

THE REVIEW OF THE ARCHITECTURAL LANGUAGE OF SUSTAINABLE TOURISM

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Abstract

The tourism sector is one of the flourishing sectors in Pakistan that is generating revenue due to its natural beauty and landscapes. However, there are a few factors that need to be attention to gain better outcomes in this sector. The role of language cannot be forgotten in this regard but the significance of architecture and its ability to communicate has no comparison. This paper aims to investigate the impact of architectural language on sustainable tourism by conducting a literature review. The outcomes of the study showed a positive influence of architecture and its language on tourists and the phenomenon of tourism.

Keywords. Sustainable tourism, language, architecture, architectural language.

INTRODUCTION

Language plays a pivotal role in our lives by serving as a medium of communication between individuals. It is said to be a fundamental component of cultural expression. In essence, language is a system of communication in which thoughts, actions, and objects are communicated by signs or sounds. The key to human life is language. They can cope with conflicts and misunderstandings by transferring communication between individuals through it. Malinowski contends that language is "the necessary means of communication; it is the one indispensable instrument for creating the ties of the moment without which unified social action is impossible" (Black, 2019). Therefore, one could argue that language is fundamental to mankind.

Language helps individuals to transfer their thoughts, values, and culture in different scenarios. Tourism is one of the scenarios that are proven to be the highest opportunity to share a society's ideas, traditions, values and cultures with

others by different means. With aspects of psychology, society, and culture, tourism is a multifaceted phenomenon. In reference to the latter, tourism entails cross-cultural interaction with a focus on the value of sharing and exchange between local and other cultures. The study of culture in education has evolved from being a peripheral subject to taking center stage as a result of the growing need for intercultural communication skills in a variety of contexts, including business travel, medical tourism, migration, and travel (Maci et al., 2018).

The expression of language in tourism is not bound to spoken or written words, but it can also be reflected through material things that are considered to be a significant part of any culture. Such as the architecture of buildings, the design and aesthetics of the structure, the use of colors in different places, the arrangement of interior and exterior objects, signs and metaphors for tourists, the use of vehicles and their management, and the effort that is done to keep the place captivating for future. Maitland and Newman (2014) described that "Tourist attractions are not what entice tourists, but rather the "qualities of location and culture that are expressed through its architecture, people, food, culture, and diversity.

The physical form, as defined by architecture, provides a focal point for visitor attention and experience and visually defines places with identifiable markers that provide distinct feelings associated with a place. There is evidence from some of the foundational psychological literature that spatial organization and spatial behavior are related to each other. Buildings, landmarks, and monuments with iconic architecture are especially enticing because they physically obtrude upon an area, be it a country, city, or area, conveying to both tourists and locals that something significant is occurring in the city (Scerri et al., 2016). It follows that architecture ought to be included in tourism packages and seen as the infrastructure required to deliver services to visitors. According to Cegar (2014), architecture and tourism are strongly related, rely on one another, and have advanced since ancient times.

There is a dire need to understand the phenomenon of tourism in Pakistan. Pakistan is full of natural beauty and mesmerizing landscapes that are not being fully utilized by the government. However, the tourism sector has gained international acknowledgment to some extent and foreign people are keen to visit Pakistan especially the northern areas and Gilgit Baltistan. However, the lack of resources, education, and knowledge among locals does not fully support the sector.

The present study is mainly focusing on the idea of how Pakistan can attain sustainable tourism development goals by focusing on salient features. The role of effective language through different modes in the tourism process will also be

THE REVIEW OF THE ARCHITECTURAL LANGUAGE OF SUSTAINABLE TOURISM

unfolded. Moreover, the incorporation of architectural ideas that would enhance communication amongst service providers and tourists would also be explored, so that language barriers can be removed efficiently to make the tourism experience more friendly, safe, and economical in Pakistan.

LITERATURE REVIEW

SUSTAINABLE TOURISM

It is vital to explore the phrase "sustainable development" in the previous literature before delving into the tenets and goals of sustainable development in the tourism industry. It can be used in a variety of contexts, including tourism, and has varying meanings for various individuals. However, the Brunt land Report's definition; "Sustainable development meets the needs of the present generation without comprising the ability for future generations to meet their own needs" is the most inclusive yet correct. A sustainable tourism has many aspects that can make the process beneficial and pleasing. The first characteristic of sustainable tourism is its holistic view either in planning or designing strategies from marketing ideas to managing clients' needs. A sustainable tourism process aims to protect natural resources and the environment by controlling human actions that can damage natural beauty and create hazardous environmental outcomes. The ecological process should also be considered in the planning of tourism so that it can be well maintained without any damage. Another salient feature of sustainable development is to incorporate the roles and duties of local people in different tasks to manage resources and money. These all efforts can help a country in keeping the tourist places beautiful, serene, and attractive for a longer period and this is what sustainability seeks.

All tourism-related activities, management, and development that ensure the preservation of natural and cultural resources while maintaining the integrity of the economy and society are collectively referred to as sustainable tourism. Guidelines for the development and management of sustainable tourism apply to all sorts of tourism in all kinds of destinations, including mass tourism and the many niche tourism markets (Liu, 2003).

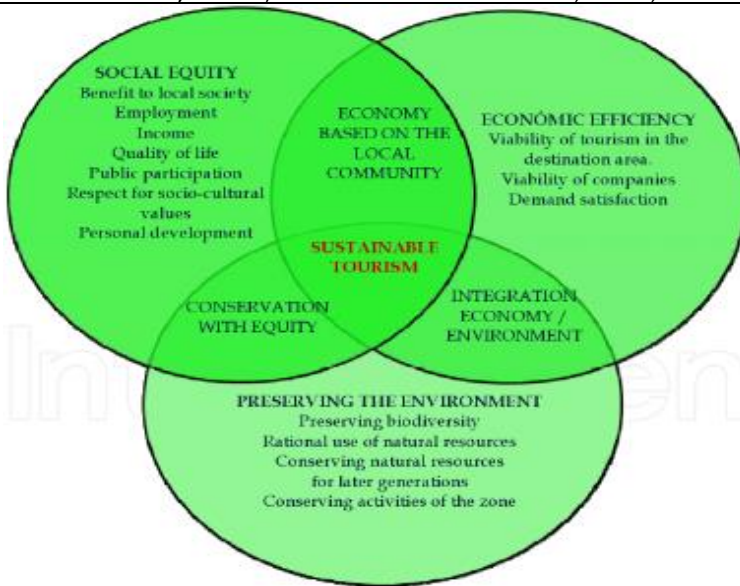


Figure 1: Sustainable Tourism Development. Source: Mazilu (2012)

Therefore, putting sustainable tourism concepts into practice calls for:

Maximizing the use of environmental resources, which are crucial to the growth of the tourism industry, preserving vital biological processes, and contributing to the preservation of biodiversity and the natural heritage. Preserving the architectural and live cultural history and traditional values of the host communities, honoring their socio-cultural uniqueness, and promoting tolerance and understanding between cultures. Ensuring sustainable economic operations, distributing socioeconomic benefits equitably to all stakeholders, including social services that serve communities, steady employment and income-earning possibilities, and assisting in the reduction of poverty (UNEP, 2004).

THE ROLE OF LANGUAGE IN SUSTAINABLE TOURISM

The cross-border movement of visitors and the ensuing contacts of people who frequently speak various languages create the fundamental links between language and tourism. Interactions between hosts and guests as well as cross-cultural communication can be severely hampered by language problems, as many tourists and hosts in tourist sites encounter (Nomnian et al., 2020). In an effort to convince, entice, encourage, and seduce potential visitors to become actual tourists, the language of tourism provides a detailed description of the possible tourism location. As a result, travel has become a topic of discussion. To draw tourists' attention, tourism promotion is developed as a topic of conversation and presented in an appealing way. As a result, the relationship between persuasiveness and attractiveness in the advertising of travel is rooted in many media, where language is used to emphasize the persuasive and appealing

THE REVIEW OF THE ARCHITECTURAL LANGUAGE OF SUSTAINABLE TOURISM

elements (Salim et al. 2012).

Many studies have focused on the particular discourse features of advertisements, which include language use, visual image, representation, and identity. Xiong (2012) conducted a study wherein he examined the rhetorical devices and speech tactics employed in advertisements. He found an effective example of the innovative application of language-based persuasion techniques is found in advertisements. Thus, literature has emphasized deeply the idea that language plays a pivotal role in different stages of the tourism process; and the stage of persuasion means a lot to them.

LANGUAGE OF ARCHITECTURE AND SUSTAINABLE TOURISM

Architecture has always led us to believe that structures of different kinds of buildings have a language and are a means of communication. In reality, architects write on the earth by designing and establishing buildings, which can then be interpreted as texts that indicate the purposes they serve as well as the time and place in which they were constructed. Written, visual, nonverbal, and spoken communication is all possible. Visual communication refers to what is seen through images, drawings, or the actual building, whereas non-verbal communication is the intangible experience of the structure (Bashiru et al., 2022).

Ancient structures continue to draw tourists and have given cities a sense of character even in the modern era. Pilgrims have visited sacred places like Mecca, Rome, and Jerusalem; other notable architectural structures that have served as tourist attractions include the Taj Mahal in India, the pyramids in Egypt, and others. Mecca and Jerusalem display a sense of religiosity while Taj Mahal has a language of love that is reflected through its structure and design (Norouzi et al., 2015).

Moreover, as confirmed by Bashiru and colleagues (2022) tourism activities occur in areas that architects have planned and constructed, creating distinctive areas within the destination. Furthermore, Specht (2014) argues that architecture has always played a major role in the history of travel. Therefore, architecture has always had an impact on the growth of tourism. These include, but are not limited to, changes in the places where land is used; overcrowding of infrastructure; unauthorized building; pollution; and deterioration of quality. According to Bashiru and colleagues (2022), architecture and tourism are closely related and beneficial to everyone, not only the tourism sector and architecture itself. Considering that the construction of hotels and guest homes, retail malls, tourist centers, and other related facilities are among the architectural activities associated with tourism locations. All of these support the growth of tourism

wherever it occurs. Bashiru and colleagues (2022) have observed that architecture has a good impact on tourism by enhancing the attributes of cities, regions, or countries. As such, it should be preserved.

Moreover, the contemporary structure and the monuments serve as a prospective development that both accommodates the needs of tourists and generates income. According to Yaldiz and Akbulut (2013), there are potential for the continuity of the past and the future when architecture and tourism combine. The demonstration of abilities through the fusion of new and current technologies with antiquated traditional methods to create stunning, cozy, and environmentally friendly lodgings for visitors is another way that architecture influences tourism (Bashiru and colleagues, 2022).

However, there is a lack of literature related to the relationship between architectural language and sustainable tourism in the previous studies. The present study aims to contribute in this regard to gather some important knowledge on the relationship between two important variables.

METHOD

The design chosen to conduct the study was a literature review. The literature was gathered through authentic publications and journals from different databases such as; Google Scholar, Science Direct, Research Gate, etc. The keywords that were exclusively used in the search were; sustainable tourism, language, architecture, etc. The studies were first gone through by the researcher and then only relevant data was assimilated to build a connection between studies.

DISCUSSION

Pakistan is full of natural landscapes and beautiful mountain ranges that are a source of attraction for local and foreign people. People admire and wish to visit Pakistan to explore its beauty that has no resemblance. Today, tourism is a fast-growing industry; growth is expected to increase from 1.4 billion in 2020 to 1.8 billion by 2030. Strong tourism initiatives can significantly improve a country's capacity to draw in diverse investments, provide jobs, raise the average income, collect taxes in a favorable manner, and increase GDP (Ahmad et al., 2022). Additionally, it provides dominant contributions to economic growth across a range of contexts, including local to national, private to public, and formal to informal sectors. It steadily increases foreign exchange profits, spurs industrial expansion in manufacturing, and supports the travel and lodging industries.

Further enhancement and sustainability in the tourism sector can be achieved through some of the important factors such as the use of language especially at the time of planning and designing buildings. Language can influence tourists and the sector at different stages from advertising a building (hotel, guest house, etc)

THE REVIEW OF THE ARCHITECTURAL LANGUAGE OF SUSTAINABLE TOURISM

to offering a variety of cuisines. Language also has great importance when the architect plans to display signage and instructions to the visitors in different localities of a building, roads, and tour places. Such as; when providing descriptions of sustainable hotels and restaurants, it's critical to pay close attention to vocabulary in order to convey particular ideas and sentiments. Terms that highlight a facility's sustainable efforts include "organic food," "sustainable fishing," "zero waste," "low-impact," "ecological," "environmentally friendly," "sustainable," "zero km," and "vegetarian" or "vegan."

At the time of planning and designing the structure of a building; such as a hotel, motel, guest house, etc; building materials should be used carefully by keeping in mind the different temperatures of specific areas. The design, shape, aesthetics, carvings, paint colors, etc should be kept in mind according to the cultural norms of the area and tourists' satisfaction. The location of doors and windows, ceiling, floor, etc should be designed to provide natural ventilation and build in a way that ensures a great view. The use of lights should be planned carefully so that visitors can use them as per their choice to enjoy the ambiance fully. Sustainable tourism should be properly emphasized for businesses that prioritize the environment. One way to do this would be to include a sustainability section on the translated website, allowing customers to assess whether the hotel meets their needs and values.

Other than that, language also has a great influence on menu planning and meal presentation. The dish descriptions should also be meticulously written; for instance, they could highlight a zero-calorie and local product-based approach, as well as the source of the ingredients and the potential use of local suppliers.

Above all, a trained team of tour guides should be prepared to deal with tourists who belong to different regions of the world. Hence, English at an international level and preferred to speak in different countries, it should be learned by the local tour guides. The communication between guides and tourists greatly on the quality and experience of tourists which creates a dire need for tour guides to learn and communicate in the English language for foreign clients mainly.

Pakistan can achieve the goal of sustainable tourism development by looking at the above-mentioned points carefully. To understand and implement these factors, all stakeholders would need to participate in harmony so that all areas should be dealt with effectively.

LIMITATIONS

- There is a huge gap in literature and very few studies are depicting the impact of language, architecture, and sustainable tourism. So there is not much evidence available on the impact of chosen variables.
- There is almost no data or any evidence available in the context of Pakistan that can show how language and architectural language play a role in tourism effectively.
- The study design is another limitation to get authentic results. If the survey on tourists' feedback would be done, it can provide a clearer image of the relationship among variables. The lack of time is the barrier to conducting surveys.

RRECOMMENDATIONS

- Future studies should focus on tourists' feedback so that their ideas can be collected on how they feel about certain types of architecture and what it communicated to them.
- Different types of architectural buildings can be categorized in future studies to better understand the components of architecture that provide satisfaction to tourists.
- The impact of tour guides' language and communication can also be explored separately to train them competently.



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THE REVIEW OF THE ARCHITECTURAL LANGUAGE OF SUSTAINABLE TOURISM

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