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ECOLINGUISTIC ANALYSIS OF THE EVALUATION OF NATURE ON THE ECOTOURISM WEBSITES OF PAKISTAN

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ABSTRACT

This paper attempts to evaluate nature in the ecotourism discourse on the selected ecotourism websites in Pakistan. It focuses on the kinds of appraisal patterns used on the selected ecotourism websites in Pakistan and carries out a detailed evaluation of nature on the selected ecotourism websites in Pakistan to find if they are friendly, destructive, or ambivalent towards the environment. This study investigates linguistic strategies that evaluate tourism websites from an ecolinguistics point of view. It aims to investigate the ideology underlying the appraisal pattern on selected ecotourism websites. The data for this study is collected from five unofficial ecotourism websites in Pakistan and analyzed qualitatively in the light of Stibb's story framework (2015). The findings demonstrate that the appraisal patterns used on the selected websites are beneficial for nature and have a positive connotation, influencing the intellect of the reader in a positive way. The study is significant in the sense that different website developers and owners can take insight from it and incorporate changes in the evaluation of nature.

Keywords: *Ecolinguistics, Ecology, Appraisal Patterns, Evaluation, Ecotourism*

Introduction

Ecolinguistics is an emerging field. It includes the world, the biosphere, our planet Earth, and its atmosphere, all of which are crucial components for studies of language and globalization (Alexander,2014). Language plays a crucial role in ecolinguistics since it has an impact on the environment. It involves the biological and physical worlds. According to Halliday (2001) there is a syndrome of grammatical elements that work together to persuade us to interpret reality in a way that is harmful to our health. According to Hugen (1972) "ecolinguistics" refers to the interaction of every language with its surroundings. So, ecolinguists helped us reveal the stories that we live with. When we talk about stories, we don't mean the usual stories; rather, stories are the mental model residing in our mind according to which we act (Gallopın,2002). Our attitude and behavior are shown by the language we use. So while observing the environment, the role of language cannot be ignored. The atmosphere in which we live is affected by the language we use(Chalimah,2018).

Numerous studies have been done on the ecolinguistic perspective, especially with regard to the direction of coercive tactics for promotion. The publications and visual techniques employed in advertising, such as metaphor, descriptive verbs, declarative mood, modality, and salience, were disclosed on tourism websites(Gewin,2002). Istianah and Suhandano (2022) examined the evaluation method used on the Kalimantan tourist websites from an ecolinguistic perspective. (Ullah et al., 2021) conducted research on operators and sustainable tourism in Pakistan. The study sought to highlight the function of tour guides.

(Samad et al., 2018) conducted another study from the perspective of the tourist discourse on the function of language in conveying the flavor of Indonesian cuisine on the nation's official tourism website.

Haroon (2002) explored that ecotourism is a reality, not a myth. Israr (2009) investigated the advantages of ecotourism and the challenges that participants in northern Pakistan experience. The primary factor to take into account when doing ecolinguistics research is the appraisal pattern. An assessment pattern is a collection of language elements used to categorize a situation as positive or negative (Stibbe, 2015). Negative assessment patterns have negative impacts and create a negative perception of nature (Hunston, 2000). There have been numerous studies on ecotourism, but this one fills a vacuum in the literature by concentrating on ecotourism websites in Pakistan. The present study attempts to evaluate nature in the ecotourism discourse on the selected ecotourism websites in Pakistan. It focuses on the kinds of appraisal patterns used on the selected ecotourism websites in Pakistan. The present study explores the detailed evaluation of nature on the selected ecotourism websites of Pakistan, whether friendly, destructive, or ambivalent towards the environment. What kind of appraisal patterns are used to evaluate the nature of the selected ecotourism websites in Pakistan? How is nature evaluated in the eco-tourism discourse on the selected ecotourism websites in Pakistan?

Literature Review

Tourism is the commercial practice of arranging and sponsoring leisure or business travel. Traveling to and staying in places outside their usual environment for leisure and not less than 24 hours, business, and other purposes is what the World Tourism Organization defines as tourism more broadly, going "beyond the common perception of tourism as being limited to holiday activity only (Kulendran, 2009)." Domestic travel takes place within the traveler's own nation; foreign travel affects a nation's balance of payments both inwardly and outwardly (Wilson, 2001)

The purpose of ecolinguistics research is to analyze human-centered narratives. Although language and ecology are two different aspects of existence, ecolinguistics examines both (Leiper, 2008). According to Sapir (Fill & Mühlhäusler, 2001) the way that language and environment interact expressly reflects the physical attributes of the surroundings, the manner of life, culture, intricacy of concepts, and life in particular environments. Moreover, according to Haugen (Fill and Mühlhäusler, 2001) the language user group that defines the environment is the language environment. Bang and Døør (1996) state that language cannot be isolated from its surroundings; language cannot have meaning without the environment, which is consistent with Haugen's earlier assertion.

Comparative Studies

Prior research on tourism has been done on the following topics:

language on tourism in Malaysian tourism brochures (Hassan, 2014), appreciation in online English tourism advertising discourse and ecological narratives for children on websites (Bortoluzzi, 2017). Khung and Nhu (2018) discovered that in the data, appreciation type is dominated by reaction and value, which seem to be twice as important as composition. Li (2016) found that people, festivals, traditional games, music, and lifestyles are the cultural components featured in the brochures.

Chalimah (2018) carried out a similar investigation by looking at a news corpus about the disputes between Israel and Palestine. The study discovered that there is a negative, unhappy vibe to the news. Bortoluzzi (2017) compared the development of mental perspectives in children and adolescents with multimedia texts about ecology to determine the degree of critical awareness in these age groups. Stabler et al. (2010), has discussed the maturity of tourism economics which has become a field of study comprising comprehensive body of knowledge related to tourism. In the field of ecolinguistics, language is viewed as a tool that shapes linguistic habits that influence people's behavior and thought Processes (Manzoor, 2019). The language patterns used in advertisements that are perceived as common sense, such as "purr-words," are a capitalistic tactic that encourages excessive consumption and unethical behavior (Lie, 2020). The usage of evaluation patterns to assess particular texts from an ecolinguistic standpoint will be critically examined in this work (Machiorlatti, 2010). Stated differently, the paradigm at work here views the natural world, people, and other silent agents as interdependent components of an Ecosystem (Mallick, 2020). Therefore, it is plausible to hypothesize that, despite the island being referred to as one of the world's lungs, the unauthorized Pakistani tourist website may express an ambivalent discourse that views the country's environment as an object and commodity in the tourism industry (Tribe, 2011).

The ecolinguistic analysis of nature on ecotourism websites in Pakistan draws extensively from various studies on language and ecology. Ali, Farukh, and Ishtiaq (2018) explored cultural narratives in Arabic and English, providing insights into the representation of nature in diverse linguistic systems. Their analysis of conversation principles (Ali et al., 2019a) and idiomatic expressions (2019b) aligns with the evaluative language used in ecotourism discourse. Additionally, the nonverbal communication strategies discussed by Ali et al. (2019c) enrich the understanding of visual semiotics on websites.

The study by Ali et al. (2020a) on punctuation errors emphasizes textual clarity, crucial for ecotourism websites' communicative efficacy. The perceptions of linguistic standards (Ali et al., 2020) and code-switching strategies (Ali et al., 2021) resonate with the multilingual and sociocultural undertones of the websites.

Furthermore, the study by Ishtiaq et al. (2021a) semantic density analysis applies to nuanced descriptions of natural features. Their subsequent work on gender representation (2021b) offers a framework for analyzing human-nature dynamics depicted on websites. Disagreement strategies in intercultural communication (Ishtiaq et al., 2022a) highlight interactional patterns relevant to user engagement. The linguistic challenges from transliteration (Ishtiaq et al., 2022b) inform the readability of ecotourism content, while structural linguistic patterns (Ishtiaq et al., 2022c) and syntactic analysis (Ishtiaq & Gill, 2024) provide a basis for evaluating textual structures.

Research Methodology

The research paper adopted qualitative research method. The qualitative data were analyzed qualitatively. The data was collected from the different unofficial eco-tourism websites in Pakistan. A total of 5 unofficial Pakistani websites were selected based on the higher Number of destinations present in them, and a random sampling technique was used for the selection of destinations from each website. These websites are: guidetopakistan, seepakistantours, pakistantourtravel, tripadvisor, natureadventurec. CDA approach is used to examined the ideologies or stories that underpin the linguistic strands in a tourism discourse through the use of critical discourse analysis (CDA). In the tourism industry, CDA poses obstacles to the power of public entities. From a linguistic perspective, critical discourse analysis (CDA) looks at the structures, tactics, and other elements of spoken language, text, and verbal exchanges that contribute to the reproduction of dominance (Van Dijk, 2008).

Data Analysis

The data collected from the unofficial eco-tourism websites of Pakistan was analyzed qualitatively. The data about each destination was analyzed manually, focusing on lexical items, evaluated adjectives, rhetorical devices, phrases, and clauses used in the text. The researcher pointed out the context for identifying each category. So different aspects of the evaluation of nature were identified and analyzed by the researcher. All the data was analyzed following Stibbs's (2015) story framework. Stibbe's framework is a method that deals with language ecology. It supports the argument of the current research because it has a concrete approach for analyzing the linguistic features to unleash the stories and the ecological stance of discourse, which is established through language. The story, according to Stibbe (2015), is a mental model that affects our actions and reactions in this world. In Stibbs's story framework, there are a total of eight stories: ideology, framing, metaphor, evaluation, identity, conviction, erasure, and salience. However, the study has chosen only one story, i.e., evaluation, as it is the fundamental concern of the study.

Evaluation of Nature on the Trip Venture Website

The countries of MoolaChotok, Quetta Ziarat, Murree, Swat, and

Fairy Meadow are portrayed on this website as islands with stunning natural and cultural surroundings. Positive adjectives like "high," "fascinating," "heavenly," "captivating," "enchanted," "rejuvenate," "deep," and "mesmerizing" accurately describe its beauty. These words serve as appraisal items that assess nature and culture. In order to engage readers' cognition in the discourse, the appraisal strategy depicts readers' feelings as they read on the website, with feelings being identified through affect. This land is surrounded by waterfalls, as evidenced by the other noun phrase, "spectacular region of waterfall." An additional adjective used to highlight the land's beauty is "*heavenly and captivating waterfall*." To entice the inherent beauty, one uses the word captivate. As is well known, water is essential to life because it supports a variety of underwater animals, including fish, turtles, frogs, dolphins, manta rays, dugongs, barracudas, and stingless jellyfish, all of which must be preserved. The underwater fauna is depicted as a paradise and integrated as one of the island's main draws. The website uses a lot of positive appraisal patterns, like the deep blue sky, salt mines, and mountains, to highlight how visiting MoolaChotok can make readers feel good about themselves.

Tripventure website even extends an invitation to readers worldwide to recognize the quality of its salt. The majority of appraisal patterns describe the physical environment rather than the social one. According to the appraisal, salt mines are a profitable and beneficial industry. Examining the next location, Quetta Ziarat, the first adjective that draws the reader in is "adventurous," which describes the city's breathtaking sights. It is the fruit-producing region. The next term used to characterize its physical surroundings is "environmentally friendly." This sentence demonstrates Ziarat's abundance of natural beauty and how the activities carried out there are good for the environment. Mentioning the name of the second-biggest forest in the world, Junipers, demonstrates this caring attitude toward wildlife as well. Swat is compared to Switzerland in terms of beauty. With its majestic mountains, serene lakes, verdant valleys, well-kept farms, and charming villages, Switzerland is without a doubt one of the most beautiful countries in the world.

Words like "high peak mountain", "scenic views", "luxurious green forest", and "alluring spots" are used in the description of Swat. The term "wildlife" evokes natural exploration and is a hyponym for Swat fauna, including turtles, dolphins, and monkeys. The terms "hustle bustle of people" and "busiest city" are used to describe the next location, implying both a love for Murree and the fact that careless behavior can have a detrimental effect on the environment. Numerous noun phrases, such as "shopping centers", "cafés", "restaurants" and "hotels" highlight the social environment as a key component that draws readers in. The adjective lively suggests that it is charming and joyful. One could argue that cultural elements are the hyponym of the word "culture."

Evaluation of Nature on Rehman Travel Tourism Website

Moving on to Rehmantravel, another website dedicated to ecotourism. Bahrain Valley has been described using a variety of appraisal patterns. As is well known, the weather has a significant impact on a location's environment. The weather is described by very mild appraisal patterns. The adjective "very mild" also conveys the Bahrian valley's moderateness. Here, the quantity appraisal pattern or quantifier (thousands) indicates that Bahrain Valley is a highly desirable destination. When examining the data, we can see that the phrases "many waterfalls," "many restaurants," and "several guesthouses" all use quantifiers before noun phrases, indicating that the Bahrain Valley uses quantity in these contexts. While the word "perfect" in the description of Malam Jabba may mislead readers worldwide into believing that the mentioned place is free of natural disasters, it is actually perfect for jet skiing and paragliding and invites visitors to explore its surroundings. The sight of snow capped mountains is breathtaking. The environment is of such high quality that it is amazing. The term "amazing" for the appraisal resource refers to fauna as a component of the physical environment. The pattern points to an attitude resource that demonstrates how the fauna of Kalimantan is the source of tourists' contentment and happiness. A mention of the name "trout fish" indicates that this location is magical for both aquatic life and humans. Now, we noticed that the proper noun Karakoram mountain, which describes the physical environment of Khunjerab Pass, is used. We also noticed the use of adjectives like marvelous, striking, chilly, and very.

It is evident that wild animals also call this place home by mentioning creatures like the snow leopard, Tibetan wolf, brown bear, blue sheep, Marcoplo sheep, red fox, wood mouse, and cape hair. It also demonstrates how abundantly beautiful nature is. Since villages are the fundamental building blocks of human civilization, mentioning them on a particular website draws visitors because they are unadulterated, unpopulated, and free of the bustle of cities.

Many adjectives are used to describe the beauty of the next destination when reading the data about it again. However, lakes, streams, and rivers, as well as water sports like motor boating, rowing, and fishing, are the main subjects of these adjectives. The adjective gorgeous describes this valley's aesthetic side, and the verb captivating fascinates and grabs the reader's attention. The next phrase, "Land of Flowers," is used to describe its beauty because it depicts the rapid and excessive growth of flowers as well as their variety. Rich, beautiful green mountains are the next crucial phrase that needs to be highlighted. Turquoise and greenish-blue appraisal patterns are also utilized to highlight the beauty of the natural world.

The adjectives "green," "mild," and "pleasant" are noteworthy.

"Snow covered mountains look like the mountains wear the blanket

of snow. The local people of Shogran are very warm-hearted and generous."

Two figurative language devices are employed in this sentence: personification and simile. Mountains are like a blanket of snow; humans use blankets, but in this case, the blanket is used to refer to the inanimate object that is the mountain. The neoclassical economist's portrayal of the self-centered consumer who constantly wants more of everything can be effectively countered with the help of metaphors (Stibbe, 2015).

"Blue-green algae, brown trout fish and many water plants are found in Saiful Muluk Lake. Many species of plants are found in Saiful Muluk are Gramineae, Scrophulariaceae, Compositae, Leguminosae, Polygonaceae. etc. Dana meadows have a very stupendous view. The Dudipatsar lake water is greenish blue and very cold."

The first statement describes the biodiversity of Pakistan's Saiful Muluk Lake, a natural attraction, in an objective manner. The view of Dana Meadow, another natural attraction in Pakistan, is praised in the second phrase, using the evaluative term "stupendous." Although this word expresses a favorable perception of the landscape, it is also ambiguous and subjective because people may have different expectations and opinions. The third phrase describes the water at Dudipatsar Lake, another one of Pakistan's natural wonders, in a descriptive manner. Phrases like "greenish blue" and "very cold" paint a clear picture of the lake, but they also suggest a difference between it and its maybe warmer and drier surroundings.

Evaluation of Nature Natureadventureclub Tourism Website

The natureadventureclub website uses a lot of adjectives, even ones that don't describe natural phenomena, to advertise their services. Clauses like "air conditioning", "basic first aid", "rental jeeps". "luxury transportation", "quality meal", "amazing drive" and "camping services for overnight stays" are also used for this purpose. These evaluation patterns indicate that the writer is less concerned with ecology and more focused on human amenities, health, and advertising. Additionally, this kind of writing aims to evoke strong emotions in readers by emphasizing the importance of health over all other considerations. Explicit appraisal patterns are used to describe the spell-bound beauty of nature, such as *magical, cozy fires, frozen kingdoms, moving clouds, cool air that chills your soul, bewitching, astonishing, and amiable weather, a multihued city, a malleable citizen, rejuvenated, reinvigorated, tremendous mind* soothing effects and ambience, numerous tourists, gushing rivers, mesmeric foggy mounds and romantic forests, misty mornings, rosy sunsets, adrenaline rush cable, and the beautiful pearls of Neelum valley. So all these positive appraisals are not thoughtlessly used. They reinforce the values and goals of responsible and sustainable travel. These positive appraisals create a sense of wonder and excitement about

destinations, encouraging travelers to explore these eco-friendly options. The phrase night astounding, as well as the sky full of stars and serene environment, is used to describe the physical environment.

Evaluation of Nature on Seepakistantour Tourism Website

Now coming to the next website, which is seepakistantour. Here, many clauses are used to describe natural sites. This website makes notable use of the indicative mood. This is merely a general overview of tour packages. Adjectives are used to embellish the language and draw the reader in along with the indication. The terms "huge tour packages", "full of surprises and adventure", "affordable and luxury Swat tour packages", "hot-selling tour plans" and "tour packages full of surprises and adventure" are used to describe the tour packages.

"There are a lot more sites to be discovered by the nature wanderers for the travelers to witness the variety of nature."

The phrase refers to the visitors to Pakistan's natural areas as "nature wanderers," metaphorically. This metaphor suggests that the visitors are daring, inquisitive, and considerate of the environment. Additionally, the sentence frames the idea of "discovery" to make the natural sight seem like novel and fascinating travel destinations to the tourists. According to this interpretation, travelers have the right to enjoy the beauty of nature since they are the ones who discovered it first. The sentence also compliments Pakistan's natural diversity by evaluating "variety." The expression "to witness the variety of nature" refers to the location in Kashmir where visitors can find an abundance of breathtaking natural features; the word "variety" refers to the assortment of various natural objects. The reader's attention is drawn to the next clause, "Best unforgettable memories for life." A series of positive appraisal patterns are seen, like tons of tourists, huge numbers of travelers, thousands of tourists describe visitor frequency, and adjectives like stunning, mesmerizing, best, lush green, dense forest, beautiful, and astonishing are used for quality environment. These positive appraisals encourage tourists to come and explore these eco-friendly destinations.

"Travelers have to do the camping under the shiny starry sky as there are no hotels over there. This fascinating valley is capturing thousands of tourists to its lap, where it offers the best weather, capturing landscape, gorgeous water and much more. It receives snowfall and covers every part with white color, whereas golden in the fall season."

In the above-copied text, positive appraisal patterns that attract the attention of tourists are beneficial toward nature, like a shiny, starry sky, capturing landscapes, and gorgeous water. The here clause is used very beautifully to describe the natural scene. The valley is so fascinating that thousands of tourists take refuge in its lap. Below is the passage taken from this website to describe the beauties of nature. How beautifully natural phenomena are

portrayed, definitely words have the power to affect the human mind. Just because of eco-friendly activities, tourists make their minds to visit these places.

“the tourists visiting the northern areas of Pakistan because of its beauty, diversity, i friendliness and hospitality of the people. However, Hunza Valley has different seasons that affect marvelous Hunza Valley to change its colors .River.”

In the above-copied text, positive appraisal patterns that attract the attention of Tourists are beneficial toward nature, like a shiny, starry sky, capturing landscapes, and gorgeous water. The here clause is used very beautifully to describe the natural scene. The valley is so fascinating that thousands of tourists take refuge in its lap. Below is the passage taken from this website to describe the beauties of nature. How beautifully natural phenomena are portrayed, definitely words have the power to affect the human mind. Just because of eco-friendly activities, tourists make their minds to visit these places.

The statement that the tour packages are "enormous" and "full of suspense and adventure" for example, is subjective and does not include any objective standards by which to be judged. Comparably, the assertion that the trips are "eye-catching" is likewise arbitrary and offers no specific details regarding the itinerary. The assertion that the excursions are "hot selling" is likewise arbitrary and offers no insight about the tour's caliber. The assertion that the tours provide "supreme services" is also arbitrary and devoid of any impartial standards.

Visitors can enjoy a stay in a place where snow clouds touch the sky. Many incredible locations, an exhilarating journey, an unforgettable thrilling ride, a piece of nature, the tranquility of nature, the most popular tours requested by tourists, a great deal of satisfied customs, tremendous natural beauty, and incredible villages. What's noteworthy in this case is that all appraisal patterns are applied constructively and in a way that benefits the environment. It indicates that the website has a favorable view of the natural world. The table is divided into six sections: an item's appraisal, an adjectival phrase, a noun phrase, metaphors and personification, an assessment of the physical environment, and a category for either positive or negative reactions.

Evaluation of Nature on Guidetopakistan Tourism Website

Upon visiting the guidetopakistan website, we discover that all of the evaluation patterns there are meant to depict the natural surroundings of various breathtaking locations, not their histories or cultures. Many adjective phrases, such as "most beautiful land", "most visited" and "popular city" are used to describe Murree. In this case, the adjective "most" is used to emphasize the land beauty of the land. We also notice that the adjective "most" is used in the following phrase, "most escape the scorching heat," to describe how people would like to travel to Murree in order to avoid the intense heat. Other notable features include its magnificent hills, lush

green trees, cool climate, clean air, lovely valley, and well-developed hill station. It also has a mild climate, breathtaking landscapes, a large pine tree, a calming effect on the eyes, and beautiful tall trees.

“Everything and anything can happen in Murree. Romance is in the atmosphere; intrigue is in the air. The roads to this happy holiday resort embrace both heaven and earth. In Murree, it is easy to fall in love”.

The narrative takes place at Murree, a well-liked Pakistani vacation spot. The author describes Murree's atmosphere with rich images. The adage "Everything and anything can happen in Murree" implies that there are a lot of opportunities and surprises there. A sense of mystery and excitement is created by the expression "Romance is in the atmosphere; intrigue is in the air." It seems to be a description of a natural scene based on the wording that is provided. The author highlights the harmony between the mountains, lakes, and rivers in her description of the area's splendor, employing lyrical language. The term "nature's masterpiece" implies that the location is a piece of art that was produced by the natural world. What the author means by "untamed beauty" and "tranquility" is likewise ambiguous.

In the below copied text, adjectives are used to describe the beauty of nature like towering, pristine, meandering, and untamed beauty. In the below copied text, the beauty of Skardu Valley is described with the help of many adjectives that are used for natural scenery.

“Times change, but what hasn't changed is the magnetism of Skardu Valley for local and foreign tourists. The crisp forest breeze, diverse wildlife, blossoming trees of apricots, cherry, and mulberry, and the serenity of the meadows and mighty mountain ranges fascinate travel enthusiasts and adventure lovers to explore the ethereal beauty of these faraway lands”

Its stunning meadows, wildflowers, and varied wildlife, which includes the recognizable Himalayan brown bears, are among its other noteworthy sentences. In this pristine wilderness, hiking, camping, and bird watching are popular pastimes. Here, the meadow's beauty is enhanced by the adjective breathtaking. The words "wildflower" and "diversified wildlife" indicate that Skardu is home to a wide variety of wildlife, including some whose names are included, in addition to its abundance of natural beauties.

“Kalash Valley view will infuse a sense of awe and reverence fills your heart. The valley is adorned with stunning red, orange, and yellow hues as the foliage changes, creating a breathtaking backdrop for nature enthusiasts and photographers”

The Kalash Valley and the Hunza Valley are two valleys in Pakistan that are described in the text. The author highlights the breathtaking hues of the foliage in Kalash Valley and the expansive views of the surrounding valleys in Hunza Valley in her lyrical description of the natural beauty of both valleys. The blossoming

flowers, verdant surroundings, tumbling waterfalls, and fauna in both valleys are also mentioned by the author.

"Nestled amidst Pakistan's majestic Karakoram mountains, Hunza Valley is an enchanting paradise that will steal your heart. Known as "heaven on earth,"

Despite having many significant ethnic groups, including the Swati, Awan, Kashmiri, Durai, Mughal, and Quraish, the website highlights Naran's cultural diversity. Ancient stupas and temples, Islamic monuments, Sikh and Hindu temples, Buddhist monasteries, and Colonial-era buildings are all the subject of more conversations than indigenous wisdom, which is closely associated with spirituality. This neighborhood also has a number of folktales associated with it, including stories about legendary buildings and archeological graves that are well-known for their historical significance. The absence of a social environment description suggests that indigenous people are not included in tourism practices, meaning that the website does not give the indigenous population more power. Personifications abound, such as "Tear Lakes" and "Queen of Lakes."

Findings

The selected websites encourage a favorable view of nature. They are essential to promoting conservation and environmental awareness. These websites encourage people to value and preserve the natural environment by offering insightful information about its beauty and significance. Through the display of striking photographs, educational essays, and success stories, they encourage people to get in touch with nature, take steps to lessen their ecological impact, and support environmental preservation programs. All things considered, websites that place a strong emphasis on nature are effective means of encouraging an eco-friendly and sustainable lifestyle. Selected ecotourism websites use a number of positive assessment patterns, including admiration, astonishment, delight, joy, thankfulness, praise, and compliment. These patterns take the form of attitude and grading systems that reflect the readers' positive sentiments of contentment and enjoyment.

The findings of this thesis indicate that websites promoting ecotourism are full of positive evaluation patterns that provide a good first impression on their intended audience. Websites that promote ecotourism use similar patterns in an effort to draw travelers who appreciate and care about sustainable travel and environmental preservation. Additionally, ecotourism websites hope to encourage users to live environmentally conscious lives that lessen their impact on the environment by employing these patterns.

Conclusion

The current research has endeavored to study three main points: firstly, to analyze the diverse appraisal patterns used to evaluate nature on the eco-tourism websites of Pakistan. Secondly, it tends

to explore if the appraisal patterns used on websites are beneficial, destructive, or ambivalent towards nature. Thirdly, to know the way nature is evaluated on the eco-tourism websites of Pakistan. The basic purpose was to gain a deeper understanding of the appraisal patterns used on eco-tourism websites. To achieve this aim, some of the studies related to this specific topic were critically reviewed. While reviewing the previous study, the present study particularly focused on the analysis methods used in these works. Previous studies had already hinted at ecotourism in general, but none of them specifically pointed out the appraisal patterns used in Pakistan. One major thing that was observed in these studies was that they dealt with ecotourism types and evaluation systems, but not specifically appraisal patterns used on websites. The present study attempts to spread awareness among people regarding how we are damaging the environment. The study is significant in that it analyzes the nature of the eco-tourism websites in Pakistan. If nature is negatively evaluated on the websites, it means that the websites are damaging nature by changing people's perceptions of it. The study yielded an amazing set of findings. Findings reveal all the appraisal patterns, whether they are adjective phrases or not.

Verb phrases, noun phrases, or modalities were all used positively to evaluate nature. Some appraisal patterns can be identified explicitly, such as —good || or "bad," but implicit evaluations are often in the form of connotations (Stibbe, 2015). The words "precious", "sparkling", "globally", "authentic", "wonderful"—mustsee", "exotic", "perfect", "relaxing" and —countless || in tourism discourse are strategies to portray natural beauty that offers happiness and satisfaction to tourists.

Concerning the second research question, the study concluded that nature is positively evaluated on selected websites. Evaluations are stories that individuals tell themselves about whether a certain aspect of life is good or bad (Stibbe, 2015). The use of positive language to describe the surroundings shows that the website wants to convey to readers throughout the world how content and pleased they will be when they visit these websites. These websites aim to involve readers' cognition in the discourse, so they anticipate favorable responses from them. The tourism website incorporates the objectification and monetization of nature within the tourism sector, even as it presents content about endangered animals and vast forests with many natural resources.

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