

## 「論文」

# Move Development of London Hotel Overviews on Official Websites: Luxury Strategies in Overview Texts

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### Abstract

This study examines the texts of 124 hotel overviews on the official websites of 3-5-star hotels in London, using move structure analysis, a method of genre analysis developed by Swales (1990). Despite the fact that readers of the hotel websites are neither “expert members” nor “members of the professional or academic community,” which deviates from the existing established genre theory (Swales, 1990; Bhatia, 1993), discourse units, or moves and steps, were identified and hotel overviews had some aspects of a promotional genre in terms of communicative purposes. By developing those moves, typical structures of hotel overviews were found, and the implementation rate of the moves and keywords in each grade followed by a qualitative analysis of the sentences showed differences between lower-grade and higher-grade hotels in strategies to appeal to their potential guests. This study demonstrates how these differences are a result of the luxury strategy of “exclusivity” and “abstractness” adopted by higher-grade hotels.

### 1. Introduction

Since the Internet became available worldwide, hotels have had their own official websites, and online reservations have become prevalent. Online reservations have created an “unprecedented impact on travel and tourism, in general and in particular on hotel room bookings” (Law, 2009: 766). In the case of official websites, people expect to not only make a hotel room reservation but also to directly access information from the hotel. As websites are “an important means for a firm to communicate its service assurances with its consumers” (Chen and Dhillon, 2003: 311) and are “critical in the development of trusting relationships with customers” (Wang, Law, Guillet, Hung, and

Fong, 2015: 108), official websites can be the most reliable means of communication between hotels and the readers of the websites. Empirical studies on hotel websites have become specialized in areas such as design, usability, content, and quality (Law and Cheung, 2006; Choi, Letho, and Morrison, 2007; Chang, Kuo, Hsu, and Cheng, 2014), marketing activities (Li, Wang, and Yu, 2015), and users' purchase intention and attitude (Kim, Ma, and Kim, 2006; Li et al., 2015). However, there is still much to explore in terms of language use and discourse structures of websites. Official websites of hotels in the English language commonly have an "overview section" on the top page, wherein hotels briefly state what they have to offer or how they are attractive to potential guests. Since the appealing points are different among hotels, it can be presumed that the linguistic strategies adopted in the overview section are also different. Hotels are categorized into different grades, or stars, and there can be tendencies and/or differences in language use in each grade. The author is particularly interested in how higher-grade hotels express their "luxury" in their overview texts as a linguistic strategy. Considering the above points, this study investigates the linguistic strategies adopted by official websites of hotels in London to identify how they appeal to the readers of the websites. The major focus of this study is to investigate how hotel grades have an influence on language use; in particular, how higher-grade hotels' "luxury" appears in texts. This study analyzes their discourse structure through genre analysis using move structure analysis, proposed by Swales (1990). As hotel overviews are assumed to share a set of common communicative purposes, analysis of the texts using moves, which have "a local purpose" and also contribute to "the overall rhetorical purpose of the text" (Biber, Connor, and Upton, 2007), will contribute to revealing the typical structure of hotel overviews based on the shared communicative purposes they have.

Main efforts of this study are devoted to the development of the moves implemented in hotel overviews, as hotel overviews are treated as a genre for the first time as far as the author knows. The structure of this paper is as follows: Section 2 reviews the approaches of genre analysis; Section 3 explains the corpus compiled for this study as well as the methods used in this study; Section 4 describes how the author develops moves and steps; Section 5 conducts a quantitative analysis of the move implementation rate as well as keywords extracted in each grade. Section 6 discusses how linguistic strategies differ between higher- and lower-grade hotels by contrasting

the results acquired in Section 5 with sentence-by-sentence qualitative analysis, focusing on how higher-grade hotels use their luxury to appeal to the readers. Finally, Section 7 provides a summary and discusses limitation of this study and future research possibilities.

## **2. Genre analysis: Hotel overviews on websites as a genre**

Although the term “genre” is widely used in various fields, such as art, music, and literature, genre analysis in this study is concerned with discourse classification focusing on language usage. Hyon categorized genre approaches into three: English for specific purposes (ESP), North American New Rhetoric studies, and Australian systemic functional linguistics (1996: 694). As this research treats hotel overviews as a “communicative event” between the hotels and the readers of their website, the ESP approach developed by Swales (1990) and later by Bhatia (1993) is adopted to apply move structure analysis.

Swales defines a genre as follows:

A genre comprises a class of communicative events, the members of which share some set of communicative purposes. These purposes are recognized by the expert members of the parent discourse community, and thereby constitute the rationale for the genre. This rationale shapes the schematic structure of the discourse and influences and constrains choice of content and style. (1990: 58)

Bhatia, extending on Swales (1990), modifies the definition as follows:

... it is a recognizable communicative event characterized by a set of communicative purpose(s) identified and mutually understood by the members of the professional or academic community in which it regularly occurs. Most often it is highly structured and conventionalized with constraints and allowable contributions in terms of their intent, positioning, form and functional value. These constraints, however, are often exploited by the expert members of the discourse community to achieve private intentions within the framework of socially recognized purpose(s). (1993: 13)

Swales (1990, 2004) and Bhatia (1993) explored academic and professional

genres such as research articles, sales promotion letters, job application letters, and legal texts within a “closed discourse community” constituted of expert members of that community, designating that as the characteristic of a genre. The discourse community of hotel overviews on websites is composed of the hotels that produce the websites, and the readers of the websites who seek information about the hotels; both parties share the communicative purpose of providing/receiving information about the hotel for future benefit. Although the readers of the websites are neither “expert members” nor “members of the professional or academic community,” and in that sense, its discourse community is rather “open,” hotel overviews have some aspects of promotional genres in that their communicative purposes include “capturing the attention of the potential customer,” “offering and appraising the product or service in terms of the perceived interests, needs, or inhibitions of the potential customer,” and also “must be short and effective” (Bhatia, 1993: 46). Websites run by business entities are essentially an arm of the advertising media that plays a role in turning passers-by into potential customers and, in turn, potential customers into actual customers. Toward that goal, hotel overviews are written in accordance with some conventions, if not constraints, “to achieve special effects or private intention” (Bhatia, 1993: 14).

### 3. Procedure

#### 3.1 Corpus

The corpus for this study is composed of the texts of 124 overviews on the official websites of 3-5-star London hotels, collected between March and April, 2017. The texts that contained general remarks about the hotel, usually written on the top page or a relevant page such as a “home (page),” were defined as the overview. Table 1 shows the number of texts and tokens according to each grade.

Table 1: General information about the corpus

Hotel grade	Number of hotels	Tokens	Tokens Average	Tokens Minimum	Tokens Maximum
3-star	11	2414	219.45	31	659
4-star	66	10521	158.21	29	458
5-star	47	6289	132.55	21	348

The AA Hotel Guide 2016 (AA Publishing, 2015) was used to select the hotels of each grade in London. Since 2007, the AA and three other associations—VisitBritain, VisitScotland, and the Wales Tourist Board—agreed to follow the same criteria for grading based on the National Quality Assurance Standards (Baker, 2007). The new system divides hotels into five types: *Hotel*, *Town House Hotel*, *Country House Hotel*, *Small Hotel*, and *Metro Hotel*, according to location, the number of rooms, and the service. Most of the hotels came under the type *Hotel*, and therefore, *Hotel* was the only type treated in this study. Among the hotels, this study dealt with those having ratings of three stars or higher because only one hotel was ranked 2-star and zero hotels were 1-star.

### 3.2 Method

First, the texts of overviews on the official websites of 3-5-star hotels in London were collected to compile a corpus for analyses. In total, 11 overviews of 3-star hotels, 66 overviews of 4-star hotels, and 47 overviews of 5-star hotels were used. Hotel overviews usually contained the hotel name once or more than once in most cases. Considering that hotel names may affect the results of later analyses, all the hotel names were replaced by “HOTELNAME.” Next, each overview was divided into several moves according to the function, or the communicative purpose, of each sentence. For this process, only one move was assigned to one sentence. When more than one function was found in a sentence, the function in the core of the sentence or the main clause of the sentence was examined. After moves were assigned to each sentence, all the sentences were tagged using CasualTagger<sup>1</sup>; in addition, typical language expressions in each move were extracted. To refine the moves, CasualConc<sup>1</sup> was used to search a move by a typical expression, or a typical expression by a move, and to confirm the integrity of moves and language expressions. Steps were also assigned when there were sub-divisions of a certain move. These processes of developing and refining moves were conducted by the author and two native English ESL teachers. As this study’s main efforts were devoted to the development of the moves, rather than applying already developed moves to confirm the compatibility and reliability, we did not look into inter-rater reliability this time. Rather, we discussed to reach a consensus while refining moves. In the final procedure, keywords according to the hotel grades were derived using CasualConc. They were used as supplementary data to compare the linguistic characteristics of each grade.

## 4. Development of moves

### 4.1 Functions and communicative purposes

Before developing moves, the functions of the text were drawn out sentence by sentence. Table 2 shows examples of functions and sentences found in this process. Some sentences seemed to have several different functions; however, only one function was assigned to the core, or the main clause of the sentence.

Table 2: Examples of the functions and example sentences

Functions	Example sentences
Heading	About Us About the hotel
Definition	A beacon of British style and sophistication, HOTELNAME is a renowned five star hotel in central London.
Rhetorical description	HOTELNAME is a tranquil haven of peace and quiet amongst the bustle of central London.
Stating history	HOTELNAME was built in 1936 and was originally launched as The White House luxury apartments.
Stating architecture	It comprises thirteen Georgian Townhouses that date from 1731.
Stating location	HOTELNAME is located near Bond Street and Selfridges, offering London's best shopping areas right at your door step.
Stating facilities	The hotel features include functions rooms for up to 100 guests to suit your conference, meeting or wedding, as well as a hotel restaurant and bar.
Invitation	Come join us. Escape the city
Stating what the hotel does/provides	So whether you are planning a special event or to tie the knot in style, we promise it will be a very special occasion. From the moment you arrive, our goal is to make you feel at home.
Stating what the guests do/receive	On entering this charming hotel, you'll sense its unique atmosphere, making you feel at home. Whether travelling in or out of the capital, you are guaranteed a restful night's sleep
Stating next steps for potential guests	Book here for our Best Price Guarantee promise.
Welcome	Welcome to HOTELNAME We are delighted to welcome you to one of the most popular 5 star hotels in London...
Looking forward	We look forward to welcoming you.
Stating the hotel name and/or the manager's name at the end	MANAGERNAME, General Manager

Next, several functions were combined to identify communicative purposes as shown in Table 3 to assign moves later.

Table 3: Communicative purpose of each function unit

Communicative purposes	Functions
Heading	Heading
Defining the hotel	Definition Rhetorical description
Establishing features of the hotel	History Architecture Location Facilities
Establishing connections between the hotel and readers of the website	Invitation What the hotel does/provides What the guests do/receive Next steps for potential guests Welcome Looking forward Hotel name and/or the manager's name at the end

### ***Heading***

This unit always came at the beginning of the text or a paragraph, if at all. Not all the overviews had a heading, and on some websites, headings were separated from the overview texts because some headings were blended with other menus or icons. Other headings were just the name of the hotel, and/or the address and telephone number, while other headings had particular functions.

### ***Defining the hotel***

This unit usually came after the *Heading* or at the beginning if there was no *Heading*. In this unit, a hotel presented the readers of the website with its definition by declaring what star rating it had and/or by illustrating the hotel with appropriate rhetorical expressions or metaphors.

### ***Establishing features of the hotel***

This unit usually came after the *Defining the hotel*. In this unit, the hotel introduced its specific features, such as history, architecture, location, and facilities. As for the location, this move gave specific information about where the hotel was located by stating the address, place, or street name; or landmarks near the hotel or how long it would take to get from the hotel to the landmarks. The history provided information about how long it had been in operation, as well as when the hotel opened, and/or its background. It was also sometimes combined with information about the architecture. The number and/or sort of rooms, restaurants, bars, and/or services such as Internet connection or air-conditioning, were stated in the facilities unit. The information about

the staff was also described in this unit.

***Establishing connections between the hotel and readers of the website***

A closer examination of the function units that were not classified into any of those mentioned above revealed that they served to establish connections between the hotel and the readers of the website. When this unit came at the beginning of the overview, it established this connection by inviting the reader, greeting them, gaining attention, and so forth. When it came at the end of the overview, it gave a final comment from the hotel to the readers by describing features of the hotel and/or stating for whom and for what the hotel is suitable.

**4.2 Developing and refining moves**

The moves were developed according to the communicative purposes mentioned in the earlier section. In the case when a move was related to several functions, the move was broken down and steps were assigned under the move. Consequently, four moves were developed and named *Move 0: Heading*, *Move 1: Defining self*, *Move 2: Establishing features*, and *Move 3: Establishing connections*; three steps in *Move 2* were also developed and named *Step 1: History/architecture*, *Step 2: Location*, and *Step 3: Facilities*. There were only a few descriptions of architecture, and they were always accompanied by descriptions of the history; hence, history and architecture were treated in the same step. Move and step numbers were allotted according to the most common order in which they appeared in each overview. The moves and steps developed are shown in Table 4.

Table 4: Moves and steps

Moves	
Move 0:	Headings
Move 1:	Defining self
Move 2:	Establishing features
	Step 1: History/architecture
	Step 2: Location
	Step 3: Facilities
Move 3:	Establishing connections

Headings holding communicative purposes of another move were categorized in that move in accordance with the communicative purpose. [1], [2], and [3] shown



below are examples of headings. [1] is a heading, but simultaneously it serves to define the hotel; therefore [1] was considered as *Move 1: Defining self*. [2] describes the location of the hotel; therefore, it was considered as *Step 2: Location* (of *Move 2: Establishing features*). [3] does not have any other communicative purposes other than to serve as a heading, and hence, it was purely considered as *Move 0: Heading*. *Move 0: Heading* was not analyzed this time.

[1] A STYLISH HOTEL IN LONDON

[2] Hotel in Kensington

[3] HOTEL OVERVIEW

Table 5 shows an example of an overview that contains all moves, and Table 6 shows an example that contains only one move. As shown in Table 5, some moves occurred repeatedly in some cases.

Table 5: Example of a hotel overview containing all moves

Move	Text
Move 1: Defining self	ONE OF THE FINEST 5 STAR HOTELS CHELSEA HAS TO OFFER HOTELNAME is the epitome of classic elegance; a fine example of a five star hotel, Chelsea – London’s finest. Built in 1890, HOTELNAME is one of the finest and most elegant five star hotels in London.
Move 2: Step 2: Location	This beautiful, lovingly restored red-brick Edwardian hotel is situated just around the corner from Chelsea’s fashionable Sloane Square and the beautiful borough of Kensington, making it the perfect location to explore everything London has to offer.
Move 1: Defining self	HOTELNAME offers luxury accommodation with traditional old age elegance and quintessentially British luxury within a peaceful city retreat.
Move 2: Step 3: Facilities	Personal touches such as complimentary tea and homemade biscuits at 4:00pm, champagne at 6:00pm, hot chocolate and biscuits at 9:30pm and an honesty bar in the hotel lounge add to HOTELNAME’s wonderfully unique charm.
Move 3: Establishing connections	With staff on hand to satisfy your every whim, HOTELNAME will become your very own indulgent and luxurious home away from home.
Move 2: Step 3: Facilities	As a guest at the luxury HOTELNAME, you’ll enjoy rest and respite in a choice of 35 luxurious, tasteful and individually decorated boutique suites and rooms. Steeped in Edwardian splendour, each room is theatrically themed and adorned with Victorian antiques. Most of the suite rooms have their own cosy working fireplace and many offer a view of the tranquil private Cadogan garden to which guests have exclusive access.
Move 3: Establishing connections	Book your stay at one of the most luxurious 5 star hotels in Chelsea, London.

Table 6: Example of a hotel overview containing only one move

Move	Text
Move 1: Defining self	Surrounded by greenery in the heart of Mayfair, the luxurious and redesigned HOTELNAME is unique in London, yet still true to the city.

As mentioned earlier, there were some cases where one sentence had several functions; in those cases, only one move was assigned to the core, or the main clause of the sentence. For example, the sentence in Table 6 describes the location in the beginning of the sentence, but the core of the sentence defined the hotel using rhetorical expression; therefore, it was considered as *Move 1: Defining self*.

## 5. Results

### 5.1 Move frequencies

Move frequencies and implementation rates are shown in Table 7 and Figure 1. The move with the highest implementation rate was *Move 2: Establishing features* (91.1%), followed by *Move 1: Defining self* (83.1%). It was common for hotel overviews to define their hotels and establish their features such as location, facilities, or history/architecture. *Move 3: Establishing connections* (66.9%) was found not to be as common a move.

Table 7: Move frequencies

Number of overviews	124
Number of overviews that have Move 1: Defining self	103 (83.1%)
Number of overviews that have Move 2: Establishing features	113 (91.1%)
Number of overviews that have Move 3: Establishing connections	84 (67.7%)

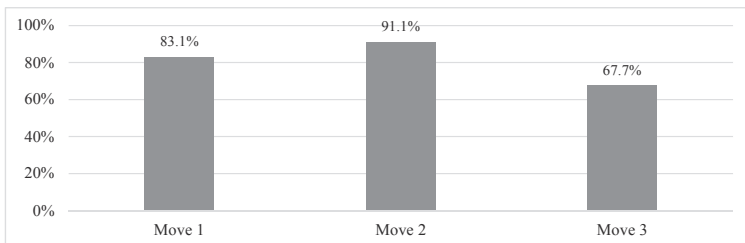


Figure 1: Implementation rate of each move

Move frequencies and implementation rates according to the grade of the hotels are shown in Table 8 and Figure 2. The move with the highest implementation rate was *Move 2: Establishing features*: 100% by 3-star hotels, 92.4% by 4-star hotels, and 87.2% by 5-star hotels. *Move 1: Defining self* was implemented a little more than 80% by all the grades. Establishing their own features was crucial for lower-grade hotels. A clear difference among grades was found in the implementation rate of *Move 3: Establishing connections*. It was implemented by more than 81.8% of 3-star hotels and 75.8% of 4-star hotels, but only by 53.2% of 5-star hotels.

Table 8: Move frequencies according to hotel grades

	3-star	4-star	5-star
Number of overviews	11	66	47
Number of overviews that have Move 1: Defining self	9 (81.8%)	55 (83.3%)	39 (83.0%)
Number of overviews that have Move 2: Establishing features	11 (100%)	61 (92.4%)	41 (87.2%)
Number of overviews that have Move 3: Establishing connections	9 (81.8%)	50 (75.8%)	25 (53.2%)

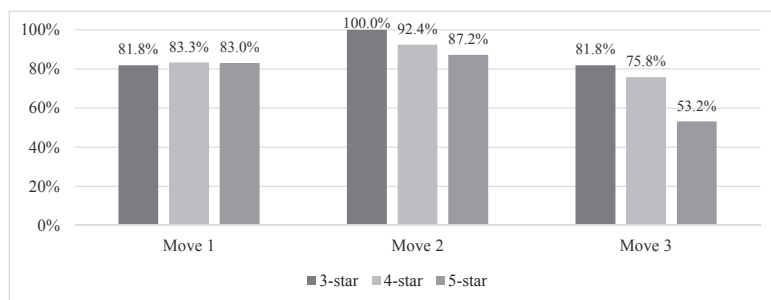


Figure 2: Implementation rate of each move according to hotel grades

*Move 2: Establishing features* was the only move that had steps, and the implementation rates of steps were different among each grade as shown in Table 9 and Figure 3. *Step 2: Location* and *Step 3: Facilities* were implemented by more than 70% of 3- and 4-star hotels, but the implementation rates by 5-star hotels were lower in both steps. *Step 1: History/architecture* showed a different tendency, implemented by much fewer hotels, 27.3% by 3-star, 10.6% by 4-star and 29.8% by 5-star hotels. *Step 1* was the only step that had the highest implementation rate by 5-star hotels.

Table 9: Implementation rate of each step in Move 2 according to hotel grades

	3-star	4-star	5-star
Number of overviews	11	66	47
Number of overviews that have Step 1: History/architecture	3 (27.3%)	7 (10.6%)	14 (29.8%)
Number of overviews that have Step 2: Location	8 (72.7%)	47 (71.2%)	25 (53.2%)
Number of overviews that have Step 3: Facility	8 (72.7%)	54 (81.8%)	31 (66.0%)

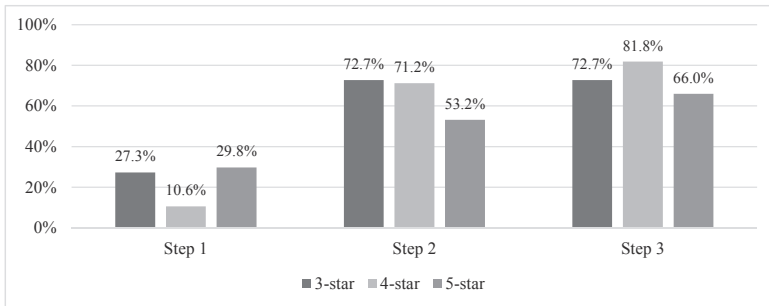


Figure 3: Implementation rate of each step in Move 2 according to hotel grades

## 5.2 Keywords

To examine the characteristics of words used in each grade, keywords were derived according to the value of log-likelihood using CasualConc and shown in Table 10. The hotel overview corpus as a whole was used as a reference corpus. It was evident that in 5-star hotels, many words referring to qualities such as “luxury,” “5-star,” “luxurious,” “English,” “private,” and “British,” were ranked. 4-star hotels also had those words referring to qualities: “4-star,” and “convenient,” as did 3-star overviews: “value” and “superb”; however, the number was smaller. Words referring to a place or location were observed through all the grades: “Wembley,” “stadium,” “arena,” and “Ruislip” in 3-star hotels and “Kensington,” “station,” “airport,” “link,” “transport,” and “Victoria” in 4-star hotels; however, there was only one, “Mayfair,” that ranked in 5-star hotels. The words related to location seen in 3- and 4-star hotels were also regarded to be facilities outside the hotel. On the other hand, 5-star hotels had words referring to the hotel’s own facilities: “suite” and “spa.” In summary, there were more abstract qualities and hotels’ own facilities stated in higher-grade hotels’

overviews, while more concrete information about facilities outside the hotels appeared in lower-grade hotels.

Table 10: Keywords according to hotel grades

	3-star		4-star		5-star	
	Keywords	Log-likelihood	Keywords	Log-likelihood	Keywords	Log-likelihood
1	Wembley	111.60	4-star	3.94	luxury	20.35
2	stadium	35.90	shop	2.24	5-star	13.21
3	value	18.97	from	2.14	Mayfair	9.03
4	arena	18.80	leisure	1.96	suite	8.68
5	tour	9.87	Kensington	1.90	spa	7.91
6	event	8.02	station	1.87	in	7.82
7	you	7.40	airport	1.68	one	7.16
8	Ruislip	7.30	convenient	1.68	star	5.92
9	choice	7.15	link	1.61	luxurious	5.07
10	200	6.27	transport	1.61	English	5.05
11	centrally	6.27	Victoria	1.44	private	5.05
12	superb	6.11	point	1.43	British	4.70

## 6. Discussion

In this section, the author discusses how hotel grades influence overview texts, particularly how higher-grade hotels' "luxury" appears in the form of language. Contrasting the results of the move implementation rate with a qualitative analysis of each sentence, it was found that "luxury" was expressed in hotel overviews by incorporating "exclusivity" and "abstractness" in the texts.

### 6.1 Luxury strategy in overview texts: Exclusivity

The major difference in the move implementation rates was found in that of *Move 3: Establishing connections*. In this move, "you" was a high ranked keyword as shown in Table 10. From qualitative analyses of the sentences in this move, it was found that second person pronouns as well as imperative forms were used to call for action. [4] is encouraging potential guests to stay at their hotel using the imperative form, and [5] explains how valuable the hotel stay will be for the guests using "perfect

choice.” [6] refers to various objectives for guests and “special deals” to appeal to potential guests with different needs.

[4] Stay at our HOTELNAME for a royal trip you will never forget. (3-star)

[5] Making it the perfect choice if you are looking for Wembley hotels. (3-star)

[6] Whether you are looking for a perfect weekend break, romantic two-night stay or seasonal getaway, you can check out our special deals and find something that suits you. (4-star)

The reason why 5-star hotels used this move to establish a connection with the readers of the website much less than lower-grade hotels did can be explained by the luxury strategy of making “exclusivity.” Phau and Prendergast argue that luxury brands compete based on the ability (1) to evoke exclusivity, (2) to have a well-known brand identity, (3) to increase brand awareness and perceived quality, and (4) to retain sales levels and customers’ loyalty (2000: 124). By reaching potential guests through official websites, hotel brands can achieve the second and the third points, but if they establish connections by using *Move 3: Establishing connections*, they might fail to evoke exclusivity as the readers might feel that the hotel is available for anyone. As Kapferer and Bastien indicate, a “luxury product can communicate via the internet, but should not be sold there” (2009: 207). 5-star luxury hotels make themselves attractive as a luxury hotel and increase awareness and perceived quality, but do not necessarily try to sell themselves to everyone who reads their websites. By not directly addressing the readers of the website to establish connections, 5-star hotels can maintain their exclusivity.

## 6.2 Luxury strategy in overview texts: Abstractness

Differences were also observed in the move implementation rates of *Move 2: Establishing features*. The implementation rate gradually declined as hotel grades rose: 100% for 3-star hotels, 92.4% for 4-star hotels, and 87.2% for 5-star hotels. However, even with a lower implementation rate of *Move 2*, higher-grade hotels did mention features such as location and facilities. The difference was that they did so not in the

main clause but in modifying clauses or phrases of *Move 1* sentences.

Example sentences [7] and [8] are those of *Move 2* and [9] and [10] are those of *Move 1*.

Example sentences in *Move 2: Establishing features*

[7] Located in Ruislip HOTELNAME is within 1 mile of the A40 and M25 motorway (junct 16) and within a short drive of the business towns of Uxbridge, Harrow, Greenford and Watford. Heathrow Airport is reached within a 20 minute drive. (3-star)

[8] Our Umami Restaurant features food inspired by oriental cuisine comprised of noodles, tapas, soup and grilled dishes. (4-star)

In [7], information on location and facilities are mentioned in the core of the sentences as well as in the participle phrases. [8] does not have participle phrases and the entire sentence explains the restaurant and its food.

Example sentences in *Move 1: Defining self*

[9] Superbly located on a quiet Mayfair square, HOTELNAME recaptures the spirit of old-world luxury. (5-star)

[10] With world-famous restaurants and a stunning spa, we offer a fashionable and timeless base in the centre of the British capital. (5-star)

In [9] and [10], the core of the sentences falls under *Move 1: Defining self*, but the sentences also have information on the location or facilities in their modifying phrases. (Modifying phrases are underlined by the author.) The participle phrase of [9] explains the location, while the sentence defines the hotel using the abstract expression “the spirit of old-world luxury.” The prepositional phrase of [10] talks about the hotel’s facilities such as a restaurant and a spa, while the sentence also defines the hotel with an abstract concept, “a fashionable and timeless base.” [10] also has information on the location, but it only mentions “the centre of the British capital”; hence, it still gives an abstract sense to the readers of the website.

Hansen and Wänke find that abstract product descriptions are considered as more luxurious than concrete product descriptions, and advertisers tend to use more abstract language when they describe their luxury products (2011: 794). Overviews of higher-grade hotels also use abstract descriptions in this way. Using abstract expression in the core of the sentence and concrete information in modifying phrases, they can make their description sound luxurious while giving specific features of the hotels.

Finally, the reason why *Step 1: History/architecture* was preferred by 5-star hotels can also be explained by the strategy of using “abstractness” in overviews. A hotel’s history and architecture can be considered as a quality related to the “dream value” of luxury (Dubois and Paternault, 1995: 70). Chandon, Laurent, and Valette-Florence discuss how luxury brands can use the Internet, while maintaining the “dream value of luxury,” by providing consumers with “such stuff as dreams are made of” (2016: 301). They take “brand history and heritage, creation legends, or information about exceptional quality craftsmanship and materials” (2016: 301) as examples of what dreams are made of. As 5-star hotels are regarded as luxury hotels, stating abstract value such as history and architecture in their overviews rather than concrete information can be regarded as expressing their extravagance in language, which can be more appealing to those readers who are looking for luxury.

## **7. Conclusion**

Hotel overviews appeared to be freely created texts; however, by developing moves and analyzing the texts on the basis of move usage, a typical construction of hotel overviews was found. Tendencies and differences were observed among different hotel grades. Defining the hotel and establishing its features were two crucial pieces of information in overviews for both higher- and lower-grade hotels; however, establishing connections between the hotel and readers of the websites was less crucial, especially in higher-grade hotels. The reason for these differences can be explained by the luxury strategy that higher-grade hotels take. By not directly addressing or inviting the readers, higher-grade hotels can maintain exclusivity, thus expressing their luxury even in the overview texts. Another luxury strategy that higher-grade hotels adopt is abstractness; they give specific information in modifying phrases and keep the core of the sentence abstract. Using luxury strategy is also found in the higher implementation



rate of *Move 2 Step 1: History/architecture* by 5-star hotels. Referring to the history and/or architecture in the overview, hotels can include the “dream value” of luxury in the texts. To sum up, differences in appeal to the readers among different grades are due to the fact that higher-grade hotels apply luxury strategies in their overview texts.

The findings mentioned above were obtained by compiling a corpus of hotel overviews and treating them as a genre. Hotel overviews as a genre can be an example of a genre that has an open discourse community but still has shared communicative purposes and therefore a typical move structure. Now that the moves for hotel overviews have been developed, further research can be conducted to investigate lexico-grammatical features and text patterns in different moves and/or grades. In this study, only the keywords in each grade were discussed to see the differences among hotel grades. In future studies, it would be interesting to extract keywords from each move, or to carry out another corpus-based analysis. A corpus-based analysis such as correspondence analysis could reveal other characteristics between the different grades of hotels, or it could discover other factors that differentiate hotels based on linguistic features instead of the existing hotel star grading system. Furthermore, another corpus of hotel overviews in other locations should be compiled to see whether the move structure found in this study is exclusive to hotels in London or if it can be applied to hotels in general, as the corpus compiled in this study was rather small and not well-balanced due to the limited number of hotel overviews. Despite these limitations, this corpus-based study sheds new light on how “luxury” appears in texts and how the luxury strategy is used in the form of language. This suggests that corpus-based move structure analysis enables researchers to find strategies used in a seemingly unconstrained discourse that has yet to be regarded as a genre.

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### **Note**

1. CasualTagger and CasualConc are freeware concordance programs for Macintosh OS X created by Dr. Yasuhiro Imao of Osaka University. The programs can be downloaded from <https://sites.google.com/site/casualconc/>

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