The repercussions of Brexit on tourism as conveyed by the press.

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ABSTRACT

On 23rd June 2016 the British voted on the permanence or withdrawal of the United Kingdom from the European Union. As soon as the referendum was announced, the world press immediately reported on the possible negative effects that a favourable outcome for *Brexit* would have on the political, social and economic situation both in the UK and in the EU. The aim of this work is to analyse the impact of *Brexit* on tourism as conveyed by the press. In order to assess whether the main negative consequences predicted for the sector have been fulfilled, the situation before and after the referendum in the UK and the EU has been compared. In addition, a linguistic corpus has been elaborated ad hoc, with the aim to carry out a language analysis of the online press articles used in this study, and determine the most relevant lexical items related to the departure of the UK from the EU and the tourism sector.

Keywords: *Brexit*, Tourism, United Kingdom, Europe, Corpus.

RESUMEN

El 23 de junio de 2016, los británicos votaron sobre la permanencia o la salida del Reino Unido de la Unión Europea. Tan pronto como se anunció el referéndum, la prensa mundial informó inmediatamente sobre los posibles efectos negativos que un resultado favorable para el *Brexit* tendría sobre la situación política, social y económica tanto en el Reino Unido como en la Unión Europea. El objetivo de este trabajo es analizar el impacto del *Brexit* en el turismo expresado por la prensa. Para comprobar si se han cumplido las principales consecuencias negativas pronosticadas para el sector, se compara la situación antes y después del referéndum en el Reino Unido y la Unión Europea. Además, se ha elaborado un corpus lingüístico ad hoc con el objetivo de analizar los artículos de prensa online a nivel internacional que se han utilizado para el estudio, y determinar los elementos léxicos más relevantes relacionados con la salida del Reino Unido de la Unión Europea y el sector turístico.

Palabras clave: *Brexit,* Turismo, Reino Unido, Europa, Corpus.

CONTENTS.

1. INTRODUCTION.

On June 23 2016, a decisive referendum for Europe was held. The Britons voted on the permanence or exit from the European Union of the UK – leading to a favourable result for Brexit. As soon as the referendum was announced, the world press immediately reported on the news and the possible negative effects that a favourable outcome for the Brexit would have on the political, social and economic situation in both the UK and the EU.

On a social level, after the result in favour of the Brexit was known, there were a growing number of demonstrations against the result of the referendum. They represent the different social sectors that showed their fear of losing the rights and advantages gained from being members of the EU.

The aim of this work is to analyse the impact of Brexit on tourism and to carry out a linguistic analysis of online journalistic texts dealing with Brexit and tourism. This objective arises from the motivation to explain whether the pessimistic outlook that was expected for the sector after the June 2016 referendum was called has been met. The focus of the analysis is placed on tourism in the UK and the European Union.

The first part of this study aims to illustrate how the UK's relationship with the EU through history has never been easy, as reflected in the many attempts of the UK at exiting the EU. All of them culminated in the referendum of June 2016, obtaining a favourable result for Brexit. After introducing the historical background, the first part focuses on the analysis of the impact of Brexit on tourism by comparing the situation before and after the referendum in the UK and the EU, and considering such circumstances locally in the city of Cartagena.

In spite of the fact that the published literature available on this topic seems to be slightly limited due to the novelty of the event, a literature review is used as a method of analysis. The sources of reference examined range from online press articles to surveys, statistical reports and, particularly, the briefing papers on the subject published by the House of Commons Library referring to the years 2016, 2017, 2018. A close reading of the literature reveals the development of the process and its possible impact in the series of agreements, between the UK and the EU, directly affecting the sector such as: airspace, visas, borders and the devaluation of the Sterling pound.

The second part of the study moves to a language analysis of the event. A linguistic corpus of online press news is designed and compiled to enable the assessment of the situation as conveyed by the press. The corpus created ad hoc is named News Corpus, which is analysed though Wordsmith software (Scott, 1996) with the usual tools applied in Corpus Linguistics, namely frequency and keyness indexes, and words in context on concordance lines. The retrieval and assessment of data will disclose the most outstanding lexical items contained in the pieces of news, regarding the exit of the UK and the tourist sector.

Finally, the last section brings the conclusions drawn from this study. Due to the topicality of the subject, it is possible that some of the issues herein addressed may become obsolete as they are subjected to changing.

2. BREXIT'S HISTORICAL BACKGROUND.

The term *Brexit* is an English word formed by the union of *Britain* and *Exit*. It refers to the movement by which the United Kingdom will have to leave the European Union. The Oxford English Dictionary (2016) defines Brexit as “the (proposed) withdrawal of the United Kingdom from the European Union, and the political process associated with it”.

The United Kingdom became a member of the European Communities on 1 January 1973. Since then, the idea of leaving the EU has not been a recent addition to the UK's political discourse. On 5 June 1975, British citizens were asked to decide in a national referendum whether they wished to stay, and the results were positive in order to remain in the then European Economic Community.

For much of the 1970s and 1980s, the Labour Party was the most clearly divided on the issue of European integration. But it is within the Conservative Party that the idea of leaving the EU has become more firmly entrenched since the late 1980s. Since the 1990s, the main supporters of the withdrawal have been the newly founded UK Independence Party (UKIP) and a growing number of members of the conservative Euro-Sceptic party (Kenealy, 2016).

British Prime Minister David Cameron announced in early 2013 that a referendum would be held if he won the 2015 general election, in response to the pressure from his party parliamentarians and UKIP members. On 23 June 2016, the UK electorate takes part in a referendum to stay or leave the European Union. The 72.2% of the electorate votes to leave, giving therefore the victory to those in favour of Brexit (Kenealy, 2016). Figure 1 shows in red the votes in favour of leaving and in blue remaining. It is very significant that the 10 cities that attract the most tourists (London, Edinburgh, Manchester, Birmingham, Glasgow, Liverpool, Oxford, Bristol, Brighton and Cambridge) voted in favour of remaining, whereas the rural areas, which are also direct beneficiaries of tourism, voted in greater proportion to leave.

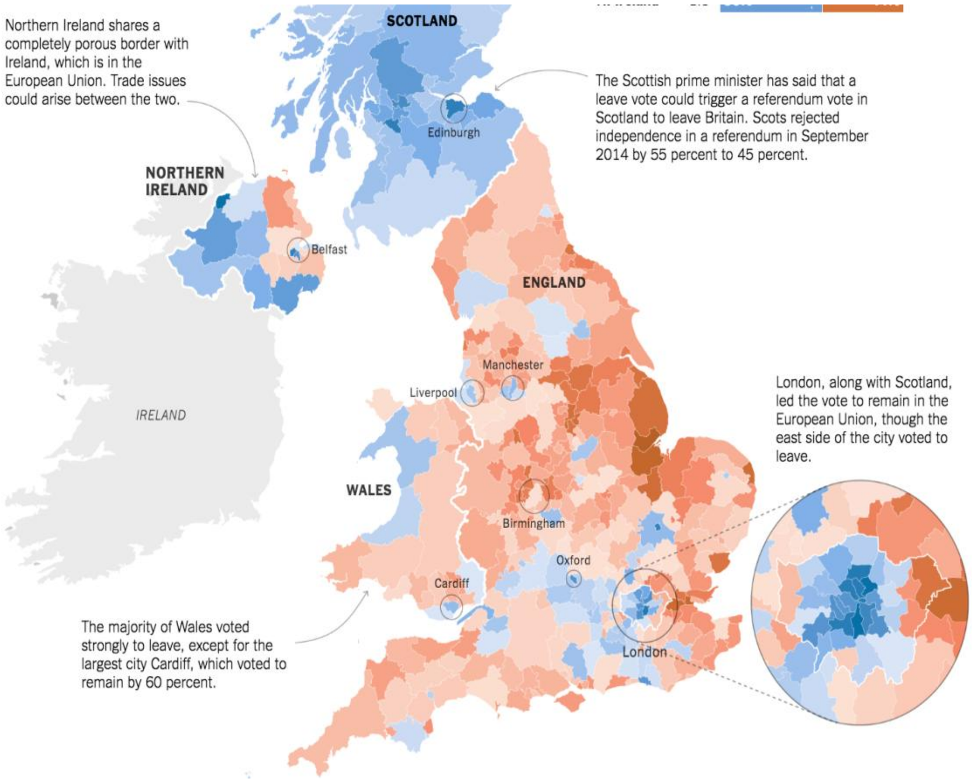

Figure1. Distribution of the vote.

(Source: BBC, British Office of National Statistics and the New York Times)

On 29 March 2017, the Government of the United Kingdom invoked article 50 of the Treaty on European Union, which provides for a mechanism for the voluntary and unilateral withdrawal of a country from the European Union. The United Kingdom should definitely leave on 30 March 2019. However, the EU has offered to continue its membership after the Brexit until the end of 2020.

3. THE IMPACT OF BREXIT ON TOURISM: ECONOMIC CONSEQUENCES.

This section of the study is intended to provide an overview of the impact that the Brexit may have on EU-UK relations and agreements, as well as the main risks to the tourism sector. It also compares the development of tourism in both the UK and the EU prior to the Brexit referendum and its impact on the rights and benefits of EU membership with regard to the EU principle of free movement which guarantees people's rights to live, travel and work in other EU Member States; health cards; consumer rights; transport; problems with the border in Ireland; and its relationship with Spain. Finally, the emerging trends for the development of tourism after Brexit will be discussed, in addition to the measures taken by the British government to deal with a negative situation in the sector.

Some studies have been conducted on the possible consequences of Brexit in relation to tourism. Among them, according to MacDonald (2017), the impact of Brexit has left the UK at risk in this defined area of activity. There is a great deal of common ground and collaboration between UK and European partners in the main area of international cultural relations (culture and creative industries). This collaboration is supported by a variety of policies and instruments, some of which are dependent on EU funds and therefore, at risk from Brexit. For international relations, the extent to which the rest of the EU and other countries will maintain current policies and programs in support of international cultural relations with the UK is still unknown.

Even though the United Kingdom’s approach to the Brexit negotiations remains unclear, there are indications that it is seeking favourable arrangements for specific sectors, such as the tourism industry, which is considered valuable to the UK economy and reputation. The impact on European culture and external relations policy is likely to happen through the UK´s withdrawal from EU membership. Consequently, it is also a possibility for the UK to become a competitor in the EU’s international cultural relations. The main risks that the UK is predicted to face are the following (MacDonald, 2017:9):

1. *A reduction in free air travel and for cultural and creative industries.*

2. *The adverse impact on the tourism sector which is significantly dependent on EU funds.*

3. *The reputation and competitiveness of the tourism sector is a major driver of the UK's global appeal, if the Brexit has an adverse impact on the sector and its reputation, it would reduce the economic benefits to the industry. The Brexit phenomenon may give a message that the UK is becoming less welcoming to visitors.*

3.1 Tourism before Brexit in Great Britain and the European Union.

The year before the Brexit referendum, the United Kingdom reached its historical peak with a total of 36.1 million visits, out of which 73% were from Europe, 11% from North America and 16% from other countries (The International Passenger Survey, 2015). Figure 2 shows that between 1980 and 2015 there was an increase in foreign tourism, due to prosperity and lower travel costs, although during the financial crisis in 2008/09, there was a decrease in the entry and exit of tourists. Since then, the number of incoming visitors was steadily increasing until 2015. The main inbound markets for the UK by volume are: the United States, France, Germany, Australia, Spain, the Republic of Ireland, Italy, the Netherlands, China and Saudi Arabia (Figure 3). Moreover, the appeal of the Olympic Games in 2012 made European visitors outnumbered the rest.

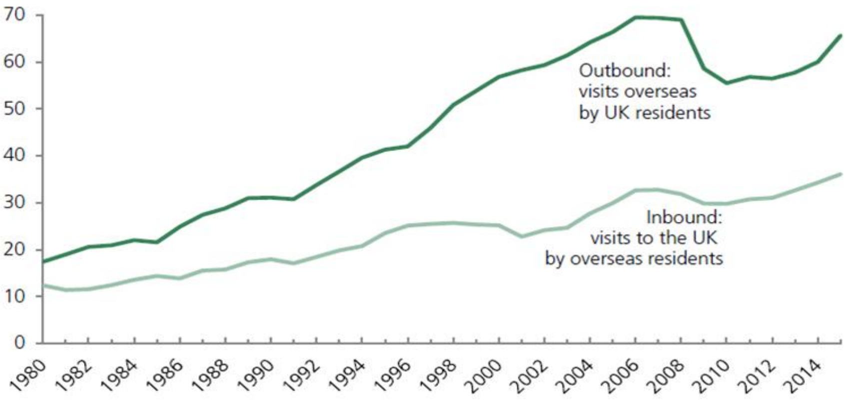

Figure 2. Visits to and from the UK.
(Source: The International Passenger Survey, 2015).

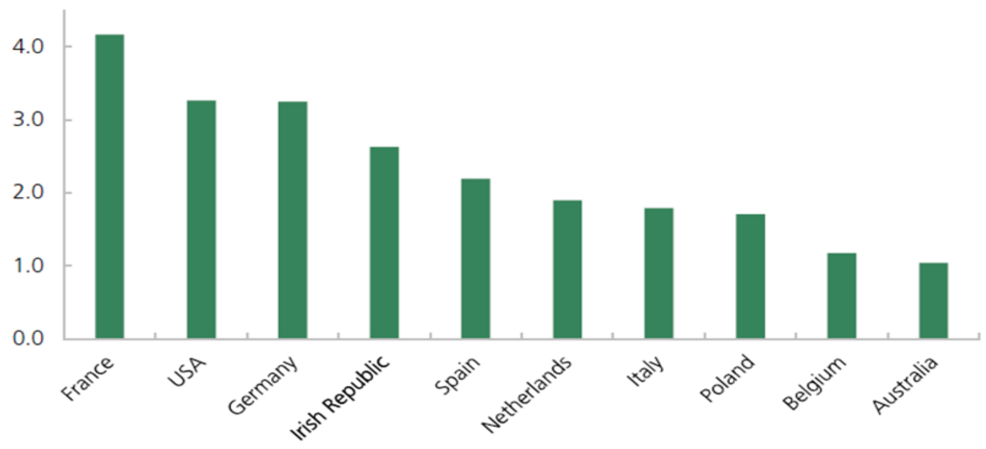

Figure 3. Visits to the UK by Country of Origin.
(Source: The International Passenger Survey, 2015).

Tourism in the European Union plays a key role because of its economic and job-creating potential. In recent years, tourism has followed an upward trend until 2008 and 2009, when there was a temporary decrease as a result of the economic and financial crisis. In 2010, a recovery begins with a growth rate of 4.7%, although there is a constant fluctuation of ups and downs, with a significant decrease in 2014 and a significant growth in 2015 that doubles the values of 2014 (The International Passenger Survey, 2015).

In 2015, Spain was the most common tourist destination in the EU with 21.3% out of the whole EU. The four preferred destinations for tourists were: Spain, Italy, France and the UK, which together accounted for 56.2% of the total (Figure 4).

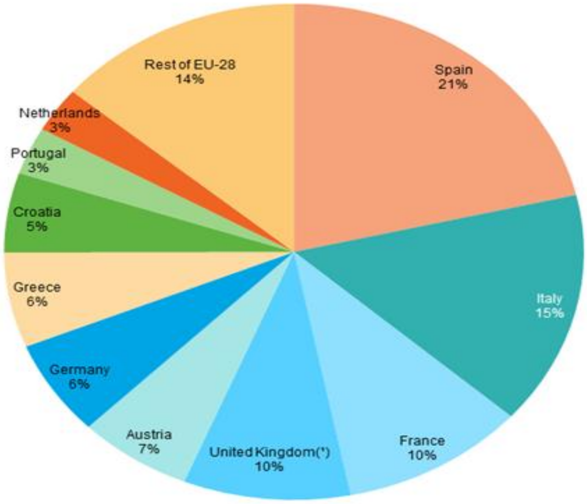

Figure 4. Spain was the most common tourist destination in the EU
(Source: statista.com)

3.2 The impact of the referendum on tourism.

Following the holding of the referendum, there is a sense of uncertainty in all areas of social, political and economic spheres. The exit of the UK means that the economies of the other countries will be affected not only by the existing trade agreements between them but also by the fact that the UK is the second country with an annual economic contribution of 14% to the EU.

As far as tourism is concerned, there seems to be a sense of pessimism as the results for the sector are expected to be negative. This is due to the fact that the different agreements between the UK and the EU would be annulled or, depending on the negotiations, would undergo important modifications.

Faced with this situation, the rights and benefits of European membership are in the spotlight, namely the EU principle of freedom of movement which guarantees people's rights to live, travel and work in other EU Member States; the European health insurance card; the consumer law; the means of transport; the problems with the border in Ireland; and its relationship to Spain.

Firstly, the EU principle of freedom of movement would be affected. Although the UK did not join the Schengen area (1985 Schengen Agreement, signed by the 26

European states, abolishes passports at their common borders, meaning free movement without identification), nor did it agree to share common rules and procedures on visas, the UK enjoys its own visa policy. Foreign nationals from a member country of EU as well as of the Commonwealth of Nations can enter to the UK only by the presentation of a valid passport or ID card. On the one hand, for the industry, this would involve the creation of visas for visitors from the EU on holiday, business trips or visits to family and friends. On the other hand, the identification procedure would cause delays at the borders and add costs and bureaucracy. In addition, the modification of the current benefit would have a major impact on employment and especially on the tourism sector, as most of the workforce comes from non-British workers.

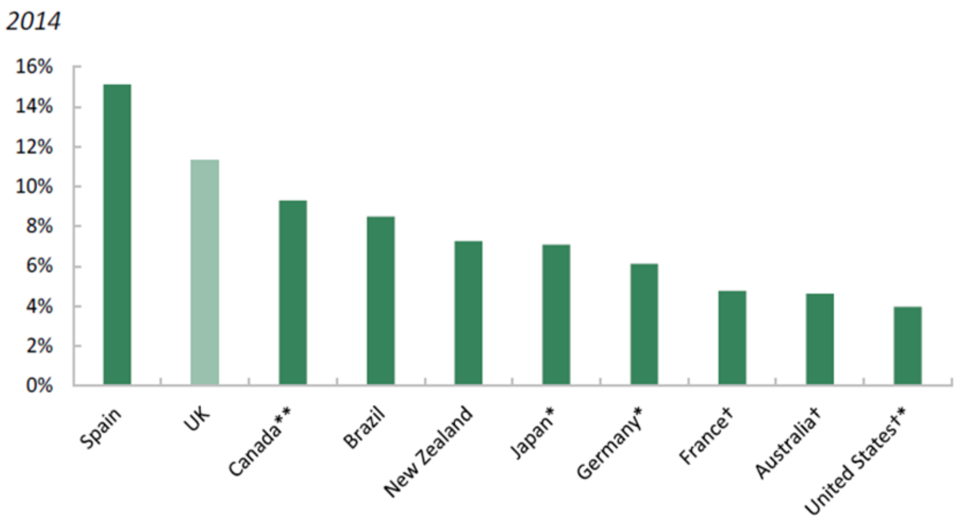

Figure 5. Employment in tourism in selected countries.
(Source: ONS, the International Passenger Survey, 2016)

The UK is the second country after Spain in which tourism offers more jobs (Figure 5). The largest contributor to this ranking is the number of main and second jobs in food and beverage serving activities, which increased by approximately 170,000 jobs in 2014 (Figure 6). In general, there was an increase of approximately 312,000 main and second jobs in tourism between 2009 and 2014. Employment in the tourism industry grew by 11.72 % over this period whereas the non-tourism industry employment experienced a growth of 5.11%.

UK

Industry Group:	Employment thousands					
	2009	2010	2011	2012	2013	2014
Accommodation for visitors	336	340	347	352	360	388
Food and beverage serving activities	1,138	1,167	1,179	1,204	1,238	1,308
Passenger transport, vehicle hire, travel agencies etc.	497	518	501	507	500	503
Cultural, sports, recreational & conference etc. activities	692	703	695	690	709	775
Subtotal: Tourism industries	2,663	2,729	2,722	2,754	2,805	2,975
Subtotal: Non-tourism industries	27,078	27,035	27,213	27,396	27,838	28,461
Total: all industries	29,741	29,764	29,935	30,150	30,643	31,436

Figure 6. UK employment in the tourism industry.
(Source: ONS, the International Passenger Survey, 2016)

The tourism sector in the UK is highly dependent on EU citizens who bring language and service skills to the industry. The 50% of visitors from the top 10 countries of entry to the UK are not native English speakers; these skills are currently provided by workers from other countries including the EU. Attempting to recruit nationals would be difficult, especially given the current low levels of unemployment and the high level of skills shortages in the sector. According to the International Passenger Survey (2016), 62% of the people in Britain cannot speak any other language apart from English, the 38 % of Britons speak at least one foreign language, 18% speak two and only 6% of the population speaks three or more. The EU average showed that 56% speak at least one foreign language, 28% speak at least two and 11% speak three or more. The survey confirmed that English was the most widely-spoken foreign language: 51% of EU citizens can have a conversation in English.

The latest news indicates that the UK is becoming undercapitalised from a skilled labour force due to Brexit; there are reports (García-Juez, 2018) of a loss of up to 100,000 skilled workers per year, something that is accelerating as the exit date approaches. Concentrated so far on sectors such as hospitality and food manufacturing, which are highly dependent on EU workers, recent data show that the number of EU citizens working in the UK fell in the first quarter of 2018 for the first time since 2010. Despite this fact, salaries are being raised by around 3% to prevent such leakage.

Moreover, the highest increases are intended for the retention of skilled personnel, reflecting concerns about the availability of migrant workers.

The measures taken aim to ensure that the approximately 900,000 EU citizens currently working in the tourism and hospitality sectors retain their rights, in an attempt to face the uncertainty caused by the departure of the UK from the EU. Employees of European nationality are recruited at all levels of the tourism industry: from low-skilled entry-level roles, to housekeeping and administration. In many cases their language skills are essential for an industry whose priority is to welcome incoming visitors.

If a shortage of staff were to occur, it would mean a great cost to enterprises, as they would compete for fewer skilled workers and have to spend more on recruitment in addition to the loss of investment in skilled workers who have left. This would lead to an increase in the price to consumers and make the UK tourism industry less competitive on the international market.

Another benefit that would be affected by Brexit refers to the European Health Insurance Card, which guarantees all residents of the European Union access by the cardholder to local health services on the same terms as the usual residents of that country. In the case of Brexit, the applicability would be subject to negotiation, but limiting travellers' health care could have cost implications for travel insurance premiums.

As far as Consumer Law is concerned, after Brexit, it is likely that the EU-origin regulations that benefited and protected travelling consumers would need to be replaced with parallel regulations originating in the UK, to ensure that consumer confidence is maintained. All these advantages, from which both British citizens and members of the European Union benefited, would become obsolete.

Additionally, means of transport would be significantly affected, in particular air transport. The EU has regulated transport systems through the Single European Sky, which is a set of four regulations designed to ensure the smooth operation of flights, increase efficiency and reduce delays within European airspace. The EU aviation industry is one of the most liberated industries in the world. However, in case of Brexit, the UK would need to negotiate with the EU on whether the current arrangements could continue, or new agreements would be needed to replace these rules. The UK could also apply VAT to any travel service outside the UK on international flights.

Finally, within the European Union, one of the most affected countries is Ireland. The tourism sector employs a significant number of workers who may have their jobs affected and slow down economic growth. Another related consequence is the control of the free movement of people. Currently, Irish tourism is based mainly on visitors from Great Britain and the possibility for them to move around the island. With Brexit, the main concern is the creation of a border crossing point, which would have a number of drawbacks such as disruption of travel time and visits by tourists to Northern Ireland and the Republic of Ireland.

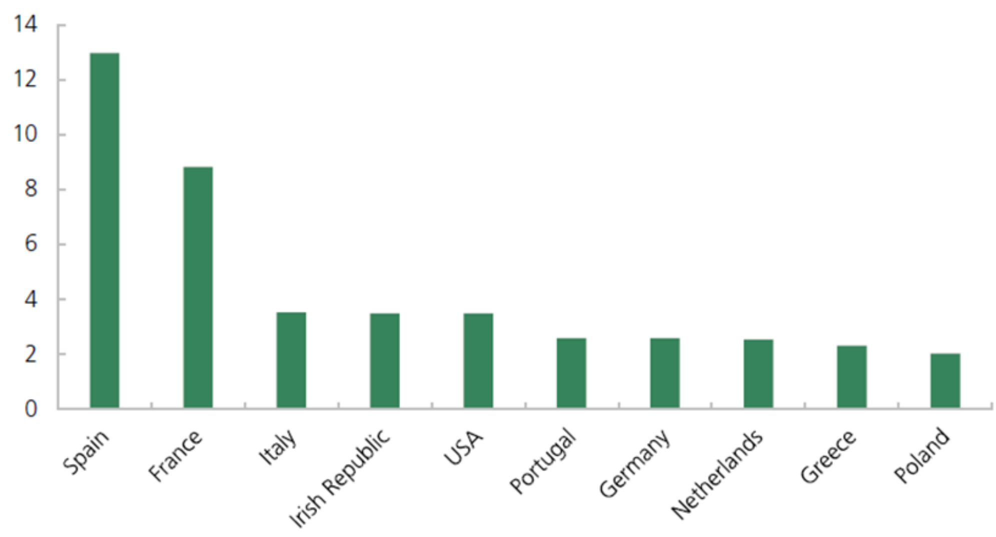

Figure 7. Visits from the UK by destination.
(Source: ONS, the International Passenger Survey, 2016)

Due to the capital invested in UK companies and the volume of capital invested in exports, Spain will be the eighth most affected economy (Hosteltur, 2018). Without an appropriate agreement, certain sectors of industry would be affected, including the tourism sector, since the largest number of tourists who visit our country each year is British (Figure 7). These along with the 300,000 who reside permanently in Spain represent a significant income in our economy. The areas of Spain that most depend on British tourism are the Canary Islands (43%), Valencia (36.3%), Balearic Islands (31%), Andalusia (28%) and Catalonia (13.6%).

The consequences of Brexit (Gastesi, 2016) would lead into difficulties in aerial connections and access (passport and visa control); a change in the rights of British residents or homeowners mainly in the collection of pensions, public health and utilities; and the depreciation of the pound. All these circumstances could mean that Spain is no longer such an attractive country and consequently, they would decide to abandon it.

3.3 Post-Brexit Referendum tourism.

In Great Britain, after the referendum of June 2016 and against all odds, the Brexit has boosted tourism by increasing the number of foreign visitors (from 36 million in 2015 to 38.1 million in 2017). The main reason for this growth is the devaluation of the British pound which makes travel to Great Britain more accessible to foreign visitors. Flights from US to the UK have increased by 38%, flights from Asian territories by 20%, 61% from China, 49% from Canada, and 31% from Europe. By contrast, for UK residents, travelling abroad is more expensive, so that British citizens decide to spend their holidays in the country, which results in an increase in national tourism (36.7 million in 2017) (Reckless Agency, 2017).

Despite the increase in foreign tourists to the UK, the British government is aware of the importance of tourism for its economy (tourism is its seventh largest source of income) and of the subsequent risks to the sector (higher prices for food, restaurants, hotels, fuel, etc., and the invalidation of the EU health insurance card) (Reckless Agency, 2017). If the negotiations and agreements reached with the EU are not favourable, the UK might become an unattractive destination for tourists.

Confronting this negative situation, the government intended to support the tourism sector by drawing up a Tourism Action Plan focused on the following five actions (Rhodes, 2016:3):

> 1. *Change the "tourism landscape" in England*
> 2. *Support the development of skills and businesses in tourism*
> 3. *Reduce regulation which might hamper the growth of tourism businesses*
> 4. *Support the growth of transport networks and hubs that enable tourism across the UK*

> *5. Improve border services so that arrivals are better managed, whilst retailing a "robust migration system".*

The first action requires further explanation. It consists in changing the tourist landscape in England by promoting the hundred-year-old monuments and their traditions, and offering new tourist routes along the British coast in addition to the already classic visits to London. With this aim, the government has taken some key measures to strengthen coordination and collaboration across the tourism landscape (Rhodes, 2016).

An essential measurement is to improve and change the actual arrangements governing VisitBritain and VisitEngland. These are two public organisations belonging to the Department for Culture, Media and Sport (DCMS), the British Ministry of Culture, Media and Sport. VisitEngland is responsible for developing tourism in England whereas VisitBritain is responsible for promoting Great Britain as a tourist destination for foreign markets –both are part of the British Tourist Authority, which was established by the Tourism Development Act 1969. Secondly, an Interministerial Group on Tourism is to be established to hold meetings between ministers involved in tourism policy and an Events Industry Board, in order to bring together government and industry leaders to improve the planning and delivery of major events in the UK. Finally, the creation of a Discover England fund to encourage collaboration between host organisations in England will support the development of skills and business in tourism.

In addition to these measures, it would be advisable for the UK government to look for alternatives outside the EU. Among the actions, the most interesting one would be the opening up of new markets, mainly China and Saudi Arabia, as they are emergent markets and therefore, potential new tourists.

Particularly Chinese tourists have increased post-Brexit but the UK tourism industry must address a number of fundamental barriers to strengthen this market: culture, language and especially the promotion of England products, due to the fact that Twitter and Facebook social networks are banned in China and the Google search engine is not widely used.

As far the European Union is concerned, tourism has also continued to increase. The clearest example is Spain which is still a favourite destination for tourists, despite the referendum and the damaging conditions for British tourists after the Brexit. Figure 8 illustrates the fundamental market of British tourists arriving in Spain from 2007 (16.3 millions) to 2017 (18.78 millions). It reflects the growth of British tourism in Spain from 2011 to 2017, with the opposite effect to what was expected. The reasons for which the Britons continue to choose Spain for their holidays are because they are mainly looking for sun and beach tourism, as well as for its competitive prices, safety and geographical location (Statista, 2017).

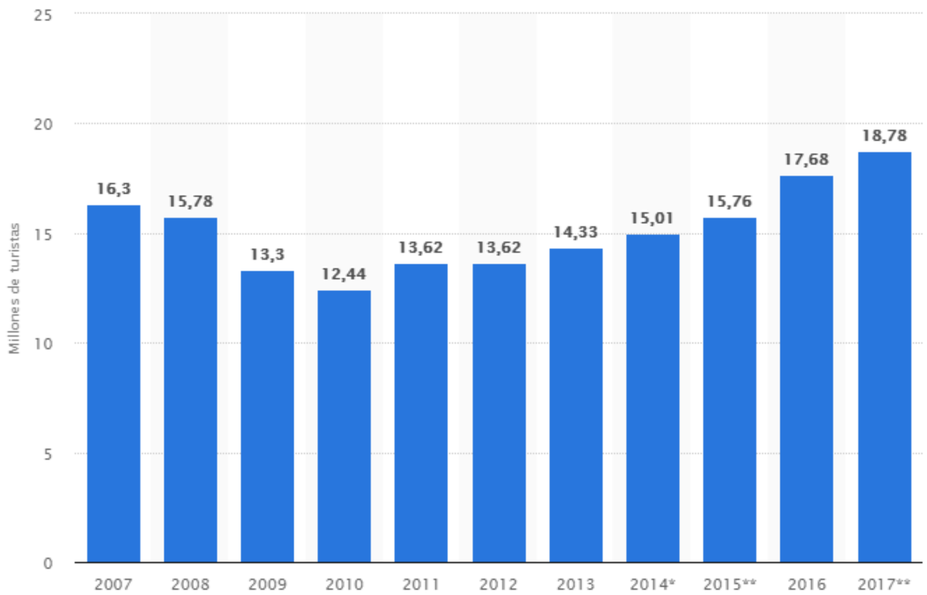

Figure 8. British tourists in Spain.
(Source: statista.com)

Following recent negotiations, Brussels and London have reached an agreement that provides for a 21-month transition period after the UK leaves the EU in a year's time. During this time the UK will maintain access to the single market and the customs union, but will not participate in EU decision-making, as it will no longer be a member state (Hosteltur, 2018). This is in accordance with Michel Barnier (2017), chief negotiator of the European Commission's relations with the United Kingdom, who states: *"We agree that the British and European citizens of the 27 who arrive during the* *transition period should benefit from the same rights and guarantees as those who arrived before the Brexit"*.

3.4 Tourism in Cartagena during the Brexit years.

Certainly, Spain is meant as a favourite destination for British tourists, as before mentioned and shown in previous references. Particularly in the region of Murcia, almost a half of the total foreign tourists are British. Next, a brief overview of the evolution of British tourism in the Region of Murcia is provided, to focus more specifically on the situation of Cartagena before and after the Brexit movement. Likewise, the measures adopted to promote tourism in the Region so as not to depend on the British market are brought into noticed.

Tourism is one of the most important sectors in the economy of the Region of Murcia. Considering that the 50% of inbound tourists are British, the forecasts for the region were quite pessimistic about the possibility of the Brexit. The devaluation of the pound was expected to reduce the influx of British tourists and the purchasing power of residents in the region.

Faced with this situation, and according to the tourist balance sheet of the region of Murcia 2017, the Ministry of Tourism prepared a Strategic Tourism Plan (2015-2019). This Plan is the result of the consensus reached among administrations, businesspeolpe and public bodies to evaluate the Region's capacity for growth and to determine the advantages and strengths of its offer and products. This Plan is developed by the Institute of Tourism of the Region of Murcia (ITREM) focusing its objectives on several targets: gastronomy and wine tourism (Plan de Turismo Enogastronomía), sport tourism (Plan de Fomento del Turismo Deportivo), cultural tourism (Region of Murcia Sacra and Plan Ave), active and nature tourism (Eurovelo Project), deseasonalization and opening to new markets.

All these policies are helping to moderate the traditional regional dependence on British tourism, since the market share of British tourism, which in 2015 represented 50%, fell by more than six points to 43.3% in 2017. After the United Kingdom, France is the second largest issuing market with 15.1%, the Nordic countries with 9.3%, Ireland with 6.1%, Germany with 6%, Belgium with 4.8%, the Netherlands with 3.3% and Italy with 1.8% (Murcia Turística, 2017).

As in the rest of the Region, the tourism sector is very important in the economy of Cartagena, and the British market is essential. Figure 9 shows that both in 2016 and 2017 foreign tourists are the ones who visit the city the most, followed by nationals and finally regionals. In 2017 a significant decrease in regional visitors (8 points) is observed, while foreign tourism experienced a fairly significant increase (10 points).

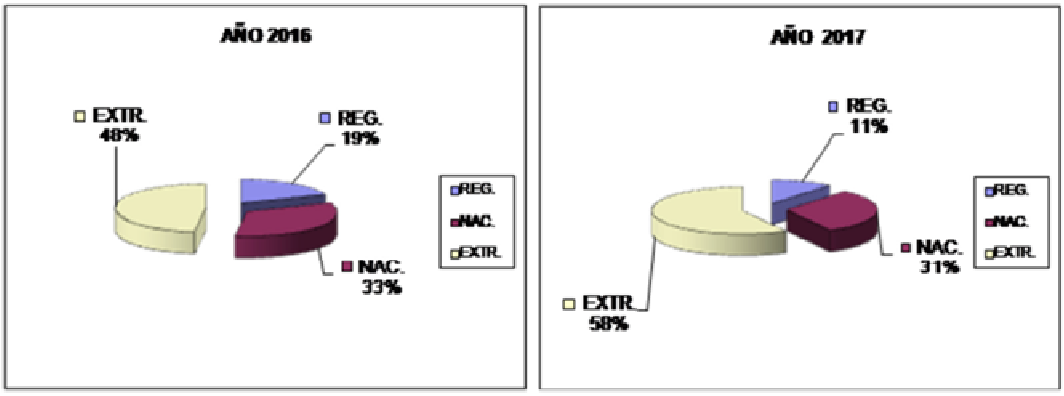

Figure 9. Place of origin of visitors.
(Source: Cartagena port of cultures, 2017)

Foreign tourists visiting Cartagena mainly come from Germany, France, Russia, USA, the United Kingdom, the Nordic countries, Austria, Italy, South America and the Netherlands. According to the data displayed in Figure 10, British tourists occupy the first place in both years; moreover, there was an increase of five points in 2017 despite the Brexit announcement. The second place in the ranking goes to the French, followed by the Americans, in spite of falling four points in 2017. In turn, the Germans undergo a fairly significant increase of five points with respect to the previous year.

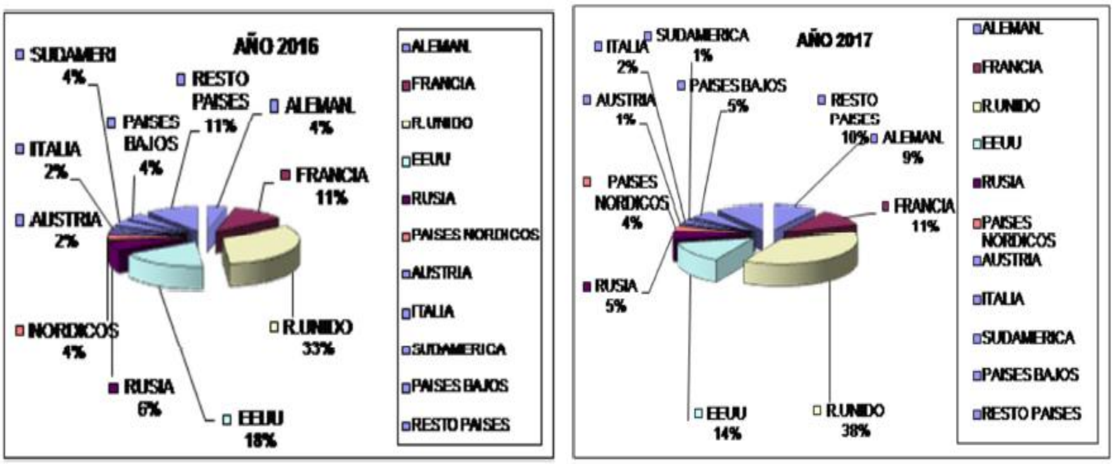

Figure 10. Place of origin of foreign visitors.
(Source: Cartagena port of cultures, 2017)

It is also remarkable the behaviour of the visitors traveling in groups during 2016 and 2017 (Figure 11). The elderly (national tourists) and travel through agencies are the sectors that have registered a significant decrease. Conversely, schoolchildren, associations and, above all, cruise ships have increased. Cruise ship visitors coming from the United States, United Kingdom, Germany, Italy and France add up a meaningful figure of 6.5 points to the previous year.

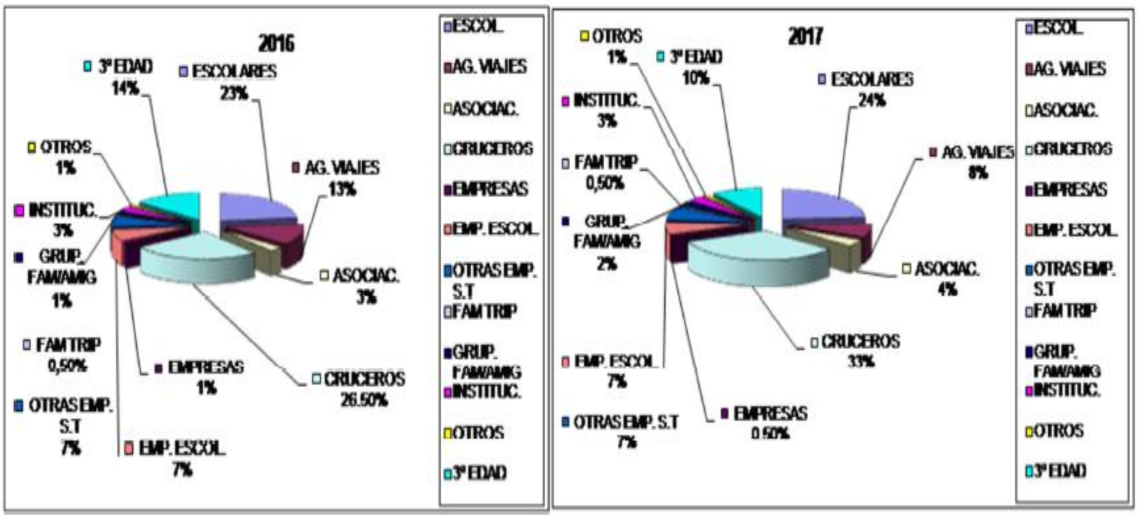

Figure 11. Type of Visitors by group.
(Source: Cartagena port of cultures, 2017)

All in all, in order to mitigate the possible economic consequences of Brexit, Cartagena has boosted its tourist resources although there is not a specific plan. According to the Cartagena Port of Cultures annual report (2017), the city is promoting three main assets: its nautical offer, golf tourism and cultural tourism. The nautical offer suggests visits to la Manga del Mar Menor and Cabo de Palos, including diving activities, water sports and tasting local cuisine; golf tourism is promoted internationally; and the archaeological and historical resources have been used to develop cultural tourism with activities scheduled throughout the year. All the activities are aimed at different types of public, with programs consisting of exhibitions, workshops, dramatized visits (where history is learned through performances), night-time activities, guided tours, family activities and workshops. Additionally, an extensive programme of workshops and activities has been created for schoolchildren in the different training cycles, coinciding with the materials they deal with in the school curriculum.

Other measures taken to improve the service and attention to tourists are the implementation of audio guides in 2017, especially for foreign tourists, and the creation of a new website that offers tourist information, which has been expanded to four languages: Spanish, English, French and German. On the website, tourists can organize their visits and schedule the activities they wish to attend just by entering the desired dates. There are also new applications for requesting information, booking and purchasing tickets online.

4. DEFINITION, DESIGN AND COMPILATION OF THE NEWS CORPUS.

From the moment the referendum was convoked for the removal of the UK from the EU and given the importance of the event in the political, economic and social spheres, it had an international media repercussion. The entire world's press echoed the news and words like *Brexit*, *devaluation*, *impact*, *exit*, etc., were continuously noticed in the press. Therefore, a specific linguistic corpus was designed and compiled with the aim to gather language samples and analyse them.

In general terms, a linguistic corpus can be described as a collection of texts, selected under specific criteria in order to characterize the variety of a language used for linguistic research. In the present study, the main objective of the corpus-based analysis is to discover the most prominent lexical elements contained in the newspaper articles, focusing on the terms that may be considered to be related, to some extent, to the exit of the UK from the EU (Brexit) and the tourism sector. In addition, the study is also interested in retrieving comments that evidence the potential negative forecast of Brexit on tourism. Therefore, collecting news would be useful to ascertain how tourism is affected by the situation.

Corpus linguistics is the discipline that establishes a methodological approach to study languages through linguistic corpora. According to the literature of such discipline, a linguistic corpus is *"a collection of texts, of the written or spoken word, which is stored and processed in the computer for linguistic research purposes"* (Sinclair, 1987). Within the scope of English for Specific Purposes, Gavioli (2001) refers to a corpus as the compilation of texts with similar content or type of genre, representing a complete language or variety. Certainly, a widespread definition and mostly accepted is developed as *"a collection of pieces of language text in electronic form, selected according to external criteria to represent, as far as possible a language or language variety as a source of data for linguistic research"* (Sinclair, 2004).

Corpus-based analyses start from the selection of the operating corpus or the design and compilation of a corpus ad hoc for the research purpose. Considering the previous definitions, a news corpus was designed according to the following criteria for the systematization of the samples:

1. Topic: The texts focus on the specific area of Brexit and the tourism sector.
2. Mode: All texts belong to the written language.
3. Chronology: A static collection of texts, aiming at representing the language within a particular period of time.
4. Type of text or genre: news from electronic newspapers.
5. Variety: News from different journals and written by different authors.
6. Origin: News from British and non-British newspapers.
7. Size: As many samples as possible.

Consequently, the News Corpus complies with the established requirements and is defined in the following terms. The corpus is a contemporary collection of online newspaper written news produced during 2016, 2017 and 2018: the interval ranging from the convocation of the referendum to the post-election transition. The pieces of news deal with the specific subject of Brexit and the tourism sector, all of them addressed to the general readership.

The question of size is controversial in studies based on linguistic corpus because it is postulated that a corpus must contain a large number of words to justify the representativeness of the results which are extracted from it (López, 2000). With regard to a specific corpus, according to Pearson (1998), a million words is the size usually recommended and she adds that *"it is advisable to collect samples that should have been submitted within the last 10 years before the date of compilation"* (Pearson, 1998). Considering this, the final number of texts that make up the corpus and the total of words gathered are justified by the accessibility and availability of the samples in such restricted area. On the one hand, the phenomenon subjected to study is a recent fact and has not finished yet. On the other hand, it is worth mentioning that the different web platforms available do not provide open access. Firstly, in the UK, *The Guardian* has remained one of the few major British newspapers that do not have a payment system, unlike *The Times*. In contrast *The Irish Times*, for example, has a limit of ten articles per month for non-paying users, which means limited access. In addition, non-European newspapers report in their own language and provide with limited sections in English if any. All in all, the corpus covers three geographical sectors (figure 12): English from the United Kingdom; non-European English from EEUU, Australia, Canada, China, Mexico, New Zealand and South Africa; and European English from Cyprus, Germany, French, Spain, Iceland, Ireland, Russia and Belgium.

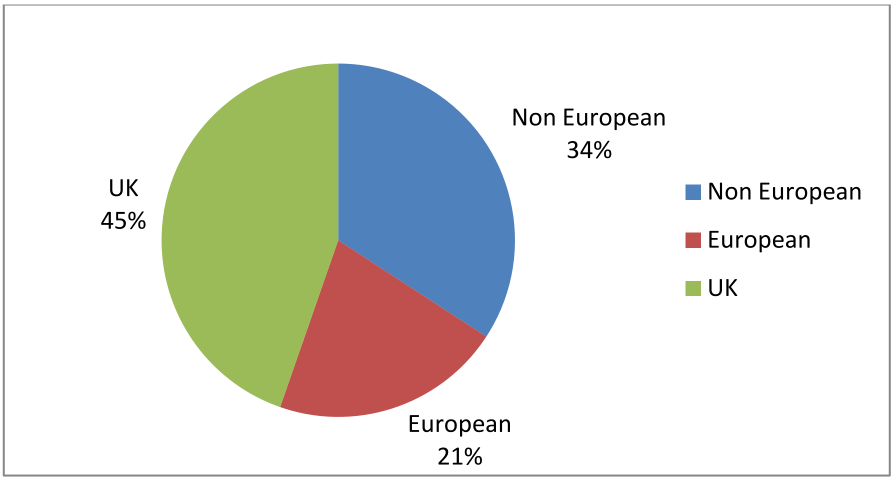

Figure 12. Corpus distribution according to geographical varieties.

The final outcome is a corpus of 201,108 words. The number may seem small but the reasons are that the material available is reduced and the corpus is highly specialized, since its main focus is the tourism sector and the Brexit movement, which is yet to be finalized on March 30, 2019.

5. CORPUS ANALYSIS

Among the most commonly used programs for extracting corpora data, Wordsmith Tools software (Scott, 1996) has been selected to analyse the News Corpus. Wordsmith is an integrated set of programs for observing how words behave in texts. Figure 13 illustrates the three main tools for analysing the corpus: Concord, KeyWords and WordList.

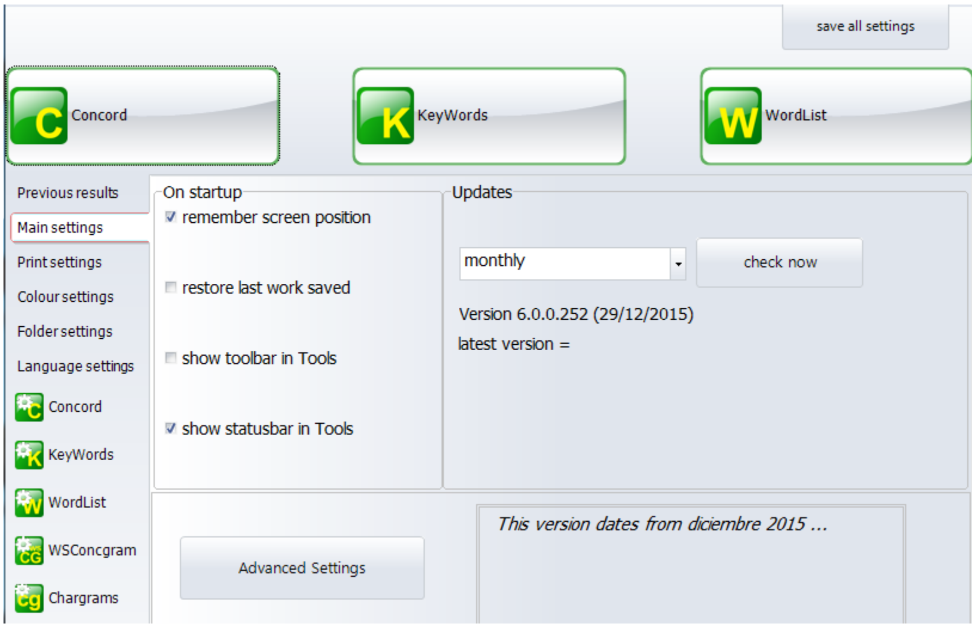

Figure 13. Wordsmith Tool screen print.

The program needs a reference corpus of the general language in order to execute its tools and provide significant meaning to the results of the comparison between the general norm and the specific variety behaviours. To that aim, Lacell Corpus has been deployed as a reference. Lacell is a 20 million word general corpus of English, representative of written and oral English in Great Britain, the USA, Australia, Canada, Ireland and New Zealand, compiled by the Lacell research group at the University of Murcia (https://www.um.es/grupos/grupo-lacell/index.php).

The analysis aims at the lexical study of the recent Brexit phenomenon to sketch its repercussion in the tourism sector as conveyed by the press in the form of news genre. The most prominent lexical content is transmitted by the recurrent content words in the News Corpus, given by the WordList tool, and even more, by the words whose occurrence is statistically significant in comparison to their ordinary behaviour, yielded by the KeyWords tool. Concord tool is used to explore a word in its textual context. In addition, the program depicts basic statistical information about the composition of both corpora in the terms provided next.

5.1 Basic statistical information and frequency list.

The first processing of both corpora by WordSmith yields basic statistical information on the composition of the samples with regard to tokens, types, type/token ratio, standardised type/token ratio, and number of sentences and paragraphs (Table 1). Corpus size is given by the number of tokens in every corpus, that is, by the total of running words. As many of the tokens are the repetition of the same sequence of characters, then the number of types or word-forms indicates the amount of different words in the corpus. This set of types constitutes the vocabulary of the text.

Corpus	**Lacell**	**News**
Tokens	21,016,500	201,108
Types	176,458	9,183
Type/token ratio	0.85	4.70
Standardised type/token	42.40	41.14
Sentences	1,108,602	8,293
Paragraphs	76,957	316

Table 1. Basic statistical information.

As shown in table 1, the program counts 21,016,500 tokens/176,458 types in the general corpus and 201,108 tokens/9,183 types in the News corpus. Although those figures reflect a huge difference in size, their lexical diversity would compensate such unbalance, according to the ratios signalling the relationship existing between the total number of types and tokens. Type/token ratio is obtained from the division of the number of different forms by the number of running words and multiplied by 100. The higher the result is, the greater the lexical diversity of the sample. There is evidence of a high lexical burden in the News Corpus when compared to Lacell, as shown by the type/token ratio (News Corpus 4.70 vs Lacell 0.85). However, the standardised type/token ratio reaches just 1.36 lower than the general corpus. The program computes the standardized type/token ratio every n words, being n=1,000. The ratio is calculated for the first 1,000 tokens, and then computed for the next 1,000, and successively until the end of the text, yielding the average of the obtained values. Considering both ratios, they mean that the News Corpus has a considerable lexical diversity in relation to its size. Another indicator of lexical variety is given by the number of words which occurs only once in the corpus. Although they can be easily identified in the frequency list, it is interesting to show the corresponding figure so as to improve the overall view of the corpus composition. Out of the 9,183 types in the News Corpus, there are 3,094 words whose frequency is 1, which correspond to 3.7% of the corpus. Due to the large amount of data available, the frequency list is illustrated in table 2, which displays the most frequent 200 words in the News Corpus.

News Corpus	**Word**	**Frequency**	**News Corpus**	**Word**	**Frequency**
1	THE	11247	101	SINCE	222
2	TO	5477	102	SPENDING	220
3	OF	4176	103	UNION	217
4	AND	3786	104	K	214
5	IN	3693	105	TIME	211
6	A	3178	106	WHO	208
7	FOR	2120	107	MARKET	207
8	UK	1770	108	WHILE	203
9	IS	1711	109	ANY	202
10	THAT	1681	110	HOLIDAYS	201
11	ON	1418	111	I	201
12	WILL	1241	112	ECONOMY	199
13	BREXIT	1197	113	REFERENDUM	198
14	AS	1190	114	US	197
15	BE	1172	115	GROWTH	193
16	FROM	1144	116	COST	192
17	EU	1140	117	MOST	192
18	TOURISM	1123	118	SECTOR	190
19	IT	1088	119	PERCENT	186
20	ARE	952	120	YEARS	184
21	WITH	918	121	BETWEEN	182
22	TRAVEL	916	122	ACCORDING	181
23	HAVE	818	123	LIKE	177

24	THIS	818	124	DESTINATION	175
25	BY	807	125	ECONOMIC	175
26	HAS	805	126	SUCH	174
27	MORE	793	127	WORLD	173
28	WE	668	128	IRELAND	170
29	SAID	664	129	HAD	168
30	YEAR	662	130	MONTHS	168
31	AT	658	131	SAYS	168
32	POUND	577	132	HOWEVER	167
33	BRITISH	558	133	LIKELY	165
34	AN	548	134	TERM	163
35	VISITORS	544	135	SEE	162
36	COULD	498	136	NEED	161
37	WOULD	498	137	JUNE	157
38	BUT	493	138	BUSINESSES	156
39	EUROPEAN	469	139	FALL	156
40	WHICH	460	140	YOUR	155
41	BRITAIN	453	141	AIRLINES	154
42	THEIR	444	142	INTO	153
43	INDUSTRY	443	143	THOSE	152
44	IF	438	144	STILL	150
45	THERE	426	145	T	150
46	THEY	415	146	BECAUSE	149
47	NOT	409	147	FREE	147
48	PER	405	148	LONG	147
49	WAS	395	149	FOREIGN	146
50	OR	389	150	TAKE	146
51	ALSO	383	151	THESE	146
52	UP	375	152	ABROAD	145
53	U	373	153	AGAINST	142
54	YOU	373	154	VISITS	141
55	TOURISTS	362	155	CONTINUE	139
56	THAN	350	156	JUST	139
57	OUR	343	157	TOURIST	139
58	EUROPE	335	158	POST	138
59	MAY	335	159	SAME	137
60	BEEN	332	160	EXPENSIVE	136
61	CENT	328	161	FLIGHTS	135
62	VOTE	305	162	GOING	135
63	IMPACT	299	163	BEFORE	134
64	ONE	299	164	COME	132
65	OTHER	296	165	CURRENCY	132

66	ITS	286	166	ALREADY	131
67	LONDON	286	167	FUTURE	131
68	SO	282	168	MAKE	130
69	WHAT	281	169	MUCH	130
70	HOLIDAY	279	170	STERLING	130
71	NOW	274	171	SCOTLAND	129
72	WERE	274	172	LESS	127
73	OVER	273	173	TWO	127
74	LAST	272	174	AROUND	126
75	ALL	270	175	FOLLOWING	126
76	PEOPLE	267	176	ONLY	125
77	BUSINESS	266	177	DEAL	124
78	SOME	263	178	EXCHANGE	124
79	COUNTRY	252	179	MIGHT	123
80	LEAVE	251	180	WELL	123
81	ABOUT	247	181	MIGHT	123
82	CAN	247	182	WELL	123
83	MILLION	247	183	COMING	122
84	INTERNATIONAL	245	184	FIGURES	122
85	OUT	243	185	FIRST	122
86	HE	242	186	SPEND	121
87	NEW	242	187	SUMMER	121
88	AFTER	240	188	EVEN	120
89	NO	239	189	GOOD	120
90	VALUE	237	190	RATE	119
91	GOVERNMENT	236	191	RESULT	119
92	VISIT	236	192	THROUGH	118
93	HOW	234	193	TRADE	117
94	TRAVELLERS	234	194	UNITED	116
95	COUNTRIES	232	195	BILLION	115
96	NUMBER	231	196	CHEAPER	114
97	WHEN	226	197	MADE	114
98	MANY	225	198	MONEY	114
99	INCREASE	224	199	VISITOR	114
100	OVERSEAS	223	200	COSTS	113

Table 2. Frequency list.

Frequency list analyses have shown that the most recurrent words are functional words (Kennedy, 1998). Auxiliary and modal verbs, pronouns, articles, prepositions and conjunctions help to construct the grammatical structure of the language. On the other side, content words convey the bulk of lexical meaning and depend on the language variety. In a general corpus, around the most frequent 100 words are functional and inclined to keep a steady distribution, so that any outstanding change in the ranking may be significant (Sinclair, 1991). In table 2, it is remarkable how the following content words appear within the 50 most frequent words: *UK*, *Brexit*, *tourism, travel*, *pound*, *British*, *visitors*, *European*, *Britain* and *industry*. In the band of frequency up to the top 150 are found: *spending*, *union, time*, *market*, *holidays*, *economy, referendum*, *growth*, *cost, sector*, *percent*, *years, destination*, *economic*, *world*, *Ireland*, *months, says, likely*, *term, see, need*, *June, businesses*, *fall, airlines*, *free, long*, *foreign* and *take.*

5.2 Keywords.

The Keywords tool identifies the most prominent words in terms of unusual patterns of frequency by comparing two corpora. Scott (1997) defines keyword as *"a word which occurs with unusual frequency in a given text,"* that is, a word whose frequency is unusually high (positive keywords) or low (negative keywords) in comparison to a general norm by applying the log likelihood statistical test. The present study focuses on the positive keywords since they provide a good account of the subject content: *"positive keywords give a good indication of the text's aboutness"* (Scott, 1998). Therefore, keywords reflect the lexical choice of the press to show the repercussions of Brexit on tourism. Table 3 displays the top 100 keywords out of the 500 positive keywords generated by the program (the whole list is available in appendix I). The lists show the keywords ranked in decreasing order of keyness index and their corresponding frequency in the News and Lacell corpora. 500 keywords have a significantly higher frequency in the News Corpus, where the highest keyness index is associated to the word *UK* (1,770), the middle one to *leaving* (104) and the lowest one to *significantly* (42.19). It is noticeable how the word *Brexit* is ranking as the second most relevant keyword whose index reaches 1,1661.

N	Keyword	Freq.News	Freq.Lacell	Index
1	UK	1770	2189	11839,51
2	BREXIT	1197	0	11661,46
3	EU	1140	186	10033,34
4	TOURISM	1123	282	9535,45
5	TRAVEL	916	2326	5097,87
6	S	1033	8005	3761,32
7	POUND	577	1191	3404,19
8	VISITORS	544	989	3318,70
9	TOURISTS	362	342	2554,73
10	EUROPEAN	469	3171	1818,98
11	BRITAIN	453	3659	1614,95
12	BRITISH	558	6630	1612,26
13	INDUSTRY	443	3677	1558,04
14	TRAVELLERS	234	361	1486,35
15	REFERENDUM	198	240	1328,29
16	IMPACT	299	1618	1276,38
17	VOTE	305	1897	1227,46
18	EUROPE	335	2934	1146,35
19	OVERSEAS	223	741	1139,81
20	U	373	4221	1109,02
21	HOLIDAY	279	1814	1101,01
22	DESTINATION	175	323	1063,06
23	HOLIDAYS	201	658	1032,43
24	INBOUND	108	8	993,35
25	HOLIDAYMAKERS	113	39	927,61
26	AIRLINES	154	295	926,47
27	#	4208	329600	901,51
28	YEAR	662	20146	889,61
29	TRAVELERS	107	47	852,95
30	BRITS	103	48	814,67
31	K	214	1581	796,27
32	SPENDING	220	1726	795,31
33	WILL	1241	64656	765,60
34	DESTINATIONS	107	98	759,42
35	STERLING	130	283	755,53
36	FLIGHTS	135	351	745,44
37	VISIT	236	2450	737,05
38	ABTA	87	23	734,54
39	PER	405	9569	702,66
40	TOURIST	139	486	698,36
41	SECTOR	190	1445	697,24
42	CENT	328	6240	684,57
43	COUNTRIES	232	2796	664,23
44	CURRENCY	132	466	661,01
45	VISITS	141	611	656,38
46	HOSPITALITY	101	147	650,34
47	ABROAD	145	699	648,14
48	VISA	103	168	645,41
49	ECONOMY	199	1996	633,45
50	BUSINESSES	156	983	624,11
51	VISITBRITAIN	62	0	603,59

52	UNCERTAINTY	112	324	598,55
53	LONDON	286	5441	596,86
54	EURO	104	244	591,78
55	BOOKINGS	98	187	590,14
56	VISITOR	114	381	581,50
57	VALUE	237	3633	580,52
58	BRITONS	82	82	572,22
59	GROWTH	193	2279	559,37
60	INCREASE	224	3417	550,52
61	CHEAPER	114	457	546,01
62	LEAVE	251	4529	545,85
63	INTERNATIONAL	245	4346	539,78
64	PERCENT	186	2444	504,67
65	UNION	217	3656	496,82
66	DOLLAR	112	552	496,29
67	VE	69	61	492,96
68	OUTBOUND	55	9	483,60
69	PASSPORT	82	188	469,66
70	MILLION	247	5372	461,26
71	EXPENSIVE	136	1243	455,05
72	ROAMING	60	38	453,83
73	AVIATION	72	120	448,76
74	WEAKER	76	183	429,22
75	STAYCATION	43	0	418,61
76	BOOST	90	427	404,77
77	ACCORDING	181	3268	393,38
78	EASYJET	41	2	383,00
79	COUNTRY	252	7001	373,12
80	EXCHANGE	124	1401	368,87
81	VISAS	51	46	362,99
82	BUSINESS	266	8006	361,49
83	FALL	156	2606	359,35
84	MORE	793	48002	355,62
85	HOTELS	92	639	352,26
86	IRELAND	170	3289	349,96
87	TRIPS	80	414	347,66
88	JUNE	157	2770	347,25
89	RYANAIR	44	21	346,88
90	ECONOMIC	175	3597	342,85
91	EHIC	35	0	340,73
92	GIBRALTAR	55	94	340,66
93	MARKETS	103	1000	333,69
94	ATTRACTIONS	69	270	333,33
95	EUROS	41	16	331,72
96	ETIAS	34	0	330,99
97	MARKET	207	5341	330,18
98	FOREIGN	146	2563	324,14
99	BORDER	90	724	321,32
100	SCOTLAND	129	1947	319,32

Table 3. Keywords List.

The keyword list was manually examined for lexicon related to the topic of this work. Since the program just recognizes sequences of characters, the Concord tool has been used to verify the actual usage and give context to the keywords. This tool provides the so-called concordance lines, which provide the search word within the span of selected neighbour words. In this study, such lines are deployed to illustrate the actual use of the word in the corpus within the span of a sentence.

According to the meaning of the keywords obtained, they can be classified into three main groups depending on the field of activity to which they belong: politics, economy and tourism (Table 4). It is also observed that there is a higher presence of negative meaning in the words relating to economy. The following concordance lines evidence the selected examples: *devaluation* (key index: 212.07), *fall* (359.35), *fares* (248.87), *decline* (122.37) and *consumer* (199.11).

> The head of Harz University's Institute of tourism research, Volker Böttcher, said that the expected **devaluation** of the British currency would result in a decline in visitor numbers from the UK to Europe.
>
> UK consumers have felt the pressure caused by higher inflation due to a sharp **devaluation** of the British pound following the referendum on EU membership in June 2016.
>
> The unique short term impact I see is the Pound **devaluation**, all the rest will take ages. And I believe this will be the main impact, said Eric Balian.

> Before the vote on June 23, Britain's biggest bank, HSBC, predicted it could **fall** to $1.15.
>
> Cost rise as imported goods like energy have become more expensive because of the currency **fall**.
>
> The day after the Brexit vote, we saw airfares to London on Virgin Atlantic and other airlines for **fall** travel reduced to $500 round-trip.

> So Americans, who use budget airlines may face higher **fares** between the UK and other European cities.
>
> The risk is that competition would reduce and air **fares** would rise.
>
> Until a new treaty or agreement is worked out, **fares** could rise though nothing is certain

> U.S companies' trade with European countries and the UK, in particular, you can see a modest **decline** in economic activity between some U.S companies who rely on trade within Europe.
>
> As the currency continues to weaken, so far, in terms of sterling to dollar, we have seen half the **decline** we are likely to see this year.

> Two government officials said that the **decline** in tourist arrivals from the United Kingdom is due to the devaluation of the British currency.

> In the event of Britain's departure from the EU, the areas affected could include: **consumer** rights for travelers who book package holidays, access to medical care;
>
> It also looks at what the likely impact would be of leave vote on **consumer** confidence, expectation and behavior, as well as on the industry.
>
> The UK travelling **consumer** could be faced with increased cost if an exit vote led to a sustained deterioration in the value of the pound.

Likewise, it is remarkable the relevance attached to some acronyms found in the sector of tourism, whose extended form reveal the kind of associations and institutions involved in the whole event. The Association of British Travel agents, *ABTA*, gets the highest key index (734.54), followed by the European Travel Information Authorisation System, *ETIA* (330.99), the Adventure Travel Trade Association, *ATTA* (158.05) and the Office for National Statistics, *ONS* (142.71).

Within the tourism group, there seems to be a more positive overview than in the economy section, in fact the words *positive* and *attractive* have a high key index, 171.62 and 96.26 respectively. Moreover, keywords like *tourism* (key value: 9535.45), *tourists* (2554.73), *bookings* (590.14), *inbound* (993.34) and *visits* (656.38), evidence the beneficial effect that Brexit has exerted on tourism against the initial expectations:

> Brexit could cause huge boost for Cornwall tourism, **Tourism** bodies in Cornwall say they are experiencing a huge boost to staycation
>
> New attractions like Titanic Belfast visitor centre and Game of Thrones tours helped establish **tourism** as a pillar of the economy
>
> Last year, 2.5 million visitors to Northern Ireland fuelled an industry worth £800m **Tourism**-related businesses in Northern Ireland pay 20 per cent VAT.
>
> For summer 2016 the impact on the Spanish **tourism** industry will be minimal given that most British **tourist** had already booked their holidays.
>
> Britain is effectively on sale, giving American **tourist** a fantastic opportunity to visit this historically expensive country on the cheap
>
> Chinese shoppers, who account for the largest group of international **tourists** spending in the UK, spend 46 percent more in December than they did a year ago, with increase after the referendum.
>
> **Bookings** were looking very positive for 2017, with some businesses reporting being booked out until the end of September and others particularly pleased with the number of bookings
>
> **Bookings** to the UK Jumped since June, driven by the sharp fall in the pound, with 4.3% more flights booked to the UK in the 28 days following the vote than last year.

To update, the Tourism Alliance tourism survey shows that Brexit has prompted an increase in both **inbound** and domestic bookings.

The survey of more than 500 businesses across the UK found that 18 per cent of **inbound** tourism businesses and 21 per cent of domestic tourism businesses had seen an increase.

Executive of ForwardKeys, said: It’s now confirmed that Brexit had an immediate, positive impact on **inbound** tourism to the UK, which is converting into better-than-anticipated arrivals.

In total there were a record 37.3 million **visits** to the UK last year-3 per cent higher than the year before.

The first quarter of 2017 set a new record for both number of **visits** and amount spent.

Figures from the Office for National Statistics, released on Friday, show that there 3.7 million **visits** by overseas travellers in 2017, up by 19% from the same time in 2016.

POLITICS	**ECONOMY**	**TOURISM**
BREXIT	POUND	TOURISM
UK	INDUSTRY	TRAVEL
EU	SPENDING	VISITORS
BRITAIN	STERLING	TOURISTS
BRITISH	SECTOR	TRAVELLERS
REFERENDUM	CURRENCY	HOLIDAY
VOTE	ECONOMY	INBOUND
EUROPE	BUSINESSES	HOLIDAYMAKERS
OVERSEAS	UNCERTAINTY	AIRLINES
COUNTRIES	EURO	DESTINATIONS
VISA	VALUE	FLIGHTS
LONDON	GROWTH	VISIT
INTERNATIONAL	INCREASE	VISITS
LEAVE	CHEAPER	HOSPITALITY
UNION	PERCENT	ABROAD
PASSPORT	DOLLAR	VISITBRITAIN
IRELAND	EXPENSIVE	BOOKINGS
FOREIGN	WEAKER	OUTBOUND
BORDER	BOOST	HOTELS
SCOTLAND	EXCHANGE	TRIPS
CITIZENS	FALL	AIRPORTS
SPAIN	BUSINESS	SUMMER
EXIT	MARKETS	TRAVELLING
SCHENGEN	MILLION	JUNE
GOVERNMENT	COST	HOTEL
VOTED	SPEND	ARRIVALS
RESTRICTIONS	FARES	VACATION
AMERICANS	NEGOTIATIONS	LEISURE

MIGRANT	RISE	OPERATORS
AGREEMENTS	INCREASED	PASSENGERS
REGULATIONS	DEAL	CRUISE
AIRWAYS	PRICES	AIRLINE
REMAIN	CONSUMER	WEBSITE
WALES	CEO	TRIP
RESULT	POTENTIAL	ROUTES
IMMIGRATION	GOODS	AIRPORT
CHINA	DROP	PACKAGE
FRANCE	VOLATILITY	BOOKED
CUSTOMS	STATISTICS	PLANNING
HEALTHCARE	LUXURY	TOUR
CONTINENT	FREE	ATTRACTIVE
DIRECTOR	DECLINE	TRAVELLING
EHIC	AFFORDABLE	STAYCATION
GIBRALTAR	MARKETING	RAYNAIR
ETIAS	BOOM	EASYJET
AIRFARES	BENEFIT	FLIGHTS
KINGDOM	DEMAND	TRAVELZOO
FARES	SLUMP	RESIDENTS
CHINESE	OPPORTUNITIES	ATTRACTIONS
ATTA	CHARGES	TOURISM
ISHC	WEAKENED	TRAVEL
EUROPEAN	IMPACT	VISITING
SKIES	FIGURES	DESTINATION
IMPLICATIONS	AFFECT	HOLIDAYS
DON	RATE	YEAR
NATIONALS	GBP	MONTH
BRITS	CONSUMERS	ARRIVALS
PREDICTED	IMPACTED	KEY
FUTURE	PER	ROAMING
BRITONS	CENT	CURRENTLY
LEAVE	COMPENSATION	DOMESTIC
AVIATION	BILLION	GLOBAL
ACCORDING	CURRENCIES	POSITIVE
POST	NUMBER	ABTA
ONS	NUMBERS	TERM
LANGGFITT	COMPARED	VISITING
	IMPACT	DESTINATION
	FIGURES	HOLIDAYS
	AFFECT	YEAR
	RATE	MONTH
	GBP	ARRIVALS

	CONSUMERS	KEY
	IMPACTED	ROAMING
	PER	CURRENTLY
	CENT	DOMESTIC
	COMPENSATION	GLOBAL
	CURRENCIES	ABTA
	NUMBER	
	NUMBERS	

Table 4. Classification of keywords.

It is worth mentioning that among the most relevant words there are names and surnames of the people and politicians who have played a leading role in the Brexit phenomenon. The most relevant surnames are *May* (key index: 57.63) and *Trump* (53.98) who are both in favour of Brexit. Theresa Mary May is the leader of the Conservative and Unionist Party and the present Prime Minister of the United Kingdom; and the President of the USA since 20 January 2017, Donald Trump, who campaigned from the States for the Brexit.

As the corpus is a compilation of pieces of written news, there are also names of prominent journalists covering all the news about the Brexit, like Frank *Langfitt* (165.50) whose surname is taken to the fore. Langfitt is the USA's National Public Radio's correspondent in London.

> Prime Minister **Theresa May** said yesterday that her government is determined to get a deal that works for all parties involved.
>
> Article 50 has been triggered by British Prime Minister **Theresa May**, officially beginning a two year process that will end with Britain leaving the European Union.
>
> MPs called on Prime Minister **Theresa May** to offer an economic assessment on the impact of leaving the European Union without a deal.

> Booking platform Hostelworld on Tuesday said terror attacks, Brexit and warmongering rhetoric from **Donald Trump** have slowed its growth over the summer.
>
> The pound has actually strengthened in recent days after **Donald Trump** hinted at improved trade relations between the US and the UK.
>
> The number of Brits travelling to the United Stated plunged in January. This is the same month that **Donald Trump** was inaugurated as President.

Last but not least, the analysis would not be concluded without the evidence of the lexical behaviour of the second most relevant keyword in the News Corpus and the trigger of a worldwide reaction: *Brexit* (key index: 11661.46).

The following concordance lines exhibit the keyword *Brexit* in its context of use in order to illustrate the extent to which journalists conveyed both a shared assumption about the likely adverse consequences of Brexit for tourism, and the unexpected subsequent favourable impact on the sector.

a) Anticipated negative effects:

According to the research from ABTA, a **Brexit** will hit consumers hard in the pocket, and leave EU travel more expensive.

In the event of a **Brexit**, the value of sterling could be impacted. The extent to which operating from outside the EU would increase costs for the travel industry would depend largely on the agreements the industry would adopt and the ease at which it could transition to the new arrangements.

Joel Brandon-Bravo, UK managing director of Travelzoo, said: ‘UK airlines seem unanimous in the opinion that a **Brexit** will lead to reduced competition, reduced routes and higher travel prices.

There are fears **Brexit** could lead to more expensive holidays through higher costs for plane tickets, and analysts are worried Britons will lose important air passenger protections once the UK officially leaves the union.

The report starts from the position that, while we can’t know exactly what will happen following a **Brexit**, we can at least look to see how the UK travel industry has benefited since joining the EU to hazard a guess as to how things will change once the relationship is over.

b) Final positive outcome:

Brexit gives UK tourism a boost as cheap pound gives foreign visitors best exchange rates in decades.

The UK's tourism industry has been given a post-**Brexit** boost, with international holidaymakers enjoying favourable exchange rates as the pound weakens.

Olivier Jager, co-founder and chief executive of ForwardKeys, said: 'It's now confirmed that **Brexit** had an immediate, positive impact on inbound tourism to the UK, which is converting into better-than-anticipated arrivals.

Inbound tourism boom follows **Brexit** vote, the weaker pound as a result of **Brexit** has created a boom in tourists visiting the UK, according to Euromonitor.

There is one industry **Brexit** might help – tourism, in the fourth in our **Brexit** series we look at positive signs that the fall in the value of the pound is having a positive impact on the number of people holidaying in Scotland.

Lonely Planet said the post-**Brexit** currency slump was "a great boost" for tourists planning to head to the UK in 2018.

6. CONCLUSIONS.

This work began as a consideration of the importance of the media discourse in the spreading of certain beliefs in society such as the negative consequences that Brexit could have for British society. The media has influenced, at least in part, the perception of the Brexit in the matters involved in the process. However, this study is focused on the issues regarding the tourism sector.

After carrying out our study, the data obtained lead us to conclude that the pessimistic forecasts for the tourism sector following the departure of the United Kingdom from the European Union have not been met; as a matter of fact, the opposite effect has occurred, increasing the number of tourists arriving in the UK. These results are equally reflected in the data collected in the corpus and corroborated by the language samples displayed in the concordance lines.

One of the reasons for such positive results could be the foreign media coverage after the referendum of the UK as a publicity tool. Another one is the fall in the value of the pound, which reduces costs for foreign tourists. In view of the modification of the existing agreements that regulate the tourism sector, many tourists have opted for visiting the country before its total implementation, which would mean a tightening of the requirements to travel to UK. Taking into account all these factors, the foreign tourist has taken advantage of the current situation to visit the country massively. Therefore, in the short term, the growth in tourism is the result of an anomalous situation. In order to maintain these positive results in the long term, in addition to the agreements with the EU, the UK should not wait to depend on the outcome of the negotiations with the EU, but seek other solutions by expanding its markets.

Regarding the language analysis, the results obtained from the exploration of the News Corpus suggests that anyone interested in this topic, such as tourism professionals, journalists and language students, will need to develop a command of vocabulary related to the economic sector and tourism. However, specific words related to the referendum as an electoral process have not appeared, apart from the new term *Brexit*. The vocabulary analysed coincides with reports of a favourable situation for tourism despite Brexit. Nevertheless, these results need to be handled with caution, since it is likely that the situation in the long term could deteriorate or probably change, as reported by the latest news, which highlights the disagreements between the UK and the EU.

Due to the fact that the Brexit process is under development, the series of actions performed after the closure of the News Corpus are not within the reach of this work. However, the latest news update informs that it is becoming more difficult to reach an agreement between the two parties. Within the UK there is also a division of opinions, since different parts of British society, especially young people, workers and trade unions are trying to create pressure to organise a new referendum. With respect to the issue of Ireland, the agreements that have existed so far (Irish Border, Good Friday Agreement 1998) would be definitely invalidated, creating a situation that makes citizens fear to return to the tensions and violence experienced between Ireland and the UK (1968-1998). While most people in Northern Ireland voted to stay, since 2016 support has only grown.

Finally, given the characteristics of the present work, it has been possible to present a brief overview provided by the press. It would be certainly interesting to develop deeper analyses of this linguistic phenomenon from other perspectives. Future studies may well contrast the impact of Brexit through the different geographical varieties considered in the corpus. The corpus could be expanded by including the perspective of countries with a historical relationship with the UK like New Zealand, Australia and South Africa, which have dedicated more articles in their newspapers to Brexit, despite not being directly affected. Ideally, a comprehensive study would cover the whole process until the accomplishment of Brexit or the “re-incorporation” of the United Kingdom into the European Union.

7. APPENDIX I. KEYWORDS LIST.

N	Keyword	Freq.News	Freq.Lacell	Index
1	UK	1770	2189	11839,51
2	BREXIT	1197	0	11661,46
3	EU	1140	186	10033,34
4	TOURISM	1123	282	9535,45
5	TRAVEL	916	2326	5097,87
6	S	1033	8005	3761,32
7	POUND	577	1191	3404,19
8	VISITORS	544	989	3318,70
9	TOURISTS	362	342	2554,73
10	EUROPEAN	469	3171	1818,98
11	BRITAIN	453	3659	1614,95
12	BRITISH	558	6630	1612,26
13	INDUSTRY	443	3677	1558,04
14	TRAVELLERS	234	361	1486,35
15	REFERENDUM	198	240	1328,29
16	IMPACT	299	1618	1276,38
17	VOTE	305	1897	1227,46
18	EUROPE	335	2934	1146,35
19	OVERSEAS	223	741	1139,81
20	U	373	4221	1109,02
21	HOLIDAY	279	1814	1101,01
22	DESTINATION	175	323	1063,06
23	HOLIDAYS	201	658	1032,43
24	INBOUND	108	8	993,35
25	HOLIDAYMAKERS	113	39	927,61
26	AIRLINES	154	295	926,47
27	#	4208	329600	901,51
28	YEAR	662	20146	889,61
29	TRAVELERS	107	47	852,95
30	BRITS	103	48	814,67
31	K	214	1581	796,27
32	SPENDING	220	1726	795,31
33	WILL	1241	64656	765,60
34	DESTINATIONS	107	98	759,42
35	STERLING	130	283	755,53
36	FLIGHTS	135	351	745,44
37	VISIT	236	2450	737,05
38	ABTA	87	23	734,54
39	PER	405	9569	702,66
40	TOURIST	139	486	698,36
41	SECTOR	190	1445	697,24
42	CENT	328	6240	684,57
43	COUNTRIES	232	2796	664,23
44	CURRENCY	132	466	661,01
45	VISITS	141	611	656,38
46	HOSPITALITY	101	147	650,34
47	ABROAD	145	699	648,14
48	VISA	103	168	645,41
49	ECONOMY	199	1996	633,45

50	BUSINESSES	156	983	624,11
51	VISITBRITAIN	62	0	603,59
52	UNCERTAINTY	112	324	598,55
53	LONDON	286	5441	596,86
54	EURO	104	244	591,78
55	BOOKINGS	98	187	590,14
56	VISITOR	114	381	581,50
57	VALUE	237	3633	580,52
58	BRITONS	82	82	572,22
59	GROWTH	193	2279	559,37
60	INCREASE	224	3417	550,52
61	CHEAPER	114	457	546,01
62	LEAVE	251	4529	545,85
63	INTERNATIONAL	245	4346	539,78
64	PERCENT	186	2444	504,67
65	UNION	217	3656	496,82
66	DOLLAR	112	552	496,29
67	VE	69	61	492,96
68	OUTBOUND	55	9	483,60
69	PASSPORT	82	188	469,66
70	MILLION	247	5372	461,26
71	EXPENSIVE	136	1243	455,05
72	ROAMING	60	38	453,83
73	AVIATION	72	120	448,76
74	WEAKER	76	183	429,22
75	STAYCATION	43	0	418,61
76	BOOST	90	427	404,77
77	ACCORDING	181	3268	393,38
78	EASYJET	41	2	383,00
79	COUNTRY	252	7001	373,12
80	EXCHANGE	124	1401	368,87
81	VISAS	51	46	362,99
82	BUSINESS	266	8006	361,49
83	FALL	156	2606	359,35
84	MORE	793	48002	355,62
85	HOTELS	92	639	352,26
86	IRELAND	170	3289	349,96
87	TRIPS	80	414	347,66
88	JUNE	157	2770	347,25
89	RYANAIR	44	21	346,88
90	ECONOMIC	175	3597	342,85
91	EHIC	35	0	340,73
92	GIBRALTAR	55	94	340,66
93	MARKETS	103	1000	333,69
94	ATTRACTIONS	69	270	333,33
95	EUROS	41	16	331,72
96	ETIAS	34	0	330,99
97	MARKET	207	5341	330,18
98	FOREIGN	146	2563	324,14
99	BORDER	90	724	321,32
100	SCOTLAND	129	1947	319,32
101	SAID	664	39028	318,41

102	CITIZENS	101	1038	317,14
103	AIRFARES	34	2	315,58
104	SPAIN	89	732	314,28
105	COST	192	4846	312,88
106	EXIT	68	305	312,46
107	T	150	2915	307,67
108	BILLION	115	1569	304,53
109	SPEND	121	1875	294,09
110	CURRENTLY	107	1418	288,70
111	DOMESTIC	105	1404	281,69
112	TERM	163	3978	274,25
113	COULD	498	27493	273,12
114	RESIDENTS	81	734	272,22
115	GLOBAL	91	1062	265,56
116	AIRPORTS	47	122	259,63
117	KINGDOM	79	760	257,20
118	POST	138	3078	252,02
119	PASSPORTS	40	64	251,81
120	TO	5477	567099	251,45
121	VISITING	73	636	250,37
122	FARES	48	153	248,67
123	FIGURES	122	2400	247,77
124	FOR	2120	190835	244,62
125	AFFECT	90	1192	242,92
126	LIKELY	165	4695	238,21
127	CONTINUE	139	3338	237,41
128	FROM	1144	90259	235,26
129	SCHENGEN	24	0	233,64
130	NEGOTIATIONS	68	607	230,32
131	HAS	805	57865	227,19
132	FLIGHT	82	1047	226,51
133	NATIONALS	40	98	224,76
134	STAYCATIONS	23	0	223,91
135	MONTHS	168	5198	221,31
136	CHINESE	80	1036	219,03
137	SUMMER	121	2729	218,80
138	THE	11247	1264634	214,56
139	TRAVELZOO	22	0	214,17
140	TRAVELLING	70	760	213,08
141	DEVALUATION	32	41	212,07
142	ARRIVALS	39	109	210,65
143	PRICES	99	1862	208,40
144	UK'S	37	91	207,67
145	CURRENCIES	36	81	207,28
146	NUMBERS	112	2479	205,91
147	GOVERNMENT	236	10202	199,96
148	CONSUMER	73	951	199,11
149	VACATION	42	183	195,09
150	COMPARED	87	1510	194,79
151	RISE	100	2086	193,47
152	VOTED	57	514	192,04
153	SINCE	222	9536	189,94

154	INCREASED	101	2185	189,42
155	LEISURE	59	597	186,86
156	RESTRICTIONS	53	453	183,56
157	HOTEL	102	2353	180,74
158	OPERATORS	49	369	180,63
159	PASSENGERS	58	624	177,47
160	COSTS	113	2969	177,00
161	CEO	38	170	174,77
162	POTENTIAL	97	2199	174,59
163	LL	30	66	173,82
164	POSITIVE	85	1684	171,62
165	AMERICANS	74	1228	171,26
166	LANGFITT	17	0	165,50
167	EUROMONITOR	19	4	163,77
168	CRUISE	42	288	161,75
169	SKIES	35	156	161,20
170	IMPLICATIONS	56	676	160,12
171	GOODS	76	1449	158,26
172	RATE	119	3652	158,19
173	ATTA	18	3	158,05
174	NUMBER	231	11407	156,83
175	ISHC	16	0	155,76
176	AIRLINE	41	290	155,66
177	BIGGEST	69	1188	155,41
178	DON	51	553	155,35
179	GBP	17	2	152,74
180	CONSUMERS	51	580	151,11
181	PREDICTED	41	313	150,15
182	IMPACTED	23	32	149,63
183	FORWARDKEYS	15	0	146,03
184	TRADE	117	3804	145,52
185	DEAL	124	4268	143,96
186	HOLIDAYING	19	12	143,77
187	DROP	68	1282	142,86
188	ONS	22	31	142,71
189	SECTORS	40	326	141,88
190	FUTURE	131	4773	141,46
191	VOLATILITY	21	26	140,21
192	COMPENSATION	47	529	140,11
193	MIGRANT	23	45	137,58
194	AGREEMENTS	46	515	137,55
195	REGULATIONS	57	897	137,03
196	WEBSITE	28	108	135,95
197	KEY	97	2857	134,93
198	STATISTICS	51	704	134,01
199	AFFECTED	61	1089	133,69
200	AIRWAYS	30	146	133,58
201	LARGEST	65	1273	132,47
202	REMAIN	79	1949	131,54
203	MOBILE	45	526	131,18
204	WALES	55	887	129,94
205	DATA	94	2787	129,81

206	LUXURY	43	481	128,64
207	RESULT	119	4332	128,64
208	FREE	147	6231	128,32
209	LAUDERDALE	18	17	127,00
210	WTTC	13	0	126,56
211	IMMIGRATION	40	407	126,29
212	HAUL	29	153	125,04
213	RE	80	2129	123,71
214	YATES	21	45	122,57
215	DECLINE	50	767	122,37
216	IMMEDIATE	58	1105	120,85
217	AFFORDABLE	31	208	120,57
218	COMING	122	4749	120,50
219	CHINA	58	1111	120,33
220	TRIP	63	1340	119,88
221	ROUTES	39	419	119,42
222	SPENT	83	2382	118,72
223	MARKETING	55	1002	118,68
224	SURGE	29	174	118,50
225	BOOM	38	396	118,39
226	ALSO	383	26777	117,39
227	LECKIE	12	0	116,82
228	FRANCE	74	1933	116,58
229	BENEFIT	87	2667	115,78
230	CORNWALL	26	128	115,25
231	FOLLOWING	126	5186	114,91
232	HEATHROW	24	97	114,60
233	UNITED	116	4548	113,43
234	LAST	272	16970	113,22
235	DUE	89	2844	112,95
236	CUSTOMS	38	434	112,31
237	HEALTHCARE	22	77	110,48
238	AIRPORT	48	804	110,33
239	SEARCHES	29	210	108,90
240	PACKAGE	49	859	108,88
241	DEMAND	67	1703	108,41
242	BOOKED	32	288	107,92
243	PLANNING	82	2556	107,09
244	WYCHAVON	11	0	107,08
245	TOUR	63	1545	105,49
246	UAE	12	2	105,37
247	CONNECTIVITY	17	29	105,34
248	IN	3693	400841	105,25
249	SLUMP	22	91	104,17
250	LEAVING	71	1992	104,01
251	CONTINENT	33	339	103,63
252	IMPACTS	21	78	103,32
253	FLY	47	844	102,54
254	EXPECTED	84	2778	102,37
255	DECISION	98	3679	101,70
256	PLUMMETED	16	26	100,34
257	WHILE	203	11765	100,27

258	OPPORTUNITIES	58	1386	99,50
259	CHARGES	57	1361	97,86
260	DOESN	14	14	97,69
261	HOBICA	10	0	97,35
262	IAG	10	0	97,35
263	VFR	10	0	97,35
264	POUND'S	14	15	96,35
265	ATTRACTIVE	51	1095	96,26
266	EUROPEANS	23	135	94,87
267	PETHERBRIDGE	12	6	94,00
268	CONCERNS	51	1134	93,38
269	TRAVELING	20	86	93,36
270	NASHVILLE	17	47	92,13
271	AVERAGE	77	2588	92,03
272	VAT	32	385	91,68
273	WEAKENED	22	127	91,39
274	DIRECTOR	80	2800	90,94
275	COULTER	13	13	90,71
276	FORECAST	30	331	90,47
277	HIGHER	88	3348	89,69
278	OVERALL	57	1508	88,66
279	DEALS	36	549	88,46
280	LEOCHA	9	0	87,61
281	REVPAR	9	0	87,61
282	GDP	21	121	87,30
283	AIR	103	4455	87,16
284	ACCOMMODATION	50	1175	87,11
285	LOWER	76	2657	86,52
286	LONGER	90	3587	85,98
287	ALREADY	131	6624	85,16
288	DELOITTE	17	60	85,13
289	INDUSTRIES	39	705	84,66
290	PASSENGER	34	510	84,50
291	QUARTER	59	1691	84,50
292	CARDIFF	23	175	84,36
293	ACROSS	106	4781	83,94
294	CARRIERS	22	154	83,93
295	BURBERRY	11	7	83,14
296	TUI	11	7	83,14
297	RECORD	95	4022	83,06
298	AGREEMENT	66	2129	82,84
299	SIGNIFICANT	68	2257	82,51
300	ESTA	12	13	82,40
301	JULY	65	2092	81,80
302	EXPERTS	40	780	81,80
303	PROVIDER	21	141	81,65
304	INSURANCE	65	2104	81,26
305	UNLIKELY	44	969	81,24
306	BROWARD	9	1	81,13
307	EXPORT	31	432	80,95
308	ATTRACT	33	511	80,23
309	EFFECT	97	4263	80,06

310	ISN	12	15	79,96
311	BOUNCE	20	128	79,45
312	FAVOURABLE	23	201	78,75
313	ATTRACTING	22	178	78,31
314	SHOPPERS	18	93	78,27
315	BHA	8	0	77,88
316	MILLENNIALS	8	0	77,88
317	BUSIEST	14	36	77,55
318	VEGAS	17	78	77,44
319	PROTECTIONS	13	26	77,31
320	WORKERS	72	2640	77,09
321	TREND	35	629	76,32
322	SLOWDOWN	14	39	75,69
323	EXECUTIVE	59	1869	75,63
324	BENEFITS	64	2171	75,63
325	HOWEVER	167	10078	75,25
326	HIT	68	2433	75,16
327	MIGRANTS	16	68	75,01
328	STRATEGY	49	1328	74,38
329	CHIEF	65	2271	74,05
330	RATES	67	2402	73,87
331	SALES	60	1978	73,40
332	FREELY	25	289	73,36
333	SHORT	104	5027	73,30
334	PERIOD	96	4451	72,65
335	SHOPPING	42	997	72,49
336	POPULAR	67	2439	72,42
337	OUR	343	26860	72,27
338	DUTY	47	1260	72,14
339	JANSON	9	4	71,63
340	WEAK	36	748	69,87
341	DISTILLERIES	9	5	69,44
342	CARD	51	1537	69,17
343	PLANS	62	2203	69,14
344	COMPANIES	81	3505	68,49
345	AFRICA	46	1273	68,35
346	APD	7	0	68,14
347	TANZER	7	0	68,14
348	WTM	7	0	68,14
349	ACCESS	69	2696	67,79
350	FALLOUT	12	31	66,38
351	UNCERTAINTIES	14	58	66,25
352	RAND	11	21	66,23
353	BARGAINS	13	44	66,02
354	POTENTIALLY	29	493	65,93
355	AIRFARE	9	7	65,79
356	EU'S	9	7	65,79
357	CONTROLS	31	577	65,78
358	FLORIDA	27	420	65,44
359	BLOC	15	77	65,39
360	DROPPED	40	1008	65,26
361	CANCELLATIONS	11	23	64,63

362	RENEGOTIATED	9	8	64,23
363	BORDERS	24	323	64,11
364	BOON	13	48	64,09
365	EXPORTS	26	402	63,28
366	ONLINE	35	790	63,23
367	SURVEY	46	1376	62,90
368	WOULDN	8	4	62,67
369	RETAIL	28	489	62,39
370	CRIEFF	7	1	62,13
371	HONIG	7	1	62,13
372	USD	7	1	62,13
373	BOOSTED	15	89	61,59
374	SCENARIO	20	213	61,55
375	FLUCTUATIONS	16	110	61,54
376	FOOTFALL	9	10	61,48
377	HOTELIERS	10	18	61,13
378	OUTCOME	32	678	61,09
379	COMPETITIVENESS	15	91	61,00
380	DEPRECIATION	12	41	60,75
381	WHISKY	20	222	60,10
382	SAYS	168	11193	58,99
383	STAY	65	2686	58,92
384	CHEAPFLIGHTS	6	0	58,41
385	FROHSIN	6	0	58,41
386	KINGSMILLS	6	0	58,41
387	PESQUERA	6	0	58,41
388	SECCOMBE	6	0	58,41
389	LAS	17	149	58,12
390	CHEAP	34	817	58,02
391	JOBS	55	2045	57,81
392	MAY	335	27626	57,64
393	AUTHORISATION	12	48	57,51
394	MEANS	108	6046	57,45
395	VACATIONS	12	49	57,09
396	WEAKENING	13	66	56,92
397	SUFFOLK	20	245	56,67
398	PARTICULARLY	90	4648	56,23
399	ADVANTAGE	46	1527	55,80
400	RESPONDENTS	16	137	55,36
401	STAYING	26	482	55,35
402	EDINBURGH	39	1129	55,26
403	BRUSSELS	19	225	54,96
404	POUNDS	77	3703	54,75
405	JANUARY	48	1676	54,72
406	BARCLAYS	18	196	54,69
407	MONTH	75	3557	54,62
408	NEGATIVE	38	1090	54,38
409	DONOGHUE	9	17	54,34
410	TRUMP	10	28	53,98
411	WALLETS	10	28	53,98
412	FLYING	31	730	53,90
413	MANAGING	28	589	53,78

414	EXITING	9	18	53,52
415	MEMBER	67	3008	53,45
416	NORWEGIAN	14	99	53,16
417	THERESA	14	101	52,66
418	BOOKING	24	429	52,55
419	FINANCIAL	69	3200	52,19
420	TURMOIL	14	103	52,18
421	FORT	18	214	51,94
422	PATRICIA	16	155	51,89
423	WARNED	27	570	51,70
424	LOWEST	26	525	51,68
425	QUEUE	17	185	51,67
426	ESPECIALLY	78	3904	51,65
427	COUNTRY'S	25	486	51,25
428	LOWS	10	33	51,22
429	REGIONS	28	626	51,02
430	FEWER	29	676	50,89
431	RESTAURANTS	25	491	50,83
432	REDUCED	43	1460	50,75
433	REPORTED	51	1976	50,69
434	WELCOME	42	1410	50,26
435	BRITAIN'S	33	893	50,17
436	HAPPEN	57	2410	49,93
437	RIGHTS	63	2846	49,76
438	REPORT	96	5446	49,65
439	REPUBLIC	28	646	49,60
440	SEEN	112	6812	49,54
441	BLACKPOOL	16	170	49,30
442	NEGOTIATES	8	14	49,25
443	ROSE	47	1758	49,01
444	PROVIDERS	17	203	48,93
445	AIRBNB	5	0	48,67
446	AIRFAREWATCHDOG	5	0	48,67
447	FAIRFX	5	0	48,67
448	FARECOMPARE	5	0	48,67
449	KOUTRAKOS	5	0	48,67
450	MONNET	5	0	48,67
451	STAYCATIONERS	5	0	48,67
452	UFI	5	0	48,67
453	VISITENGLAND	5	0	48,67
454	WESWAP	5	0	48,67
455	DOLLARS	27	611	48,67
456	FAVORABLE	11	55	48,46
457	LITRES	14	120	48,41
458	LEAVES	44	1581	48,37
459	ABOLISHED	16	176	48,33
460	ECONOMIST	15	148	48,16
461	CHOOSING	24	479	48,16
462	FALLEN	29	720	47,99
463	BILATERAL	15	150	47,81
464	ALVA	7	8	47,54
465	DELAYED	20	320	47,51

466	DIRECTIVE	20	320	47,51
467	CONSEQUENCES	31	839	47,12
468	BOOSTING	11	59	47,11
469	USA	27	634	47,07
470	ATOL	6	3	47,00
471	BORDERLESS	6	3	47,00
472	VISITED	27	641	46,60
473	DEPARTURE	23	454	46,57
474	BRAND	26	593	46,54
475	LESS	127	8334	46,44
476	THRIVING	13	109	45,46
477	EXPECT	57	2561	45,41
478	DELAYS	18	266	45,19
479	REGULATION	24	517	45,17
480	INVESTMENT	47	1868	45,07
481	RITTER	6	4	45,01
482	SHOULDN	6	4	45,01
483	TOLEDO	8	20	44,69
484	PORTUGAL	17	239	44,13
485	THAN	350	30916	44,09
486	PRICE	68	3443	44,08
487	BEACHES	18	279	43,73
488	RECENT	64	3149	43,71
489	EMPLOYMENT	46	1845	43,55
490	ITALY	29	797	43,40
491	THRONES	7	12	43,32
492	GRAYLING	5	1	43,28
493	JAGER	5	1	43,28
494	DECREASE	16	212	43,17
495	TRIGGERING	9	37	42,71
496	ARRANGEMENTS	34	1096	42,71
497	AFTERMATH	13	123	42,70
498	BREMNER	7	13	42,45
499	GLOBALLY	10	55	42,39
500	SIGNIFICANTLY	25	608	42,19

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8.1 References Images, figures and tables.

Figure1. Distribution of the vote. (Source: BBC, British Office of National Statistics and the New York Times).

Figure 2. Visits to and from the UK. (Source: The International Passenger Survey, 2015).

Figure 3. Visits to the UK by Country of Origin. (Source: The International Passenger Survey, 2015).

Figure 4. Spain was the most common tourist destination in the EU. (Source: statista.com)

Figure 5. Employment in tourism in selected countries. (Source: ONS, the International Passenger Survey, 2016)