

## ANALYSIS OF PROMOTIONAL DISCOURSE OF HOTEL ACCOMMODATION

IOSIM IASMINA\*<sup>1</sup>, POPESCU GABRIELA<sup>1</sup>, ȘUBA ANKA-ROXANA<sup>1</sup>,  
DRAGOESCU-URLICĂ ANDREEA<sup>1</sup>

<sup>1</sup>*Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timisoara, Faculty of Management and Rural Tourism*

\*Corresponding author's e-mail: iasminaiosim@yahoo.com

*Abstract.* Studying the evaluative adjectives used in promotional hotel websites (including accommodation) facilitates the understanding of their function, of the way they work, of their usage and classification, and of their role in persuading the tourist to make accommodation arrangements. This article presents a study of a corpus of evaluative adjectives used in accommodation. Their semantic behaviour is identified, analysed, and classified based on their collocations. Results are in line with those of other studied on similar corpora.

**Key words:** communication, hotel accommodation, corpus analysis, comparative method

### INTRODUCTION

The importance of the English language in the tourism industry is paramount: from the perspective of English language proficiency, this prominent factor affects the choice of hotel and determines satisfaction of stay [11]. When choosing a hotel, tourists check for details on *location, hotel amenities (including accommodation), and quality of service*, and then make accommodation arrangements. This is why it is important for hotel managers to make proper presentations of their hotel apartments/rooms/suites. This paper presents an analysis of promotional discourse on hotel websites- in line with other studies such as those of [2,3,4,5,7,9,10,12,13] with focus on the "accommodation sector". The analysis investigates the functioning of adjectives due to their descriptive-evaluative function.

### MATERIAL AND METHODS

The material used in this paper consisted in English adjectives identified in the discourse of hotel accommodation on the websites of nine 4- and 5-star hotels in Bucharest cited among the 15 best hotels in Romania according to *US News & World Reports* [23].

Two methods were used in this paper: synchronic corpus analysis and the comparative method. Both theoretical and practical applications of corpus analysis studies on the English of tourism [2,3,4,5,7,9,10,12,13] have inspired the analysis of the adjectives used by the nine hotels in Bucharest to characterise their accommodation offer as part of their corporate identity building up self-characterisation/presentation. Corpus analysis results (adjectives used to characterise accommodation, picked up based on their frequency) were compared (from the perspective of both similarities and dissimilarities) with results of similar studies, from a semantic perspective.

### RESEARCH RESULTS AND DISCUSSION

According to US News & World Report [23], the best hotels in Romania include 9 hotels in Bucharest. These hotels differ in location, type of accommodation, cuisine, and amenities. Their corporate identity is based, among others, on the way they "sell" their apartments/rooms/suites on their websites. Thus: *Athenee Palace Hilton Bucharest* [20]. – 4 types of rooms, 11 adjectives, 13 tokens: King Deluxe Guest Room: *extra*; King Guest Room: *airy, elegant, spacious*; Twin Deluxe Guest Room: *complimentary, extra, large, welcoming*; Twin Guest Room: *elegant, free, ideal, perfect, special*. *Epoque Hotel* [15] – 6 types of suites, 20 adjectives, 34 tokens: Cismigiu VIP Suite: *beautiful, huge, large, unique, vast*; Epoque VIP Suite: *delightful, harmonious, ideal, large, large, luminous, true*,

*private, utmost, warm*; Executive Suite: *free, high, quiet, spacious*; Grand Executive Suite: *free, high, grand, large, smart*; Junior Suite: *free, high, smart*; Luxury Suite: *elegant, free, high, grand, large, smart, spacious*. *Grand Hotel Continental* [16]– 4 types of apartments/rooms, 22 adjectives, 29 tokens: Deluxe Room: *elegant, fine, imposing, white*; Junior Apartment: *authentic, bespoke, classic, famous, high, rare, refined, refined, solid*; Senior Apartment: *bespoke, bygone, comfortable, impressing, perfect, special, sumptuous, unique, unique*; Superior Room: *chic, elegant, modern, perfect, royal, unique, white*. *Hotel Christina* [17] – 4 types of rooms, 10 adjectives, 10 tokens: Bougainvillea Room: *famous, small*; Grapegreen Room: *unforgettable*; Lilac Room: *curved, generous, lilac, long, quiet*; Sun Room: *complete, fresh*. *Hotel Cismigiu* [18] – 3 types of suites, 8 adjectives, 9 tokens: Deluxe Suite: *comfortable, imaginary, spacious*; Executive Suite: *genuine, lively, perfect, spacious*; Superior Suite: *elegant, maximum*. *InterContinental Bucharest* [19] – 3 types of rooms/suites, 6 adjectives, 6 tokens: Executive Room: *subtle*; Standard Room: *comfortable, elegant, refined*; Suite: *private, separate*. *JW Marriott Bucharest Grand Hotel* [21] – 14 types of rooms/suites, 36 adjectives, 65 tokens: Business Suite: *cheerful, comfortable, elegant, elegant, free, sleeping, spacious*; Deluxe Double Double: *utmost*; Deluxe King Room: *bright, cheerful, large, natural*; Executive Double Double: *ample, flat, modern, stylish*; Executive King Room: *spacious*; Executive Suite: -; Family Suite: *comfortable, comfy, dedicated, flat, large, natural, relaxing, relaxing, relaxing, round, traditional, warm, warm, welcoming*; Grand Executive Double: *cosy, muted, inviting, warm*; Grand Executive King Room: *colourful, dedicated, dedicated, modern, playful, special*; Grand Executive Room: *colourful, modern, playful, special, special, unique*; Grand Superior Double: *airy, comfortable, spacious*; Grand Superior King Room: *airy, comfortable, spacious*; Presidential Suite: *distinctive, elegant, exquisite, inviting, large, luxurious, stately, ultimate, warm*; Senator Suite: *contemporary, gorgeous, round*. *Radisson Blu Bucharest* [22] – 7 types of rooms/suites, 11 adjectives, 20 tokens: Standard Room: *comfortable, good*; Superior Room: *extra*; Premium Room: *extra, ideal, spacious*; Executive Room with Lounge Access: *additional, daily*; Junior Suite with Lounge Access: *extended, living, separate, sleeping*; Suite with Lounge Access: *extended, extra, living, separate*; Royal Suite with Lounge Access – Pool View: *extended, extra, living, separate*. *Sheraton Bucharest Hotel* [14] – 9 types of rooms/suites, 15 adjectives, 17 tokens: Classic, Guest room, 1 King, City view: *affordable, comfortable, elegant, modern, perfect*; Classic, Guest room, 2 Twin/Single Bed(s), City view: -; Deluxe Junior Suite, Executive lounge access, 1 Bedroom Junior Suite, 1 King, Bathrooms: 2: -; Executive Room, Executive lounge access, Guest room, 1 King, City view: *relaxing*; Executive Room, Executive lounge access, Guest room, 2 Twin/Single Bed(s), City view: -; Executive Suite, Executive lounge access, 1 Bedroom Executive Suite, 1 King, Bathrooms: 2: -; Premium, Guest room, 1 King, City view: *comfortable, great, modern, peaceful, pleasant, spacious, tranquil*; Premium, Guest room, 2 Twin/Single Bed(s), City view: -; Presidential Suite, Executive level, 2 Bedroom Presidential Suite, City view: *distinctive, exquisite, extensive, genuine, presidential*.

These hotels use 99 adjectives with 240 tokens in the description of their accommodation offer (Table 1, Figure 1).

Table 1

Adjectives used and their number of tokens

| Number of tokens | Adjectives used   |
|------------------|---|
| 11               | <i>elegant, spacious</i>  |
| 10               | <i>comfortable, grand</i>   |
| 9                | <i>large</i>  |
| 7                | <i>deluxe</i>   |
| 6                | <i>double, extra, free, modern</i>  |
| 5                | <i>high, perfect, special, superior, twin, unique, warm</i>   |
| 4                | <i>relaxing, separate</i>   |
| 3                | <i>airy, dedicated, extended, ideal, living, premium, refined, single, smart</i>  |
| 2                | <i>bespoke, cheerful, colourful, distinctive, exquisite, famous, flat, genuine, inviting, natural, playful, private, quiet, round, sleeping, standard, utmost, welcoming, white</i>   |
| 1                | <i>additional, affordable, ample, authentic, beautiful, bright, bygone, chic, classic, comfy, complete, complimentary, contemporary, cosy, curved, daily, delightful, extensive, fine, fresh, generous, good, gorgeous, great, harmonious, huge, imaginary, imposing, impressing, lively, long, luminous, luxurious, maximum, muted, peaceful, pleasant, presidential, rare, royal, small, solid, stately, stylish, subtle, sumptuous, traditional, tranquil, true, ultimate, unforgettable, vast</i> |

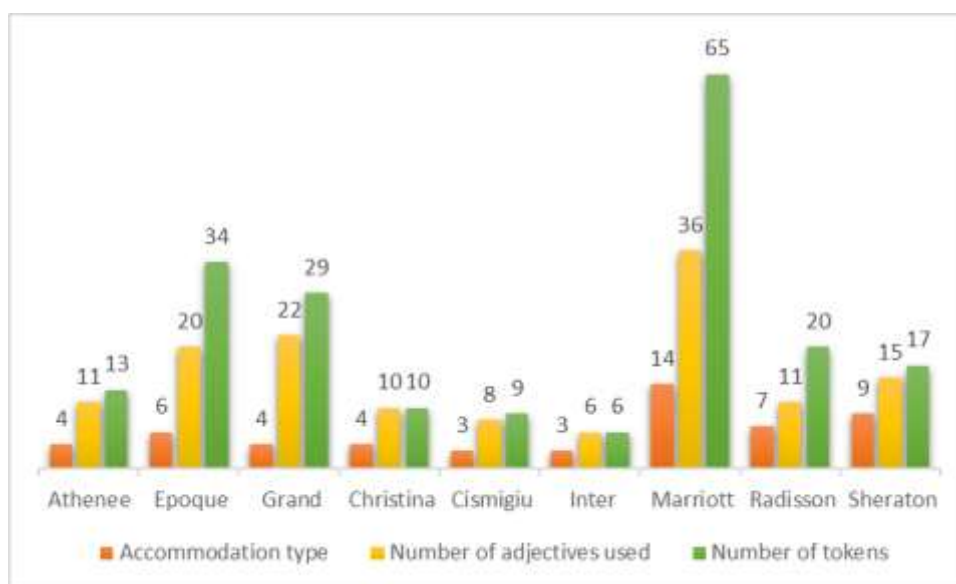


Figure 1. Accommodation type, number of adjectives and number of tokens used in the promotion of 5- and 4-star hotels in Bucharest

From a semantic point of view, these 99 adjectives (collocates) can be grouped into 17 categories [2,7,10] (Table 2, Figure 2).

Table 2

Classification of adjectives from a semantic point of view

| Semantic categories                                      | Adjectives used  |
|--|--|
| <b>aesthetic appreciation</b> (18 adjectives, 34 tokens) | <i>beautiful</i> (1), <i>bright</i> (1), <i>chic</i> (1), <i>classic</i> (3), <i>colourful</i> (2), <i>delightful</i> (1), <i>elegant</i> (11), <i>fine</i> (1), <i>gorgeous</i> (1), <i>harmonious</i> (1), <i>lilac</i> (1), <i>muted</i> (1), <i>pleasant</i> (1), <i>refined</i> (3), <i>stylish</i> (1), <i>subtle</i> (1), <i>sumptuous</i> (1), <i>white</i> (2)  |
| <b>authenticity</b> (4 adjectives, 5 tokens)             | <i>authentic</i> (1), <i>genuine</i> (2), <i>imaginary</i> (1), <i>true</i> (1)  |
| <b>availability</b> (1 adjectives, 1 token)              | <i>affordable</i> (1)  |
| <b>emotional impact</b> (2 adjectives, 2 tokens)         | <i>imposing</i> (1), <i>impressing</i> (1)   |
| <b>exclusiveness</b> (1 adjective, 2 tokens)             | <i>private</i> (2)   |
| <b>extraordinariness</b> (17 adjectives, 56 tokens)      | <i>bespoke</i> (2), <i>dedicated</i> (3), <i>deluxe</i> (7), <i>distinctive</i> (2), <i>exquisite</i> (2), <i>extra</i> (6), <i>grand</i> (10), <i>great</i> (1), <i>ideal</i> (3), <i>perfect</i> (5), <i>presidential</i> (1), <i>rare</i> (1), <i>royal</i> (1), <i>special</i> (5), <i>stately</i> (1), <i>unique</i> (5), <i>unforgettable</i> (1)  |
| <b>money saving</b> (3 adjectives, 8 tokens)             | <i>additional</i> (1), <i>complimentary</i> (1), <i>free</i> (6)   |
| <b>newness</b> (4 adjectives, 10 tokens)                 | <i>contemporary</i> (1), <i>modern</i> (6), <i>ultimate</i> (1), <i>utmost</i> (2)   |
| <b>popularity</b> (1 adjective, 2 tokens)                | <i>famous</i> (2)  |
| <b>quality</b> (5 adjectives, 16 tokens)                 | <i>complete</i> (1), <i>high</i> (5), <i>premium</i> (3), <i>standard</i> (2), <i>superior</i> (5)   |
| <b>quantity</b> (5 adjectives, 16 tokens)                | <i>double</i> (6), <i>generous</i> (1), <i>maximum</i> (1), <i>single</i> (3), <i>twin</i> (5)   |
| <b>shape</b> (3 adjectives, 5 tokens)                    | <i>curved</i> (1), <i>flat</i> (2), <i>round</i> (2)   |
| <b>size</b> (7 adjectives, 25 tokens)                    | <i>ample</i> (1), <i>extensive</i> (1), <i>huge</i> (1), <i>large</i> (9), <i>small</i> (1), <i>spacious</i> (11), <i>vast</i> (1)   |
| <b>space</b> (2 adjectives, 5 tokens)                    | <i>long</i> (1), <i>separate</i> (4)   |
| <b>time</b> (2 adjectives, 4 tokens)                     | <i>daily</i> (1), <i>extended</i> (3)  |
| <b>tradition</b> (1 adjective, 1 token)                  | <i>traditional</i> (1)   |
| <b>wellness</b> (25 adjectives, 59 tokens)               | <i>airy</i> (3), <i>bygone</i> (1), <i>cheerful</i> (2), <i>cosy</i> (1), <i>comfortable</i> (10), <i>comfy</i> (1), <i>free</i> (6), <i>fresh</i> (1), <i>good</i> (1), <i>inviting</i> (2), <i>lively</i> (1), <i>living</i> (3), <i>luminous</i> (1), <i>luxurious</i> (1), <i>natural</i> (2), <i>peaceful</i> (1), <i>playful</i> (2), <i>quiet</i> (2), <i>relaxing</i> (4), <i>sleeping</i> (2), <i>smart</i> (3), <i>solid</i> (1), <i>tranquil</i> (1), <i>warm</i> (5), <i>welcoming</i> (2) |

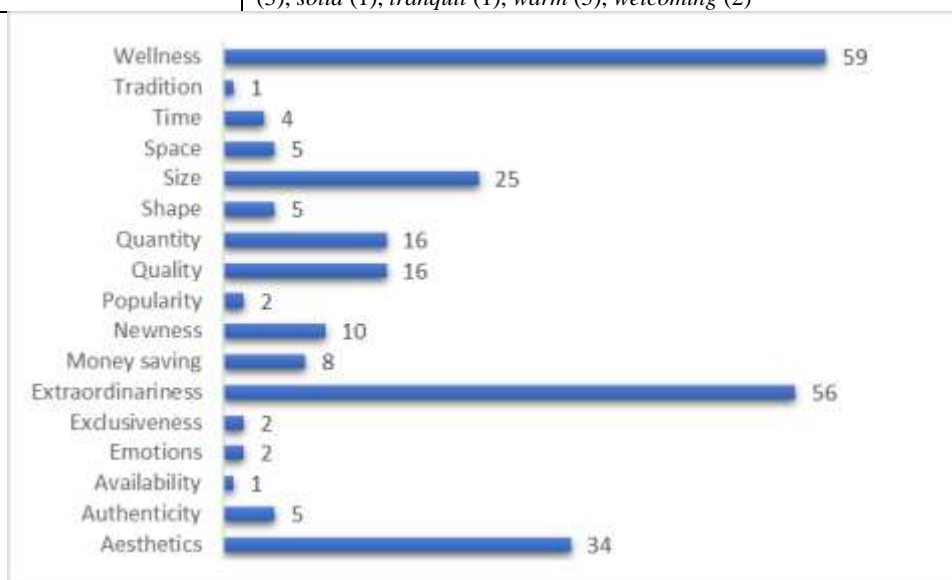


Figure 2. Categories of adjectives in Bucharest 5- and 4-star hotel accommodation self-characterisation

To note that Edo Marzá [4] identified only five categories of adjectives: aesthetic appeal (*beautiful, luxurious, stylish*, etc.), deviance (*easy, modern, traditional*, etc.), emotional/sensory appeal (*comfortable, cosy, friendly*, etc.), general appraisal (*ideal, perfect, special*, etc.), and size/strength (*abundant, ample, strong*, etc.).

## CONCLUSIONS

The analysis of the corpus of adjectives used by 5- and 4-star hoteliers in Bucharest to promote accommodation in their hotels shows the following:

- *JW Marriott Bucharest Grand Hotel* [21] ranks first in number of accommodation types (14), of adjectives used (36) and of tokens (65) in the promotion of accommodation, while the pride of the communist era, *InterContinental Bucharest* [19], ranks last;
- 5- and 4-star hoteliers in Bucharest are trying to “sell” wellness (59 tokens, 24.58%), extraordinariness (56 tokens, 23.33%), aesthetics (34 tokens, 14.16%), and size (25 tokens, 10.41%);
- top adjectives in the corpus above (*elegant, spacious, comfortable, grand, large*) are *evaluative*, which confirms the presumed importance of evaluative adjectives in promotional texts – particularly in hotel presentations and room descriptions, thus confirming other studies in the field [1,3,4,6,9,10];
- the adjectives in the corpus above are *descriptive* adjectives with positive meaning, thus confirming other studies in the field [1,3,5,8,9];
- hoteliers also appeal to the potential guests’ emotions and senses, as already noticed by other authors [4,10].

This study could have some managerial implications in the sense that its results could be used for future marketing strategies.

## REFERENCES

- [1]. AL-ISSAWI JUHAINA M., 2020, The Treatment of Adjectives in Tourism Websites A Comparative Study of the Jordanian, European and Asian Official Tourism Websites, *International Journal of Linguistics*, 12(5), 95-110
- [2]. BAKER P., 2008, *Using Corpora in Discourse Analysis*, London – New York: Continuum
- [3]. DURÁN-MUÑOZ ISABEL, 2019, Adjectives and their Keyness: A Corpus-based Analysis on Tourism Discourse in English, *Corpora*, 14(3), 351-378. DOI: 10.3366/cor.2019.0178
- [4]. EDO MARZÁ NURIA, 2011, A Comprehensive Corpus-Based Study of The Use of Evaluative Adjectives in Promotional Hotel Websites. *Odisea*, 12, 97-123
- [5]. KANG N. & YU Q., 2011, Corpus-based Stylistic Analysis of Tourism English, *Journal of Language Teaching and Research*, 2(1), 129-136. DOI: 10.4304/jltr.2.1
- [6]. KIZILTAN NALAN, 2013, A Comparative Study of the Language used in Turkish and English Versions of Tourism Brochures, *Global Journal of Human Social Science: Linguistics & Education*, 13(5), 1-5
- [7]. LINDQUIST H., 2009, *Corpus Linguistics and the Description of English*, Edinburgh: Edinburgh University Press
- [8]. MAASALMI OLLI-PEKKA, 2013, On the Use of Adjectives in Travel Brochures: A Comparative Study of American, Canadian and British Travel Brochures with a Special Focus on Descriptive Adjectives, MA Thesis. Joensuu: University of Eastern Finland

- [9]. **NUIKHAO PRAPAKAN**, 2018, Adjectives in Tourism English on Online News Websites: A Corpus-Based Study. MSc Study Paper, Bangkok: Thammasat University
- [10]. **PIERINI PATRIZIA**, 2009, Adjectives in Tourism English on The Web: A Corpus-Based Study, *Círculo de Lingüística Aplicada a la Comunicación (CLAC)*, 40, 93-116
- [11]. **RAO R. & ABDULLAH, S.**, 2007, The Role of the English Language in the Tourism Industry, The Second Biennial International Conference on Teaching and Learning of English in Asia: Exploring New Frontiers (TELiA2), 14-16 June 2007, Holiday Villa Beach & Spa Resort, Langkawi (1-11). Faculty of Communication and Modern Languages, Universiti Utara Malaysia, Sintok
- [12]. **STEFANOWITSCH A.**, 2017, *Corpus Linguistics: A Guide to the Methodology*, Berlin: Freie Universität Berlin
- [13]. **YIFENG S.&FANG T.**, 2014, A Parallel Corpus-based Investigation of Vocabulary Features of Tourism Translations, *International Journal of Linguistics and Communication*, 2(3), 1-22. DOI: 10.15640/ijlc.v2n3a1.
- [14]. \*\*\***SHERATON BUCHAREST HOTEL**,  
<https://www.marriott.com/hotels/travel/buhsi-sheraton-bucharest-hotel>. (January 30, 2021)
- [15]. \*\*\***EPOQUE HOTEL**, <https://www.hotelepoque.ro/en>. (January 30, 2021)
- [16]. \*\*\***GRAND HOTEL CONTINENTAL**, <https://grand-hotel-continental-bucuresti.continentalhotels.ro/en>.(January 30, 2021)
- [17]. \*\*\***HOTEL CHRISTINA**, <https://www.hotelchristina.ro/>(January 30, 2021)
- [18]. \*\*\***HOTEL CISMIGIU**, <https://www.hotelcismigiu.ro/>(January 30, 2021)
- [19]. \*\*\***INTERCONTINENTAL BUCHAREST**,  
<https://www.ihg.com/intercontinental/hotels/gb/en/bucharest/>(January 30, 202)
- [20]. \*\*\***ATHENEE PALACE HILTON BUCHAREST**, <https://www.hilton.com/en/>.  
(January 30, 2021)
- [21]. \*\*\***JW MARRIOTT BUCHAREST GRAND HOTEL**,  
<https://www.marriott.com/hotels/>(January 30, 2021)
- [22]. \*\*\***RADISSON BLU BUCHAREST**, <https://www.radissonhotels.com/>(January 30, 2021)
- [23]. \*\*\***US NEWS & WORLD REPORT**, <https://travel.usnews.com/hotels/Romania>,  
(January 30, 2021)