

How the Media Constructs Namibian Tourism as Escapism for Global Traveler in Post-Pandemic Era

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Abstract

The Namibian tourism industry is gradually recovering from the pandemic's impact following the end of the Covid-19 pandemic in 2021. One of the things that is suspected to be a tourism booster is media information. This paper discusses the construction of Namibian tourism in the Post-Pandemic Era by the media of the Namibia. This research selected the data sample from a website titled "Namibia Endless Horizons" which can be accessed through the official website address visitnamibia.com.na and used Norman Fairclough's Critical Discourse Analysis (CDA). The result of the analysis, the media does not just convey information but at the same time constructs reality. The reality in this case is tourism in Namibia and the tagline that represents Namibia's image and identity to tourists. Although it is unavoidable that the identity and image of Africa through Liberating, Soul, Rugged, and Natural is to change the stigma that has always been associated with the continent. Namibia's "vastness", on the other hand, offers to unravel the saturation caused by stagnation caused by global pandemics in the last two years or so. Namibia is an escapism for global travelers.

Keywords: construct; escapism; media; Namibia; tourism

1. Introduction

After the end of the Covid-19 pandemic in 2021, the Namibian tourism industry is gradually recovering from the pandemic's impact, with an increase in tourist arrivals and the development of a Tourism Recovery Plan by the Ministry of Environment, Forestry, and Tourism in Namibia. Namibia's tourism industry has shown substantial growth (Kalvelage, et al., 2021, p. 1002). The country has recorded a 40.9% increase in foreign arrivals and a 37.3% increase in tourist arrivals (Remmert,

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2022, p. 6). South Africa, Zimbabwe, Zambia and Botswana were the African markets that dominated tourist source markets, while Germany, France, Switzerland, the USA and the United Kingdom were the top five overseas tourist markets (Glocker & Haxton, 2020, p. 23). This increase in tourist numbers reflects the rising confidence among tourists that Namibia is safe and ready for travel and tourism after Covid-19.

One of the things that is suspected to be an element of tourism booster is the information formed by the media. Media coverage can play a significant role in boosting tourism (De las Heras-Pedrosa, 2020, p. 4). Positive media coverage can create awareness about a destination, generate interest among travelers, and encourage them to visit (Liu, et al., 2020, p. 42). On the other hand, negative media coverage can have the opposite effect, deterring travelers from visiting a destination (Dodds & Butler, 2019, p. 524). Of the many media reports about Namibia, one that stands out is the website (visit namibian.com.na). The website showcases Namibia's charm visually. There are several pictures of nature tourism that are displayed to attract the attention of visitors.

The Namibia Endless Horizons website highlights the country's natural beauty, unique wildlife, and cultural attractions, which has helped to increase its popularity as a tourist destination. Additionally, the Namibia Tourism Board has worked to promote the country through a very effective website (Basera, et al., 2019, p. 1). With many travelers coming to Namibia it helps to create a positive image of the country and attract more tourists (Kaefer, 2021, p. 285). Several taglines and those that appear on the website indicate important issues such as low risk of crime and civil unrest leading to political issues. It is highlighted in the history section of the website that Namibia is one of the safest countries that everyone in Africa can enjoy. This illustrates the stability of Namibia. In fact, in Namibia the risk of crime targeting foreigners and the potential for rioting is high (Whitaker, 2020, p. 29), while the website evokes something different from stereotypes in Africa.

Namibia is a thought-provoking country to research because it is home to many UNESCO World Heritage Sites that require ongoing preservation efforts (Mandić, 2023, p. 1). Namibia has been a member of UNESCO since 23 April 1990 (Franck, 2019). As a member, Namibia has been actively involved in the protection and preservation of cultural and natural heritage sites, as well as the promotion of education, science, and culture in the country (Shiningayamwe, 2020, p. 24). Namibian authorities have recognized the importance of culture in development and have included policies on arts and culture since their independence in 1990 (Jellenz, 2020, p. 5). Namibia became an independent nation state in 1990, making it one of the last African

countries to do so (Van der Hoog & Moore, 2022, p 77). Those things are also reflected in visitnamibian.com.na. The mission of preserving the outstanding universal value of visitnamibia.com.na is becoming increasingly challenging in today's complex world.

In this article, discourse analysis is carried out on the websites which discusses tourism in Namibia. The discussion of this article focuses on the exotic tourism based on Critical Discourse Analysis (CDA) to examine the microstructure and macrostructure contained in the text of the website visitnamibian.com.na. Critical Discourse Analysis (CDA) is a research method developed by Norman Fairclough that aims to analyze and critique the use of language in social contexts (Fairclough, 2020, p. 116). It examines the relationship between language, power, and ideology and focuses on how language is used to reproduce and challenge dominant social structures and discourse.

Based on the available previous research on tourism in Namibia, research conducted by Dowling and Pforr (2021) on tourism in Namibia shows that this country has great potential to develop a sustainable tourism industry. Evelina, Samuel, & Lukas Homateni (2020) have researched the economic impact of tourism in Namibia, showing that tourism has had a positive impact on economic growth, infrastructure development, and job creation in the country. However, research by Keja-Kaereho & Tjizu (2019) also shows that Namibia tourism can have negative impacts on the environment, such as increased greenhouse gas emissions, environmental damage, and social impacts on local communities. Therefore, it is necessary to develop sustainable tourism by considering its environmental and social impacts. Research by Turner (2022) also shows that effective and sustainable tourism management can contribute to environmental and biodiversity conservation in Namibia, as seen in conservation efforts in Etosha National Park. These studies conducted at the time of the Covid-19 outbreak showed that tourism in Namibia has great potential as a source of income and as a means of environmental conservation.

However, efforts need to be made to develop sustainable tourism taking into account the impact on the environment and local communities to ensure the sustainability of tourism in Namibia. Sustainable tourism in Namibia involves promoting responsible tourism practices that minimize negative environmental and social impacts. This includes developing tourism infrastructure and activities that are ecologically sound, culturally sensitive, and economically viable. Based on the background and literature review, this study aims to reveal the construction of Namibian tourism in the Post-Pandemic Era by the media of the Namibia (visitnamibia.com.na)

2. Method

This research used Norman Fairclough's Critical Discourse Analysis (CDA) method. Fairclough's CDA tries to examine and evaluate how language is used in social contexts (Pešić, 2022, p. 97). It focuses on the ways in which language is used to both reinforce and subvert prevailing social structures and discourse as it analyzes the connections between language, power, and ideology (Yoong, 2020). CDA involves analyzing various types of texts, including written, spoken, and visual, to uncover underlying power relations, social values, and cultural norms (Fairclough, 2013, p. 179). The method involves three stages: textual analysis, discursive practice analysis, and social practice analysis. In the first stage, the text is analyzed to identify linguistic features, such as lexical and grammatical choices, that reflect power relations and social values. In the second stage, the discursive practices that shape the text are examined, including the social and institutional contexts in which they occur. In the final stage, the social practices that shape the discourse are analyzed, including the historical, political, and economic factors that influence the use of language.

2.1 Sample

This study selected the data sample from a website titled "Namibia Endless Horizons" which can be accessed through the official website address visitnamibia.com.na

2.2 Instrument(s)

A set of laptops and an internet connection served as the research tool, and they were used to retrieve the primary data from the official source [visit namibia \(visitnamibia.com\)](http://visitnamibia.com). In addition to using an internet connection, the researchers can collaborate with the research team by using Google Docs.

2.3 Data collection procedure

The process of collecting the data involved employing internet search techniques. Internet searching, sometimes known as "searching on the Internet," is a method that researchers and writers can use to swiftly search for and obtain data from a variety of sources. It combines technology—in the form of search engines—with the collection of data. Selected information from the Internet was copied to Google Documents for analysis and interpretation.

2.4 Data analysis

The technique used to analyze the data in this study is the Fairclough CDA model. This study focuses on websites based on the elements stated by Fairclough, which consist of microstructure, mesostructure,

and macrostructure. The first analysis procedure is to identify verbal and non-verbal aspects. The verbal aspects discussed were in the form of a tagline and rubric "About Namibia" consisting of "Namibia at a Glance", "Unique to Namibia", and "History". The non-verbal aspects discussed are in the form of pictures in the rubric and opening of the visitnamibia.com.na website. After the data is classified, the data is identified to investigate how the website constructs Namibia as a world tourist destination. Then, the data is analyzed and interpreted. The Fairclough CDA model does not only focus on text but also on social cognition, so that the ideology behind the exotic tourism discourse is revealed.

3. Overview of Namibia Tourism in the post-pandemic era

Namibia is a country located in South Africa and has very attractive tourism potential (Sabaruddin & Sunde, 2021, p. 113). This country is renowned for its spectacular natural landscapes, such as the Namib Desert which is the oldest and largest desert in the world, the beautiful Skeleton Beach, and Etosha National Park which is rich in biodiversity and is home to many endangered animal species such as the black rhinoceros and elephant ivory (Vehrs & Zickel, 2023, p. 1). Blessed with the natural beauty of wildlife, deserts and beautiful beaches (Baporikar, 2022, p. 1). Tourists can also enjoy the beauty of the City of Swakopmund which is one of the most beautiful coastal cities in South Africa with a classic European feel, and enjoy water sports activities such as surfing and sand surfing (Lyon, 2020, p. 41). In addition, Namibia is also famous for its cultural diversity and traditions, which are still well preserved today. Tourists can visit Himba Village, which still maintains its distinctive customs and habits, and enjoy a variety of delicious and appetizing Namibian culinary offerings.

In order to support tourism, the government of Namibia has developed a number of adequate tourist infrastructure and facilities (Adewunmi, et al., 2023, p. 5), as well as providing various conveniences such as visa on arrival and free entry fees to a number of tourist attractions (Malefane, 2021, p. 199). Tourists will have an unforgettable experience exploring the natural beauty and culture of Namibia, as well as the opportunity to witness the wild life of animals rarely seen elsewhere (Dowling, Allan, & Grünert, 2021, p. 119). Namibia's population consists of various ethnic groups with different languages and customs (Ninkova, 2022, p. 238). The largest ethnic group in Namibia is the Ovambo, followed by the Kavango, Herero, Damara, and Himba (Stell, 2019, p. 55). In addition, there are also minority groups such as San, Nama, and Baster (Schröder, 2020, p.

193). The people of Namibia live a simple life, with the majority depending on the agricultural and animal husbandry sectors (Shaamhula, 2021, p. 2). However, there are also a number of residents who work in the industrial and service sectors, especially in big cities such as Windhoek and Swakopmund (Woyo, 2020, p. 231).

Although Namibia has a great deal of ethnic and cultural diversity, its people still live in harmony and respect one another. Namibia is a progressive country in terms of diversity (Brown & Reygan, 2019, p. 36). The Government of Namibia has also developed policies and programs that support cultural diversity and customs, as well as provide protection for minority rights (Haitembu, 2022, p. 1). In terms of religion, the majority of Namibia's population practice Christianity, with a number of minorities professing traditional religions and Islam (Mpedi & Coleman, 2023, p. 183). However, Namibia is known as a country that is open to freedom of religion and respects the diversity of religious beliefs held by its inhabitants (Garba, 2020, p. 12). Overall, the people of Namibia are a friendly and open people group who uphold the values of diversity and unity.

The endeavor to generate tourism is becoming increasingly popular and growing throughout the world, mainly in countries that have attractive tourism potential. Efforts to generate tourism are considered as an effective way to develop the economy of a region, create jobs, and improve people's welfare (Pham, 2020, p. 1). In this effort, the government and tourism entrepreneurs work together to develop a number of tourist infrastructure and facilities, as well as develop various attractive tourism programs and promotions (Olszewski-Strzyżowski, 2022, p. 5). In addition, the community also participates in promoting the beauty and tourism potential of their area (Meyer, 2021, p. 1). Even though the business of generating tourism has many benefits, it also requires good and sustainable management, so that tourists can enjoy the natural beauty and culture of an area without destroying the environment and the lives of local people (Streimikiene, 2020, p. 261). Therefore, careful planning and management is needed in generating tourism, by prioritizing a balance between economic, social and environmental interests.

Tourism in the post-pandemic era is predicted to experience significant changes, primarily in terms of the safety and health of tourists. As more and more countries tighten travel regulations and vaccination requirements, tourists will pay more attention to health and safety factors in choosing tourist destinations (Ryu, et al., 2022, p. 14). Therefore, tourist destinations that implement strict health protocols and provide adequate health facilities will become more desirable (Spenceley, et al., 2021, p. 104). In addition, tourists will also pay more attention to sustainability factors in choosing tourist

destinations (Ma, et al., 2020, p. 2). Tourist destinations that are environmentally friendly, pay attention to the welfare of the local community, and promote cultural diversity will become more desirable (Tien, et al., 2019, p. 101). Therefore, sustainable and responsible management of tourist destinations will be key in reviving post-pandemic tourism (Duong, et al., 2022, p. 9969). However, on the other hand, the pandemic has also opened up new opportunities in tourism, especially in terms of developing digital tourism (Baran & Baran, 2022, p. 58). More and more tourists are choosing to explore the world virtually, through applications and online platforms (Buhalis, Lin, & Leung, 2022, p. 705). Therefore, tourist destinations need to develop effective and attractive digital marketing strategies, to reach more tourists in the digital era.

4. Construction of Namibia Tourism by the Media

As a communication medium for the general public or for society that is closely connected to technology, media. The media is a social force that has an impact on all issues pertaining to our social life. The primary purpose of the media is to arouse social perceptions of approval and rejection through ideas, feelings, and interests. The goal of communication medium is to effectively and efficiently transmit information to audiences, influencing their perceptions and behavior.

The media is a significant factor in influencing public opinion and governmental decisions in the digital age. As a result, the communication media are crucial to the functioning of modern society. The media has a significant impact on the tourism industry, particularly when used for promotion. Social media data can be used by tourist actors to better understand demographics, psychographics, and consumer behavior. Also, both print and electronic media play a significant part in the dissemination of information about popular tourist locations. The potential for tourism's growth and development increases with the amount of media that focuses on it. To maximize the potential of tourism, it is crucial that the media and industry work together.

Namibia, one of the nations on the African continent, has a long history of finding ways to maximize the region's tourism potential. Namibia, which was formerly an uninhabitable region with a coastline, is beginning to transform as it begins to concentrate on the "wilderness" tourism industry, often known as wild nature tourism. Namibia is a country with endless options and diversity, from its landscape and people to its culture and wilderness. Namibia is made up of seven cluster areas, some of which are made up of sub-regions. Nonetheless, notwithstanding the variety of its services in various places.

The Namibian media website visitnamibia.com offers an overview and the pleasure of travel in an unusual language, much like the stigma associated with African society, such as levels of poverty, crime, riots, and other issues. The language used on websites differs significantly from the stereotypes that are frequently associated with Africa and its people. Fairclough highlights the importance of language as a tool for creating and preserving social relations and power in society. Language is utilized for more than just communication. People in society's thoughts and behaviors can be affected by language.

The terminology used on the website's History rubric refers to media-created information that Namibia has a history of peace and stability without any disturbances that is appreciated by the general public and tourists, in addition to being one of the most stable and secure nations on the African continent. The terms "stable" and "secure" imply that conditions in African nations are well-known to be both unstable and secure.

The use of the words "stable" and "safe" represents that countries on the African continent mostly are indeed not safe. The language relation between the words "stable" and "safe" indicates a new identity that the Namibia website visitnamibia.com.na desires to build. Namibia's identity must be known as a stable and safe country to attract the attention of tourists, in particular foreign tourists who are interested in wilderness tourism. The words "stable" and "safe" are used to suggest that the continent of Africa does not have any safe nations. The linguistic connection between "stable" and "safe" points to a new identity that the Namibian website Endless Horizon aims to establish. To draw visitors, particularly foreigners interested in wildlife tourism, Namibia needs to establish a reputation as a stable and safe nation.

The idea of wilderness tourism has been conveyed from the website's inception using photographs and images of Namibia's natural landscape, which includes deserts, rivers, rock mountains, meadows with roaming wild animals, and inns with scenic views of the wilderness. According to the rubric "Namibia at a Glance," Namibia continues to be one of the world's most beautiful nations, providing visitors with a wide variety of experiences to enjoy while visiting a place of contrasts. "You can count on a unique trip no matter which place sparks your interest. Your soul is captured by Namibia, so even when your vacation is over, you won't be able to shake it. There's a strong possibility you'll come back to this region of unending horizons to discover its riches in greater detail". The final clause of the rubric places special attention on the region of Namibia's undeniable beauty. Due to the variety of trips, anyone who visits Namibia for a vacation will undoubtedly return. When you say Namibia, you'll always think of

it as a “person” who is always welcoming travelers rather than as a nation. The choice of vocabulary for a “unique holiday” experience demonstrates that visitors who select Namibia as their travel destination will have a rich and creative experience of wilderness tourism.

The phrases mentioned in the rubric on the first line, namely the cities in Namibia, offer a combination of culture, people, cuisine, and religion while providing insight into “how people live in Namibia”. This is especially true of the central region of Namibia. The first sentence demonstrates how nature tourism may be carried out by researching the tribal lifestyles in Namibia; everything from religion to culture to cuisine serves as a draw to demonstrate how close visitors are to the destination. In the final clause of the text, “businessmen dressed in suits walk next to beautiful women dressed in traditional Herrero clothing”. When visitors arrive in Namibia, they are greeted by Herrero women dressed in traditional garb. The usage of executives dressed in business clothing portrays tourists as industrious workers. Although the Herrero women wearing traditional clothing represent villagers or people who live extremely close to nature, the executives dressed in business attire represent urban culture. In Namibia, ladies are still used to draw tourists' attention by being mentioned while advertising a particular region or tribe.

One of Namibia's biggest assets, according to the same rubric with a different area, namely the eastern region, is its natural beauty. “It is fascinating to visit because it has beautiful scenery and locals”. What is interesting is that on the first line of the Namibia Horizon website, writing about the Omaheke region is often underestimated but continues to offer visitors a variety of attractions to enjoy, tourism promotion continues to focus on the natural beauty of the Kalahari area by associating tours with residents or village tours. The Omaheke region is an undervalued location; yet, the emphasis in the next sentence is contradictory given that it offers tourist attractions. It is unclear whether this attitude is shared by visitors or locals. That one sentence seems to demonstrate the Omaheke area's honesty and the fact that adjustments are being done to make the area better and more alluring for tourists.

In addition to providing village tourism, Namibia's central region is also imagined through “ancient” tourism, which still upholds old customs with the residents of the interior, specifically the San tribe and the Kik tribe. Although the Omahake tour, which is about the way of life, culture, and customs of the Kik tribe, is available, the Kik tribe is noted for its distinctive language that is spoken in the Bushes. The idea of wildlife tourism, which was developed from the outset by the media on the website, keeps coming up, particularly when it comes to

appreciating the creatures in their natural habitat. A visit to Nyae Nyae Pan during “the rainy season is a must”, according to the last line in the central region. Because shoes get muddy and clothes get wet during the rainy season, there are many uncomfortable circumstances that can lead tourists to become unwell. The word must indicate how crucial it is to travel when it rains because that region is home to pelicans, flamingos, and a variety of other bird species that only show up when it rains.

In keeping with the rubric of “Namibia at a Glance,” the word “Namibia,” which is frequently referred to as “the land that God fashioned in wrath” is used to designate the Northwestern Region in the opening sentence of the introduction. Namibia’s west coast is one of desolate places, sand dunes, and salt flats, where only the hardest of the tough survive the difficult conditions, using this phrase to depict the area of the northwestern Region surrounded by the chilly Atlantic Ocean. “Only the toughest of the tough who survive can demonstrate Namibia's determination to survive”, especially in forming a nature-based tourism identity that is even in a steep area, as is the case with this construction, which is once again written as a contradictory form of the conception of wilderness tourism with beautiful scenery. Also, if the context is related to tourists, visitors to Namibia should be ready, especially physically, as Namibian nature would be very different from their home country’s. It is emphasized at the conclusion of the paragraph that God created Namibia simply to depict the region with breathtaking detail and landscape in order to encourage people to travel there and have a sense of it for themselves.

Kaokoland has been introduced as sand plains and rocky hillsides in the northwestern region. However, primitive tourism and village tourism are still consistently constructed as components of wildlife tourism, which was planned from the beginning. The Himba tribe of Kaokoland is a nomadic tribe that wears traditional clothing made of red ocher and fat. Furthermore, the jewelry is made of iron and shells. The Skeleton Coast Park is a wilderness reserve in the north that is home to wolves, lions, giraffes, ostriches, black rhinos, and brown rhinos.

Furthermore, the language used to promote the Western/Coastal Region’s cities are bustling with activity, “but the friendly nature of the country’s residents is often evident when they stop and chat with visitors”, the language offering advice and tips on how to make the most of this beautiful region. Introducing the convenience of traveling in Namibia through hospitality. The use of the word friendly demonstrates Namibia’s identity, particularly its people, as having a pleasant personality toward tourists. Then, in the sentence, “they stop and chat with visitors while emphasizing that residents” are prepared

for the presence of tourists and even engage in activities of hospitality, courtesy, and openness with new people from all over the world. Adjusting to new people and characters is not an easy task. There must be a process of self-acceptance that does not take a moment, but Namibia, especially in the west, is very open to the presence of new people and will welcome them.

Swakopmund is mentioned in the second paragraph of the “Western/Coastal Region” rubric because of its relaxed atmosphere. The use of the words “loved by the people of Namibia” is intended to describe the inhabitants of the western/coastal region as the people's identity full of love and affection, as well as to brand Swakopmund as a tourist destination well guarded by the natives. Tourists will feel more at ease if tourist areas are well-maintained. The chosen word is used in a way that inspires the feelings of anyone who reads it, making them want to visit Namibia.

Swakopmund is very popular among Namibians due to their belief in the completeness of the rides offered to tourists. Swakopmund offers a variety of adventurous activities for visitors to enjoy, including quad biking, skydiving, dune boarding, sand skiing, paragliding and surfing, windsurfing, yachting, and fishing. All water-related activities and putting the charm of the beach and sea areas that tourists remember. The western region is often under construction as “relaxed and ideal for vacations.” Tourists are directed to coastal towns for relaxation by juxtaposing the word relax with what they enjoy, such as golfing. Relaxing vacations are typically reserved for classy tourists, particularly the upper class. Golf is associated with exclusivity, which not all people or classes can enjoy. The words casual and golf are used to create a relaxed but sophisticated identity. This area is prepared for specific groups of tourists who want a complete tour while relaxing for a few weeks in this area. Confirmation of sentences in the last line by mentioning the tourist's age as well as introducing oneself as a tour that can be enjoyed by anyone. Namibia's west coast remains a popular tourist destination, with a variety of attractions that appeal to both young and old. Of course, the beach is a popular tour for both young and old people because the atmosphere is created without regard for age.

The tour introduced in the Northern Region is a nature reserve and savanna grass tour with activities at Waterberg Plateau Park such as walking, guided driving, hiking, and wilderness trails. The word majestic is usually used to represent the construction of buildings in relation to luxury in the first line of use of the word majestic for the magnificent Waterberg Plains Park. On the website, however, the word magnificent is used to describe the beauty of Waterberg Plains Park. It is possible to argue that visiting the Waterberg Plains will

provide the same experience as visiting the city's magnificent buildings. Waterberg is well introduced to replace the splendor of city buildings in order to give tourists a different sensation.

It is intended for tourists in the North Eastern Region who want to travel by car alone or with family without a tour guide. The use of the sentence on the Namibia Endless Horizon website in the first line expresses concern for tourists as well as a warning of vigilance, and "must ensure that additional fuel and supplies are provided". Following that, "this inconvenience because travelers see Namibia at its best demonstrates" an identity specifically designed for the North area, namely when the presence of discomfort due to long car journeys pays off with Namibia's surrounding conditions. Finally, the words raw, wild, natural, and incomparable have become synonymous with Namibia, particularly in the context of wild tourism. Namibian wilderness tourism is defined as tourism that is both rugged, wild, and natural, creating a tourist experience that is unrivaled by tours in European countries that offer the beauty of their architecture.

In the following paragraphs, the word luxury is used to represent the area where tourists live, namely huts with tents equipped with an "elegant upscale dining area and bar", even for mingling among tourists. Camping and tents are synonymous with nature tourism, which is muddy, close to the ground, and cold. However, tourists get luxury from the tent area because the word elegant is used to represent the upper class. The words luxury and elegance are combined in the identity of wildlife tourism, which is not only intended for the lower class of society but also serves as an escape for the upper class to enjoy the luxurious and elegant nature tourism atmosphere. Because of the diversity of culture, wildlife, and natural beauty for tourists, the north area is representative of Namibia as a whole.

Namibia at Glance in the Southern Region is represented "by wide open space and silence", all under the same rubric. The identity of the Southern area is the word solitude and serenity with open space, which is very suitable for the characteristics of tourists who want peace. There are historical buildings, fossils, ghost towns, and quiver tree forests in the area. The lines are used early in the morning when the light catches the sand evidence, providing an opportunity to collect some fantastic photos. This sentence is a guide for tourists who want to immortalize an instagramable location on their social media accounts. In fact, the diction used to attract the attention of tourists is very informative.

In relation to the preceding discussion, Fairclough (2020, p. 116) emphasizes the importance of focusing on the relationship between language, power, and ideology in discourse. Through website discourse that is communicated repeatedly to tourists, particularly

when viewing website information, as well as images to support language as an important medium conveying constructions regarding the luxury of wild nature tourism in Namibia. The media plays an important role in influencing world tourists to visit Namibia by combining language, power, and ideology. The media is the best way to create ideas about Namibia that are "relaxed," "luxurious," "natural," and "comfortable." Traveling for convenience is essential for world tourists, especially when it comes to escaping the monotony of daily life.

5. Tagline as Branding of Namibia Unique Tourism

To attract tourists, taglines are frequently used as tourism branding. Taglines can be used to create an impression in the minds of tourists, influencing them to return with all of the tourist experiences encountered at a tourist destination. Tourism branding, also known as destination branding, is the process of identifying, developing, and maintaining a tourist destination's distinct identity in order to compete with other destinations and attract tourists. The main objective of tourism branding is to create a positive image for these tourist destinations and introduce them to the larger community. This can be accomplished by emphasizing the attractions and benefits that these destinations offer, such as natural beauty, culture, culinary, and other tourist attractions. Tourist destinations with strong tourism branding can benefit from increased tourist visits while also boosting the local economy through the tourism industry.

There are four taglines that are explained in detail on the website visitnamibia.com, particularly in the unique to Namibia section. Namibia is represented by four taglines: "Liberating, Soulful, Rugged, and Natural." The first tagline, "Liberating (Endless Luxury with Space)," tries to show tourists about luxury tourism.

Namibia's luxury is portrayed through ancient landscapes, the illumination of the horizon with sunlight, and nature that is still beautiful and pristine. Daytime shades with sun rays and nighttime shades with stars. Namibia is inhabited by extraordinary animals and nature, but it also becomes an "arid paradise" and is vast. The use of the term "arid paradise" has become a kind of attraction for tourists, and desert tourism has now, of course, become a beautiful and amazing photo shoot. The tagline, luxury without limits, represents the wild, with many outdoor activities for tourists who want to get away from the hustle and bustle of the city and work while stopping work activities and switching to challenging holiday activities, according to the tagline.

Furthermore, this first tagline represents community-based tourism projects in several areas throughout Namibia. Community-involved tourism is a new offer for village tourism and cultural tourism in the Eastern, North-Western, and Western/Coastal Regions for tourists seeking authentic experiences from rural communities and their way of life in order to preserve the environment. Namibia also demonstrates that wilderness tourism does not ignore cultural aspects. In Namibia, cultural heritage preservation is still carried out by involving tourists in tours of the manufacture of wood and other goods.

The second tagline is “Soulful Endless Peace of Mind,” which attempts to portray Namibia as a place of escape for tourists seeking a calm atmosphere that cools the mind and soothes the soul, also known as healing. Namibia, with its relaxed and calming atmosphere, is an ideal location for tourist identification. The tagline Soulful also demonstrates that the image is built on the feelings of tourists, with connections between tourists and Namibia. “You can leave Namibia, but Namibia will never leave you,” goes the tagline that soothes the soul or leaves a lasting impression on tourists. Tourists are guaranteed to become “addicted” to visiting Namibia because natural attractions are very soothing and pleasing to the “soul.”

Tourists who travel for pleasure or as a result of hectic work schedules. Namibia ensures that its country provides tranquility because it is connected to nature and eliminates mental thoughts and burdens. Mental illness is frequently caused by stressful work, so it is necessary to take a vacation with a calm attitude to recover the mind from being overloaded, especially in workload.

“Rugged (Endless Challenging Adventures)” is the next tagline. Rugged represents wilderness tourism in rough locations, full of challenges and adrenaline. This tour is ideal for tourists who enjoy challenges and want to experience nature in a thrilling way. Tours in Namibia include quad biking, dune-boarding, skiing, fishing, and dolphin cruises. Aside from that, extreme sports such as mountain climbing, endurance racing, and parachuting are tours available to represent Namibia’s wild natural conditions.

Furthermore, wildlife viewing is a newer attraction that is helping to diversify tourism and promote community development in outlying areas. Tourists who enjoy exercising and have a high level of physical endurance can benefit from a market share of tourists who participate in challenging activities. Tourists with higher purchasing power and greater flexibility are targeted for tourism marketing with adventurous activities.

“Natural (Endless Natural Encounters)” is the final tagline; an unspoiled environment with coexistence between Namibians and flora and fauna makes conservation one of the attractions for tourists. Namibia’s total surface area is nearly half covered by national parks, communal nature reserves, and private reserves. As a result, large and small bird species, including the majestic Big Five: elephant, rhinoceros, buffalo, lion, and leopard, have found refuge in Namibia. Across the country, more than 20 species of antelope display their horns like works of art, providing a feast for the beholder's eye and the lens of any photographer. The use of the word natural implies that tourists will get a genuine impression of a tourist destination. Image of nature with pristine mountains, animals, rivers, and desert. Because the authenticity of the Namibia location is very original and natural, this natural image can be directed at tourists who are interested in wildlife photography or tourists who enjoy capturing moments on social media. The phrase "masterpiece of art" emphasizes that the wild is a work of art created by artists to be enjoyed by tourists.

The four taglines demonstrate that Namibia’s social situation is ideal for escapism travelers and tourists seeking a unique and unusual experience. The tagline that represents Namibia's image and identity to tourists. Although it is unavoidable that the identity and image of Africa through Liberating, Soul, Rugged, and Natural is to change the stigma that has always been associated with the continent. Social issues, riots, crime, and even women's issues are still frequently mentioned. Nonetheless, women are still presented to attract tourists by showing traditional clothing and activities carried out as villagers, despite the use of a very informative and well-connected tagline between tourists and the media that constructs it. Women are still used to promote tourists, albeit on a small scale when compared to the promotion of wild tourism areas in Namibia.

According to Fairclough (2020, p. 116) language is biased and in favor of certain ideologies and forces. As a result, the reality constructed by language is regarded as a constructed reality rather than an actual reality. The media's creation of reality via the tagline on the visitnamibia.com.na website raises the neutrality of the language used. The website's depiction of Namibia shows both positive and negative aspects in all sectors. It's no surprise that Africa is a popular destination for wilderness tourism, given the continent's natural beauty. Language as discourse, according to Critical Discourse Analysis, is a form of social action that creates and changes the world, as well as a form of social action that appears historically and culturally in a dialectical relationship with other social practices (Abbamonte, 2022, p. A57). The media with a discourse to change the paradigm of Africa through wilderness tourism which can attract world tourists.

The diction used on the website is intended to be a helpful medium in constructing Namibia for tourists.

6. Image as a Tagline Realization

It is common knowledge that images have the ability to capture people's attention. According to Namibia's tagline, the images are used to visualize natural landscapes on the Namibia Endless Horizons website. Images are important in tourism because they show appropriate situations and events.

Figure 1. Cover Website visit namibian.com.na.



When someone searches for a website and enters the website, they will see the Namibia tagline along with an image that represents the tagline right away. The first short video on the cover page is of a tourist area such as animals, deserts, and also epic landscapes in Namibia. In the video, a situation arises during a tour of famous Namibian locations. So, from the start, the nuances that were deliberately created were through the experience of driving a ship, car, and the experience of enjoying a vacation that tourists visiting Namibia could feel.

Figure 2. Namibia Tourism Locations (Fish River Canyon, Damaraland and Naukluft Park)



The image depicts tourist sites (such as Fish River Canyon, Damaraland, and Naukluft Park) with breathtaking views; the visualizations are very dramatic, with epic shots. "TOP 10 Destinations" is a "What to See" rubric that displays areas offered as tourist destinations. Taking pictures in the right lighting will make the results one of the references for tourists who visit the same area to take similar pictures. The Fish River Canyon is located in the southern part of Namibia's longest river. This extraordinary geological landscape is the world's second largest canyon (after the Grand Canyon in Arizona) and Africa's largest canyon.

Twyfelfontein, a UNESCO World Heritage site in Damaraland, represents the rich cultural heritage of the San/Bushmen people through rock carvings/paintings. Damaraland has a one-of-a-kind and enchanting landscape with rocky mountains, grassy plains, and browns ranging from light brown to pale blonde. The Namib-Naukluft Park is one of the world's largest conservation areas, stretching from the central Namibian highlands to the Namib Desert's broad basins. The Namib-Naukluft is a place of beauty and peace, with wide open spaces framed by purplish blue mountains and impossible sunsets.

Figure 3. (Swakopmund and Walvis Bay, Kavango and Zambezi and Kalahari Desert)



The scenery in the second image is different from the scenery in the first image, but the scenery on the website still presents beautiful views with good photography techniques. The Swakopmund area is shown in the first image by bringing up an image of the rising sun, creating a morning feel with fresh sun. This is to demonstrate to tourists that a sunrise viewing tour is a must-do while in Namibia.

Swakopmund, a resort town on Namibia's central coast, and Walvis Bay, the country's main seaport, provide an oasis where sea meets desert. These towns, which offer adrenaline-pumping activities, are known as Namibia's "adventure hubs." Furthermore, the Kavango and Zambezi rivers are part of a complex river network with relatively high summer rainfall, resulting in lush river wilderness, floodplains, swamps, and open forest. This area has the greatest diversity of bird species. The final image depicts the location of the Kalahari Desert, which stretches across Eastern Namibia and provides moments of incredible solitude and intense contemplation as you gaze upon the vast expanse of open sand dotted with trees, shrubs, and acacias.

Figure 4. (Sperrgebiet Nationalpark, Spitzkoppe, Etosha National Park)



Wild animals such as cheetahs appear in this image, as do car portraits, which are commonly used by tourists for independent travel, while the final portrait depicts a herd of giraffes enjoying the sunset. Namibia promotes the concept of wild nature tourism to attract tourists by providing scenery that is very "wild" and "one with nature." All of the devices carried are also consistent with the language used to represent the visualization on the website. The first image depicts a location in Sperrgebiet National Park with wild animals, while the second depicts Etosha National Park with a widely distributed granite rock found in abundance throughout Namibia, but there is nothing particularly impressive at Spitzkoppe. The Spitzkoppe is unique because of the fascinating plants, birds, and other wildlife that can be found in its surroundings. In this sense, tourism geography has emphasized the qualities and significance that societies place on their lands, leading to a landscape conception of the tourist destination (Lama & Martín , 2021, p.3).

Namibia's number one tourist destination is also one of Africa's largest and oldest amusement parks. Skeleton Coast Park's rich moss meadows (over 100 species have been recorded) are a sanctuary for desert-dwelling elephants, rhinos, and lions, and the Kunene River's mouth is an important wetland. These images have significant support, particularly in supporting the tagline and image of Namibia in the eyes of tourists. Tourists can experience the tourist sites through visualization even if they have never visited Namibia. The charm that the media extols to represent luxurious and serene Namibia can be felt through the website's image selection.

7. Wilderness Tourism and Exotica

Namibia, a country located in southern Africa, has been a sought-after destination for tourists from around the world for many years. With its stunning landscapes, diverse wildlife, and rich cultural heritage, it's no surprise that Namibia has seen a significant increase in tourism in the last three years. From the bustling capital city of Windhoek to the stunning sand dunes of Sossusvlei, this country has something to offer every type of traveler. In this article, we take a closer look at the thriving tourism industry in Namibia and the reasons behind its recent

success. Whether you're a seasoned traveler or someone looking to explore new destinations, discovering Namibia is an experience you won't soon forget. So sit back, relax, and let's explore the wonders of this incredible country together.

Based on the explanation in the previous section, the website visitnamibia.com.na as a media through verbal and non-verbal aspects has constructed tourism in Namibia. The tagline "Liberating, Soulful, Rugged, Natural" on the cover page provides a foundation in the morning for visitors to imagine the semantic field of each word and the combination of the four words. This is then supported by a number of dictions in the rubrics on the website, each of which strengthens the image that has been given the foundation by the tagline. The series of these two things is enriched by a number of photographs showing the landscape and culture of Namibia so that the images presented to visitors are even more complete.

Through this image, Namibia as part of Africa is no longer a space full of risks for tourists, but a space that triggers a desire to be visited. Wild nature is no longer a space that is far and inaccessible, but rather provides a number of fun possibilities to be explored, even becoming a "new home" that will not be easily forgotten by anyone who has been in it. Furthermore, all of these things then lead to an understanding that Namibia provides a "vast" space as a counterweight of the fast-paced rhythm of modern life. On the other hand, in relation to the post-pandemic era, Namibia's "vastness" offers to unravel the saturation caused by stagnation caused by global pandemics in the last two years or so. Namibia is an escapism.

Several people have been isolated in their world as a result of the pandemic, spending months in a room. Pandemic victims spend more time inside their homes and are restricted to the immediate vicinity. Many people became bored, stressed, and panicked about the situation around them from the beginning of the pandemic until it was declared that the pandemic had ended. However, the pandemic ended the desire to take a vacation because life's pressures were too great. Due to the stagnation of indoor activities during the pandemic, global travelers are beginning to engage in holiday activities that do not involve buildings such as homes and hotels. Tourism that includes outdoor activities will be viewed as a form of escape by people all over the world. The escape segment is the newest and most distinct from the adventure and nature groups and their clients are driven principally by social factors (Akhoundogli & Buckley, 2021, p. 13). Namibia is an appropriate refuge for stagnant conditions caused by the pandemic.

So far, the media has constructed political, social, cultural and religious discourses, not as massively as how tourism is constructed by the

media. For example, Dowling and Pforr (2021) state that tourism in Namibia has the potential for the development of a sustainable tourism industry. This research is also supported by Turner (2022) that the sustainable tourism industry can contribute to environmental conservation and biological conservation in Namibia. The results of this study also support the findings of other studies, such as the research by Evelina, Samuel, and Lukas Homateni (2020), which examines the economic impact of the tourism industry in Namibia. This research shows that the tourism sector has a positive impact on the economy and infrastructure. In contrast, research conducted by Kea-Kaereho and Tjizu (2019) stated that not only positive impacts were obtained from the tourism industry in Namibia, but also negative impacts, such as environmental damage and social impacts on local communities.

There were several limitations to this research. First, this research has not accommodated the ideology of the actor who initiated the website. Second, this research also has not accommodated website visitor responses to determine the effectiveness of the information constructed by the website. Third, the impact of the website on travelers has not been seen, do they come because Namibia is a tourist wishlist, or do they come because of the desire and temptation that arises after seeing the website. Further studies are needed to examine initiation, response readers, and travelers from the website visitnamibia.com.na to provide more accurate data.

8. Conclusion

The media does not just convey information but at the same time constructs reality. The reality in this case is tourism in Namibia. Through the synthesis of the tagline "Liberating, Soulful, Rugged, Natural", diction, and pictures on the visitnamibia.com.na website, Namibia is present as a tourist destination that focuses on wilderness tourism. On a wider scale, especially those related to the post-pandemic era, this can be read as an offer of escapism for global travelers. The four taglines demonstrate that Namibia's social situation is ideal for escapism travelers and tourists seeking a unique and unusual experience. The tagline that represents Namibia's image and identity to tourists. Although it is unavoidable that the identity and image of Africa through Liberating, Soul, Rugged, and Natural is to change the stigma that has always been associated with the continent. Social issues, riots, crime, and even women's issues are still frequently mentioned.

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