

ABSTRACT

This study aimed to explore the linguistic form and lexical meaning of the tourism taglines of Asian countries. The researchers sought to answer the following questions: (1) What are the Asian countries and their tourism taglines? (2) Which tourism taglines of Asian countries are in the form of words, phrases and clauses? and (3) What is the lexical meaning of each Asian country's tourism tagline and the meaning of the individual words? To answer these questions, the researchers used a descriptive-qualitative research design and a lexical approach to analyze the data. The study was conducted at Capiz State University-Mambusao Satellite College during the Academic Year 2022-2023. The researchers obtained the tourism taglines from Travelholicq which is a travel and adventure blog focusing on diving, adventure, culture, and design, and documented them by copying them. The data were analyzed using frequency count and percentage. The study found that there are 48 countries and 3 territories in Asia, and only 48 have tourism taglines. Majority of the Asian countries' tourism taglines are in the form of phrases, followed by clauses and a combination of linguistic forms. The lexical meanings of the tourism taglines of Asian countries are easy to understand. Overall, this study provides valuable insights into the linguistic form and lexical meaning of tourism taglines of Asian countries. These findings can be useful for tourism marketers and policymakers in developing effective tourism marketing strategies that can attract a broader audience and increase tourism revenues. Further research can explore the effectiveness of these taglines in attracting tourists and generating revenue for the countries.