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Digital rhetoric in tourism: The impact of interactive features

La retórica digital en el turismo: el impacto de los elementos interactivos

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Abstract

There are various techniques for enhancing interactivity in digital tourism marketing to engage and convince potential tourists to purchase tourism products. This article explores interactive solutions for tourism websites designed to attract potential tourists. It reviews the web components of persuasive tourism language, including navigational menu bars, personal pronouns, possessive adjectives, photographs, 3D virtual tours, interactive maps, online webcams, Google Maps, online booking forms, social media icons, live chats, videos, and internal linking. These interactive elements provide valuable information, transform passive viewers into active users, create positive experiences, and encourage viewers to make final decisions. The article emphasizes how these interactive components, as persuasive strategies in tourism marketing, can influence the decisions of users on health tourism websites. The results section provides examples of these strategies as implemented by the websites of the “Karpaty” and “Solva” resorts in Ukraine to convince their web audiences.

Keywords: tourism discourse, persuasive discourse, persuasive techniques, interactive elements, digital interactivity.

Resumen

Existen varias técnicas para mejorar la interactividad en el marketing digital turístico con el fin de involucrar y convencer a los turistas potenciales de adquirir productos turísticos. Este artículo explora soluciones interactivas para sitios web turísticos diseñados para atraer a turistas potenciales. Revisa los componentes web del lenguaje persuasivo en turismo, incluidos las barras de menú de navegación, los pronombres personales, los adjetivos posesivos, las fotografías, los recorridos virtuales en 3D, los mapas interactivos, las cámaras web en línea, Google Maps, los formularios de reserva en línea, los iconos de redes sociales, los chats en vivo, los videos y los enlaces internos. Estos elementos interactivos proporcionan información valiosa, transforman a los espectadores pasivos en usuarios

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activos, crean experiencias positivas y animan a los espectadores a tomar decisiones finales. El artículo enfatiza cómo estos componentes interactivos, como estrategias persuasivas en el marketing turístico, pueden influir en las decisiones de los usuarios en sitios web de turismo de salud. La sección de resultados proporciona ejemplos de estas estrategias implementadas por los sitios web de los resorts "Karpaty" y "Solva" en Ucrania para convencer a su audiencia web.

Palabras clave: discurso turístico, discurso persuasivo, técnicas persuasivas, elementos interactivos, interactividad digital.

1. Introduction

Tourism marketing materials are crucial for potential tourists who cannot experience destinations before booking. In this context, promotion plays an essential role in the tourism sector. With the advancement of science and media, tourism advertisements have become increasingly prevalent. Cyberspace has emerged as the primary means for destinations to communicate with prospective tourists (Kim & Fesenmaier 2008).

E-marketing has become a dominant tool in the tourism industry, leading nearly every destination to develop its own website for marketing purposes. However, this has resulted in intense competition as destination marketers continually enhance their websites to influence travelers' decision-making processes. Recent advancements in internet technologies have made the web one of the most persuasive media for destination marketing, significantly impacting tourists' travel planning (Kim & Fesenmaier 2005, 2006, 2007; Hwang *et al.*, 2006). Given the rapid growth of the web, understanding persuasiveness in the context of tourism digital content is both important and useful.

Tourism marketing specialists must showcase their products using effective discourse techniques, as tourists base their holiday purchases on symbolic expectations created through words, pictures, sounds, and promises (Morgan & Pritchard 2000). Modern tourism discourse heavily relies on various interactive strategies that can lead to desired outcomes. Websites utilizing interactivity become more powerful and effective. For example, a navigational menu bar helps users navigate a website easily. Personal pronouns and possessive adjectives foster communication at a textual level. Photographs with represented participants can evoke imaginative actions in viewers. Maps integrated with Google Maps provide quick directions for travelers. A 3D virtual tour digitally transports users to a travel destination. An interactive map visualizes a location and its premises, offering a quick overview. Online webcams provide live aerial views of touristic places, and videos combine visual and audio elements to give guests a comprehensive view of a location. By clicking social media icons, viewers can access the profile pages of tourism organizations and follow their updates. Live chats enable quick communication between a website user and a tourism establishment manager. Internal linking ensures a good flow of information within a website, and a booking form is the final step before making a purchase. These components of website design not only evoke interest in users by prompting interaction but also simplify communication and guide users through the booking process.

This paper examines the use of interactive techniques on the websites of Carpathian health resorts. The aim of this study is to assess the effectiveness of these tools and their role in enhancing persuasiveness in tourism-related communication. It analyzes both linguistic and non-linguistic interactive patterns used in tourism promotion and discusses how the discourse of two websites employs interactivity to craft persuasive messages.

2. Theoretical framework

To persuade tourists, marketers must craft an enticing image of a destination that differentiates it from competing locations. This image should align with the interests and needs of the target audience. The key objective in tourism promotion is to construct a compelling and desirable image of the destination. When potential tourists perceive a place as appealing, they are more likely to be convinced to visit. Therefore, marketers need to create a compelling and idealized representation of the destination.

Today, tourism marketers design interactive websites to engage tourists effectively. These websites respond to user actions, maintaining engagement and enhancing the overall experience. Interactive components not only provide enjoyment but also serve as rhetorical tools in the promotional process. They utilize both linguistic and non-verbal elements to organize content, make the website more attractive, and improve the user's experience. Furthermore, interactivity personalizes the experience to align with individual preferences and tastes.

The most basic form of interaction on a website is the navigation menu, which enhances user engagement by helping visitors find the information they need. Internal links embedded throughout the text also improve interaction by making it easier to access relevant content.

Personal pronouns are strategically used in texts to influence readers. The use of the pronoun “you” creates a dialogue between the marketer and the audience, breaking down barriers between author and reader. As noted, “interaction is one of the primary techniques of involvement, through which the enunciator seeks to persuade the enunciatee” (Mocini 2005: 158).

One of the most innovative techniques in tourism marketing is the use of virtual reality (VR) tours to showcase amenities. VR, or virtual reality, utilizes 360-degree video technology along with images and sound to create an immersive experience, making users feel as though they are physically present in the virtual environment.

Online webcams are a valuable tool in tourism marketing, offering real-time streaming of specific locations over the Internet. Marketers use this technology to showcase attractions, allowing potential visitors to get a live view of the destination. This helps viewers become acquainted with the area before their visit. Additionally, webcams can display current weather conditions, providing viewers with up-to-date information about the destination.

An interactive map offers a comprehensive view of a destination by highlighting specific features and allowing users to zoom in and out for more detailed information. This type of map can generate additional messages to provide viewers with further data about the location. In contrast, Google Maps offers a broader perspective, helping viewers pinpoint a place on the global map. It is a valuable tool that can also plan travel routes directly on the website, encouraging users to spend more time exploring the site.

An online booking form is an innovative tool that streamlines the reservation process, allowing users to quickly and easily complete bookings. It collects all necessary information from clients and offers payment options to finalize the reservation. This convenience enables clients to make bookings at their preferred time.

The study by Ciliberti *et al.* (2023) highlights the transformative potential of metaverse technologies in reshaping the tourism industry by delivering immersive, interactive, and accessible experiences. The discussed technologies act as a prototype for future advancements

in virtual tourism, designed to captivate and engage prospective tourists through cutting-edge digital innovations.

Video is another highly engaging interactive element. Users are more likely to retain information when they watch it, making video a powerful tool for impact. Autoplay features capture attention by prompting users to engage with the content immediately. Additionally, offering a selection of videos allows users to choose according to their interests, encouraging them to stay on the website longer.

In accordance with the research by Kress and van Leeuwen (2006), images also serve an interactive function. The interactive meaning of images can establish different types of relationships with viewers, depending on the gaze direction of the participants depicted. A "demand" image engages viewers through a direct gaze, while an "offer" image involves viewers without direct eye contact, creating an imaginary relationship with them (Kress & van Leeuwen 2006).

Interactive elements such as navigation menus, personal pronouns, possessive adjectives, photographs, 3D virtual tours, interactive maps, online webcams, Google Maps, online booking forms, videos, social media icons, live chats, and internal links, when paired with effective promotional messages, can significantly influence the decision-making process. These elements encourage users to take specific actions, potentially leading to conversions.

3. Methodology

To understand tourism information from a persuasive perspective, it is valuable to examine the interactive elements embedded in tourism texts that contribute to persuasive communication. By focusing on these details, we can gain insight into the nature of tourism promotion and understand how interactive tools exert their persuasive power. Given that interactivity is a key strategy in tourism marketing, investigating how these interactive tools function on tourism websites to motivate users to purchase services is crucial. As technology continues to evolve and new interactive techniques emerge, this research becomes increasingly relevant in the field.

The aim of this paper is to evaluate the content of health tourism websites and provide an overview of their interactive components to understand their persuasive features. This study will focus on the influential interactivity used by the websites of "Karpaty" hotel and resort and "Solva Resort & SPA" recreation-therapeutical complex (accessible at <https://san-karpaty.com/> and <http://solvahotel.com/en/>) to encourage users to select these destinations. The choice of these websites is intentional, as they effectively represent health tourism, showcasing their locations, healthcare services, natural attractions, and cultural offerings using engaging interactive verbal and non-verbal strategies. The data analyzed was collected in 2024.

The interactive components previously discussed—such as the navigational menu bar, personal pronouns and possessive adjectives, photographs, 3D virtual tours, interactive maps, online webcams, Google Maps, online booking forms, videos, social media icons, live chat, and internal linking—will be analyzed in the context of two corpora. This analysis will explore how these techniques contribute to the persuasive effects of the tourism websites.

4. Results and discussion

4.1. Navigational menu bar

The websites feature clear and straightforward navigation. Navigation bars are prominently positioned, making them easy to locate. Designers have implemented static menus that remain visible as users scroll, ensuring constant access to content. These menus facilitate exploration within the sites, guiding visitors to various pages where they can learn more and potentially convert. Page titles are concise and descriptive, and submenus further assist users by directing them to more detailed sections. This design approach minimizes the number of clicks required to find desired information, while marketers effectively engage viewers by clearly indicating the next steps to access the information they need.

The navigational menu bars are key interactive components on both websites, designed to categorize information for easy access. For instance, the “Karpaty” resort website features ten interactive menu items that clearly indicate the titles of different pages. These menu items include “Main,” “About Karpaty,” “Rest,” “Treatment,” “Accommodations,” “Nutrition,” “Services,” “Prices,” “Gallery,” and “Contacts.” This structure helps users quickly identify and navigate to the most relevant information. Clicking on each item redirects users to the corresponding page. Both websites' menu bars offer global navigation options, ensuring that users can access main sections and sub-sections from any page, as the navigation bars are consistently available across the site.

Examining the organization of the websites reveals that they effectively guide users through their sections towards taking action, which is the primary goal of the sites. Both websites feature prominent call-to-action areas, specifically the contact details section. This section is crucial as it centralizes the efforts to encourage visitors to click through and engage further.

4.2. Personal pronouns and possessive adjectives

The analysis indicates a nearly symmetrical interaction between the participants in the web communications. Potential tourists are directly addressed using the second-person singular pronoun “you” and the possessive “your,” while the website authors use the first-person pronoun “we” (Mocini 2005). This combination of “we” and “you” is crucial in shaping the messages. By using first-person narration alongside the personal pronoun “you,” the texts create an immersive experience that makes readers feel as if they are part of the narrative. This approach effectively positions the audience in a dialogic relationship with the authors.

The frequent use of “you” highlights the focus on tourists, persuading them to engage with the experiences offered by the resorts. The interactive nature of “you” fosters a sense of personalized hospitality, drawing readers in and making them feel as though the messages are uniquely tailored for them. This pronoun is used to emphasize the benefits related to wellbeing and enjoyment that the resorts offer. Consequently, the websites create a sense of individual attention and relevance for each reader. The following sentence exemplifies how the pronoun “you” is used in the text:

“You’ll never be bored at Karpaty, our cultural program is always full of various events.”

The example provided illustrates how these verbal techniques create a conversational, friendly, and welcoming tone, which helps to reduce anxiety (Dann, 1996; Mocini, 2005). The use of the personalized pronoun “you” fosters an equal relationship between the authors and the readers, making the interaction feel more personal. Dann (1996) referred to this

technique as "ego-targeting," a persuasion strategy that aims to establish a conversational style in promotional texts. This approach seeks to address readers directly, distinguishing them from others and making them feel unique and valued. The corresponding possessive adjective "your" serves a similar function.

The dialogic relationship implies the presence of a sender. The use of the first-person plural pronoun "we" extends the sender role to the staff of the Karpaty resort. In numerical terms, the possessive adjective "our" is the most frequently used in the corpora. It often collocates with terms such as "own eco-farm," "pump-room of healing mineral waters," "cultural program," "entertaining programs," and "doctors" to highlight the uniqueness and high quality of the services offered. This use of "our" serves to differentiate the resorts from others by emphasizing their distinctive features.

When the audience is not directly addressed using the pronoun "you," they are referred to through nouns such as "traveller," "patients," "people," "visitors," and "little visitors." In these instances, the possessive adjective "their" functions similarly to "your," providing a sense of belonging and personalization.

4.3. Photographs

The photographs featured on both websites serve as interactive elements designed to evoke imaginative responses from viewers. Upon arriving at the homepage of the "Solva" resort, users are greeted by high-quality images that create a welcoming atmosphere, showcasing the resort's impressive halls and luxurious amenities. These visuals convey a sense of luxury through tangible signs, such as the expansive spaces, elegant chair covers, stunning curtains, and inviting areas in front of fireplaces. This careful presentation helps users perceive the resort's opulence and comfort.

In terms of the horizontal angle of the photographic shots, the photos are taken from a frontal perspective. This technique creates a sense of inclusion (Kress & van Leeuwen 2006), making viewers feel that the images are part of their own world. The eye-level shots establish a more intimate connection with the viewers. Additionally, the absence of people in the photos suggests an open invitation to enter and experience the spaces depicted. As a result, viewers are encouraged to imagine themselves enjoying a stay at the resort.

The size of the images plays a significant role in their impact. On the website, these prominent photos capture viewers' attention, as they are presented as more important than other elements. This initial visual engagement stimulates affective responses, eliciting feelings of pleasure and piquing interest, which encourages users to explore further.

The photos featuring the medical staff of the "Karpaty" resort create a sense of demand. The images establish an imaginary relationship with viewers, as the represented participants address them directly. This approach generates a strong sense of involvement, as viewers appear to engage with the staff up close. It creates the impression that viewers can converse with the doctors, enhancing the personal connection and trust.

The facial expressions of the doctors in the photos convey friendliness, warmth, and professionalism. The images are captured at eye level, which fosters a sense of engagement and equal power dynamics between the depicted doctors and the viewer. This perspective helps viewers feel comfortable and builds trust with the medical staff, as it portrays them as approachable and professional. The photographs highlight positive themes such as support and assistance. By featuring genuine images of the resort's employees, the resort complex enhances its credibility and reinforces a trustworthy and supportive image.

4.4. Virtual Reality (3D tour)

To maintain customer engagement, the "Solva" resort offers a virtual reality tour on its website. This technology allows guests to explore the resort remotely, providing a virtual visit that simulates being there. The detailed virtual environment highlights key features of the resort and its services, offering insights into both the exterior and interior spaces, and how they are organized. The tour showcases the resort's attractions, emphasizing its spacious and luxurious qualities, and the main activities available to guests. By incorporating this advanced technology, the website becomes more engaging and interactive, allowing guests to access comprehensive information in a single, immersive experience.

The 3D computer-generated environment of the virtual tour closely resembles the real world, allowing users to explore the resort independently. This interactive tour enables users to engage with the images, offering a clearer understanding of the resort and its services. By showcasing the resort's appealing features, the tour entices potential guests to make a booking. The eye-catching elements of the tour make the resort more memorable, increasing viewers' desire to visit in person.

Additionally, this virtual experience conveys a message of transparency and authenticity, fostering trust and confidence in the website. It reassures users that they are dealing with an honest and reliable establishment. The interactive tour also creates a sense of value, leaving a positive first impression. By investing in this engaging tool, the resort demonstrates its commitment to promoting its services effectively, thereby adding further value to the guest experience.

4.5. Interactive map

The readers are provided with an interactive map to explore the "Karpaty" resort virtually, enhancing their experience on the website. This map visually represents the resort's location and its various premises. It features hotspots, which are interactive points on the map that respond when users hover over them with their mouse. Activating a hotspot reveals verbal information alongside it.

The map allows for manipulation without reloading the page, keeping users engaged by displaying all relevant details about points of interest within the resort, such as outdoor pools, parks, SPA centers, hotel buildings, restaurants, and parking spaces. Each hotspot is linked to images and descriptions that appear in tooltips, providing a comprehensive overview of these locations. This interactive map, with its layered information, helps users navigate the resort complex and locate various features easily.

Exploring this map is straightforward and user-friendly. The design eliminates the need for repeated clicking, as labels and text are embedded directly on the map, allowing viewers to access information without additional navigation. The primary goal of this informative graphic is to present complex data in a clear and easily comprehensible manner, facilitating straightforward analysis.

This interactive map is a valuable element of the website, effectively handling the presentation of extensive and intricate information. It provides potential customers with a quick and insightful overview of the resort, showcasing it in context. This approach helps create a sense of immersion, enhancing the user's experience and making the information both accessible and engaging.

4.6. Online webcam

The "Karpaty" resort website features Truskavets online webcams, dedicating an entire page to these live visual feeds. Truskavets is the city where the "Karpaty" resort complex is situated. The webcams offer real-time views of key locations, such as Independence Square and the Buvet area. These street-level cameras stream live video, providing users with up-to-date views of current events and activities in these prominent spots. Available 24 hours a day, the high-resolution cameras deliver clear and detailed imagery of these important areas in Truskavets.

The first webcam provides a view of Independence Square, the main square of Truskavets. This HD (high definition) webcam is positioned at one end of Central Park Adamivka, with part of the park visible in the background. As one of the city's busiest areas, Independence Square hosts a variety of public events, festivals, concerts, meetings, and marches. The live feed allows viewers to witness these cultural activities in real time and get a sense of the square's vibrant atmosphere. By showcasing the central events and dynamic environment, the webcam effectively conveys that this prominent location in Truskavets is worth a visit.

The second webcam offers a virtual tour of the Lower Buvette, one of the most visited spots in Truskavets. Located on Torosevicha Street in the heart of the city, the Lower Buvette is a central hub for the mineral water treatments that define Truskavets. This webcam provides a live feed of the Lower Buvette, showcasing both the building and a portion of the surrounding area.

The Lower Buvette is not only significant for its mineral water facilities but also serves as a pleasant location for leisurely walks, bird listening, and enjoying the nearby park fauna. By offering a live view of this iconic spot, the webcam allows website visitors to experience the vibrant activity and natural beauty of Truskavets' city center.

By clicking on the webcams, the target audience can virtually transport themselves to Truskavets from anywhere in the world. These webcams offer a unique opportunity for users to explore and discover key locations near the "Karpaty" sanatorium online. The real-time views provided by the webcams engage viewers with authentic and compelling content, allowing them to envision their future visit to the area.

The webcams not only keep users interested but also provide up-to-date weather information, enhancing their planning experience. This virtual exploration of Truskavets' attractions serves as an effective promotional tool, enticing potential visitors and fostering a connection with the destination.

4.7. Video

One of the videos of "Karpaty" website showcases client feedback about the "Karpaty" resort. This video primarily consists of interviews with guests who share their personal experiences of staying at the resort. The customers do not directly engage with the viewers, allowing the audience to observe and absorb their feedback passively.

In the video, these satisfied clients highlight the positive aspects of their stay, affirming the quality of the services provided by the "Karpaty" sanatorium. Their testimonials effectively reinforce the credibility and appeal of the resort. This technique of using customer feedback projects a favorable image of the destination (Manca 2018) and has a significant

impact on potential customers, influencing their perceptions and encouraging them to consider the resort for their future travels.

By including this video, the authors validate the characteristics of the healthcare organization through genuine external opinions. The positive feedback from satisfied customers, who clearly offer their reviews voluntarily rather than as paid endorsements, enhances the credibility of the "Karpaty" resort.

These testimonials allow viewers to envision their own positive experiences at the resort, reinforcing the idea that they, too, can enjoy a great stay. The customer reviews affirm that the services provided meet the high standards presented on the website, instilling confidence in prospective customers that their decision to choose this resort is a sound one. This form of social proof is highly effective in building trust, authenticity, and customer loyalty (Spillinger & Parush 2012).

These video-based testimonials are a highly impactful technique within the corpus. Video content, in general, is easier for many people to engage with and facilitates faster information processing. Testimonials in video format are perceived as more trustworthy and authentic because they are more difficult to fabricate compared to written reviews.

Thus, the inclusion of video testimonials effectively enhances the likelihood of a purchase. Additionally, the emotional responses elicited by these videos play a crucial role in persuasion. Many participants in the video smile, conveying themes of pleasure and well-being. This emotional appeal is a significant factor in influencing the audience, making the testimonials not only informative but also compelling and persuasive.

The focus of another video is on the medicinal waters available at the resort. The video is presented in Ukrainian and features the chief doctor of the resort as the primary participant. As an authoritative figure (Cialdini 2001), the chief doctor serves both as the narrator and the expert in the video. He discusses the therapeutic benefits of drinking the resort's mineral waters, adding credibility and expertise to the presentation of the resort's health treatments.

The linguistic content is the core element of this video, with the visual components serving to support and enhance the spoken information. The chief doctor provides detailed explanations of the healing effects of the mineral waters, including their physical and chemical properties. The integration of visual elements with the audio narration emphasizes the resort's unique feature: its own pump-room equipped with contactless heating elements for the mineral waters. This combination effectively highlights the resort's distinctive offering and enhances the overall presentation.

The frames where the doctor directly addresses the viewers with a direct gaze feature a demand segment of the video. This creates a sense of engagement and establishes an equal power dynamic between the doctor and the audience. By engaging in this manner, an imaginary relationship is formed, inviting viewers to interact and feel personally connected.

The doctor's friendly and warm demeanor fosters trust and comfort, essential elements in the patient-physician relationship. Trust in a physician often extends to trust in the healthcare organization they represent. Thus, this technique effectively strengthens the connection between the viewers and the health resort complex, reinforcing the credibility and appeal of the resort.

4.8. Google Maps

The "Solva" resort website features a web mapping service developed by Google. Google Maps is one of the most widely used mapping tools available today, offering

interactive zooming, panning, detailed location information, satellite views, and 360-degree street-level panoramas. This service is highly effective as an informative tool, providing users with easy navigation and regularly updated content.

Embedding Google Maps into the website offers numerous benefits for visitors. It provides an intuitive way for users to quickly find directions to the resort and plan their route directly on the page, thanks to the map's pinned location. Additionally, users can explore the surrounding area to gain a general overview of the neighborhood.

The map highlights nearby points of interest such as parks, lakes, rivers, and restaurants, making it easier for users to see the location of each point. This functionality facilitates trip planning and helps visitors orient themselves when they arrive at the resort in real life.

The virtual map on the website can be viewed in different modes, such as map view or street view (terrain or earth view). The street view offers a stunning visual of the location, showcasing the resort's surroundings and natural beauty. This creates a captivating first impression, enticing viewers to visit and explore the area themselves.

Visitors can find all the information they need about the location directly on the website without having to navigate to Google Maps. This integrated map feature boosts confidence by providing detailed insights into the resort's physical presence, enhancing the perception of reliability. Additionally, the use of Google Maps adds a touch of tech savviness and professionalism to the website. Consequently, it effectively showcases the resort and serves as a powerful tool in online tourism marketing.

4.9. Online booking form

The "Karpaty" resort website features an embedded online booking form prominently displayed in the header. Located at the upper right corner of the header, a green ribbon-shaped interactive button labeled "Book Now" opens a pop-up window with the booking form. This design keeps users on the site while they make their reservations and allows them to book at their convenience.

The booking form collects essential details from visitors, enables them to check room availability, and helps them select suitable dates for their stay. This immediate access to booking can significantly increase conversions by reducing the risk of losing potential clients who prefer online reservations. The "Book Now" button serves as a crucial call-to-action element, guiding users towards making a booking. Its consistent placement across all pages ensures that users can easily find and use it, aligning with the website's primary goal of facilitating reservations.

4.10. Social media icons

Both websites feature links to their social media profiles, including Facebook, Instagram, YouTube, and TripAdvisor. Users can click on these icons to access the resorts' pages on these platforms, allowing them to follow updates and engage with the resorts' content. This integration enhances the resorts' online presence by connecting their social media with their websites. The presence of these links supports increased online visibility and can boost social media following. Consequently, active social media engagement helps to drive greater interaction and engagement on both resort websites. In summary, the integration

of social media on the “Karpaty” and “Solva” resort websites enhances their digital marketing strategy, increases traffic, improves user engagement, and strengthens their online presence.

4.11. Live chat

The “Karpaty” resort website features a live chat function that provides instant customer support. This interactive tool allows users to receive immediate responses to their inquiries, rather than waiting for slower email replies. Through the live chat, visitors can communicate directly with a resort manager, addressing any questions or concerns they may have. This quick and efficient method of interaction enhances user engagement and can significantly boost booking rates.

4.12. Internal linking

The internal links on both websites facilitate navigation between pages, offering contextual pathways for users to explore. These links support the content by providing options for further information through images, titles, or highlighted and colored text. For example, the word "More" is commonly used to link to additional related content, encouraging users to continue exploring if they are interested. Similarly, clickable images direct users to pages with further descriptions and additional pictures. This internal linking strategy helps users access relevant information seamlessly and enhances their overall experience on the websites.

Embedding effective internal linking techniques ensures a smooth flow of information within the websites, allowing users to become well-informed about the destinations. A well-structured website facilitates easy navigation, helping users find the information they need without any difficulty. As a result, users are likely to spend more time on the sites, exploring and discovering relevant details about the destinations.

5. Conclusion

The analysis has revealed that the selected digital promotional corpuses present a broad variety of persuasion techniques using interactivity in their nature. The character of the language of the websites is highly persuasive because of its promotional function. The resorts' websites are effective communication tools, where marketing experts resort to different linguistic and non-linguistic interactive elements in order to engage the potential tourists. The interactive persuasive elements used on both websites can capture the users' attention, assist in making decisions and determine their behaviour. Implementing these techniques in the websites' design results in a better conversion rate.

The present article identifies the interactive tools and enticing techniques employed in tourism promotional materials to achieve persuasion. The article has detected several interactive elements that influence tourists, including navigational menu bars, personal pronouns and possessive adjectives, photographs, virtual reality 3D tours, interactive maps, online webcams, Google Maps, online booking forms, social media icons, videos, live chat, and internal linking. The corpora analyzed demonstrate a heavy reliance on web interactivity to influence tourists. These techniques engage users by keeping them on the sites longer.

Thus, the interactive discourse of web tourism promotion wields significant power over viewers due to the activity it requires from them and the information it provides. The interactivity makes tourism websites influential environments. Marketers carefully construct

interactive messages to foster a positive attitude towards a destination. Interactive tourism texts are designed to convert their audience and guide them towards purchasing services, which is the main goal of any tourism website.

This paper contributes to the field of tourism studies by examining how persuasion is facilitated through interactivity in tourism communication. The findings of this study can be valuable for those involved in designing tourism websites and crafting tourism promotional materials, offering insights into how interactive elements can enhance persuasive effectiveness.

An issue worth noting for future research is that the appearance and structure of the health resorts examined in this study can change over time. As marketing techniques evolve, it is recommended to investigate the changing nature of verbal and visual components in the digital tourism space.

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