TOURISTIC PROMOTION IN PARALLEL AND COMPARABLE CORPORA

Differences in persuasion through Interpersonality in English and Spanish websites

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This research…

* … part of the COMETVAL project that aims to analyse travel and tourism webgenres through discourse and lexis in English, Spanish, French and Arabic.

* First attempt to analyse comparable ones **(translated into English and Spanish) in** *hotel websites.*

* *Hypothesis:* if the interpersonality pattern of target language is not considered for translation, functional and generic damage can happen.

* Implications for the travel and tourism industry: communication with customers can be disrupted and/or be inefficient if websites are not designed following interpersonality conventions.

COMETVAL (Corpus Multilingüe en Turismo Universitat de València)

CORPUS DETAILS so far…	
Amount of words	3m
Genres	. hotel websites . national tourism websites . local tourism websites . travellers' blogs . tourism private agencies . specialized press articles
Parallel sub-corpora (original)	2.5m words
Comparable sub-corpora (translated)	**500.000 words**
Languages	English, Spanish, French, Arabic

Introduction: Advertising tourism through the internet…

* Internet and web technologies: best means to advertise hotels, cities, regions and countries.

* Websites provide accurate info without intermediaries.

* This creates a competitive image and develops customer's satisfaction.

* Competition is achieved by delivering customer value through quality services (like information) (Yoke and Ab Hamid 2011).

Introduction: a new marketing strategy for the tourism industry

* Developing a good customer relationship through the internet can increase customer's satisfaction, loyalty and retention.

* CRM (customer relationship management) is the most important concept in modern marketing (Kotler and Armstrong 2010).

* Development of Web 2.0 requires businesses to collaborate and engage with their customers through purposeful use of this technology (Greenbery 2010).

Redesigning websites for hotels, cities and regions to meet customers' demands…

* The use of 2.0 websites has increased by $10b a year online travel sales (World Tourism Organization –WTO- 2008).

* Thus, websites need to be redesigned and updated to match customers' demands.

* This also implies translating websites into languages such as English or Spanish, to name major ones.

* Persuasion is the key function that has to be constantly reassessed in terms of culture, language and genre.

How interpersonality conveys persuasion…

* Interpersonality relies on the author/reader relationship in the text itself and is expressed through certain markers (Crismore and Vande Kopple 1997; Hyland 1998, 2005).

* Rhetorical functions such as persuasion, evaluation, opinion, etc. are conveyed through these markers, leading the reader towards a pre-determined generic aim.

* Persuasion is one of the major functions that permeates a variety of genres within travel and tourism (Mapelli 2008; Pierini 2009; Suau Jiménez 2012).

The importance of interpersonality when translating tourism genres…

* Each language displays an interpersonal metadiscursive pattern built upon cultural, generic and linguistic premises.

* Therefore, source and target language usually contain different interpersonality patterns and markers.

* If websites are not properly translated, considering the metadiscursive pattern of the target language, they can be damaged in their communicative purpose, i.e. persuasion.

Number and types of translations found in hotel websites in our database

* Of 500 hotels' websites collected in our COMETVAL database from the UK, the US, France, Spain, Canada, Chile and Argentina, only 10% offered other versions in major languages (Spanish, English, French).

* **The rest of hotel websites led to different genres (travel searchers) or translating applications like:**
  * Google translator
  * Booking.com
  * Trip Advisor, etc.

  for versions in other languages, providing only basic information.

Example 1 of hotel website: TRUMP HOTEL, New York
http://www.trumphotelcollection.com/central-park/new-york-city-hotel.php

OWN NEW YORK.

Most hotels give you a room; we give you an entire city. The 176 magnificent luxury suites and guestrooms at our hotel in Manhattan feature fully equipped kitchens, and floor-to-ceiling windows designed to frame the unparalleled views of Central Park and NYC to perfection. And perfection isn't a word we use lightly. A 30 million dollar renovation completed in September of 2010 supplied plush seating, rich wood finishes, burnished gold leaf and bronze mirrors and handcrafted Schonbek crystal chandeliers - all details lauded over to bring the sophisticated urban feel of New York City inside for your indulgence.

WORDS IN YELLOW: INTERPERSONAL MARKERS CONVEYING PERSUASION

Example of Travel Searcher (Booking.com) text in Spanish for TRUMP HOTEL, New York

http://www.booking.com/hotel/us/trump-international-new-york.es.html

Este hotel de 5 estrellas, situado en la confluencia

de Columbus Circle y Broadway, a pocos minutos de

Central Park, alberga los restaurantes Jean Georges

Nougatine. Las habitaciones disponen de

Instalaciones de cocina. Las **amplias** habitaciones

del Trump International New York tienen **grandes** ventanales con vistas a la

ciudad o a Central Park, TV de pantalla plana de 55

pulgadas por cable, reproductor de Blu-ray DVD, cocina americana con zona de

comedor y baño decorado en mármol.

WORDS IN BLACK: INTERPERSONAL MARKERS

In a city where space is perhaps the most limited commodity, The Setai Fifth Avenue presents elegantly appointed accommodations that are among the largest in New York.
Exotic materials create warmth, harmony, and a balance between modern design and intimate allure.
Duxiana beds, Pratesi linens, and floor-to-ceiling rain showers leave guests breathing easy, if not breathless.

Ai Fiori, from internationally acclaimed Chef Michael White, features a sophisticated Mediterranean menu. Auriga spa treatments reflect the energies of the lunar cycle and its salon offers personalized services.

WORDS IN RED: INTERPERSONAL MARKERS CONVEYING PERSUASION

Example 2 of Travel Searcher (Booking.com) text in Spanish for THE SETAI, New York

Booking.com

Este hotel del centro de Manhattan está situado en la 5ª Avenida, a 11 calles de Times Square. Dispone de gimnasio, spa completo, salón de belleza y habitaciones con soporte para iPod.

Las habitaciones del Setai Fifth Avenue cuentan con cafetera expreso, reproductor de DVD, una selección de películas y conexión Wi-Fi. El hotel ofrece tratamientos de spa en las habitaciones.

El Setai tiene un restaurante de cocina italiana **moderna**, el Ai Fiori, y un bar. También proporciona servicio de habitaciones.

El Setai se encuentra a 5 minutos a pie del Empire State Building y a 7 calles de la estación Grand Central.

WORDS IN BLACK: INTERPERSONAL MARKERS CONVEYING PERSUASION

Example of text in website: AGORA SPA & RESORT, Peñíscola

http://www.agorahoteles.com/peniscola/hotel/

Dicen de **mí**, que **dispongo de** unas instalaciones **inmejorables,…** Lo cierto es que **estoy** en pleno centro de Peñíscola, y **tengo:** spa, pista de pádel, auditorio, pub, peluquería, bares, piscinas, etc…Club Mr Cangrejo para los más pequeños, Yellow Club para los jóvenes junto Agora Entertainment y Agora Gold, completan un **perfecto** programa de animación que convierte las vacaciones en **inolvidables.**

Se valora mucho de **mi** la **amplitud** de **mis** habitaciones: standard, superiores, junior suites, grand suite y suites temáticas. Distribuidas en cinco **grandes** bloques convergentes en un espacio central que llamamos AGORA.

WORDS IN YELLOW: INTERPERSONAL MARKERS CONVEYING PERSUASION

Example of Travel Searcher (Booking.com) text for AGORA SPA & RESORT, Peñíscola

http://www.booking.com/hotel/es/agora-spa-centro-convenciones-peniscola.html

This **stylish** hotel is set 100 metres from the beach in Peñiscola and offers an outdoor pool with a sun terrace. The **chic** rooms feature satellite TV and air conditioning.

Located in the **popular** area of La Cantera, Ágora Spa & Resort includes a Mediterranean restaurant, specialising in fish and different rice dishes. The cafeteria **enjoys** views of the pool and has 2 billiards tables. The spa at Ágora offers an indoor pool with water jets and submerged loungers. There is a sauna, Turkish bath and gym, and massage treatments are available.

WORDS IN BLACK: INTERPERSONAL MARKERS CONVEYING PERSUASION

Reference patterns found in previous research through interpersonality in hotel websites in *original language*

* Persuasion is conveyed through different interpersonality markers (Dafouz 2008; Mapelli 2008; Pierini 2009; Suau Jiménez 2011, 2012) :

	Hedges	Self-mention	Attitude markers	Boosters	Reader's pronouns
English	**11,42%**	**12,42%**	5,01%	42,08%	**27,86%**
Spanish	7,11%	6,92%	4,23%	**78,46**	0,57%

* Therefore (in order of importance)

　　　. reader's pronouns, self-mention and hedges are salient in English
　　　. boosters are salient in Spanish.

Methodology followed in this research…

* Hyland & Tse's (2004) interpersonal markers taxonomy + specific markers of tourism genres for English and Spanish (Mapelli 2008; Pierini 2009; Suau-Jiménez 2011, 2012).

* Ant.Conc.3.2.4w free concordancer software.

* Applied to extract markers from COMETVAL comparable sub-corpora (translated) for English and Spanish hotel websites (100.000 words).

Results for interpersonality in websites translated into English and Spanish

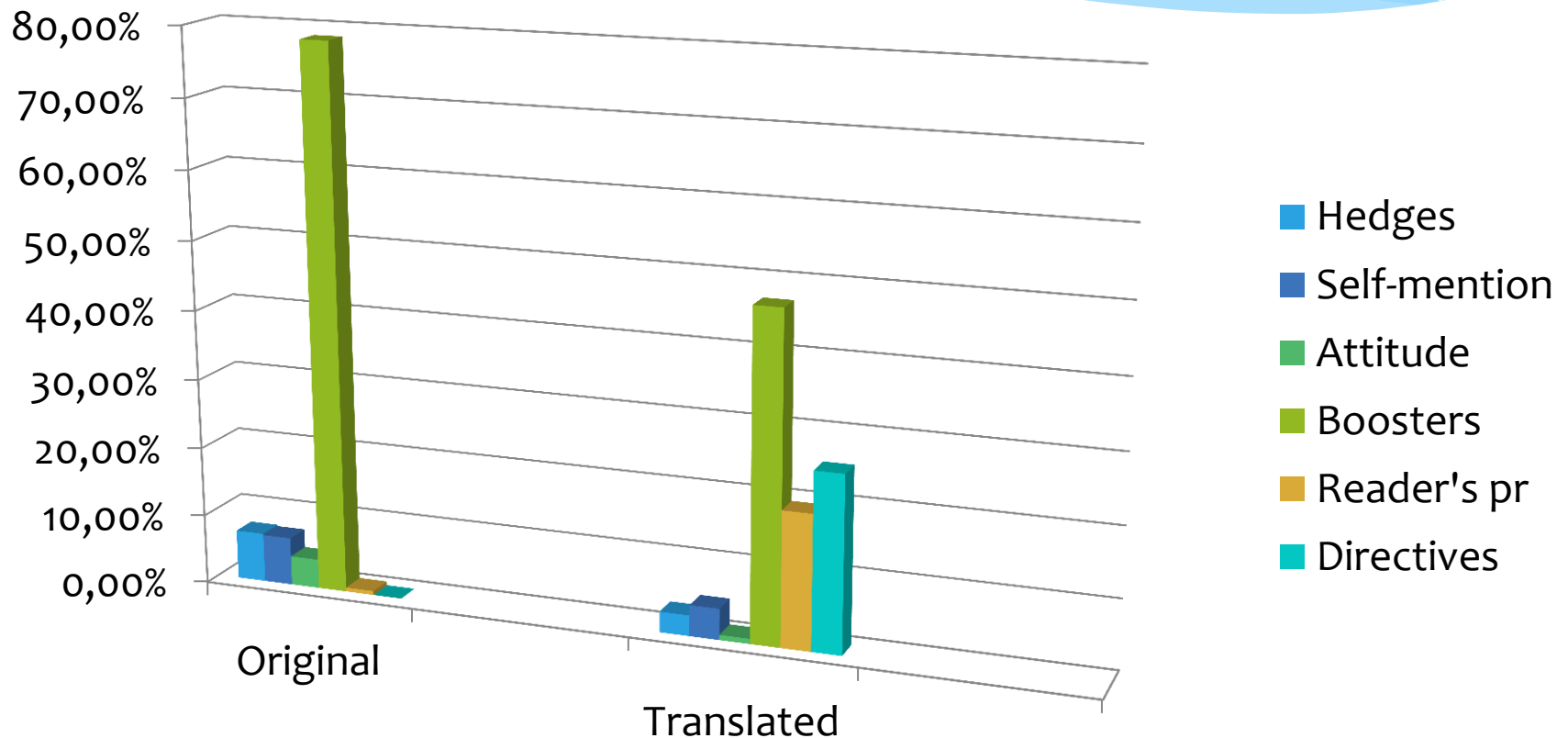| TOTAL MARKERS	Hedges	Self-mention	Attitude markers	Boosters	Reader's pronouns	Directives
ENGLISH	**25'61%**	10'48%	0%	**44'68%**	**19'21%**	
SPANISH	2,98%	4,47%	0,74%	**47,0%**	**19,40%**	**25,37%**

Differences of interpersonal markers in **original and translated texts** for hotel websites
ENGLISH
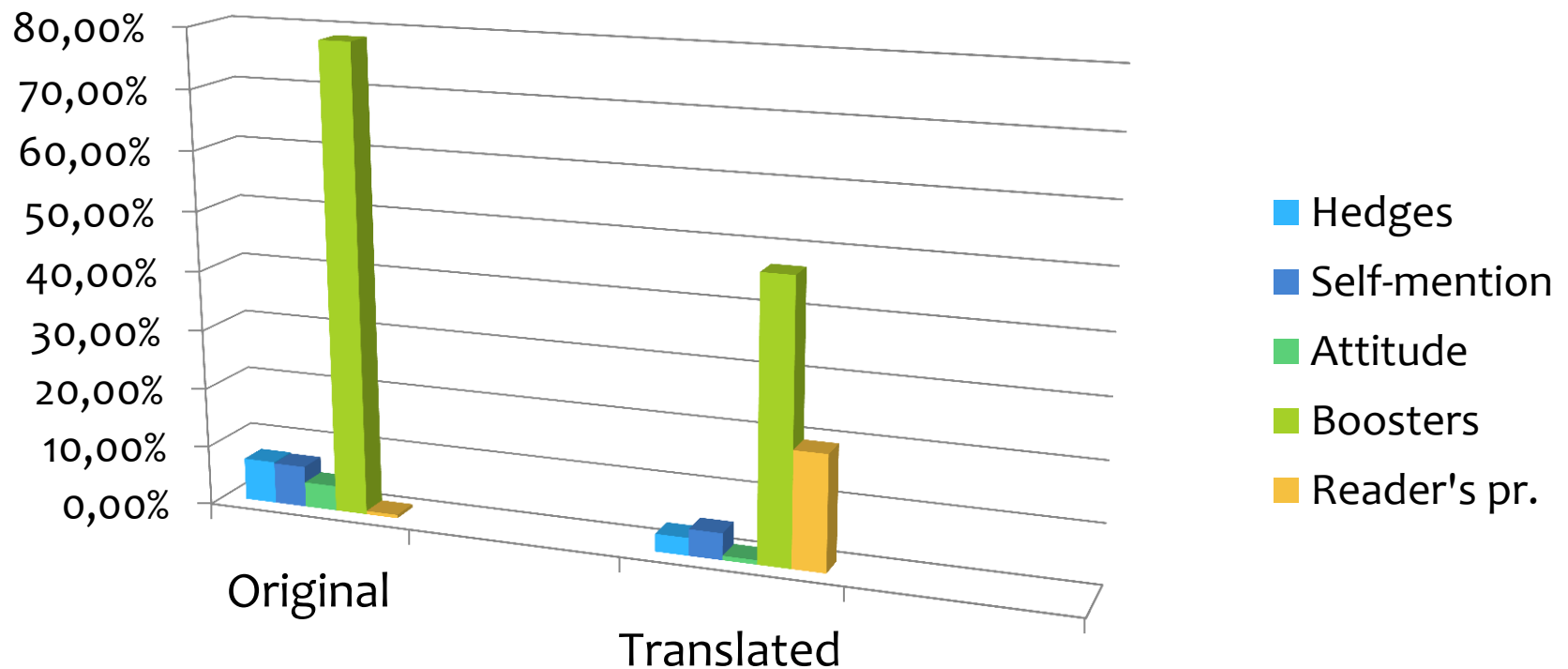
Differences of interpersonal markers in **original and translated texts** for hotel websites
SPANISH

Discussion/Conclusion 1

* Our results show that analysed website translations show patterns for interpersonality different from reference ones.

* This can disrupt the way persuasion is conventionally expressed, since the interpersonal pattern of the target language was not followed.

* Translations must necessarily follow interpersonality principles (markers) in order to maintain the same liability level of the original interpersonal pattern in hotel websites.

Discussion/Conclusion 2

* Otherwise, readers/customers may
  * not recognize how persuasion is shown through the text.
  * not be attracted at all by hotel information.

* Unefficient translation of hotel websites may not achieve their communicative aim of conveying a message that attracts customers like original messages did.

* Translated and original texts of hotel websites should show similar interpersonal patterns and markers, if persuasion is to be conveyed/attained.

Implications for the tourism industry

* Customers' demands and quality service also apply to a good design of hotel websites that include pragmatic and discursive conventions like interpersonality, based on generic and cultural principles.

* The tourism industry must also take into consideration the appropriate translation of websites which many times rely on poor applications like search engines or machine translators that do not consider pragmatic aspects like *interpersonality*.

* These are aspects that may contribute to guarantee:
  * customers' satisfaction, loyalty and retention.
  * customer relationship management (Kotler and Armstrong 2010).

Thanks for your attention!!!

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