for educational purposes (Savelli, 1996). The descriptions of the tour, provided by the travellers themselves, included, apart from the educational feature, playful and naturalistic aspects of the journey. Between the end of the 18<sup>th</sup> century and the beginning of the 19<sup>th</sup> century, the deep political, social and economic changes determined the end of the Grand Tour and contributed in defining the new forms of travelling, which were preludes to modern tourism (Urry, 2002). However, the motivation to culture and to pleasure, which was a predominant characteristic of the Grand Tour, survived and gave birth to the cultural journey, undertaken by artists, painters, poets and intellectuals. Travellers started travelling on their own, exposed to the unknown. Therefore, they felt the need for new forms of mediation with the social and environmental realities with which they came into contact. The answer to this need arrived at the end of the 18<sup>th</sup> century when the role of the printed guide emerged as an important support to pleasure travels.

Nevertheless, it was only after the end of WWII that tourism established itself as a social phenomenon (Holden, 2008), with mass tourism starting in the 1970s. Since then it has witnessed a dramatic and steady increase in the last 60 years, indeed in 2010, there were over 940 million international tourist arrivals, with a growth of 6.6% as compared to 2009 (World Tourism Organization, 2011).

Mass tourism was a type of travel considered as a form of social activity. It represented “a ‘democratisation’ of travel” (Urry, 2002:16), that is available not solely for a limited elite but for the working class as well. Soon the phenomenon of mass tourism became internationalised leading to an incredible increase in

international tourist flows. As one can easily imagine, tourist development outside one's home country has "a broad economic, social and cultural impact" (ibid.:50). Moreover, it leads to the development of new types of tourism especially in developing countries, such as game tourism in Kenya, sex-tourism in south-east Asia, or ethnic tourism in Mexico. In particular, the search for more ecologically and culturally sound experiences has led to an increase in travel to developing countries.

This new type of tourism is referred to by many names, i.e. alternative tourism, green tourism, nature tourism and sustainable tourism. As for the focus of this study, the peculiarities of the different definitions will not be considered but rather the features and factors that are common to those types of tourism which are "characterized by travel to 'unspoiled' areas and [are] marketed as low impact and ecologically sound" (Dorsey, Steeves and Porras, 2004:757).

#### **2.2.2.1.1 Sustainable Tourism**

"The increasing demand of post-industrial societies for 'green' experiences, [...] the growing recognition of environmental degradation, and the need to provide economic benefits for rural communities" (Stamou and Paraskevopoulos, 2003:34) has led to the development of sustainable tourism.

Among the various definitions for Sustainable Tourism, the most widely accepted definition is that of the World Tourism Organisation (WTO) (1996):

tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

Moreover, it is also described as a process which meets the needs of present tourists and host communities while protecting and enhancing needs in the future.

Tourism has become one of the biggest income generators for developing countries, however, the huge infrastructural and resource demands of tourism (e.g., water consumption, waste generation and energy use) can have severe impacts upon local communities and the environment if it is not properly managed. Indeed, efforts should be addressed to protect and enhance the natural environment (WTO, 2002).

The World Trade Organisation, the World Travel and Tourism Council and the Earth Council wrote the *Agenda 21* for the Travel and Tourism Industry in 1996 to stress the necessity of cooperation of governments and tourism companies in the sustainable development of tourism, emphasizing, also, the importance of 'moral responsibility' (Holden, 2008). The document, which highlights the crucial importance of the environment, has contributed to the launching of positive actions for minimising the most negative aspects of tourism. Among the various approaches adopted, there has been the collaboration between local communities and governments. International institutions such as the United Nations Environment Programme (UNEP) and World Tourism Organization, are creating projects which promote sustainable tourism. For instance, in 2002 Eagles, McCool and Haynes wrote a handbook, entitled *Sustainable Tourism in Protected*

*Areas: Guidelines for Planning and Management*, on behalf of the United Nations Environment Programme, World Tourism Organization and IUCN – The World Conservation Union. As the authors explain, the main objective of the publication “is to assist protected area managers and other stakeholders in the planning and management of protected areas, visitor recreation and the tourism industry, so that tourism can develop in a sustainable fashion, while respecting local conditions and local communities” (Eagles *et al.*, 2002:1).

I will provide further details on the guidelines when discussing more specifically the relationship between environment and tourism.

#### **2.2.2.2 Recognising the status of the discourse of tourism and its implications**

As seen above, tourism is a global industry whose importance goes beyond its economic impact: indeed, tourism is a very complex phenomenon which involves psychological, sociological and cultural dimensions (Urry, 2002), contributing, thus, to the shaping of popular consciousness of places, cultures and nature (Przeclawski, 1993).

The increasingly influence of tourism and its recognition as a social practice, the marketization of public discourse and the growing impact of the media result in the firmer grounding of tourism as discourse. The relationship between language and tourism has received some attention from researchers, such as MacCannell (1976) and Urry (2002), who argue that the tourist establishment constructs and defines the tourist experience by using language to convey specific images of the destination. This tendency is explained by Dann in what may be defined as the

most comprehensive study on the language of tourism and its influence on the behaviour of people, *The Language of Tourism* (1996:2):

...tourism, in the act of promotion, as well as in the accounts of its practitioners and clients, has a discourse of its own. Seen in this light, the language of tourism is thus a great deal more than a metaphor. [...] 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.

By studying the language of tourism from a sociolinguistic perspective, Dann reveals the persuasive power of tourism discourse and classifies tourist text types according to the medium they use and the stage in the tourist cycle (pre-, on- and post- trip stages).

There have also been various studies that employed the discourse analysis approach to analyse the discourse of tourism and its implications in other fields. For instance, Hallett and Kaplan-Weigner (2010) use discourse analysis to investigate the construction and promotion of tourists' identity by the designers of official tourism websites. Their purpose is to show how these websites can foster social action and construct national identity. Another example is provided by Papen (2005) who adopts a discourse analytic approach to the study of promotional texts of community-based tourism enterprises in Namibia to examine the construction of place myths to show how the texts are influenced by the relationships of power that characterize the country's tourism sector.

Recent research has been devoted to the study of the language of tourism as a type of specialized discourse (Calvi, 2004; Francesconi, 2006; Gotti, 2006). Calvi

(2004), in particular, identifies a range of domains that contribute to the overall content of the language of tourism, i.e. Geography, Economics, Sociology, Psychology and others such as History, Cuisine, Archaeology, Environment, Religion. These different components of the language of tourism are combined together and made homogeneous by the promotional function which contributes to the development of standard lexical, morphosyntactic and textual features. Gotti (2006) identifies two levels of expression for the language of tourism, which may be: a) highly specialised discourse which is used by experts in the field of tourism to communicate amongst themselves or b) similar to general discourse, that is when it is employed in interactions between experts and non experts.

As concisely asserted by Gotti (2006:31), “one of the phenomena that most distinguishes specialized discourse is compliance with the norms governing the construction of its different text genres”. The tourist industry produces a great variety of materials, but the most typical genres are (Calvi, 2004; Gotti, 2006):

- *Tourist guides*: probably the most traditional tourist genres. They are aimed at the traveller and contain descriptive information of the location as well as practical and useful suggestions.
- *Articles in specialized journals and general magazines*: compared to tourist guides, these texts are highly subjective and persuasive. They give information about places and also provide detailed information about various offers.

- *Brochures and other advertising materials*: their main aim is to sell tourist products, therefore they are persuasive and propagandistic as well as informative.
- *Itineraries*: these texts, which are usually in the form of leaflets, contain details on the itineraries (time, activities, etc.) organized by travel agents.
- *Professional correspondence*: this may occur both between travel agencies and customers and between travel agencies with other agencies or tour operators.

In the next section I will attempt to illustrate how the three categories of environment, tourism and advertising are interrelated and what effects this interaction might cause.

### **2.3 Environment, Tourism and Advertising: A complex interaction**

As with the modern culture of consumption generally, tourist consumption is ‘sign driven’ (MacCannell, 1976). It is one of the most pronounced examples of a consumer product “anchored in a dynamic of sign/image construction/manipulation” (Watson and Kopachevsky, 1994:645). As tourist sites have become progressively integrated into the ‘culture of consumption’ (Urry, 1995), cultural and environmental images have been constructed and manipulated through advertising, packaging and market positioning.

First of all, as a response to the frenetic and stressful life of modern society, travel advertisements use the nature-imagery to persuade the tourist to escape from the complexities of urban life to the tranquillity and beauty of nature, which becomes



symbol of simplicity, authenticity, family intimacy, togetherness and enjoyment (Dann, 1996; Hansen, 2002). Furthermore, the increased attention to environmentalism in western societies has been accompanied by an increase in all those types of tourism the purpose of which is to travel to remote areas keeping in mind the respect for the environment and an interest in the local communities and their culture. Increasingly, the advertising business has partnered with tourism companies to provide information about destinations and facilitate travel arrangements in nature-based locations. The question is whether advertisements for natural spaces are always consistent with the discourse of sustainability.

Although tourism is often seen as a source of economic development, conventional mass tourism is associated with several negative effects, i.e. the destruction of ecological systems and loss of cultural heritage. In response to these concerns, a new type of tourism has been promoted recently: sustainable tourism. However, along with its positive connotations, scholars of various fields are wondering whether this form of tourism is an acceptable solution to the problems caused by the tourism industry or is merely a marketing ploy to attract the morally conscious tourist.

Because of the increase of international tourists in search of ‘environmentally-friendly’ destinations and of the rise in advertisements promoting such destinations, of the widespread of the terms, various organizations, i.e. the WTO and the UN, are devoting attention to and working towards “conceptual clarity and industry-wide ethical standards” (Lansing and De Vries, 2007:84). An example of such an effort is provided by the publication of *Sustainable Tourism in*

*Protected Areas: Guidelines for Planning and Management*, mentioned above. Among its various purposes, this handbook aims at providing guidance on the definition, measurement, management and use of park tourism data. The handbook underlines the idea that tourism in protected areas produces benefits and costs. “These effects interact often in complex ways. It is the responsibility of the protected area planner to maximise benefits while minimising costs” (Eagles *et al.*, 2002:23). The document provides a detailed analysis of the main costs and benefits. In particular, this study is interested in the benefits of protected areas, which according to the authors of the handbook, are primarily established to preserve some type of biophysical process or condition such as a wildlife population, habitat, natural landscape, or cultural heritage such as a community’s cultural tradition. Tourists visit these protected areas to understand and appreciate the values for which the area was established and to gain personal benefits. The three main benefits (enhance economic opportunities, protect the natural and cultural heritage, and advance the quality of life of all concerned) are further discussed and explained through a lists of an expanded goals. This research will use the features that protected areas should embody enlisted in the handbook as indicators to verify if the tourism product advertised in the texts that compile the *TPT Corpus* move towards a position of greater or lesser sustainability. Unfortunately, tour operators have often used the concept merely as a ‘greenwash’ marketing tool. In reality it often meant introducing unsustainable levels of tourism into fragile areas, having no regard for either the environment or for the residents of the destination areas. Therefore, the investigation will employ these

indicators in an effort to understand whether tour companies, advertisers and/or other economic and social actors involved use the environment in a deceptive way or not, focusing on what is said in a text and what is significantly absent. The list of indicators and the approach adopted will be illustrated in the methodology chapter.

## **2.4 Theoretical Background of the Methodological Approach**

### **2.4.1 Discourse Analysis**

“Contemporary social science has been widely influenced by ‘social constructivism’ – the claim that the (social) world is socially constructed” (Fairclough, 2003:8). This new angle on the view of discourse challenged the structuralist concept of ‘language’ as an abstract system (Saussure’s *langue*) and emphasized the process of making and using meanings within particular historical, social, and political conditions. Thus, at this level, the term *discourse* is employed to explain the conditions of language use within the social relations that structure them.

According to Foucault, whose approach to discourse is central to many works in social sciences, discourse is inseparable from ideology. Meaning, as studied in discourse, is always ideological (Fairclough, 2003).

Though I strongly believe that, in social fields as well as in other contexts, and especially in the present age, which Fairclough (1989) has defined as a ‘linguistic epoch’, discourse is a primary means of achieving, preserving and extending

power, in this dissertation I will not take a critical perspective. Rather, my research will take on Stubbs's view (1996:20-21), who claims that

texts, spoken and written, comprise much of the empirical foundation of society: they help to construct social reality. And textual analysis is a perspective from which to observe society: it makes ideological structures tangible.

More in particular, Koteyko (2006:133) defines discourse as “a complex interrelationship between the linguistic and the social” and asserts that “different approaches construe this relationship on different terms, as there are several ways to see how meaning is created in language use”. Therefore, through the application of some tools for the analysis of discourse, I will attempt to investigate how the context affects the use of language, providing a different understanding and interpretation of constructions of discourse, in this case of nature.

#### **2.4.2 Corpus Linguistics**

Although the term Corpus linguistics (CL) is a relatively recent term (the origins can be traced back to the 1980s), “corpus-based language study has a substantial history” (McEnery, Xiao and Tono, 2006:3). The use of corpora in language study dates back to the late 19<sup>th</sup> century, when the Oxford English Dictionary was compiled using a vast number of slips which contained authentic examples of language in use. What has changed in the last decades is the use of advanced technologies which provided a quicker and more effective way of collecting and accessing data (Scott and Tribble, 2006).

Corpus linguistics is an approach or a methodology for studying language use. It is an empirical approach that involves studying examples of what people have actually said, rather than hypothesizing about what they might or should say. A corpus can be described as a large collection of authentic texts that have been gathered in electronic form for linguistic study (Hunston, 2002; Baker, 2006). Although there are several ways to define a corpus, I agree with McEnery *et al.* (2006:5) that “the essential qualities of a corpus include machine-readability, authenticity and representativeness”.

A text in electronic form is one that can be processed by a computer. Corpus analysis tools allow researchers to access and display the information contained within the corpus in a variety of useful ways. Although these tools can help us find those specific sections of text that are of interest – such as single words or individual lines of text, we must not forget that these tools do not interpret the data – it is still the researcher’s responsibility to analyse the information found in the corpus. If a text is authentic, that means that it is an example of real life language and consists of a genuine communication between people going about their normal business. In other words, the text is naturally occurring and has not been created for the express purpose of being included in a corpus in order to demonstrate a particular point of grammar, etc (Sinclair, 2004).

Finally, we must keep in mind that a corpus is not simply a random collection of texts, rather, the texts in a corpus are selected according to explicit criteria in order to be used as a representative sample of a particular language or subset of that language (Baker, 2006). Specifically, corpora might be created to represent

the language of a particular subject field, such as tourism, or to analyse a particular type of text written in the field of tourism, such as tourist brochures. Furthermore, corpora provide a convenient source from which to obtain evidence of the behaviour of many different facets of language: lexical, grammatical, and pragmatic. The computer resources required to use this tool are manifold - one which has turned out to be an undoubtedly useful research tool is Wordsmith. WordSmith Tools is a collection of corpus linguistics tools for looking for patterns in a language. It was developed in 1996 by Mike Scott at the University of Liverpool and a demo version is available at <http://www.lexically.net>. The latest version of this software, version 5 (Scott, 2008) was used for the purpose of this research. *WordSmith Tools* has many advanced functions. Its main tools are Concord, Wordlist and Keywords. In addition to these three tools, there are other utilities (e.g., Clusters, Collocates, Plot, Statistical relationships).

Concordancing is one of the means of accessing a corpus of texts to show how any given word or phrase in the text is used in the immediate contexts in which it appears. By grouping the uses of a particular word or phrase on the computer screen or in printed form, the concordancer shows the patterns in which the given word or phrase is typically used (Flowerdew, 1998). Another way in which corpus data can be accessed is through the calculation of collocations. According to Firth (1968:181) who was the first to use the term, “collocations of a given word are statements of the habitual or customary places of that word”, that is “the characteristic co-occurrence of patterns of words” (McEnery *et al.*, 2006:82). The probability of such co-occurrence can be measured using statistical tests, such as

the MI (Mutual Information), *t* or *z* scores. For instance, both MI and t-score “calculate the difference between the actual frequency and the expected frequency of co-occurrence” (Hamilton et al., 2007:171). However, while t-score considers the global frequency of individual items, MI score gives excessive weight to collocates which are themselves very infrequent words (Kilgarriff and Rundell, 2002). Indeed, there are different types of analytical techniques that can be used with corpus-based studies, which could be applied to different types of data.

What this research is interested in is “using *corpora* [...] and corpus processes [...] in order to uncover linguistic patterns which can enable us to make sense of the ways that language is used in the construction of *discourse* (or ways of constructing reality)” (Baker, 2006:1).

In the following section I will briefly illustrate studies that highlight the potential of corpus linguistics in helping to reveal how particular discourses, rooted in particular socio-cultural contexts, construct reality, social identities and social relationships (Fairclough, 1992). I will also explain how qualitative and quantitative techniques can be combined in order to provide a better understanding of the examined discourse/s.

### **2.4.3 Corpus-based discourse analysis**

Discourse Analysis (DA) is a multidisciplinary endeavour that is performed differently across academic fields, with the support of various methodologies and techniques. “Recent developments in the use of corpora stress the potential of

corpus linguistics methodologies for the study of social meanings, ideologies and the construction of social reality” (Mahlberg, 2007:191).

Indeed, corpus linguistics can contribute not only to the analysis of discourse on the level of the quantitative studies of lexis and syntax but also to discourse analysis aimed at the interpretation of lexical items in a particular context (i.e. studies where discourse is theorised as a complex relationship between language, ideology and society, as in the case of this research).

Thus, the predominantly synchronic corpus-driven approach following the British traditions of text analysis (see Firth, 1957; Sinclair, 1982; Halliday, 1992) emphasizes the close link between co-text and context. It is assumed that the choice of words in a text reflects social choices, and it is in this way that the selection at the textual level is seen as reflecting the contextual level dealing with social and cultural aspects. This link between co-text and context is important for the study of the language of a particular discourse. By comparing the ways that discourse communities use language through the use of corpora specifically compiled for that purpose and particularly taking into consideration the lexical choices they make, researchers who employ corpus linguistics tools may have a clear picture of what it is that makes the language under examination ideological (Stubbs, 1996; Koteyko, 2006). The potential of corpus linguistics methodologies for the investigation of social meanings, ideologies and the construction of social reality has been widely accepted by experts (Stubbs, 1996; Orpin, 2005; Baker, 2006; Koteyko, 2006; Mautner, 2009), who have advocated the corpus-based



approach to discourse analysis, which may be considered a quantitative linguistic extension of DA.

Many experts and scholars in the fields of CL and DA have argued the advantages and disadvantages of using a corpus-based approach to DA. Widdowson (2000), for instance, claims that corpus linguistics offers only a partial account of real language since it is not able to fulfil the lack of correspondence between corpus findings and native speaker intuitions (Baker, 2006). Other disadvantages pointed out regarded the idea of corpus analysis being time-consuming and broad. However, I believe that the advantages overcome the drawbacks of the combination of DA and CL, as many scholars remind us (Stubbs, 1996; Baker, 2006). The corpus-based approach to discourse analysis reduces the researcher bias; although it is quite difficult to be truly objective, we may restrict cognitive biases by employing CL tools (Baker, 2006).

Another reason for using the corpus-based approach is for the incremental effect of discourse (Tognini-Bonelli, 2001; Baker, 2006; Partington, 2008), that is by using a corpus there “is much better evidence for an underlying hegemonic discourse which is made explicit through the word pairing than a single case” (Baker, 2006:13). Moreover, the use of a corpus facilitates validity checks of hypotheses and the findings are, thus, anchored in solid interpretations and explanations, allowing the researcher to a better response to unforeseen problems (Tognini-Bonelli, 2001; Baker, 2006).

Following these assumptions, the present study will focus on the interrelationship between discourse, context and social meanings and will adopt a combination of

the quantitative approach of CL with the qualitative approach of DA with the aim to provide an integrated model of discourse analysis.

The following chapter describes the methodology employed in this research study and the data selected for the analysis.

## **Chapter Three**

### **Methodology and Data Analysis**

#### **3.1 Research aims**

As illustrated in chapter two, considerable research has been conducted on the investigation of promotional material on and about environmental discourse and/or the discourse of tourism.

However, relatively little research has been carried out on the interrelationship of the three concepts. This study is an attempt, a rather modest one, to examine the complex relationship and its influence on those tourists who are interested in nature-based tourism.

In particular, the research questions which prompted this study are:

1. How are the words “nature” and “natural” linguistically defined and constructed?
2. What functions does nature serve?
3. To what extent are these travel promotion texts following the guidelines on sustainable tourism in protected areas provided by the World Tourism Organization?

In the following sections, I will provide a detailed explanation of the research methodology adopted in this study.

### 3.2 Building up a corpus of travel promotion texts

The research described in this analysis was conducted on a specialized corpus of English language travel promotion texts. When considering the relatively small size of the corpus under investigation, we must keep in mind that a corpus is not a merely random collection of texts but, rather, a collection that has been put together according to specific criteria. These criteria are determined by the researcher's needs and the goal of his/her own project (Baker, 2006; McEnery *et al.*, 2006). As a consequence, when we are interested in investigating a particular subject, "the quality or content of data takes equal or more precedence over issues of quantity" (Baker, 2006:29).

Indeed, this corpus was collected with the aim of investigating how travel promotion texts use the terms "nature" and "natural", specifically to explore whether these terms are used in tourism advertising with a deceptive meaning. In particular, the study intends to investigate how advertisers describe nature and how the search terms "nature" and "natural" are employed within these texts in order to attract potential 'green tourists', therefore, its size is not the main issue to consider.

The corpus which I call henceforth the *TPT Corpus* (Travel Promotion Texts Corpus) includes one main genre type, namely articles in specialized magazines collected over a period of seven years, precisely from January 2003 to March 2010. The articles included in the corpus were taken from *Travel Weekly (TW)*, a British periodical, and *Travel Agent (TA)*, an American journal. The reason why these two specific journals were considered meaningful sources for the purpose of

this study is because both publications are considered reliable and up-to-date sources in the promotional sector of the tourism industry. Moreover, both are weekly publications designed for travel professionals and potential tourists. The aim of these magazines, which both claim a wide readership, is to constantly keep travel experts and keen travellers updated on the latest news in travel trade.

The articles retrieved were named and saved as two subcorpora (the *TW subcorpus* and the *TA subcorpus*), however, other than that, no distinction has been made among the journals because the aim of this study is not to compare texts which derive from different cultures. In fact, a small pilot study was conducted to verify if there were any significant difference in the usage of the two search terms within the texts and a close examination of the contents of the texts showed that there is no meaningful variation in images across the two different cultures.

In order to build the *TPT Corpus*, the articles were accessed from the journals' websites and retrieved through the online library catalogue. The accessibility and the opportunities provided by this database enabled the creation of a corpus containing all the articles from 1<sup>st</sup> January 2003 to 31<sup>st</sup> March 2010, which included the words "nature" and "natural" in the headline and/or lead and/or in the body of the text. Although visual co-text (such as photographs or images with accompanying captions) is part of and contributes significantly to the shaping of textual meaning, it was decided to focus on the linguistic body of the articles.

Once downloaded as PDF files, the articles were saved in .txt format in order to be processed by the software *WordSmith Tools 5* (Scott, 2008).

The corpus is not annotated meaning that the analysis was entirely manual.

The full size of the corpus consists of 311,520 running words.

### **3.3 Combining Corpus Linguistics to Discourse Analysis**

As mentioned earlier, this research project adopts a corpus approach to discourse analysis in order to answer the main research questions that prompted this study.

The following sections illustrate how processes such as concordance and collocation analysis were used to provide linguistic evidence of the description and categorization of nature as well as supporting the identification of functions of nature through a qualitative analysis. Moreover, these practical and theoretical tools of language investigation were further employed to understand whether the locations depicted as protected areas follow the guidelines issued by the World Tourism Organization (WTO) on sustainable tourism. Specifically, the present work follows Baker's (2006) methodology on collocational technique, drawing on Discourse Analysis theory to interpret the sociological implications of the findings.

#### **3.3.1 The quantitative approach: Collocational analysis**

Notwithstanding the complexity of the two words "nature" and "natural", as explained in the previous chapter, I decided to employ them as search terms for my analysis, because, "among the various discourses on environmental issues, these have become buzzwords in commercial advertising for all types of

industries, including tourism, which want to sell *their* image of the environment” (Argondizzo and Ruffolo, 2012).

A preliminary analysis was conducted on the corpus in order to identify its main features and select potentially interesting items to be investigated in detail. First of all, in order to sketch a general picture of the *TPT Corpus* and to obtain a list of meaningful lexical items, a list of concordances was created by using Wordsmith Tools, which has a specific tool for the generation of concordance lines. A concordance is a complete list of a given search term in a corpus, showing its immediate context (Baker, 2006; McEnery *et al.*, 2006). A concordance is also referred to as a KWIC, a keyword in context, where keyword here means the word that is being investigated.

Table 3.1 shows information regarding the two sub-corpora separately and the *TPT Corpus* as a whole:

	# of tokens	# of corpus files	# of concordance hits for search term “nature”	# of concordance hits for search term “natural”
<i>Travel Weekly (TW)</i>	161,613	270	198	301
<i>Travel Agent (TA)</i>	149,907	196	221	305
<i>TPT Corpus</i>	311,520	466	419	606

**Table 3.1:** Corpus Data

As illustrated in the table, two separate queries were carried out within the corpus, one for “nature” and the other for “natural”; results showed 419 occurrences of “nature” and 606 of “natural”. However, searching through the concordance lines was not sufficient to conduct a systematic analysis, as meaningful patterns were not as clear-cut as expected. Therefore, in order to obtain information about the

reasons why specific items occur quite frequently in a corpus and what patterns they might reveal, lists of collocates have to be generated for these words. This offers the opportunity to carry out a more detailed investigation which goes in the direction of more qualitative analytical procedures. Indeed, drawing on collocations could help the researcher “reveal more salient aspects of the concordance” (Baker, 2006:95). Furthermore, words can only take on meaning relying on the context they occur in, “in order to understand the meanings of words, we have to compare them in relation to other words” (ibid.:96).

Thus, the analysis of the terms was carried out by focusing on collocation, i.e. “the statistical tendency of words to co-occur” (Hunston, 2002:12). As Stubbs (1996) claims, words occur in characteristic collocations, showing the associations and connotations they have and, thus, the assumptions which they embody. The collocates of the two node words, “nature” and “natural”, were calculated with a 3:3 span<sup>2</sup>. Computer programs that calculate collocations take the node word under examination and “counts the instances of all words occurring within a particular span” (Hunston, 2002:69), for example, three words to the left of the search term and three words to the right. After considering different collocate spans, the decision fell upon this one, that is 3:3, since the collocates obtained seem to be the true collocates of the two search terms (Baker, 2006). Specifically, this span seems to include words which are included in the noun phrases containing the words “nature” and “natural”. The collocation program

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<sup>2</sup> As for the general settings of *Concord*, the minimum frequency and length was set on 2 and 1 respectively, while the stop function was set at ‘no sentence limits’.



calculates the frequency of each item in the chosen span, giving the following as the thirty most frequent collocates<sup>3</sup>:

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<sup>3</sup> The first thirty have been chosen to provide a clear picture of the frequency of functional words.

	<i>word</i>	<i># of texts in which the term occurs</i>	<i># of occurrences</i>
1.	<b>AND</b>	106	132
2.	<b>THE</b>	91	128
3.	<b>RESERVE</b>	48	69
4.	<b>TO</b>	52	67
5.	<b>OF</b>	53	60
6.	<b>A</b>	53	59
7.	<b>IN</b>	36	42
8.	<b>WITH</b>	26	30
9.	<b>LOVERS</b>	27	29
10.	<b>FOR</b>	26	28
11.	<b>IS</b>	22	24
12.	<b>ON</b>	17	18
13.	<b>ITS</b>	15	16
14.	<b>RESERVES</b>	12	15
15.	<b>AS</b>	13	15
16.	<b>TOURS</b>	14	14
17.	<b>AT</b>	13	13
18.	<b>PARK</b>	10	13
19.	<b>TRAILS</b>	10	12
20.	<b>TOURISM</b>	9	12
21.	<b>AN</b>	12	12
22.	<b>BY</b>	11	12
23.	<b>BIRD</b>	11	12
24.	<b>CULTURE</b>	12	12
25.	<b>WALKS</b>	12	12
26.	<b>BACK</b>	11	11
27.	<b>ARE</b>	11	11
28.	<b>HAS</b>	11	11
29.	<b>BASED</b>	10	10
30.	<b>GET</b>	10	10

**Table 3.2:** *TPT Corpus*: the 30 most frequent collocates of “nature”

<i>N</i>	<i>word</i>	<i># of texts in which the term occurs</i>	<i># of occurrences</i>
1.	<b>THE</b>	146	208
2.	<b>AND</b>	132	172
3.	<b>OF</b>	118	146
4.	<b>A</b>	95	114
5.	<b>BEAUTY</b>	59	72
6.	<b>IN</b>	57	67
7.	<b>TO</b>	46	52
8.	<b>ITS</b>	43	50
9.	<b>IS</b>	36	41
10.	<b>ATTRACTIONS</b>	35	40
11.	<b>WONDERS</b>	26	35
12.	<b>WITH</b>	31	34
13.	<b>DISASTERS</b>	27	32
14.	<b>FOR</b>	28	28
15.	<b>THAT</b>	25	25
16.	<b>AS</b>	24	24
17.	<b>HISTORY</b>	18	22
18.	<b>HAS</b>	17	18
19.	<b>ENVIRONMENT</b>	18	18
20.	<b>BY</b>	17	17
21.	<b>HABITAT</b>	13	16
22.	<b>FROM</b>	15	15
23.	<b>IT</b>	13	15
24.	<b>THIS</b>	14	14
25.	<b>THEIR</b>	12	13
26.	<b>RESOURCES</b>	12	13
27.	<b>ARE</b>	12	13
28.	<b>SUCH</b>	12	12
29.	<b>SPRINGS</b>	10	12
30.	<b>WHICH</b>	11	12

**Table 3.3:** *TPT Corpus*: the 30 most frequent collocates of “natural”

Tables 3.2 and 3.3 show the most frequent collocates of the two search terms obtained following this procedure. Predictably enough, this list contains mostly grammatical or function words, as it happens with most corpora (Hunston, 2002; Baker, 2006). These words unfortunately cannot give us much information on the true collocates of the two search terms nor can they help us understand the meaning of those two words, therefore, in order to obtain a clearer picture of the

patterns included in the corpus, it was necessary to compile and analyze a list of the most frequent lexical items in the corpus. In this study lexical items specifically refer to nouns and qualifying adjectives which seem to be the most suitable categories to provide a thorough description of the natural environment. Tables 3.4 and 3.5 show the 30 most frequent lexical items in the *TPT Corpus*, obtained by removing grammatical words from the entire corpus frequency list.

<i>N</i>	<i>Word</i>	<i># of texts in which the term occurs</i>	<i># of occurrences</i>
1.	<b>RESERVE</b>	48	69
2.	<b>LOVERS</b>	27	29
3.	<b>RESERVES</b>	12	15
4.	<b>TOURS</b>	14	14
5.	<b>PARK</b>	10	13
6.	<b>TRAILS</b>	10	12
7.	<b>TOURISM</b>	9	12
8.	<b>BIRD</b>	11	12
9.	<b>CULTURE</b>	12	12
10.	<b>WALKS</b>	12	12
11.	<b>TRAIL</b>	8	9
12.	<b>MOTHER</b>	8	8
13.	<b>WATCHING</b>	7	8
14.	<b>CLIENTS</b>	8	8
15.	<b>BEST</b>	7	7
16.	<b>ACTIVITIES</b>	5	7
17.	<b>PRESERVE</b>	5	6
18.	<b>PARKS</b>	5	6
19.	<b>WILDLIFE</b>	6	6
20.	<b>EXPERIENCE</b>	5	5
21.	<b>RIVER</b>	4	5
22.	<b>VISITORS</b>	5	5
23.	<b>HIKES</b>	5	5
24.	<b>ROCK</b>	4	5
25.	<b>CLOSER</b>	4	5
26.	<b>TOUR</b>	5	5
27.	<b>WALK</b>	5	5
28.	<b>NATIONAL</b>	4	5
29.	<b>ADVENTURE</b>	5	5
30.	<b>PRESERVES</b>	1	4

**Table 3.4:** *TPT Corpus*: the 30 most frequent collocates (lexical items) of “nature”

<i>N</i>	<i>word</i>	<i># of texts in which the term occurs</i>	<i># of occurrences</i>
1.	<b>BEAUTY</b>	59	72
2.	<b>ATTRACTIONS</b>	35	40
3.	<b>WONDERS</b>	26	35
4.	<b>DISASTERS</b>	27	32
5.	<b>HISTORY</b>	18	22
6.	<b>ENVIRONMENT</b>	18	18
7.	<b>HABITAT</b>	13	16
8.	<b>RESOURCES</b>	12	13
9.	<b>SPRINGS</b>	10	12
10.	<b>SEARCH</b>	4	12
11.	<b>CULTURAL</b>	11	12
12.	<b>AREAS</b>	10	11
13.	<b>MUSEUM</b>	9	10
14.	<b>RICH</b>	10	10
15.	<b>WATER</b>	9	9
16.	<b>POOLS</b>	9	9
17.	<b>COUNTRY'S</b>	8	9
18.	<b>INCLUDING</b>	9	9
19.	<b>TERRORISM</b>	8	9
20.	<b>PARK</b>	8	9
21.	<b>LIGHT</b>	5	9
22.	<b>ISLAND'S</b>	8	8
23.	<b>NATURA</b>	8	8
24.	<b>ISLANDS</b>	7	7
25.	<b>SPRING</b>	7	7
26.	<b>DISASTER</b>	7	7
27.	<b>APPEAL</b>	7	7
28.	<b>WONDER</b>	6	7
29.	<b>INGREDIENTS</b>	5	7
30.	<b>WILDLIFE</b>	7	7

**Table 3.5:** *TPT Corpus*: the 30 most frequent collocates (lexical items) of “natural”

Although mere frequency data may be regarded as having a limited use in themselves, as their observation might lead to oversimplified conclusions, nevertheless they can help the researcher to identify aspects of a corpus that, while in need of further investigation (Baker 2006), highlight trends, such as the case of *reserve/preserve/parks*, which seem to emphasize the need to protect natural areas.

However, keeping in mind that frequency is not always the same as saliency (Baker, 2006), we have to affirm that simple frequency lists may not be sufficient to analyze the significance of the collocates and therefore to reveal any interesting patterns in terms of discourse. For this reason a statistical approach was used to identify the lexical attraction between two words. In fact, “lists of significant collocates gathered in this way provide a semantic profile of a word, and thus enable the researcher to gain insight into the semantic, connotative and prosodic meanings of a word” (Orpin, 2005:39).

There are different types of statistical calculations to study the collocational profile of a word. Mutual Information gives prominence to the strength of attraction between the search word and its collocates but tends to score highly low frequency words. Other calculations, such as Z-score and log-log, look at low frequency content words (Baker 2006). In Sinclair’s (2003: 179) words, “The t-score is a statistical measure of the likelihood that two or more words occur together by chance. It is a popular measure in corpus linguistics because compared with other measures it gives prominence to the very common words”. Considering the advantages of t-score (calculation of the global frequency of

individual items) and its possible disadvantages (i.e. frequent grammatical words receive a high significance), explained in the previous chapter, this formula was used for this study. Indeed, as McEnery *et al.* (2006) remind us, collocations with high t-scores tend to show high frequency pairs which are those items which recur more frequently, such as grammatical words. However, these results also show those lexical words that are clearly associated with the node word.

Once obtained the collocates using the t-score as the algorithm for the calculation, function words were ignored, while the analysis focused on lexical words. In order to decide on the cut-off point for the analysis of the collocates, this study followed Hunston's (2002) suggestion that "a t-score of 2 or higher is normally taken to be significant" (ibid:72).

### **3.3.2 The qualitative contribution**

In chapter two I discussed the sociological implications of the language of tourism and illustrated studies that also adopted a discourse analysis approach (e.g., Papien, 2005; Hallett and Kaplan-Weinger, 2010) to explore the link between language, text and social relations. In this perspective, tourism discourse is considered a signifying practice, in which social and cultural meanings of places and people are constructed and transmitted.

More specifically, the focus of this study is to analyze the construction of nature within the discourse of tourism represented in travel promotion texts. In particular, I argue that the image of nature depicted in these texts reflects the perspectives, beliefs and expectations of the social world.

In line with this hypothesis, I adopted the theoretical framework of Discourse Analysis, which involves investigating texts (i.e. instances of language in use) in order to understand how they create and reproduce social meanings which in turn shape people's knowledge of the world (Stubbs, 1996; Fairclough, 2003).

Moreover, in an attempt to identify the construction of nature represented in these texts and in order to conduct a systematic study, the obtained concordances of the collocates were manually analyzed along with the surrounding co-text. In particular, in order to provide an answer to the first research question of this work, the collocates were placed into four different nature categories, while a classification of functions of nature was created in an attempt to answer Research Question #2. As for the third and final question, the two aforementioned categorizations along with the guidelines on sustainable tourism provided by the WTO, were used to verify if the promoted sites depicted as protected areas are consistent with the description given by the guidelines provided by the international organizations, the UNEP, WTO and IUCN, in the handbook *Sustainable Tourism in Protected Areas: Guidelines for Planning and Management*<sup>4</sup>.

A more in-depth illustration of these steps will be provided in the following sections.

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<sup>4</sup> See **Chapter Two** for a clear description of the handbook.

### 3.3.2.1 Categories of nature

As described and explained in the previous chapter, this study draws on the categorization of nature delineated by Thelander (2002) and the different nature images outlined by Hansen (2002). However, I did not follow these two categorizations in a straightforward manner, but I tried to adapt them according to the analytical questions proposed in this study. The reason why I neglected some aspects and/or definitions illustrated by Thelander and Hansen is because these two scholars have exhaustively shed light on the construction of nature in genres that are different from those examined in this work. Indeed, the former analyzed the visual image of nature in travel advertisements, while the latter investigated the use of nature imagery in British television advertising.

Thus, I kept the classification of the four categories proposed by Thelander (2002): *artificial nature*, *untamed nature*, *tamed nature* and *accessible wild nature*, but I included features from Hansen's (2002) work in an attempt to provide a thorough description of nature as formulated in my first research question.

The following descriptions of the nature categories illustrate the categorization as used in the analysis. The general characteristics follow Thelander (2002) and Hansen (2002), however, other references are included in order to provide the theoretical background, related to the categorization, I referred to.

*Artificial Nature* is what Stamou *et al.* (2009) call 'lifescape'. There are very few natural features. This is definitely the least authentic type of nature. The easiest way to describe nature is to compare it with a park, created by humans for

different human activities. The most important aspect is apparent human presence which controls and arranges all. Indeed, human artefacts take over the scene easily (luxurious hotels, five-star spas). There is a clear depiction of human mastery and power over nature (Hansen, 2002).

Moreover, when promoting this type of nature, advertisers refer to descriptions of people's experience, as well as people's interaction with each other and with their surroundings.

People are always referred to as groups, indeed, the essential feature is that people are never depicted alone, and advertisers promote these locations as particularly suitable for couples, especially honeymooners and families. This type of nature brings about pure joy and happiness, which comes from being together and the activities they do. The role of nature is limited (Thelander, 2002).

In *Tamed Nature* human control is still quite evident, in fact, the environment is dominated by human artefacts. Water is a central feature in *Tamed Nature*, with references to lakes and beaches which along with parks and bush walks remind people of natural environments. There is a "an idealised view of nature" (Stamou and Paraskevopoulos, 2006:434) that dominates destinations representations, confirming how tourism marketing texts tends to naturalise human-made landscapes (ibid.). Moreover, nature becomes "part of a set: s *site* for seeing nature (walking trails and pathways) and/or the *sight* of nature (250.000 plants and rapidly maturing trees)" (Wood, 2002:9)

Once again, this type of nature is suitable for groups of people who desire to have fun together. Nature is always presented as a recreational resource, a playground



for tourists. Since natural features are standardized, which are mostly represented by a garden, nature becomes only a prerequisite for human recreation, therefore it does not require attention or consideration.

Moreover, advertisers tend to fill the scene with descriptions of resorts and hotels, providing an image of nature as an exploitable source of resources and wealth, a domain to be controlled and managed by men (Hansen, 2010).

*Untamed Nature* is a more authentic type of nature, it appears to be untouched. Descriptions of panoramic breathtaking views are central. The environment, and people's interactions with each other and the environment are described, while there are poor descriptions of personal experiences.

There are traces of humans but not so obvious as in the other categories, in fact human artefacts do not dominate the scene. There are more remainders of uncivilized nature. There are few people in untamed nature, those who are there are never alone. The promoter describes places that are suitable for small groups, typical of ecotourism holidays (Mühlhäusler and Peace, 2001). Nature is to be observed, it is a spectacle, thanks to which people experience calm and relaxation, while strolling and admiring the surroundings. Moreover, the texts provide a description of nature as intrinsically good, healthy, benevolent and pure (Hansen, 2002), a place to "go to renew oneself and escape the alienating effects of city life" (Wall, 1999:61).

*Accessible Wild Nature* is the most authentic type of nature *accessible* to tourists. The image of nature portrayed is that of a pristine and unspoilt 'Eden on Earth' devoid of the politics, controversies and problems of modern civilisation (Hansen,

2010). There is a sense of infinity, untouched nature to be observed. Stamou *et al.* (2009) use the term ‘wilderness’ to describe this type of nature, that untouched nature with no apparent human presence. Indeed, they further explain the idea by claiming that “the more an environment appears untouched from humans, the more it approaches *nature*. In other words, *real* nature is equated with wilderness” (Stamou *et al.*, 2009:208).

Tourists, referred to as adults and individuals, are involved with nature. Visual splendour-magnificent scenery, beautiful sunsets and stunning panoramas as a background to the animals, all of which suggest a still unspoiled, primeval wilderness. The depiction of mega fauna, lions, leopards, tigers, bears, sharks and other large predators, as well as elephants, whales and few other non-predators, are included.

This type of nature often coincides with that of protected areas, which are usually established with the aim of protecting and conserving natural areas and providing areas of access to nature for tourists and recreationists.

### **3.3.2.2 Functions of nature**

The hypothesis that prompted this research study is that the perception of nature is socially and culturally constructed. One way to understand the discourses of nature presented in travel promotion texts is to analyse the lexical choices adopted by the producers of the texts to advertise *natural* sites.

As explained above the obtained collocates and the surrounding co-text are classified in categories of function. Central to this study is a description of the

way producers of discourse recontextualize events in order to reflect and promote their own interest. Indeed, the categories of functions are used to understand how the producers of the analyzed texts seek to recontextualize the discourses employed to describe natural sites in order to use them as a marketing opportunity. Therefore, it is not ‘nature’ *per se* to have a function but the idea of nature that the advertiser and/or producers of the analyzed texts want to transmit.

The functions of nature identified in the *TPT Corpus* texts have been grouped into four categories adapting the classification of conceptual themes identified by Hansen and Machin (2008). Hansen and Machin were interested in understanding how the discourses of climate change were realized and promoted visually in the media. Their study was based on Multimodal Discourse Analysis.

The classification on which this study is based on draws on the descriptions of various studies. As a consequence, each function is explained and relevant references are highlighted. Yet, the taxonomy of some functions, such as *global economy* and *local economy*, do not follow any particular study in this specific field, but were personally ascribed according to the characteristics which I gradually found in the corpus.

I grouped the functions under the same heading if they reflect a similar wider meaning. Moreover, this classification is not univocal, in the sense that more than one function can correspond to the collocate. Thus, the same place may encompass different functions. The functions employed in this study are the following:

1. States of mental and physical well-being:
  - a. Spiritual
  - b. Nourishing/nurturing
2. Desire for knowledge and progress:
  - a. Cultural
  - b. Global Economy
  - c. Local Economy
  - d. Promotional
  - e. Educational
3. Social goals:
  - a. Preservative
  - b. Recreational
4. Aesthetic

As mentioned widely above, nature is a complex concept, and for this it is at the centre of various debates and controversies over the management, conservation and development of the environment. If it is true that nature encompasses a complex array of meanings, it is also true that “different interest groups express different interpretations of the concept of nature in arguing for their preferred environmental management policies” (Schroeder, 2005:201).

The aim of this research project is not to provide a sole definition of nature nor to provide a solution to the controversial debate on its use in the media, rather a way to understand how the mass media, in this case travel promotion texts, elaborate the idea of nature and what functions this idea serves within these texts.

There are some categories that concern the conceptualisation of natural resources from the point of view of visitors, whereas other are from the perspective of local people (Stamou and Paraskevopoulos, 2006).

The first category, ‘states of mental and physical well-being’, includes two functions, *spiritual* and *nourishing/nurturing*.

The *spiritual* function of nature suggests that tourism is a personal encounter with nature. It recalls a type of nature which is balanced and wise. It can provide us “with a type of spiritual therapy which will help to ground and rebalance our lives” (Wall, 1999:70). Tourists are assumed to be close to, or part of, nature; this belonging to the natural world derives from a spiritual connection and living in harmony with the environment. Tourists are in nature and they recognize their bond to it on both a physical and metaphysical level (ibid.).

Similar, yet with significant differences, is the *nourishing/nurturing* function. The act of travelling is seen as an escape from urban life. Nature is considered as a therapeutic resource (ibid.) more for the body than for the soul. Indeed, tourists experience nature to renew themselves and be able to face the alienating effects of city life again (Hansen, 2010). While the *spiritual* function of nature creates long-term effects, the *nourishing/nurturing* function has more short-term benefits.

The second broad category, ‘desire for knowledge and progress’, includes the *cultural, global economy, local economy, promotional* and *educational* functions. This category regards those aspects of tourism from which travellers, tourism companies and local communities can benefit. Therefore, the ideas of knowledge and progress refer to local and global realities.

As Stamou and Paraskevopoulos (2006) illustrate, holidays that advertise cultural aspects are concerned with references to both parts of built environment that have some historical-cultural interest for the visitor (i.e. historical sites, churches,

traditional houses), but also to non-environmental (biological) information on the place presented, such as history and mythology, geography and geology, temperament and customs of local people. In addition, information about the natural site is provided and participation and enjoyment of the environment is encouraged.

The *global economy* function of nature refers to the economic profits that the tourism companies, multinationals, governments gain from advertising the naturalness of a location, while benefits and profits on the local level are non-existent or hardly noticeable. Indeed, with the advent of eco-, green and sustainable travelling, tourists are influenced by the idea that the further one travels and the more remote the location, the more enjoyable and authentic is the experience (Dann, 1996). However, the analysis of this eco-rhetoric “reveals the harsh commercial reality that long-haul destinations, individually tailored tours and the accompaniment of experts, all translate into greater costs to the consumer and higher profits for the operator” (ibid.:243).

While the global economy function is concerned with the profits large companies, or better outside operators (Scheyvens, 1999), make out of nature-based tourism, the *local economy* function regards the economic benefits of local people and communities in the host areas (Butler, 1999). It is widely argued that sustainable tourism should be both socially and economically sustainable, that is it should be aimed at reviving traditions and “enhancing local livelihoods by providing an income for many previously unemployed people” (Scheyvens, 1999:246).

The expression *promotional* function may be misleading, because all these texts are, after all, promotional, however, the way I use this term in this specific context, that of functions, is to show how the concept of nature is simply used as a contour, that there is nothing of natural as it should be but constructed according to the society expectations. Natural destinations are portrayed as an untouched natural paradise or untamed wilderness (Mühlhäusler and Peace, 2001; Hansen, 2010), with small proportion of non-human inhabitants. The truth is that often nature is putting on an exhibition, it is arranged for tourists' benefits (Peace, 2001). For instance, as Peace (2001) illustrates in the case of an Australian eco-tourist location, eco-tours, just as eco-walks, often take place in artificial areas where the footpaths have been 'constructed' for humans in order to avoid challenging, *natural* situations. "The central issue is [...] that the eco-tourist industry marshals all of the capital-intensive resources of media production in order to construct *arbitrary and idealised accounts* of nature and wilderness *which are no more than that*" (Peace, 2001:190).

When claiming that nature has an *educational* function, I refer to all those initiatives which promote environmental ethic. The organization of environmental learning experiences for visitors is one of the components of responsible tourism. Indeed, education is the key to changing tourist behaviours, among the various initiatives promoted and carried out within the eco-areas there are education and public awareness projects. These educational and informational programs for the public and tourists are aimed at providing information about local culture and

environmental education, promoting eco-friendly activities and supporting conservation.

These last features lead us to the next functions, the *preservative* and *recreational* functions, which are included in the category of social goals. Social, here, is considered in its double meaning, as a form of gathering and as benefits for the society in which events take place.

All tourists, whether eco-tourists or pure vacationers, seek a relaxing holiday experience. The *recreational* function highlights how the natural aspect of a holiday hides the recreational function. Nature is used as a promotional device to provide a form of pure enjoyment. Even some so-called eco-tours use the appeal to the natural to advertise nature-based activities, which are usually part of a package for entertainment but have little or nothing to do with adventure, discovery or exploration (Mühlhäusler and Peace, 2001).

The *preservative* function recalls the relationship between humans and nature, which is that of 'guardianship' of nature (Stamou *et al.*, 2009), which recognises the need to promote both the quality of life of local people and the conservation of natural resources. Notwithstanding the need for the environmental planning and management of tourism, prioritisation has not always been given to environmental protection and conservation. Although nature conservation is a goal on the agenda of governments, local communities, NGOs and the private sector, it becomes secondary when countries are faced with economic and social problems (Holden, 2008). The establishment of protected areas is one way in which governments



attempt to respond to the urgency of nature conservation. The characteristics and purposes of protected areas will be illustrated in detail in the section below.

The last function, that is *aesthetic*, recalls what Urry (1995) defines as one of the four ways in which societies have intersected with their respective ‘physical environments’, that of “*visual consumption*” (ibid.:174), which consists in the constructing of the physical environment as a ‘landscape’ not for production yet as embellishment for aesthetic appropriation (ibid.). Moreover, “tourism is based upon, and promotes, the aesthetic qualities of a place, whereas environmentalism proposes the aesthetic value of nature as an additional reason for nature preservation” (Stamou and Paraskevopoulos, 2006:43).

### **3.3.2.3 Guidelines of sustainable tourism**

The last research question sets out to investigate whether the promotion of protected areas advertise the tourism image (the reserve as a place of economic activity and/or recreation) or the environmentalist image (the reserve as a place of environmental protection and/or learning), as depicted in the handbook *Sustainable Tourism in Protected Areas: Guidelines for Planning and Management*.

As for the analysis of the texts, I did not take into consideration all the collocates yet only those that were mostly associated to the *Preservative* function. The indicators were used to examine the level of sustainability of the locations advertised in the *TPT Corpus*. As mentioned previously, the concept of sustainability has been applied to tourism in different ways. It has often been

argued whether the attempt to become sustainable represents a genuine concern for the environment or a marketing ploy to attract more tourists (Holden, 2008).

The indicators employed in this study aim at recognising the value ascribed to nature in the texts. In order to choose the indicators that most commonly emphasise the idea of sustainability, I followed the principle of sustainability argued by Holden (2008:164), which “involves the balancing of the needs of the natural environment with the needs of the community, and the needs of the tourists”. Specifically, protected areas are established primarily to preserve some type of biophysical process or condition such as a wildlife population, habitat, natural landscape, or cultural heritage such as a community’s cultural tradition. Tourists visit these protected areas to understand and appreciate the values for which the area was established and to gain personal benefits.

The three main benefits of protected areas enlisted in the handbook are: (i) enhancing economic opportunity; (ii) protecting natural and cultural heritage, and (iii) enhancing quality of life.

In order to claim if the promoted areas in the *TPT Corpus* reach these potential benefits, I analysed the selected collocates along with the surrounding co-text to examine if the producers of the texts mention directly or indirectly any of the expanded goals illustrated in a table included in the handbook (Eagles *et al.*, 2002:24).

<b>ENHANCING ECONOMIC OPPORTUNITY</b>	Increases jobs for local residents
	Increases income
	Stimulates new tourism enterprises, and stimulates and diversifies the local economy
	Encourages local manufacture of goods
	Obtains new markets and foreign exchange
	Improves living standards
	Generates local tax revenues
	Enables employees to learn new skills
<b>PROTECTING NATURAL AND CULTURAL HERITAGE</b>	Increases funding for protected areas and local communities
	Protects ecological processes and watersheds
	Conserves biodiversity (including genes, species and ecosystems)
	Protects, conserves and values cultural and built heritage resources
	Creates economic value and protects resources which otherwise have no perceived value to residents, or represent a cost rather than a benefit
	Transmits conservation values, through education and interpretation
	Helps to communicate and interpret the values of natural and built heritage and of cultural inheritance to visitors and residents of visited areas, thus building a new generation of responsible consumers
	Supports research and development of good environmental practices and management systems to influence the operation of travel and tourism businesses, as well as visitor behaviour at destinations
<b>ENHANCING QUALITY OF LIFE</b>	Improves local facilities, transportation and communications
	Helps develop self-financing mechanisms for protected area operations
	Promotes aesthetic, spiritual, and other values related to well-being
	Supports environmental education for visitors and locals
	Establishes attractive environments for destinations, for residents as much as visitors, which may support other compatible new activities, from fishing to service or product-based industries
	Improves intercultural understanding
	Encourages the development of culture, crafts and the arts
	Increases the education level of local people
Encourages people to learn the languages and cultures of foreign tourists	
Encourages local people to value their local culture and environments	

**Table 3.6:** Potential benefits of tourism in protected areas

Therefore, the texts were analysed with the aim of looking for linguistic evidence that supports the goals listed above.

It is clear that all of these definitions are debatable. We have seen earlier that what one institution defines as 'eco', another one defines it 'sustainable' and so on. What I argue in this study is the motives and ethics behind these terms. Is the environment being taken care of? Is there a genuine effort to help the local economies? Are resources being left intact for future generations? Is the local culture being valued and not simply promoted and exploited? The purpose of this study is not to verify if all benefits are met within these protected areas but investigate the language used to depict the environment, focusing on what is said in a text and what is significantly absent.

The results will be discussed in the following chapter with evidence taken from the corpus.

## **Chapter Four**

### **Results and Discussion**

#### **4.1 Introductory remarks**

This chapter presents the results of the statistical analyses which were carried out in order to answer the research questions. The aim is to identify discourse from collocates through an analysis of the environment surrounding the two search terms “nature” and “natural” in order to verify their usage within the *TPT corpus*. The chapter is divided into sections which correspond to the different steps of both the quantitative and the qualitative analysis. The first section illustrates the results of the statistical analyses, while the subsequent sections focus on the results related to the three research questions.

#### **4.2 Analysis**

The analysis of the collocates around “nature” and “natural” aims to unmask the ideological discursive practices. The main idea is that a discourse not only reflects but also shapes social reality, therefore, “our social lives are constructed in and through language/discourse, whether in the moment-to-moment social interchanges of everyday talk or in the beliefs, understandings and principles that structure our lives” (Jaworski and Pritchard, 2005:5).

As already mentioned, this study adopted the corpus-based approach which, as explained by Tognini-Bonelli (2001:65), “avails itself of the corpus mainly to expound, test or exemplify [pre-existing] theories and descriptions”. In particular,

I chose collocational analysis because the study of collocates contributes to the semantic analysis of a word (Sinclair, 1991) and the identification and examination of frequent associations of words allow us to look into “the recurrent wordings which circulate in the social world,” and investigate “how linguistic categories become social categories” (Stubbs 1996:194).

In this sense, the corpus analysis may precede the linguistic and discursive analysis by providing a semantic mapping of the text which linguistic analysis can explore in more detail. For this reason, in this study, corpus linguistics was used with the aim of revealing the companion meanings linked to environmental information (i.e., representations of the natural world and the human-nature relationship).

Subsequently, the linguistic analysis focused on the linguistic forms (adjectives and nouns) realizing these meanings. However, because meaning and form are interrelated (e.g., how a meaning is expressed affects the meaning itself), the two analyses complement one another, offering their distinct insights into the same raw data. Consequently, in the discussion section, these two analyses were synthesized in order to provide for an exhaustive illustration of the results.

#### **4.2.1 Quantitative investigation**

To begin with quantitative observations, tables 4.1 and 4.2 show the collocates of “nature” and “natural” obtained using the *t*-score measure. As explained in the previous chapter, I relied on the statistical measure of *t*-score in order to confirm

the lexical realisations of the search words, although results were analysed along with surrounding co-text for a better understanding of the terms.

In the lists of selected collocates displayed below, some criteria have been applied<sup>5</sup>:

- only content words, specifically nouns and qualifying adjectives, were selected for the analysis, since they help define the construction and function of nature in the *TPT corpus*;
- a list of the first one hundred collocates was examined;
- collocates with a t-score of less than 2 (see Hunston, 2002) and with fewer than ten occurrences were disregarded.

<b>Collocates of “nature” in the <i>TPT corpus</i></b>					
<b>N</b>	<b>Word</b>	<b>With</b>	<b>Relation</b>	<b>Texts</b>	<b>Total</b>
1	<b>Reserve</b>	nature	8,341186	49	70
2	<b>Lovers</b>	nature	5,36789	27	29
3	<b>Reserves</b>	nature	3,858915	12	15
4	<b>Trails</b>	nature	3,704009	12	14
5	<b>Tours</b>	nature	3,604561	14	14
6	<b>Walks</b>	nature	3,443769	12	12
7	<b>Bird</b>	nature	3,411544	11	12
8	<b>Culture</b>	nature	3,402721	12	12
9	<b>Park</b>	nature	3,38772	10	13
10	<b>Tourism</b>	nature	3,306046	9	12
11	<b>Clients</b>	nature	3,092239	10	11

**Table 4.1:** Relational column based on t-score calculation provided by WordSmith Tools for “nature”

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<sup>5</sup> Full lists of collocates of both search terms are provided in *Appendices A, B, C and D*.

Collocates of “natural” in the <i>TPT corpus</i>					
N	Word	With	Relation	Texts	Total
1	<b>Beauty</b>	natural	8,451757	59	72
2	<b>Attractions</b>	natural	6,259825	35	40
3	<b>Wonders</b>	natural	5,901135	26	35
4	<b>Disasters</b>	natural	5,643943	27	32
5	<b>History</b>	natural	4,610919	18	22
6	<b>Environment</b>	natural	4,200509	18	18
7	<b>Habitat</b>	natural	3,984624	13	16
8	<b>Resources</b>	natural	3,592757	12	13
9	<b>Springs</b>	natural	3,570368	10	13
10	<b>Cultural</b>	natural	3,395856	11	12
11	<b>Areas</b>	natural	3,376436	11	12

**Table 4.2:** Relational column based on t-score calculation provided by WordSmith Tools for “natural”

Among the collocates of “natural”, *disasters* was not taken into account for the analysis, because, although this word may offer insightful information on the meaning of nature, the texts in which this collocate occurs provide insufficient information to carry out a thorough and systematic analysis. Therefore, this collocate was discounted from the study. However, the concordance lines containing the collocate have been included in *Appendix F* so that the reader may understand the reason for the choice.

As regards the total number of collocates obtained for each search term (“natural”:285; “nature”:214), we can see that, as illustrated in Tables 4.1 and 4.2, more collocates of the node word “natural” were found, presumably due to the fact that there are many more occurrences of “natural” in the corpus (606 occurrences of “natural” vs. 419 of “nature”).



As exemplified in the two tables above, there is a clear predominance of nouns compared to adjectives. Interestingly enough, the highest occurrence of adjectives was expected with “nature” since “natural” is an adjective itself. However, there is only one adjective which appears in these lists and this adjective, *cultural*, is a collocate of “natural”. This may be due to the fact that the text producers’ aim is to advertise what nature offers rather than describe it by means of adjectives.

At a first glance, we may notice that certain lexical items, e.g., *reserve*, *trail* and *habitat*, have been used to express concern for the physical environment which is a feature of ecotourism. The purpose is to attract those tourists who want to be ‘environmentally responsible’, therefore the emphasis is on features, locations and activities which can bring the tourist to experience natural and cultural resources. Indeed, 32.7% of the collocates of “nature” is represented by *reserve*, which is a symbol of the preservation and respect of nature, and if we include its plural form the percentage goes up to 39.7%. It is also worth noticing how the occurrence of *lovers* (13.6%) is used to refer to the individual among the crowd (e.g., ‘you, nature lover’) with the aim to appeal to strong personal feelings associated with the environment. In the case of “natural”, not surprisingly, the most frequent collocate is *beauty* (25.2%) since this noun is commonly associated to the natural characteristics of the environment, followed by *attractions* (14%), which recalls both the idea of recreation and natural beauty. However, the less frequent collocates of both search terms can provide interesting insights on the focus of the texts; terms such as *culture* (5.6%), *history* (7.7%) and *cultural* (4.2%) show how the dichotomy natural/artificial proves to be artificial itself

since “every part of the natural environment arguably bears some connection with human existence” (Dillon, 2010:5). Indeed, culture is not always in contrast with nature, which is an issue that will be further addressed with evidence taken from the corpus.

Other interesting collocates include *walks* (5.6%), *tours* (5.6%) and *park* (6.1%) which recall human activities within the natural environment. These collocates have been employed to attract those tourists who “are interested in the environment to the extent that it possesses the special characteristics to pursue a particular type of activity” (Holden, 2008:239). On the contrary, collocates such as *attractions* (14%), *wonders* (12.2%), *environment* (6.3%) and *resources* (4.6%) are presumably used to allure those tourists who are “interested in the environment for its own value rather than how it can be used” (ibid.). Once again, these assumptions will be supported by the illustration of examples containing the above-mentioned collocates.

Moreover, in order to understand how “nature” and the “natural” are socially described and constructed, it is also important to analyze the texts considering the relationship between society, environment and tourism. Indeed, the early 1990s were characterized by a heightening of media coverage of issues such as ‘global warming’, ‘acid rain’ and ‘ozone depletion’ (Holden, 2008) which led to a rise in environmental awareness and interest in green tourism.

In fact, since the 1990s ecotourism has been growing 20%-34% per year, and in 2004 statistics show that ecotourism/nature tourism was growing globally three times faster than the tourism industry as a whole (WTO, 2004a). United Nations

Environment Programme and Conservation International have indicated that most of tourism's expansion is occurring in and around the world's remaining natural areas (Christ, 2005).

In order to respond to such a demand, the tourism industry is planning on investing in nature tourism in order to make market gains. Moreover, research on consumer demand shows that 70% of vacationers choose their holidays with environmental concerns in mind (WTO, 2004b), leading the tourism entrepreneurs to take advantage of the concept of nature travel by linguistically exploiting the term in its advertisements.

The following sections will illustrate how the collocates of the two search terms "nature" and "natural" are analysed and categorized to identify the meaning and function of nature within the *TPT corpus*.

The aforementioned collocates are employed to answer the three research questions that guide this study, which are repeated below for the reader's convenience:

1. How are "nature" and "natural" linguistically defined and constructed?
2. What functions does nature serve?
3. To what extent are these travel promotion texts following the guidelines on sustainable tourism in protected areas provided by the World Tourism Organization?

### 4.3 Identifying the linguistic and social construction of nature (RQ1)

The first research question attempts to identify the definition of nature in the *TPT corpus* and understand its possible social and cultural construction. Relying on the methodology of Corpus Linguistics, the previous section has shown an enlargement of the concept of nature. This has been noticed through the quantitative investigation of the collocates of “nature” and “natural”.

It is important to point out that in this next phase the computer program was used mainly for searching and retrieving, but the analysis remains an intensive manual qualitative labour.

As explained in the methodology section, the results obtained through Wordsmith were placed into the four categories adopted: *artificial nature*, *untamed nature*, *tamed nature* and *accessible wild nature*. The results illustrated in Tables 4.3 and 4.4 and Graph 4.1 show the distribution of the collocates of both “nature” and “natural” in the four categories obtained by the analysis of the concordances of the collocates and the surrounding co-text. In order to understand the categorization, examples taken from the corpus will be given<sup>6</sup>.

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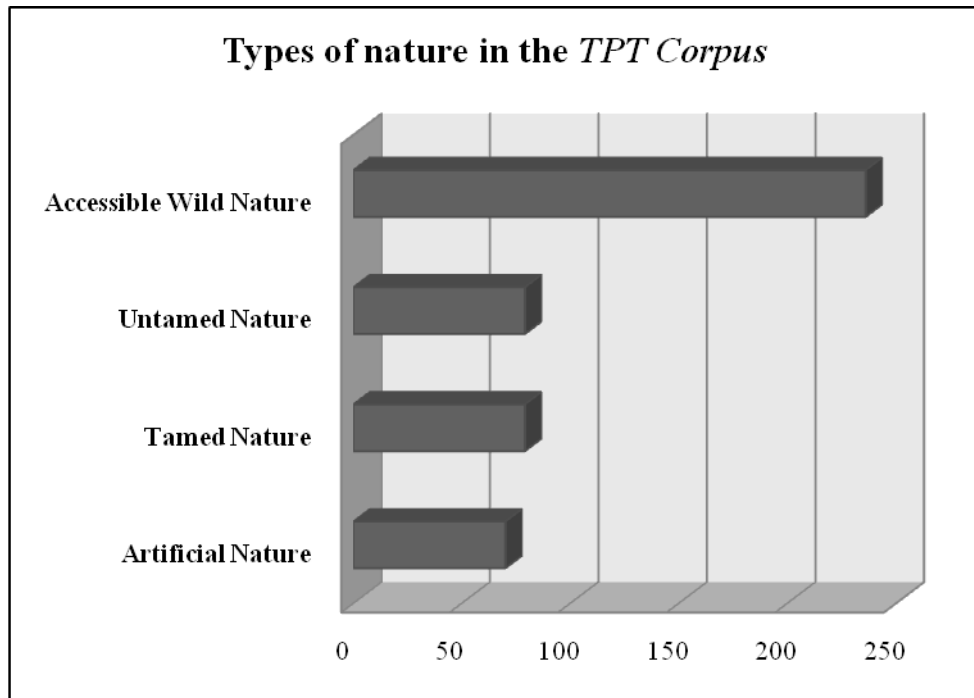
<sup>6</sup> See *Appendices E and F* for full concordance lines, while *Appendices G and H* contain the concordance lines with the corresponding category.

	<i>Artificial Nature</i>	<i>Tamed Nature</i>	<i>Untamed Nature</i>	<i>Accessible Wild Nature</i>
<b>Reserve</b>	4	11	12	42
<b>Lovers</b>	11	3	4	12
<b>Reserves</b>	---	2	5	7
<b>Trails</b>	3	4	2	5
<b>Tours</b>	2	6	1	5
<b>Walks</b>	5	3	3	1
<b>Bird</b>	---	---	4	8
<b>Culture</b>	5	---	2	5
<b>Park</b>	3	3	2	5
<b>Tourism</b>	3	---	2	7
<b>Clients</b>	---	2	2	7
<b>TOTAL</b>	36	34	39	105

**Table 4.3:** Distribution of the collocates of “nature” in the four categories

	<i>Artificial Nature</i>	<i>Tamed Nature</i>	<i>Untamed Nature</i>	<i>Accessible Wild Nature</i>
<b>Beauty</b>	9	8	15	40
<b>Attractions</b>	2	13	2	23
<b>Wonders</b>	2	5	4	24
<b>History</b>	7	1	1	13
<b>Environment</b>	2	4	1	10
<b>Habitat</b>	2	1	4	9
<b>Resources</b>	---	6	2	5
<b>Springs</b>	2	5	5	---
<b>Cultural</b>	5	2	3	2
<b>Areas</b>	3	---	3	5
<b>TOTAL</b>	34	45	40	131

**Table 4.4:** Distribution of the collocates of “natural” in the four categories



**Graph 4.1:** Distribution of the collocates of both “nature” and “natural” in the *TPT corpus*

As shown in Tables 4.3 and 4.4 separately and in Graph 4.1 as a whole, the category of nature that is mostly depicted in the analyzed texts is *Accessible wild nature*. This type of nature, which is the most authentic type of nature *accessible* to tourists, occurs in 51% of the texts collected in the *TPT Corpus*, 49% for “nature” and 52.4% for “natural”. The image of nature portrayed is that of a pristine and unspoilt ‘Eden on Earth’ without the controversies and problems of modern civilisation. Tourists are ‘in’ nature, they are involved with it. This type of nature often coincides with that of protected areas, which are usually established with the aim of protecting and conserving natural areas and providing areas of access to nature for tourists and recreationists.

As we can see in the graph above, globally speaking the other three categories occur more or less with the same percentage: *Tamed nature* and *Untamed nature* in 17% of the texts, while *Artificial nature* occurs in 15% of them.

The fact that there is a recurring reference to protected areas seems to reflect the emphasis on respect for nature which is “evident in the changing voyeuristic discourse used to describe nature throughout the years” (Wall, 1999:68). Indeed, as highlighted by Wall, there is less emphasis on the dangers of nature and the focus is on the respect for creatures and the untouched environment as we can see in the following concordance lines:

1. Mother nature's calling. The little-known Dana **Nature Reserve**, home to than 300 species of *animal*, is one of Jordan's *best kept secrets* [...] guiding our small group through Dana Nature Reserve, pointed out a *juniper tree* and demonstrated its use for tea, or in powder form for cooking...(TW91\_03.txt)
2. Shaumari **Nature Reserve** [...] was created as a breeding centre for *endangered wildlife*. Following breeding programmes with some of the world's leading wildlife parks and zoos, the reserve is now a thriving *protected environment* for some of the Middle East's *rarest species*. (TW91\_03.txt)
3. Coral Beach **Nature Reserve**: With nearly a mile of *reef* and more than 100 types of coral and *650 species of fish*, it is a true fish fest for snorkellers. A *wooden* bridge leads to the reef and there are several marked underwater trails. (TW12\_07.txt)
4. Tasmania's stunning **natural beauty** reaches its zenith on the *wild* and *rugged* west coast. Take the *pristine* Gordon River *Wilderness Area*. Not only is it World Heritage listed, it's the highest-ranked heritage site in the world, meeting seven of the required 10 criteria. (TW187\_05.txt)
5. Wonder is the key word when describing Northern Arizona. Here nature has created some of the country's most amazing **natural attractions** and *scenic landscapes* that so clearly define the Southwest. (TA76\_06.txt)

Indeed, there is a continuous recall to wildlife or animals as well as to protected and wilderness areas. The effectiveness of the text derives from “the idea of thinking in the reader’s terms” (Reilly, 1988:109). The choice of words such as

‘wild’, ‘pristine’, and ‘endangered’ recall in the mind of the reader the idea of authenticity, i.e. that “the real thing is being promoted” (Dann, 1996:175).

However, in order to fully understand the categorization of nature a detailed illustration and a broad discussion on the types of nature will follow in the sections below. To simplify the analysis, the next sections will focus on the data illustrated in Graph 4.1 and Table 4.5 below.

<b>COLLOCATE</b>	<b>with</b>	<i>Artificial Nature</i>	<i>Tamed Nature</i>	<i>Untamed Nature</i>	<i>Accessible Wild Nature</i>
<b>Reserve</b>	<i>nature</i>	4	11	12	42
<b>Lovers</b>	<i>nature</i>	11	3	4	12
<b>Reserves</b>	<i>nature</i>	---	2	5	7
<b>Trails</b>	<i>nature</i>	3	4	2	5
<b>Tours</b>	<i>nature</i>	2	6	1	5
<b>Walks</b>	<i>nature</i>	5	3	3	1
<b>Bird</b>	<i>nature</i>	---	---	4	8
<b>Culture</b>	<i>nature</i>	5	---	2	5
<b>Park</b>	<i>nature</i>	3	3	2	5
<b>Tourism</b>	<i>nature</i>	3	---	2	7
<b>Clients</b>	<i>nature</i>	---	2	2	7
<b>Beauty</b>	<i>nature</i>	9	8	15	40
<b>Attractions</b>	<i>natural</i>	2	13	2	23
<b>Wonders</b>	<i>natural</i>	2	5	4	24
<b>History</b>	<i>natural</i>	7	1	1	13
<b>Environment</b>	<i>natural</i>	2	4	1	10
<b>Habitat</b>	<i>natural</i>	2	1	4	9
<b>Resources</b>	<i>natural</i>	---	6	2	5
<b>Springs</b>	<i>natural</i>	2	5	5	---
<b>Cultural</b>	<i>natural</i>	5	2	3	2
<b>Areas</b>	<i>natural</i>	3	---	3	5
<b>TOTAL</b>	----	70	79	79	235

**Table 4.5:** Distribution of the collocates of “nature” and “natural” in the four categories

### 4.3.1 Accessible wild nature

As mentioned above, *Accessible wild nature* is the category of nature which occurred the most within the *TPT corpus* with 235 occurrences. As can be seen



from the individual occurrences, the collocate that occurred most within this category is *reserve* (42), which along with its plural form *reserves* (7), accounts for 11% <sup>7</sup>. The other collocates which occurred with a relatively high percentage are *beauty* (8.6%), *wonders* (5.2%) and *attractions* (5%), followed by the collocates *history* (2.8%) and *environment* (2.2%). While the remaining collocates had a number of occurrences which ranged from 5 to 9, the two collocates that occurred the least in this category are *cultural* and *walks*, with 2 and 1 occurrences respectively. Lastly, *springs* has not once been associated to this type of nature.

For a better understanding of *Accessible Wild Nature* I have chosen to analyse and discuss those collocates with a relatively high frequency since they seem to provide sound support to the definition of the category.

If we consider *reserve/reserves*, the reason for such a high number of occurrences is predictable since the term refers to the need and the willingness to protect and preserve the natural world in its authentic state. These areas represent unique and irreplaceable properties and, therefore, embody universal significance. Evidence of such definitions is provided below with extracts from the *TPT Corpus*.

6. The Great British penchant for a tipple had travelled as far as a *remote nature reserve* in Jordan. Relatively new to the concept of ecotourism, Dana was the Jordanian Royal Society for the *Conservation* of Nature's first *ecotourism* project.

[...] became a *protected* reserve in the early '90s, thanks to financial support from the World Bank and United Nations. (TW91\_03.txt)

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<sup>7</sup> The percentage refers to all of the collocates associated to the specific category analysed.

7. Shaumari **Nature Reserve**: Shaumari was created as a breeding centre for *endangered wildlife*. Following breeding programmes with some of the world's leading *wildlife* parks and zoos, the reserve is now a thriving *protected* environment for some of the Middle East's *rarest* species. (TW91\_03.txt)
8. In 1982 the Selous Game Reserve was designated a UNESCO World Heritage Site due to the diversity of its *wildlife* and *undisturbed nature*. Within the **reserve** is the Selous Project [...], a *conservation* effort with the goal of *sustaining* the area and its *wildlife* and providing its inhabitants with job opportunities. (TA9\_09.txt)
9. With 50 thousand hectares (123,000 acres) of *protected areas* and bathed by the Atlantic Ocean, the Tagus and the Sado rivers, Costa Azul has remarkable *natural resources*.  
[...] The Tagus River **Nature Reserve** is an important place for migratory birds and fish, especially flamingos. At the Sado River **Nature Reserve** a unique breed of dolphins (only found here) can be seen. (TA77\_05.txt)

In order to explain how the collocate *beauty* contributes to the understanding of *Accessible wild nature*, it is useful to remember that “many associate Romantic idylls and images of untarnished landscapes as symbols of freedom and clarity of mind, with beauty as an ideal” (Dillon, 2010:4). When referring to landscape beauty, the accepted idea is that beauty implies an area that has not been touched by humans. In fact, the concordance lines that have been classified as *Accessible wild nature* contain expressions such as “untouched coral reefs”, “undisturbed nature” and “pristine beaches” as we can see from the following examples taken from the *TPT Corpus*:

10. just showcasing the island and its **natural beauty**.

As we drove around Kangaroo Island it became apparent both locations epitomised the place as a haven for wildlife in an *environment untouched* for centuries.

The island is full of dirt tracks — only 20% of the roads are sealed — leading to *secret beaches* or platypus-dwelling water holes. (TW86\_03.txt)

11. few destinations match the **natural beauty** of the Azores. *Mountains soar* to the sky, deep lakes form in craters of dormant volcanoes, gentle hills roll to the ocean, and floral splashes of blue and pink are daubed on an evergreen canvas.

[...] Wildlife: *diverse flora and fauna flourish untamed* in the Azores. The highlight for many nature lovers is spotting the sperm whales and dolphins passing by. (TW218\_04.txt)

12. Tasmania's stunning **natural beauty** reaches its zenith on the *wild and rugged* west coast. Take the *pristine* Gordon River Wilderness Area. Not only is it World Heritage listed (TW187\_05.txt)

13. Australia's Outback is calling: Northern Territory offers *rugged natural beauty* and *Aboriginal* culture (TA45\_07.txt)

14. This *unspoiled* archipelago will spoil your fun-loving, relaxation-seeking clients into another world.

The Seychelles archipelago is a *paradise of unspoiled natural beauty*, at once both vibrant and tranquil. It comprises 115 islands scattered over an area of more than 155,000 square miles of Indian Ocean and features more *natural* and marine parks than anywhere else in the world. Complemented the islands' *myriad natural delights* (TA188\_07.txt)

As explained in the literature review, *Accessible wild nature* is the most authentic type of nature. Thus, there are very few suggestions or in some cases a total absence of human impact. Tourists, who are rarely mentioned, are intrinsically considered as people who will experience nature through its observation, appraisal and respect. Indeed, panoramic scenery is used to describe nature, as we can see in the concordance lines containing the collocates *attractions* and *wonders*:

15. Venezuela [...] is rich in **natural attractions** and according to one specialist it's "the sleeping giant of South America." [...] There's wildlife, indigenous culture and *incredible scenery*." Angel Falls - the world's highest - is the obvious tourist sight, (TW103\_08.txt)
16. **Natural** and Spiritual **Wonders** Await  
Wonder is the key word when describing Northern Arizona. Here nature has created some of the country's most *amazing natural attractions* and *scenic* landscapes that so clearly define the Southwest. The most famous is the Grand Canyon, unequaled in the *awe it inspires*. [...]  
Grand (Canyon) Appeal: The biggest attraction in Northern Arizona, and within the whole state, is the magnificent Grand Canyon National Park. One of the Seven **Natural Wonders** of the World, the Grand Canyon averages 4,000 feet deep for its entire 277 miles. [...] There are many ways to explore its vastness, whether clients choose to hike, take a mule trip, go white-water rafting, or even fly over it. (TA76\_06.txt)
17. Iceland offers visitors a truly surreal holiday experience. See it, taste it, smell it [...], off-roading is a great way to experience Iceland's awesome **natural wonders** — particularly when it's across lava fields. Iceland is where Tolkien drew inspiration for Lord of the Rings after *gazing on* its glaciers and lava fields, boiling mud pools, exploding geysers, waterfalls, mountain ranges and craters, not to mention the barren and treeless interior that cries out for the tread of a super-jeep tyre. (TW241\_04.txt)
18. Time travel through Nevada's storied past, trek across *stunning terrain brimming* with **natural wonders**, get a taste of the state's rich culture and so much more. It's all here - the only thing missing is you. (TA16\_08.txt)

Furthermore, the nature depicted in this category is distant, wild, exotic and untouched. Specifically, “the more an environment appears untouched from humans, the more it approaches nature. In other words, real nature is equated with wilderness. Thus, this worldview sharpens the nature-society dichotomy, placing nature outside the social realm”(Stamou *et al.*, 2009:208). This is exemplified in

the following extracts taken from the corpus, especially those containing the expressions *natural attractions* and *natural wonders*:

19. ...Alaska is one of the *wildest* destinations on the planet, [...] where you can still see polar bears in their **natural habitat**. [...] stressing its **natural attractions** "Alaska is home to *huge glaciers, green forests*, snow-capped mountains and *remote* townships," [...]. "Denali National Park has bears, caribou, moose, wolves and bald eagles, as well as *spectacular* views of Mount McKinley.(TW122\_08)
20. Waterfalls, and a lot more besides. The state of Guayana is home to a wealth of **natural attractions**, not least the rainforest around the Orinoco and Amazon, but also Angel Falls. The world's highest falls are accessed from Canaima, a fair-sized village *connected to the outside world by a landing strip*. (TW103\_08.txt)
21. New Zealand's key emotive hooks, such as scenery and **natural wonders**. But as well as using images of *fiords, geothermal areas, mountain ranges* and *glaciers* (TW268\_03.txt)
22. Sedona, home to its own red rock beauty and **natural wonders**, has become a *spiritual haven* for many visitors (TA76\_06.txt)

#### 4.3.2 Untamed nature

As illustrated in Graph 4.1, both *Tamed nature* and *Untamed nature* account for 17% in the *TPT Corpus*. We will look into the *Untamed nature* category before analysing and discussing the *Tamed nature* type, since the former has many characteristics in common with *Wild accessible nature*.

In *Untamed nature*, the human presence is not so obvious. Nature is more authentic, it appears to be untouched and it offers panoramic views. It is suitable for small groups of tourists who wish to admire the surroundings. People in *Untamed nature* experience tranquillity and relaxation through the spectacle of

nature. Examples of the collocates which mostly exemplify the feature described will follow along with an explanatory introduction.

Differently from visitors in *Tamed nature* areas who play more active roles through the activities provided as we will see below, the tourists of the locations described as *Untamed nature* have a passive experience in the sense that once at the site they observe the scene. As emphasized by Ceballos-Lascurain (1987:14), these tourists “are travelling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals”.

23. **natural beauty**, of activities and relaxation. [...]

On St. Vincent, for example, guests can explore the *impressive* and *mountainous landscape* in a number of ways. In the north, hikers can spend a few hours hiking through the lush terrain. For a moderate excursion, guests can take a two-hour, *steep hike* to Trinity Falls in the rain forest. This walk, which is neither too easy nor too hard, is rewarded by the beautiful waterfalls and swim holes that await. [...] Weather permitting, *the views from the top are breathtaking*. (TA231\_04.txt)

24. Japan promotes the scenic **beauty** and **natural** appeal of Shodoshima (TA102\_04.txt)

25. many *natural spectacles* remain, including hot mud pools, **natural springs** and geysers.

[...]

The Canterbury region is a land of *extremes*, with *towering* mountains, snowfields and glaciers, *pastoral landscapes* and waters rich with sea life.

Mount Cook National Park is the home of New Zealand's highest peak, the Aoraki Mount Cook (meaning 'cloud piercer' in Maori), and famously provided a training ground for Sir Edmund Hillary before his historic Everest bid. The best way to appreciate the region's *dramatic landscape* is from the air, with *scenic flights* proving popular for visitors wishing to view the snowfields and glaciers. (TW110\_08.txt)

The following *TPT Corpus* extracts still focus on the depiction of nature as a spectacle to be enjoyed, although it may be argued that this affinity with nature, which involves the experience of observing untouched landscapes, may offer visitors an affective experience, which results in providing the tourist with a sense of peace and quiet away from the chaos of city life.

26. Spending some time in Iceland's outdoors is a perfect way to *recharge the batteries while feasting the eye* on some of the world's **natural wonders**. Here are a few of the country's natural highs: Bird watching [...], Whale watching [...].(TW61\_04)

27. With grizzly bear, polar bear, walrus, wolves, eagles, all kind of whale, sea lions and porpoises among Canada's abundant *wildlife*, this is a country for **nature lovers**. *Away from the cities* many tours offer *great wildlife spotting opportunities* without even trying. *Look out for moose and mountain goat* in the Rocky Mountains and grizzlies along the rivers and coast in the west. [...]Walrus, thick-billed murres and polar bears are among *wildlife to be seen*.(TW76\_04)

28. *Away from the metropolis*, a different world awaits — a world with 100km of coastline, mountains and seductive, historically-rich villages hidden away in **natural landscapes**.

One of the most *exhilarating and relaxing ways* to view this *diverse landscape* is to take to the skies for a *bird's eye perspective*.(TW80\_03)

29. Limpopo is indeed a region of diverse landscapes with vast open spaces, mountains, hot springs, caves, waterfalls and dozens of **nature reserves**. [...] To the southwest, the resort town of Bela-Bela famed for its abundance of mineral-laden hot springs, is the *perfect place to unwind*. (TW97\_04.txt)

In addition, in this type of nature the tourism infrastructures provided to visitors are small scale and modest, which is an explicit reference to features of

ecotourism (Stamou *et al.*, 2009). Indeed, large groups of people are not mentioned and the luxurious aspect of accommodation is avoided.

30. With its *undeveloped beaches* and **natural beauty** harking back to a Caribbean long *lost* on most islands, this destination remains comfortably ensconced in its slower ways and *simple offerings*. (TA231\_04.txt)

31. **nature reserve**, with llamas, giraffes, ostriches and flamingoes wandering freely. [...]. It's not one to miss, but there's plenty more to discover in the country. [...] ideal for a [...] *small group* tour. (TW4\_08.txt)

32. including hot mud pools, **natural springs** and geysers.

[...]

Australian Pacific Touring offers a six-day, *small-group* Queenstown-Christchurch safari tour, taking in the region's spectacular fjords. (TW110\_08.txt)

### 4.3.3 Tamed nature

As explained in Chapter Two, in this category, which is the second most frequent type of nature along with *Untamed nature* (17%), nature is considered as a recreational resource, it provides the perfect setting for various activities and sports. Specifically, we can assume that nature is being used for marketing purposes.

The two collocates that occur the most in this category are *attractions* (16%) and *reserve* (14%). *Beauty* is another collocate which has been relatively frequently associated with *Tamed nature* (10.1%). Interestingly enough, there are four collocates that have not been classified at all as *Tamed nature*, that is *bird*, *culture*, *tourism* and *areas*.



As for this category, the analysis of the concordance lines will be used to support the definition of the category itself without taking into consideration the frequency of the collocates because of the low percentage of the occurrences.

As we can see from the following examples, the natural world is employed to advertise enjoyment and it does not require attention or consideration on behalf of the tourist. In particular, in concordance 36, the reference to *nature walks* is used as a peripheral activity with the aim of persuading tourists interested in the natural world to visit this place.

33. With surfing, scuba diving, golfing and riding among activities on offer, there is no time to get bored in Hawaii.

Hawaii is **mother nature's playground**, with *endless activities* on land and sea to suit all ages and levels of experience. [...] *Events* take place throughout the year...(TW96\_04)

34. **Natural attractions.** Mount Charleston is 35 miles from Las Vegas, with its highest elevation at 11,918ft. [...], Mount Charleston is perfect for *skiing, picnicking, hiking* and *horse riding*.(TW137\_06)

35. The elephants also provide *performances* and training demonstrations, and *visitors can feed them* by hand and take *elephant rides* along **nature trails**. (TA17\_08.txt)

36. full-bodied private-island experience — white sands, **nature walks**, wildlife encounters, *fun* in the waters, *spa treatments*, supervised programs for kids and, of course, plenty of *food, drink* and *pampering*.(TA8\_09.txt)

37. For an island of its size there's no shortage of things to do. Visitors can hire a *four-wheel drive* and explore the ever-changing **natural beauty**, *ride a mountain bike* across the island on picturesque winding paths or trek through hills and valleys on the five-mile Koloiki Ridge Trail. There's *clay shooting* near Moloka'i and *bow-and-arrow fun* at Lana'i Pine Archery. (TW247\_04.txt)

38. Germany and Japan will be targeted as key markets in a campaign to promote the state's **natural attractions** and its potential for *active holidays*. (TW210\_05.txt)

Moreover, in this type of nature, the natural world is idealised, everything seems perfectly arranged with features that remind tourists of nature such as trees, plants, and green in general.

39. There are also dedicated *green lanes* and many **nature trails** as well as *cycle routes*. (TW208\_05.txt)
40. Perry highlighted the state's **natural attractions**, such as its 600-mile coastline and Big Bend National Park. Galveston, on the Gulf of Mexico, is a departure point for the Caribbean; South Padre Island is popular for its *beaches*. (TW134\_07.txt)
41. Montenegro, which lies south of Croatia, has a *mountainous interior* and *tranquil coastline*. Combined with Europe's most *southerly fjord*, it's perfect for customers looking for **natural beauty**. [...] the *food* seems to draw from the best of Italy and Greece, and it's only a two-and-a-half-hour flight away. Before the break-up of Yugoslavia and the Balkan War, its famous landmarks such as Sveti Stefan - a small island with a walled village on it - had attracted stars such as Sophia Loren and Richard Burton. (TW143\_07.txt)

This type of nature is not just for anyone, but for tourists with certain characteristics. *Tamed nature* is for families, couples or groups of friends. Being together is another essential characteristic of this nature type (Thelander, 2002). Moreover, the descriptions of natural features emphasize how nature is neither threatening nor unpredictable. The extracts provided below highlight the importance of recreational activities for groups of people in a *perfect* natural setting, where everything, nature included, is arranged and ordered (Peace, 2001):

42. ...the many *activities* on offer. These include archery, fencing, **nature walks**, salsa classes, high-rope adventures and horse riding. All are for *children* and adults so *families* can try *activities* together. For adults only there is the Aqua Sana, offering massages, body wraps and more, and a spa with hot and cold rooms, saunas and foot baths. (TW35\_06)
43. Chilling out or partying hard *Thailand has islands to suit all clients' tastes*.  
 Few destinations offer the variety that Thailand does, and the superlatives don't stop at **natural attractions**. The destination has some of the region's *top hotels* and *resorts* as well as an abundance of excellent-value three-star options. [...]  
 What's on offer: Pattaya, Thailand's biggest, brashiest *resort* has plenty on offer including *paintballing, go-karting, golf and shopping* — ideal for *couples* [...]  
 What's on offer: Ko Samui's *immaculate* beaches at Chaweng and Lamai offer *white sand, busy nightlife* and excellent food — which you can also learn to cook yourself. Luxury pampering is available at hideaway resorts nearby.  
 [...]  
 Best for: *couples, families of all ages*, beach creatures (Ko Samui), *younger couples* (Ko Pha Nga) and divers of all levels (Ko Tao).  
 Sample product: Gold Medal has seven nights at *family favourite* the Imperial Boathouse, [...]  
 What's on offer: spas, spas and golf. [...]  
 Best for: stopover clients, spa lovers, golfers and *young families*.  
 [...]  
 What's on offer: Phuket has a wide choice of good beaches and busy nightlife; luxury seclusion or cheerful beach hotels; gourmet dining or street stall curries — *there's something for everyone*. [...]  
 Best for: families of all ages, beach creatures, active couples and divers. [...]  
 What's on offer: *stunning beaches* and hidden coves flanked by limestone cliffs — this is Thailand at its most picturesque. The cliffs are popular with climbers and sea canoeists can paddle through stalactite-strewn caves. *Luxurious hideaway* resorts and day trips to uninhabited islands offer perfect seclusion and relaxation opportunities. [...]

Best for: *honeymooners*, active *couples*, beach creatures, young *families*.  
(TW67\_05.txt)

Tamed nature often recalls the notion of “constructed nature” (Wood, 2002:1). Natural elements are depicted along with evidence of human presence. Nature appears in the background, while hotels, spas and other human artefacts are highlighted, as shown in the following extracts:

44. New *resorts*, dolphin encounters, and airport expansion. Belize has always had immense appeal for *divers* and **nature lovers**. As the tourism product continues to develop, the country's appeal is widening. "Resorts in Belize are offering expanded *amenities* and *spas*." (TA50\_07.txt)

45. Guests at Sandals and Beaches are well placed to appreciate this **natural beauty** with its *properties* located in some of the most scenic spots along the coast and close to the island's inland attractions.

Guests staying at *Sandals Negril Beach Resort* and *Spa* can step from the hotel straight on to the longest beach in Jamaica measuring no less than seven miles long. (TW245\_04.txt)

Seattle showcases **natural attractions**.

Visits to Mount St Helens offered as new *hotels* open

YOU may know it as the home of *Starbucks* and a fictional radio shrink, but Seattle has much more to offer than Frasier Crane and skinny lattes.

That was the message from the Seattle Convention and Visitors Bureau on a recent sales mission to the UK. Director of tourism development Brad Jones said new Seattle and Pacific Northwest product would be confirmed at Pow Wow in New York this spring. "UK tourists are unlikely to make the journey to just visit Seattle, so we're promoting the *surrounding area* too. It's our **natural attractions** that make us so appealing. There aren't many cities with three national parks and a volcano on their doorstep." (TW213\_05.txt)

#### 4.3.4 Artificial nature

Finally, in the least frequent category (*artificial nature*, 15%) the natural environment is presented as a product of mankind, and the role of nature is limited. “In a Foucauldian sense nature needs to be seen to be, not just ‘there’ it must also be ‘sensitively enhanced’ in a ‘seamless mix’ of features (nature) and attractions (man-made) to imbue it with beneficial qualities that enable it to have merit” (Wood, 2002:8). Therefore, it must be considered as something productive, whether through the description of a bush walking trail or parkland or aesthetically profitable as a feature or attraction (ibid.).

Indeed, it is a contour of human activities since people’s happiness does not come from nature but from the act of being involved in activities with others. This type of nature is particularly suitable for families and couples. The following examples selected from the *TPT Corpus* highlight the elements which suggest how the natural world is anything but natural.

46. [...]Pretoria is a city of government buildings and embassies. The huge student population gives it a lively edge. [...]

*City highlights*

National Botanical Gardens: a mass of subtropical and temperate plants with *paved nature trails* and a *tea garden*.(TW36\_06)

47. Visit the Domaine Les Pailles, a 1,200-hectare **nature park** with lots of *facilities* including a Chinese *restaurant*, an Indian *restaurant*, *pizzeria* and a *casino*.[...]

Suitcase essential: *swim suit* and *sun cream*.(TW27\_06)

48. *Award-winning hotels* and a *focus on quality* make St. Lucia a top choice

When the Ladera scooped the best hotel in the Caribbean prize in Condé Nast Traveller's annual awards, it confirmed the fact that *the island can compete with anywhere in the luxury stakes*. [...]

It's a *luxurious complex of apartments, townhouses and villas set on the sheltered, crescent-shaped beach at Cotton Bay, with cool breezes and safe, shallow water.* [...]

A beautiful secluded hideaway climbing the hillside, with its own pretty beach. All 49 rooms are individually designed by the architect owners using local woods and fabrics, with art by St. Lucian artists. There are no telephones or TVs and some rooms are open-sided. The new Jade Mountain Club is a resort within the resort, with bedroom, living area and extravagant infinity pool flowing into one another to create what appears to be a floating platform with the fourth wall missing — and The Pitons and Caribbean Sea as a backdrop. There are two restaurants, the hillside Piton Restaurant and Trou au Diable on the beach, two bars, and a dive centre on-site. Snorkelling is great and windsurfing, sunfish sailing and kayaking are on offer. Guests can go mountain biking on trails through the nearby rainforest, there's a spa with treatments including Ayurveda and shiatsu, and a boat service to a second beach at Anse Mamin.

Who would it suit? Romantics and **nature lovers** — it's ideal for honeymooners or wedding couples. The diving's great right off the shore, so divers and snorkellers would love it too. It's extremely laid-back vibe suits those looking for understated luxury. (TW47\_06.txt)

49. St Lucia to play on its **natural beauty**.

[...]

The initiative will cover 74 *properties* divided into five categories: *guest houses, self-catering apartments, limited service hotels, full service hotels and villas*. The draft plan includes a website, brochure, CD-ROM, fliers targeted at niche market segments, point-of-sale material for agents, advertising and *fam trips*. (TW253\_08.txt)

50. A marketing campaign will highlight Hawaii as a 'dream destination' with emphasis on its diversity, including **natural beauty**; unique culture and history; and the welcoming spirit of 'aloha'. *Island hopping, diving, adventure, shopping, and the spa and golf product* will all be highlighted. Besides the *bridal, honeymoon and 'special anniversary' market*, the campaign will target empty-nesters interested in culture and history,

independent couples looking for *soft adventure* and *the family market wanting an educational break as well as the beach*. (TW242\_04.txt)

51. small or medium-sized quality accommodations housed in historical buildings or areas of **natural beauty**; architecture, decoration, cuisine and wines that are consistent with the region or historical nature of the building: and finally all properties must meet a standard of hospitality and highly personalized service. (TA43\_07.txt)

52. Visit the Domaine Les Pailles, a 1,200-hectare **nature park** with lots of facilities including a Chinese restaurant, an Indian restaurant, pizzeria and a casino. (TW27\_06.txt)

53. Domaine les Pailles This family-friendly **nature park** at the foot of the Moka Mountains is a ten minute drive from Port Louis. Activities range from mini-golf and a swimming pool to exploration by horse and carriage, train or 4x4 up the mountain before lunch at Le Dolce Vita restaurant.

[...] La Vanille Reserve des Mascareignes Known locally as the 'crocodile park', this unusual zoo-cum-**nature park** in the southeast breeds Nile crocodiles and giant tortoises. A half is easily spent on donkey rides, a jungle adventure playground, a zoo with tortoise prairie, a huge insectarium and lunch at The Hungry Crocodile. (TW17\_07.txt)

54. True *eco-luxury* can be found in a variety of specialist operators and small travel companies.

[..] Each guest of Banyan Tree contributes \$2 a night and the hotel matches the contribution, which goes towards funding environmental and social projects in the area.

Inkaterra, an eco and adventure travel company in Peru, has five *luxury* hotels set in areas of outstanding **natural beauty**, such as Lake Titicaca and the Sacred Valley of the Incas. Each property is part of a conservation and education programme with training initiatives. (TW109\_08)

This last example is particularly interesting since the writer uses the term *eco-luxury* with the double goal of attracting, and maybe persuading, both tourists who are interested in eco-tourism and those purely interested in a 'luxury' vacation, avoiding all those discomforts that a true natural setting would include. Moreover,

the sense of guilt of any environmental pollution caused by tourist impact is paid off with a \$2 dollar contribution to a conservation program that seems only interested in building more luxury accommodation.

#### **4.3.5 Discussion**

The four categories of nature described above were employed to answer the first question: ‘How are “nature” and “natural” linguistically defined and constructed?’ As shown by the results, the most depicted category is *Wild accessible nature*, which recalls the “search for a romantic ‘communion’ involving a “direct, spontaneous and first-hand encounter with untamed nature” (Norton, 1996:366). Nature in these texts is discursively portrayed as a natural paradise. The images recall what Wilson (1991) describes as the ‘Walt Disney’ view of nature, the image of landscapes, nature and cultures which have remained essentially unchanged since prehistory. The appeal of this relatively new type of travel undoubtedly stems “from the onset of sustainable development and the media hype generated from its coverage” (Fennell, 2008:xvii). Indeed, it is the power of the media that has transformed ecotourism into “one of the fastest growing trends in the worldwide tourism industry” (Dann, 1996:238). Destinations are presented and marketed as natural by highlighting their “variety of flora and fauna” or “their colourful barrier reef” (*TPT Corpus*). However, in most texts we have seen that the experience sought was essentially a visual one, simply seeing the animals in their ‘natural’ landscapes or observing the “spectacular views” or the “stunning terrain brimming with” (*TPT Corpus*). The producers of the texts are promoting



the sight of a particular type of nature which may be attractive to the tourists: a wild, primordial nature. This claim is supported by a high frequency of occurrences of adjectives, such as ‘wild’, ‘untouched’, ‘pristine’, ‘unspoilt’, ‘untamed’ and so on.

Moreover, the construction of nature relies on the depiction of the destination as a distinct physical place and unique symbolic space. This representation involves the repeated cataloguing of selected physical resources of the location and its portrayal as pristine, untamed, ancient and untouched (Mühlhäusler and Peace, 2001).

It is not a novelty that, since modern industry has transformed the environment, there is a yearning for the past and those aspects of natural scenery which were once part of one’s home environment. Therefore, the promoter stresses on the equating of the destinations with natural wilderness, which is done through the deployment of carefully selected linguistic images. The emphasis throughout the corpus is on this space as a welcoming, comforting, and captivating environment in which it is possible to feel secure and at ease (“locals welcome you to their island”, “the welcoming atmosphere” (*TPT Corpus*)).

However, this sense of nostalgia, as Dann (1996) calls it, does not exclude the idea that nature can also be recruited to ensure an outstanding vacation. Indeed, there are frequent references to how “nature works all the year round to give you a great holiday” (*TPT Corpus*), and also how these destinations can offer the opportunity to experience an adventure with wild and beautiful nature. Moreover, promoters encourage the visitors to experience the wilderness by bus, four-wheel

drive or on foot, as well as viewing it from the air, “the idea that Nature is putting on a constant exhibition for this population-in-motion is a recurrent theme” (Peace, 2001:178).

Although there are many exhortations throughout the *TPT Corpus* to explore and discover nature, wilderness, paradise and so on (“an encounter with nature”, “come and explore this pristine paradise”, “spiritual haven” (*TPT Corpus*)), there is a low probability that tourists will discover anything new since it is presented as a worked-over terrain. This is not in contradiction with the basic idea of *Wild accessible nature*, since it simply emphasises the idea that nature offers the opportunity to enjoy oneself away from the uncertainties of city life. Phrases like “the best area”, “what to see”, “what’s on offer”, “very rare”, and “the more impressive” also impose “a definitive cartography of meaning that might well discourage visitors from working out such matters for themselves” (Peace, 2001:179). What is important is that the tourists have the possibility to encounter nature in its authentic, pristine, sublime form, just as they would like to.

This is also made discursively possible because of the promotion of resorts in these areas. The rich natural resources lie just beyond the built space of the hotel and are not in opposition with the ideas of conservation and protection of the environment. These lodgings are simple and modest, yet easily accessible and particularly comfortable.

The activities offered are presented as complementary and harmonious with nature, such as eco-tours and eco-walks.

Therefore, after answering the first research question we may claim that nature is defined as ‘unspoilt landscape’ accessible to tourists and recreationists who want to enjoy nature and the activities that it may offer, without destroying the natural environment. This claim leads to the assumption that the image of nature presented coincides with the expectations of those tourists who are concerned with environmental issues, concerns widely discussed in the media.

The following sections illustrate the results of the other research questions providing further evidence to the hypothesis that prompted this research study, that is that the perception of nature is socially and culturally constructed.

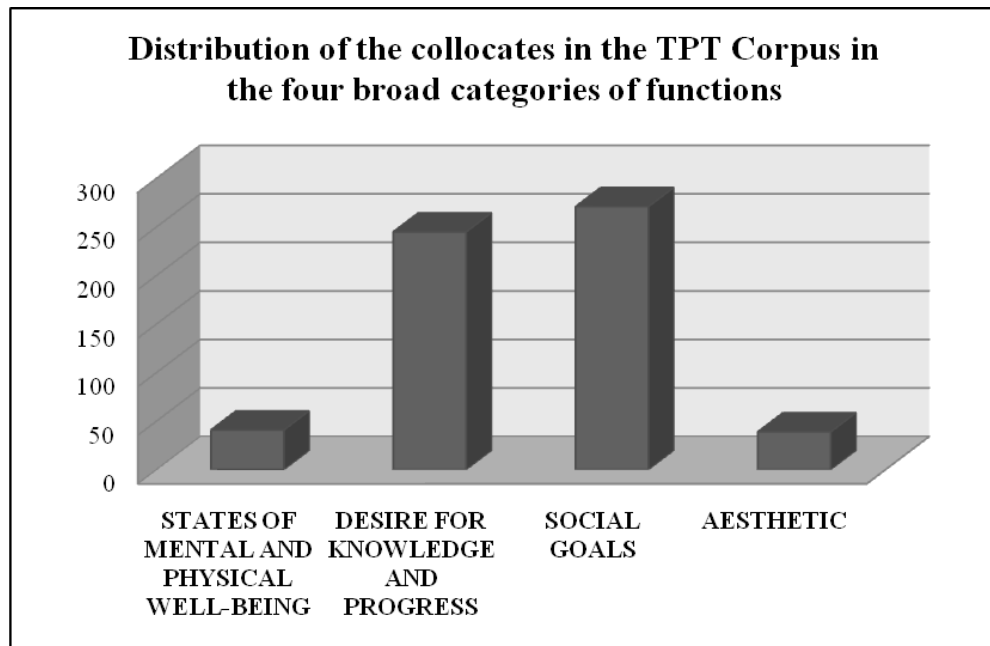
#### **4.4 Functions of nature (RQ2)**

As pointed out above, quantitative data may only be regarded as indicative of trends and phenomena that need to be explored in more detail. The discussion that follows on the second research question - *What functions does nature serve?* - focuses on the analysis of the collocates collected through concordancing tools and the attempt to associate them to specific functions in order to fully understand the idea of nature transmitted in the *TPT Corpus*. I argue in the overall discussion that “the choice of words in a text reflects social choices, and it is in this way that the selection at the textual level is seen as reflecting the contextual level dealing with social and cultural aspects” (Koteyko, 2006:147).

As explained in Chapter Three, the functions of nature identified in the *TPT Corpus* have been grouped into four broad categories: (i) *States of mental and physical well-being*; (ii) *Desire for knowledge and progress*; (iii) *Social goals*;

and (iv) *Aesthetic*. This classification is not univocal, in the sense that more than one function can correspond to the collocate. Thus, the same place may encompass different functions<sup>8</sup>.

Graph 4.2 below shows the distribution of all the collocates found in the *TPT Corpus* in the four broad categories of functions.



**Graph 4.2:** Distribution of the categories of functions in the *TPT Corpus*

As we can see from the graph above, the two categories of functions with most occurrences are *Social goals* and *Desire for knowledge and progress*. Specifically, the former accounts for 45.5%, while the latter 41.1%. Interestingly enough, we can claim that the idea of nature portrayed throughout the *TPT Corpus* is that of “an exploitable source of resources and wealth” (Hansen, 2010:116) for humans. If we consider the low percentage totalled by the *Aesthetic* category (4.4%), then

<sup>8</sup> See *Appendices E and F* for full concordance lines, while *Appendices I and J* contain the concordance lines with the corresponding category.

we may certainly say that nature is not depicted as something to be observed, absorbed and revered.

Moving on to the subcategories illustrated in Tables 4.6 and 4.7 below, we can notice some interesting trends within the broader categories.

<b>Broad categories</b>	<b>Functions</b>	<i>RESERVE</i>	<i>LOVERS</i>	<i>RESERVES</i>	<i>TRAILS</i>	<i>TOURS</i>	<i>WALKS</i>	<i>BIRD</i>	<i>CULTURE</i>	<i>PARK</i>	<i>TOURISM</i>	<i>CLIENTS</i>
<i>STATES OF MENTAL AND PHYSICAL WELL-BEING</i>	<b>Spiritual</b>	0	0	0	0	0	0	0	0	0	0	0
	<b>Nourishing/Nurturing</b>	7	3	2	0	0	0	0	1	4	0	1
<i>DESIRE FOR KNOWLEDGE AND PROGRESS</i>	<b>Cultural</b>	11	1	0	0	1	1	3	1	0	0	2
	<b>Global Economy</b>	8	8	1	0	1	0	0	3	2	3	1
	<b>Local Economy</b>	17	0	0	0	0	0	0	0	0	0	0
	<b>Promotional</b>	6	6	1	3	4	4	0	3	4	3	3
	<b>Educational</b>	9	1	1	2	2	0	3	2	4	6	4
<i>SOCIAL GOALS</i>	<b>Preservative</b>	20	4	7	1	1	0	4	2	3	0	1
	<b>Recreational</b>	15	16	7	11	9	7	4	5	3	5	7
<i>AESTHETIC</i>	<b>Aesthetic</b>	5	3	0	2	0	0	0	1	0	0	2

**Table 4.6:** Distribution of the collocates of “nature” in the functions

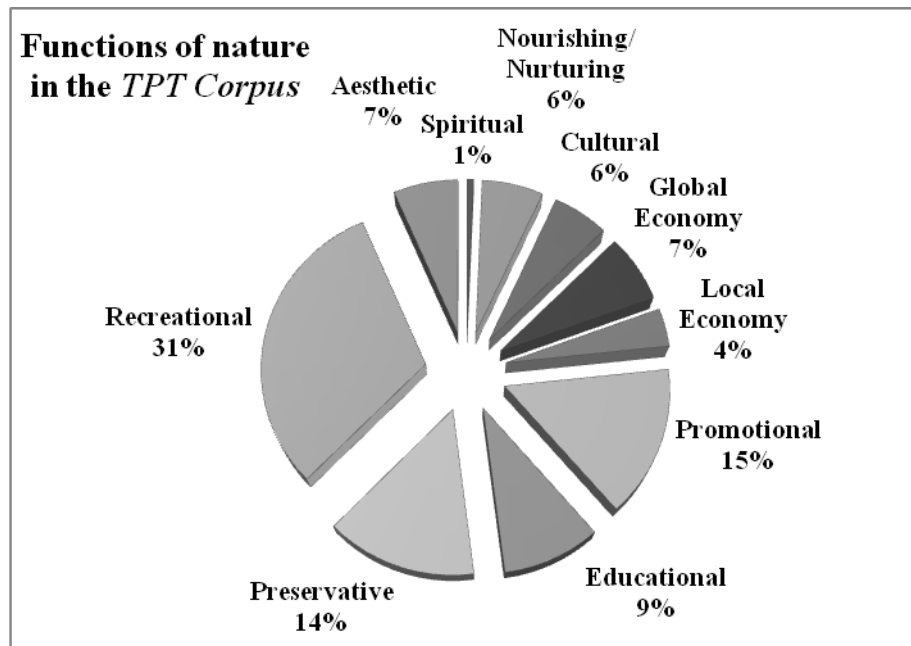
Broad categories	Functions	BEAUTY	ATTRACTIONS	WONDERS	HISTORY	ENVIRONMENT	HABITAT	RESOURCES	SPRINGS	CULTURAL	AREAS
STATES OF MENTAL AND PHYSICAL WELL-BEING	Spiritual	4	0	0	0	0	0	0	0	0	0
	Nourishing/Nurturing	9	2	4	0	0	0	0	2	2	0
DESIRE FOR KNOWLEDGE AND PROGRESS	Cultural	1	0	1	4	1	0	2	2	3	0
	Global Economy	1	1	2	0	2	0	0	3	2	3
	Local Economy	2	1	0	0	1	0	0	0	0	2
	Promotional	13	7	5	8	4	0	6	3	4	4
	Educational	4	4	0	5	4	4	0	0	0	1
SOCIAL GOALS	Preservative	19	3	3	1	3	1	5	0	1	7
	Recreational	30	23	16	6	3	9	2	2	4	1
AESTHETIC	Aesthetic	12	4	5	0	2	2	0	0	0	1

**Table 4.7:** Distribution of the collocates of “natural” in the functions

Starting off with the first category illustrated in the tables, *States of mental and physical well-being*, which accounts for 6.9%, we can see that this percentage is due to the high number of occurrences of the *nourishing/nurturing* function rather than of the *spiritual* function, which has been associated to a location only 4 times

and only when referring to the collocate *beauty*. Another remarkable trend may be highlighted within the category *desire for knowledge and progress*, in which the *local economy* function has been associated 17 out of 23 times to the collocate *reserve* but not once to any other collocate of “nature”, not even to the plural form *reserves*.

However, in order to understand these trends and provide further explanations on the functions identified in the corpus, it is necessary to analyse the obtained collocates with their surrounding co-text. Graph 4.3 shows the distribution of the functions in the *TPT Corpus*.



**Graph 4.3:** Distribution of functions in the *TPT Corpus*

As illustrated in the pie chart, the function that recurs most in the analyzed texts is the *recreational* function (31%), followed by *promotional* (15%) and *preservative* (14%). On the one hand, the image of nature illustrated in these texts reinforces the social values and world views of nature protection and conservation (*Wild accessible nature*), on the other hand, nature is being used for marketing purposes.

Indeed, the *recreational function* emphasizes the idea of nature as a nice place to be, a playground for tourists.

The following sections will analyse each function with evidence taken from the *TPT Corpus*.

#### **4.4.1 The Recreational function**

The recreational function is the function that is most associated with the locations promoted in the *TPT Corpus*. It highlights how the natural aspect of a holiday hides the recreational function. Nature is used as a promotional device to provide a form of pure enjoyment. Indeed, certain natural features, such as “secluded beaches” or “tranquil coastlines”, are often put on display to attract tourists for a relaxing holiday. Looking carefully into the co-text, it is possible to understand that these vacations are only promoting the activity and not the landscape *per se* nor its protection or conservation.

However, this function is not necessarily negative because tourists who are interested in the environment also seek forms of entertainment provided by the natural world without neglecting the respect for it. After all, as highlighted by Ryan *et al.* (1999), tourists who are interested in the conservation and protection of nature are also vacationers who want to have fun while visiting new places.

The following examples taken from the corpus illustrate those texts that have been written with the aim of attracting tourists with a low level of environmental commitment (Holden, 2008). As we can see in the examples below, nature is mentioned, even though the emphasis is mostly on the activities that are



promoted. As for example 55, although the text advertises **nature trails** which guide the visitors among the island's beauty spots, there is a lack of references to the features of nature and to the difficulties of these natural trails, difficulties which may stem from the naturalness of the trails themselves. Moreover, the tourists' attention is moved away from the nature trail towards the possibility of hiring a car in winter, underlining how this location may be perfect all year round, with or without nature trails. In example 56 the only reference to the natural habitat promoted is "graceful leatherback turtles" which the tourist may enjoy by the possibility of *almost* touching them and not by observing them in their *natural habitat*. In the last example provided, nature and culture play a marginal role, while the main focus is on golf.

55. The island is criss-crossed by trails, all detailed in a Cyprus **Nature Trails** map from the CTO, outlining 48 *walks* taking in the island's beauty spots. The beauty of Cyprus is its compact size — in winter, many operators offer *free car hire*, so there's no excuse for not getting out and about.(**TW45\_05.txt**)

56. see what Barbados has to offer under the water. Just off the west coast it is possible to *snorkel* for half an hour or more with graceful leatherback turtles in their **natural habitat**. They come so close *you can almost touch them* — although they are free to come and go as they please. *Boats operate from the beaches and trips* cost around £6.50 per person (**TW270\_03.txt**)

57. This region provides guests with not only spectacular golf courses, but with the opportunities for **cultural**, historical and **natural** tourism. You can play golf, enjoy the azure calming waters of Mediterranean and also visit historical sites from the Roman and Byzantine Empires. In Turkey most golf courses are in the vicinity of tourist resorts, around the coastal regions with accommodations, restaurants, entertainment, bustling night life and shopping. You can also golf in Istanbul, which is one of the most beautiful, charming and challenging cities in the world. (**TW 1836\_08.txt**)

The following extracts are examples of how locations are promoted for eco-aware tourists, that is tourists who are interested in nature and foreign cultures and/or in conservation programmes. Activities which may be included in this description are whale watching and safari drives, both “are interpreted as encounters with nature in its authentic form” (Mühlhäusler and Peace, 2001:375). Guides talk about nature and the environment unproblematically, since they exist independently from the realm of human creativity. The exploitative impact of human beings is hardly ever mentioned. These activities, as well as eco-walks, have become highly commercial attractions to satisfy tourists’ desire for an encounter with nature.

58. This adventure of unsurpassed beauty includes the NamibRand **Nature Reserve** 4X4 safari drives and a boat trip on the Kunene River. Journey through *breathhtaking, desolate red and yellow landscapes* and *explore the shells of aged shipwrecks*. Encounter resilient and well-adapted flora and fauna, visit a settlement of the *nomadic Himba people* and relax on an early morning boat trip, which meanders through scenic desert landscape (TA32\_07.txt)

59. the Free State's natural open spaces have created an extensive system of parks and reserves. In addition to the nearly 30,000-acre Golden Gate Highlands National Park, there are more than 80 provincial, municipal, and privately owned nature parks, **nature reserves**, *game reserves*, and *game farms*. Within these parks activities include *game viewing, birdwatching, hiking, horseback riding and 4X4 off-road driving*. Qwaqwa National Park borders Golden Gate. The Basotho Cultural Village within the park offers insight into the world of the South Sotho (Basotho) people. There's a museum, sandstone amphitheater, restaurant and shop, plus demonstrations including hut decoration, traditional dancing and basketry.(TA66\_06.txt)

60. **natural parks.** Park areas offer *scenic hiking and mountain climbing trails*. *Hiking, walking and biking tours* are available from several tour (TA233\_03.txt)
61. The Garden Route links a series of charming Western Cape towns interspersed with **natural wonders**. Everything from *whale watching* in Hermanus to savoring succulent oysters in Knysna to adventure activities such as *scuba diving, rapelling, and fishing* are available along the route (TA65\_06.txt)

#### 4.4.2 The Promotional function

The *promotional* function occurs in 15% of the collocates. The expression ‘promotional’ may be misleading, because all these texts are, after all, promotional. However, the term is employed in this context to illustrate how the concept of nature is simply used as a contour to human artefacts or activities, more specifically, nothing is as natural as it should be, but rather everything is depicted according to the society expectations. Therefore, the image recalls that of a constructed nature rather than the idea of wilderness or natural. Nature is being used to imply that the location advertised is the best place to be because, along with its so-called natural features, it offers a wide array of facilities. Nature’s perception is conceptual, the image depicted in these texts shows people how the natural world is to be seen. This encourages the reader of the advertisement, the prospective tourist, to ‘buy’ the product (Wood, 2002), transforming the environment into a consumerist transaction. The harmonious nature, with its beachfronts and constructed parks, represents the sense of peacefulness that is in direct opposition to the bustling urban life. The extracts below exemplify the idea of *promotional* function. In Concordance 62, we notice how the trails on St. Lucia

may suit all fitness levels, although this claim implies that the trails are humanly constructed.

62. Mountain biking is another popular way to get close to **nature**. **Trails** on St Lucia, *designed to suit all fitness levels* (TW85\_03.txt)

63. Many of Italy's *spa resorts*, which are scattered throughout the Tuscan *countryside* and neighboring islands with *beachfront locations*. In addition to various *spa treatments* that incorporate the **natural resources** of the area (TA211\_05.txt)

64. all the while protecting the Dominican Republic's **natural resources**.

And to prove it's not just talk, the Dominican Republic unveiled a token of good faith, a major milestone of the *monumental project*—the recovery of a *historic beach*. A *weekend-long event*, entitled "Inauguraciòn Long Beach" showcased improvements at Long Beach, located on the Malecon, *an ocean-side road featuring numerous cafes and small restaurants*. (TA193\_07.txt)

#### 4.4.3 The Preservative function

The Preservative function recalls the relationship between humans and nature which recognizes the need to promote both the quality of life of the local people and the conservation of natural resources. Stamou *et al.* (2009) define this relationship as 'guardianship' of nature which should encompass environmental education, stewardship and protection of nature, involving also a relationship of dominance of humans over the environment, but in 'a positive direction', in the sense that humans should bear responsibility for nature.

The examples below are evidence of human effort to preserve the location. Moreover, the activities advertised are aimed at offering recreational opportunities for tourists without damaging the environment.

65. Portugal's diverse geography offers countless options for **nature-lovers**. The terrain ranges from rugged mountains and verdant forests to grass-covered plains and pristine, sandy beaches. Portugal's *commitment to maintaining ecological balance* has led the country to *preserve* its natural beauty by *designating a number of national and natural parks*. (TA233\_03.txt)
66. La Laguna Mountains and the fossil fields of the Cape region are prime hiking areas. Experienced bikers in good physical condition may want to try Baja's highest peak in the Sierra La Laguna. This mountain range south of La Paz is a haven for **nature lovers**. The area was declared a *Biosphere Reserve* in 1994 due to the large diversity of animal and plant life. [...] *Individual and group hiking tours* led by professional naturalists can be arranged locally. Less experienced hikers are advised to hire the services of a local guide.(TA227\_04.txt)

#### **4.4.4 The Educational function**

When claiming that nature has an educational function, I refer to all those initiatives which promote environmental ethic. The organization of environmental learning experiences for visitors is one of the features of responsible tourism. Environmental learning constitutes an integral part of the ecotourism activities offered to visitors of protected areas. The environmental education offered to visitors is one of the elements that fundamentally distinguishes ecotourism from other nature-based tourism activities, which employ the natural environment simply as a recreational setting. Specifically, the education provided within an ecotourism context, either formal or informal, is not seen as a practice of simply transmitting factual information about the environment (Stamou *et al.*, 2009).

The extracts below exemplify some of the educational initiatives promoted throughout the *TPT Corpus*:

67. The Hong Kong Wetland Park is a 10,000 sq metre *conservation, education and tourism facility* featuring boardwalks and bird hides. Located at Deep Bay in the New Territories, near Mai Po **Nature Reserve (TW52\_05.txt)**
68. Coral Beach **Nature Reserve**: With nearly a mile of reef and more than 100 types of coral and 650 species of fish, it is a true fish fest for snorkellers. A *wooden bridge* leads to the reef and there are several marked underwater trails. Web: Parks.org.il. *Underwater Observatory Marine Park*: The highlight of the marine park is the Underwater Observatory where, from six metres under water, you can observe marine life in its natural habitat. On terra firma, there's a shark pool, a circular reef tank, a turtle and stingray pool and a young turtle pool. (TW12\_07.txt)
69. perusing the **natural history library**, beachcombing or relaxing on the lodge deck. In the evening, the main lodge serves as a dining room and lounge, with stunning views of Pedersen Glacier. *Guest education* is also a component of the *lodge experience*. Visitors have the opportunity to take part in *local natural and cultural history programs with one of AWA's onsite naturalists*. (TA7\_09.txt)

#### 4.4.5 The Aesthetic function

The Aesthetic function occurred in 7% of the *TPT Corpus*. This function consists in the constructing of the physical environment as a 'landscape' not for production but rather as embellishment for aesthetic appropriation. The phrases that were mainly associated with aesthetics are all positive and they include both affective states such as love, awe, joy and happiness, and cognitive ones such as anticipation, satisfaction, confidence and concentration.

70. Often confused with the Dominican Republic, tiny Dominica is a place for getting **close to nature**[...].

Instead of glamorous resorts and pristine sandy beaches, Dominica boasts a *landscape of rainforest, soaring mountains, volcanoes, boiling lakes and rivers ...*.(TW65\_05)

71. If you go to the Boiling Lake, you cross *spectacular* volcanic landscape.[...] Belize offers [...] a completely *untouched natural environment*. It [...] has the most *pristine* section of the Barrier Reef.(TW85\_03)
72. Enhanced resorts and dramatic natural beauty make a winning combination  
Of all the islands of Hawaii, Kauai is the number one choice for nature lovers. The islands landscape ranges from rugged sea cliffs and dramatic canyons to lush tropical foliage and more than 40 sandy beaches. (TA37\_07)
73. some of the country's most amazing **natural attractions** and scenic landscapes that so clearly define the Southwest. The most famous is the Grand Canyon, unequalled in the *awe it inspires*. The region is also home to the charming town of Flagstaff, and to the beautiful red rocks and spiritual allure of Sedona. (TA76\_06.txt)

#### 4.4.6 The Global economy function

As highlighted by De Alwis (1998, as cited in Holden, 2008), “demand for ecotourism is market driven” (Holden, 2008:243) since there is an increasing interest in this type of tourism. Dangers of ecotourism include the possibility of making financial profits with no respect of the natural environment nor of the local communities in the host areas. Thus, the *Global Economy* function is associated with those texts in the *TPT Corpus* which explicitly or implicitly refer to the economic profits that the tourism companies gain from advertising the naturalness of a location as exemplified by the following extracts:

74. Under its new Luxury Hotels and Resorts division, the company will also open a five-star spa resort in the Wolgan Valley **nature reserve** in New South Wales, three hours' drive from Sydney, next year. In spite of its current \$490 million investment an *Emirates spokesperson* said it is not seeking to

grab market share, and has no plans to become a major hotel chain. "We will remain selective in what we choose to open and continue to focus on *niche markets*," he said.

75. **Natural Resources** [...] and Tourism. "We are confident that (with) our media campaign, together with a simultaneous Tanzania Travel Agent Specialist Program offered by Travel Agent University, we will be able to reach this goal by 2008." [...]

Although the west coast of Africa is most strongly identified with the slave trade, the practice was also carried out from ports along Tanzania's coast, including Zanzibar. "These tours are popular with African Americans, but a significant number of non-African Americans from the U.S. are joining these programs," says Mwenguo. "These cultural programs are usually combined with a safari experience." [...]

Last month, Tauck World Discovery ([www.tauck.com](http://www.tauck.com)) was presented with the Tanzania Tourist Board's 2007 Tour Operator Product Development Award. "We expanded to Africa in 2000 and began offering our first Tanzania programs in 2001," says Robin Tauck, president, Tauck World Discovery. (TA179\_07.txt)

#### **4.4.7 The Nourishing/nurturing function**

The *Nourishing/nurturing* function refers to tourists who experience nature to renew themselves in order to face the alienating effects of city life. This is in line with the Romantic conception of nature, which may offer a sense of tranquillity through the simple activities provided by the natural world. As we can see from the examples below, visitors are invited to "recharge their batteries" in peaceful landscapes:

76. The Algarve hills with their unique beauty invite us to take *long walks*. And at the same time, we are transported into the past, where old customs and traditions are preserved. The Algarve has a great diversity of flora and fauna that can be observed at locations such as the Ria Formosa Natural Park or Marshlands of the Castro Marim and Vila Real de Santo Antonio **Nature**



**Reserve.** *Come and recharge your batteries* in the peaceful countryside of the Algarve. (TA56\_06.txt)

77. several national parks and **nature reserves**, it's the perfect location for an *escape from the rat race*. You can also go whale watching, ballooning, horse riding on the beach, skydiving or to circus school. . (TW1\_08.txt)

#### 4.4.8 The Cultural function

The Cultural function regards those locations concerned with both parts of built environment that have some historical-cultural interest for the visitor, but also to non-environmental (biological) information on the place presented as well as information about the natural site is provided. Often, the contrast between 'cultural' and 'natural' recalls the idea of nature as unpeopled wilderness, with a potential for conflict between natural and cultural priorities. However, this function should promote moral and ethical responsibilities and behaviour towards the natural and cultural environment, with an emphasis on cultural revival.

78. Cozumel's wide appeal can also be attributed to the way it embraces the new while preserving its past. [...] Cozumel is home to the *ancient Maya*, well preserved at San Gervasio and other *archaeological sites*, as well as pristine **nature reserves** where numerous species of flora and fauna thrive, and protected coral reefs teeming with an abundant variety of sea life. Cozumel is a *place of traditions* (many dating back to ancient civilizations) that the island's inhabitants proudly *bring to life* for all visitors to see during the festivals and religious celebrations that dot the Cozumel calendar. (TA98\_04.txt)

#### 79. Natural History

Visitors can also visit the *Bald Eagle Foundation's natural history museum*, essentially a large diorama filled with mounted moose, bear, salmon and of course bald eagles, among other creatures. A tour with founder Dave Olerud or other volunteers reveals the rich natural environment in which Haines is located. Just up the road is the *Haines Visitor Center*, which provides a wealth of local

*information* and is a good spot if clients need a "get-acquainted" point.  
(TA81\_05.txt)

#### **4.4.9 The Local economy function**

The development of tourism in natural destination areas take into consideration both socio-economic and environmental impacts. However, potential travellers are not always informed about the effects that tourism may have on local communities. The *Local Economy* function regards the economic benefits of local people and communities in the host areas. In the following examples there are clear references to economic efforts for local sustainment.

80. More than half the island is a national park or **nature reserve**, and it forms part of Macaronesia, one of the four richest *biological areas* of the natural world.

[...] *Local government and authorities* are doing much more to protect the environment and wildlife, recognising that away from the large resorts of the south, it is a big part of the *island's* attraction and *economic resource*  
(TW9\_07.txt)

81. In 1982 the Selous Game Reserve was designated a UNESCO World Heritage Site due to the diversity of its wildlife and undisturbed **nature**. Within the **reserve** is the Selous Project ([www.selousproject.com](http://www.selousproject.com)), a *conservation effort* with the goal of *sustaining the area* and its wildlife and providing its inhabitants with *job opportunities*. Anton Turner of the Selous Project says that the objective for travelers is to understand the original meaning of safari-to commune with nature (TA9\_09.txt).

#### **4.4.10 The Spiritual function**

The Spiritual function is the function that occurred the least in the *TPT Corpus* (1%). It recalls a type of nature, “which is ancient, balanced and wise, [and] is

presented as providing us with a type of spiritual therapy which will help to ground and rebalance our lives” (Wall, 1999:70). The experience of wilderness leads to the pleasure and serenity that this place evokes. Tourists feel part of nature, this form of spiritual discourse is “connected to the ecological language of holism, balance and interconnectedness” (ibid.).

Such a sense of spirituality is exemplified in the extracts below:

82. It's not only the **natural beauty** of Kruger National Park with its *wide-open spaces and exotic wildlife*, but also the beautiful beaches, the incredible food and wine, and a rich cultural heritage, [...] and the warmth of the South African people, who make *visitors feel at home* (TA32\_07.txt)

83. The Seychelles archipelago is a *paradise of unspoiled natural beauty*, at once both vibrant and tranquil. It comprises 115 islands scattered over an area of more than 155,000 square miles of Indian Ocean and features more natural and marine parks than anywhere else in the world. Complemented the islands' myriad natural delights are its warm, cheerful Creole people, who speak English (as well as French and Creole) and are delighted to welcome visitors to their land, *making them feel part of their world*. (TA188\_07.txt)

#### 4.4.11 Discussion

The analysis of the collocates and their associations to specific functions reveals a tendency to advertise natural destinations as recreational sites. Tourists are being attracted by the diverse activities that specific locations may offer (snorkelling, diving, hiking) without bearing in mind the negative implications such activities could have for the environment. The relatively high frequency of the promotional function is in line with this last remark since, as illustrated above, this function exploits the idea of nature for reasons which are not linked to the conservation and protection of nature.

Ecotourism literature (e.g., Ryan *et al.*, 1999; Kerley, Geach and Vial., 2003) has shown that people participating in ecotourism activities fail to incorporate environmentalist apart from tourism pursuits in their travel experiences. The way places, promoted as 'ecotourism' destinations, are actually represented probably plays some role, because the limited research that has been carried out in the field (Dann, 1996; Dorsey *et al.*, 2004) has suggested that the environmentalist aspects of ecotourism are either poorly presented or not presented at all.

Notwithstanding the great number of definitions provided (Fennell, 2008), ecotourism mainly attempts to bring together conservation with development, and recreation with education (Ceballos-Lascurain, 1987). Precisely, ecotourism tries to reconcile the rivalry between environmentalism and economy.

In the *TPT Corpus*, it seems that the economic aspect of ecotourism often overrides the environmentalist aspect with the occurrences of functions such as *Global Economy, Promotional* and *Recreational*.

However, there is also a clear attempt to depict the environmentalist representations. The increasing demand of contemporary societies for nature experiences and the growing recognition of the environmental degradation caused by mass tourism, have led to the development and allure of sustainable tourism. This type of tourism recalls the need to provide economic benefits for rural communities from their environmental capital, to conserve the natural environment, organize both recreational activities and environmental learning experiences for visitors. These aspects, although with fewer occurrences, are depicted in the *TPT Corpus*.

Although it may seem these findings are in contradiction with the results obtained by answering the first research question, this is not completely true. As explained earlier in the chapter, the category of nature that is mostly depicted in the corpus is *Wild accessible nature*, a pristine type of nature which offers opportunities to both tourists and recreationists. Whether the environmental feature is more salient in the corpus than the economic one is an aspect that will be further analysed while discussing the results of the third and last research question, which investigates whether the promotion of protected areas reflects the *tourism image* (the reserve as a place of economic activity and/or recreation) or the *environmentalist image* (the reserve as a place of protection and learning) (Stamou and Paraskevopoulos, 2003).

#### **4.5 The TPT Corpus and sustainable tourism (RQ3)**

The increasing surge of social concern on the quality of the natural environment and the effects of tourism has led to a growth of interest in sustainable tourism. Indeed, activities closely associated with experiencing natural environments have become very popular. As a result, there is a request for those types of tourism which include “learning-while-travelling (e.g., guided tours), in specific learning travel programmes (e.g., group educational tours), and generally in learning activities, such as wildlife viewing, attending festivals, cultural appreciation and nature study” (Eagles *et al.*, 2002:27). The purpose of establishing protected areas is to meet both nature conservation demands as well as recreational requests. However, it is essential to implement tourism impact management in order to

ensure that nature conservation in these parks or reserves is not compromised with its recreational/tourism functions.

The last research question - *To what extent are these travel promotion texts following the guidelines on sustainable tourism in protected areas provided by the World Tourism Organization?* – is an attempt to investigate whether encouraging and protecting the natural environment and conserving biodiversity and protecting local culture and history is the main focus of these areas.

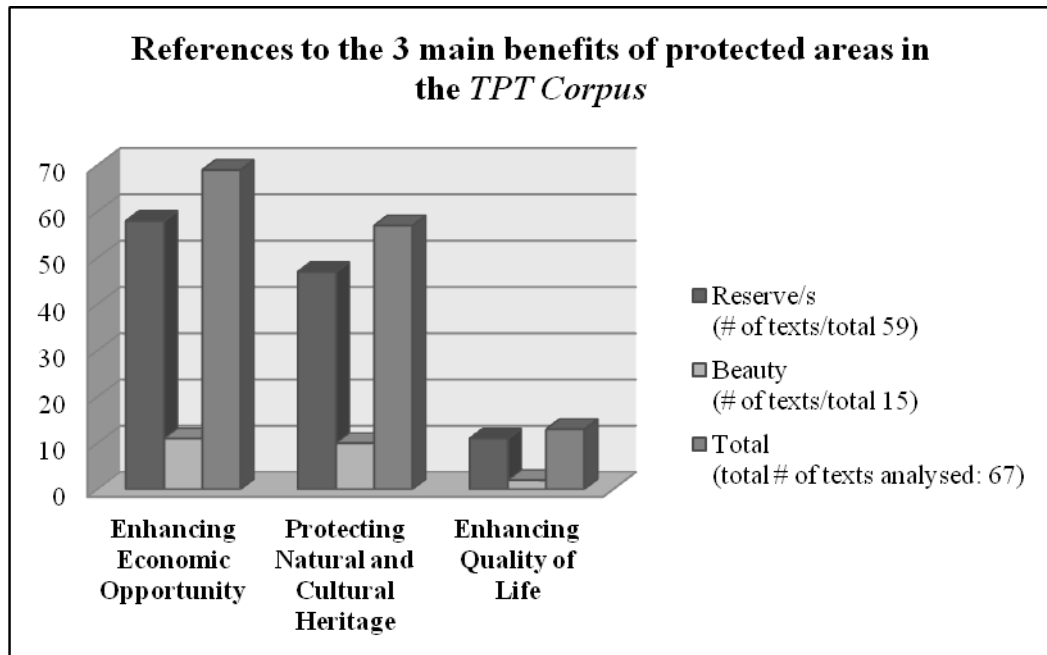
The findings illustrated below are the result of the investigation on the textual material collected in the corpus. The linguistic analysis was not supported by other forms of evidence on the planning and management of specific protected areas. The present study is concerned with the media portrayal of travel to protected natural areas (i.e. national parks, natural reserves). The discussion provides an overview of the references to the development and implementation of effective strategies for conservation and well-being of local communities based on the linguistic evidence provided by the *TPT Corpus*.

As explained in the methodology chapter, the collocates that are the most associated to the *Preservative* functions were analyzed along with the surrounding co-text to verify if the producers of the texts mention either directly or indirectly any of the expanded goals illustrated in the handbook *Sustainable Tourism in Protected Areas: Guidelines for Planning and Management*. The three main benefits that should be reached, according to the authors of the handbook, are: (i) enhancing economic opportunity; (ii) protecting natural and cultural heritage, and (iii) enhancing quality of life.

There is a general awareness that the negative effects can result from tourist visitation, although many of them can be competently managed and alleviated. However, considering the negative aspects of tourism in protected areas and suggesting possible solutions to its management is beyond the scope of this research.

The collocates selected for the analysis of this research question were *reserve*, its plural form *reserves*, and *beauty*. In fact, *reserve/reserves* were associated to the *Preservative* function 27 times, while *beauty* 19 times. As far as the collocates *reserve* and *reserves* are concerned, all of the 59 texts which contain these two terms were examined since the reference to protected areas was explicit. As for the collocate *beauty*, I analysed those texts which contained both the selected collocate and specific reference to a form of protected area, therefore only 15 texts were analysed. However, since there is an overlapping of texts, in the sense that these collocates appear sometimes in the same articles, the total of texts analysed is 67. Moreover, since more than one benefit can be associated to the same text, the total number of occurrences of the benefits does not correspond to the number of texts analysed.

As a first step of my analysis, I kept the two collocates separate as illustrated in Graph 4.4.



**Graph 4.4:** Distribution of references to the three benefits in the *TPT Corpus*

As we can see from the graph above, the two benefits that are mostly referred to the *TPT Corpus* are *Enhancing Economic Opportunity* (97.2%) and *Protecting Natural and Cultural Heritage* (80.3%), while the features of the third benefit, *Enhancing Quality of Life*, were mentioned in only 18.3% of the analysed texts. Before moving on to the expanded goals, it is already possible to draw some preliminary conclusions on these findings claiming that the *TPT Corpus* seems to illustrate a possible reconciliation between an environmental conservation and economic development perspective (Scheyvens, 1999). Indeed, while visitors are engaged in carrying out their desired activities, they are aware of and maintain the values of the natural environment. As the graph shows, there is a lack of references to how tourism development can enhance the quality of life in the host community.

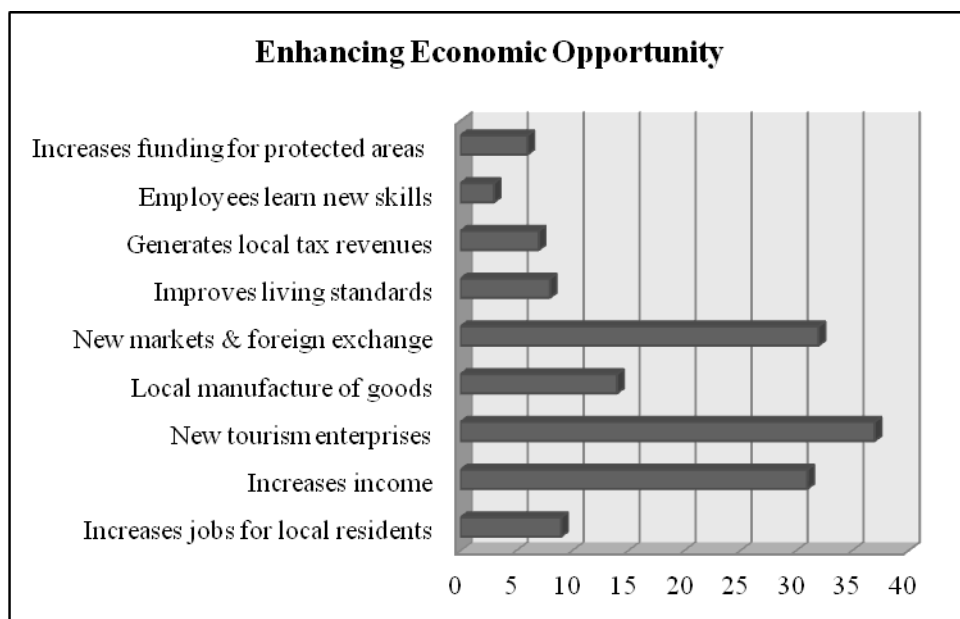


The following sections will look into the detailed goals of each benefit in order to provide a thorough answer to the research question. I will not consider the three collocates distinctively but explain the texts globally, focusing on the main features of each benefit regardless of the collocate associated to it.

#### 4.5.1 Enhancing Economic Opportunity

The first goal that needs to be reached by protected areas is the increase of local economic income by providing job opportunities to residents of the local area or region. It is often regarded as a source of foreign exchange, particularly since protected areas tend to attract international tourists.

Graph 4.5 shows the references to the expanded goals of the first benefit in the *TPT Corpus*.



**Graph 4.5:** References to the expanded goals of Benefit #1

Tourists play an important role in the establishment and management of protected areas promoted in the *TPT Corpus*, in particular foreign tourists. As illustrated in

the graph above, the goals that have been mentioned the most throughout the corpus are: ‘stimulates new tourism enterprises, and stimulates and diversifies the local economy’ (37), ‘obtains new markets and foreign exchange’ (32) and ‘increases income’ (31). The other goals have been referred to less frequently. Quite surprisingly, explicit references to the increase in jobs for local residents were found in only 9 texts, even though the creation of tourism-related jobs for local residents is a commonly cited ecotourism objective. This objective stems not only from the principle of equity, but also from the principle that tourism jobs reflect a concrete benefit of conservation. Indeed, this benefit should increase support for conservation among local residents. This finding is also supported by results illustrated by other scholars, such as Place (1991), who noted that relatively few jobs are created for local residents. This is due in part to the “lack of the capital and training necessary for entry into the tourism industry” (Lindberg, Enriquez and Sproule, 1996:548).

In this section I focus my attention on the three most cited benefits, referring to the others only when they interrelate with these three.

The creation of new infrastructures and services is a main area of concern of the tourism industry, contributing to the entertainment and well-being of tourists, as shown in the examples below:

84. If your clients do want that forest eco-shack, there are some *real gems*. Caribbean Islands Club offers Adventure Eco Villas on Tobago. Set in the *middle of the rainforest*, the *apartments are on an organic farm* and **nature reserve**. When tea is served, Ean, the owner, rings a bell so that birds and iguanas will gather around the villas.(TW32\_06.txt).

85. More than half of Tenerife is a national park or nature reserve. [...]

### Teno Rural Park

Situated in the northwest of Tenerife, many visitors don't make it up to Teno Rural Park because of the mountainous terrain that makes access very limited. However, it is well worth a visit as its mountain views are breathtakingly beautiful. [...]

Just outside Vilaflor, Spain's highest village at 1,600 metres, is the secluded Villalba, a privately owned 22-room Canarian-style hotel.

The emphasis is on *comfort and relaxation* -- it's less luxurious than the new five-star hotels in the south but more *relaxing* than the Parador del Teide.

Rooms are *comfortable* with check bedspreads and pine floors and furnishings and most have balconies *overlooking the forest and the sea*. *The pine scent is pervasive and relaxing*, but it's the spa that has established *this hotel as the ideal place to get away from it all*.(TW9\_07.txt)

The texts highlight the various facilities which may offer pleasure to the tourist. There are clear references to luxurious hotels outside the reserve, where the visitors can relax and pamper without causing any sort of damage to the protected areas, as exemplified in the following corpus extracts:

86. National parks and **nature reserves** protect the unspoilt landscape and there are some *seriously sumptuous resorts* to choose from. Ritz-Carlton and Fairmont are opening properties there in 2009 too.(TW19\_07.txt)
87. Costa Rica Resort Balances Luxury and **Nature**  
Gaia Hotel & **Reserve** gets high marks in its first year of operation (TA51\_07.txt)
88. *Most of the hotels along this coast are found in the holiday resort* of Flic en Flac. The southwest coast is the centre for big-game fishing, while Tamarin beach is the surfing centre of Mauritius. Good long beaches are found along this coastline and the region boasts one of the island's best **nature reserves**, Riviere Noire gorges. (TW21\_07.txt)

Moreover, there is a clear attempt to offer diversified recreational activities, the aim of which is to avoid that tourists interested in nature will get bored. Indeed, as already highlighted by Mühlhäusler and Peace (2001:363) in their studies, “while portrayed verbally and visually as a part of nature, there is a clear boundary between the activities within the resort enclave and those outside”. This same aspect is clearly mentioned in the following *TPT Corpus* extracts:

89. Why visit? It's a diverse, *mostly undeveloped region*, with *great beaches*, vast open stretches of the Karoo, *game parks* and *plenty of history*. Tsitskiamma National Park on the south coast is an adventure playground with the world's highest bungee jump. (TW97\_04.txt)

90. the landscape provides opportunities for *soft adventure*, from *canoeing* and *four-wheel-drive safaris* to *mountaineering*, *horse riding* and *rock climbing*. This clean stretch of the Mediterranean is also perfect for *diving* and *water sports*.

With its 1,185 islands, *picturesque villages*, *national parks*, **nature reserves** and a *dramatic coastline*, there's a holiday for everyone here. (TW59\_05.txt)

Activities with a clear *eco-* objective, both soft and hard adventure activities, which take place within the reserve are widely advertised throughout the corpus:

91. Dominica offers some amazing eco-adventure opportunities — hiking in the rainforest, whale-watching, bird-watching, scuba diving, horse riding and mountain climbing. (TW88\_04.txt)

92. often with soft adventure such as whale-watching, canoeing and hiking on offer (TW76\_04.txt)

Indeed, more serious events are combined with the so-called ecofun, for instance ranger-guided walks and four wheel tours. While the former takes place within the

park, the latter takes the guests on a journey of discovery and exploration, for instance:

93. The Royal Society for the Conservation of Nature's ranger-guided tours encompass the village and reserve and include Bedouin, dawn and bird watching tours. (TW91\_03.txt)

The idea, which is a recurrent theme throughout the corpus, is to promote something different, something that needs to be explored. These activities are aimed at attracting mainly foreign visitors who do not have the possibility to encounter nature in its authentic state, thus this type of holiday offers them the possibility to explore nature and its wonders. This is explicitly mentioned in the following extracts:

94. just showcasing the island and its **natural beauty**.  
As we drove around Kangaroo Island it became apparent both locations epitomised the place as a *haven* for wildlife in an environment *untouched* for centuries.  
The island is full of dirt tracks — only 20% of the roads are sealed — leading to *secret beaches* or platypus-dwelling water holes. We were alone at most of these spots. (TW86\_03.txt)
95. Hike or bike round the Vallee de Mai **Nature Reserve**, *explore* the reefs, or laze on the *secluded* beach of Anse Lazio. Take a boat to the *secluded* island of La Digue with its deserted pink-sand beaches and *untouched* reefs.(TW5\_07.txt)
96. there's *adventure of a different kind to be had in the mountains and rainforests* — perfect hiking terrain. You'll *discover* the secrets of local flora and fauna on *guided walks* through rainforest in Trinidad, Guadeloupe and Puerto Rico. (TW85\_03.txt)

Indeed, tourism in these areas is often regarded as a source of foreign exchange, since protected areas tend to attract international tourists (Eagles *et al.*, 2002). However, in most cases foreigners tend to consider leisure travel a luxury good, which may offer them a wide range of opportunities. Moreover, they will not travel to areas which they perceive as unsafe or uncomfortable. In fact, there are references to the implementation of services and policies which support long-term economic development and encourage repeat visits (*ibid.*).

Eagles *et al.*(2002) provide protected area managers with guidelines for capturing economic benefits. I briefly illustrate examples taken from the corpus which highlight how some of the guidelines are employed by the advertisers and which also refer to some of the expanded goals:

- (i) *Increase the length of stay.* The producers of the texts often mention the possibility of increasing the visitors' length of stay which will obviously provide locals with the opportunity to sell more products and services.

97. Showing us new attractions such as El Cajas **National Park** means we can *extend length of stay by selling more add-ons.*"(TA233\_03.txt)

98. SOUTH African Tourism has launched a new brand to cement its identity in the international market and meet its pledge to *increase volume, spend and length of stay* and improve the geographic spread of visitors. (TW259\_03.txt)

- (ii) *Attract richer market niches.* The goal is to employ different marketing strategies which may draw travellers with more money to spend.

99. "Generally people come in knowing they want to go to Iceland, but I would sell the destination on the basis *that there is so much to do*, whether you want

adventure or to relax in a spa or shop. I had never ridden a horse before but it was worth doing just for the scenery. The main thing agents need to warn people about is *the cost of eating and drinking*. If it's a family holiday it's not going to be cheap.” (TW59\_05.txt)

(iii) *Increase purchases per visitor*. Offering more locally-made goods for sale, available directly and indirectly to the visitor, helps increase visitor expenditure and local incomes.

100. In the heart of the capital, Bridgetown is bustling with market stalls *selling local food and beverages as well as local arts*. (TW193\_05.txt)

101. There are also other attractions such as hiking in the Montejunto and Socorro Mountains, spa treatments, *traditional handicraft* of bobbin lace in Peniche and the *ceramics* at Caldas da Rainha. Oeste is famous *for its wines and cuisine* (TA77\_05.txt)

(iv) *Provide lodging*. As mentioned above tourists are interested in comfort, which does not always means luxurious types of accommodation. The costs of overnight accommodation are relatively large and are paid for locally.

102. This *eco-friendly lodge* is hidden among the white sand dunes of Western Australia's Cape Range *National Park*, 50 metres from the ocean. (TW1\_08.txt)

103. With their rugged shores and steep cliffs, the islands provide a wild, romantic setting. Clients can choose between *individual solitary cottages* or a *village of around five fishermen's cottages*. Each one *draws water from its own well* and food is delivered by boat twice a week. (TW59\_05.txt)

(v) *Provide guides or other services.* Since much tourist activity in protected areas is information intensive, there are usually good opportunities for guide services.

104. Bordering the Dead Sea is the Mujib **Nature Reserve**. At about 1,300 foot below sea level, it's the lowest nature reserve in the world. With such dramatic changes in elevation, it is ideal for *serious trekkers*. A *guide must accompany* visitors on the reserve's four trails. There are two river trails and two land trails; the river trails are the more challenging treks (TA68\_08.txt)

(vi) *Host events.* There are many references to artwork, crafts and festivals based on local culture, which can increase local economic impact.

105. the Crop Over *Festival* in Barbados. This five-week *festival*, starting in early July and ending on Emancipation day, is the highlight of the Barbados cultural calendar. It is a *revival of the traditional celebration* of the end of the sugar cane harvest. (TW193\_05.txt)

106. *Festivals* draw upon the island's *natural beauty*, as well as its history and heritage, for such events as outdoor hula performances.(TA235\_03.txt)

(vii) *Purchase local food and drink.* When visitors, park staff and tourism employees consume locally grown food and drink, they provide important income to local farmers.

107. Bridgetown is bustling with market stalls selling local food and beverages as well as local arts. (TW193\_05.txt)

108. Tasmania is much more welcoming. Instead of forced labour there's forced overindulgence on the excellent local food and wine(TW187\_05.txt)

The promotion of these areas aims at providing income to the host areas and protected areas. However, “although tourism can generate financial support for

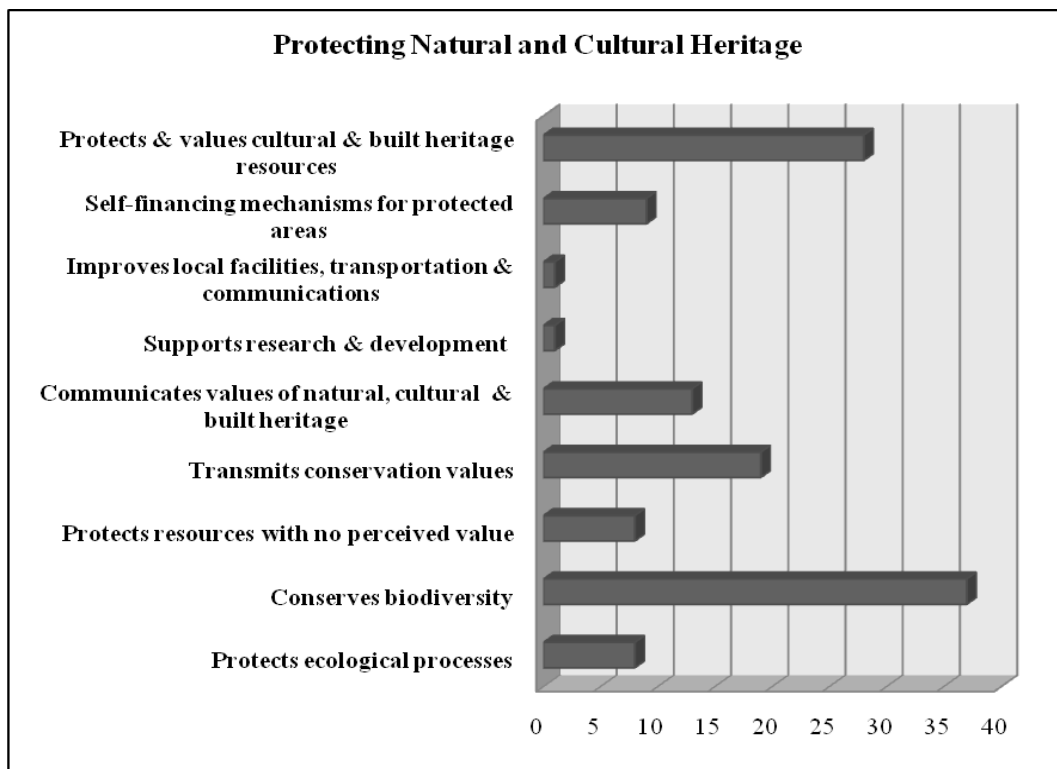


protected areas, it can also generate financial costs. These costs need to be compared to tourism-related revenue to identify its net financial impact on protected areas” (Lindberg *et al.*, 1996:548) Unfortunately, many of the costs associated with tourism, such as negative ecological or social impacts, are hardly ever mentioned throughout the corpus.

#### 4.5.2 Protecting Natural and Cultural Heritage

The second benefit of protected areas emphasizes the idea that tourism in these areas is an essential factor in supporting the conservation of the *natural* and *cultural heritage*.

The percentage of texts in which the expanded goals of this benefit are mentioned is illustrated in graph 4.6.



**Graph 4.6:** References to the expanded goals of Benefit #2

The two goals that have been mentioned the most are ‘conserves biodiversity (including genes, species and ecosystems)’ (37) and ‘protects, conserves and values cultural and built heritage resources’ (28). Another goal that is found quite frequently throughout the corpus is ‘transmits conservation values, through education and interpretation’(19). Very interestingly, two goals that been referred to in one only text in the whole corpus are ‘supports research and development of good environmental practices and management systems to influence the operation of travel and tourism businesses, as well as visitor behaviour at destinations’ and ‘improves local facilities, transportation and communications’. Obviously, this does not mean that these goals are not taken into consideration in the cited locations, but simply that the producers of the texts believe that potential tourists may not be interested in these particular aspects of sustainable tourism.

As specified by some tour operators (in Norton, 1996:17), “tourism should work positively towards protecting the natural beauty, culture, wildlife of the destinations we visit.” Indeed, the tourism sector in cooperation with the local government should sponsor conservation foundations that are devoted to protecting endangered species, enhancing respect for natural and cultural resources and history and stimulating interest in learning from other cultures.

109. From a distance, one can catch a glimpse of the Berlenga islands, famous for their variety of *marine species* and its **nature reserve**. (TA77\_05.txt)

110. Shaumari **Nature Reserve** [...] was created as a breeding centre for *endangered wildlife*. Following breeding programmes with some of the world's leading wildlife parks and zoos, the reserve is now a thriving *protected environment* for some of the Middle East's rarest species. (TW91\_03.txt)

111. There are more than 100 parks in Pretoria, including **nature reserves** and bird sanctuaries, and many tree-lined streets. [...]  
in the foothills of the Magaliesberg Mountains, the Cheetah Research Centre *breeds endangered species.* (TW36\_06.txt)

Tourism can generate the funds through entrance and service fees, local taxes and in many other ways that can be used directly to help meet the costs of conservation, maintaining cultural traditions and providing education.

Indirectly, by demonstrating the economic value that protected area tourism can bring to a country or a region, it can build public and political support for conservation of natural heritage. Tourism enables some protected areas to prosper, protecting endangering species and re-establishing the ecosystems. The following extracts taken from the corpus illustrate how these goals are mentioned in the texts to attract the tourists who appreciate the value of conservation.

112. Wedged between the Namib-Naukluft National Park dune fields and the Nubib Mountains, the 180,000 hectare **NamibRand Nature Reserve** claims to be the largest *private game reserve* in southern Africa. To date some 9,000 miles of fencing has been removed to allow animals -- largely Oryx and springbok -- *to roam free.* There are *highly active conservation and education programmes on the reserve* and accommodation concessions are strictly limited. Activities include evening and morning drives and hot air ballooning over the dunes, from where guests can admire the mysterious fairy circles -- numerous areas where the signature grasses don't grow and source of much mystery. (TW21\_07.txt)

113. *The Turtle Conservation Project:* Feed tropical fish in the great Barbadian reefs or name a baby turtle after your loved one with the Turtle Conservation Project. Barbados is home to a healthy population of hawksbill and leatherback turtles. *Once endangered by over-fishing, these great creatures are now protected and monitored throughout the island.* The project relies upon *the co-operation of the general public,* particularly hotel

staff and guests, and other persons living and working near the beach, to monitor nesting and hatching activity during the turtle season between April and December. (TW193\_05.txt)

114. Dana was the Jordanian Royal Society for the Conservation of Nature's first ecotourism project.

Once a simple but stable farming community, [...] Dana's fortunes then did a back-flip when it became a protected reserve in the early '90s, thanks to financial support from the World Bank and United Nations. (TW91\_03.txt)

Tourism can also help to protect or restore a community's *cultural heritage*. Protected areas have an important part to play in respecting the built heritage. Many protected areas contain significant historical, architectural and archaeological resources. Cultural heritage is concerned with references to parts of the built environment that have some historical-cultural interest for the visitor, such as historical sites, churches, traditional houses, but it also involves any kind of non-environmental (biological) information on the place presented: history and mythology (e.g., "Take a river ride ([www.jamaicrafting.com](http://www.jamaicrafting.com)) on a 30-foot handmade bamboo raft while learning about the legend of Martha's Gold that has been hidden away in a mysterious cave yet to be discovered"(TPT Corpus)), geography and geology (e.g., "Set inside a huge volcanic crater 29 miles wide, the lunar landscape of the Parque Nacional Las Cañadas del Teide is covered in spectacular flowers between May and June" (TPT Corpus)), customs of local people (e.g., "KwaZulu Natal is the place to go for a taste of Zulu traditions and customs. Cultural villages [...] give an insight into Zulu life" (TPT Corpus)). Looking into the corpus, we may notice that the cultural heritage interest is widely described.

115. *History and culture lovers* will be stunned by the walled towns and cities, Roman ruins, Franciscan monasteries and Venetian palaces. A steady stream of settlers have left a wealth of historic treasures, and UNESCO *World Heritage* sites include Dubrovnik Old Town, Diocletian's Palace in Split and the Plitvice Lakes. (TW59\_05.txt)
116. Consider the potential for group travel that special interest groups offer: pilgrimage, bird-watching, history, golf, hiking, *cultural heritage*, and walking tours. (TA233\_03.txt)

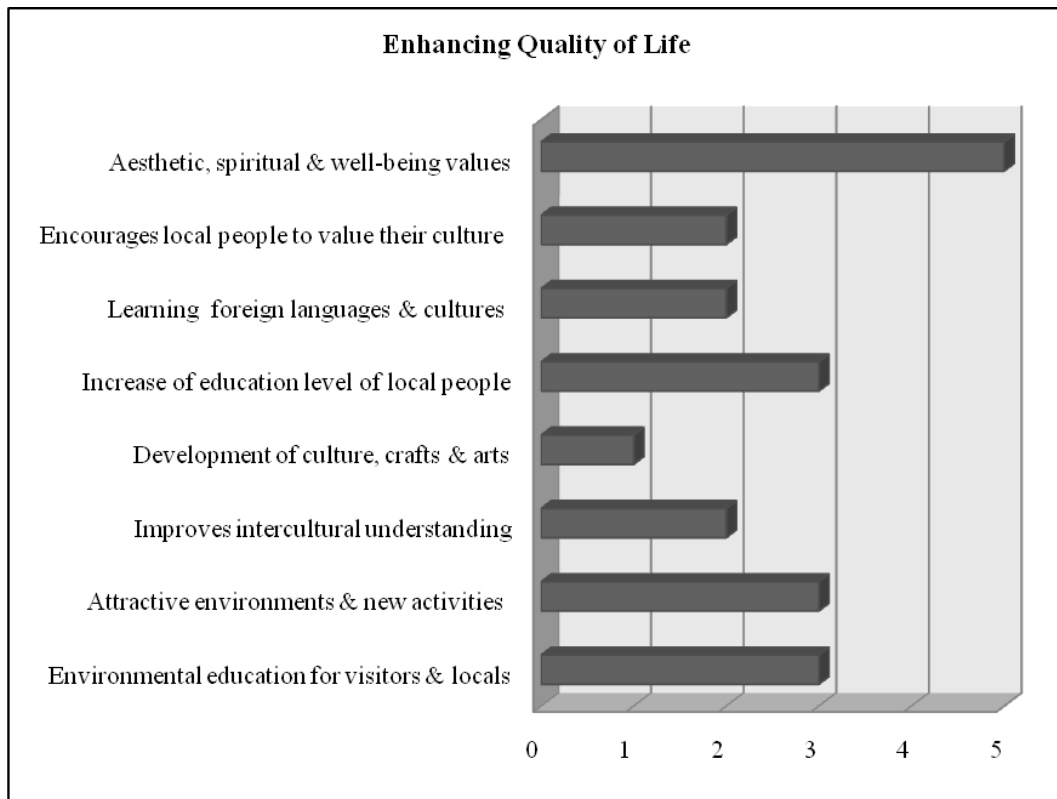
Cultural heritage is also evident in local traditions. When tourists choose a nature-based holiday, they are usually seeking for authentic experiences. This may be provided by those local communities which maintain important cultural festivals, traditions or events, enriching the tourism experience within or near protected areas. “Moreover local communities may benefit when local traditions and values are maintained, and when they are encouraged to take greater pride in their communities or regions” (Eagles *et al.*, 2002:28).

117. Cozumel is a place of traditions (many dating back to ancient civilizations) that the island's *inhabitants proudly bring to life for all visitors to see during the festivals* and religious celebrations that dot the Cozumel calendar. (TA98\_04.txt)

### **4.5.3 Enhancing Quality of Life**

As illustrated by Eagles *et al.* (2002:28), “tourism development should be designed to protect what is good about a host community and tackle those aspects that need to be improved. One way in which this can be done is to develop facilities and services for tourism which can also benefit the living conditions of local residents”. Unfortunately, as illustrated in graph 4.4, this goal was referred

to in only 12 texts. Graph 4.7 shows the distribution of the expanded goals of the *Enhancing Quality of Life* benefit.



**Graph 4.7:** References to the expanded goals of Benefit #3

The goal ‘promotes aesthetic, spiritual, and other values related to well-being’ was mentioned in 5 texts, and there were three texts that mentioned the goals: ‘supports environmental education for visitors and locals’, ‘establishes attractive environments for destinations, for residents as much as visitors, which may support other compatible new activities’, and ‘increases the education level of local people’. The other goals were mentioned either once or twice.

This proves that the social aspect of the protected areas is less evident than the economic or conservation features. It does not necessarily mean that the areas promoted are not interested in enhancing the quality of life of local people, it

simply underlines that the producers of these texts presumably believed that potential tourists would be more concerned with other features. Moreover, the three goals that were mentioned the most have an impact on visitors as well as on locals, this shows that the tourist is always at the centre of the producers' attention.

The following extracts exemplify the relatively few instances in which the projects in protected areas are explicitly addressed to the local communities. In particular, as we can see in extract 118, the aim is to teach the local tribes the skills to manage the areas themselves so that external workers are not necessary:

118. The Dana Nature Reserve, which has a diverse topography ranging from mountains and valleys to sand dunes, boasts more than 700 species of plants and 215 types of birds. As a sustainable tourism development project, the RSCN worked with local tribes who inhabited the area to teach them how to manage the site.

Using their acquired skills, the villagers now run the campsite, produce handicrafts and farm organic fruits and vegetables (TA68\_06.txt)

119. World Heritage Site due to the diversity of its wildlife and undisturbed nature. Within the reserve is the Selous Project ([www.selousproject.com](http://www.selousproject.com)), a conservation effort with the goal of sustaining the area and its wildlife and providing its inhabitants with job opportunities. Anton Turner of the Selous Project says that the objective for travelers is to understand the original meaning of safari-to commune with nature. Within the area is Lukula Selous. A private 300.000-acre sanctuary that allows a maximum of eight people at a time, At the Lukula Camp on the banks of the Luwego River, guests sleep in tented camps, allowing them to hear their surroundings come alive at night. A literal solar system provides all power requirements at Lukula Camp, which is designed for low current usage by optimizing the use of high-quality, low wattage lights, low-energy fans and solar refrigeration. The furniture is made from recycled hardwoods, brass and weathered canvas. (TA9\_09.txt)

#### 4.5.4 Discussion

The last research question of this study aimed at understanding whether the protected areas promoted in the *TPT Corpus* are concerned with environmental issues or economic issues. Focusing on the three benefits that should be met by these areas, the results show a depiction of the environmentalist image, albeit with a strong tendency towards economic benefits.

The *TPT Corpus* underlines how the parks are designated to protect and conserve the ecosystems and the environment, and provide recreational services as well as environmental learning opportunities.

Starting from the pure economic depictions of protected areas, the discourse of ‘economy’ represented how natural resources are used as recreational resources, as in

120. The majority of the route passes through Canarian pine trees and from there cyclists can *enjoy spectacular views* to the north of the island. (TW9\_07.txt)

121. But it's not just the landscape and water that gives Iceland its natural appeal — the country offers an excellent opportunity to get up close to some of the world's most fascinating wildlife. Popular activities include whale and *dolphin-watching, bird-watching and Icelandic horse riding*. (TW55\_05.txt)

The texts also illustrate how natural resources are used as economic activities, which involve non-tourism activities, such as fishing and agriculture. Local people gain economic benefits from these activities, while tourists may gain benefit by tasting local produce.

122. Rum Factory & *Heritage Park*: Visit the most modern rum distillery in the world, where you can see the converted 17th-century sugar factory in



action. The first environmentally friendly distillery in the Caribbean, the factory produces Field White Rum, Doorly's and Old Brigand. Taste *the real Caribbean rum* and watch it being bottled! (TW193\_05.txt)

123. Enjoy the famous Bajan cuisine which is best represented at the Oistins *fish market* where *local delicacies* such as flying fish are grilled to perfection and *musicians entertain you with chilled Bajan sounds*. (TW193\_05.txt)

References to infrastructures and services are recurrent throughout the corpus. They are mainly concerned with tourism, specifically they regard the various types of accommodation the location offers to visitors or the forms of entertainment which will provide pleasure to tourists.

124. Wolwedans typifies the type of holiday experience visitors will find in Namibia. *A high standard of accommodation* and food, peace and quiet on tap and a back-to-nature holiday experience where every morning begins with a view [...]. One of the country's *newest resorts*, *Gocheganas' 16 thatched cottages* overlooking a 6,000-hectare nature reserve. (TW72\_04.txt)

125. Lupita Island [...], a 100-acre resort in Tanzania's Lake Tanganyika [...] offers 13 thatched-roof guest rooms, which were built with local laborers using indigenous woods and stones. The thatched roofs are made from local grasses and the king-size beds are made from local dhou wood. (TA9\_09.txt)

The aspect of promoting environmental learning is widely introduced throughout the corpus with two different approaches. Indeed, there are instances in which the natural resource as a source of environmental learning is represented by means of the discourse of economy by involving a non-scientist description of natural elements, “favouring a hedonist consumption of the natural environment” (Stamou and Paraskevopoulos, 2006:442), as we can see in the following examples:

126. The incredible lush mountainous scenery -- with the dramatic Piton peaks and gorgeous coastline -- is unforgettable. (TW19\_07.txt)
127. its Mediterranean-like hill country is characterised by open woodlands of oak, pine, carob and pistachio trees. (TW91\_07.txt)
128. Nestled in the mountains among lush valleys, streams and lakes (TW109\_085.txt)

However, there are also texts in which the natural resources employed as environmental learning are presented with a scientist description of the natural environment. Indeed, environmental knowledge is often represented with notions of botany/zoology and ecology, stressing those issues regarding the rarity and diversity of species.

129. Treat yourself in the most colourful paradise in the world. The Andromeda Botanical Garden, found in the parish of St Joseph, is a six-acre garden containing *several varieties of orchid, palms, ferns, heliconia, hibiscus, bougainvillea, begonias and a range of cacti*. (TW193\_05.txt)
130. come face-to-face with *monkeys, flamingoes, snakes, iguanas, rare birds* and other indigenous animals at the Barbados Wildlife Reserve. Most of the animals — well the harmless ones — are free to roam the reserve. (TW270\_03.txt)
131. Thailand's highest peak and home to many rare species. [...] Sam Roi Yoc National Park's beaches, caves and mangroves create a habitat for a variety of birds. Kaeng Krachan national park's 250 species include the great *hornbill and grey peacock*. (TA40\_07.txt)
132. Only 16 miles from Iquitos, traveling on a paved road, is the entrance to the Allpahuayo-Mishana National Reserve, which holds the greatest number *of species of trees per acre and the largest number of reptiles, as well as endangered species that include the otter, happy eagle, red uakari and giant armadillo*. (TA197\_06.txt)

When depicting nature as a recreational resource, the discourse of environmentalism is represented either as an environmental education experience or as an object of admiration due to its greatness (e.g., “This safari affords the traveler an opportunity to see the awe-inspiring beauty and grandeur of Victoria Falls and Mosi o Tunya” (*TPT Corpus*)) or to its revitalising effect (e.g., “Princess Beach, near the Egyptian border, is a quiet and far from the madding crowd.” (*TPT Corpus*)).

The *TPT Corpus* very often emphasises the sustainable features of specific recreational activities such as mountain biking or wildlife watching:

133. The best times to visit are late fall, winter and spring when the rain forms pools and marshes that attract various species of birds. One main trail runs through the reserve, but bird-watching groups can set up special tours through the RSCN. (**TA68\_08.txt**)

134. Krka National Park is one of the best areas in Europe for bird-watching, while bears, lynx, wolves and deer can be spotted in Risnjak National Park. (**TW59\_05.txt**)

On the whole, environmentalist depictions of protected areas drew considerably on biological information, which involved the concepts of environmental learning, recreation and protection. Other recurring patterns were those of sustainability, preciousness and risk. Moreover, ‘admirable’ attributes of nature (greatness, revitalisation) were presented, shaping an idealised and romantic conception of wilderness. This ideal of wilderness has been found to be the typical construction of the natural environment in destination representations (Dann, 1996; Norton, 1996). However, it also relates to conservationism, which, as already mentioned, characterises the way environmentalism is applied to protected areas.

#### **4.6 Concluding remarks**

In conclusion, environmentalist depictions of protected areas were diverse, covering both general and conservationist environmentalism. Indeed, although the rationale for the establishment of protected areas is closely associated with the conservation of wildlife throughout the corpus, the economic aspects, however, seem to override the environmentalist ones, in an attempt to enhance local income.

The *TPT Corpus* provides evidence of how tourism can benefit from the appropriate management and planning of protected areas, being able to make a positive economic contribution to environmental protection. However, what is definitely missing in these texts is any reference to the possible threats tourism can cause to protected areas. Attracting international tourists, for instance, can lead to over-popularity, which means too many tourists and overcrowding of the area. Moreover, it could also cause the displacement of indigenous peoples, who could be excluded from their territory with the excuse of protecting the landscape and wildlife (Holden, 2008). These costs of protected areas have not been highlighted in the *TPT Corpus*, stressing how mass media do not contribute to a truthful depiction of the areas advertised.

## Chapter Five

### Conclusion

#### 5.1 Summary of the study

The purpose of this research study was to explore the meaning of the terms *nature* and *natural* in order to understand whether their usage in tourism advertising is deceptive. Specifically, the main aim of the study was to reflect on the relationship between three areas of research, those of the natural environment, tourism and discourse, and how this relationship is affected by and affects society as a whole.

During recent years there has been a growing concern among consumers for the protection of the environment. The effort to target environmentally-conscious consumers has been quite evident in the nature of the advertising messages of commercial firms. Indeed, businesses and industries are promoting and selling products and services considered eco-friendly. However, studies have shown that this has led in some cases to a misleading use of the terms linked to the natural world.

This 'greening' process has particularly affected the tourism industry, which is now taking advantage of the concept of nature travel, exploiting the term linguistically in its advertisements. Indeed, statistics show that contemporary travellers are looking for destinations that can offer them the opportunity to experience nature in its authentic state. This has led to the growing market impulse for all those forms of tourism related to the environment, such as eco-

tourism or sustainable tourism. Although there are significant differences among the various forms of tourism which involve the idea of nature, highlighting these differences is beyond the scope of this research.

Three research questions prompted this work. In particular, this research identified how nature is linguistically defined and constructed by advertisers in travel promotion texts in order to attract potential ‘green’ tourists, and revealed the real function of the word nature in these texts. Moreover, the research also analysed the promotion of protected areas to verify if they were following the guidelines on sustainable tourism provided by the World Tourism Organization.

The study followed a corpus-based approach to discourse analysis in an attempt to combine the qualitative approach of discourse analysis with the mainly quantitative approach of corpus linguistics in order to provide an integrated model of discourse analysis.

The analysis was conducted on a specialized corpus of English language travel promotion texts, the *TPT Corpus*, which includes one main genre type, that is articles in specialized magazines dating from January 2003 to March 2010. The articles included in the corpus were taken from two weekly publications designed for travel professionals and potential tourists, *Travel Weekly*, a British periodical, and *Travel Agent*, an American journal.

“Nature” and “natural” were employed as search terms for the analysis, since they have become buzzwords in all sorts of commercial advertisements which want to show concern for the environment. The *TPT Corpus* includes all those articles that contain the words “nature” and “natural” in the headline, lead and/or body of the

text, while visual co-text was disregarded since the focus of the research was solely on the linguistic body of the articles.

The specific processes used for the corpus approach were concordance and collocation analyses to provide linguistic evidence of the description and categorization of nature as well as supporting the identification of functions of nature through a qualitative analysis.

The first step of the quantitative approach was to create a list of concordances by using Wordsmith Tools, version 5. In an attempt to identify the construction of nature represented in these texts and in order to conduct a systematic study, the results of the quantitative analysis were manually analysed. However, looking into the concordance lines was not sufficient to conduct a systematic analysis, as meaningful patterns were not as clear-cut as expected. Therefore, in order to obtain information about why specific items occur quite frequently in a corpus and what patterns they might reveal, lists of collocates were generated for these words. The collocates of the two node words, “nature” and “natural”, were calculated with a 3:3 span and with the adoption of a statistical formula, specifically the t-score, which highlights the most common words. The analysis focused on the lexical items in the corpus, while grammatical or function words were ignored. In this study lexical items specifically refer to nouns and qualifying adjectives.

This study drew on the categorization of nature delineated by Thelander (2002) and the different nature images outlined by Hansen (2002). The obtained concordances of the collocates were manually analyzed along with the

surrounding co-text, and placed into four different nature categories, *artificial nature*, *tamed nature*, *untamed nature* and *accessible wild nature*.

Globally speaking, the most depicted type of nature in these texts is *Wild accessible nature*, which is the most authentic type of nature *accessible* to tourists. The image of nature portrayed is that of a pristine and unspoilt 'Eden on Earth' without the controversies and problems of modern civilisation. Tourists are 'in' nature, they are involved with it. Moreover, in the *TPT Corpus*, this type of nature often coincides with that of protected areas, which are usually established with the aim of protecting and conserving natural areas and providing areas of access to nature for tourists and recreationists.

Bearing in mind the sociological implications of the language of tourism, I argue that the image of nature depicted in these texts reflects the perspectives, beliefs and expectations of the social world.

As for the second research question, the obtained collocates were classified in categories of function to understand the discourses of nature present in the corpus. Indeed, the categories of functions were used to understand how the producers of the analyzed texts recontextualize the discourses employed to describe natural sites in order to use them as a marketing opportunity. Therefore, it is not 'nature' *per se* that has a function but rather the idea of nature that the advertisers want to transmit.

There were ten functions of nature identified in the *TPT Corpus* (*Spiritual*, *Nourishing/nurturing*, *Cultural*, *Global Economy*, *Local Economy*, *Promotional*, *Educational*, *Recreational* and *Aesthetic*) and these were grouped in four



categories (*States of mental and physical well-being; Desire for knowledge and progress; Social goals; and Aesthetic*) adapted from the classification of conceptual themes identified by Hansen and Machin (2008). The classification of this study was not univocal, in the sense that the same place could encompass different functions.

The results obtained show that if on the one hand, the image of nature illustrated in these texts reinforces the social values and world views of nature protection and conservation (*Wild accessible nature*), on the other hand, nature is being used for marketing purposes. Indeed, the function that recurred most in the analyzed texts is the **recreational** function, which emphasizes the idea of nature as a nice place to be, the perfect setting for various activities and/or sports. Moreover, the use of nature in these texts with its representations is due to its ideological and **promotional** power, in fact, it seems that these texts advertise holidays which are eco-friendly and responsible in an era in which ‘going green’ is mainstream.

The last stage of analysis was concerned with the attempt to support the claim prompted by the previous two questions. In fact, the third research question investigated whether the promotion of protected areas in the *TPT Corpus* reflected the *tourism image* (the reserve as a place of economic activity and/or recreation) or the *environmentalist image* (the reserve as a place of protection and learning).

For this stage of analysis only three collocates were taken into consideration, specifically those that were mostly associated to the **Preservative** functions, i.e. *reserve, reserves* and *beauty*. The World Tourism Organization handbook, entitled

*Sustainable Tourism in Protected Areas: Guidelines for Planning and Management*, was used as a reference.

This publication illustrates the three main benefits that protected areas should reach: (i) enhancing economic opportunity; (ii) protecting natural and cultural heritage, and (iii) enhancing quality of life.

The two benefits that are mostly referred to in the *TPT Corpus* were *Enhancing Economic Opportunity* and *Protecting Natural and Cultural Heritage*, while the features of the third benefit, *Enhancing Quality of Life*, were seldom mentioned.

Therefore, the *TPT Corpus* seems to illustrate the possible reconciliation between an environmental conservation and economic development perspective which Scheyvens (1999) highlighted in her case study on the relationship between ecotourism and the empowerment of local communities. Indeed, while visitors are engaged in carrying out their desired activities, they are aware of and maintain the values of the natural environment. However, there is a lack of reference to how tourism development can enhance the quality of life in the host community.

In conclusion, the results show a depiction of the environmentalist image albeit with a strong tendency towards economic benefits. Indeed, recreational activities found extensively throughout the corpus contribute to enhance local economic opportunities. This recalls and highlights a problem that concerns the balance between the economy–environmentalism nexus. However, this problem, widely mentioned throughout the literature, has been sometimes ascribed to the semantic ambiguity of the prefix *eco* (ecology or economy?). Moreover, the study also suggests that the media, in this case travel promotion texts, do not always provide

a complete picture on *ecotourism sites*, since essential information for the evaluation of the locations is sometimes missing.

## **5.2 Pedagogical Implications**

The actions of governments, individuals, groups and nations carried out “to deal with the environmental crisis are all equally affected by the perceptions each holds of the natural world and the relations existing between it and society” (Howlett and Raglon, 1992:245). The growth of the modern environmentalist movement reflects popular and academic concerns on the unease with language used for the environmental debate (Mühlhäusler, 2003). In order to understand environmental problems and the language employed to discuss them, a critical understanding of the socio-economic, political and cultural processes is necessary. Indeed, “the maturing of environmentalism has been marked by prolific scholarship in the social sciences and humanities, exploring the complexity of society-environment relationships” (Holden, 2008:xv). Attention to the interdisciplinary approach which will help understand the link between language and content (the depiction of nature in travel promotion texts in this case) should, thus, be a key issue for many linguists and language teachers. The aim is to provide students with strategies which enable them to pinpoint possible mismatches between saying and meaning. Discourse analysis in a language classroom, supplemented by concordancing and corpus linguistic techniques, offers the opportunity to describe and explain how language is actually used. This

should hopefully encourage students' awareness of language use and conveyed concepts.

In fact, in recent years, studies into professional discourse have been fruitfully informed by corpora, providing a degree of objectivity and representativeness. Corpus-based analysis is widely used to examine spoken and written discourse in professional contexts. In this particular study, the focus is on the use of a specialized corpus and corpus tools in higher education, specifically for students majoring in Tourism, Communication, Social Sciences, Political Science, Business Administration as well as students with other disciplinary backgrounds who could benefit from the use and analysis of a specialized corpus (in this case 'travel promotion texts').

As suggested by Gavioli (2005), there are essentially two main reasons why EFL/ESP teachers should employ corpus tools in the classroom: a) corpus work provides students with a useful source of information about ESP language aspects, and b) the process of 'search-and-discovery' implied in the method of corpus analysis may facilitate language learning and, therefore, promote autonomy in learning language use.

Using corpus tools in the classroom puts the students at the centre of the teaching-learning process (Johns, 2002), tools that make them a linguistic researcher who plays an active role in discovering meaningful patterns of selected lexical items, related to the learner's field of study. In particular, in an ESP class, teachers may or may not be experts in the specific discourse they are teaching, therefore using a specialized corpus enables both teachers and students to have access to the

vocabulary which students need for their subject area. The use of specialized corpora may be challenging for students, especially for those with lower levels of competence in the foreign language. Therefore, it is the teacher's task to reduce and classify the data to guide the students within the corpus. Focusing on the specialist vocabulary of travel promotion texts, the exercises provided can highlight the important collocates of the two search terms employed, in this case "nature" and "natural", and keywords in the discourses of tourism, environment and advertising. This will help students to become not only more competent readers in their subject areas but also better producers of tourism texts. Students will benefit most from specialized texts, since they can have direct access to technical and sub-technical vocabulary, which is essential for non-native speakers. Concordance activities can be given to identify collocational/colligational patterns. Moreover, other activities on vocabulary building can be provided, such as activities on the synonyms and antonyms of a specific set of collocates. The collocates of the two node words could be used as a basis for writing tasks. Students can start from a given set of collocates and produce their own text, thus, providing a basis for brain-storming and reducing the tension of writing a well-formed text. The collocates and also keywords could be used as a basis for oral presentations, both from the receptive and productive point of view. As part of the audience, the highlighted words can help the students gain awareness of the topic, while as the presenter, the students focus their attention on the audience and increase likelihood of awareness of possible difficulties the audience might face.

As for the analysis of the specialized texts, students could be invited to concentrate on the keywords related to the text topics (e.g., tourism, advertising and environment in this case). The keywords can be used to introduce the complex issues that often lie behind the terms. A multidisciplinary approach which involves the students' own expertise and competence and the guide of subject teachers, who could, on purpose, team-teach with the language teachers, will offer great significance to the analysis of topics, concepts and texts.

Specifically, the keywords supplied from the corpus can help students deal more easily with the reading of authentic specialized texts. Students can be asked to put the keywords into categories, such as people, places, processes etc., leading to a critical reading of the text. More specifically, students can focus on what is said, what is downplayed and, more importantly of all, what is omitted.

Flowerdew (1998) suggests the use of data-driven exercises as another attempt to encourage students to examine texts at a more discursive level. The detailed analysis of the texts (or some of them) collected in the corpus will then focus on the functions of the topics (e.g., nature) depicted in the texts. The analysis should enhance students' critical thinking and awareness on how language can play a central role in presenting images of a reality which change according to the different perspectives and which, as in the case of travel promotion texts, are often apparently created for the wellness of society but even more often modelled to create wealth for the tourism industry.

As emphasized by Sinclair (1991), language should underlie the teaching of language. Linguistic description, such as vocabulary, syntax and discourse cannot

be separated from applied issues. The use of corpora should be viewed with a double aim: as resources which help teachers to decide what to teach and as resources from which learners may learn directly.

### **5.3 Limitations of the study**

There are a number of limitations to this study. First of all, I am aware that tourism is a field of research which incorporates a wide range of disciplines (e.g., Sociology, Linguistics, Economics and so on). Conducting research in tourism studies means being able to move from one discipline to another in order to embrace the many facets at stake. This study has attempted to provide sociological, economic and ecological background to the discussion. Yet, the results were discussed mainly from a linguistic point of view. In order to provide a more thorough multidisciplinary discussion, the study could have been conducted with the guidance of experts from the different disciplines involved.

Moreover, this study adopted a corpus-based approach to discourse analysis in order to avoid as much as possible researcher bias, however, this was possible to a certain extent. Indeed, a fundamental principle of discourse analysis is that meaning is never fixed, thus everything is always open to interpretation and negotiation. This claim leads to the possible shortcoming of the study. The categorization of nature and its functions as well as the interpretation of the guidelines on sustainable tourism may be debatable since the analysis always includes subjective evaluation.

#### **5.4 Implications for further research**

Issues which were not taken into consideration at the outset, such as the analysis of visual co-text, raise further questions for future investigations on this topic. Indeed, discourse is not confined to language only, therefore further research could involve a semiotic approach to the analysis, taking into consideration all the forms of visual co-text disregarded at the beginning of the study (i.e. pictures, images, accompanying captions).

Further research could also include an investigation into the role played by nature to understand whether nature plays an active or a passive within the corpus. A further step could involve the attempt to understand whether nature is positive or negative when playing an active role. This also involves the understanding of the relationship between man and nature expressed in the corpus. Furthermore, defining the role of nature will support the uncovering of its social construction, i.e. is nature the main agent or is it completely subjected to man's will?

Moreover, a further step of analysis could include the examination of the perception of nature over time to verify if there are any significant changes in its description and if so, to what extent these changes reflect particular environmental actions or political stances on ecological issues.

Lastly, the findings in the present study will be used in ESP classes to investigate the design of further teaching procedures, which can help the students in their fields of study for a better understanding of the use of language.



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**Appendix A**  
**Collocates of “nature” – all words**

WordSmith Tools -- 15-12-2010					
N	Word	With	Relation	Texts	Total
1.	NATURE	nature	20,53989029	235	423
2.	AND	nature	10,53673077	109	139
3.	THE	nature	9,905265808	101	144
4.	RESERVE	nature	8,34118557	49	70
5.	TO	nature	7,31867075	53	71
6.	OF	nature	6,769099712	57	66
7.	A	nature	6,614221096	55	63
8.	IN	nature	5,585339069	39	45
9.	LOVERS	nature	5,367890358	27	29
10.	WITH	nature	4,95076704	27	31
11.	FOR	nature	4,72879076	29	31
12.	IS	nature	3,877049685	22	25
13.	RESERVES	nature	3,858915091	12	15
14.	TRAILS	nature	3,704009056	12	14
15.	ON	nature	3,700116873	19	20
16.	ITS	nature	3,658463717	15	16
17.	TOURS	nature	3,604560614	14	14
18.	AS	nature	3,529725313	15	17
19.	WALKS	nature	3,443769217	12	12
20.	BIRD	nature	3,411544323	11	12
21.	CULTURE	nature	3,402720928	12	12
22.	PARK	nature	3,387720346	10	13
23.	TOURISM	nature	3,306045771	9	12
24.	HAS	nature	3,29982233	13	14
25.	BACK	nature	3,226469755	11	11
26.	GET	nature	3,208037853	11	11
27.	AT	nature	3,16407752	15	15
28.	BASED	nature	3,109326601	10	10
29.	CLIENTS	nature	3,092238903	10	11
30.	ARE	nature	3,087902784	15	15
31.	BY	nature	3,020624638	11	12
32.	AN	nature	3,015637636	12	12
33.	TRAIL	nature	2,961460829	8	9
34.	MOTHER	nature	2,820439577	8	8
35.	WATCHING	nature	2,767816544	7	8
36.	BE	nature	2,701687574	10	10
37.	BEST	nature	2,628741026	7	8
38.	CLOSE	nature	2,591001511	7	7
39.	PARKS	nature	2,559859753	6	7
40.	THAT	nature	2,550399065	10	10

41.	ACTIVITIES	nature	2,519676447	5	7
42.	PRESERVE	nature	2,430500984	5	6
43.	THIS	nature	2,372673035	8	8
44.	ENJOY	nature	2,35454607	6	6
45.	WILDLIFE	nature	2,338269949	6	6
46.	CAN	nature	2,266487122	8	8
47.	CLOSER	nature	2,229530334	4	5
48.	BOOBY	nature	2,229530334	4	5
49.	DANA	nature	2,222992897	4	5
50.	MAI	nature	2,219427109	4	5
51.	HIKES	nature	2,212889671	5	5
52.	THAI	nature	2,207540751	3	5
53.	WILL	nature	2,20323348	7	7
54.	WHERE	nature	2,197210789	6	6
55.	NATIONAL	nature	2,196668148	5	6
56.	ABOUT	nature	2,191242933	5	6
57.	SELLING	nature	2,179013491	5	5
58.	WALK	nature	2,178419113	5	5
59.	ONE	nature	2,171087027	7	7
60.	WITHIN	nature	2,167721272	4	5
61.	TOUR	nature	2,158690691	6	6
62.	VISITORS	nature	2,157063007	6	6
63.	ROCK	nature	2,152863503	4	5
64.	ADVENTURE	nature	2,132656813	5	5
65.	DE	nature	2,114232779	4	5
66.	EXPERIENCE	nature	2,077385187	5	5
67.	RIVER	nature	2,070253372	4	5
68.	THERE	nature	2,069172382	6	6
69.	OR	nature	2,055057764	6	7
70.	NAMIBRAND	nature	1,99734211	3	4
71.	PRESERVES	nature	1,996013165	1	4
72.	WHO	nature	1,994774818	5	5
73.	HECTARE	nature	1,993355274	3	4
74.	POND	nature	1,992690802	3	4
75.	SEEKERS	nature	1,990697503	4	4
76.	WELL	nature	1,990020394	5	5
77.	TAGUS	nature	1,988704085	3	4
78.	HOPE	nature	1,98737514	4	4
79.	IT	nature	1,983732581	7	7
80.	HONEYMOONERS	nature	1,982723832	3	4
81.	CONSERVATION	nature	1,966112137	4	4
82.	GUIDES	nature	1,95946753	3	4
83.	GUIDE	nature	1,931559801	3	4
84.	IT'S	nature	1,925239682	5	5
85.	LAS	nature	1,915612578	3	4

86.	LITTLE	nature	1,905645609	4	4
87.	EXPLORE	nature	1,902987719	4	4
88.	INCLUDING	nature	1,899089813	5	5
89.	HERITAGE	nature	1,897671938	3	4
90.	TRAVELERS	nature	1,874415636	4	4
91.	HISTORY	nature	1,871093273	3	4
92.	PRIVATE	nature	1,859797359	4	4
93.	HERE	nature	1,853817105	4	4
94.	SITE	nature	1,851159215	4	4
95.	DO	nature	1,848501325	4	4
96.	TRAVEL	nature	1,8176682	5	5
97.	CARIBBEAN	nature	1,815278053	4	4
98.	AREA	nature	1,784047961	4	4
99.	TAKE	nature	1,783383608	4	4
100.	DESTINATION	nature	1,780725718	4	4
101.	ALL	nature	1,770717025	5	5
102.	SOUTH	nature	1,765442967	4	4
103.	ISLANDS	nature	1,741522074	4	4
104.	MANY	nature	1,737535238	4	4
105.	ORIENTED	nature	1,724378109	3	3
106.	TRAINED	nature	1,724378109	3	3
107.	LOVING	nature	1,723610878	3	3
108.	SCIENCE	nature	1,721309185	3	3
109.	SPA	nature	1,718930244	4	4
110.	THROUGH	nature	1,712285519	4	4
111.	SALT	nature	1,711334705	2	3
112.	ALSO	nature	1,710690975	5	5
113.	ENTHUSIASTS	nature	1,706731081	3	3
114.	HIGHLIGHT	nature	1,706731081	3	3
115.	SNORKELLING	nature	1,701360464	3	3
116.	PRISTINE	nature	1,699058652	3	3
117.	SUIT	nature	1,685247898	3	3
118.	DIVERS	nature	1,683713436	3	3
119.	TRUE	nature	1,683713436	3	3
120.	SCENERY	nature	1,682946086	3	3
121.	CAVES	nature	1,676040769	3	3
122.	SCENIC	nature	1,675273418	3	3
123.	MORE	nature	1,674437523	5	5
124.	COSTA	nature	1,658393741	2	3
125.	GUIDED	nature	1,655324697	3	3
126.	FAMILIES	nature	1,652255654	3	3
127.	EASY	nature	1,650721073	3	3
128.	NEAR	nature	1,649953842	3	3
129.	VEGAS	nature	1,643048525	3	3
130.	BEAUTY	nature	1,61849618	3	3

131.	SITES	nature	1,607754588	3	3
132.	KNOWN	nature	1,600849152	3	3
133.	MOUNTAINS	nature	1,597012758	3	3
134.	CALL	nature	1,596245527	3	3
135.	MUCH	nature	1,590874791	3	3
136.	LARGEST	nature	1,587038517	3	3
137.	BETWEEN	nature	1,577831268	2	3
138.	POPULAR	nature	1,56018424	3	3
139.	THOSE	nature	1,55097723	3	3
140.	INCLUDES	nature	1,531795621	3	3
141.	WHAT	nature	1,524890304	3	3
142.	NIGHT	nature	1,510312319	3	3
143.	ISLAND	nature	1,500320315	3	4
144.	OUR	nature	1,498036265	3	3
145.	S	nature	1,492665291	3	3
146.	INCLUDE	nature	1,488061786	3	3
147.	IF	nature	1,487294436	3	3
148.	SAYS	nature	1,481156468	3	3
149.	SEA	nature	1,468880177	3	3
150.	YOUR	nature	1,428982615	3	3
151.	BUKIT	nature	1,412334204	2	2
152.	VALRICHE	nature	1,412334204	2	2
153.	SHAUMARI	nature	1,412334204	1	2
154.	GRAEME	nature	1,412334204	2	2
155.	TIMAH	nature	1,412334204	2	2
156.	JAMU	nature	1,412334204	2	2
157.	BOQUILOBO	nature	1,412334204	2	2
158.	DIFFERENTIATE	nature	1,411394477	1	2
159.	INFORMATIVE	nature	1,41045475	1	2
160.	PO	nature	1,41045475	2	2
161.	LOVER	nature	1,41045475	2	2
162.	ANDAMAN	nature	1,407635689	2	2
163.	LOWEST	nature	1,406695962	2	2
164.	HARMONY	nature	1,405756235	2	2
165.	LANGER	nature	1,404816628	1	2
166.	PARTICIPATE	nature	1,403876901	2	2
167.	FINEST	nature	1,401997447	2	2
168.	CLAIMS	nature	1,401997447	2	2
169.	MISSED	nature	1,401997447	2	2
170.	ICELANDIC	nature	1,400118113	1	2
171.	EXPERIENCING	nature	1,400118113	2	2
172.	UNSPOILED	nature	1,399178386	2	2
173.	ROLE	nature	1,399178386	2	2
174.	SHEER	nature	1,398238659	2	2
175.	ALIKE	nature	1,398238659	2	2

176.	APPRECIATE	nature	1,397298932	2	2
177.	ENCOUNTER	nature	1,397298932	2	2
178.	CROWDS	nature	1,396359324	2	2
179.	UNSPOILT	nature	1,396359324	2	2
180.	FABULOUS	nature	1,396359324	2	2
181.	JORDAN	nature	1,395419598	2	2
182.	DESIGNATED	nature	1,394479871	2	2
183.	PAUL	nature	1,394479871	2	2
184.	NOT	nature	1,39445591	3	3
185.	EXPERT	nature	1,39166081	2	2
186.	ABUNDANCE	nature	1,39166081	2	2
187.	MANGROVE	nature	1,39166081	1	2
188.	TRADITIONS	nature	1,386962295	2	2
189.	OWNED	nature	1,386022568	1	2
190.	TERRITORY	nature	1,386022568	1	2
191.	SEND	nature	1,38508296	2	2
192.	HIKERS	nature	1,384143233	2	2
193.	DRIVES	nature	1,384143233	2	2
194.	DOESN'T	nature	1,381324053	1	2
195.	HALL	nature	1,381324053	2	2
196.	KIND	nature	1,381324053	2	2
197.	TENNIS	nature	1,380384445	2	2
198.	SANCTUARY	nature	1,380384445	2	2
199.	HEALTH	nature	1,378504992	2	2
200.	DESIGN	nature	1,378504992	2	2
201.	PROMOTE	nature	1,378504992	2	2
202.	EXPLORATION	nature	1,377565265	2	2
203.	SPOTS	nature	1,377565265	2	2
204.	CREATED	nature	1,371927142	2	2
205.	LOTS	nature	1,371927142	2	2
206.	BRAND	nature	1,370987415	2	2
207.	PROTECTED	nature	1,370987415	2	2
208.	TREKKING	nature	1,370047688	2	2
209.	FEATURING	nature	1,369107962	2	2
210.	OUT	nature	1,368369102	3	3
211.	NUMEROUS	nature	1,368168354	2	2
212.	RESORT	nature	1,367601752	3	3
213.	CYPRUS	nature	1,365349174	1	2
214.	POINTS	nature	1,36346972	2	2
215.	CANADA	nature	1,360650778	1	2
216.	RICA	nature	1,359711051	1	2
217.	WWW	nature	1,359161854	2	3
218.	FROM	nature	1,358993292	6	6
219.	INTEREST	nature	1,357831597	2	2
220.	RAFTING	nature	1,35689187	2	2



221.	THAT'S	nature	1,353133082	2	2
222.	SURROUNDED	nature	1,353133082	2	2
223.	COASTAL	nature	1,353133082	2	2
224.	WATERFALLS	nature	1,351253748	2	2
225.	COLONIAL	nature	1,350314021	2	2
226.	HISTORICAL	nature	1,350314021	2	2
227.	ALASKA	nature	1,349374294	2	2
228.	ACRE	nature	1,349374294	2	2
229.	WITHOUT	nature	1,348434687	2	2
230.	JUNGLE	nature	1,34749496	2	2
231.	HIKE	nature	1,343736053	2	2
232.	GETTING	nature	1,341856718	2	2
233.	STUNNING	nature	1,339037657	2	2
234.	ACCESS	nature	1,333399415	2	2
235.	IDEAL	nature	1,333399415	2	2
236.	DEVELOPMENT	nature	1,330580354	2	2
237.	PROVIDE	nature	1,329640627	2	2
238.	NEARBY	nature	1,329640627	2	2
239.	FRIENDLY	nature	1,324942112	2	2
240.	OPTIONS	nature	1,324942112	2	2
241.	ISLAND'S	nature	1,323062778	2	2
242.	LANDSCAPE	nature	1,322123051	2	2
243.	SPECTACULAR	nature	1,322123051	2	2
244.	SAFARI	nature	1,321183324	2	2
245.	SPORTS	nature	1,321183324	2	2
246.	OFFERS	nature	1,320798755	2	3
247.	PACKAGES	nature	1,320243597	2	2
248.	WATERS	nature	1,31930387	2	2
249.	AGENT	nature	1,316484928	2	2
250.	MUST	nature	1,314605474	2	2
251.	THAILAND	nature	1,314605474	2	2
252.	RAINFOREST	nature	1,311786294	2	2
253.	BOOK	nature	1,308967233	2	2
254.	UNIQUE	nature	1,308027506	2	2
255.	CENTER	nature	1,306148171	2	2
256.	OFFERING	nature	1,304268837	2	2
257.	HISTORIC	nature	1,30050993	2	2
258.	PLENTY	nature	1,299570203	2	2
259.	CULTURAL	nature	1,298630595	2	2
260.	VARIETY	nature	1,296751142	2	2
261.	TOURIST	nature	1,292992353	2	2
262.	LOOKING	nature	1,285474777	2	2
263.	BOARD	nature	1,282655716	2	2
264.	BOTH	nature	1,267620444	2	2
265.	NATURAL	nature	1,267090559	3	3

266.	LOCATED	nature	1,26574111	2	2
267.	DIVING	nature	1,261042595	2	2
268.	DESTINATIONS	nature	1,258223534	2	2
269.	SHOULD	nature	1,251645565	2	2
270.	FIND	nature	1,248826504	2	2
271.	AFRICA	nature	1,237550139	2	2
272.	THEIR	nature	1,234865665	3	3
273.	ST	nature	1,231911898	2	2
274.	WOULD	nature	1,227213502	2	2
275.	AVAILABLE	nature	1,225334048	2	2
276.	CRUISE	nature	1,22157526	2	2
277.	RANGE	nature	1,220635533	2	2
278.	HOLIDAYS	nature	1,21875608	2	2
279.	ATTRACTIONS	nature	1,214057684	2	2
280.	THERE'S	nature	1,206539989	2	2
281.	TOP	nature	1,192444563	2	2
282.	GOOD	nature	1,191504836	2	2
283.	GOLF	nature	1,187746048	2	2
284.	OPEN	nature	1,184926987	2	2
285.	TOWN	nature	1,184926987	2	2
286.	BEACHES	nature	1,176469684	2	2
287.	HOME	nature	1,168952107	2	2
288.	COUNTRY	nature	1,15861547	2	2
289.	OFFER	nature	1,120087743	2	2
290.	I	nature	1,09283638	2	2
291.	SAID	nature	1,085318804	2	2
292.	HAVE	nature	1,079878926	3	3
293.	INTO	nature	1,078740954	2	2
294.	SO	nature	1,073102713	2	2
295.	SEE	nature	1,066524863	2	2
296.	OTHER	nature	1,056188226	2	2
297.	VISIT	nature	1,036454439	2	2
298.	BEACH	nature	0,973494649	2	2
299.	WE	nature	0,937786102	2	2
300.	THAN	nature	0,904896617	2	2
301.	WAS	nature	0,880464435	2	2
302.	DAY	nature	0,877645314	2	2
303.	HOTEL	nature	0,865429223	2	2
304.	NEW	nature	0,814685524	2	2
305.	WHICH	nature	0,698162794	2	2
306.	000	nature		2	3
307.	38	nature		2	2
308.	6	nature		1	2

**Table A.1:** Relational column based on t-score calculation of the collocate “nature” provided by WordSmith Tools (all words)

**Appendix B**  
**Collocates of “nature” – all lexical words**

WordSmith Tools -- 15-12-2010					
N	Word	With	Relation	Texts	Total
1.	RESERVE	nature	8,34118557	49	70
2.	LOVERS	nature	5,367890358	27	29
3.	RESERVES	nature	3,858915091	12	15
4.	TRAILS	nature	3,704009056	12	14
5.	TOURS	nature	3,604560614	14	14
6.	WALKS	nature	3,443769217	12	12
7.	BIRD	nature	3,411544323	11	12
8.	CULTURE	nature	3,402720928	12	12
9.	PARK	nature	3,387720346	10	13
10.	TOURISM	nature	3,306045771	9	12
11.	CLIENTS	nature	3,092238903	10	11
12.	TRAIL	nature	2,961460829	8	9
13.	MOTHER	nature	2,820439577	8	8
14.	BEST	nature	2,628741026	7	8
15.	PARKS	nature	2,559859753	6	7
16.	ACTIVITIES	nature	2,519676447	5	7
17.	PRESERVE	nature	2,430500984	5	6
18.	WILDLIFE	nature	2,338269949	6	6
19.	HIKES	nature	2,212889671	5	5
20.	NATIONAL	nature	2,196668148	5	6
21.	WALK	nature	2,178419113	5	5
22.	TOUR	nature	2,158690691	6	6
23.	VISITORS	nature	2,157063007	6	6
24.	ROCK	nature	2,152863503	4	5
25.	ADVENTURE	nature	2,132656813	5	5
26.	EXPERIENCE	nature	2,077385187	5	5
27.	RIVER	nature	2,070253372	4	5
28.	PRESERVES	nature	1,996013165	1	4
29.	HECTARE	nature	1,993355274	3	4
30.	POND	nature	1,992690802	3	4
31.	SEEKERS	nature	1,990697503	4	4
32.	HONEYMOONERS	nature	1,982723832	3	4
33.	CONSERVATION	nature	1,966112137	4	4
34.	GUIDES	nature	1,95946753	3	4
35.	GUIDE	nature	1,931559801	3	4
36.	LITTLE	nature	1,905645609	4	4
37.	HERITAGE	nature	1,897671938	3	4
38.	TRAVELERS	nature	1,874415636	4	4

39.	HISTORY	nature	1,871093273	3	4
40.	PRIVATE	nature	1,859797359	4	4
41.	SITE	nature	1,851159215	4	4
42.	AREA	nature	1,784047961	4	4
43.	DESTINATION	nature	1,780725718	4	4
44.	ISLANDS	nature	1,741522074	4	4
45.	LOVING	nature	1,723610878	3	3
46.	SCIENCE	nature	1,721309185	3	3
47.	SPA	nature	1,718930244	4	4
48.	SALT	nature	1,711334705	2	3
49.	ENTHUSIASTS	nature	1,706731081	3	3
50.	SNORKELLING	nature	1,701360464	3	3
51.	PRISTINE	nature	1,699058652	3	3
52.	DIVERSE	nature	1,683713436	3	3
53.	TRUE	nature	1,683713436	3	3
54.	SCENERY	nature	1,682946086	3	3
55.	CAVES	nature	1,676040769	3	3
56.	SCENIC	nature	1,675273418	3	3
57.	GUIDED	nature	1,655324697	3	3
58.	FAMILIES	nature	1,652255654	3	3
59.	EASY	nature	1,650721073	3	3
60.	BEAUTY	nature	1,61849618	3	3
61.	SITES	nature	1,607754588	3	3
62.	MOUNTAINS	nature	1,597012758	3	3
63.	LARGEST	nature	1,587038517	3	3
64.	POPULAR	nature	1,56018424	3	3
65.	NIGHT	nature	1,510312319	3	3
66.	ISLAND	nature	1,500320315	3	4
67.	SEA	nature	1,468880177	3	3
68.	DIFFERENTIATE	nature	1,411394477	1	2
69.	INFORMATIVE	nature	1,41045475	1	2
70.	LOVER	nature	1,41045475	2	2
71.	HARMONY	nature	1,405756235	2	2
72.	FINEST	nature	1,401997447	2	2
73.	UNSPOILED	nature	1,399178386	2	2
74.	ROLE	nature	1,399178386	2	2
75.	SHEER	nature	1,398238659	2	2
76.	APPRECIATE	nature	1,397298932	2	2
77.	ENCOUNTER	nature	1,397298932	2	2
78.	CROWDS	nature	1,396359324	2	2
79.	UNSPOILT	nature	1,396359324	2	2
80.	FABULOUS	nature	1,396359324	2	2
81.	EXPERT	nature	1,39166081	2	2
82.	ABUNDANCE	nature	1,39166081	2	2
83.	MANGROVE	nature	1,39166081	1	2

84.	TRADITIONS	nature	1,386962295	2	2
85.	TERRITORY	nature	1,386022568	1	2
86.	HIKERS	nature	1,384143233	2	2
87.	HALL	nature	1,381324053	2	2
88.	TENNIS	nature	1,380384445	2	2
89.	SANCTUARY	nature	1,380384445	2	2
90.	HEALTH	nature	1,378504992	2	2
91.	DESIGN	nature	1,378504992	2	2
92.	EXPLORATION	nature	1,377565265	2	2
93.	SPOTS	nature	1,377565265	2	2
94.	BRAND	nature	1,370987415	2	2
95.	PROTECTED	nature	1,370987415	2	2
96.	TREKKING	nature	1,370047688	2	2
97.	RESORT	nature	1,367601752	3	3
98.	POINTS	nature	1,36346972	2	2
99.	INTEREST	nature	1,357831597	2	2
100.	RAFTING	nature	1,35689187	2	2

**Table B.1:** Relational column based on t-score calculation of the collocate “nature” provided by WordSmith Tools (all lexical words)

**Appendix C**  
**Collocates of “natural” – all words**

WordSmith Tools -- 15-12-2010					
N	Word	With	Relation	Texts	Total
1.	NATURAL	natural	24,44734764	348	600
2.	THE	natural	12,882617	159	233
3.	AND	natural	11,65587616	133	176
4.	OF	natural	11,03752422	122	152
5.	A	natural	9,360162735	96	116
6.	BEAUTY	natural	8,451757431	59	72
7.	IN	natural	7,335909367	62	74
8.	ITS	natural	6,864753246	44	51
9.	ATTRACTIONS	natural	6,259824753	35	40
10.	WONDERS	natural	5,901135445	26	35
11.	DISASTERS	natural	5,643942833	27	32
12.	TO	natural	5,596321583	49	55
13.	IS	natural	5,409019947	39	44
14.	WITH	natural	5,171921253	33	36
15.	AS	natural	4,622793674	27	28
16.	HISTORY	natural	4,610918522	18	22
17.	THAT	natural	4,440301895	25	25
18.	FOR	natural	4,354356289	30	31
19.	ENVIRONMENT	natural	4,200509071	18	18
20.	HABITAT	natural	3,984623671	13	16
21.	HAS	natural	3,937488079	19	20
22.	THIS	natural	3,931181192	19	19
23.	BY	natural	3,849165201	19	19
24.	IT	natural	3,777731895	17	19
25.	RESOURCES	natural	3,592757225	12	13
26.	SPRINGS	natural	3,570368052	10	13
27.	SEARCH	natural	3,433585167	4	12
28.	CULTURAL	natural	3,395855665	11	12
29.	AREAS	natural	3,376435995	11	12
30.	ARE	natural	3,350013971	18	19
31.	THEIR	natural	3,260116816	12	13
32.	SUCH	natural	3,254925013	12	12
33.	FROM	natural	3,186117649	17	17
34.	MUSEUM	natural	3,044971943	9	9
35.	WHICH	natural	3,041309595	11	12
36.	RICH	natural	3,041309595	8	9
37.	TERRORISM	natural	2,992311716	8	9
38.	PARK	natural	2,974130392	9	11
39.	LIGHT	natural	2,96924758	5	9

40.	POOLS	natural	2,946823359	9	9
41.	COUNTRY'S	natural	2,939135551	8	9
42.	MANY	natural	2,922195673	10	10
43.	NATURA	natural	2,826388597	8	8
44.	AN	natural	2,815487862	11	12
45.	WATER	natural	2,787294388	9	9
46.	MOST	natural	2,786655903	10	10
47.	ISLAND'S	natural	2,762511253	8	8
48.	TOURISM	natural	2,736039877	9	9
49.	WHERE	natural	2,702083826	9	9
50.	IT'S	natural	2,664924383	9	9
51.	INCLUDING	natural	2,636734486	9	9
52.	AQUARIUM	natural	2,633401394	6	7
53.	DISASTER	natural	2,63122201	7	7
54.	INGREDIENTS	natural	2,630495548	5	7
55.	WONDER	natural	2,623230934	6	7
56.	ADVENTURES	natural	2,602890015	4	7
57.	APPEAL	natural	2,589813709	7	7
58.	ONE	natural	2,587904215	9	10
59.	MORE	natural	2,587904215	9	10
60.	SPRING	natural	2,583275557	7	7
61.	THROUGH	natural	2,534184694	8	8
62.	ALL	natural	2,498347521	8	9
63.	WILDLIFE	natural	2,49682641	7	7
64.	OR	natural	2,447501898	9	10
65.	PROGRESSION	natural	2,44478178	6	6
66.	ALSO	natural	2,433638811	9	9
67.	SURROUNDINGS	natural	2,427518845	6	6
68.	HISTORICAL	natural	2,396132231	6	6
69.	ISLANDS	natural	2,363157272	7	7
70.	JUST	natural	2,358072042	7	7
71.	WORLD'S	natural	2,356898546	6	6
72.	CHOICE	natural	2,343559504	6	6
73.	BEAUTIFUL	natural	2,34277463	6	6
74.	HERITAGE	natural	2,328650475	5	6
75.	FEATURES	natural	2,327081442	6	6
76.	SITES	natural	2,32237339	6	6
77.	AT	natural	2,317791462	12	12
78.	ABOUT	natural	2,299954891	7	7
79.	BUT	natural	2,298382998	7	8
80.	MAKE	natural	2,295694351	6	6
81.	HAVE	natural	2,250814915	8	8
82.	EXPERIENCE	natural	2,239983082	6	6
83.	PHENOMENON	natural	2,229191542	4	5
84.	DELIGHTS	natural	2,22489357	5	5

85.	MINERAL	natural	2,220595837	4	5
86.	BEEN	natural	2,193687439	6	6
87.	DESTINATION	natural	2,190548897	6	6
88.	ATTRACTION	natural	2,181056023	4	5
89.	STUNNING	natural	2,167302847	5	5
90.	LANDSCAPE	natural	2,151830912	5	5
91.	HOT	natural	2,147533178	5	5
92.	ONLY	natural	2,147392035	6	6
93.	OCEAN	natural	2,119167566	5	5
94.	SPA	natural	2,117574453	6	6
95.	STATE	natural	2,108852625	5	5
96.	MADE	natural	2,102835655	5	5
97.	CULTURE	natural	2,098537922	5	5
98.	ADVENTURE	natural	2,086504221	4	5
99.	ENJOY	natural	2,085644484	4	5
100.	ST	natural	2,069312811	4	5
101.	WORLD	natural	2,066570997	6	6
102.	NO	natural	2,026334763	5	5
103.	ACTIVITIES	natural	2,020317793	5	5
104.	SEVEN	natural	2,014300823	5	5
105.	PHENOMENA	natural	1,996155977	4	4
106.	SCIENCES	natural	1,995194912	3	4
107.	NATURETREK	natural	1,99135077	2	4
108.	THESE	natural	1,990233064	5	5
109.	STATE'S	natural	1,979818583	4	4
110.	MINISTER	natural	1,977896571	4	4
111.	LANDSCAPES	natural	1,975974441	4	4
112.	ICELAND'S	natural	1,973091483	3	4
113.	S	natural	1,967884421	5	5
114.	MAN	natural	1,963481188	4	4
115.	DIVERSITY	natural	1,96059823	4	4
116.	FLORA	natural	1,956754088	4	4
117.	AREA	natural	1,956710219	5	5
118.	CALLED	natural	1,951949	4	4
119.	SETTING	natural	1,950987935	4	4
120.	NEW	natural	1,94887054	6	6
121.	PRODUCTS	natural	1,940416813	4	4
122.	CAVES	natural	1,929845572	3	4
123.	SEE	natural	1,918029785	5	5
124.	TREATMENTS	natural	1,909664154	4	4
125.	SPECTACULAR	natural	1,905820012	4	4
126.	THERE	natural	1,899436355	6	6
127.	DON'T	natural	1,893326759	4	4
128.	BEING	natural	1,881794572	4	4
129.	POOL	natural	1,868340254	4	4



130.	EXPLORE	natural	1,859691024	3	4
131.	LAND	natural	1,852963924	4	4
132.	BE	natural	1,849547982	6	7
133.	HAD	natural	1,821250319	4	4
134.	HE	natural	1,80587399	4	4
135.	CAN	natural	1,776901722	7	7
136.	TOP	natural	1,77319932	3	4
137.	THAN	natural	1,770185113	5	5
138.	WILL	natural	1,758195758	6	6
139.	WAS	natural	1,74783659	5	5
140.	FORMOSA	natural	1,728721738	3	3
141.	RIA	natural	1,728721738	3	3
142.	ASSETS	natural	1,72428298	2	3
143.	TERRORIST	natural	1,723173261	3	3
144.	HIGHLIGHTED	natural	1,723173261	3	3
145.	HABITATS	natural	1,722063541	3	3
146.	SOPHISTICATION	natural	1,722063541	3	3
147.	MATERIALS	natural	1,720953941	3	3
148.	VICTIMS	natural	1,720953941	2	3
149.	SPACES	natural	1,718734622	3	3
150.	HA	natural	1,716515064	2	3
151.	HAWAII'S	natural	1,716515064	3	3
152.	PLAYGROUND	natural	1,714295745	3	3
153.	ECOLOGICAL	natural	1,710966706	3	3
154.	ABUNDANT	natural	1,710966706	3	3
155.	TURKEY	natural	1,709857106	3	3
156.	TREASURES	natural	1,709857106	3	3
157.	WHILE	natural	1,70784986	4	4
158.	OUR	natural	1,706888914	4	4
159.	OUTSTANDING	natural	1,705418229	3	3
160.	BRIDGE	natural	1,70319891	3	3
161.	COMPLETELY	natural	1,700979471	3	3
162.	OFFER	natural	1,699200749	4	4
163.	PRESERVED	natural	1,698760033	3	3
164.	CHARM	natural	1,695431113	3	3
165.	HIGHLIGHT	natural	1,695431113	2	3
166.	DISCOVER	natural	1,679895401	3	3
167.	TREATMENT	natural	1,677676082	3	3
168.	EXPLORING	natural	1,675456524	2	3
169.	SCENERY	natural	1,661030531	3	3
170.	ALASKA	natural	1,655482173	2	3
171.	ALMOST	natural	1,654372573	3	3
172.	UNESCO	natural	1,654372573	3	3
173.	SO	natural	1,65114975	4	4
174.	MAKES	natural	1,651043415	3	3

175.	SCENIC	natural	1,649933696	3	3
176.	SWIMMING	natural	1,647714376	3	3
177.	MARINE	natural	1,64105618	3	3
178.	SIDE	natural	1,636617541	3	3
179.	OTHER	natural	1,633851409	4	4
180.	OUTDOOR	natural	1,626630187	3	3
181.	NORTHERN	natural	1,622191548	2	3
182.	UNIQUE	natural	1,606655836	3	3
183.	BUILT	natural	1,605546117	3	3
184.	WITHIN	natural	1,604436517	3	3
185.	OFFERING	natural	1,602216959	3	3
186.	EXCELLENT	natural	1,59888804	3	3
187.	VARIETY	natural	1,593339443	2	3
188.	LAS	natural	1,591120124	2	3
189.	NUMBER	natural	1,582242608	3	3
190.	YOU	natural	1,580221891	5	5
191.	SET	natural	1,561158419	3	3
192.	DESTINATIONS	natural	1,547842264	3	3
193.	VIEW	natural	1,546732426	3	3
194.	RESORT	natural	1,543515444	4	4
195.	PARKS	natural	1,542293787	3	3
196.	KNOWN	natural	1,542293787	3	3
197.	LARGEST	natural	1,522319317	3	3
198.	UP	natural	1,511801839	4	4
199.	YEARS	natural	1,486809254	3	3
200.	TOUR	natural	1,484893322	4	4
201.	CAYMAN	natural	1,482370377	2	3
202.	VISITORS	natural	1,482010245	4	4
203.	ALONG	natural	1,467944503	3	3
204.	DAY	natural	1,451257586	4	4
205.	CARIBBEAN	natural	1,423556924	3	3
206.	AGENTS	natural	1,416898727	3	3
207.	IMMUNITY	natural	1,411495447	2	2
208.	PROMINENTLY	natural	1,411495447	2	2
209.	ELS	natural	1,411495447	1	2
210.	WASTAGE	natural	1,411495447	2	2
211.	GOOGLE'S	natural	1,410136223	2	2
212.	HIGHS	natural	1,410136223	1	2
213.	FLOODED	natural	1,410136223	2	2
214.	SPECTACLE	natural	1,410136223	2	2
215.	BELGIUM'S	natural	1,408777237	2	2
216.	WONDERLAND	natural	1,408777237	2	2
217.	TASMANIA'S	natural	1,408777237	1	2
218.	CONSERVING	natural	1,407418132	2	2
219.	EXPLORATIONS	natural	1,407418132	2	2

220.	ALLURE	natural	1,407418132	1	2
221.	AWESOME	natural	1,407418132	2	2
222.	JORDAN'S	natural	1,407418132	2	2
223.	RETAIN	natural	1,407418132	2	2
224.	MYSTIC	natural	1,406059027	2	2
225.	LANDMARKS	natural	1,406059027	1	2
226.	PRESERVES	natural	1,406059027	1	2
227.	LISTINGS	natural	1,404699922	2	2
228.	REACHES	natural	1,404699922	1	2
229.	PRESERVATION	natural	1,403340816	2	2
230.	CONNECTING	natural	1,401981831	2	2
231.	PROTECTING	natural	1,401981831	2	2
232.	GEYSERS	natural	1,400622725	2	2
233.	SINTRA	natural	1,400622725	1	2
234.	TANZANIA'S	natural	1,400622725	2	2
235.	PRESERVING	natural	1,400622725	2	2
236.	VISIBILITY	natural	1,400622725	1	2
237.	SHOWCASE	natural	1,39926362	2	2
238.	SUPPLY	natural	1,39926362	2	2
239.	ASSIST	natural	1,39926362	1	2
240.	ENVIRONMENTS	natural	1,39926362	2	2
241.	AWAIT	natural	1,397904515	2	2
242.	POSITION	natural	1,39654541	2	2
243.	FED	natural	1,395186424	2	2
244.	USES	natural	1,3938272	2	2
245.	COMPETE	natural	1,3938272	1	2
246.	TASMANIA	natural	1,392468095	2	2
247.	DESTINATION'S	natural	1,392468095	2	2
248.	RESULTS	natural	1,392468095	1	2
249.	UNSPOILED	natural	1,392468095	2	2
250.	ARCHEOLOGICAL	natural	1,391109109	2	2
251.	ELEMENTS	natural	1,391109109	2	2
252.	SUPERB	natural	1,389750004	2	2
253.	AROUND	natural	1,389156461	3	3
254.	JACUZZI	natural	1,388390899	2	2
255.	SECURITY	natural	1,388390899	2	2
256.	SYSTEMS	natural	1,388390899	1	2
257.	STRETCHES	natural	1,387031794	2	2
258.	ORGANIC	natural	1,387031794	2	2
259.	ARRAY	natural	1,385672688	2	2
260.	ENDLESS	natural	1,384313703	2	2
261.	CAUGHT	natural	1,384313703	2	2
262.	UNTOUCHED	natural	1,382954478	2	2
263.	RUSTIC	natural	1,380236387	1	2
264.	RURAL	natural	1,378877282	2	2

265.	BREATHTAKING	natural	1,376159072	2	2
266.	CRAFTS	natural	1,376159072	2	2
267.	TERMS	natural	1,376159072	2	2
268.	PROVINCE	natural	1,376159072	2	2
269.	OFFERINGS	natural	1,374799967	2	2
270.	FCO	natural	1,374799967	2	2
271.	BEARS	natural	1,374799967	2	2
272.	SUSTAINABLE	natural	1,373440981	1	2
273.	INCREDIBLE	natural	1,373440981	2	2
274.	RANGING	natural	1,373440981	2	2
275.	AMAZING	natural	1,372081876	2	2
276.	PAGE	natural	1,370722771	2	2
277.	MUD	natural	1,370722771	2	2
278.	IMPRESSIVE	natural	1,36800456	2	2
279.	PANAMA	natural	1,36800456	2	2
280.	CHANGE	natural	1,36800456	1	2
281.	HELICOPTER	natural	1,36800456	2	2
282.	HOTEL'S	natural	1,36800456	2	2
283.	KIND	natural	1,366645575	2	2
284.	PRESERVE	natural	1,366645575	2	2
285.	ABORIGINAL	natural	1,36528635	2	2
286.	DID	natural	1,36528635	2	2
287.	WE'VE	natural	1,363927364	2	2
288.	AMENITIES	natural	1,362568259	2	2
289.	DESPITE	natural	1,362568259	2	2
290.	IMPACT	natural	1,361209154	2	2
291.	REGION'S	natural	1,361209154	2	2
292.	WARM	natural	1,359850049	2	2
293.	SIGHTS	natural	1,359850049	2	2
294.	GIVES	natural	1,357131839	2	2
295.	WOOD	natural	1,357131839	2	2
296.	CLIMATE	natural	1,357131839	1	2
297.	RUGGED	natural	1,354413629	2	2
298.	PROTECTED	natural	1,351695538	2	2
299.	FAUNA	natural	1,348977327	2	2
300.	BOASTS	natural	1,348977327	1	2
301.	CAVE	natural	1,347618222	2	2
302.	DRAMATIC	natural	1,347618222	2	2
303.	SEEKING	natural	1,347618222	2	2
304.	CABINS	natural	1,346259236	1	2
305.	USING	natural	1,343541026	2	2
306.	SYSTEM	natural	1,338104725	2	2
307.	PARADISE	natural	1,338104725	2	2
308.	ACCORDING	natural	1,338104725	2	2
309.	INTO	natural	1,335891366	3	3

310.	CUSTOMERS	natural	1,33402741	2	2
311.	SPAS	natural	1,332668304	2	2
312.	OUTSIDE	natural	1,331309199	2	2
313.	MEXICO	natural	1,328591108	2	2
314.	ICELAND	natural	1,327232003	2	2
315.	SURROUNDED	natural	1,325872898	2	2
316.	LAGOON	natural	1,321795583	2	2
317.	COUNTRIES	natural	1,321795583	2	2
318.	MUSIC	natural	1,319077373	2	2
319.	SEEN	natural	1,315000176	2	2
320.	TANZANIA	natural	1,312281966	2	2
321.	LUCIA	natural	1,306845665	2	2
322.	WILDERNESS	natural	1,306845665	2	2
323.	PLUS	natural	1,30548656	2	2
324.	HOWEVER	natural	1,304127455	2	2
325.	TOURS	natural	1,303710341	3	3
326.	STOP	natural	1,30276835	2	2
327.	PROVIDES	natural	1,301409245	2	2
328.	LOS	natural	1,298691154	1	2
329.	ANCIENT	natural	1,294613838	2	2
330.	USE	natural	1,294613838	2	2
331.	BARBADOS	natural	1,293254852	1	2
332.	PROVIDE	natural	1,291895628	2	2
333.	CITIES	natural	1,290536642	2	2
334.	EIGHT	natural	1,285100222	2	2
335.	ECO	natural	1,281022906	2	2
336.	AMERICAN	natural	1,27694571	2	2
337.	TOO	natural	1,275586605	2	2
338.	WELL	natural	1,272639036	2	3
339.	MUST	natural	1,270150304	2	2
340.	NATURE	natural	1,267090559	3	3
341.	CLOSE	natural	1,266072989	2	2
342.	BECAUSE	natural	1,263354778	2	2
343.	COME	natural	1,263354778	2	2
344.	CHILDREN	natural	1,256559372	2	2
345.	VEGAS	natural	1,256559372	2	2
346.	MAJOR	natural	1,255200386	2	2
347.	HISTORIC	natural	1,249763966	2	2
348.	FAMOUS	natural	1,24840486	2	2
349.	TOURISTS	natural	1,247045755	2	2
350.	NOT	natural	1,24378705	3	3
351.	HIKING	natural	1,242968559	2	2
352.	EVERY	natural	1,236173153	2	2
353.	COULD	natural	1,234813929	2	2
354.	HOW	natural	1,228018522	2	2

355.	DURING	natural	1,217145801	2	2
356.	THREE	natural	1,213825345	3	3
357.	LAST	natural	1,208991408	2	2
358.	ANOTHER	natural	1,206273198	2	2
359.	SEVERAL	natural	1,203554988	2	2
360.	BOTH	natural	1,202196002	2	2
361.	FEW	natural	1,198118687	2	2
362.	SOME	natural	1,196070313	3	3
363.	FULL	natural	1,18860507	2	2
364.	WINTER	natural	1,180450559	2	2
365.	SHOULD	natural	1,179091334	2	2
366.	LIFE	natural	1,170936942	2	2
367.	WE	natural	1,169437885	3	3
368.	FREE	natural	1,168218732	2	2
369.	MUCH	natural	1,164141417	2	2
370.	WEST	natural	1,162782431	2	2
371.	LAKE	natural	1,161423206	2	2
372.	HIGH	natural	1,138318777	2	2
373.	OFFERS	natural	1,137256742	3	3
374.	EVEN	natural	1,135600686	2	2
375.	DE	natural	1,135600686	2	2
376.	RANGE	natural	1,134241462	2	2
377.	RESORTS	natural	1,132882476	2	2
378.	AFTER	natural	1,130164266	2	2
379.	SAMPLE	natural	1,124727964	2	2
380.	WAY	natural	1,120650649	2	2
381.	GO	natural	1,117932558	2	2
382.	LOCAL	natural	1,083955288	2	2
383.	PRODUCT	natural	1,073082566	2	2
384.	LIKE	natural	1,073082566	2	2
385.	BEACHES	natural	1,070364356	2	2
386.	REGION	natural	1,06628716	2	2
387.	OFF	natural	1,064928055	2	2
388.	ON	natural	1,062972426	8	8
389.	WHAT	natural	1,047259927	2	2
390.	GET	natural	1,045900822	2	2
391.	COUNTRY	natural	1,044541836	2	2
392.	OVER	natural	1,043182611	2	2
393.	MAY	natural	1,04046452	2	2
394.	COAST	natural	1,0350281	2	2
395.	INCLUDE	natural	0,982023776	2	2
396.	IF	natural	0,980664611	2	2
397.	SAYS	natural	0,969791889	2	2
398.	FIRST	natural	0,969791889	2	2
399.	GREAT	natural	0,962996483	2	2

400.	I	natural	0,94940567	2	2
401.	ISLAND	natural	0,897563636	3	3
402.	VISIT	natural	0,867860317	2	2
403.	BEST	natural	0,836601377	2	2
404.	YEAR	natural	0,725156188	2	2
405.	CLIENTS	natural	0,653124571	2	2
406.	TWO	natural	0,526729405	2	2
407.	10	natural		3	3
408.	55	natural		2	2
409.	20	natural		2	2
410.	000	natural		2	2

**Table C.1:** Relational column based on t-score calculation of the collocate “natural” provided by WordSmith Tools (all words)

**Appendix D**  
**Collocates of “natural” – all lexical words**

WordSmith Tools -- 15-12-2010					
N	Word	With	Relation	Texts	Total
1.	BEAUTY	natural	8,451757431	59	72
2.	ATTRACTIONS	natural	6,259824753	35	40
3.	WONDERS	natural	5,901135445	26	35
4.	DISASTERS	natural	5,643942833	27	32
5.	HISTORY	natural	4,610918522	18	22
6.	ENVIRONMENT	natural	4,200509071	18	18
7.	HABITAT	natural	3,984623671	13	16
8.	RESOURCES	natural	3,592757225	12	13
9.	SPRINGS	natural	3,570368052	10	13
10.	CULTURAL	natural	3,395855665	11	12
11.	AREAS	natural	3,376435995	11	12
12.	MUSEUM	natural	3,044971943	9	9
13.	RICH	natural	3,041309595	8	9
14.	TERRORISM	natural	2,992311716	8	9
15.	PARK	natural	2,974130392	9	11
16.	LIGHT	natural	2,96924758	5	9
17.	POOLS	natural	2,946823359	9	9
18.	COUNTRY'S	natural	2,939135551	8	9
19.	WATER	natural	2,787294388	9	9
20.	ISLAND'S	natural	2,762511253	8	8
21.	TOURISM	natural	2,736039877	9	9
22.	AQUARIUM	natural	2,633401394	6	7
23.	DISASTER	natural	2,63122201	7	7
24.	INGREDIENTS	natural	2,630495548	5	7
25.	WONDER	natural	2,623230934	6	7
26.	ADVENTURES	natural	2,602890015	4	7
27.	APPEAL	natural	2,589813709	7	7
28.	SPRING	natural	2,583275557	7	7
29.	WILDLIFE	natural	2,49682641	7	7
30.	PROGRESSION	natural	2,44478178	6	6
31.	SURROUNDINGS	natural	2,427518845	6	6
32.	HISTORICAL	natural	2,396132231	6	6
33.	ISLANDS	natural	2,363157272	7	7
34.	WORLD'S	natural	2,356898546	6	6
35.	CHOICE	natural	2,343559504	6	6
36.	BEAUTIFUL	natural	2,34277463	6	6
37.	HERITAGE	natural	2,328650475	5	6
38.	FEATURES	natural	2,327081442	6	6
39.	SITES	natural	2,32237339	6	6



40.	EXPERIENCE	natural	2,239983082	6	6
41.	PHENOMENON	natural	2,229191542	4	5
42.	DELIGHTS	natural	2,22489357	5	5
43.	MINERAL	natural	2,220595837	4	5
44.	DESTINATION	natural	2,190548897	6	6
45.	ATTRACTION	natural	2,181056023	4	5
46.	STUNNING	natural	2,167302847	5	5
47.	LANDSCAPE	natural	2,151830912	5	5
48.	HOT	natural	2,147533178	5	5
49.	OCEAN	natural	2,119167566	5	5
50.	SPA	natural	2,117574453	6	6
51.	STATE	natural	2,108852625	5	5
52.	CULTURE	natural	2,098537922	5	5
53.	ADVENTURE	natural	2,086504221	4	5
54.	WORLD	natural	2,066570997	6	6
55.	ACTIVITIES	natural	2,020317793	5	5
56.	PHENOMENA	natural	1,996155977	4	4
57.	SCIENCES	natural	1,995194912	3	4
58.	STATE'S	natural	1,979818583	4	4
59.	MINISTER	natural	1,977896571	4	4
60.	LANDSCAPES	natural	1,975974441	4	4
61.	DIVERSITY	natural	1,96059823	4	4
62.	FLORA	natural	1,956754088	4	4
63.	AREA	natural	1,956710219	5	5
64.	SETTING	natural	1,950987935	4	4
65.	NEW	natural	1,94887054	6	6
66.	PRODUCTS	natural	1,940416813	4	4
67.	CAVES	natural	1,929845572	3	4
68.	TREATMENTS	natural	1,909664154	4	4
69.	SPECTACULAR	natural	1,905820012	4	4
70.	POOL	natural	1,868340254	4	4
71.	LAND	natural	1,852963924	4	4
72.	ASSETS	natural	1,72428298	2	3
73.	TERRORIST	natural	1,723173261	3	3
74.	HABITATS	natural	1,722063541	3	3
75.	SOPHISTICATION	natural	1,722063541	3	3
76.	MATERIALS	natural	1,720953941	3	3
77.	VICTIMS	natural	1,720953941	2	3
78.	SPACES	natural	1,718734622	3	3
79.	PLAYGROUND	natural	1,714295745	3	3
80.	ECOLOGICAL	natural	1,710966706	3	3
81.	ABUNDANT	natural	1,710966706	3	3
82.	TREASURES	natural	1,709857106	3	3
83.	OUTSTANDING	natural	1,705418229	3	3
84.	BRIDGE	natural	1,70319891	3	3

85.	PRESERVED	natural	1,698760033	3	3
86.	CHARM	natural	1,695431113	3	3
87.	TREATMENT	natural	1,677676082	3	3
88.	SCENERY	natural	1,661030531	3	3
89.	SCENIC	natural	1,649933696	3	3
90.	SWIMMING	natural	1,647714376	3	3
91.	MARINE	natural	1,64105618	3	3
92.	SIDE	natural	1,636617541	3	3
93.	OUTDOOR	natural	1,626630187	3	3
94.	UNIQUE	natural	1,606655836	3	3
95.	EXCELLENT	natural	1,59888804	3	3
96.	VARIETY	natural	1,593339443	2	3
97.	NUMBER	natural	1,582242608	3	3
98.	DESTINATIONS	natural	1,547842264	3	3
99.	VIEW	natural	1,546732426	3	3
100.	RESORT	natural	1,543515444	4	4

**Table D.1:** Relational column based on t-score calculation of the collocate “natural” provided by WordSmith Tools (all lexical words)

**Appendix E**  
**Concordance lines containing the collocates of the search term “nature”**

**Nature/reserve**

N	Concordance	File	
1	history. More than half the island is a national park or	nature reserve, and it forms part of Macaronesia, one of	TW9_07.txt
2	EN ISLE. More than half of Tenerife is a national park or	nature reserve. So there is no excuse for visitors not to	TW9_07.txt
3	open in early 2005. Castle on the Cliff, set in a private	nature reserve near Plettenberg, has been completely rebu	TW99_04.txt
4	... darwish, who was guiding our small group through Dana	Nature Reserve, pointed out a juniper tree and demonstrat	TW91_03.txt
5	Mother nature's calling. The little-known Dana	Nature Reserve, home to than 300 species of animal, is one	TW91_03.txt
6	sh penchant for a tippel had travelled as far as a remote	nature reserve in Jordan. Relatively new to the concept o	TW91_03.txt
7	ng vistas, towering rock faces and empty spaces. Shaumari	Nature Reserve: Shaumari was created as a breeding centre	TW91_03.txt
8	tar hotels make the area popular for spa holidays. Ajloun	Nature Reserve: located in the Ajloun highlands north of	TW91_03.txt
9	's natural attractions Mujib Wildlife Reserve: the lowest	nature reserve in the world, Mujib is near the east coast	TW91_03.txt
10	's natural attractions Mujib Wildlife Reserve: the lowest	nature reserve in the world, Mujib is near the east coast	TW91_03.txt
11	to the ibex. Waterfall swimming is a highlight. Wadi Rum	Nature Reserve: one of Jordan's star attractions, the res	TW91_03.txt
12	avily wooded Trou aux Cerfs crater and Mauritius' largest	nature reserve, the Black River Gorges National Park. Cen	TW84_04.txt
13	the town of Igualada and surrounding area and Montserrat	Nature Reserve are also available, offering views across	TW80_03.txt
14	an hour from the city by ferry, or visit the Bukit Timah	Nature Reserve rainforest area. One thing's for sure, eat	TW75_03.txt
15	ht us an hour from Windhoek to the edge of the NamibRand	Nature Reserve. For those on fly-in safaris, this is the	TW72_04.txt
16	heganas' 16 thatched cottages overlooking a 6,000-hectare	nature reserve. During one game drive I ticked off 10 ost	TW72_04.txt
17	it? Perched on a hill overlooking a private 6,000-hectare	nature reserve, 40 minutes' drive from Windhoek airport.	TW72_04.txt
18	aches nearby. Take a trip out into the Topes de Collantes	nature reserve to see forests, waterfalls and canyons. Sa	TW6_08.txt
19	small town colonial charm, go horse riding in the nearby	nature reserve and relax on the sandy beaches. Follow in	TW6_08.txt
20	orth recommending clients take a visit to the spectacular	nature reserve of Sian Ka'an (see box, left). A brief rai	TW66_05.txt
21	. Ribe is also the closest neighbour to Denmark's largest	nature reserve, the Wadden Sea. Today Ribe experiences	TW63_04.txt
22	e island of Praslin. Hike or bike round the Vallée de Mai	Nature Reserve, explore the reefs, or laze on the seclude	TW5_07.txt
23	. Located at Deep Bay in the New Territories, near Mai Po	Nature Reserve, it opens later this year.	TW52_05.txt
24	ure and nature to be found too. Sir Bani Yas is an island	nature reserve, with llamas, giraffes, ostriches and flam	TW4_08.txt
25	rism facility located in the New Territories, near Mai Po	Nature Reserve. Three new Moments of Discovery tours inc	TW48_05.txt
26	ea. It is also building a second wilderness lodge in Dana	Nature Reserve, due to open in September. Somak adds dest	TW60_04.txt
27	oodos mountains or the wild Akamas Peninsula, a protected	nature reserve. Unique selling point? Highlights of Class	TW45_05.txt
28	it was in colonial times. The 1,500-hectare site is now a	nature reserve featuring colonial houses, a traditional s	TW40_06.txt
29	cal and most evocative site is at Gamla, within the Gamla	Nature Reserve. In 67AD, several thousand Jews were slaug	TW3_07.txt
30	China Sea, and the 60-hectare Hong Kong Wetland Park[**]	nature reserve, should also encourage people to stay long	TW37_06.txt
31	the rainforest, the apartments are on an organic farm and	nature reserve. When tea is served, Ean, the owner, rings	TW32_06.txt
32	ill also open a five-star spa resort in the Wolgan Valley	nature reserve in New South Wales, three hours' drive fro	TW31_06.txt
33	ient and Wild discovery tour, including not just the Dana	Nature Reserve and the Wadi Rum desert but also the world	TW25_07.txt
34	s nickname. Some two thirds of the island is designated a	nature reserve with banana plantations, pine forests and	TW259_03.txt
35	recognisable image of Namibia.Sand Dunes:The Namibrand	Nature Reserve wedged between the Namib-Naukluft Natio	TW21_07.txt
36	and the Nubib Mountains, the 180,000 hectare NamibRand	Nature Reserve claims to be the largest private game rese	TW21_07.txt
37	L'Estartit-Illes Medes on the Costa Brava, an underwater	nature reserve, is in one of the most interesting areas i	TW169_06.txt
38	Trmomo Club, bicycles, tennis and a tour of the Valriche	nature reserve. Sample price: Thomson offers seven nights	TW158_06.txt
39	y in relaxation pools. Web: Dolphinreef.co.il Coral Beach	Nature Reserve: With nearly a mile of reef and more than	TW12_07.txt
40	the Negev desert and bird-watching in the Yotvata HalBar	Nature Reserve, 21 miles outside Eilat. Web: Parks.org.il	TW12_07.txt
41	beach of Anse Lazio, hike or bike round the Vallée de Mai	Nature Reserve and explore the untouched coral reefs. La	TW11_07.txt
42	Route Hotel, South Africa This property, set in a private	nature reserve on the edge of the forest, has 16 residenc	TW109_08.txt
43	hunk of wilderness with a huge crater, the Makhtesh Ramon	Nature Reserve, which is an unforgettable sight. The Dead	TW100_07.txt
44	Site due to the diversity of its wildlife and undisturbed	nature. Within the reserve is the Selous Project (www.sel	TA9_09.txt

45	ord Raffles was covered with rain forest. The Bukit Timah	Nature	Reserve remains intact and offers visitors to the	TA97_05.txt
46	o carved in the rock where a chapel lies. The Tagus River	Nature	Reserve is an important place for migratory birds	TA77_05.txt
47	lands, famous for their variety of marine species and its	nature	reserve. Visitors can drive around and visit Torre	TA77_05.txt
48	y birds and fish, especially flamingos. At the Sado River	Nature	Reserve a unique breed of dolphins (only found her	TA77_05.txt
49	g, boat racing, rowing and sailing. The Paul do Boquilobo	Nature	Reserve, the caves and dinosaur footprints in Serr	TA77_05.txt
50	rby estates. One can visit the Bird Preserve at the Tagus	Nature	Reserve, participate in one of many traditional fe	TA77_05.txt
51	nbona Wildlife Reserve and two nights at Grootbos Private	Nature	Reserve in South Africa for \$1,570 per person doub	TA69_06.txt
52	Nature (RSCN) or the Wadi Bum Visitors Center. The Dana	Nature	Reserve, which has a diverse topography ranging	TA68_06.txt
53	urs through the RSCN. Bordering the Dead Sea is the Mujib	Nature	Reserve. At about 1,300 foot below sea level, it's	TA68_06.txt
54	rve. At about 1,300 foot below sea level, it's the lowest	nature	reserve in the world. With such dramatic changes	TA68_06.txt
55	ible view. Not far from Cape Town, the Cape of Good Hope	Nature	Reserve at the tip of the Cape Peninsula is home t	TA65_06.txt
56	hlands of the Castro Marim and Vila Real de Santo Antonio	Nature	Reserve. Come and recharge your batteries in the	TA56_06.txt
57	Costa Rica Resort Balances Luxury and	Nature	Gaia Hotel & Reserve gets high marks in its first	TA51_07.txt
58	res the Cape Peninsula and includes the Cape of Good Hope	Nature	Reserve. A second spotlights a drive through pictu	TA41_07.txt
59	is adventure of unsurpassed beauty includes the NamibRand	Nature	Reserve 4X4 safari drives and a boat trip on the	TA32_07.txt
60	e Lisboa's beauty from the river, or can opt to visit the	nature	bird reserve. Daily cruises are available from Lis	TA31_07.txt
61	part of Ribatejo, the Sado Estuary and the Tagus Estuary	Nature	Reserve provide a sanctuary for migrating birds su	TA233_03.txt
62	species of birds living within six protected areas, Abuko	Nature	Reserve is home to baboons as well as vervet, pata	TA187_07.txt
63	their shores. On Little Cayman, check out the Booby Pond	Nature	Reserve ( <a href="http://www.nationaltrust.org.ky/info/boobypond">www.nationaltrust.org.ky/info/boobypond</a> ).	TA185_08.txt
64	the city's atmospheric Chinatown district. The Semenggah	Nature	Reserve, about a 30-minute drive from Kuching, is	TA177_08.txt
65	hrough endemic tropical forest. The Red-Footed Booby Bird	Nature	Reserve on Little Cayman is another National Trust	TA116_03.txt
66	re information, go to <a href="http://www.naturecayman.com">www.naturecayman.com</a> . Booby Pond	Nature	Reserve: The largest known breeding colony of the	TA115_03.txt
67	ated in a Cayman-style cottage across from the Booby Pond	Nature	reserve, the museum exhibits artifacts and old pho	TA115_03.txt
68	ird-watcher's paradise as home to the 203-acre Booby Pond	Nature	reserve. Encourage clients to visit all three Caym	TA114_03.txt
69	rby estates. One can visit the Bird Preserve at the Tagus	Nature	Reserve, participate in one of many traditional	TA100_04.txt
70	g, boat racing, rowing and sailing. The Paul do Boquilobo	Nature	Reserve, the caves and dinosaur footprints in Serr	TA100_04.txt

**Table E.1:** Concordances containing the search term “nature” and its collocate *reserve*

## Nature/lovers

N	Concordance	nature	lovers	File
1	inforest and palm-fringed beaches, perfect for hikers and	nature	lovers. Known as the Spice Island, the scents of n	TW88_04.txt
2	Brazil for every type of holidaymaker, be they hedonists,	nature	lovers, culture vultures, history buffs or beach b	TW77_04.txt
3	s among Canada's abundant wildlife, this is a country for	nature	lovers. Away from the cities many tours offer grea	TW76_04.txt
4	t's it like? Its peaceful, isolated location will attract	nature	lovers and couples. Accommodation is in 16 rustic	TW72_04.txt
5	poilt for choice, but divers, snorkellers, rock climbers,	nature	lovers, walkers and honeymooners will all be able	TW67_05.txt
6	a is a top destination for everyone, from honeymooners to	nature	lovers. Selling a holiday to Malaysia? The destina	TW58_05.txt
7	estination has wide appeal, and is particularly suited to	nature	lovers and honeymooners. The destination sustained	TW58_05.txt
8	nd beach at Anse Mamin. Who would it suit? Romantics and	nature	lovers — it's ideal for honeymooners or wedding co	TW47_06.txt
9	nd flop, St Lucia offers plenty for adventure seekers and	nature	lovers alike. Of all the Caribbean islands, St Luc	TW42_05.txt
10	, beach and savannah make it the complete destination for	nature	lovers. If your customers come back from Venezuel	TW30_06.txt
11	landscape and the other islands are ideal for hikers and	nature	lovers. CATALONIA What to see? Barcelona is one	TW26_07.txt
12	na flourish untamed in the Azores. The highlight for many	nature	lovers is spotting the sperm whales and dolphins p	TW218_04.txt
13	e opening properties there in 2009 too. Who does it suit?	Nature	lovers looking for somewhere tranquil. Top hotels:	TW19_07.txt
14	so has 513 different species of birds. Who would it suit?	Nature	lovers and bird watchers. Sample product: Lastminu	TW18_06.txt
15	for tuna, barracuda and marlin. Silhouette: Popular with	nature	lovers, the island's untouched beauty comprises ve	TW11_07.txt
16	Fall	Nature	Festivals Wildlife lovers can enjoy in-depth festiv	TA88_05.txt
17	n. The event includes many activities to delight bird and	nature	lovers: guided eagle-viewing tours, photography an	TA88_05.txt
18	ire, the Sete Montes Forest are sites not to be missed by	nature	lovers.	TA77_05.txt
19	tral & South America CAPITAL NATURE Costa Rica offers	nature	lovers easy access to a wide array of attractions C	TA70_06.txt
20	sts." The island has a pair of attractions of interest to	nature	lovers. Aruba's Butterfly Farm at Palm Beach showc	TA62_06.txt
21	nsion Belize has always had immense appeal for divers and	nature	lovers. As the tourism product continues to develo	TA50_07.txt
22	g Hotels of the World. The hotel is an ideal reprieve for	nature	lovers. Set at the foot of the Andes Mountains ove	TA46_07.txt
23	y year in March for up to 4,000 participants. For hiking,	nature	lovers will be fascinated by the Bialowieza Forest	TA3_10.txt
24	the islands of Hawaii, Kauai is the number one choice for	nature	lovers. The islands landscape ranges from rugged s	TA37_07.txt
25	ll Cayman Brac to... - Divers - Honeymooners - Families -	Nature	lovers - Adventure seekers - Those looking to get	TA239_03.txt
26	Portugal's diverse geography offers countless options for	nature	lovers. The terrain ranges from rugged mountains a	TA233_03.txt
27	aguna. This mountain range south of La Paz is a haven for	nature	lovers. The area was declared a Biosphere Reserve	TA227_04.txt
28	rs for centuries. Sao Jorge offers numerous options for	nature	lovers, with its picturesque cliffs, lush vegetati	TA221_04.txt
29	The diversity of Cayman's flora and fauna is a treat for	nature	lovers. There are 26 species of wild orchids alone	TA116_03.txt
30	ire, the Sete Montes Forest are sites not to be missed by	nature	lovers. www.rtemplarios.pt	TA100_04.txt

Table E.2: Concordances containing the search term "nature" and its collocate *lovers*

## Nature/reserves

N	Concordance	nature	reserves	File
1	, mountains, hot springs, caves, waterfalls and dozens of	nature	reserves. The majority of Kruger National Park fal	TW97_04.txt
2	coastline and the region boasts one of the island's best	nature	reserves, Riviere Noire gorges. The south This are	TW84_04.txt
3	its 1,185 islands, picturesque villages, national parks,	nature	reserves and a dramatic coastline, there's a holid	TW59_05.txt
4	white-water rafting and hiking in the mountains, visiting	nature	reserves, and experiencing culture and a lively ni	TW39_06.txt
5	dge. There are more than 100 parks in Pretoria, including	nature	reserves and bird sanctuaries, and many tree-lined	TW36_06.txt
6	-metre infinity pool. Close to several national parks and	nature	reserves, it's the perfect location for an escape	TW1_08.txt
7	Cockburn Town, is on tiny Grand Turk. National parks and	nature	reserves protect the unspoilt landscape and there	TW19_07.txt
8	ving them access through an underwater gate. In 2002, the	Nature	Reserves Authority closed the gate because of unco	TW170_06.txt
9	vasio and other archaeological sites, as well as pristine	nature	reserves where numerous species of flora and fauna	TA98_04.txt
10	Jordan's Natural Side The country's	nature	reserves are alternatives to traditional tours Our	TA68_06.txt
11	nature reserves are alternatives to traditional tours Our	nature	reserves give Jordan a leading edge in ecotourism	TA68_06.txt
12	n 80 provincial, municipal, and privately owned nature parks,	nature	reserves, game reserves, and game fa	TA66_06.txt
13	provincial, municipal, and privately owned nature parks,	nature	reserves, game reserves, and game farms. Within th	TA66_06.txt
14	that practice the most ingenious methods of survival. Two	nature	reserves, the Pacaya Samiria and Allpahuayo are in	TA197_06.txt

Table E.3: Concordances containing the search term "nature" and its collocate *reserves*

## Nature/trails

N	Concordance		File
1	e. Mountain biking is another popular way to get close to	nature. Trails	TW85_03.txt
2	land is criss-crossed by trails, all detailed in a Cyprus	Nature Trails	TW45_05.txt
3	iking trails in Cyprus, with five distinctive sign-posted	nature trails	TW45_05.txt
4	andscape sets it apart from many other Caribbean islands.	Nature trails	TW42_05.txt
5	ns: a mass of subtropical and temperate plants with paved	nature trails	TW36_06.txt
6	ur leisure. There are also dedicated green lanes and many	nature trails	TW208_05.txt
7	prides itself on its quiet, wide beach and easy access to	nature and hike trails,	TA89_05.txt
8	s 41 sites and outlines where forest and shrubland is and	nature trails.	TA83_05.txt
9	veal snowcapped mountain vistas, or walk the many nearby	nature trails.	TA67_06.txt
10	ntal Research Center and a network of publicly accessible	nature trails	TA47_07.txt
11	itors can feed them by hand and take elephant rides along	nature trails.	TA17_08.txt
12	s of Cayman Brac conditions permitting. Bird Watching And	Nature Trails	TA115_03.txt
13	ming, snorkeling, diving, walking, visits to Owen Island,	nature trails	TA115_03.txt
14	deal of pristine nature sites. Clients will find caves and	nature trails	TA114_03.txt

Table E.4: Concordances containing the search term “nature” and its collocate *trails*

## Nature/tours

N	Concordance		File
1	diles and is excellent for bird watching, snorkelling and	nature tours	TW66_05.txt
2	ivals and musical events. Shopping, restaurants and pubs.	Nature tours	TW63_04.txt
3	s tallest sand dunes. Activities include quad bike tours,	nature tours,	TW62_04.txt
4	cies is backed up by the number of UK operators featuring	nature -watching tours.	TW54_04.txt
5	s to suit the cruise and rail travel demographic, such as	nature tours,	TW53_05.txt
6	array of activities including safari tours, hang-gliding,	nature hikes	TA95_05.txt
7	am includes unlimited greens fees and tennis court times,	nature tours,	TA89_05.txt
8	phant trekking and cultural education. Slam Safari offers	nature tours	TA87_05.txt
9	hose interested in a more active tour. Dan Egolf’s Alaska	Nature Tours	TA81_05.txt
10	nature reserves are alternatives to traditional tours Our	nature reserves	TA68_06.txt
11	ortation, light-adventure activities and biologist-guided	nature tours	TA24_08.txt
12	identifying a trail that will best meet their interests.	Nature Tourism Tours	TA239_03.txt
13	recent off recreation, including golf, tennis, on-property	nature tours,	TA21_08.txt
14	climbing, hiking and exploring. Clients can enjoy scenic	nature tours	TA185_08.txt

Table E.5: Concordances containing the search term “nature” and its collocate *tours*

## Nature/walks

N	Concordance		File
1	kayaking, jungle trekking, fishing, mangrove touring and	nature walks	TW90_04.txt
2	he reserve is inhabited by 21 game species, so drives and	nature walks	TW72_04.txt
3	rts and boat trips on the lake, hot springs to dip in to,	nature walks	TW46_05.txt
4	many activities on offer. These include archery, fencing,	nature walks,	TW35_06.txt
5	takes place daily at sites along the South Rim, including	nature walks.	TW240_03.txt
6	of the island’s peaks and there are 10 jungle and coastal	nature walks.	TW22_07.txt
7	ities: 24 rooms, restaurant, bar, shop, snorkelling gear,	nature walks.	TW20_07.txt
8	Most hotels have kids’ clubs with activities ranging from	nature walks	TW17_07.txt
9	ith a full-bodied private-island experience— white sands,	nature walks,	TA8_09.txt
10	tanical garden, countless art galleries, an assortment of	nature walks	TA188_07.txt
11	ness Whether it’s hikes overlooking a glacier, rainforest	nature walks,	TA15_08.txt
12	Andes Mountains. The excursion includes sightseeing and	nature walks	TA108_04.txt

Table E.6: Concordances containing the search term “nature” and its collocate *walks*

## Nature/bird

N	Concordance		File	
1	nd July, special Midnight Sun packages. <b>Bird</b> -watching and	<b>nature</b>	packages are available and walkers can freely acce	TW38_06.txt
2	dge. There are more than 100 parks in Pretoria, including	<b>nature</b>	reserves and <b>bird</b> sanctuaries, and many tree-lined	TW36_06.txt
3	so has 513 different species of birds. Who would it suit?	<b>Nature</b>	lovers and <b>bird</b> watchers. Sample product: Lastminu	TW18_06.txt
4	n. The event includes many activities to delight <b>bird</b> and	<b>nature</b>	lovers: guided eagle-viewing tours, photography an	TA88_05.txt
5	beach, noting the islands' history, <b>bird</b> watching, caves,	<b>nature</b>	hikes and yachting. "The food is also amazing," sh	TA73_06.txt
6	n the Caribbean. Whitewater rafting, canyoning, kayaking,	<b>nature</b>	hikes and <b>bird</b> watching, rock climbing and paragli	TA44_07.txt
7	Encounter The Sheer Beauty Of Thai	<b>Nature</b>	<b>Bird</b> Watching Thailand bird varieties can be seen a	TA40_07.txt
8	250 species include the great hornhill and grey peacock.	<b>Nature</b>	and <b>Bird</b> Site Exploration Co., Ltd: www.thailandbi	TA40_07.txt
9	e Lisboa's beauty from the river, or can opt to visit the	<b>nature</b>	<b>bird</b> reserve. Daily cruises are available from Lis	TA31_07.txt
10	r is a good time to observe migrating waders and raptors.	<b>Nature</b>	and <b>Bird</b> Site Exploration Co., Ltd: www. Thailand.	TA18_08.txt
11	hrough endemic tropical forest. The Red-Footed Booby <b>Bird</b>	<b>Nature</b>	Reserve on Little Cayman is another National Trust	TA116_03.txt
12	s of Cayman Brac conditions permitting. <b>Bird</b> Watching and	<b>Nature</b>	Trails Visitors will find much of Little Cayman's	TA115_03.txt

Table E.7: Concordances containing the search term "nature" and its collocate *bird*

## Nature/culture

N	Concordance		File	
1	d a presence in the UK market. Key selling points include	<b>nature,</b>	history, <b>culture</b> and opportunities for adventure	TW93_03.txt
2	rkets such as the premium business, conferences, <b>culture,</b>	<b>nature</b>	and gastronomy. Mexico welcomes around 310,000	TW78_04.txt
3	Brazil for every type of holidaymaker, be they hedonists,	<b>nature</b>	lovers, <b>culture</b> vultures, history buffs or beach b	TW77_04.txt
4	ill cater to the glitzy hotel market, there's <b>culture</b> and	<b>nature</b>	to be found too. Sir Bani Yas is an island nature	TW4_08.txt
5	riched with special-interest options relating to <b>culture,</b>	<b>nature,</b>	sports, well-being, weddings, cruises and confere	TW44_05.txt
6	ourist map is part of its charm --and the mix of <b>culture,</b>	<b>nature</b>	and the laid-back vibe make the city and its surro	TW24_07.txt
7	ook packaged ecoadventure travel. Ancon offers a range of	<b>nature</b>	and <b>culture</b> oriented tours, as well as adventure a	TA96_05.txt
8	hills, often-overlooked Umbria has a history, <b>culture</b> and	<b>nature</b>	that mingle harmoniously. Remnants, both archeolo	TA94_05.txt
9	as offers authenticity with its rich <b>culture,</b> history and	<b>nature."</b>	Travel wholesaler Diogenes D'Alacio, president o	TA57_06.txt
10	cently, as with many of Korea's charms, the contemplative	<b>nature</b>	of this <b>culture</b> was something foreigners could onl	TA4_10.txt
11	ook packaged ecoadventure travel. Ancon offers a range of	<b>nature</b>	and <b>culture</b> oriented tours, as well as adventure a	TA218_05.txt
12	s registered as UNESCO World Heritage Sites of <b>Culture</b> or	<b>Nature</b>	and we hope our "Brazil. Sensational!" inspires tr	TA10_09.txt

Table E.8: Concordances containing the search term "nature" and its collocate *culture*

## Nature/park

N	Concordance		File	
1	EN ISLE. More than half of Tenerife is a national <b>park</b> or	<b>nature</b>	reserve. So there is no excuse for visitors not to	TW9_07.txt
2	history. More than half the island is a national <b>park</b> or	<b>nature</b>	reserve, and it forms part of Macaronesia, one of	TW9_07.txt
3	s. In the heart of the island lies the Vallee de Mai -- a	<b>nature</b>	<b>park</b> and UNESCO World Heritage Site.The park bo	TW5_07.txt
4	f becoming extinct — are being brought to the leisure and	<b>nature</b>	<b>park</b> . Terra Natura managing director Miguel Tabern	TW57_05.txt
5	ater of Trou aux Cerfs, the Black River gorges and Casela	<b>Nature</b>	<b>Park</b> . Snorkelling One of the best spots for a wond	TW40_06.txt
6	sions on double-seat quad bikes are available in Valriche	<b>Nature</b>	<b>Park</b> , offering the chance to explore a unique natu	TW40_06.txt
7	China Sea, and the 60-hectare Hong Kong Wetland <b>Park</b> [**]	<b>nature</b>	reserve, should also encourage people to stay long	TW37_06.txt
8	n cuisine. Visit the Domaine Les Pailles, a 1,200-hectare	<b>nature</b>	<b>park</b> with lots of facilities including a Chinese r	TW27_06.txt
9	tain climbing. 1/Domaine les Pailles This family-friendly	<b>nature</b>	<b>park</b> at the foot of the Moka Mountains is a ten mi	TW17_07.txt
10	own locally as the 'crocodile park', this unusual zoo-cum-	<b>nature</b>	<b>park</b> in the southeast breeds Nile crocodiles and g	TW17_07.txt
11	rivers, Costa Azul has remarkable natural resources. The	<b>Nature</b>	<b>Park</b> of the Mountain of Arrabida features Mediterr	TA77_05.txt
12	is the Arizona-Sonora Desert Museum, an extensive outdoor	<b>nature</b>	<b>park</b> that includes more than 300 species of live a	TA75_06.txt
13	oteworthy Punta Sur, Cozumel's newest ecological <b>park</b> and	<b>nature</b>	preserve, is a breathtaking environment of mangrov	TA113_03.txt

Table E.9: Concordances containing the search term "nature" and its collocate *park*

## Nature/tourism

N	Concordance	nature	tourism	File
1	ions will also be a key focus, with an emphasis placed on	nature	tourism. There are 224 species of birds on the isl	TW94_03.txt
2	lly being asked about English countryside attractions and	nature	-based tourism.	TW81_03.txt
3	id: "Our aim is to introduce visitors to the incomparable	nature	tourism in Amazonia, currently experienced by just	TW7_08.txt
4	redicts a growth in eco-resorts and hotels, and a boom in	nature	tourism — a sector already growing at 20% a year—	TW29_06.txt
5	and beaches have long been popular with the adventure and	nature	tourism markets, and a steady flow of American tou	TW15_10.txt
6	chimneys, canyons and coral arches are abundant. Selling	Nature	Tourism Positioning the beauty and wonder of the i	TA83_05.txt
7	lands.ky. Go to www.naturecayman.com for more on general	nature	tourism information. Best view on the island: The	TA239_03.txt
8	ac Museum - M.V. Capt. Keith Tibbetts #356 dive site - 38	nature	tourism sites and trails - Cave explorations Marke	TA239_03.txt
9	identifying a trail that will best meet their interests.	Nature	Tourism Tours can be arranged through the District	TA239_03.txt
10	ff the Brac's coast. For more on diving, see pages 22-23.	Nature	Tourism Send clients on an exploration of the isla	TA239_03.txt
11	be developed in surprising ways - they're not limited to	nature	-based tourism and ecotourism. Thailand and its tra	TA19_08.txt
12	a's Northern Territory Government, told Travel Agent that	nature	-based tourism is integral to the Northern Territor	TA13_09.txt

Table E.10: Concordances containing the search term “nature” and its collocate *tourism*

## Nature/clients

N	Concordance	nature	clients	File
1	sorts and fine beaches, but is increasingly known for its	nature	product. Clients like being able to combine nature	TW58_05.txt
2	Dolphin friendly. Iceland offers a close-up on	nature	for clients who want to take a walk on the wild sid	TW55_05.txt
3	few of the possibilities. Fortunately, you can send your	nature	-loving clients there and make money in the process	TA89_05.txt
4	t for us and one that does very well." Adventure seekers,	nature	enthusiasts and clients looking for a twist on the	TA68_06.txt
5	ldlife. With this in mind, why not suggest clients take a	nature	expedition? For 20 years, Natural Habitat Adventur	TA49_07.txt
6	nd their keepers. For those agents with clients who crave	nature	exploration, book half- or full-day Prince William	TA28_08.txt
7	eful acres, this 52-room property is the perfect pick for	nature	-inclined clients. The area houses natural mineral	TA23_08.txt
8	ff the Brac's coast. For more on diving, see pages 22-23.	Nature	Tourism send clients on an exploration of the isla	TA239_03.txt
9	21 or Silver Thatch Excursions at 345-945-6588. Leisurely	Nature	Stroll for clients seeking an easier walk through	TA116_03.txt
10	s. The sister islands also offer a great deal of pristine	nature	sites. Clients will find caves and nature trails	TA114_03.txt
11	ird-watcher's paradise as home to the 203-acre Booby Pond	Nature	reserve. Encourage clients to visit all three Caym	TA114_03.txt

Table E.11: Concordances containing the search term “nature” and its collocate *clients*



**Appendix F**  
**Concordance lines containing the collocates of the search term “natural”**

**Natural/beauty**

N	Concordance	natural	beauty	File
1	ot to get off their sunloungers and discover the island's	natural	beauty. Dominated by the summit of Mount Teide, S	TW9_07.txt
2	ive diving facilities — all free of charge. With all this	natural	beauty and charm, it's not surprising that the Fr	TW95_04.txt
3	ragging about his lot, just showcasing the island and its	natural	beauty. As we drove around Kangaroo Island it bec	TW86_03.txt
4	un and sea ease cares away. It's also the place to be for	natural	beauty treatments, with local herbs and spices to	TW83_03.txt
5	ing. Staying longer Those staying longer can discover the	natural	beauty and wildlife at a more relaxed pace. If yo	TW5_07.txt
6	lans takes a step back in time as he discovers the area's	natural	beauty and historical sites. SAFED Mystical magic	TW3_07.txt
7	It is largely because of this combination of man-made and	natural	beauty that Fanoë, just a 10-minute ferry ride fr	TW264_03.txt
8	St Lucia to play on its	natural	beauty. Simply Beautiful, the key consumer message	TW253_08.txt
9	can hire a four-wheel drive and explore the ever-changing	natural	beauty, ride a mountain bike across the island on	TW247_04.txt
10	at Sandals and Beaches are well placed to appreciate this	natural	beauty with its properties located in some of the	TW245_04.txt
11	am destination' with emphasis on its diversity, including	natural	beauty; unique culture and history; and the welco	TW242_04.txt
12	rism, Sofronis' philosophy is to share the simplicity and	natural	beauty of rural Cyprus with holidaymakers looking	TW233_04.txt
13	s an easy sell Nature/scenery: few destinations match the	natural	beauty of the Azores. Mountains soar to the sky,	TW218_04.txt
14		Natural	BEAUTY. It may be full of luxury resorts, but cons	TW20_07.txt
15	said: "Walking is one of our main selling points due the	natural	beauty of the island and the varied terrain. "The	TW208_05.txt
16	Coimbra in Portugal had all been chosen because of their	natural	beauty and cultural value. Although Catalonia has	TW195_05.txt
17	der couple looking for a week of heritage and outstanding	natural	beauty Day One: Rum Factory & Heritage Park: Visi	TW193_05.txt
18	a 20-minute drive from the bush. But Tasmania's stunning	natural	beauty reaches its zenith on the wild and rugged	TW187_05.txt
19	ef Dady and the other casualties of progress. "Tasmania's	natural	beauty reaches its zenith on the Wild west coast"	TW187_05.txt
20	cus flower has also been created to highlight St. Lucia's	natural	beauty. St. Lucia Tourist Board director of touri	TW183_06.txt
21	rt from its Caribbean rivals by highlighting the island's	natural	beauty. The campaign features the strapline "You	TW183_06.txt
22	nked at number 13 in the World's Top 20 islands, with the	natural	beauty and friendliness of locals seeing off the	TW183_06.txt
23	h greenery and so we particularly wanted to highlight its	natural	beauty. We're using the imagery to give a real fe	TW183_06.txt
24	much to recommend it. The collision of culture and rugged	natural	beauty is the most compelling reason to visit, so	TW156_06.txt
25	word for it: 'Metronatural'. The new slogan describes the	natural	beauty and urban sophistication the locals almost	TW156_06.txt
26	Cape, Limpopo and Mpumalanga East, which are all rich in	natural	beauty and wildlife. She added that following tal	TW148_06.txt
27	t southerly fjord, it's perfect for customers looking for	natural	beauty. The crumbling old fishing villages and wa	TW143_07.txt
28	overlooked and used for farming, for example. He said the	natural	beauty of many developing countries has been pres	TW135_06.txt
29	tional Statistics on November 8 2006 TOP 10 Countries for	Natural	Beauty New Zealand Switzerland Greece Maldives S	TW133_06.txt
30	Peru, has five luxury hotels set in areas of outstanding	natural	beauty, such as Lake Titicaca and the Sacred Vall	TW109_08.txt
31	CRUZ CONTROL. Away from the beaches and the island's	natural	beauty, the capital Santa Cruz offers a taste of c	TW105_07.txt
32	erica." Sunvil director Lloyd Boutcher said: "In terms of	natural	beauty it is up there with Brazil. There's wildli	TW103_08.txt
33	land on all three islands. Protecting the Cayman Islands'	natural	beauty is more than just talk among Caymanians: a	TA83_05.txt
34	sightseeing. Sedona, home to its own red rock beauty and	natural	wonders, has become a spiritual haven for many vi	TA76_06.txt
35	n tourism initiatives. Costa Rica's primary appeal is its	natural	beauty and attractions, although this very appeal	TA61_06.txt
36	e is discussed. The resort's design was influenced by the	natural	beauty, flora and fauna of Costa Rica. "The exter	TA61_06.txt
37	lamingos, synonymous with the country's exotic appeal and	natural	beauty. The hurricane season, which lasts until N	TA60_06.txt
38	ountry's combination of urban sophistication and stunning	natural	beauty To experience the essence of Argentina, tr	TA46_07.txt
39	lia's Outback is calling Northern Territory offers rugged	natural	beauty and Aboriginal culture Travel Agent recent	TA45_07.txt
40	accommodations housed in historical buildings or areas of	natural	beauty; architecture, decoration, cuisine and win	TA43_07.txt
41	Captivating Kauai Enhanced resorts and dramatic	natural	beauty make a winning combination Of all the islan	TA37_07.txt
42	gh the Great Basin National Heritage Route, a corridor of	natural	beauty that encompasses White Pine County and Uta	TA35_07.txt
43	a wide variety of experiences to enjoy. It's not only the	natural	beauty of Kruger National Park with its wide-open	TA32_07.txt
44	Big" Sister Island has natural appeal It is Cayman Brac's	natural	beauty—both in the sea and on land—that lures its	TA239_03.txt
45	of the island that will have them seeing the best of its	natural	beauty, flora and fauna and its historical signif	TA239_03.txt

46	Big Island's attributes. Festivals draw upon the island's	natural	beauty, as well as its history and heritage, for	TA235_03.txt
47	ng ecological balance has led the country to preserve its	natural	beauty by designating a number of national and na	TA233_03.txt
48	rg. Honeymoons Portugal's blend of sophistication, charm,	natural	beauty, and medieval splendor, provides a romanti	TA233_03.txt
49	he Tobago Cays) is an interesting mix of development and	natural	beauty, of activities and relaxation. Sprinkled t	TA231_04.txt
50	n or destination wedding. She lists the islands' stunning	natural	beauty, proximity to the U.S. and the significant	TA229_04.txt
51	find the real deal: authentic eco-tourism adventures. The	natural	beauty of Los Cabos has always been a major part	TA227_04.txt
52	tors an up-close-and-personal experience of the country's	natural	beauty. Up to now, Costa Rica hasn't boon singled	TA223_04.txt
53	LS keeping tight control over development to preserve the	natural	beauty. While it is still a good way to enjoy pea	TA222_04.txt
54	h with its own unique identity, are similarly graced with	natural	beauty — lakes, volcanic cones and craters, stunn	TA221_04.txt
55	erceira offers visitors a blend of historic treasures and	natural	beauty, UNESCO has designated the 16th-century to	TA221_04.txt
56	arsal dinners and receptions. Compelling Choices Hawaii's	natural	beauty makes outdoor ceremonies both photogenic a	TA216_05.txt
57	e to be "constantly vigilant over the preservation of its	natural	beauty," to retain its small-town character, and	TA215_05.txt
58	isitors will find a heady blend of history, adventure and	natural	beauty Working with clients who want a mix of bal	TA207_06.txt
59	m to Kauai. Travelers will find a heady blend of history,	natural	beauty and adventure awaiting them on this compac	TA207_06.txt
60	ll enjoy being told to "take a hike" to view the islands'	natural	beauty The allure of Hawaii's natural beauty is o	TA199_06.txt
61	o view the islands' natural beauty The allure of Hawaii's	natural	beauty is one of the strongest pulls on potential	TA199_06.txt
62	, Samanà owes some of its extraordinary beauty and unique	natural	and cultural resources to the Center for the Cons	TA198_06.txt
63	tourism benefiting local communities while conserving the	natural	beauty and resources which are major attractions	TA198_06.txt
64	rld The Seychelles archipelago is a paradise of unspoiled	natural	beauty, at once both vibrant and tranquil. It com	TA188_07.txt
65	Rail provides a refreshing introduction to that region's	natural	beauty. Is there a better mood-setter for the maj	TA180_08.txt
66	easons Resort Langkawi. Malaysia is also a country rich in	natural	beauty with unparalleled ecotourism and adventure	TA176_08.txt
67	Jamaica: full of Culture, History and	Natural	Beauty Outameni Experience, Falmouth The Outame	TA167_09.txt
68	to conservation efforts, offers guided tours through the	natural	beauty of the Cookpit Country, home to plant and	TA166_09.txt
69	Walk on the Wild Side	Natural	beauty abounds on all three islands The diversity	TA116_03.txt
70	Trust for the Cayman Islands to ensure that the country's	natural	beauty be preserved forever. Guided Wilderness Hi	TA116_03.txt
71	heir own generator. Life here is quiet, and its unspoiled	natural	beauty loved and respected. The majority of Littl	TA115_03.txt
72	el in the Inland Sea Japan promotes the scenic beauty and	natural	appeal of Shodoshima People wearing the white cot	TA102_04.txt

**Table F.1:** Concordances containing the search term “natural” and its collocate *beauty*

### Natural/attractions

N	Concordance			File
1	ies on the island and a superb golf course." The islands'	natural	attractions will also be a key focus, with an emp	TW94_03.txt
2	promises to be a true back-to-nature experience. Jordan's	natural	attractions Mujib Wildlife Reserve: the lowest na	TW91_03.txt
3	the Jordanian eastern desert. Attractions include several	natural	-built pools, a seasonally flooded marshland and a	TW91_03.txt
4	ty that Thailand does, and the superlatives don't stop at	natural	attractions. The destination has some of the regi	TW67_05.txt
5	Cancun departing Gatwick on May 15 is £1,005 per person.	Natural	attractions The Yucatan's ecological and archaeol	TW66_05.txt
6	xpanded its range of excursions, adding many cultural and	natural	attractions such as a feng shui tour, Dolphin Wat	TW37_06.txt
7	s got an insight into Barbados' history, its culture, its	natural	attractions and its people as they found the answ	TW271_03.txt
8	re is. However, it's a mistake to assume the state has no	natural	attractions. Just ask Mike Hileman. As a ranger a	TW252_04.txt
9	We want to build awareness of Dominica's biodiversity and	natural	attractions. The EU funding will make a big diffe	TW238_04.txt
10	's a stop-off point for most itineraries covering Chile's	natural	attractions such as Torres del Paine National Par	TW219_04.txt
11	Seattle showcases	natural	attractions. Visits to Mount St Helens offered as	TW213_05.txt
12	le, so we're promoting the surrounding area too. It's our	natural	attractions that make us so appealing. There aren	TW213_05.txt
13	Icelandic Adventure tour to take in more of the island's	natural	attractions and give clients additional free time	TW212_05.txt
14	geted as key markets in a campaign to promote the state's	natural	attractions and its potential for active holidays	TW210_05.txt
15	While Panama is known mostly for its canal, the country's	natural	attractions have an irresistible lure to farsight	TW18_06.txt
16	One action is worth a thousand good intentions." With its	natural	attractions and new hotels, Khao Lak should be on	TW172_06.txt
17	are within driving distance from the city (see page 66).	Natural	attractions Mount Charleston is 35 miles from Las	TW137_06.txt
18	ispanic culture," she said. Perry highlighted the state's	natural	attractions, such as its 600-mile coastline and B	TW134_07.txt
19	de has increased its coverage of the state, stressing its	natural	attractions. "Alaska is home to huge glaciers, gr	TW122_08.txt
20	g trips to Maori cultural centres, visits to the region's	natural	attractions, transfers and two meals a day. Price	TW110_08.txt

21	l rich, it doesn't need tourism to survive. It is rich in	natural	attractions and according to one specialist it's	TW103_08.txt
22	more besides. The state of Guayana is home to a wealth of	natural	attractions, not least the rainforest around the	TW103_08.txt
23		Natural	Attractions You don't have to be a diver to enjoy	TA99_04.txt
24	ere nature has created some of the country's most amazing	natural	attractions and scenic landscapes that so clearly	TA76_06.txt
25	Exploring Aruba A unique desert landscape studded with	natural	attractions Aruba is famous for its high-rise reso	TA62_06.txt
26	n its capital city of Oranjestad. Less well known are its	natural	attractions awaiting visitors curious enough to v	TA62_06.txt
27	n tourism initiatives. Costa Rica's primary appeal is its	natural	beauty and attractions, although this very appeal	TA61_06.txt
28	rth Rim promises some equally fascinating attractions and	natural	sights. This rim, which sits at a higher elevatio	TA54_07.txt
29	ts. They take guests on daily trips exploring an array of	natural	attractions. Clients can experience Bahamas snork	TA24_08.txt
30	rvels Day tours from Cozumel to several archeological and	natural	attractions in the Yucatan Peninsula are availabl	TA237_03.txt
31	Peru's Appeal Newly accessible historical attractions and	natural	wonders await visitors Visitors to Peru, especial	TA203_06.txt
32	d around the world. Countries rely on the appeal of their	natural	attractions to convince potential visitors to cho	TA19_08.txt
33	ng Trekking brings active tourists up close to Thailand's	natural	attractions. Treks can range from a single daylig	TA18_08.txt
34	CAYMAN ISLANDS Water activities, historic sites,	natural	attractions are among the three-island destination	TA185_08.txt
35	ic adventure. There, they can enjoy adventure activities;	natural,	ecological attractions; and water activities lik	TA182_08.txt
36	to as "Cataratas do Iguacu") is one of Brazil's must-see	natural	attractions. The word "Iguacu" means "large water	TA12_09.txt
37	a Las Vegas vacation extends far past the Strip Exploring	natural	attractions and outdoor activities when on vacat	TA117_03.txt
38	er year-round, there isn't a bad time for exploring. Keep	natural	attractions such as Red Rock Canyon, Valley of Fi	TA117_03.txt
39	o see and get the most of the island if interested in its	natural	attractions. Day tours can be arranged with Mam's	TA115_03.txt
40		Natural	Attractions Ecological parks and museums combine	TA113_03.txt

**Table F.2:** Concordances containing the search term “natural” and its collocate *attractions*

### Natural/wonders

N	Concordance			File
1	e batteries while feasting the eye on some of the world's	natural	wonders. Here are a few of the country's natural	TW61_04.txt
2	d on New Zealand's key emotive hooks, such as scenery and	natural	wonders. But as well as using images of fjords, g	TW268_03.txt
3	ff-roading is a great way to experience Iceland's awesome	natural	wonders — particularly when it's across lava fiel	TW241_04.txt
4	ir flights. Insight Vacations has introduced an eight-day	Natural	Wonders of Iceland tour. Highlights include Skaft	TW241_04.txt
5	t was hard to believe the Grand Canyon — one of the great	natural	wonders of the world — lay less than 80 miles ahe	TW240_03.txt
6	are escorted tours to Ayers Rock itself and other nearby	natural	wonders, plus helicopter tours, camel and Harley	TW1_08.txt
7	re Pilbara's many sights, from Aboriginal rock art to the	natural	wonders of the Karijini National Park. Ancient ri	TW126_09.txt
8	The region just to the south of Kimberley is also full of	natural	wonders. Tourists tend to base themselves in Tom	TW126_09.txt
9	ronto takes visitors to Niagara Falls, one of the world's	natural	wonders, or, for lovers of the unspoilt outdoors,	TW120_08.txt
10	't have to be a diver to enjoy Cozumel's many and variety	natural	wonders, both under the sea and on land. Day trip	TA99_04.txt
11	a Products let travelers take a close look at the state's	natural	wonders Although it has its share of manmade plea	TA89_05.txt
12	e trip, go white-water rafting, or even fly over it. More	Natural	Wonders: Beyond the Grand Canyon, Northern Ariz	TA76_06.txt
13	magnificent Grand Canyon National Park. One of the Seven	Natural	Wonders of the World, the Grand Canyon averages	TA76_06.txt
14	Northern Arizona	Natural	and Spiritual Wonders Await Wonder is the keywor	TA76_06.txt
15	sightseeing. Sedona, home to its own red rock beauty and	natural	wonders, has become a spiritual haven for many vi	TA76_06.txt
16	rn Arizona's towns and cities, which serve as hubs to the	natural	wonders that surround them, are worth exploring i	TA76_06.txt
17	area. Native American Culture: Many of Northern Arizona's	natural	wonders are home to Native American peoples. The	TA76_06.txt
18	ranges, making it a good choice for those seeking to see	natural	wonders, including its famed allure for bird watc	TA75_06.txt
19	us gardens and parks have ensured the protection of these	natural	wonders. Just outside the bustling city of San Jo	TA70_06.txt
20	tours. To familiarize yourself with some of the country's	natural	wonders, we've highlighted a few hot spots with s	TA68_06.txt
21	a series of charming Western Cape towns interspersed with	natural	wonders. Everything from whale watching in Herma	TA65_06.txt
22	THE NORTHERN COAST	Natural	Wonders and Adventures Exploring national parks a	TA59_06.txt
23	hey arrive, they do exhibit curiosity about exploring the	natural	wonders that exist. Other findings? The premium m	TA58_06.txt
24	ogging and larger than life, and one of the most visited	natural	wonders in the world {indeed, it's one of the Sev	TA54_07.txt
25	tural wonders in the world {indeed, it's one of the Seven	Natural	Wonders of the World). Without the Grand Canyon,	TA54_07.txt
26	itz and glamour of the Las Vegas Strip. OK, some of these	natural	wonders have actually been tweaked by human inge	TA36_07.txt
27	jewel for visitors is Victoria Falls, one of the world's	natural	wonders, which it shares with neighboring Zambia.	TA32_07.txt

28	Peru's Appeal Newly accessible historical attractions and	natural	wonders await visitors Visitors to Peru, especial	TA203_06.txt
29	ors come to Los Cabos to take in all it has to offer from	natural	wonders to luxury resorts and villas offering gol	TA202_06.txt
30	rs. Los Cabos' signature landmark and one of Mexico's top	natural	wonders is El Arco, a dramatic rock that sits whe	TA202_06.txt
31	and Paraguay. Considered one of the world's most dramatic	natural	wonders, this UNESCO World Heritage Site is the p	TA200_06.txt
32	m to fame—the thundering Victoria Falls, one of the Seven	Natural	Wonders of the World. While people used to flock	TA178_08.txt
33	road trip, Nevada's highways are a showcase for thrilling	natural	wonders and glimpses into the state's colorful hi	TA172_08.txt
34	storied past, trek across stunning terrain brimming with	natural	wonders, get a taste of the state's rich culture	TA16_08.txt
35	ons like Salvador in Bahia, and a range of ecosystems and	natural	wonders, from the Amazon rainforest to our stunni	TA10_09.txt

**Table F.3:** Concordances containing the search term “natural” and its collocate *wonders*

### Natural/disasters

N	Concordance			File
1	tection than package customers — an issue not confined to	natural	disasters. "Agents need to be able to share infor	TW43_05.txt
2	ackground of increased security risks for tourists and of	natural	disasters in coastal resorts caused by global war	TW29_06.txt
3	ming and, ultimately, human greed. Others claim these are	natural	disasters which are normal and part of a foreseea	TW230_04.txt
4	ssible tidal waves? a) north b) south c) east d) west 19.	Natural	disasters don't just happen overseas. In August,	TW227_04.txt
5	year and retained double-digit margins despite a raft of	natural	disasters and international problems in key desti	TW216_05.txt
6	when their tourism industry has been hit by terrorism or	natural	disasters has been developed by the World Travel	TW211_05.txt
7	haracteristic opportunism. Goa may not have had any major	natural	disasters, but the tourism business there has not	TW206_05.txt
8	l travel market boomed last year, despite security fears,	natural	disasters and a generally weak economic growth in	TW205_05.txt
9	troubles — the Aids issue, malaria, security problems and	natural	disasters — and is facing up to them. Travel and	TW204_05.txt
10	Profits up despite	natural	disasters. CLUB Med has recorded a profit of three	TW200_03.txt
11	indirect turnover of 20 million euros as a result of the	natural	disasters. The operator directly lost 35 million	TW200_03.txt
12	d the company is "on the right track". He continued: "The	natural	disasters had an impact of around 20 million euro	TW200_03.txt
13	ng new destinations for 2007. THE threat of terrorism and	natural	disasters is forcing Libra Holidays to consider f	TW196_05.txt
14	ts existing portfolio of Greece, Cyprus and Turkey. "With	natural	disasters and terrorist acts, you need to be in a	TW196_05.txt
15	2 months to the end of October 2005, despite a "number of	natural	disasters and geopolitical events", such as the	TW194_05.txt
16	e bigger picture in travel shows that despite a series of	natural	disasters in 2005, international terrorism and su	TW191_05.txt
17	of favour, succumb to political despots or fall victim to	natural	disasters within the blink of an eye. Thankfully,	TW189_05.txt
18	ne too far in helping unprotected travellers caught up in	natural	disasters. David Fitton, head of the FCO's Consul	TW179_06.txt
19	that phrase to the travel industry in general this year.	Natural	disasters, terrorism, a downturn in consumer spen	TW177_05.txt
20	Size-land said FCO plans would assume that the number of	natural	disasters and terrorist attacks in the past 12 mo	TW168_05.txt
21	r, and they might even be worse in terms of terrorism and	natural	disasters." The FCO has developed its crisis mana	TW168_05.txt
22	set to increase steadily despite threats of terrorism and	natural	disasters. Last year alone, UK passengers made 65	TW167_06.txt
23	FCO officials want a permanent fund to assist victims of	natural	disasters. The report suggests ministers look to	TW166_05.txt
24	"FCO officials want a permanent fund to assist victims of	natural	disasters " FCO/NAO REPORT Key findings The e	TW166_05.txt
25	holidaymakers were increasingly resilient to bombings and	natural	disasters. Lets Go Travel managing director Simon	TW165_06.txt
26	irs, ABTA I'd like to have a year free from terrorism and	natural	disasters we've had two years' worth in the past	TW160_06.txt
27	s to fund emergency help for British victims caught up in	natural	disasters. The fund would be on the same lines as	TW159_05.txt
28	gents keen to dynamically package trips to areas prone to	natural	disasters during the hurricane season should do s	TW153_07.txt
29	This was followed by World Cup syndrome, terrorism, war,	natural	disasters, increasing fuel prices and now a prolo	TW144_06.txt
30	ging behind other sectors on mobile communication. Recent	natural	disasters, terrorist attacks and airline closures	TW112_08.txt
31	llenging year for Mexico, with the destination weathering	natural	disasters and media storms. Even so, the mood was	TA206_06.txt
32	rage for events such as involuntary job loss, illness and	natural	disasters can go a long way toward making a trip	TA169_09.txt

**Table F.4:** Concordances containing the search term “natural” and its collocate *disasters*

## Natural/history

N	Concordance			File
1	n's highest point, Tenerife is an island of extraordinary	natural	history. More than half the island is a national	TW9_07.txt
2	NATURETREK TRIP.	Natural	history specialist Naturetrek has organised a six-	TW267_03.txt
3	News in brief. New NATURETREK	Natural	History Tour Naturetrek is offering a five-day tou	TW199_05.txt
4	ur to the Cordillera Cantábrica in northeastern Spain for	natural	history enthusiasts to search for wolves and grea	TW199_05.txt
5	tation to the Barbados Bowled Over Ball, I arrived at the	Natural	History Museum in South Kensington. Great, I thou	TW197_05.txt
6	ar held its inaugural sales awards in October at London's	Natural	History Museum. The awards recognised key industr	TW185_05.txt
7	e first overseas Thomas Cook package tour was held at the	Natural	History Museum in London in front of 500 guests.	TW184_05.txt
8	. Most of the museums and galleries are free, such as the	Natural	History Museum and the Science Museum, which ar	TW141_07.txt
9	perator: Naturetrek Brochure: Birdwatching, Botanical and	Natural	History Holidays 2008 What's new? Gabon; La Mon	TW116_08.txt
10	onceivable such tool in a small house in downtown Haines.	Natural	History Visitors can also visit the Bald Eagle Fo	TA81_05.txt
11	story Visitors can also visit the Bald Eagle Foundation's	natural	history museum, essentially a large diorama fille	TA81_05.txt
12	ng. Guests can also find plenty of "me time" perusing the	natural	history library, beachcombing or relaxing on the	TA7_09.txt
13	ence. Visitors have the opportunity to take part in local	natural	and cultural history programs with one of AWA's o	TA7_09.txt
14	m has more than 2,000 items on the country's cultural and	natural	history. Pedro St. James Historic Site: This re	TA240_03.txt
15	Company's site [www.nycvisit.com]. American Museum of	Natural	History: Weekends at the American Museum of Nat	TA236_03.txt
16	isitors will find a heady blend of history, adventure and	natural	beauty Working with clients who want a mix of bal	TA207_06.txt
17	m to Kauai. Travelers will find a heady blend of history,	natural	beauty and adventure awaiting them on this compac	TA207_06.txt
18	itional handmade "catboat," old coins, documents and rare	natural	history specimens. Call 345-949-8368 or e-mail mu	TA185_08.txt
19	seum, which displays local native arts and crafts and the	natural	history of Sarawak. This will serve as an orienta	TA177_08.txt
20	ortheastern Nevada Museum tells the story of pioneers and	natural	history in the region. For information about the	TA173_08.txt
21	Jamaica: full of Culture, History and	Natural	Beauty Outameni Experience, Falmouth The Outame	TA167_09.txt
22	n downtown San Miguel, showcases the island's history and	natural	environment; its origins, wildlife migration patt	TA113_03.txt

Table F.5: Concordances containing the search term "natural" and its collocate *history*

## Natural/environment

N	Concordance			File
1	nture, with experienced guides and a completely untouched	natural	environment. It's excellent for bonefishing and h	TW85_03.txt
2	well and Malaysia, making maximum use of its spectacular	natural	environment, is no exception. Few islands are mor	TW58_05.txt
3	iche Nature Park, offering the chance to explore a unique	natural	environment with numerous birds, butterflies, dee	TW40_06.txt
5	ome careful planning, the alligators inhabit a completely	natural	environment and behave as they would in the wild.	TW252_04.txt
5	Springs. Yet continue 1,000 miles north and you'll find a	natural	environment every bit as captivating as the Uluru	TW23_06.txt
6	he destination for the 1984 Sarajevo Winter Olympics, its	natural	environment, its cultural and artistic heritage a	TW239_04.txt
7	of dolphins in Eilat's Dolphin Reef. The reef is the only	natural	environment within easy striking distance of the	TW170_06.txt
8	arks, mountains and an endless supply of snow make it the	natural	environment for endless winter fun. As Canadian T	TW164_06.txt
9	t. Clients looking for first-class pampering in a totally	natural	environment will love the hotel spa, accessed via	TW157_06.txt
10	rgy consumption and waste management than conserving the	natural	environment. The market is also expanding in Euro	TW109_08.txt
11	g. Ashore, they want to see new places or wildlife in its	natural	environment. Antarctica fits the bill perfectly,	TW102_08.txt
12	founder Dave Olerud or other volunteers reveals the rich	natural	environment in which Haines is located. Just up t	TA81_05.txt
13	have the chance to see some 200 species of birds in their	natural	environment on the island. By the bluff, they'll	TA239_03.txt
14	oving and enriching our tourism supply and preserving our	natural	environment. We are determined to assure sustaina	TA228_04.txt
15	s riders develop their all-mountain freestyle skills in a	natural	environment that features glades, jibs and gaps (	TA195_06.txt
16	nce the traditions and customs of ancient tribes in their	natural	environment while supporting the communities and	TA182_08.txt
17	n downtown San Miguel, showcases the island's history and	natural	environment; its origins, wildlife migration patt	TA113_03.txt

Table F.6: Concordances containing the search term "natural" and its collocate *environment*

### Natural/habitat

N	Concordance	natural	habitat	File
1	grove tour Langkawi's delicate mangrove system provides a	natural	habitat for sandpipers, blue kingfishers, white-b	TW90_04.txt
2	n hour or more with graceful leatherback turtles in their	natural	habitat. They come so close you can almost touch	TW270_03.txt
3	nguidly basked on the opposite banks. For wildlife in its	natural	habitat. Kakadu is unrivalled in Australia. More	TW23_06.txt
4	ix metres under water, you can observe marine life in its	natural	habitat. On terra firma, there's a shark pool, a	TW12_07.txt
5	only places where you can still see polar bears in their	natural	habitat. Connections Worldwide has increased its	TW122_08.txt
6	wild. Send clients to northern India to see them in their	natural	habitat, where their safety is guaranteed in prot	TW108_09.txt
7	Iso serves as a place to see animals uncaged and in their	natural	habitat. However, as could be said for most place	TA9_09.txt
8	opportunities to explore Southwest Florida's distinctive	natural	habitat. Included in the offer are three nights'	TA89_05.txt
9	t suggest clients take a nature expedition? For 20 years,	Natural	Habitat Adventures (www.nathab.com) has taken s	TA49_07.txt
10	Destinations Alaska	Natural	Habitat Adventures Alaska itineraries are travel c	TA49_07.txt
11	actly what its title suggests: hundreds of grizzly bears.	Natural	Habitat Adventures takes guests to Kodiak Island,	TA49_07.txt
12	its two Alaska itineraries are some of its most popular.	Natural	Habitat Adventures' flagship tour is "Hidden Alas	TA49_07.txt
13	ach specific situation. In addition, Varley stresses, the	natural	habitat sought by many travelers to the area is i	TA224_04.txt
14	and observe rare and endangered species up close in their	natural	habitat. With all of its natural, historical and	TA196_06.txt
15	ts.com) take riders up close to animals that are in their	natural	habitat, including alligators; the waters it trav	TA107_04.txt
16	on) moose, bears and wolves, as well as Denali's splendid	natural	habitat. Helicopter "flightseeing tours" that tra	TA103_04.txt

Table F.7: Concordances containing the search term "natural" and its collocate *habitat*

### Natural/resources

N	Concordance	natural	resources	File
1	the Tagus and the Sado rivers, Costa Azul has remarkable	natural	resources. The Nature Park of the Mountain of Arr	TA77_05.txt
2	ta Rica's minister of tourism. "This means protecting our	natural	resources while still being a profitable industry	TA61_06.txt
3	s site-sensitive design approach. To protect the island's	natural	resources, much of its 11 square miles is expecte	TA30_08.txt
4	n addition to various spa treatments that incorporate the	natural	resources of the area, several spa resorts also h	TA211_05.txt
5	oads and walkways, all the while protecting the country's	natural	resources. "I've been coming here for 20 years an	TA201_06.txt
6	nment and place greater importance on the conservation of	natural	resources. This will help to significantly reduce	TA19_08.txt
7	tourism benefiting local communities while conserving the	natural	beauty and resources which are major attractions	TA198_06.txt
8	, Samaná owes some of its extraordinary beauty and unique	natural	and cultural resources to the Center for the Cons	TA198_06.txt
9	lkways, all the while protecting the Dominican Republic's	natural	resources. And to prove it's not just talk, the D	TA193_07.txt
10	says Hon. Prof. Jumanne Maghembe, Tanzania's Minister of	Natural	Resources and Tourism. "We are confident that (wi	TA189_07.txt
11	of the ATA; Hon. Shamsa Selengia Mwangunga, minister of	Natural	Resources and Tourism for Tanzania; Hon. Samia S	TA179_08.txt
12	ad the opportunity to speak with the Tanzania Minister of	Natural	Resources and Tourism, the Hon. Shamsa Selengia	TA174_08.txt
13	s told us. "And we are just that." Tanzania's Minister of	Natural	Resources and Tourism Shamsa Selengia Mwangun	TA165_09.txt

Table F.8: Concordances containing the search term "natural" and its collocate *resources*

### Natural/springs

N	Concordance	natural	springs	File
1	l Barra trail is a moderate walk just over a mile long to	natural	springs and ancient ruins. When: most animals in	TW91_03.txt
2	flora and fauna. There are three hot plunge pools fed by	natural	springs. Eat in or out? The Rainforest Restaurant	TW65_05.txt
3	whale watching and bird spotting, fishing and swimming in	natural	hot springs. A great way for visitors to get back	TW61_04.txt
4	s who recognised the health-giving properties of the many	natural	springs in the region. These Roman baths can stil	TW169_06.txt
5	many natural spectacles remain, including hot mud pools,	natural	springs and geysers. Sample Product: Kirra Tours	TW110_08.txt
6	lex. On the shores of the Aegean, Cesme is famous for its	natural	mineral springs and the therapeutic qualities of	TA53_07.txt
7	mpire, is nestled against Uludag (Mt. Olympos). There the	natural	hot springs of Cekirge prompted the Ottomans to b	TA53_07.txt
8	perfect pick for nature-inclined clients. The area houses	natural	mineral springs and waterfalls, and a grotto is t	TA23_08.txt
9	orld Heritage Center. The area is also well known for its	natural	springs, which feed into the resort's pools. Font	TA211_05.txt
10	St. Regis Spa & Club has Jacuzzis charged by the hotel's	natural	springs. Eight treatment rooms offer European, We	TA204_06.txt
11	llegany Mountains of south-central Pennsylvania and seven	natural	springs. Bedford Springs is currently undergoing	TA192_07.txt
12	ll-service destination spa—designed around the location's	natural	springs—20,000 square feet of meeting and event s	TA192_07.txt

Table F.9: Concordances containing the search term "natural" and its collocate *springs*

### Natural/cultural

N	Concordance		File	
1	xpanded its range of excursions, adding many <b>cultural</b> and	<b>natural</b>	attractions such as a feng shui tour, Dolphin Wat	TW37_06.txt
2	Trails — have been launched to showcase the destination's	<b>natural</b> , <b>cultural</b> ,	historical and heritage sites. Similar	TW269_03.txt
3	he destination for the 1984 Sarajevo Winter Olympics, its	<b>natural</b>	environment, its <b>cultural</b> and artistic heritage a	TW239_04.txt
4	Coimbra in Portugal had all been chosen because of their	<b>natural</b>	beauty and <b>cultural</b> value. Although Catalonia has	TW195_05.txt
5	g Hong Kong's fascinating <b>cultural</b> diversity, spectacular	<b>natural</b>	setting, superb dining, shopping, hotels, and wor	TA85_05.txt
6	ence. Visitors have the opportunity to take part in local	<b>natural</b>	and <b>cultural</b> history programs with one of AWA's o	TA7_09.txt
7	en set up to preserve the country's culture and heritage.	<b>Natural</b>	and <b>Cultural</b> Preservation The Cultural Foundation	TA240_03.txt
8	m has more than 2,000 items on the country's <b>cultural</b> and	<b>natural</b>	history. † Pedro St. James Historic Site: This re	TA240_03.txt
9	s, to tantalizing sketches of the invaluable <b>cultural</b> and	<b>natural</b>	treasures and alternative tourism options availab	TA228_04.txt
10	, Samaná owes some of its extraordinary beauty and unique	<b>natural</b>	and <b>cultural</b> resources to the Center for the Cons	TA198_06.txt
11	pecies up close in their natural habitat. With all of its	<b>natural</b> ,	historical and <b>cultural</b> resources, Peru is a pri	TA196_06.txt
12	, but with the opportunities for <b>cultural</b> , historical and	<b>natural</b>	tourism. You can play golf, enjoy the azure calmi	TA183_08.txt

**Table F.10:** Concordances containing the search term “natural” and its collocate *cultural*

### Natural/areas

N	Concordance		File	
1	aronesia, one of the four richest biological <b>areas</b> of the	<b>natural</b>	world. Every kind of climatic zone is represented	TW9_07.txt
2	des; the Amazon Basin; long stretches of virgin coast; 33	<b>natural</b>	preserved <b>areas</b> and even a 36-million-year-old is	TW261_03.txt
3	gents keen to dynamically package trips to <b>areas</b> prone to	<b>natural</b>	disasters during the hurricane season should do s	TW153_07.txt
4	Peru, has five luxury hotels set in <b>areas</b> of outstanding	<b>natural</b>	beauty, such as Lake Titicaca and the Sacred Vall	TW109_08.txt
5	ubling and tripling once the word gets out about Panama's	<b>natural</b>	<b>areas</b> and rich variety of wildlife. The landscape	TA96_05.txt
6	ayman are both so sparsely developed, with many wonderful	<b>natural</b>	<b>areas</b> to explore. The two islands are also home t	TA83_05.txt
7	accommodations housed in historical buildings or <b>areas</b> of	<b>natural</b>	beauty; architecture, decoration, cuisine and win	TA43_07.txt
8	, most of which are situated in Portugal's more rural and	<b>natural</b>	<b>areas</b> . Some Pousadas boast their own pools, while	TA43_07.txt
9	ts natural beauty by designating a number of national and	<b>natural</b>	parks. Park <b>areas</b> offer scenic hiking and mountai	TA233_03.txt
10	ct of the area is the proximity of world-class resorts to	<b>natural</b>	<b>areas</b> . This gives your clients the option of rela	TA227_04.txt
11	ubling and tripling once the word gets out about Panama's	<b>natural</b>	<b>areas</b> and rich variety of wildlife. The landscape	TA218_05.txt
12	I declare Caral a National Heritage Site. Peru now has 60	<b>natural</b>	protected <b>areas</b> —almost 15 percent of the country.	TA203_06.txt

**Table F.11:** Concordances containing the search term “natural” and its collocate *areas*

**Appendix G**  
**Categories of nature related to the search term “nature”**

<b>Nature/reserve</b>		
N	Concordance (File)	Type of nature
1	history. More than half the island is a national park or <b>nature reserve</b> , and it forms part of Macaronesia, one of (TW9_07.txt)	Untamed nature
2	EN ISLE. More than half of Tenerife is a national park or <b>nature reserve</b> . So there is no excuse for Visitors not to (TW9_07.txt)	Untamed nature
3	open in early 2005. Castle on the Cliff, set in a private <b>nature reserve</b> near Plettenberg, has been completely rebu (TW99_04.txt)	Untamed nature
4	... darwish, who was guiding our small group through Dana <b>Nature Reserve</b> , pointed out a juniper tree and demonstrat (TW91_03.txt)	Wild accessible nature
5	Mother nature's calling. The little-known Dana <b>Nature Reserve</b> , home to than 300 species of animal, is one (TW91_03.txt)	Wild accessible nature
6	sh penchant for a tippel had travelled as far as a remote <b>nature reserve</b> in Jordan. Relatively new to the concept o (TW91_03.txt)	Wild accessible nature
7	ng vistas, towering rock faces and empty spaces. Shaumari <b>Nature Reserve</b> : Shaumari was created as a breeding centre (TW91_03.txt)	Wild accessible nature
8	ar hotels make the area popular for spa holidays. Ajloun <b>Nature Reserve</b> : located in the Ajloun highlands north of (TW91_03.txt)	Wild accessible nature
9	s natural attractions Mujib Wildlife <b>Reserve</b> : the lowest <b>nature reserve</b> in the world, Mujib is near the east coast (TW91_03.txt)	Wild accessible nature
10	s natural attractions Mujib Wildlife Reserve: the lowest <b>nature reserve</b> in the world, Mujib is near the east coast (TW91_03.txt)	Wild accessible nature
11	to the ibex. Waterfall swimming is a highlight. Wadi Rum <b>Nature Reserve</b> : one of Jordan's star attractions, the res (TW91_03.txt)	Wild accessible nature
12	avily wooded Trou aux Cerfs crater and Mauritius' largest <b>nature reserve</b> , the Black River Gorges National Park. Cen (TW84_04.txt)	Artificial nature
13	the town of Iqualada and surrounding area and Montserrat <b>Nature Reserve</b> are also available, offering views across (TW80_03.txt)	Wild accessible nature
14	an hour from the city by ferry, or visit the Bukit Timah <b>Nature Reserve</b> rainforest area. One thing's for sure, eat (TW75_03.txt)	Artificial nature
15	ht us an hour from Windhoek to the edge of the NamibRand <b>Nature Reserve</b> . For those on fly-in safaris, this is the (TW72_04.txt)	Wild accessible nature
16	eganas' 16 thatched cottages overlooking a 6,000-hectare <b>nature reserve</b> . During one game drive I ticked off 10 ost (TW72_04.txt)	Wild accessible nature
17	it? Perched on a hill overlooking a private 6,000-hectare <b>nature reserve</b> , 40 minutes' drive from Windhoek airport. (TW72_04.txt)	Wild accessible n
18	aches nearby. Take a trip out into the Topes de Collantes <b>nature reserve</b> to see forests, waterfalls and canyons. Sa (TW6_08.txt)	Tamed nature
19	small town colonial charm, go horse riding in the nearby <b>nature reserve</b> and relax on the sandy beaches. Follow in (TW6_08.txt)	Tamed nature
20	orth recommending clients take a visit to the spectacular <b>nature reserve</b> of Sian Ka'an (see box, left). A brief rai (TW66_05.txt)	Wild accessible nature
21	. Ribe is also the closest neighbour to Denmark's largest <b>nature reserve</b> , the Wadden Sea. Today Ribe experiences (TW63_04.txt)	Wild accessible nature
22	e island of Praslin. Hike or bike round the Vallee de Mai <b>Nature Reserve</b> , explore the reefs, or laze on the seclude (TW5_07.txt)	Wild accessible nature
23	. Located at Deep Bay in the New Territories, near Mai Po <b>Nature Reserve</b> , it opens later this year. (TW52_05.txt)	Wild accessible nature
24	ure and nature to be found too. Sir Bani Yas is an island <b>nature reserve</b> , with llamas, giraffes, ostriches and flam (TW4_08.txt)	Untamed nature
25	rism facility located in the New Territories, near Mai Po <b>Nature Reserve</b> . Three new Moments of Discovery tours inc (TW48_05.txt)	Wild accessible nature
26	ea. It is also building a second wilderness lodge in Dana <b>Nature Reserve</b> , due to open in September. Somak adds dest (TW60_04.txt)	Wild accessible nature
27	oodos mountains or the wild Akamas Peninsula, a protected <b>nature reserve</b> . Unique selling point? Highlights of Class (TW45_05.txt)	Tamed nature
28	it was in colonial times. The 1,500-hectare site is now a <b>nature reserve</b> featuring colonial houses, a traditional s (TW40_06.txt)	Tamed nature
29	cal and most evocative site is at Gamla, within the Gamla <b>Nature Reserve</b> . In 67AD, several thousand Jews were slaug (TW3_07.txt)	Wild accessible nature
30	China Sea, and the 60-hectare Hong Kong Wetland Park[**] <b>nature reserve</b> , should also encourage people to stay long (TW3_07.txt)	Tamed nature



	(TW37_06.txt)	
31	the rainforest, the apartments are on an organic farm and <b>nature reserve</b> . When tea is served, Ean, the owner, rings	Wild accessible nature
32	ill also open a five-star spa resort in the Wolgan Valley <b>nature reserve</b> in New South Wales, three hours' drive fro	Artificial nature
33	ient and Wild discovery tour, including not just the Dana <b>Nature Reserve</b> and the Wadi Rum desert but also the world	Wild accessible nature
34	s nickname. Some two thirds of the island is designated a <b>nature reserve</b> with banana plantations, pine forests and	Wild accessible nature
35	recognisable image of Namibia.Sand Dunes:The Namibrand <b>Nature Reserve</b> wedged between the Namib-Naukluft Natio	Wild accessible nature
36	and the Nubib Mountains, the 180,000 hectare NamibRand <b>Nature Reserve</b> claims to be the largest private game rese	Wild accessible nature
37	L'Estartit-Illes Medes on the Costa Brava, an underwater <b>nature reserve</b> , is in one of the most interesting areas i	Tamed nature
38	rmomo Club, bicycles, tennis and a tour of the Valriche <b>nature reserve</b> . Sample price: Thomson offers seven nights	Tamed nature
39	y in relaxation pools. Web: Dolphinreef.co.il Coral Beach <b>Nature Reserve</b> : With nearly a mile of reef and more than	Wild accessible nature
40	the Negev desert and bird-watching in the Yotvata HalBar <b>Nature Reserve</b> , 21 miles outside Eilat. Web: Parks.org.il	Untamed nature
41	beach of Anse Lazio, hike or bike round the Vallée de Mai <b>Nature Reserve</b> and explore the untouched coral reefs. La	Wild accessible nature
42	Route Hotel, South Africa This property, set in a private <b>nature reserve</b> on the edge of the forest, has 16 residenc	Wild accessible nature
43	hunk of wilderness with a huge crater, the Makhtesh Ramon <b>Nature Reserve</b> , which is an unforgettable sight. The Dead	Wild accessible nature
44	Site due to the diversity of its wildlife and undisturbed <b>nature</b> . Within the <b>reserve</b> is the Selous Project (www.sel	Wild accessible nature
45	ord Raffles was covered with rain forest. The Bukit Timah <b>Nature Reserve</b> remains intact and offers visitors to the	Wild accessible nature
46	o carved in the rock where a chapel lies. The Tagus River <b>Nature Reserve</b> is an important place for migratory birds	Wild accessible nature
47	lands, famous for their variety of marine species and its <b>nature reserve</b> . Visitors can drive around and visit Torre	Wild accessible nature
48	y birds and fish, especially flamingos. At the Sado River <b>Nature Reserve</b> a unique breed of dolphins (only found her	Wild accessible nature
49	g, boat racing, rowing and sailing. The Paul do Boquilobo <b>Nature Reserve</b> , the caves and dinosaur footprints in Serr	Wild accessible nature
50	by estates. One can visit the Bird Preserve at the Tagus <b>Nature Reserve</b> , participate in one of many traditional fe	Wild accessible nature
51	abona Wildlife Reserve and two nights at Grootbos Private <b>Nature Reserve</b> in South Africa for \$1,570 per person doub	Untamed nature
52	Nature (RSCN) or the Wadi Bum Visitors Center. The Dana <b>Nature Reserve</b> , which has a diverse topography ranging	Wild accessible nature
53	urs through the RSCN. Bordering the Dead Sea is the Mujib <b>Nature Reserve</b> . At about 1,300 foot below sea level, it's	Wild accessible nature
54	rve. At about 1,300 foot below sea level, it's the lowest <b>nature reserve</b> in the world. With such dramatic changes	Wild accessible nature
55	ible view. Not far from Cape Town, the Cape of Good Hope <b>Nature Reserve</b> at the tip of the Cape Peninsula is home t	Wild accessible nature
56	hlands of the Castro Marim and Vila Real de Santo Antonio <b>Nature Reserve</b> . Come and recharge your batteries in the	Untamed nature
57	Costa Rica Resort Balances Luxury and <b>Nature</b> Gaia Hotel & <b>Reserve</b> gets high marks in its first	Artificial nature
58	res the Cape Peninsula and includes the Cape of Good Hope <b>Nature Reserve</b> . A second spotlights a drive through pictu	Tamed nature
59	is adventure of unsurpassed beauty includes the NamibRand <b>Nature Reserve</b> 4X4 safari drives and a boat trip on the	Wild accessible nature
60	e Lisboa's beauty from the river, or can opt to visit the <b>nature bird reserve</b> . Daily cruises are available from Lis	Untamed nature
61	part of Ribatejo, the Sado Estuary and the Tagus Estuary <b>Nature Reserve</b> provide a sanctuary for migrating birds su	Untamed nature
62	species of birds living within six protected areas, Abuko <b>Nature Reserve</b> is home to baboons as well as vervet, pata	Untamed nature
63	their shores. On Little Cayman, check out the Booby Pond <b>Nature Reserve</b> (www.nationaltrust.org.ky/info/boobypond.	Untamed nature

64	the city's atmospheric Chinatown district. The Semenggah <b>Nature Reserve</b> , about a 30-minute drive from Kuching, is (TA177_08.txt)	Untamed nature
65	rough endemic tropical forest. The Red-footed Booby Bird <b>Nature Reserve</b> on Little Cayman is another National Trust (TA116_03.txt)	Tamed nature
66	re information, go to www.naturecayman.com. Booby Pond <b>Nature Reserve</b> : The largest known breeding colony of the (TA115_03.txt)	Tamed nature
67	ated in a Cayman-style cottage across from the Booby Pond <b>Nature reserve</b> , the museum exhibits artifacts and old pho (TA115_03.txt)	Tamed nature
68	ird-watcher's paradise as home to the 203-acre Booby Pond <b>Nature reserve</b> . Encourage clients to visit all three Caym (TA114_03.txt)	Wild accessible nature
69	by estates. One can visit the Bird Preserve at the Tagus <b>Nature Reserve</b> , participate in one of many traditional (TA100_04.txt)	Wild accessible nature
70	g, boat racing, rowing and sailing. The Paul do Boquilobo <b>Nature Reserve</b> , the caves and dinosaur footprints in Serr (TA100_04.txt)	Wild accessible nature

**Table G.1:** Nature categories: Concordances containing the search term “nature” and its collocate *reserve*

## Nature/lovers

N	Concordance (File)	Type of nature
1	inforest and palm-fringed beaches, perfect for hikers and <b>nature lovers</b> . Known as the Spice Island, the scents of n (TW88_04.txt)	Untamed nature
2	Brazil for every type of holidaymaker, be they hedonists, <b>nature lovers</b> , culture vultures, history buffs or beach b (TW77_04.txt)	Artificial nature
3	s among Canada's abundant wildlife, this is a country for <b>nature lovers</b> . Away from the cities many tours offer grea (TW76_04.txt)	Wild accessible nature
4	's it like? Its peaceful, isolated location will attract <b>nature lovers</b> and couples. Accommodation is in 16 rustic (TW72_04.txt)	Artificial nature
5	poilt for choice, but divers, snorkellers, rock climbers, <b>nature lovers</b> , walkers and honeymooners will all be able (TW67_05.txt)	Artificial nature
6	a is a top destination for everyone, from honeymooners to <b>nature lovers</b> . Selling a holiday to Malaysia? The destina (TW58_05.txt)	Artificial nature
7	estination has wide appeal, and is particularly suited to <b>nature lovers</b> and honeymooners. The destination sustained (TW58_05.txt)	Artificial nature
8	nd beach at Anse Mamin. Who would it suit? Romantics and <b>nature lovers</b> — it's ideal for honeymooners or wedding co (TW47_06.txt)	Artificial nature
9	nd flop, St Lucia offers plenty for adventure seekers and <b>nature lovers</b> alike. Of all the Caribbean islands, St Luc (TW42_05.txt)	Wild accessible nature
10	, beach and savannah make it the complete destination for <b>nature-lovers</b> . If your customers come back from Venezuel (TW30_06.txt)	Untamed nature
11	andscape and the other islands are ideal for hikers and <b>nature lovers</b> . CATALONIA What to see? Barcelona is one (TW26_07.txt)	Tamed nature
12	na flourish untamed in the Azores. The highlight for many <b>nature lovers</b> is spotting the sperm whales and dolphins p (TW218_04.txt)	Wild accessible nature
13	e opening properties there in 2009 too. Who does it suit? <b>Nature lovers</b> looking for somewhere tranquil. Top hotels: (TW19_07.txt)	Untamed nature
14	so has 513 different species of birds. Who would it suit? <b>Nature lovers</b> and bird watchers. Sample product: Lastminu (TW18_06.txt)	Wild accessible nature
15	for tuna, barracuda and marlin. Silhouette: Popular with <b>nature-lovers</b> , the island's untouched beauty comprises ve (TW11_07.txt)	Wild accessible nature
16	Fall <b>Nature</b> Festivals Wildlife <b>lovers</b> can enjoy in-depth festiv (TA88_05.txt)	Artificial nature
17	n. The event includes many activities to delight bird and <b>nature lovers</b> : guided eagle-viewing tours, photography an (TA88_05.txt)	Artificial nature
18	ire, the Sete Montes Forest are sites not to be missed by <b>nature lovers</b> . (TA77_05.txt)	Artificial nature
19	tral & South America CAPITAL NATURE Costa Rica offers <b>nature lovers</b> easy access to a wide array of attractions C (TA70_06.txt)	Wild accessible nature
20	sts." The island has a pair of attractions of interest to <b>nature lovers</b> . Aruba's Butterfly Farm at Palm Beach showc (TA62_06.txt)	Wild accessible nature
21	nion Belize has always had immense appeal for divers and <b>nature lovers</b> . As the tourism product continues to develo (TA50_07.txt)	Tamed nature
22	g Hotels of the World. The hotel is an ideal reprieve for <b>nature lovers</b> . Set at the foot of the Andes Mountains ove (TA46_07.txt)	Tamed nature
23	y year in March for up to 4,000 participants. For hiking, <b>nature-lovers</b> will be fascinated by the Bialowieza Forest (TA3_10.txt)	Untamed nature
24	the islands of Hawaii, Kauai is the number one choice for <b>nature lovers</b> . The islands landscape ranges from rugged s (TA37_07.txt)	Wild accessible nature
25	ll Cayman Brac to... - Divers - Honeymooners - Families – <b>Nature-lovers</b> - Adventure seekers - Those looking to get (TA239_03.txt)	Artificial nature
26	Portugal's diverse geography offers countless options for <b>nature-lovers</b> . The terrain ranges from rugged mountains a (TA233_03.txt)	Wild accessible nature
27	aguna. This mountain range south of La Paz is a haven for <b>nature lovers</b> . The area was declared a Biosphere Reserve (TA227_04.txt)	Wild accessible nature
28	rs for centuries. Sao Jorge offers numerous options for <b>nature-lovers</b> , with its picturesque cliffs, lush vegetati (TA221_04.txt)	Wild accessible nature
29	The diversity of Cayman's flora and fauna is a treat for <b>nature lovers</b> . There are 26 species of wild orchids alone (TA116_03.txt)	Wild accessible nature
30	ire, the Sete Montes Forest are sites not to be missed by <b>nature lovers</b> . www.rtemplarios.pt (TA100_04.txt)	Artificial nature

**Table G.2:** Nature categories: Concordances containing the search term “nature” and its collocate *lovers*

## Nature/reserves

N	Concordance (File)	Type of nature
1	, mountains, hot springs, caves, waterfalls and dozens of <b>nature reserves</b> . The majority of Kruger National Park fall (TW97_04.txt)	Untamed nature
2	coastline and the region boasts one of the island's best <b>nature reserves</b> , Riviere Noire gorges. The south This are (TW84_04.txt)	Untamed nature
3	its 1,185 islands, picturesque villages, national parks, <b>nature reserves</b> and a dramatic coastline, there's a holid (TW59_05.txt)	Tamed nature
4	white-water rafting and hiking in the mountains, visiting <b>nature reserves</b> , and experiencing culture and a lively ni (TW39_06.txt)	Tamed nature
5	dge. There are more than 100 parks in Pretoria, including <b>nature reserves</b> and bird sanctuaries, and many tree-lined (TW36_06.txt)	Untamed nature
6	-metre infinity pool. Close to several national parks and <b>nature reserves</b> , it's the perfect location for an escape (TW1_08.txt)	Untamed nature
7	Cockburn Town, is on tiny Grand Turk. National parks and <b>nature reserves</b> protect the unspoilt landscape and there (TW19_07.txt)	Untamed nature
8	ving them access through an underwater gate. In 2002, the <b>Nature Reserves</b> Authority closed the gate because of unco (TW170_06.txt)	Wild accessible nature
9	vasio and other archaeological sites, as well as pristine <b>nature reserves</b> where numerous species of flora and fauna (TA98_04.txt)	Wild accessible nature
10	Jordan's Natural Side The country's <b>nature reserves</b> are alternatives to traditional tours Our (TA68_06.txt)	Wild accessible nature
11	nature reserves are alternatives to traditional tours Our <b>nature reserves</b> give Jordan a leading edge in ecotourism (TA68_06.txt)	Wild accessible nature
12	n 80 provincial, municipal, and privately owned nature parks, <b>nature reserves</b> , game reserves, and game fa (TA66_06.txt)	Wild accessible nature
13	provincial, municipal, and privately owned nature parks, <b>nature reserves</b> , game <b>reserves</b> , and game farms. Within th (TA66_06.txt)	Wild accessible nature
14	that practice the most ingenious methods of survival. Two <b>nature reserves</b> , the Pacaya Samiria and Allpahuayo are in (TA197_06.txt)	Wild accessible nature

**Table G.3:** Nature categories: Concordances containing the search term “nature” and its collocate *reserves*

## Nature/trails

N	Concordance (File)	Type of nature
1	e. Mountain biking is another popular way to get close to <b>nature</b> . <b>Trails</b> on St Lucia, designed to suit all fitness (TW85_03.txt)	Tamed nature
2	land is criss-crossed by trails, all detailed in a Cyprus <b>Nature Trails</b> map from the CTO, outlining 48 walks taking (TW45_05.txt)	Artificial nature
3	iking trails in Cyprus, with five distinctive sign-posted <b>nature trails</b> in Troodos alone. What next? Sherpa Expedit (TW45_05.txt)	Artificial nature
4	andscape sets it apart from many other Caribbean islands. <b>Nature trails</b> run through the rainforest interior and doz (TW42_05.txt)	Wild accessible nature
5	ns: a mass of subtropical and temperate plants with paved <b>nature trails</b> and a tea garden. Moving on from Pretoria D (TW36_06.txt)	Artificial nature
6	ur leisure. There are also dedicated green lanes and many <b>nature trails</b> as well as cycle routes. While it might not (TW208_05.txt)	Tamed nature
7	prides itself on its quiet, wide beach and easy access to <b>nature</b> and hike <b>trails</b> , as well as a well-preserved south (TA89_05.txt)	Wild accessible nature
8	s 41 sites and outlines where forest and shrubland is and <b>nature trails</b> . Top spots on Little Cayman include the Sal (TA83_05.txt)	Wild accessible nature
9	veal snowcapped mountain vistas, or walk the many nearby <b>nature trails</b> . Within the park itself there are no paved (TA67_06.txt)	Tamed nature
10	ntal Research Center and a network of publicly accessible <b>nature trails</b> and interpretive stations that will inform (TA47_07.txt)	Wild accessible nature
11	itors can feed them by hand and take elephant rides along <b>nature trails</b> . Chiang Rai Once you've come this far, you' (TA17_08.txt)	Tamed nature
12	s of Cayman Brac conditions permitting. Bird Watching And <b>Nature Trails</b> Visitors will find much of Little Cayman's (TA115_03.txt)	Untamed nature
13	ming, snorkeling, diving, walking, visits to Owen Island, <b>nature trails</b> to explore, biking. Attractions Quick List: (TA115_03.txt)	Untamed nature
14	deal of pristine nature sites. Clients will find caves and <b>nature trails</b> among Cayman Brac's 38 dedicated heritage (TA114_03.txt)	Wild accessible nature

**Table G.4:** Nature categories: Concordances containing the search term “nature” and its collocate *trails*

## Nature/tours

N	Concordance (File)	Type of nature
1	files and is excellent for bird watching, snorkelling and <b>nature tours</b> by boat. (TW66_05.txt)	Wild accessible nature
2	ivals and musical events. Shopping, restaurants and pubs. <b>Nature tours</b> to Monde Island. Activities for children in (TW63_04.txt)	Famed nature
3	allest sand dunes. Activities include quad bike <b>tours</b> , <b>nature</b> drives, scenic desert flights and hot-air balloon (TW62_04.txt)	Artificial nature
4	cies is backed up by the number of UK operators featuring <b>nature-watching tours</b> . In addition to specialists such as (TW54_04.txt)	Untamed nature
5	s to suit the cruise and rail travel demographic, such as <b>nature tours</b> , river rafting, fishing, kayaking and sights (TW53_05.txt)	Famed nature
6	ray of activities including safari <b>tours</b> , hang-gliding, <b>nature</b> hikes and 10-minute helicopter nights over the fa (TA95_05.txt)	Famed nature
7	am includes unlimited greens fees and tennis court times, <b>nature tours</b> , rods and reels for surf fishing and bicycle (TA89_05.txt)	Famed nature
8	phant trekking and cultural education. Slam Safari offers <b>nature tours</b> at its elephant camp situated on the south e (TA87_05.txt)	Wild accessible nature
9	hose interested in a more active tour. Dan Egolf's Alaska <b>Nature Tours</b> provides cruise passengers and independents (TA81_05.txt)	Wild accessible nature
10	nature reserves are alternatives to traditional tours Our <b>nature</b> reserves give Jordan a leading edge in ecotourism (TA68_06.txt)	Wild accessible nature
11	ortation, light-adventure activities and biologist-guided <b>nature tours</b> are included. Tiamo offers agents a 10 perce (TA24_08.txt)	Wild accessible nature
12	identifying a trail that will best meet their interests. <b>Nature Tourism Tours</b> can be arranged through the District (TA239_03.txt)	Famed nature
13	recent off recreation, including golf, tennis, on-property <b>nature tours</b> , bicycle rentals, youth programs and more. T (TA21_08.txt)	Artificial nature
14	climbing, hiking and exploring. Clients can enjoy scenic <b>nature tours</b> and hikes, historical sites and even great f (TA185_08.txt)	Famed nature

**Table G.5:** Nature categories: Concordances containing the search term “nature” and its collocate *tours*

## Nature/walks

N	Concordance (File)	Type of nature
1	kayaking, jungle trekking, fishing, mangrove touring and <b>nature walks</b> on the menu. Always a good ecological indica (TW90_04.txt)	Wild accessible nature
2	he reserve is inhabited by 21 game species, so drives and <b>nature walks</b> are popular and the resort is also home to N (TW72_04.txt)	Famed nature
3	rts and boat trips on the lake, hot springs to dip in to, <b>nature walks</b> and a host of other places to visit that gro (TW46_05.txt)	Famed nature
4	many activities on offer. These include archery, fencing, <b>nature walks</b> , salsa classes, high-rope adventures and hor (TW35_06.txt)	Artificial nature
5	takes place daily at sites along the South Rim, including <b>nature walks</b> . Details are listed in the visitors' guide, (TW240_03.txt)	Artificial nature
6	of the island's peaks and there are 10 jungle and coastal <b>nature walks</b> . It's popular with celebs (Liz and Arun hone (TW22_07.txt)	Artificial nature
7	ities: 24 rooms, restaurant, bar, shop, snorkelling gear, <b>nature walks</b> . Book it: Kuoni Travel has seven nights in a (TW20_07.txt)	Artificial nature
8	Most hotels have kids' clubs with activities ranging from <b>nature walks</b> and cooking lessons to windsurfing and paint (TW17_07.txt)	Artificial nature
9	ith a full-bodied private-island experience— white sands, <b>nature walks</b> , wildlife encounters, fun in the waters, spa (TA8_09.txt)	Famed nature
10	anical garden, countless art galleries, an assortment of <b>nature walks</b> and several national monuments. As they expl (TA188_07.txt)	Untamed nature
11	ness Whether it's hikes overlooking a glacier, rainforest <b>nature walks</b> , specialized photography tours, wildlife wat (TA15_08.txt)	Untamed nature
12	Andes Mountains. The excursion includes sightseeing and <b>nature walks</b> to the 296,400- acre Antisana Ecological Res (TA108_04.txt)	Untamed nature

**Table G.6:** Nature categories: Concordances containing the search term “nature” and its collocate *walks*

## Nature/bird

N	Concordance (File)	Type of nature
1	nd July, special Midnight Sun packages. <b>Bird</b> -watching and <b>nature</b> packages are available and walkers can freely (TW38_06.txt)	Untamed nature
2	dge. There are more than 100 parks in Pretoria, including <b>nature</b> reserves and <b>bird</b> sanctuaries, and many tree-lined (TW36_06.txt)	Untamed nature
3	so has 513 different species of birds. Who would it suit? <b>Nature</b> lovers and <b>bird</b> watchers. Sample product: Lastminu (TW18_06.txt)	Wild accessible nature
4	n. The event includes many activities to delight <b>bird</b> and <b>nature</b> lovers: guided eagle-viewing tours, photography an (TA88_05.txt)	Untamed nature
5	beach, noting the islands' history, <b>bird</b> watching, caves, <b>nature</b> hikes and yachting. "The food is also amazing," sh (TA73_06.txt)	Untamed nature
6	the Caribbean. Whitewater rafting, canyoning, kayaking, <b>nature</b> hikes and <b>bird</b> watching, rock climbing and paragli (TA44_07.txt)	Wild accessible nature
7	Encounter The Sheer Beauty Of Thai <b>Nature Bird</b> Watching Thailand bird varieties can be seen a (TA40_07.txt)	Wild accessible nature
8	250 species include the great hornhill and grey peacock. <b>Nature</b> and <b>Bird</b> Site Exploration Co., Ltd: www.thailandbi (TA40_07.txt)	Wild accessible nature
9	e Lisboa's beauty from the river, or can opt to visit the <b>nature bird</b> reserve. Daily cruises are available from Lis (TA31_07.txt)	Wild accessible nature
10	r is a good time to observe migrating waders and raptors. <b>Nature</b> and <b>Bird</b> Site Exploration Co., Ltd: www. Thailand. (TA18_08.txt)	Wild accessible nature
11	through endemic tropical forest. The Red-Footed Booby <b>Bird Nature</b> Reserve on Little Cayman is another National Trust (TA116_03.txt)	Wild accessible nature
12	s of Cayman Brac conditions permitting. <b>Bird</b> Watching and <b>Nature</b> Trails Visitors will find much of Little Cayman's (TA115_03.txt)	Wild accessible nature

Table G.7: Nature categories: Concordances containing the search term "nature" and its collocate *bird*

## Nature/culture

N	Concordance (File)	Type of nature
1	d a presence in the UK market. Key selling points include <b>nature</b> , history, <b>culture</b> and opportunities for adventure (TW93_03.txt)	Wild accessible nature
2	rkets such as the premium business, conferences, <b>culture</b> , <b>nature</b> and gastronomy. Mexico welcomes around 310,000 (TW78_04.txt)	Artificial nature
3	Brazil for every type of holidaymaker, be they hedonists, <b>nature</b> lovers, <b>culture</b> vultures, history buffs or beach b (TW77_04.txt)	Artificial nature
4	ill cater to the glitzy hotel market, there's <b>culture</b> and <b>nature</b> to be found too. Sir Bani Yas is an island nature (TW4_08.txt)	Untamed nature
5	riched with special-interest options relating to <b>culture</b> , <b>nature</b> , sports, well-being, weddings, cruises and confere (TW44_05.txt)	Artificial nature
6	ourist map is part of its charm --and the mix of <b>culture</b> , <b>nature</b> and the laid-back vibe make the city and its surro (TW24_07.txt)	Artificial nature
7	ook packaged ecoadventure travel. Ancon offers a range of <b>nature</b> and <b>culture</b> oriented tours, as well as adventure (TA96_05.txt)	Wild accessible nature
8	hills, often-overlooked Umbria has a history, <b>culture</b> and <b>nature</b> that mingle harmoniously. Remnants, both archeolo (TA94_05.txt)	Untamed nature
9	as offers authenticity with its rich <b>culture</b> , history and <b>nature</b> ." Travel wholesaler Diogenes D'Alacio, president o (TA57_06.txt)	Wild accessible nature
10	cently, as with many of Korea's charms, the contemplative <b>nature</b> of this <b>culture</b> was something foreigners could onl (TA4_10.txt)	Wild accessible nature
11	ook packaged ecoadventure travel. Ancon offers a range of <b>nature</b> and <b>culture</b> oriented tours, as well as adventure a (TA218_05.txt)	Wild accessible nature
12	s registered as UNESCO World Heritage Sites of <b>Culture</b> or <b>Nature</b> and we hope our "Brazil. Sensational!" inspires tr (TA10_09.txt)	Artificial nature

Table G.8: Nature categories: Concordances containing the search term "nature" and its collocate *culture*

## Nature/park

N	Concordance (File)	Type of nature
1	EN ISLE. More than half of Tenerife is a national <b>park</b> or <b>nature</b> reserve. So there is no excuse for visitors not to (TW9_07.txt)	Untamed nature
2	history. More than half the island is a national <b>park</b> or <b>nature</b> reserve, and it forms part of Macaronesia, one of (TW9_07.txt)	Untamed nature
3	s. In the heart of the island lies the Vallee de Mai -- a <b>nature park</b> and UNESCO World Heritage Site.The park bo (TW5_07.txt)	Wild accessible nature
4	f becoming extinct — are being brought to the leisure and <b>nature park</b> . Terra Natura managing director Miguel Tabern (TW57_05.txt)	Wild accessible nature
5	ater of Trou aux Cerfs, the Black River gorges and Casela <b>Nature Park</b> . Snorkelling One of the best spots for a wond (TW40_06.txt)	Tamed nature
6	sions on double-seat quad bikes are available in Valriche <b>Nature Park</b> , offering the chance to explore a unique natu (TW40_06.txt)	Tamed nature
7	China Sea, and the 60-hectare Hong Kong Wetland <b>Park</b> [**] <b>nature</b> reserve, should also encourage people to stay long (TW37_06.txt)	Tamed nature
8	n cuisine. Visit the Domaine Les Pailles, a 1,200-hectare <b>nature park</b> with lots of facilities including a Chinese r (TW27_06.txt)	Artificial nature
9	ain climbing. 1/Domaine les Pailles This family-friendly <b>nature park</b> at the foot of the Moka Mountains is a ten mi (TW17_07.txt)	Artificial nature
10	own locally as the 'crocodile park', this unusual zoo-cum- <b>nature park</b> in the southeast breeds Nile crocodiles and g (TW17_07.txt)	Artificial nature
11	rivers, Costa Azul has remarkable natural resources. The <b>Nature Park</b> of the Mountain of Arrabida features Mediterr (TA77_05.txt)	Wild accessible nature
12	is the Arizona-Sonora Desert Museum, an extensive outdoor <b>nature park</b> that includes more than 300 species of live a (TA75_06.txt)	Wild accessible nature
13	oteworthy Punta Sur, Cozumel's newest ecological <b>park</b> and <b>nature</b> preserve, is a breathtaking environment of mangrove (TA113_03.txt)	Wild accessible nature

**Table G.9:** Nature categories: Concordances containing the search term “nature” and its collocate *park*

## Nature/tourism

N	Concordance (File)	Type of nature
1	sions will also be a key focus, with an emphasis placed on <b>nature tourism</b> . There are 224 species of birds on the isl (TW94_03.txt)	Wild accessible nature
2	ly being asked about English countryside attractions and <b>nature-based tourism</b> . (TW81_03.txt)	Artificial nature
3	id: "Our aim is to introduce visitors to the incomparable <b>nature tourism</b> in Amazonia, currently experienced by just (TW7_08.txt)	Artificial nature
4	redicts a growth in eco-resorts and hotels, and a boom in <b>nature tourism</b> — a sector already growing at 20% a year— (TW29_06.txt)	Wild accessible nature
5	and beaches have long been popular with the adventure and <b>nature tourism</b> markets, and a steady flow of American tou (TW15_10.txt)	Artificial nature
6	chimneys, canyons and coral arches are abundant. Selling <b>Nature Tourism</b> Positioning the beauty and wonder of the i (TA83_05.txt)	Untamed nature
7	lands.ky. Go to www.naturecayman.com for more on general <b>nature tourism</b> information. Best view on the island: The (TA239_03.txt)	Wild accessible nature
8	ac Museum - M.V. Capt. Keith Tibbetts #356 dive site - 38 <b>nature tourism</b> sites and trails - Cave explorations Marke (TA239_03.txt)	Wild accessible nature
9	identifying a trail that will best meet their interests. <b>Nature Tourism</b> Tours can be arranged through the District (TA239_03.txt)	Wild accessible nature
10	ff the Brac's coast. For more on diving, see pages 22-23. <b>Nature Tourism</b> Send clients on an exploration of the isla (TA239_03.txt)	Wild accessible nature
11	be developed in surprising ways - they're not limited to <b>nature-based tourism</b> and ecotourism. Thailand and its tra (TA19_08.txt)	Untamed nature
12	a's Northern Territory Government, told Travel Agent that <b>nature-based tourism</b> is integral to the Northern Terror (TA13_09.txt)	Wild accessible nature

**Table G.10:** Nature categories: Concordances containing the search term “nature” and its collocate *tourism*

## Nature/clients

N	Concordance (File)	Type of nature
1	sorts and fine beaches, but is increasingly known for its <b>nature</b> product. <b>Clients</b> like being able to combine nature (TW58_05.txt)	Tamed nature
2	Dolphin friendly. Iceland offers a close-up on <b>nature</b> for <b>clients</b> who want to take a walk on the wild sid (TW55_05.txt)	Wild accessible nature
3	few of the possibilities. Fortunately, you can send your <b>nature</b> -loving <b>clients</b> there and make money in the process (TA89_05.txt)	Wild accessible nature
4	t for us and one that does very well." Adventure seekers, <b>nature</b> enthusiasts and <b>clients</b> looking for a twist on the (TA68_06.txt)	Wild accessible nature
5	ldlife. With this in mind, why not suggest <b>clients</b> take a <b>nature</b> expedition? For 20 years, Natural Habitat Adventur (TA49_07.txt)	Untamed nature
6	nd their keepers. For those agents with <b>clients</b> who crave <b>nature</b> exploration, book half- or full-day Prince William (TA28_08.txt)	Wild accessible nature
7	eful acres, this 52-room property is the perfect pick for <b>nature</b> -inclined <b>clients</b> . The area houses natural mineral (TA23_08.txt)	Tamed nature
8	ff the Brac's coast. For more on diving, see pages 22-23. <b>Nature</b> Tourism send <b>clients</b> on an exploration of the isla (TA239_03.txt)	Wild accessible nature
9	21 or Silver Thatch Excursions at 345-945-6588. Leisurely <b>Nature</b> Stroll for <b>clients</b> seeking an easier walk through (TA116_03.txt)	Untamed nature
10	s. The sister islands also offer a great deal of pristine <b>nature</b> sites. <b>Clients</b> will find caves and nature trails (TA114_03.txt)	Wild accessible nature
11	ird-watcher's paradise as home to the 203-acre Booby Pond <b>Nature</b> reserve. Encourage <b>clients</b> to visit all three Caym (TA114_03.txt)	Wild accessible nature

**Table G.11:** Nature categories: Concordances containing the search term "nature" and its collocate *clients*



**Appendix H**  
**Distribution of the categories of nature related to the search term “nature”**

**Natural/beauty**

N	Concordance (File)	Category
1	ot to get off their sunloungers and discover the island's <b>natural beauty</b> . Dominated by the summit of Mount Teide, S (TW9_07.txt)	Untamed nature
2	ive diving facilities — all free of charge. With all this <b>natural beauty</b> and charm, it's not surprising that the Fr (TW95_04.txt)	Wild accessible nature
3	ragging about his lot, just showcasing the island and its <b>natural beauty</b> . As we drove around Kangaroo Island it bec (TW86_03.txt)	Wild accessible nature
4	un and sea ease cares away. It's also the place to be for <b>natural beauty</b> treatments, with local herbs and spices to (TW83_03.txt)	Untamed nature
5	ing. Staying longer Those staying longer can discover the <b>natural beauty</b> and wildlife at a more relaxed pace. If yo (TW5_07.txt)	Wild accessible nature
6	lans takes a step back in time as he discovers the area's <b>natural beauty</b> and historical sites. SAFED Mystical magic (TW3_07.txt)	Wild accessible nature
7	It is largely because of this combination of man-made and <b>natural beauty</b> that Fanoë, just a 10-minute ferry ride fr (TW264_03.txt)	Untamed nature
8	St Lucia to play on its <b>natural beauty</b> . Simply Beautiful, the key consumer message (TW253_08.txt)	Artificial nature
9	can hire a four-wheel drive and explore the ever-changing <b>natural beauty</b> , ride a mountain bike across the island on (TW247_04.txt)	Tamed nature
10	at Sandals and Beaches are well placed to appreciate this <b>natural beauty</b> with its properties located in some of the (TW245_04.txt)	Tamed nature
11	am destination' with emphasis on its diversity, including <b>natural beauty</b> ; unique culture and history; and the welco (TW242_04.txt)	Artificial nature
12	rism, Sofronis' philosophy is to share the simplicity and <b>natural beauty</b> of rural Cyprus with holidaymakers looking (TW233_04.txt)	Wild accessible nature
13	s an easy sell Nature/scenery: few destinations match the <b>natural beauty</b> of the Azores. Mountains soar to the sky, (TW218_04.txt)	Wild accessible nature
14	<b>Natural BEAUTY</b> . It may be full of luxury resorts, but cons (TW20_07.txt)	Wild accessible nature
15	said: "Walking is one of our main selling points due the <b>natural beauty</b> of the island and the varied terrain. "The (TW208_05.txt)	Tamed nature
16	Coimbra in Portugal had all been chosen because of their <b>natural beauty</b> and cultural value. Although Catalonia has (TW195_05.txt)	Artificial nature
17	der couple looking for a week of heritage and outstanding <b>natural beauty</b> Day One: Rum Factory & Heritage Park: Visi (TW193_05.txt)	Artificial nature
18	a 20-minute drive from the bush. But Tasmania's stunning <b>natural beauty</b> reaches its zenith on the wild and rugged (TW187_05.txt)	Wild accessible nature
19	ef Dady and the other casualties of progress. "Tasmania's <b>natural beauty</b> reaches its zenith on the Wild west coast" (TW187_05.txt)	Wild accessible nature
20	cus flower has also been created to highlight St. Lucia's <b>natural beauty</b> . St. Lucia Tourist Board director of touri (TW183_06.txt)	Untamed nature
21	rt from its Caribbean rivals by highlighting the island's <b>natural beauty</b> . The campaign features the strapline "You (TW183_06.txt)	Untamed nature
22	anked at number 13 in the World's Top 20 islands, with the <b>natural beauty</b> and friendliness of locals seeing off the (TW183_06.txt)	Untamed nature
23	h greenery and so we particularly wanted to highlight its <b>natural beauty</b> . We're using the imagery to give a real fe (TW183_06.txt)	Untamed nature
24	much to recommend it. The collision of culture and rugged <b>natural beauty</b> is the most compelling reason to visit, so (TW156_06.txt)	Wild accessible nature
25	word for it: 'Metronatural'. The new slogan describes the <b>natural beauty</b> and urban sophistication the locals almost (TW156_06.txt)	Wild accessible nature
26	Cape, Limpopo and Mpumalanga East, which are all rich in <b>natural beauty</b> and wildlife. She added that following tal (TW148_06.txt)	Artificial nature
27	t southerly fjord, it's perfect for customers looking for <b>natural beauty</b> . The crumbling old fishing villages and wa (TW143_07.txt)	Tamed nature
28	overlooked and used for farming, for example. He said the <b>natural beauty</b> of many developing countries has been pres (TW135_06.txt)	Artificial nature
29	tional Statistics on November 8 2006 TOP 10 Countries for <b>Natural Beauty</b> New Zealand Switzerland Greece Maldives S (TW133_06.txt)	Artificial nature
30	Peru, has five luxury hotels set in areas of outstanding <b>natural beauty</b> , such as Lake Titicaca and the Sacred Vall	Wild accessible nature

	(TW109_08.txt)	
31	CRUZ CONTROL. Away from the beaches and the island's <b>natural beauty</b> , the capital Santa Cruz offers a taste of c (TW105_07.txt)	Artificial nature
32	erica." Sunvil director Lloyd Boucher said: "In terms of <b>natural beauty</b> it is up there with Brazil. There's wildli (TW103_08.txt)	Wild accessible nature
33	land on all three islands. Protecting the Cayman Islands' <b>natural beauty</b> is more than just talk among Caymanians: a (TA83_05.txt)	Wild accessible nature
34	sightseeing. Sedona, home to its own red rock <b>beauty</b> and <b>natural</b> wonders, has become a spiritual haven for many vi (TA76_06.txt)	Wild accessible nature
35	n tourism initiatives. Costa Rica's primary appeal is its <b>natural beauty</b> and attractions, although this very appeal (TA61_06.txt)	Wild accessible nature
36	e is discussed. The resort's design was influenced by the <b>natural beauty</b> , flora and fauna of Costa Rica. "The exter (TA61_06.txt)	Wild accessible nature
37	lamingos, synonymous with the country's exotic appeal and <b>natural beauty</b> . The hurricane season, which lasts until N (TA60_06.txt)	Untamed nature
38	country's combination of urban sophistication and stunning <b>natural beauty</b> To experience the essence of Argentina, tr (TA46_07.txt)	Tamed nature
39	lia's Outback is calling Northern Territory offers rugged <b>natural beauty</b> and Aboriginal culture Travel Agent recent (TA45_07.txt)	Wild accessible nature
40	accommodations housed in historical buildings or areas of <b>natural beauty</b> ; architecture, decoration, cuisine and win (TA43_07.txt)	Artificial nature
41	Captivating Kauai Enhanced resorts and dramatic <b>natural beauty</b> make a winning combination Of all the island (TA37_07.txt)	Wild accessible nature
42	gh the Great Basin National Heritage Route, a corridor of <b>natural beauty</b> that encompasses White Pine County and Uta (TA35_07.txt)	Untamed nature
43	a wide variety of experiences to enjoy. It's not only the <b>natural beauty</b> of Kruger National Park with its wide-open (TA32_07.txt)	Wild accessible nature
44	Big" Sister Island has natural appeal It is Cayman Brac's <b>natural beauty</b> —both in the sea and on land—that lures its (TA239_03.txt)	Untamed nature
45	of the island that will have them seeing the best of its <b>natural beauty</b> , flora and fauna and its historical signif (TA239_03.txt)	Untamed nature
46	Big Island's attributes. Festivals draw upon the island's <b>natural beauty</b> , as well as its history and heritage, for (TA235_03.txt)	Tamed nature
47	ng ecological balance has led the country to preserve its <b>natural beauty</b> by designating a number of national and na (TA233_03.txt)	Wild accessible nature
48	rg. Honeymoons Portugal's blend of sophistication, charm, <b>natural beauty</b> , and medieval splendor, provides a romanti (TA233_03.txt)	Wild accessible nature
49	he Tobago Cays) is an interesting mix of development and <b>natural beauty</b> , of activities and relaxation. Sprinkled t (TA231_04.txt)	Untamed nature
50	n or destination wedding. She lists the islands' stunning <b>natural beauty</b> , proximity to the U.S. and the significant (TA229_04.txt)	Tamed nature
51	find the real deal: authentic eco-tourism adventures. The <b>natural beauty</b> of Los Cabos has always been a major part (TA227_04.txt)	Wild accessible nature
52	tors an up-close-and-personal experience of the country's <b>natural beauty</b> . Up to now, Costa Rica hasn't boon singled (TA223_04.txt)	Wild accessible nature
53	ls keeping tight control over development to preserve the <b>natural beauty</b> . While it is still a good way to enjoy pea (TA222_04.txt)	Wild accessible nature
54	h with its own unique identity, are similarly graced with <b>natural beauty</b> — lakes, volcanic cones and craters, stunn (TA221_04.txt)	Wild accessible nature
55	erceira offers visitors a blend of historic treasures and <b>natural beauty</b> , UNESCO has designated the 16th-century to (TA221_04.txt)	Wild accessible nature
56	arsal dinners and receptions. Compelling Choices Hawaii's <b>natural beauty</b> makes outdoor ceremonies both photogenic a (TA216_05.txt)	Wild accessible nature
57	e to be "constantly vigilant over the preservation of its <b>natural beauty</b> ," to retain its small-town character, and (TA215_05.txt)	Wild accessible nature
58	isitors will find a heady blend of history, adventure and <b>natural beauty</b> Working with clients who want a mix of bal (TA207_06.txt)	Wild accessible nature
59	m to Kauai. Travelers will find a heady blend of history, <b>natural beauty</b> and adventure awaiting them on this compac (TA207_06.txt)	Wild accessible nature
60	ll enjoy being told to "take a hike" to view the islands' <b>natural beauty</b> The allure of Hawaii's natural beauty is o (TA199_06.txt)	Untamed nature
61	o view the islands' natural <b>beauty</b> The allure of Hawaii's <b>natural</b> beauty is one of the strongest pulls on potential (TA199_06.txt)	Untamed nature
62	, Samaná owes some of its extraordinary <b>beauty</b> and unique <b>natural</b> and cultural resources to the Center for the Cons (TA198_06.txt)	Wild accessible nature
63	tourism benefiting local communities while conserving the <b>natural beauty</b> and resources which are major attractions (TA198_06.txt)	Wild accessible nature

64	Wild The Seychelles archipelago is a paradise of unspoiled <b>natural beauty</b> , at once both vibrant and tranquil. It com (TA188_07.txt)	Wild accessible nature
65	Rail provides a refreshing introduction to that region's <b>natural beauty</b> . Is there a better mood-setter for the maj (TA180_08.txt)	Wild accessible nature
66	asons Resort Langkawi. Malaysia is also a country rich in <b>natural beauty</b> with unparalleled ecotourism and adventure (TA176_08.txt)	Wild accessible nature
67	Jamaica: full of Culture, History and <b>Natural Beauty</b> Outameni Experience, Falmouth The Outame (TA167_09.txt)	Tamed nature
68	to conservation efforts, offers guided tours through the <b>natural beauty</b> of the Cookpit Country, home to plant and (TA166_09.txt)	Wild accessible nature
69	Walk on the Wild Side <b>Natural beauty</b> abounds on all three islands The diversity (TA116_03.txt)	Wild accessible nature
70	Trust for the Cayman Islands to ensure that the country's <b>natural beauty</b> be preserved forever. Guided Wilderness Hi (TA116_03.txt)	Wild accessible nature
71	heir own generator. Life here is quiet, and its unspoiled <b>natural beauty</b> loved and respected. The majority of Littl (TA115_03.txt)	Wild accessible nature
72	el in the Inland Sea Japan promotes the scenic <b>beauty</b> and <b>natural</b> appeal of Shodoshima People wearing the white cot (TA102_04.txt)	Untamed nature

**Table H.1:** Nature categories: Concordances containing the search term “natural” and its collocates *beauty*

## Natural/attractions

N	Concordance File	Category
1	ies on the island and a superb golf course." The islands' <b>natural attractions</b> will also be a key focus, with an emp TW94_03.txt	Wild accessible nature
2	promises to be a true back-to-nature experience. Jordan's <b>natural attractions</b> Mujib Wildlife Reserve: the lowest na TW91_03.txt	Wild accessible nature
3	the Jordanian eastern desert. <b>Attractions</b> include several <b>natural</b> -built pools, a seasonally flooded marshland and a TW91_03.txt	Wild accessible nature
4	ty that Thailand does, and the superlatives don't stop at <b>natural attractions</b> . The destination has some of the regi TW67_05.txt	Famed nature
5	Cancun departing Gatwick on May 15 is £1,005 per person. <b>Natural attractions</b> The Yucatan's ecological and archaeol TW66_05.txt	Famed nature
6	xpanded its range of excursions, adding many cultural and <b>natural attractions</b> such as a feng shui tour, Dolphin Wat TW37_06.txt	Artificial nature
7	s got an insight into Barbados' history, its culture, its <b>natural attractions</b> and its people as they found the answ TW271_03.txt	Wild accessible nature
8	re is. However, it's a mistake to assume the state has no <b>natural attractions</b> . Just ask Mike Hileman. As a ranger a TW252_04.txt	Famed nature
9	We want to build awareness of Dominica's biodiversity and <b>natural attractions</b> . The EU funding will make a big diffe TW238_04.txt	Untamed nature
10	s a stop-off point for most itineraries covering Chile's <b>natural attractions</b> such as Torres del Paine National Par TW219_04.txt	Untamed nature
11	Seattle showcases <b>natural attractions</b> . Visits to Mount St Helens offered as TW213_05.txt	Famed nature
12	le, so we're promoting the surrounding area too. It's our <b>natural attractions</b> that make us so appealing. There aren TW213_05.txt	Famed nature
13	Icelandic Adventure tour to take in more of the island's <b>natural attractions</b> and give clients additional free time TW212_05.txt	Famed nature
14	geted as key markets in a campaign to promote the state's <b>natural attractions</b> and its potential for active holidays TW210_05.txt	Famed nature
15	While Panama is known mostly for its canal, the country's <b>natural attractions</b> have an irresistible lure to farsight TW18_06.txt	Wild accessible nature
16	One action is worth a thousand good intentions." With its <b>natural attractions</b> and new hotels, Khao Lak should be on TW172_06.txt	Famed nature
17	are within driving distance from the city (see page 66). <b>Natural attractions</b> Mount Charleston is 35 miles from Las TW137_06.txt	Wild accessible nature
18	ispanic culture," she said. Perry highlighted the state's <b>natural attractions</b> , such as its 600-mile coastline and B TW134_07.txt	Famed nature
19	de has increased its coverage of the state, stressing its <b>natural attractions</b> . "Alaska is home to huge glaciers, gr TW122_08.txt	Wild accessible nature
20	g trips to Maori cultural centres, visits to the region's <b>natural attractions</b> , transfers and two meals a day. Price TW110_08.txt	Famed nature
21	l rich, it doesn't need tourism to survive. It is rich in <b>natural attractions</b> and according to one specialist it's TW103_08.txt	Wild accessible nature
22	more besides. The state of Guayana is home to a wealth of <b>natural attractions</b> , not least the rainforest around the TW103_08.txt	Wild accessible nature
23	<b>Natural Attractions</b> You don't have to be a diver to enjoy TA99_04.txt	Wild accessible nature
24	ere nature has created some of the country's most amazing <b>natural attractions</b> and scenic landscapes that so clearly TA76_06.txt	Wild accessible nature
25	Exploring Aruba A unique desert landscape studded with <b>natural attractions</b> Aruba is famous for its high-rise reso TA62_06.txt	Wild accessible nature
26	n its capital city of Oranjestad. Less well known are its <b>natural attractions</b> awaiting visitors curious enough to v TA62_06.txt	Wild accessible nature
27	n tourism initiatives. Costa Rica's primary appeal is its <b>natural</b> beauty and <b>attractions</b> , although this very appeal TA61_06.txt	Wild accessible nature
28	th Rim promises some equally fascinating <b>attractions</b> and <b>natural</b> sights. This rim, which sits at a higher elevatio TA54_07.txt	Artificial nature
29	ts. They take guests on daily trips exploring an array of <b>natural attractions</b> . Clients can experience Bahamas snork TA24_08.txt	Wild accessible nature
30	rvels Day tours from Cozumel to several archeological and <b>natural attractions</b> in the Yucatan Peninsula are availabl TA237_03.txt	Famed nature
31	Peru's Appeal Newly accessible historical <b>attractions</b> and <b>natural</b> wonders await visitors Visitors to Peru, especial TA203_06.txt	Famed nature
32	d around the world. Countries rely on the appeal of their <b>natural attractions</b> to convince potential visitors to cho TA19_08.txt	Famed nature

33	ng Trekking brings active tourists up close to Thailand's <b>natural attractions</b> . Treks can range from a single daylig TA18_08.txt	Wild accessible nature
34	CAYMAN ISLANDS Water activities, historic sites, <b>natural attractions</b> are among the three-island destination TA185_08.txt	Wild accessible nature
35	ic adventure. There, they can enjoy adventure activities; <b>natural</b> , ecological <b>attractions</b> ; and water activities lik TA182_08.txt	Wild accessible nature
36	to as "Cataratas do Iguacu") is one of Brazil's must-see <b>natural attractions</b> . The word "Iguacu" means "large water TA12_09.txt	Wild accessible nature
37	a Las Vegas vacation extends far past the Strip Exploring <b>natural attractions</b> and outdoor activities when on vacat TA117_03.txt	Wild accessible nature
38	er year-round, there isn't a bad time for exploring. Keep <b>natural attractions</b> such as Red Rock Canyon, Valley of Fi TA117_03.txt	Wild accessible nature
39	o see and get the most of the island if interested in its <b>natural attractions</b> . Day tours can be arranged with Mam's TA115_03.txt	Wild accessible nature
40	<b>Natural Attractions</b> Ecological parks and museums combine TA113_03.txt	Wild accessible nature

**Table H.2:** Nature categories: Concordances containing the search term "natural" and its collocate *attractions*

### Natural/wonders

N	Concordance File	Category
1	e batteries while feasting the eye on some of the world's <b>natural wonders</b> . Here are a few of the country's natural TW61_04.txt	Untamed nature
2	d on New Zealand's key emotive hooks, such as scenery and <b>natural wonders</b> . But as well as using images of fjords, g TW268_03.txt	Wild accessible nature
3	ff-roading is a great way to experience Iceland's awesome <b>natural wonders</b> — particularly when it's across lava fiel TW241_04.txt	Wild accessible nature
4	ir flights. Insight Vacations has introduced an eight-day <b>Natural Wonders</b> of Iceland tour. Highlights include Skaft TW241_04.txt	Wild accessible nature
5	t was hard to believe the Grand Canyon — one of the great <b>natural wonders</b> of the world — lay less than 80 miles ahe TW240_03.txt	Untamed nature
6	are escorted tours to Ayers Rock itself and other nearby <b>natural wonders</b> , plus helicopter tours, camel and Harley TW1_08.txt	Artificial nature
7	re Pilbara's many sights, from Aboriginal rock art to the <b>natural wonders</b> of the Karijini National Park. Ancient ri TW126_09.txt	Wild accessible nature
8	The region just to the south of Kimberley is also full of <b>natural wonders</b> . Tourists tend to base themselves in Tom TW126_09.txt	Wild accessible nature
9	ronto takes visitors to Niagara Falls, one of the world's <b>natural wonders</b> , or, for lovers of the unspoilt outdoors, TW120_08.txt	Tamed nature
10	t have to be a diver to enjoy Cozumel's many and variety <b>natural wonders</b> , both under the sea and on land. Day trip TA99_04.txt	Wild accessible nature
11	a Products let travelers take a close look at the state's <b>natural wonders</b> Although it has its share of manmade plea TA89_05.txt	Untamed nature
12	e trip, go white-water rafting, or even fly over it. More <b>Natural Wonders</b> : Beyond the Grand Canyon, Northern Ariz TA76_06.txt	Wild accessible nature
13	magnificent Grand Canyon National Park. One of the Seven <b>Natural Wonders</b> of the World, the Grand Canyon averages TA76_06.txt	Wild accessible nature
14	Northern Arizona <b>Natural</b> and Spiritual <b>Wonders</b> Await Wonder is the keywor TA76_06.txt	Wild accessible nature
15	sightseeing. Sedona, home to its own red rock beauty and <b>natural wonders</b> , has become a spiritual haven for many vi TA76_06.txt	Wild accessible nature
16	rn Arizona's towns and cities, which serve as hubs to the <b>natural wonders</b> that surround them, are worth exploring i TA76_06.txt	Wild accessible nature
17	area. Native American Culture: Many of Northern Arizona's <b>natural wonders</b> are home to Native American peoples. The TA76_06.txt	Wild accessible nature
18	ranges, making it a good choice for those seeking to see <b>natural wonders</b> , including its famed allure for bird watc TA75_06.txt	Wild accessible nature
19	us gardens and parks have ensured the protection of these <b>natural wonders</b> . Just outside the bustling city of San Jo TA70_06.txt	Wild accessible nature
20	tours. To familiarize yourself with some of the country's <b>natural wonders</b> , we've highlighted a few hot spots with s TA68_06.txt	Untamed nature
21	a series of charming Western Cape town's interspersed with <b>natural wonders</b> . Everything from whale watching in Herma TA65_06.txt	Wild accessible nature
22	THE NORTHERN COAST <b>Natural Wonders</b> and Adventures Exploring national parks a TA59_06.txt	Wild accessible nature
23	hey arrive, they do exhibit curiosity about exploring the <b>natural wonders</b> that exist. Other findings? The premium m TA58_06.txt	Artificial nature

24	ogging and larger than life, and one of the most visited <b>natural wonders</b> in the world (indeed, it's one of the Sev TA54_07.txt	Wild accessible nature
25	atural wonders in the world (indeed, it's one of the Seven <b>Natural Wonders</b> of the World). Without the Grand Canyon, TA54_07.txt	Wild accessible nature
26	itz and glamour of the Las Vegas Strip. OK, some of these <b>natural wonders</b> have actually been tweaked by human inge TA36_07.txt	Tamed nature
27	ewel for visitors is Victoria Falls, one of the world's <b>natural wonders</b> , which it shares with neighboring Zambia. TA32_07.txt	Wild accessible nature
28	Peru's Appeal Newly accessible historical attractions and <b>natural wonders</b> await visitors Visitors to Peru, especial TA203_06.txt	Tamed nature
29	ors come to Los Cabos to take in all it has to offer from <b>natural wonders</b> to luxury resorts and villas offering gol TA202_06.txt	Tamed nature
30	rs. Los Cabos' signature landmark and one of Mexico's top <b>natural wonders</b> is El Arco, a dramatic rock that sits whe TA202_06.txt	Tamed nature
31	and Paraguay. Considered one of the world's most dramatic <b>natural wonders</b> , this UNESCO World Heritage Site is the p TA200_06.txt	Wild accessible nature
32	m to fame—the thundering Victoria Falls, one of the Seven <b>Natural Wonders</b> of the World. While people used to flock TA178_08.txt	Wild accessible nature
33	road trip, Nevada's highways are a showcase for thrilling <b>natural wonders</b> and glimpses into the state's colorful hi TA172_08.txt	Wild accessible nature
34	storied past, trek across stunning terrain brimming with <b>natural wonders</b> , get a taste of the state's rich culture TA16_08.txt	Wild accessible nature
35	ons like Salvador in Bahia, and a range of ecosystems and <b>natural wonders</b> , from the Amazon rainforest to our stunni TA10_09.txt	Wild accessible nature

**Table H.3:** Nature categories: Concordances containing the search term “natural” and its collocate *wonders*

### Natural/history

N	Concordance File	Category
1	n's highest point, Tenerife is an island of extraordinary <b>natural history</b> . More than half the island is a national TW9_07.txt	Wild accessible nature
2	NATURETREK TRIP. <b>Natural history</b> specialist Naturetrek has organised a six- TW267_03.txt	Wild accessible nature
3	News in brief. New NATURETREK <b>Natural History</b> Tour Naturetrek is offering a five-day tou TW199_05.txt	Wild accessible nature
4	ur to the Cordillera Cantábrica in northeastern Spain for <b>natural history</b> enthusiasts to search for wolves and grea TW199_05.txt	Wild accessible nature
5	ation to the Barbados Bowled Over Ball, I arrived at the <b>Natural History</b> Museum in South Kensington. Great, I thou TW197_05.txt	Artificial nature
6	ar held its inaugural sales awards in October at London's <b>Natural History</b> Museum. The awards recognised key industry TW185_05.txt	Artificial nature
7	e first overseas Thomas Cook package tour was held at the <b>Natural History</b> Museum in London in front of 500 guests. TW184_05.txt	Artificial nature
8	. Most of the museums and galleries are free, such as the <b>Natural History</b> Museum and the Science Museum, which ar TW141_07.txt	Artificial nature
9	perator: Naturetrek Brochure: Birdwatching, Botanical and <b>Natural History</b> Holidays 2008 What's new? Gabon; La Mon TW116_08.txt	Artificial nature
10	onceivable such tool in a small house in downtown Haines. <b>Natural History</b> Visitors can also visit the Bald Eagle Fo TA81_05.txt	Wild accessible nature
11	story Visitors can also visit the Bald Eagle Foundation's <b>natural history</b> museum, essentially a large diorama fille TA81_05.txt	Wild accessible nature
12	ng. Guests can also find plenty of “me time” perusing the <b>natural history</b> library, beachcombing or relaxing on the TA7_09.txt	Wild accessible nature
13	ence. Visitors have the opportunity to take part in local <b>natural</b> and cultural <b>history</b> programs with one of AWA's o TA7_09.txt	Wild accessible nature
14	m has more than 2,000 items on the country's cultural and <b>natural history</b> . Pedro St. James Historic Site: This re TA240_03.txt	Untamed nature
15	Company's site [www.nycvisit.com]. American Museum of <b>Natural History</b> : Weekends at the American Museum of Nat TA236_03.txt	Artificial nature
16	itors will find a heady blend of <b>history</b> , adventure and <b>natural</b> beauty Working with clients who want a mix of bal TA207_06.txt	Wild accessible nature
17	m to Kauai. Travelers will find a heady blend of <b>history</b> , <b>natural</b> beauty and adventure awaiting them on this compact TA207_06.txt	Wild accessible nature
18	tional handmade “catboat,” old coins, documents and rare <b>natural history</b> specimens. Call 345-949-8368 or e-mail mu TA185_08.txt	Artificial nature
19	seum, which displays local native arts and crafts and the <b>natural history</b> of Sarawak. This will serve as an orienta TA185_08.txt	Wild accessible nature

	TA177_08.txt	
20	theastern Nevada Museum tells the story of pioneers and <b>natural history</b> in the region. For information about the TA173_08.txt	Wild accessible nature
21	Jamaica: full of Culture, <b>History</b> and <b>Natural</b> Beauty Outameni Experience, Falmouth The Outame TA167_09.txt	Tamed nature
22	n downtown San Miguel, showcases the island's <b>history</b> and <b>natural</b> environment; its origins, wildlife migration patt TA113_03.txt	Wild accessible nature

**Table H.4:** Nature categories: Concordances containing the search term “natural” and its collocate *history*

### Natural/environment

N	Concordance File	Category
1	nture, with experienced guides and a completely untouched <b>natural environment</b> . It's excellent for bonefishing and h TW85_03.txt	Wild accessible nature
2	well and Malaysia, making maximum use of its spectacular <b>natural environment</b> , is no exception. Few islands are mor TW58_05.txt	Wild accessible nature
3	iche Nature Park, offering the chance to explore a unique <b>natural environment</b> with numerous birds, butterflies, dee TW40_06.txt	Wild accessible nature
5	ome careful planning, the alligators inhabit a completely <b>natural environment</b> and behave as they would in the wild. TW252_04.txt	Untamed nature
5	Springs. Yet continue 1,000 miles north and you'll find a <b>natural environment</b> every bit as captivating as the Uluru TW23_06.txt	Wild accessible nature
6	he destination for the 1984 Sarajevo Winter Olympics, its <b>natural environment</b> , its cultural and artistic heritage a TW239_04.txt	Tamed nature
7	of dolphins in Eilat's Dolphin Reef. The reef is the only <b>natural environment</b> within easy striking distance of the TW170_06.txt	Tamed nature
8	arks, mountains and an endless supply of snow make it the <b>natural environment</b> for endless winter fun. As Canadian T TW164_06.txt	Tamed nature
9	t. Clients looking for first-class pampering in a totally <b>natural environment</b> will love the hotel spa, accessed via TW157_06.txt	Artificial nature
10	rgy consumption and waste management than conserving the <b>natural environment</b> . The market is also expanding in Euro TW109_08.txt	Artificial nature
11	g. Ashore, they want to see new places or wildlife in its <b>natural environment</b> . Antarctica fits the bill perfectly, TW102_08.txt	Wild accessible nature
12	founder Dave Olerud or other volunteers reveals the rich <b>natural environment</b> in which Haines is located. Just up t TA81_05.txt	Wild accessible nature
13	have the chance to see some 200 species of birds in their <b>natural environment</b> on the island. By the bluff, they'll TA239_03.txt	Wild accessible nature
14	oving and enriching our tourism supply and preserving our <b>natural environment</b> . We are determined to assure sustaina TA228_04.txt	Wild accessible nature
15	s riders develop their all-mountain freestyle skills in a <b>natural environment</b> that features glades, jibs and gaps ( TA195_06.txt	Tamed nature
16	nce the traditions and customs of ancient tribes in their <b>natural environment</b> while supporting the communities and TA182_08.txt	Wild accessible nature
17	n downtown San Miguel, showcases the island's history and <b>natural environment</b> ; its origins, wildlife migration patt TA113_03.txt	Wild accessible nature

**Table H.5:** Nature categories: Concordances containing the search term “natural” and its collocate *environment*

### Natural/habitat

N	Concordance File	Category
1	grove tour Langkawi's delicate mangrove system provides a <b>natural habitat</b> for sandpipers, blue kingfishers, white-b TW90_04.txt	Artificial nature
2	n hour or more with graceful leatherback turtles in their <b>natural habitat</b> . They come so close you can almost touch TW270_03.txt	Tamed nature
3	nguidly basked on the opposite banks. For wildlife in its <b>natural habitat</b> , Kakadu is unrivalled in Australia. More TW23_06.txt	Wild accessible nature
4	ix metres under water, you can observe marine life in its <b>natural habitat</b> . On terra firma, there's a shark pool, a TW12_07.txt	Wild accessible nature
5	only places where you can still see polar bears in their <b>natural habitat</b> . Connections Worldwide has increased its TW122_08.txt	Wild accessible nature
6	wild. Send clients to northern India to see them in their <b>natural habitat</b> , where their safety is guaranteed in prot TW108_09.txt	Wild accessible nature
7	iso serves as a place to see animals uncaged and in their <b>natural habitat</b> . However, as could be said for most place TA9_09.txt	Wild accessible nature

8	opportunities to explore Southwest Florida's distinctive <b>natural habitat</b> . Included in the offer are three nights' TA89_05.txt	Artificial nature
9	to suggest clients take a nature expedition? For 20 years, <b>Natural Habitat</b> Adventures (www.nathab.com) has taken s TA49_07.txt	Untamed nature
10	Destinations Alaska <b>Natural Habitat</b> Adventures Alaska itineraries are travel c TA49_07.txt	Untamed nature
11	actly what its title suggests: hundreds of grizzly bears. <b>Natural Habitat</b> Adventures takes guests to Kodiak Island, TA49_07.txt	Untamed nature
12	its two Alaska itineraries are some of its most popular. <b>Natural Habitat</b> Adventures' flagship tour is "Hidden Alas TA49_07.txt	Untamed nature
13	ach specific situation. In addition, Varley stresses, the <b>natural habitat</b> sought by many travelers to the area is i TA224_04.txt	Wild accessible nature
14	and observe rare and endangered species up close in their <b>natural habitat</b> . With all of its natural, historical and TA196_06.txt	Wild accessible nature
15	ts.com) take riders up close to animals that are in their <b>natural habitat</b> , including alligators; the waters it trav TA107_04.txt	Wild accessible nature
16	on) moose, bears and wolves, as well as Denali's splendid <b>natural habitat</b> . Helicopter "flightseeing tours" that tra TA103_04.txt	Wild accessible nature

**Table H.6:** Nature categories: Concordances containing the search term "natural" and its collocate *habitat*

### Natural/resources

N	Concordance File	Category
1	the Tagus and the Sado rivers, Costa Azul has remarkable <b>natural resources</b> . The Nature Park of the Mountain of Arr TA77_05.txt	Wild accessible nature
2	ta Rica's minister of tourism. "This means protecting our <b>natural resources</b> while still being a profitable industry TA61_06.txt	Wild accessible nature
3	s site-sensitive design approach. To protect the island's <b>natural resources</b> , much of its 11 square miles is expecte TA30_08.txt	Wild accessible nature
4	n addition to various spa treatments that incorporate the <b>natural resources</b> of the area, several spa resorts also h TA211_05.txt	Untamed nature
5	oads and walkways, all the while protecting the country's <b>natural resources</b> . "I've been coming here for 20 years an TA201_06.txt	Untamed nature
6	nment and place greater importance on the conservation of <b>natural resources</b> . This will help to significantly reduce TA19_08.txt	Tamed nature
7	ourism benefiting local communities while conserving the <b>natural</b> beauty and <b>resources</b> which are major attractions TA198_06.txt	Wild accessible nature
8	, Samaná owes some of its extraordinary beauty and unique <b>natural</b> and cultural <b>resources</b> to the Center for the Cons TA198_06.txt	Wild accessible nature
9	lkways, all the while protecting the Dominican Republic's <b>natural resources</b> . And to prove it's not just talk, the D TA193_07.txt	Tamed nature
10	says Hon. Prof. Jumanne Maghembe, Tanzania's Minister of <b>Natural Resources</b> and Tourism. "We are confident that (wi TA189_07.txt	Tamed nature
11	of the ATA; Hon. Shamsa Selengia Mwangunga, minister of <b>Natural Resources</b> and Tourism for Tanzania; Hon. Samia S TA179_08.txt	Tamed nature
12	ad the opportunity to speak with the Tanzania Minister of <b>Natural Resources</b> and Tourism, the Hon. Shamsa Selengia TA174_08.txt	Tamed nature
13	s told us. "And we are just that." Tanzania's Minister of <b>Natural Resources</b> and Tourism Shamsa Selengia Mwangun TA165_09.txt	Tamed nature

**Table H.7:** Nature categories: Concordances containing the search term "natural" and its collocate *resources*



## Natural/springs

N	Concordance File	Category
1	l Barra trail is a moderate walk just over a mile long to <b>natural springs</b> and ancient ruins. When: most animals in TW91_03.txt	Untamed nature
2	flora and fauna. There are three hot plunge pools fed by <b>natural springs</b> . Eat in or out? The Rainforest Restaurant TW65_05.txt	Tamed nature
3	whale watching and bird spotting, fishing and swimming in <b>natural hot springs</b> . A great way for visitors to get back TW61_04.txt	Untamed nature
4	s who recognised the health-giving properties of the many <b>natural springs</b> in the region. These Roman baths can stil TW169_06.txt	Tamed nature
5	many natural spectacles remain, including hot mud pools, <b>natural springs</b> and geysers. Sample Product: Kirra Tours TW110_08.txt	Untamed nature
6	lex. On the shores of the Aegean, Cesme is famous for its <b>natural mineral springs</b> and the therapeutic qualities of TA53_07.txt	Untamed nature
7	mpire, is nestled against Uludag (Mt. Olympos). There the <b>natural hot springs</b> of Cekirge prompted the Ottomans to b TA53_07.txt	Untamed nature
8	perfect pick for nature-inclined clients. The area houses <b>natural mineral springs</b> and waterfalls, and a grotto is t TA23_08.txt	Tamed nature
9	orld Heritage Center. The area is also well known for its <b>natural springs</b> , which feed into the resort's pools. Font TA211_05.txt	Tamed nature
10	St. Regis Spa & Club has Jacuzzis charged by the hotel's <b>natural springs</b> . Eight treatment rooms offer European, We TA204_06.txt	Tamed nature
11	legany Mountains of south-central Pennsylvania and seven <b>natural springs</b> . Bedford <b>Springs</b> is currently undergoing TA192_07.txt	Artificial nature
12	ll-service destination spa—designed around the location's <b>natural springs</b> —20,000 square feet of meeting and event s TA192_07.txt	Artificial nature

**Table H.8:** Nature categories: Concordances containing the search term “natural” and its collocate *springs*

## Natural/cultural

N	Concordance File	Category
1	xpanded its range of excursions, adding many <b>cultural</b> and <b>natural</b> attractions such as a feng shui tour, Dolphin Wat TW37_06.txt	Artificial nature
2	Trails — have been launched to showcase the destination's <b>natural, cultural</b> , historical and heritage sites. Similar TW269_03.txt	Artificial nature
3	he destination for the 1984 Sarajevo Winter Olympics, its <b>natural</b> environment, its <b>cultural</b> and artistic heritage a TW239_04.txt	Artificial nature
4	Coimbra in Portugal had all been chosen because of their <b>natural</b> beauty and <b>cultural</b> value. Although Catalonia has TW195_05.txt	Artificial nature
5	g Hong Kong's fascinating <b>cultural</b> diversity, spectacular <b>natural</b> setting, superb dining, shopping, hotels, and wor TA85_05.txt	Artificial nature
6	ence. Visitors have the opportunity to take part in local <b>natural</b> and <b>cultural</b> history programs with one of AWA's o TA7_09.txt	Tamed nature
7	en set up to preserve the country's culture and heritage. <b>Natural</b> and <b>Cultural</b> Preservation The Cultural Foundation TA240_03.txt	Untamed nature
8	m has more than 2,000 items on the country's <b>cultural</b> and <b>natural</b> history. † Pedro St. James Historic Site: This re TA240_03.txt	Untamed nature
9	s, to tantalizing sketches of the invaluable <b>cultural</b> and <b>natural</b> treasures and alternative tourism options availab TA228_04.txt	Untamed nature
10	, Samaanà owes some of its extraordinary beauty and unique <b>natural</b> and <b>cultural</b> resources to the Center for the Cons TA198_06.txt	Wild accessible nature
11	pecies up close in their natural habitat. With all of its <b>natural</b> , historical and <b>cultural</b> resources, Peru is a pri TA196_06.txt	Wild accessible nature
12	, but with the opportunities for <b>cultural</b> , historical and <b>natural</b> tourism. You can play golf, enjoy the azure calmi TA183_08.txt	Tamed nature

**Table H.9:** Nature categories: Concordances containing the search term “natural” and its collocate *cultural*

## Natural/areas

N	Concordance File	Category
1	aronesia, one of the four richest biological <b>areas</b> of the <b>natural</b> world. Every kind of climatic zone is represented TW9_07.txt	Untamed nature
2	des; the Amazon Basin; long stretches of virgin coast; 33 <b>natural</b> preserved <b>areas</b> and even a 36-million-year-old is TW261_03.txt	Wild accessible nature
3	gents keen to dynamically package trips to <b>areas</b> prone to <b>natural</b> disasters during the hurricane season should do s TW153_07.txt <sup>9</sup>	-----
4	Peru, has five luxury hotels set in <b>areas</b> of outstanding <b>natural</b> beauty, such as Lake Titicaca and the Sacred Vall TW109_08.txt	Wild accessible nature
5	ubling and tripling once the word gets out about Panama’s <b>natural areas</b> and rich variety of wildlife. The landscape TA96_05.txt	Wild accessible nature
6	ayman are both so sparsely developed, with many wonderful <b>natural areas</b> to explore. The two islands are also home t TA83_05.txt	Untamed nature
7	accommodations housed in historical buildings or <b>areas</b> of <b>natural</b> beauty; architecture, decoration, cuisine and win TA43_07.txt	Artificial nature
8	, most of which are situated in Portugal’s more rural and <b>natural areas</b> . Some Pousadas boast their own pools, while TA43_07.txt	Artificial nature
9	s natural beauty by designating a number of national and <b>natural</b> parks. Park <b>areas</b> offer scenic hiking and mountai TA233_03.txt	Untamed nature
10	ct of the area is the proximity of world-class resorts to <b>natural areas</b> . This gives your clients the option of rela TA227_04.txt	Artificial nature
11	ubling and tripling once the word gets out about Panama’s <b>natural areas</b> and rich variety of wildlife. The landscape TA218_05.txt	Wild accessible nature
12	l declare Caral a National Heritage Site. Peru now has 60 <b>natural</b> protected <b>areas</b> —almost 15 percent of the country. TA203_06.txt	Wild accessible nature

**Table H.10:** Nature categories: Concordances containing the search term “natural” and its collocates *areas*

<sup>9</sup> The concordance contained in text TW153\_07 has been discounted because the text does not contain enough information to be analyzed.

**Appendix I**  
**Distribution of the functions of nature related to the search term “nature”**

**Nature/reserve**

N	Concordance (File)	Function
1	history. More than half the island is a national park or <b>nature reserve</b> , and it forms part of Macaronesia, one of (TW9_07.txt)	Nourishing/nurturing
2	EN ISLE. More than half of Tenerife is a national park or <b>nature reserve</b> . So there is no excuse for Visitors not to (TW9_07.txt)	Nourishing/nurturing
3	open in early 2005. Castle on the Cliff, set in a private <b>nature reserve</b> near Plettenberg, has been completely rebu (TW99_04.txt)	Global economy
4	.. darwish, who was guiding our small group through Dana <b>Nature Reserve</b> , pointed out a juniper tree and demonstrat (TW91_03.txt)	Local economy / Preservative
5	Mother nature's calling. The little-known Dana <b>Nature Reserve</b> , home to than 300 species of animal, is one (TW91_03.txt)	Local economy / Preservative
6	sh penchant for a tippie had travelled as far as a remote <b>nature reserve</b> in Jordan. Relatively new to the concept o (TW91_03.txt)	Local economy / Preservative
7	ng vistas, towering rock faces and empty spaces. Shaumari <b>Nature Reserve</b> : Shaumari was created as a breeding centre (TW91_03.txt)	Local economy / Preservative
8	lar hotels make the area popular for spa holidays. Ajloun <b>Nature Reserve</b> : located in the Ajloun highlands north of (TW91_03.txt)	Local economy / Preservative
9	s natural attractions Mujib Wildlife <b>Reserve</b> : the lowest <b>nature reserve</b> in the world, Mujib is near the east coast (TW91_03.txt)	Local economy / Preservative
10	s natural attractions Mujib Wildlife Reserve: the lowest <b>nature reserve</b> in the world, Mujib is near the east coast (TW91_03.txt)	Local economy / Preservative
11	to the ibex. Waterfall swimming is a highlight. Wadi Rum <b>Nature Reserve</b> : one of Jordan's star attractions, the res (TW91_03.txt)	Local economy / Preservative
12	avily wooded Trou aux Cerfs crater and Mauritius' largest <b>nature reserve</b> , the Black River Gorges National Park. Cen (TW84_04.txt)	Promotional
13	the town of Igualada and surrounding area and Montserrat <b>Nature Reserve</b> are also available, offering views across (TW80_03.txt)	Aesthetic
14	an hour from the city by ferry, or visit the Bukit Timah <b>Nature Reserve</b> rainforest area. One thing's for sure, eat (TW75_03.txt)	Promotional
15	ht us an hour from Windhoek to the edge of the NamibRand <b>Nature Reserve</b> . For those on fly-in safaris, this is the (TW72_04.txt)	Aesthetic
16	heganas' 16 thatched cottages overlooking a 6,000-hectare <b>nature reserve</b> . During one game drive I ticked off 10 ost (TW72_04.txt)	Aesthetic
17	it? Perched on a hill overlooking a private 6,000-hectare <b>nature reserve</b> , 40 minutes' drive from Windhoek airport. (TW72_04.txt)	Aesthetic
18	aches nearby. Take a trip out into the Topes de Collantes <b>nature reserve</b> to see forests, waterfalls and canyons. Sa (TW6_08.txt)	Recreational
19	small town colonial charm, go horse riding in the nearby <b>nature reserve</b> and relax on the sandy beaches. Follow in (TW6_08.txt)	Recreational
20	orth recommending clients take a visit to the spectacular <b>nature reserve</b> of Sian Ka'an (see box, left). A brief rai (TW66_05.txt)	Recreational / Aesthetic
21	. Ribe is also the closest neighbour to Denmark's largest <b>nature reserve</b> , the Wadden Sea. Today Ribe experiences (TW63_04.txt)	Cultural
22	e island of Praslin. Hike or bike round the Vallee de Mai <b>Nature Reserve</b> , explore the reefs, or laze on the seclude (TW5_07.txt)	Nourishing/nurturing
23	. Located at Deep Bay in the New Territories, near Mai Po <b>Nature Reserve</b> , it opens later this year. (TW52_05.txt)	Educational / Preservative
24	ure and nature to be found too. Sir Bani Yas is an island <b>nature reserve</b> , with llamas, giraffes, ostriches and flam (TW4_08.txt)	Global economy
25	rism facility located in the New Territories, near Mai Po <b>Nature Reserve</b> . Three new Moments of Discovery tours inc (TW48_05.txt)	Educational / Preservative
26	ea. It is also building a second wilderness lodge in Dana <b>Nature Reserve</b> , due to open in September. Somak adds dest (TW60_04.txt)	Preservative
27	odos mountains or the wild Akamas Peninsula, a protected <b>nature reserve</b> . Unique selling point? Highlights of Class (TW45_05.txt)	Recreational
28	it was in colonial times. The 1,500-hectare site is now a <b>nature reserve</b> featuring colonial houses, a traditional s (TW40_06.txt)	Promotional / Global economy
29	cal and most evocative site is at Gamla, within the Gamla <b>Nature Reserve</b> . In 67AD, several thousand Jews were slaug (TW3_07.txt)	Cultural
30	China Sea, and the 60-hectare Hong Kong Wetland Park[**] <b>nature reserve</b> , should also encourage people to stay long (TW3_07.txt)	Global economy

	(TW37_06.txt)	
31	the rainforest, the apartments are on an organic farm and <b>nature reserve</b> . When tea is served, Ean, the owner, rings	Local economy
32	ill also open a five-star spa resort in the Wolgan Valley <b>nature reserve</b> in New South Wales, three hours' drive fro	Global economy
33	ent and Wild discovery tour, including not just the Dana <b>Nature Reserve</b> and the Wadi Rum desert but also the world	Cultural
34	s nickname. Some two thirds of the island is designated a <b>nature reserve</b> with banana plantations, pine forests and	Local economy
35	recognisable image of Namibia.Sand Dunes:The Namibrand <b>Nature Reserve</b> wedged between the Namib-Naukluft	Local economy / Educational / Preservative
36	and the Nubib Mountains, the 180,000 hectare NamibRand <b>Nature Reserve</b> claims to be the largest private game rese	Educational / Preservative / Recreational
37	L'Estartit-Illes Medes on the Costa Brava, an underwater <b>nature reserve</b> , is in one of the most interesting areas i	Recreational
38	Trimomo Club, bicycles, tennis and a tour of the Valriche <b>nature reserve</b> . Sample price: Thomson offers seven nights	Recreational
39	y in relaxation pools. Web: Dolphinreef.co.il Coral Beach <b>Nature Reserve</b> : With nearly a mile of reef and more than	Recreational
40	the Negev desert and bird-watching in the Yotvata HalBar <b>Nature Reserve</b> , 21 miles outside Eilat. Web: Parks.org.il	Recreational
41	beach of Anse Lazio, hike or bike round the Vallée de Mai <b>Nature Reserve</b> and explore the untouched coral reefs. La	Recreational
42	Route Hotel, South Africa This property, set in a private <b>nature reserve</b> on the edge of the forest, has 16 residenc	Local economy / Educational
43	hunk of wilderness with a huge crater, the Makhtesh Ramon <b>Nature Reserve</b> , which is an unforgettable sight. The	Cultural / Local economy
44	Site due to the diversity of its wildlife and undisturbed <b>nature</b> . Within the <b>reserve</b> is the Selous Project (www.sel	Local economy / Preservative
45	ord Raffles was covered with rain forest. The Bukit Timah <b>Nature Reserve</b> remains intact and offers visitors to the	Nourishing/nurturing
46	o carved in the rock where a chapel lies. The Tagus River <b>Nature Reserve</b> is an important place for migratory birds	Preservative / Educational
47	lands, famous for their variety of marine species and its <b>nature reserve</b> . Visitors can drive around and visit Torre	Preservative
48	y birds and fish, especially flamingos. At the Sado River <b>Nature Reserve</b> a unique breed of dolphins (only found her	Preservative / Recreational
49	g, boat racing, rowing and sailing. The Paul do Boquilobo <b>Nature Reserve</b> , the caves and dinosaur footprints in Serr	Recreational
50	rbly estates. One can visit the Bird Preserve at the Tagus <b>Nature Reserve</b> , participate in one of many traditional fe	Recreational
51	nbona Wildlife Reserve and two nights at Grootbos Private <b>Nature Reserve</b> in South Africa for \$1,570 per person	Global economy
52	Nature (RSCN) or the Wadi Bum Visitors Center. The Dana <b>Nature Reserve</b> , which has a diverse topography ranging	Local economy / Educational / Preservative
53	urs through the RSCN. Bordering the Dead Sea is the Mujib <b>Nature Reserve</b> . At about 1,300 foot below sea level, it's	Local economy / Educational / Preservative
54	rve. At about 1,300 foot below sea level, it's the lowest <b>nature reserve</b> in the world. With such dramatic changes	Local economy / Educational / Preservative
55	ible view. Not far from Cape Town, the Cape of Good Hope <b>Nature Reserve</b> at the tip of the Cape Peninsula is home t	Nourishing/nurturing
56	hlands of the Castro Marim and Vila Real de Santo Antonio <b>Nature Reserve</b> . Come and recharge your batteries in the	Nourishing/nurturing
57	Costa Rica Resort Balances Luxury and <b>Nature</b> Gaia Hotel & <b>Reserve</b> gets high marks in its first	Global economy
58	res the Cape Peninsula and includes the Cape of Good Hope <b>Nature Reserve</b> . A second spotlights a drive through	Global economy
59	is adventure of unsurpassed beauty includes the NamibRand <b>Nature Reserve</b> 4X4 safari drives and a boat trip on the	Nourishing/nurturing / Recreational

60	e Lisboa's beauty from the river, or can opt to visit the <b>nature bird reserve</b> . Daily cruises are available from Lis (TA31_07.txt)	Cultural
61	part of Ribatejo, the Sado Estuary and the Tagus Estuary <b>Nature Reserve</b> provide a sanctuary for migrating birds su (TA233_03.txt)	Cultural
62	species of birds living within six protected areas, Abuko <b>Nature Reserve</b> is home to baboons as well as vervet, pata (TA187_07.txt)	Cultural
63	their shores. On Little Cayman, check out the Booby Pond <b>Nature Reserve</b> (www.nationaltrust.org.ky/info/boobypond. (TA185_08.txt)	Cultural
64	the city's atmospheric Chinatown district. The Semenggah <b>Nature Reserve</b> , about a 30-minute drive from Kuching, is (TA177_08.txt)	Recreational
65	through endemic tropical forest. The Red-Footed Booby Bird <b>Nature Reserve</b> on Little Cayman is another National Trust (TA116_03.txt)	Promotional
66	re information, go to www.naturecayman.com. Booby Pond <b>Nature Reserve</b> : The largest known breeding colony of the (TA115_03.txt)	Promotional
67	ated in a Cayman-style cottage across from the Booby Pond <b>Nature reserve</b> , the museum exhibits artifacts and old pho (TA115_03.txt)	Promotional
68	bird-watcher's paradise as home to the 203-acre Booby Pond <b>Nature reserve</b> . Encourage clients to visit all three Caym (TA114_03.txt)	Cultural
69	by estates. One can visit the Bird Preserve at the Tagus <b>Nature Reserve</b> , participate in one of many traditional (TA100_04.txt)	Cultural
70	g, boat racing, rowing and sailing. The Paul do Boquilobo <b>Nature Reserve</b> , the caves and dinosaur footprints in Serr (TA100_04.txt)	Cultural

**Table I.1:** Functions of nature: Concordances containing the search term “nature” and its collocate *reserve*

### Nature/lovers

N	Concordance (File)	Function
1	inforest and palm-fringed beaches, perfect for hikers and <b>nature lovers</b> . Known as the Spice Island, the scents of n (TW88_04.txt)	Recreational
2	Brazil for every type of holidaymaker, be they hedonists, <b>nature lovers</b> , culture vultures, history buffs or beach b (TW77_04.txt)	Promotional
3	s among Canada's abundant wildlife, this is a country for <b>nature lovers</b> . Away from the cities many tours offer grea (TW76_04.txt)	Recreational
4	's it like? Its peaceful, isolated location will attract <b>nature lovers</b> and couples. Accommodation is in 16 rustic (TW72_04.txt)	Promotional
5	poilt for choice, but divers, snorkellers, rock climbers, <b>nature lovers</b> , walkers and honeymooners will all be able (TW67_05.txt)	Promotional / Global economy
6	a is a top destination for everyone, from honeymooners to <b>nature lovers</b> . Selling a holiday to Malaysia? The destina (TW58_05.txt)	Promotional / Global economy
7	estination has wide appeal, and is particularly suited to <b>nature lovers</b> and honeymooners. The destination sustained (TW58_05.txt)	Promotional / Global economy
8	nd beach at Anse Mamin. Who would it suit? Romantics and <b>nature lovers</b> — it's ideal for honeymooners or wedding co (TW47_06.txt)	Recreational
9	nd flop, St Lucia offers plenty for adventure seekers and <b>nature lovers</b> alike. Of all the Caribbean islands, St Luc (TW42_05.txt)	Recreational
10	, beach and savannah make it the complete destination for <b>nature-lovers</b> . If your customers come back from Venezuel (TW30_06.txt)	Nourishing/nurturing
11	landscape and the other islands are ideal for hikers and <b>nature lovers</b> . CATALONIA What to see? Barcelona is one (TW26_07.txt)	Recreational
12	na flourish untamed in the Azores. The highlight for many <b>nature lovers</b> is spotting the sperm whales and dolphins p (TW218_04.txt)	Aesthetic / Recreational
13	e opening properties there in 2009 too. Who does it suit? <b>Nature lovers</b> looking for somewhere tranquil. Top hotels: (TW19_07.txt)	Nourishing/nurturing
14	so has 513 different species of birds. Who would it suit? <b>Nature lovers</b> and bird watchers. Sample product: Lastminu (TW18_06.txt)	Recreational
15	for tuna, barracuda and marlin. Silhouette: Popular with <b>nature-lovers</b> , the island's untouched beauty comprises ve (TW11_07.txt)	Aesthetic / Recreational
16	Fall <b>Nature</b> Festivals Wildlife <b>lovers</b> can enjoy in-depth festiv (TA88_05.txt)	Recreational / Global economy
17	n. The event includes many activities to delight bird and <b>nature lovers</b> : guided eagle-viewing tours, photography an (TA88_05.txt)	Recreational / Global economy
18	ire, the Sete Montes Forest are sites not to be missed by <b>nature lovers</b> . (TA77_05.txt)	Recreational
19	tral & South America CAPITAL NATURE Costa Rica offers <b>nature lovers</b> easy access to a wide array of attractions C	Preservative

	(TA70_06.txt)	
20	sts." The island has a pair of attractions of interest to <b>nature lovers</b> . Aruba's Butterfly Farm at Palm Beach showc (TA62_06.txt)	Educational
21	nson Belize has always had immense appeal for divers and <b>nature lovers</b> . As the tourism product continues to develo (TA50_07.txt)	Recreational / Global economy
22	g Hotels of the World. The hotel is an ideal reprieve for <b>nature lovers</b> . Set at the foot of the Andes Mountains ove (TA46_07.txt)	Recreational
23	y year in March for up to 4,000 participants. For hiking, <b>nature-lovers</b> will be fascinated by the Bialowieza Forest (TA3_10.txt)	Global economy
24	the islands of Hawaii, Kauai is the number one choice for <b>nature lovers</b> . The islands landscape ranges from rugged s (TA37_07.txt)	Aesthetic / Recreational
25	ll Cayman Brac to... - Divers - Honeymooners - Families – <b>Nature-lovers</b> - Adventure seekers - Those looking to get (TA239_03.txt)	Recreational / Global economy
26	Portugal's diverse geography offers countless options for <b>nature-lovers</b> . The terrain ranges from rugged mountains a (TA233_03.txt)	Recreational / Preservative
27	aguna. This mountain range south of La Paz is a haven for <b>nature lovers</b> . The area was declared a Biosphere Reserve (TA227_04.txt)	Preservative
28	rs for centuries. Sao Jorge offers numerous options for <b>nature-lovers</b> , with its picturesque cliffs, lush vegetati (TA221_04.txt)	Cultural / Nourishing/nurturing
29	The diversity of Cayman's flora and fauna is a treat for <b>nature lovers</b> . There are 26 species of wild orchids alone (TA116_03.txt)	Preservative
30	ire, the Sete Montes Forest are sites not to be missed by <b>nature lovers</b> . www.rtemplarios.pt (TA100_04.txt)	Promotional

**Table I.2:** Functions of nature: Concordances containing the search term “nature” and its collocate *lovers*

### Nature/reserves

N	Concordance (File)	Function
1	, mountains, hot springs, caves, waterfalls and dozens of <b>nature reserves</b> . The majority of Kruger National Park fal (TW97_04.txt)	Nourishing/nurturing
2	coastline and the region boasts one of the island's best <b>nature reserves</b> , Riviere Noire gorges. The south This are (TW84_04.txt)	Recreational
3	its 1,185 islands, picturesque villages, national parks, <b>nature reserves</b> and a dramatic coastline, there's a holid (TW59_05.txt)	Recreational
4	white-water rafting and hiking in the mountains, visiting <b>nature reserves</b> , and experiencing culture and a lively ni (TW39_06.txt)	Promotional
5	dge. There are more than 100 parks in Pretoria, including <b>nature reserves</b> and bird sanctuaries, and many tree-lined (TW36_06.txt)	Recreational
6	-metre infinity pool. Close to several national parks and <b>nature reserves</b> , it's the perfect location for an escape (TW1_08.txt)	Nourishing/nurturing
7	Cockburn Town, is on tiny Grand Turk. National parks and <b>nature reserves</b> protect the unspoilt landscape and there (TW19_07.txt)	Global economy
8	ving them access through an underwater gate. In 2002, the <b>Nature Reserves</b> Authority closed the gate because of unco (TW170_06.txt)	Preservative
9	vasio and other archaeological sites, as well as pristine <b>nature reserves</b> where numerous species of flora and fauna (TA98_04.txt)	Preservative Cultural
10	Jordan's Natural Side The country's <b>nature reserves</b> are alternatives to traditional tours Our (TA68_06.txt)	Preservative / Recreational
11	nature reserves are alternatives to traditional tours Our <b>nature reserves</b> give Jordan a leading edge in ecotourism (TA68_06.txt)	Preservative / Recreational
12	n 80 provincial, municipal, and privately owned nature parks, <b>nature reserves</b> , game reserves, and game fa (TA66_06.txt)	Preservative / Recreational
13	provincial, municipal, and privately owned nature parks, <b>nature reserves</b> , game <b>reserves</b> , and game farms. Within th (TA66_06.txt)	Preservative / Recreational
14	that practice the most ingenious methods of survival. Two <b>nature reserves</b> , the Pacaya Samiria and Allpahuayo are in (TA197_06.txt)	Educational / Preservative

**Table I.3:** Functions of nature: Concordances containing the search term “nature” and its collocate *reserves*

## Nature/trails

N	Concordance (File)	Function
1	e. Mountain biking is another popular way to get close to <b>nature</b> . <b>Trails</b> on St Lucia, designed to suit all fitness (TW85_03.txt)	Promotional
2	land is criss-crossed by trails, all detailed in a Cyprus <b>Nature Trails</b> map from the CTO, outlining 48 walks taking (TW45_05.txt)	Recreational
3	biking trails in Cyprus, with five distinctive sign-posted <b>nature trails</b> in Troodos alone. What next? Sherpa Expedit (TW45_05.txt)	Recreational
4	andscape sets it apart from many other Caribbean islands. <b>Nature trails</b> run through the rainforest interior and doz (TW42_05.txt)	Recreational
5	ns: a mass of subtropical and temperate plants with paved <b>nature trails</b> and a tea garden. Moving on from Pretoria D (TW36_06.txt)	Recreational
6	ur leisure. There are also dedicated green lanes and many <b>nature trails</b> as well as cycle routes. While it might not (TW208_05.txt)	Recreational
7	prides itself on its quiet, wide beach and easy access to <b>nature</b> and hike <b>trails</b> , as well as a well-preserved south (TA89_05.txt)	Recreational
8	s 41 sites and outlines where forest and shrubland is and <b>nature trails</b> . Top spots on Little Cayman include the Sal (TA83_05.txt)	Recreational
9	reveal snowcapped mountain vistas, or walk the many nearby <b>nature trails</b> . Within the park itself there are no paved (TA67_06.txt)	Recreational / Promotional
10	ntal Research Center and a network of publicly accessible <b>nature trails</b> and interpretive stations that will inform (TA47_07.txt)	Preservative / Educational
11	tors can feed them by hand and take elephant rides along <b>nature trails</b> . Chiang Rai Once you've come this far, you' (TA17_08.txt)	Promotional
12	s of Cayman Brac conditions permitting. Bird Watching And <b>Nature Trails</b> Visitors will find much of Little Cayman's (TA115_03.txt)	Educational / Aesthetic
13	ming, snorkeling, diving, walking, visits to Owen Island, <b>nature trails</b> to explore, biking. Attractions Quick List: (TA115_03.txt)	Recreational
14	deal of pristine nature sites. Clients will find caves and <b>nature trails</b> among Cayman Brac's 38 dedicated heritage (TA114_03.txt)	Aesthetic / Recreational

**Table I.4:** Functions of nature: Concordances containing the search term “nature” and its collocate *trails*

## Nature/tours

N	Concordance (File)	Function
1	diles and is excellent for bird watching, snorkelling and <b>nature tours</b> by boat. (TW66_05.txt)	Educational
2	ivals and musical events. Shopping, restaurants and pubs. <b>Nature tours</b> to Monde Island. Activities for children in (TW63_04.txt)	Promotional
3	allest sand dunes. Activities include quad bike <b>tours</b> , <b>nature</b> drives, scenic desert flights and hot-air balloon (TW62_04.txt)	Promotional
4	cies is backed up by the number of UK operators featuring <b>nature-watching tours</b> . In addition to specialists such as (TW54_04.txt)	Recreational / Global economy
5	s to suit the cruise and rail travel demographic, such as <b>nature tours</b> , river rafting, fishing, kayaking and sights (TW53_05.txt)	Recreational
6	ray of activities including safari <b>tours</b> , hang-gliding, <b>nature</b> hikes and 10-ininute helicopter nights over the fa (TA95_05.txt)	Recreational
7	am includes unlimited greens fees and tennis court times, <b>nature tours</b> , rods and reels for surf fishing and bicycle (TA89_05.txt)	Recreational
8	phant trekking and cultural education. Slam Safari offers <b>nature tours</b> at its elephant camp situated on the south e (TA87_05.txt)	Educational
9	hose interested in a more active tour. Dan Egolf's Alaska <b>Nature Tours</b> provides cruise passengers and independents (TA81_05.txt)	Recreational
10	nature reserves are alternatives to traditional tours Our <b>nature</b> reserves give Jordan a leading edge in ecotourism (TA68_06.txt)	Recreational / Preservative
11	ortation, light-adventure activities and biologist-guided <b>nature tours</b> are included. Tiamo offers agents a 10 perce (TA24_08.txt)	Cultural
12	identifying a trail that will best meet their interests. <b>Nature Tourism Tours</b> can be arranged through the District (TA239_03.txt)	Recreational / Promotional
13	recent off recreation, including golf, tennis, on-property <b>nature tours</b> , bicycle rentals, youth programs and more. T (TA21_08.txt)	Recreational / Promotional
14	climbing, hiking and exploring. Clients can enjoy scenic <b>nature tours</b> and hikes, historical sites and even great f (TA185_08.txt)	Recreational

**Table I.5:** Functions of nature: Concordances containing the search term “nature” and its collocate *tours*

## Nature/walks

N	Concordance (File)	Function
1	kayaking, jungle trekking, fishing, mangrove touring and <b>nature walks</b> on the menu. Always a good ecological indica (TW90_04.txt)	Recreational
2	he reserve is inhabited by 21 game species, so drives and <b>nature walks</b> are popular and the resort is also home to N (TW72_04.txt)	Recreational
3	ts and boat trips on the lake, hot springs to dip in to, <b>nature walks</b> and a host of other places to visit that gro (TW46_05.txt)	Recreational
4	many activities on offer. These include archery, fencing, <b>nature walks</b> , salsa classes, high-rope adventures and hor (TW35_06.txt)	Recreational
5	takes place daily at sites along the South Rim, including <b>nature walks</b> . Details are listed in the visitors' guide, (TW240_03.txt)	Recreational
6	of the island's peaks and there are 10 jungle and coastal <b>nature walks</b> . It's popular with celebs (Liz and Arun hone (TW22_07.txt)	Promotional
7	ities: 24 rooms, restaurant, bar, shop, snorkelling gear, <b>nature walks</b> . Book it: Kuoni Travel has seven nights in a (TW20_07.txt)	Promotional
8	Most hotels have kids' clubs with activities ranging from <b>nature walks</b> and cooking lessons to windsurfing and paint (TW17_07.txt)	Promotional
9	th a full-bodied private-island experience— white sands, <b>nature walks</b> , wildlife encounters, fun in the waters, spa (TA8_09.txt)	Promotional
10	anical garden, countless art galleries, an assortment of <b>nature walks</b> and several national monuments. As they expl (TA188_07.txt)	Recreational
11	ness Whether it's hikes overlooking a glacier, rainforest <b>nature walks</b> , specialized photography tours, wildlife wat (TA15_08.txt)	Recreational
12	Andes Mountains. The excursion includes sightseeing and <b>nature walks</b> to the 296,400- acre Antisana Ecological Res (TA108_04.txt)	Cultural

**Table I.6:** Functions of nature: Concordances containing the search term “nature” and its collocate *walks*

## Nature/bird

N	Concordance (File)	Function
1	nd July, special Midnight Sun packages. <b>Bird</b> -watching and <b>nature</b> packages are available and walkers can freely (TW38_06.txt)	Cultural
2	dge. There are more than 100 parks in Pretoria, including <b>nature</b> reserves and <b>bird</b> sanctuaries, and many tree-lined (TW36_06.txt)	Promotional
3	so has 513 different species of birds. Who would it suit? <b>Nature</b> lovers and <b>bird</b> watchers. Sample product: Lastminu (TW18_06.txt)	Recreational
4	n. The event includes many activities to delight <b>bird</b> and <b>nature</b> lovers: guided eagle-viewing tours, photography an (TA88_05.txt)	Recreational
5	beach, noting the islands' history, <b>bird</b> watching, caves, <b>nature</b> hikes and yachting. “The food is also amazing,” sh (TA73_06.txt)	Cultural
6	the Caribbean. Whitewater rafting, canyoning, kayaking, <b>nature</b> hikes and <b>bird</b> watching, rock climbing and paragli (TA44_07.txt)	Preservative / Cultural
7	Encounter The Sheer Beauty Of Thai <b>Nature Bird</b> Watching Thailand bird varieties can be seen a (TA40_07.txt)	Educational
8	250 species include the great hornhill and grey peacock. <b>Nature</b> and <b>Bird</b> Site Exploration Co., Ltd: www.thailandbi (TA40_07.txt)	Educational
9	e Lisboa's beauty from the river, or can opt to visit the <b>nature bird</b> reserve. Daily cruises are available from Lis (TA31_07.txt)	Educational / Recreational
10	r is a good time to observe migrating waders and raptors. <b>Nature</b> and <b>Bird</b> Site Exploration Co., Ltd: www. Thailand. (TA18_08.txt)	Preservative
11	hrough endemic tropical forest. The Red-Footed Booby <b>Bird Nature</b> Reserve on Little Cayman is another National Trust (TA116_03.txt)	Preservative
12	s of Cayman Brac conditions permitting. <b>Bird</b> Watching and <b>Nature</b> Trails Visitors will find much of Little Cayman's (TA115_03.txt)	Preservative

**Table I.7:** Functions of nature: Concordances containing the search term “nature” and its collocate *bird*



## Nature/culture

N	Concordance (File)	Function
1	and a presence in the UK market. Key selling points include <b>nature</b> , history, <b>culture</b> and opportunities for adventure (TW93_03.txt)	Aesthetic / Educational / Preservative
2	markets such as the premium business, conferences, <b>culture</b> , <b>nature</b> and gastronomy. Mexico welcomes around 310,000 (TW78_04.txt)	Global economy
3	Brazil for every type of holidaymaker, be they hedonists, <b>nature</b> lovers, <b>culture</b> vultures, history buffs or beach b (TW77_04.txt)	Recreational
4	will cater to the glitzy hotel market, there's <b>culture</b> and <b>nature</b> to be found too. Sir Bani Yas is an island nature (TW4_08.txt)	Recreational / Global economy
5	enriched with special-interest options relating to <b>culture</b> , <b>nature</b> , sports, well-being, weddings, cruises and confere (TW44_05.txt)	Promotional / Global economy
6	tourist map is part of its charm --and the mix of <b>culture</b> , <b>nature</b> and the laid-back vibe make the city and its surro (TW24_07.txt)	Promotional
7	book packaged ecoadventure travel. Ancon offers a range of <b>nature</b> and <b>culture</b> oriented tours, as well as adventure (TA96_05.txt)	Recreational
8	hills, often-overlooked Umbria has a history, <b>culture</b> and <b>nature</b> that mingle harmoniously. Remnants, both archeolo (TA94_05.txt)	Cultural
9	as offers authenticity with its rich <b>culture</b> , history and <b>nature</b> ." Travel wholesaler Diogenes D'Alacio, president o (TA57_06.txt)	Recreational / Preservative
10	cently, as with many of Korea's charms, the contemplative <b>nature</b> of this <b>culture</b> was something foreigners could onl (TA4_10.txt)	Nourishing/nurturing / Educational
11	book packaged ecoadventure travel. Ancon offers a range of <b>nature</b> and <b>culture</b> oriented tours, as well as adventure a (TA218_05.txt)	Recreational
12	s registered as UNESCO World Heritage Sites of <b>Culture</b> or <b>Nature</b> and we hope our "Brazil. Sensational!" inspires tr (TA10_09.txt)	Promotional

**Table 1.8:** Functions of nature: Concordances containing the search term "nature" and its collocate *culture*

## Nature/park

N	Concordance (File)	Function
1	EN ISLE. More than half of Tenerife is a national <b>park</b> or <b>nature</b> reserve. So there is no excuse for visitors not to (TW9_07.txt)	Nourishing/nurturing
2	history. More than half the island is a national <b>park</b> or <b>nature</b> reserve, and it forms part of Macaronesia, one of (TW9_07.txt)	Nourishing/nurturing
3	s. In the heart of the island lies the Vallee de Mai -- a <b>nature park</b> and UNESCO World Heritage Site.The park bo (TW5_07.txt)	Nourishing/nurturing/ Preservative
4	f becoming extinct — are being brought to the leisure and <b>nature park</b> . Terra Natura managing director Miguel Tabern (TW57_05.txt)	Educational
5	ater of Trou aux Cerfs, the Black River gorges and Casela <b>Nature Park</b> . Snorkelling One of the best spots for a wond (TW40_06.txt)	Promotional / Global economy
6	sions on double-seat quad bikes are available in Valriche <b>Nature Park</b> , offering the chance to explore a unique natu (TW40_06.txt)	Recreational / Educational
7	China Sea, and the 60-hectare Hong Kong Wetland <b>Park</b> [**] <b>nature</b> reserve, should also encourage people to stay long (TW37_06.txt)	Global economy
8	n cuisine. Visit the Domaine Les Pailles, a 1,200-hectare <b>nature park</b> with lots of facilities including a Chinese r (TW27_06.txt)	Promotional
9	ain climbing. 1/Domaine les Pailles This family-friendly <b>nature park</b> at the foot of the Moka Mountains is a ten mi (TW17_07.txt)	Promotional / Recreational
10	own locally as the 'crocodile park', this unusual zoo-cum- <b>nature park</b> in the southeast breeds Nile crocodiles and g (TW17_07.txt)	Promotional / Recreational
11	rivers, Costa Azul has remarkable natural resources. The <b>Nature Park</b> of the Mountain of Arrabida features Mediterr (TA77_05.txt)	Educational / Preservative
12	is the Arizona-Sonora Desert Museum, an extensive outdoor <b>nature park</b> that includes more than 300 species of live a (TA75_06.txt)	Educational
13	oteworthy Punta Sur, Cozumel's newest ecological <b>park</b> and <b>nature</b> preserve, is a breathtaking environment of mangrove (TA113_03.txt)	Nourishing/nurturing/ Preservative

**Table 1.9:** Functions of nature: Concordances containing the search term "nature" and its collocate *park*

## Nature/tourism

N	Concordance (File)	Function
1	ions will also be a key focus, with an emphasis placed on <b>nature tourism</b> . There are 224 species of birds on the isl (TW94_03.txt)	Educational
2	lly being asked about English countryside attractions and <b>nature-based tourism</b> . (TW81_03.txt)	Promotional
3	id: "Our aim is to introduce visitors to the incomparable <b>nature tourism</b> in Amazonia, currently experienced by just (TW7_08.txt)	Promotional / Global economy
4	redicts a growth in eco-resorts and hotels, and a boom in <b>nature tourism</b> — a sector already growing at 20% a year— (TW29_06.txt)	Global economy
5	and beaches have long been popular with the adventure and <b>nature tourism</b> markets, and a steady flow of American tou (TW15_10.txt)	Promotional
6	chimneys, canyons and coral arches are abundant. Selling <b>Nature Tourism</b> Positioning the beauty and wonder of the i (TA83_05.txt)	Global economy
7	lands.ky. Go to www.naturecayman.com for more on general <b>nature tourism</b> information. Best view on the island: The (TA239_03.txt)	Educational / Recreational
8	ac Museum - M.V. Capt. Keith Tibbetts #356 dive site - 38 <b>nature tourism</b> sites and trails - Cave explorations Marke (TA239_03.txt)	Educational / Recreational
9	identifying a trail that will best meet their interests. <b>Nature Tourism</b> Tours can be arranged through the District (TA239_03.txt)	Educational / Recreational
10	ff the Brac's coast. For more on diving, see pages 22-23. <b>Nature Tourism</b> Send clients on an exploration of the isla (TA239_03.txt)	Educational / Recreational
11	be developed in surprising ways - they're not limited to <b>nature-based tourism</b> and ecotourism. Thailand and its tra (TA19_08.txt)	Recreational
12	a's Northern Territory Government, told Travel Agent that <b>nature-based tourism</b> is integral to the Northern Terror (TA13_09.txt)	Educational

**Table I.10:** Functions of nature: Concordances containing the search term “nature” and its collocate *tourism*

## Nature/clients

N	Concordance (File)	Function
1	sorts and fine beaches, but is increasingly known for its <b>nature</b> product. <b>Clients</b> like being able to combine nature (TW58_05.txt)	Promotional / Recreational
2	Dolphin friendly. Iceland offers a close-up on <b>nature</b> for <b>clients</b> who want to take a walk on the wild sid (TW55_05.txt)	Aesthetic / Recreational
3	few of the possibilities. Fortunately, you can send your <b>nature-loving clients</b> there and make money in the process (TA89_05.txt)	Promotional / Global economy
4	t for us and one that does very well." Adventure seekers, <b>nature</b> enthusiasts and <b>clients</b> looking for a twist on the (TA68_06.txt)	Promotional
5	ldlife. With this in mind, why not suggest <b>clients</b> take a <b>nature</b> expedition? For 20 years, Natural Habitat Adventur (TA49_07.txt)	Educational / Preservative
6	nd their keepers. For those agents with <b>clients</b> who crave <b>nature</b> exploration, book half- or full-day Prince William (TA28_08.txt)	Recreational / Educational
7	eful acres, this 52-room property is the perfect pick for <b>nature-inclined clients</b> . The area houses natural mineral (TA23_08.txt)	Nourishing/nurturing
8	ff the Brac's coast. For more on diving, see pages 22-23. <b>Nature</b> Tourism send <b>clients</b> on an exploration of the isla (TA239_03.txt)	Recreational / Educational / Aesthetic
9	21 or Silver Thatch Excursions at 345-945-6588. Leisurely <b>Nature</b> Stroll for <b>clients</b> seeking an easier walk through (TA116_03.txt)	Recreational / Educational
10	s. The sister islands also offer a great deal of pristine <b>nature</b> sites. <b>Clients</b> will find caves and nature trails (TA114_03.txt)	Cultural / Recreational
11	ird-watcher's paradise as home to the 203-acre Booby Pond <b>Nature</b> reserve. Encourage <b>clients</b> to visit all three Caym (TA114_03.txt)	Cultural / recreational

**Table I.11:** Functions of nature: Concordances containing the search term “nature” and its collocate *clients*

**Appendix J**  
**Distribution of the functions of nature related to the search term “natural”**

**Natural/beauty**

N	Concordance (File)	Function
1	ot to get off their sunloungers and discover the island's <b>natural beauty</b> . Dominated by the summit of Mount Teide, S (TW9_07.txt)	Nourishing/nurturing
2	ive diving facilities — all free of charge. With all this <b>natural beauty</b> and charm, it's not surprising that the Fr (TW95_04.txt)	Recreational / Aesthetic
3	ragging about his lot, just showcasing the island and its <b>natural beauty</b> . As we drove around Kangaroo Island it bec (TW86_03.txt)	Spiritual / Aesthetic
4	un and sea ease cares away. It's also the place to be for <b>natural beauty</b> treatments, with local herbs and spices to (TW83_03.txt)	Nourishing/nurturing
5	ing. Staying longer Those staying longer can discover the <b>natural beauty</b> and wildlife at a more relaxed pace. If yo (TW5_07.txt)	Nourishing/nurturing
6	lans takes a step back in time as he discovers the area's <b>natural beauty</b> and historical sites. SAFED Mystical magic (TW3_07.txt)	Cultural / Educational
7	It is largely because of this combination of man-made and <b>natural beauty</b> that Fanoë, just a 10-minute ferry ride fr (TW264_03.txt)	Nourishing/nurturing
8	St Lucia to play on its <b>natural beauty</b> . Simply Beautiful, the key consumer message (TW253_08.txt)	Promotional / Global economy
9	can hire a four-wheel drive and explore the ever-changing <b>natural beauty</b> , ride a mountain bike across the island on (TW247_04.txt)	Recreational
10	at Sandals and Beaches are well placed to appreciate this <b>natural beauty</b> with its properties located in some of the (TW245_04.txt)	Recreational
11	am destination' with emphasis on its diversity, including <b>natural beauty</b> ; unique culture and history; and the welco (TW242_04.txt)	Recreational
12	rism, Sofronis' philosophy is to share the simplicity and <b>natural beauty</b> of rural Cyprus with holidaymakers looking (TW233_04.txt)	Recreational / Educational
13	s an easy sell Nature/scenery: few destinations match the <b>natural beauty</b> of the Azores. Mountains soar to the sky, (TW218_04.txt)	Recreational / Aesthetic
14	<b>Natural BEAUTY</b> . It may be full of luxury resorts, but cons (TW20_07.txt)	Recreational / Preservative
15	said: "Walking is one of our main selling points due the <b>natural beauty</b> of the island and the varied terrain. "The (TW208_05.txt)	Recreational
16	Coimbra in Portugal had all been chosen because of their <b>natural beauty</b> and cultural value. Although Catalonia has (TW195_05.txt)	Promotional
17	der couple looking for a week of heritage and outstanding <b>natural beauty</b> Day One: Rum Factory & Heritage Park: Visi (TW193_05.txt)	Recreational / Promotional
18	a 20-minute drive from the bush. But Tasmania's stunning <b>natural beauty</b> reaches its zenith on the wild and rugged (TW187_05.txt)	Preservative / Aesthetic
19	ef Dady and the other casualties of progress. "Tasmania's <b>natural beauty</b> reaches its zenith on the Wild west coast" (TW187_05.txt)	Preservative / Aesthetic
20	cus flower has also been created to highlight St. Lucia's <b>natural beauty</b> . St. Lucia Tourist Board director of touri (TW183_06.txt)	Recreational
21	rt from its Caribbean rivals by highlighting the island's <b>natural beauty</b> . The campaign features the strapline "You (TW183_06.txt)	Recreational
22	anked at number 13 in the World's Top 20 islands, with the <b>natural beauty</b> and friendliness of locals seeing off the (TW183_06.txt)	Recreational
23	h greenery and so we particularly wanted to highlight its <b>natural beauty</b> . We're using the imagery to give a real fe (TW183_06.txt)	Recreational
24	much to recommend it. The collision of culture and rugged <b>natural beauty</b> is the most compelling reason to visit, so (TW156_06.txt)	Recreational
25	word for it: 'Metronatural'. The new slogan describes the <b>natural beauty</b> and urban sophistication the locals almost (TW156_06.txt)	Recreational
26	Cape, Limpopo and Mpumalanga East, which are all rich in <b>natural beauty</b> and wildlife. She added that following tal (TW148_06.txt)	Promotional
27	t southerly fjord, it's perfect for customers looking for <b>natural beauty</b> . The crumbling old fishing villages and wa (TW143_07.txt)	Promotional
28	overlooked and used for farming, for example. He said the <b>natural beauty</b> of many developing countries has been pres (TW135_06.txt)	Promotional
29	tional Statistics on November 8 2006 TOP 10 Countries for <b>Natural Beauty</b> New Zealand Switzerland Greece Maldives S (TW133_06.txt)	Promotional
30	Peru, has five luxury hotels set in areas of outstanding <b>natural beauty</b> , such as Lake Titicaca and the Sacred Vall	Recreational /

	(TW109_08.txt)	Educational / Preservative
31	CRUZ CONTROL. Away from the beaches and the island's <b>natural beauty</b> , the capital Santa Cruz offers a taste of c (TW105_07.txt)	Promotional
32	erica." Sunvil director Lloyd Boutcher said: "In terms of <b>natural beauty</b> it is up there with Brazil. There's wildli (TW103_08.txt)	Aesthetic
33	land on all three islands. Protecting the Cayman Islands' <b>natural beauty</b> is more than just talk among Caymanians: a (TA83_05.txt)	Preservative
34	sightseeing. Sedona, home to its own red rock <b>beauty</b> and <b>natural</b> wonders, has become a spiritual haven for many vi (TA76_06.txt)	Educational / Preservative
35	n tourism initiatives. Costa Rica's primary appeal is its <b>natural beauty</b> and attractions, although this very appeal (TA61_06.txt)	Preservative
36	e is discussed. The resort's design was influenced by the <b>natural beauty</b> , flora and fauna of Costa Rica. "The exter (TA61_06.txt)	Preservative
37	lamingos, synonymous with the country's exotic appeal and <b>natural beauty</b> . The hurricane season, which lasts until N (TA60_06.txt)	Recreational
38	country's combination of urban sophistication and stunning <b>natural beauty</b> To experience the essence of Argentina, tr (TA46_07.txt)	Recreational
39	lia's Outback is calling Northern Territory offers rugged <b>natural beauty</b> and Aboriginal culture Travel Agent recent (TA45_07.txt)	Nourishing/nurturing / Preservative
40	accommodations housed in historical buildings or areas of <b>natural beauty</b> ; architecture, decoration, cuisine and win (TA43_07.txt)	Promotional
41	Captivating Kauai Enhanced resorts and dramatic <b>natural beauty</b> make a winning combination Of all the islan (TA37_07.txt)	Recreational
42	gh the Great Basin National Heritage Route, a corridor of <b>natural beauty</b> that encompasses White Pine County and Uta (TA35_07.txt)	Recreational
43	a wide variety of experiences to enjoy. It's not only the <b>natural beauty</b> of Kruger National Park with its wide-open (TA32_07.txt)	Recreational / Spiritual / Aesthetic
44	Big" Sister Island has natural appeal It is Cayman Brac's <b>natural beauty</b> —both in the sea and on land—that lures its (TA239_03.txt)	Promotional
45	of the island that will have them seeing the best of its <b>natural beauty</b> , flora and fauna and its historical signif (TA239_03.txt)	Recreational
46	Big Island's attributes. Festivals draw upon the island's <b>natural beauty</b> , as well as its history and heritage, for (TA235_03.txt)	Promotional
47	ng ecological balance has led the country to preserve its <b>natural beauty</b> by designating a number of national and na (TA233_03.txt)	Recreational / Local economy / Preservative
48	rg. Honeymoons Portugal's blend of sophistication, charm, <b>natural beauty</b> , and medieval splendor, provides a romanti (TA233_03.txt)	Local economy / Preservative
49	he Tobago Cays) is an interesting mix of development and <b>natural beauty</b> , of activities and relaxation. Sprinkled t (TA231_04.txt)	Nourishing/nurturing
50	n or destination wedding. She lists the islands' stunning <b>natural beauty</b> , proximity to the U.S. and the significant (TA229_04.txt)	Promotional
51	find the real deal: authentic eco-tourism adventures. The <b>natural beauty</b> of Los Cabos has always been a major part (TA227_04.txt)	Preservative
52	ors an up-close-and-personal experience of the country's <b>natural beauty</b> . Up to now, Costa Rica hasn't boon singled (TA223_04.txt)	Recreational
53	ls keeping tight control over development to preserve the <b>natural beauty</b> . While it is still a good way to enjoy pea (TA222_04.txt)	Nourishing/nurturing
54	h with its own unique identity, are similarly graced with <b>natural beauty</b> — lakes, volcanic cones and craters, stunn (TA221_04.txt)	Aesthetic
55	erceira offers visitors a blend of historic treasures and <b>natural beauty</b> , UNESCO has designated the 16th-century to (TA221_04.txt)	Aesthetic
56	arsal dinners and receptions. Compelling Choices Hawaii's <b>natural beauty</b> makes outdoor ceremonies both photogenic a (TA216_05.txt)	Recreational
57	e to be "constantly vigilant over the preservation of its <b>natural beauty</b> ," to retain its small-town character, and (TA215_05.txt)	Preservative
58	isitors will find a heady blend of history, adventure and <b>natural beauty</b> Working with clients who want a mix of bal (TA207_06.txt)	Recreational / Aesthetic
59	m to Kauai. Travelers will find a heady blend of history, <b>natural beauty</b> and adventure awaiting them on this compac (TA207_06.txt)	Recreational / Aesthetic
60	ll enjoy being told to "take a hike" to view the islands' <b>natural beauty</b> The allure of Hawaii's natural beauty is o (TA199_06.txt)	Nourishing/nurturing
61	o view the islands' natural <b>beauty</b> The allure of Hawaii's <b>natural</b> beauty is one of the strongest pulls on potential (TA199_06.txt)	Nourishing/nurturing
62	, Samanà owes some of its extraordinary <b>beauty</b> and unique <b>natural</b> and cultural resources to the Center for the Cons	Preservative

	(TA198_06.txt)	
63	tourism benefiting local communities while conserving the <b>natural beauty</b> and resources which are major attractions (TA198_06.txt)	Preservative
64	Old The Seychelles archipelago is a paradise of unspoiled <b>natural beauty</b> , at once both vibrant and tranquil. It com (TA188_07.txt)	Recreational / Spiritual / Aesthetic
65	Rail provides a refreshing introduction to that region's <b>natural beauty</b> . Is there a better mood-setter for the maj (TA180_08.txt)	Recreational
66	asons Resort Langkawi. Malaysia is also a country rich in <b>natural beauty</b> with unparalleled ecotourism and adventure (TA176_08.txt)	Preservative
67	Jamaica: full of Culture, History and <b>Natural Beauty</b> Outameni Experience, Falmouth The Outame (TA167_09.txt)	Promotional
68	to conservation efforts, offers guided tours through the <b>natural beauty</b> of the Cookpit Country, home to plant and (TA166_09.txt)	Preservative
69	Walk on the Wild Side <b>Natural beauty</b> abounds on all three islands The diversity (TA116_03.txt)	Preservative
70	Trust for the Cayman Islands to ensure that the country's <b>natural beauty</b> be preserved forever. Guided Wilderness Hi (TA116_03.txt)	Preservative
71	their own generator. Life here is quiet, and its unspoiled <b>natural beauty</b> loved and respected. The majority of Littl (TA115_03.txt)	Spiritual
72	el in the Inland Sea Japan promotes the scenic <b>beauty</b> and <b>natural</b> appeal of Shodoshima People wearing the white cot (TA102_04.txt)	Recreational

**Table J.1:** Functions of nature: Concordances containing the search term “natural” and its collocate *beauty*

### Natural/attractions

N	Concordance File	Function
1	ies on the island and a superb golf course." The islands' <b>natural attractions</b> will also be a key focus, with an emp TW94_03.txt	Educational / Preservative
2	promises to be a true back-to-nature experience. Jordan's <b>natural attractions</b> Mujib Wildlife Reserve: the lowest na TW91_03.txt	Educational / Preservative
3	the Jordanian eastern desert. <b>Attractions</b> include several <b>natural</b> -built pools, a seasonally flooded marshland and a TW91_03.txt	Educational / Preservative
4	ty that Thailand does, and the superlatives don't stop at <b>natural attractions</b> . The destination has some of the regi TW67_05.txt	Promotional
5	Cancun departing Gatwick on May 15 is £1,005 per person. <b>Natural attractions</b> The Yucatan's ecological and archaeol TW66_05.txt	Recreational
6	xpanded its range of excursions, adding many cultural and <b>natural attractions</b> such as a feng shui tour, Dolphin Wat TW37_06.txt	Promotional
7	s got an insight into Barbados' history, its culture, its <b>natural attractions</b> and its people as they found the ans TW271_03.txt	Local economy
8	re is. However, it's a mistake to assume the state has no <b>natural attractions</b> . Just ask Mike Hileman. As a ranger a TW252_04.txt	Recreational
9	We want to build awareness of Dominica's biodiversity and <b>natural attractions</b> . The EU funding will make a big diffe TW238_04.txt	Global economy
10	s a stop-off point for most itineraries covering Chile's <b>natural attractions</b> such as Torres del Paine National Par TW219_04.txt	Recreational
11	Seattle showcases <b>natural attractions</b> . Visits to Mount St Helens offered as TW213_05.txt	Promotional
12	le, so we're promoting the surrounding area too. It's our <b>natural attractions</b> that make us so appealing. There aren TW213_05.txt	Promotional
13	Icelandic Adventure tour to take in more of the island's <b>natural attractions</b> and give clients additional free time TW212_05.txt	Promotional
14	geted as key markets in a campaign to promote the state's <b>natural attractions</b> and its potential for active holidays TW210_05.txt	Recreational
15	While Panama is known mostly for its canal, the country's <b>natural attractions</b> have an irresistible lure to farsight TW18_06.txt	Recreational
16	One action is worth a thousand good intentions." With its <b>natural attractions</b> and new hotels, Khao Lak should be on TW172_06.txt	Recreational
17	are within driving distance from the city (see page 66). <b>Natural attractions</b> Mount Charleston is 35 miles from Las TW137_06.txt	Recreational
18	ispanic culture," she said. Perry highlighted the state's <b>natural attractions</b> , such as its 600-mile coastline and B TW134_07.txt	Recreational
19	de has increased its coverage of the state, stressing its <b>natural attractions</b> . "Alaska is home to huge glaciers, gr TW122_08.txt	Recreational / Aesthetic
20	g trips to Maori cultural centres, visits to the region's <b>natural attractions</b> , transfers and two meals a day. Price TW122_08.txt	Recreational

	TW110_08.txt	
21	l rich, it doesn't need tourism to survive. It is rich in <b>natural attractions</b> and according to one specialist it's TW103_08.txt	Recreational
22	more besides. The state of Guayana is home to a wealth of <b>natural attractions</b> , not least the rainforest around the TW103_08.txt	Recreational
23	<b>Natural Attractions</b> You don't have to be a diver to enjoy TA99_04.txt	Recreational
24	ere nature has created some of the country's most amazing <b>natural attractions</b> and scenic landscapes that so clearly TA76_06.txt	Aesthetic
25	Exploring Aruba A unique desert landscape studded with <b>natural attractions</b> Aruba is famous for its high-rise reso TA62_06.txt	Nourishing/nurturing
26	n its capital city of Oranjestad. Less well known are its <b>natural attractions</b> awaiting visitors curious enough to v TA62_06.txt	Nourishing/nurturing
27	n tourism initiatives. Costa Rica's primary appeal is its <b>natural</b> beauty and <b>attractions</b> , although this very appeal TA61_06.txt	Aesthetic
28	th Rim promises some equally fascinating <b>attractions</b> and <b>natural</b> sights. This rim, which sits at a higher elevatio TA54_07.txt	Recreational
29	ks. They take guests on daily trips exploring an array of <b>natural attractions</b> . Clients can experience Bahamas snork TA24_08.txt	Recreational
30	rvels Day tours from Cozumel to several archeological and <b>natural attractions</b> in the Yucatan Peninsula are availabl TA237_03.txt	Recreational
31	Peru's Appeal Newly accessible historical <b>attractions</b> and <b>natural</b> wonders await visitors Visitors to Peru, especial TA203_06.txt	Promotional
32	d around the world. Countries rely on the appeal of their <b>natural attractions</b> to convince potential visitors to cho TA19_08.txt	Promotional
33	ng Trekking brings active tourists up close to Thailand's <b>natural attractions</b> . Treks can range from a single daylig TA18_08.txt	Recreational
34	CAYMAN ISLANDS Water activities, historic sites, <b>natural attractions</b> are among the three-island destination TA185_08.txt	Recreational
35	ic adventure. There, they can enjoy adventure activities; <b>natural</b> , ecological <b>attractions</b> ; and water activities lik TA182_08.txt	Recreational
36	to as "Cataratas do Iguaçu") is one of Brazil's must-see <b>natural attractions</b> . The word "Iguaçu" means "large water TA12_09.txt	Aesthetic
37	a Las Vegas vacation extends far past the Strip Exploring <b>natural attractions</b> and outdoor activities when on vacat TA117_03.txt	Recreational
38	er year-round, there isn't a bad time for exploring. Keep <b>natural attractions</b> such as Red Rock Canyon, Valley of Fi TA117_03.txt	Recreational
39	o see and get the most of the island if interested in its <b>natural attractions</b> . Day tours can be arranged with Mam's TA115_03.txt	Recreational
40	<b>Natural Attractions</b> Ecological parks and museums combine TA113_03.txt	Recreational / Educational

**Table J.2:** Functions of nature: Concordances containing the search term “natural” and its collocate *attractions*

### Natural/wonders

N	Concordance File	Function
1	e batteries while feasting the eye on some of the world's <b>natural wonders</b> . Here are a few of the country's natural TW61_04.txt	Nourishing/nurturing
2	d on New Zealand's key emotive hooks, such as scenery and <b>natural wonders</b> . But as well as using images of fjords, g TW268_03.txt	Nourishing/nurturing
3	ff-roading is a great way to experience Iceland's awesome <b>natural wonders</b> — particularly when it's across lava fiel TW241_04.txt	Recreational
4	ir flights. Insight Vacations has introduced an eight-day <b>Natural Wonders</b> of Iceland tour. Highlights include Skaft TW241_04.txt	Recreational
5	t was hard to believe the Grand Canyon — one of the great <b>natural wonders</b> of the world — lay less than 80 miles ahe TW240_03.txt	Recreational
6	are escorted tours to Ayers Rock itself and other nearby <b>natural wonders</b> , plus helicopter tours, camel and Harley TW1_08.txt	Recreational
7	re Pilbara's many sights, from Aboriginal rock art to the <b>natural wonders</b> of the Karijini National Park. Ancient ri TW126_09.txt	Recreational
8	The region just to the south of Kimberley is also full of <b>natural wonders</b> . Tourists tend to base themselves in Tom TW126_09.txt	Recreational
9	ronto takes visitors to Niagara Falls, one of the world's <b>natural wonders</b> , or, for lovers of the unspoilt outdoors, TW120_08.txt	Promotional
10	t have to be a diver to enjoy Cozumel's many and variety <b>natural wonders</b> , both under the sea and on land. Day trip TA99_04.txt	Recreational

11	a Products let travelers take a close look at the state's <b>natural wonders</b> Although it has its share of manmade plea TA89_05.txt	Global economy
12	e trip, go white-water rafting, or even fly over it. More <b>Natural Wonders</b> : Beyond the Grand Canyon, Northern Ariz TA76_06.txt	Recreational
13	magnificent Grand Canyon National Park. One of the Seven <b>Natural Wonders</b> of the World, the Grand Canyon averages TA76_06.txt	Recreational
14	Northern Arizona <b>Natural</b> and Spiritual <b>Wonders</b> Await Wonder is the keywor TA76_06.txt	Recreational
15	sightseeing. Sedona, home to its own red rock beauty and <b>natural wonders</b> , has become a spiritual haven for many vi TA76_06.txt	Recreational
16	in Arizona's towns and cities, which serve as hubs to the <b>natural wonders</b> that surround them, are worth exploring i TA76_06.txt	Recreational
17	area. Native American Culture: Many of Northern Arizona's <b>natural wonders</b> are home to Native American peoples. The TA76_06.txt	Recreational
18	ranges, making it a good choice for those seeking to see <b>natural wonders</b> , including its famed allure for bird watc TA75_06.txt	Cultural
19	us gardens and parks have ensured the protection of these <b>natural wonders</b> . Just outside the bustling city of San Jo TA70_06.txt	Preservative
20	tours. To familiarize yourself with some of the country's <b>natural wonders</b> , we've highlighted a few hot spots with s TA68_06.txt	Recreational
21	a series of charming Western Cape town's interspersed with <b>natural wonders</b> . Everything from whale watching in Herma TA65_06.txt	Recreational
22	THE NORTHERN COAST <b>Natural Wonders</b> and Adventures Exploring national parks a TA59_06.txt	Recreational / Preservative
23	hey arrive, they do exhibit curiosity about exploring the <b>natural wonders</b> that exist. Other findings? The premium m TA58_06.txt	Promotional
24	ogging and larger than life, and one of the most visited <b>natural wonders</b> in the world {indeed, it's one of the Sev TA54_07.txt	Aesthetic
25	tural wonders in the world {indeed, it's one of the Seven <b>Natural Wonders</b> of the World). Without the Grand Canyon, TA54_07.txt	Aesthetic
26	itz and glamour of the Las Vegas Strip. OK, some of these <b>natural wonders</b> have actually been tweaked by human inge TA36_07.txt	Global economy
27	jewel for visitors is Victoria Falls, one of the world's <b>natural wonders</b> , which it shares with neighboring Zambia. TA32_07.txt	Aesthetic
28	Peru's Appeal Newly accessible historical attractions and <b>natural wonders</b> await visitors Visitors to Peru, especial TA203_06.txt	Promotional
29	ors come to Los Cabos to take in all it has to offer from <b>natural wonders</b> to luxury resorts and villas offering gol TA202_06.txt	Promotional
30	rs. Los Cabos' signature landmark and one of Mexico's top <b>natural wonders</b> is El Arco, a dramatic rock that sits whe TA202_06.txt	Promotional
31	and Paraguay. Considered one of the world's most dramatic <b>natural wonders</b> , this UNESCO World Heritage Site is the p TA200_06.txt	Preservative
32	m to fame—the thundering Victoria Falls, one of the Seven <b>Natural Wonders</b> of the World. While people used to flock TA178_08.txt	Aesthetic
33	oad trip, Nevada's highways are a showcase for thrilling <b>natural wonders</b> and glimpses into the state's colorful hi TA172_08.txt	Aesthetic
34	storied past, trek across stunning terrain brimming with <b>natural wonders</b> , get a taste of the state's rich culture TA16_08.txt	Nourishing/nurturing
35	ons like Salvador in Bahia, and a range of ecosystems and <b>natural wonders</b> , from the Amazon rainforest to our stunni TA10_09.txt	Nourishing/nurturing

**Table J.3:** Functions of nature: Concordances containing the search term “natural” and its collocate *wonders*

### Natural/history

N	Concordance File	Function
1	n's highest point, Tenerife is an island of extraordinary <b>natural history</b> . More than half the island is a national TW9_07.txt	Educational
2	NATURETREK TRIP. <b>Natural history</b> specialist Naturetrek has organised a six- TW267_03.txt	Educational
3	News in brief. New NATURETREK <b>Natural History</b> Tour Naturetrek is offering a five-day tou TW199_05.txt	Recreational
4	ir to the Cordillera Cantábrica in northeastern Spain for <b>natural history</b> enthusiasts to search for wolves and grea TW199_05.txt	Recreational
5	ation to the Barbados Bowled Over Ball, I arrived at the <b>Natural History</b> Museum in South Kensington. Great, I thou TW197_05.txt	Promotional
6	ar held its inaugural sales awards in October at London's <b>Natural History</b> Museum. The awards recognised key industry TW197_05.txt	Promotional

	TW185_05.txt	
7	e first overseas Thomas Cook package tour was held at the <b>Natural History</b> Museum in London in front of 500 guests. TW184_05.txt	Promotional
8	Most of the museums and galleries are free, such as the <b>Natural History</b> Museum and the Science Museum, which ar TW141_07.txt	Promotional
9	erator: Naturetrek Brochure: Birdwatching, Botanical and <b>Natural History</b> Holidays 2008 What's new? Gabon; La Mon TW116_08.txt	Promotional / Preservative
10	nceivable such tool in a small house in downtown Haines. <b>Natural History</b> Visitors can also visit the Bald Eagle Fo TA81_05.txt	Cultural
11	story Visitors can also visit the Bald Eagle Foundation's <b>natural history</b> museum, essentially a large diorama fille TA81_05.txt	Cultural
12	ng. Guests can also find plenty of "me time" perusing the <b>natural history</b> library, beachcombing or relaxing on the TA7_09.txt	Recreational
13	ence. Visitors have the opportunity to take part in local <b>natural</b> and cultural <b>history</b> programs with one of AWA's o TA7_09.txt	Recreational
14	m has more than 2,000 items on the country's cultural and <b>natural history</b> . Pedro St. James Historic Site: This re TA240_03.txt	Cultural
15	Company's site [www.nycvisit.com]. American Museum of <b>Natural History</b> : Weekends at the American Museum of Nat TA236_03.txt	Promotional
16	isitors will find a heady blend of <b>history</b> , adventure and <b>natural</b> beauty Working with clients who want a mix of bal TA207_06.txt	Recreational
17	m to Kauai. Travelers will find a heady blend of <b>history</b> , <b>natural</b> beauty and adventure awaiting them on this compact TA207_06.txt	Recreational
18	tional handmade "catboat," old coins, documents and rare <b>natural history</b> specimens. Call 345-949-8368 or e-mail mu TA185_08.txt	Promotional
19	seum, which displays local native arts and crafts and the <b>natural history</b> of Sarawak. This will serve as an orienta TA177_08.txt	Educational
20	ortheastern Nevada Museum tells the story of pioneers and <b>natural history</b> in the region. For information about the TA173_08.txt	Educational
21	Jamaica: full of Culture, <b>History</b> and <b>Natural</b> Beauty Outameni Experience, Falmouth The Outame TA167_09.txt	Promotional
22	n downtown San Miguel, showcases the island's <b>history</b> and <b>natural</b> environment; its origins, wildlife migration patt TA113_03.txt	Cultural / Educational

**Table J.4:** Functions of nature: Concordances containing the search term "natural" and its collocate *history*

### Natural/environment

N	Concordance File	Function
1	nure, with experienced guides and a completely untouched <b>natural environment</b> . It's excellent for bonefishing and h TW85_03.txt	Recreational
2	well and Malaysia, making maximum use of its spectacular <b>natural environment</b> , is no exception. Few islands are mor TW58_05.txt	Aesthetic
3	iche Nature Park, offering the chance to explore a unique <b>natural environment</b> with numerous birds, butterflies, dee TW40_06.txt	Educational
5	ome careful planning, the alligators inhabit a completely <b>natural environment</b> and behave as they would in the wild. TW252_04.txt	Global economy
5	Springs. Yet continue 1,000 miles north and you'll find a <b>natural environment</b> every bit as captivating as the Uluru TW23_06.txt	Recreational / Aesthetic
6	he destination for the 1984 Sarajevo Winter Olympics, its <b>natural environment</b> , its cultural and artistic heritage a TW239_04.txt	Promotional
7	of dolphins in Eilat's Dolphin Reef. The reef is the only <b>natural environment</b> within easy striking distance of the TW170_06.txt	Promotional
8	arks, mountains and an endless supply of snow make it the <b>natural environment</b> for endless winter fun. As Canadian T TW164_06.txt	Promotional
9	t. Clients looking for first-class pampering in a totally <b>natural environment</b> will love the hotel spa, accessed via TW157_06.txt	Promotional
10	rgy consumption and waste management than conserving the <b>natural environment</b> . The market is also expanding in Euro TW109_08.txt	Global economy
11	g. Ashore, they want to see new places or wildlife in its <b>natural environment</b> . Antarctica fits the bill perfectly, TW102_08.txt	Educational
12	founder Dave Olerud or other volunteers reveals the rich <b>natural environment</b> in which Haines is located. Just up t TA81_05.txt	Educational / Preservative
13	have the chance to see some 200 species of birds in their <b>natural environment</b> on the island. By the bluff, they'll TA239_03.txt	Educational
14	oving and enriching our tourism supply and preserving our <b>natural environment</b> . We are determined to assure sustaina TA228_04.txt	Preservative



15	s riders develop their all-mountain freestyle skills in a <b>natural environment</b> that features glades, jibs and gaps (TA195_06.txt	Recreational
16	nce the traditions and customs of ancient tribes in their <b>natural environment</b> while supporting the communities and (TA182_08.txt	Local economy / Preservative
17	n downtown San Miguel, showcases the island's history and <b>natural environment</b> ; its origins, wildlife migration patt (TA113_03.txt	Cultural

**Table J.5:** Functions of nature: Concordances containing the search term “natural” and its collocate *environment*

### Natural/habitat

N	Concordance File	Function
1	grove tour Langkawi's delicate mangrove system provides a <b>natural habitat</b> for sandpipers, blue kingfishers, white-b (TW90_04.txt	Recreational
2	n hour or more with graceful leatherback turtles in their <b>natural habitat</b> . They come so close you can almost touch (TW270_03.txt	Recreational
3	nguidly basked on the opposite banks. For wildlife in its <b>natural habitat</b> , Kakadu is unrivalled in Australia. More (TW23_06.txt	Recreational
4	ix metres under water, you can observe marine life in its <b>natural habitat</b> . On terra firma, there's a shark pool, a (TW12_07.txt	Educational
5	only places where you can still see polar bears in their <b>natural habitat</b> . Connections Worldwide has increased its (TW122_08.txt	Educational
6	wild. Send clients to northern India to see them in their <b>natural habitat</b> , where their safety is guaranteed in prot (TW108_09.txt	Preservative
7	lso serves as a place to see animals uncaged and in their <b>natural habitat</b> . However, as could be said for most place (TA9_09.txt	Educational
8	opportunities to explore Southwest Florida's distinctive <b>natural habitat</b> . Included in the offer are three nights' (TA89_05.txt	Recreational
9	t suggest clients take a nature expedition? For 20 years, <b>Natural Habitat</b> Adventures (www.nathab.com) has taken s (TA49_07.txt	Recreational
10	Destinations Alaska <b>Natural Habitat</b> Adventures Alaska itineraries are travel c (TA49_07.txt	Recreational
11	actly what its title suggests: hundreds of grizzly bears. <b>Natural Habitat</b> Adventures takes guests to Kodiak Island, (TA49_07.txt	Recreational
12	its two Alaska itineraries are some of its most popular. <b>Natural Habitat</b> Adventures' flagship tour is "Hidden Alas (TA49_07.txt	Recreational
13	ach specific situation. In addition, Varley stresses, the <b>natural habitat</b> sought by many travelers to the area is i (TA224_04.txt	Aesthetic
14	and observe rare and endangered species up close in their <b>natural habitat</b> . With all of its natural, historical and (TA196_06.txt	Aesthetic
15	s.com) take riders up close to animals that are in their <b>natural habitat</b> , including alligators; the waters it trav (TA107_04.txt	Educational
16	on) moose, bears and wolves, as well as Denali's splendid <b>natural habitat</b> . Helicopter "flightseeing tours" that tra (TA103_04.txt	Recreational

**Table J.6:** Functions of nature: Concordances containing the search term “natural” and its collocate *habitat*

### Natural/resources

N	Concordance File	Function
1	the Tagus and the Sado rivers, Costa Azul has remarkable <b>natural resources</b> . The Nature Park of the Mountain of Arr (TA77_05.txt	Preservative
2	a Rica's minister of tourism. "This means protecting our <b>natural resources</b> while still being a profitable industry (TA61_06.txt	Preservative
3	s site-sensitive design approach. To protect the island's <b>natural resources</b> , much of its 11 square miles is expecte (TA30_08.txt	Preservative
4	n addition to various spa treatments that incorporate the <b>natural resources</b> of the area, several spa resorts also h (TA211_05.txt	Recreational
5	oads and walkways, all the while protecting the country's <b>natural resources</b> . "I've been coming here for 20 years an (TA201_06.txt	Recreational
6	nment and place greater importance on the conservation of <b>natural resources</b> . This will help to significantly reduce (TA19_08.txt	Promotional
7	tourism benefiting local communities while conserving the <b>natural</b> beauty and <b>resources</b> which are major attractions (TA198_06.txt	Preservative / Cultural
8	, Samaná owes some of its extraordinary beauty and unique <b>natural</b> and cultural <b>resources</b> to the Center for the Cons (TA198_06.txt	Preservative / Cultural
9	lkways, all the while protecting the Dominican Republic's <b>natural resources</b> . And to prove it's not just talk, the D	Promotional

	TA193_07.txt	
10	says Hon. Prof. Jumanne Maghembe, Tanzania's Minister of <b>Natural Resources</b> and Tourism. "We are confident that (wi TA189_07.txt	Promotional
11	of the ATA; Hon. Shamsa Selengia Mwangunga, minister of <b>Natural Resources</b> and Tourism for Tanzania; Hon. Samia S TA179_08.txt	Promotional
12	ad the opportunity to speak with the Tanzania Minister of <b>Natural Resources</b> and Tourism, the Hon. Shamsa Selengia TA174_08.txt	Promotional
13	s told us. "And we are just that." Tanzania's Minister of <b>Natural Resources</b> and Tourism Shamsa Selengia Mwangun TA165_09.txt	Promotional

**Table J.7:** Functions of nature: Concordances containing the search term "natural" and its collocate *resources*

### Natural/ springs

N	Concordance File	Function
1	l Barra trail is a moderate walk just over a mile long to <b>natural springs</b> and ancient ruins. When: most animals in TW91_03.txt	Nourishing/nurturing
2	flora and fauna. There are three hot plunge pools fed by <b>natural springs</b> . Eat in or out? The Rainforest Restaurant TW65_05.txt	Promotional
3	whale watching and bird spotting, fishing and swimming in <b>natural hot springs</b> . A great way for visitors to get back TW61_04.txt	Nourishing/nurturing
4	s who recognised the health-giving properties of the many <b>natural springs</b> in the region. These Roman baths can stil TW169_06.txt	Recreational
5	many natural spectacles remain, including hot mud pools, <b>natural springs</b> and geysers. Sample Product: Kirra Tours TW110_08.txt	Recreational
6	lex. On the shores of the Aegean, Cesme is famous for its <b>natural mineral springs</b> and the therapeutic qualities of TA53_07.txt	Cultural
7	mpire, is nestled against Uludag (Mt. Olympos). There the <b>natural hot springs</b> of Cekirge prompted the Ottomans to b TA53_07.txt	Cultural
8	perfect pick for nature-inclined clients. The area houses <b>natural mineral springs</b> and waterfalls, and a grotto is t TA23_08.txt	Promotional
9	orld Heritage Center. The area is also well known for its <b>natural springs</b> , which feed into the resort's pools. Font TA211_05.txt	Promotional
10	St. Regis Spa & Club has Jacuzzis charged by the hotel's <b>natural springs</b> . Eight treatment rooms offer European, We TA204_06.txt	Global economy
11	legany Mountains of south-central Pennsylvania and seven <b>natural springs</b> . Bedford <b>Springs</b> is currently undergoing TA192_07.txt	Global economy
12	il-service destination spa—designed around the location's <b>natural springs</b> —20,000 square feet of meeting and event s TA192_07.txt	Global economy

**Table J.8:** Functions of nature: Concordances containing the search term "natural" and its collocate *springs*

### Natural/cultural

N	Concordance File	Function
1	xpanded its range of excursions, adding many <b>cultural</b> and <b>natural</b> attractions such as a feng shui tour, Dolphin Wat TW37_06.txt	Promotional
2	Trails — have been launched to showcase the destination's <b>natural, cultural</b> , historical and heritage sites. Similar TW269_03.txt	Promotional
3	he destination for the 1984 Sarajevo Winter Olympics, its <b>natural</b> environment, its <b>cultural</b> and artistic heritage a TW239_04.txt	Global economy / Promotional
4	Coimbra in Portugal had all been chosen because of their <b>natural</b> beauty and <b>cultural</b> value. Although Catalonia has TW195_05.txt	Promotional
5	g Hong Kong's fascinating <b>cultural</b> diversity, spectacular <b>natural</b> setting, superb dining, shopping, hotels, and wor TA85_05.txt	Global economy / Recreational
6	ence. Visitors have the opportunity to take part in local <b>natural</b> and <b>cultural</b> history programs with one of AWA's o TA7_09.txt	Recreational
7	en set up to preserve the country's culture and heritage. <b>Natural</b> and <b>Cultural</b> Preservation The Cultural Foundation TA240_03.txt	Cultural
8	m has more than 2,000 items on the country's <b>cultural</b> and <b>natural</b> history. † Pedro St. James Historic Site: This re TA240_03.txt	Cultural
9	s, to tantalizing sketches of the invaluable <b>cultural</b> and <b>natural</b> treasures and alternative tourism options availab TA228_04.txt	Nourishing/nurturing
10	, Samaná owes some of its extraordinary beauty and unique <b>natural</b> and <b>cultural</b> resources to the Center for the Cons TA198_06.txt	Preservative / Cultural
11	pecies up close in their natural habitat. With all of its <b>natural</b> , historical and <b>cultural</b> resources, Peru is a pri TA196_06.txt	Nourishing/nurturing / Recreational

12	, but with the opportunities for <b>cultural</b> , historical and <b>natural</b> tourism. You can play golf, enjoy the azure calmi TA183_08.txt	Recreational
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**Table J.9:** Functions of nature: Concordances containing the search term “natural” and its collocate *cultural*

### Natural/areas

N	Concordance File	Function
1	aronesia, one of the four richest biological <b>areas</b> of the <b>natural</b> world. Every kind of climatic zone is represented TW9_07.txt	Preservative / Local economy
2	des; the Amazon Basin; long stretches of virgin coast; 33 <b>natural</b> preserved <b>areas</b> and even a 36-million-year-old is TW261_03.txt	Preservative
3	gents keen to dynamically package trips to <b>areas</b> prone to <b>natural</b> disasters during the hurricane season should do s TW153_07.txt <sup>10</sup>	-----
4	Peru, has five luxury hotels set in <b>areas</b> of outstanding <b>natural</b> beauty, such as Lake Titicaca and the Sacred Vall TW109_08.txt	Educational / Preservative
5	ubling and tripling once the word gets out about Panama’s <b>natural areas</b> and rich variety of wildlife. The landscape TA96_05.txt	Global economy / Preservative
6	ayman are both so sparsely developed, with many wonderful <b>natural areas</b> to explore. The two islands are also home t TA83_05.txt	Global economy
7	accommodations housed in historical buildings or <b>areas</b> of <b>natural</b> beauty; architecture, decoration, cuisine and win TA43_07.txt	Promotional
8	, most of which are situated in Portugal’s more rural and <b>natural areas</b> . Some Pousadas boast their own pools, while TA43_07.txt	Promotional
9	ks natural beauty by designating a number of national and <b>natural</b> parks. Park <b>areas</b> offer scenic hiking and mountai TA233_03.txt	Preservative / Recreational / Aesthetic
10	ct of the area is the proximity of world-class resorts to <b>natural areas</b> . This gives your clients the option of rela TA227_04.txt	Promotional
11	ubling and tripling once the word gets out about Panama’s <b>natural areas</b> and rich variety of wildlife. The landscape TA218_05.txt	Global economy / Promotional / Preservative
12	l declare Caral a National Heritage Site. Peru now has 60 <b>natural</b> protected <b>areas</b> —almost 15 percent of the country. TA203_06.txt	Preservative / Local economy

**Table J.10:** Functions of nature: Concordances containing the search term “natural” and its collocate *areas*

<sup>10</sup> The concordance contained in text TW153\_07 has been discounted because the text does not contain enough information to be analyzed.

**Appendix K**  
**Distribution of the benefits of sustainable tourism**

N.	File	Collocate	With	Benefit
1.	TW99_04.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
2.	TW97_04.txt	reserves	nature	enhancing economic opportunity
3.	TW91_03.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage; enhancing quality of life.
4.	TW9_07.txt	reserve	Nature	enhancing economic opportunity; protecting natural and cultural heritage; enhancing quality of life.
		beauty	natural	
5.	TW84_04.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage; enhancing quality of life.
		reserves		
6.	TW80_03.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage.
7.	TW75_03.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage.
8.	TW72_04.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage; enhancing quality of life.
9.	TW66_05.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage.
10.	TW63_04.txt	reserve	nature	protecting natural and cultural heritage
11.	TW60_04.txt	reserve	nature	enhancing economic opportunity
12.	TW6_08.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage; enhancing quality of life.
13.	TW59_05.txt	reserves	nature	enhancing economic opportunity; protecting natural and cultural heritage
14.	TW52_05.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
15.	TW5_07.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage.
		beauty	natural	
16.	TW48_05.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
17.	TW45_05.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
18.	TW40_06.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
		beauty	natural	
19.	TW4_08.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
20.	TW39_06.txt	reserves	nature	enhancing economic opportunity
21.	TW37_06.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
22.	TW36_06.txt	reserves	nature	enhancing economic opportunity
23.	TW32_06.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
24.	TW31_06.txt	reserve	nature	enhancing economic opportunity

25.	TW3_07.txt	reserve	nature	enhancing economic opportunity
26.	TW259_03.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage; enhancing quality of life.
27.	TW25_07.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
28.	TW21_07.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage; enhancing quality of life.
29.	TW20_07.txt	beauty	natural	enhancing economic opportunity; protecting natural and cultural heritage
30.	TW193_05.txt	beauty	natural	enhancing economic opportunity; protecting natural and cultural heritage; enhancing quality of life.
31.	TW19_07.txt	reserves	nature	enhancing economic opportunity; protecting natural and cultural heritage
32.	TW187_05.txt	beauty	natural	enhancing economic opportunity; protecting natural and cultural heritage
33.	TW170_06.txt	reserves	nature	enhancing economic opportunity.
34.	TW169_06.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
35.	TW158_06.txt	reserve	nature	enhancing economic opportunity
36.	TW156_06.txt	beauty	natural	enhancing economic opportunity
37.	TW12_07.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
38.	TW11_07.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
39.	TW109_08.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage; enhancing quality of life.
		beauty	natural	
40.	TW100_07.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
41.	TW1_08.txt	reserves	nature	enhancing economic opportunity; protecting natural and cultural heritage
42.	TA98_04.txt	reserves	nature	enhancing economic opportunity; protecting natural and cultural heritage
43.	TA97_05.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
44.	TA9_09.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage; enhancing quality of life.
45.	TA77_05.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
46.	TA69_06.txt	reserve	nature	enhancing economic opportunity
47.	TA68_06.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage; enhancing quality of life.
		reserves		
48.	TA66_06.txt	reserves	nature	enhancing economic opportunity; protecting natural and cultural heritage
49.	TA65_06.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
50.	TA56_06.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
51.	TA51_07.txt	reserve	nature	enhancing economic opportunity
52.	TA41_07.txt	reserve	nature	enhancing economic opportunity

53.	TA35_07.txt	beauty	natural	enhancing economic opportunity; protecting natural and cultural heritage
54.	TA32_07.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
55.	TA32_07.txt	beauty	natural	enhancing economic opportunity; protecting natural and cultural heritage
56.	TA31_07.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
		beauty	natural	
57.	TA233_03.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
58.	TA233_03.txt	beauty	natural	enhancing economic opportunity; protecting natural and cultural heritage
59.	TA197_06.txt	reserves	nature	enhancing economic opportunity; protecting natural and cultural heritage; enhancing quality of life.
60.	TA187_07.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
61.	TA185_08.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage;
62.	TA180_08.txt	beauty	natural	enhancing economic opportunity; protecting natural and cultural heritage
63.	TA177_08.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
64.	TA116_03.txt	reserve	nature	protecting natural and cultural heritage;
		beauty	natural	
65.	TA115_03.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage
		beauty	natural	
66.	TA114_03.txt	reserve	nature	enhancing economic opportunity
67.	TA100_04.txt	reserve	nature	enhancing economic opportunity; protecting natural and cultural heritage

**Table K.1:** Distribution of the benefits of sustainable tourism