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USE OF LANGUAGE STRATEGIES FOR HOTEL WEBSITE EVALUATION IN CHINA

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Use of Language Strategies for Hotel Website Evaluation in China

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Jianwei Qian

ABSTRACT

With the advancement of information technology, people tend to get information online and to shop online. This trend has also been spread to hotel booking, implying the critically importance on improving the application of information technology in hospitality. Therefore, to timely present the hotel image and attract customers worldwide, the establishment of hotels' own websites has been widely adopted by hoteliers to enhance the competitiveness of a hotel in the current fierce global market.

China, among the world's fastest growing economies, is promoting the development of her tourism industry earnestly, because tourism is always regarded as a relatively eco-friendly and promising industry. As an important section of a travel process, living and eating in a hotel plays a vital role not only in engaging visitors but also in forming a decent image towards a destination. Hence, enough attention should be given to hospitality, especially those high star hotels, in order to ensure the service quality and boost visitors' satisfaction.

Numerous studies have been conducted in hospitality to evaluate the effectiveness of hotel websites in order to help hotels improve their service level, including mainly the evaluation of hotel website functionality and usability. One important attribute, the language, though has been pointed out by different scholars as a crucial section of a website, has not been explored fully yet.

Thus, one important aim of the research is to bridge this gap. Based on the Appraisal Theory, which aims to reveal the hidden mechanism in building up interpersonal relationship, an analytical framework was proposed and was used for the subsequent coding and analysis for the language strategy used by five-star hotels of China on their websites. After a careful search and identification of the official hotel websites, all hotels' introductory texts were extracted to help construct a corpus for the presentation of the use of language strategies in hotel websites generally and the comparison between different types of hotels in terms of language strategies.

The current profiles of five-star hotels in China, the status quo of English website construction, the genre of hotels' introduction in their websites, and the finalized coding scheme for the study were found out first, followed by the aforementioned analyses of the general language strategy and the respective preference in the use of the language strategy among hotels with different natures. Similarities and differences were both identified throughout the five-star hotels together with the reasons why these phenomena are existent and the contrast of this study from the previous literature. Hence, both theoretical contributions and the managerial implications are generated based on what have been found and discussed. It is hoped that this study can enrich the theoretical development of Appraisal Theory in tourism and hospitality, and enhance the hotel website quality from the language strategy perspective.

Keywords: Appraisal Theory; China's five-star hotels; Corpus Approach; hotel website; language strategies

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ABBREVIATION

AT   Appraisal Theory

BNC   British National Corpus

BSC   Balanced Score Card

CNTA   China National Tourism Administrative

ICT   Information and Communication Technology

OTA   Online Travel Agency

SFL   Systemic Functional Linguistics

TGG   Transformational-Generative Grammar

WOM   Word of Mouth

Chapter I INTRODUCTION

1.1 Chapter Introduction

The research focuses on the examination of the language strategy employed by five-star hotels in China. This chapter is the beginning part, which is devoted to introducing the research background, stating the research problem, proposing research objectives, revealing the necessity to conduct the study, including the potential theoretical and managerial contributions to the hotel industry, defining the key terms employed, and finally framing the overall structure of the thesis. This chapter tends to establish a framework for the conduction of the whole research, which will lay a solid foundation for the actual implementation of the study.

1.2 Research Background

In the contemporary society, the Internet almost appears in every inch of the world, ranging from various individual activities to numerous social communications. The hotel industry by nature is intertwined with both the aforementioned activities and communications. Consequently, operations within the hotel industry have been considerably affected by the arrival of the Internet. Actually the Internet has even been regarded as the engine for the development of the entire tourism industry (Bastida & Huan, 2014), because it has altered the entire value creation process for product or service development, promotion, distribution, and consumption in the industry (Cabiddu, Lui, & Piccoli, 2013). For example, on the one hand, the Internet helps hotels to establish a more straightforward relationship with their clients and thus more direct sales may be

generated; on the other hand, clients also have more chances to enjoy their own tailor-made hotel products or services. At the same time, the more sophisticated a company is in utilizing the Internet, the more functions its website can play in operation (Schmidt, Cantallops, & Dos Santo, 2008) and thus more benefits tend to be obtained.

According to Skift (2014), an online channel is the rare medium which keeps growing drastically under such an unstable economic context within the hotel industry. In the first quarter of 2014, the online Central Reservation System for individual leisure or business visitor worldwide rose by 9.2% compared with the same period in 2013, and Global Distribution System rose by 2.9%, while hotel direct numbers and phone calls to hotels' 800 numbers dropped by 0.4% and 0.9% separately. As a result, smart hotels tend to continuously allocate more of its marketing resources in the online channel, especially in its website construction and the related online marketing, in order to keep pace with the developing trend of the hotel industry. Besides, with customers' expectations becoming higher, customers are more demanding towards the perceived quality of hotels, hence hotels should assess their services and facilities periodically to adapt to customers' need and using the website to present how caring and quality-oriented their hotels are is definitely a proper way to do so. Only through this way a hotel can remain its competitiveness and productivity in the fierce competition (Li, Wang, & Yu, 2015). Therefore, the website is generally accepted for commerce in the hotel industry (Wang, Law, Guillet, Hung, & Fong, 2015).

When it comes to China, tourism has been on a fast developing track since the last two decades of the twentieth century. In 2016, China's National Tourism Administration (CNTA) announced

the ideology behind the Thirteenth Five-Year Plan for China's Tourism Industry Development, revealing that tourism should become the driving force to stimulate the economic development in China and innovation should be the focal point of project planning, product development, and institutional reformation. Commonly, information technology always plays a vital role in tourism innovation, therefore the Internet and the website, as an important representation of the information technology, can further exert their respective function in this process to facilitate the tourism development in China. As an important segment of tourism, the hotel industry should also follow this trend to actively advance the employment and the improvement of technology to provide better experience for virtual visitors of hotel websites. Hence, hotels can use their websites to provide new vitality for the rejuvenation of the current depressing situation of the industry in China. Besides, according to BigData Research (2018) hotels' official websites rank the second in the overall online booking of hotel rooms in China, occupying 20% of the total market. This share is much larger than that of wholesale platforms and non-standardized booking channels though it is smaller than the share of online travel agencies. It is still important because hotels can benefit more from the booking from its own channel and most of hotels are highly aware of their promotion and booking through their own websites (Law, Wu, & Liu, 2014).

Apparently, language and e-tourism, especially e-hotels, are closely related because language serves as an indispensable communicative tool to link customers with hotels through the hotel website. In reality, a hotel website without any pictures or videos can still present the hotel image briefly through its linguistic description, but if only pictures or videos are provided, it is almost impossible to retrieve the proper information from the website, such as what room can be offered under a specific room rate. In addition, the aim of language used in tourism texts, as is

introduced by Dann (1996), is to arouse visitors' interest, foster trust, facilitate booking, and finally to convert them from potential customers into actual ones. However, the language used in hotel websites has been paid little attention to from both the academics and the practitioners worldwide within the hotel industry (Lituchy & Barra, 2008), compared with the number of implemented discourse studies which take tourism as the object (Matthews, 2009; Azariah, 2012; Argondizzo & Ruffolo, 2012). Hence, it is an overlooked research area within linguistic research.

The appearance of Appraisal Theory (AT) by Martin and White (2005) has enabled the examination of the hotel introduction discourse to become feasible. AT is an extension of the interpersonal metafunction proposed by Systemic Functional Linguistics (SFL). The theory focuses on how discourse is constructed to show the information or image the discourse writer wants its readers to perceive through reading and what kind of relationship can be established between the writers and the readers. It is in accordance with the aim to set up a hotel website, which is to facilitate a nice image formation after receiving information from the website and to enclose the relationship between hotels and customers. Therefore, AT is used to help set a theoretical foundation for the conduction of the current research.

The corpus, a dataset made up of texts, is currently an important approach in linguistic studies (Biber, 2011). By using the corpus, the hidden linguistic features can be uncovered based on the computational analysis of large numbers of words and texts in the corpus. It also limits human preferences to a large extent because all findings are obtained from natural discourse with a significantly large number. Thereby, the approach is applied in the study as well to help yield a sound result.

1.3 Problem Statement

As website content is dynamic and continuously changing, a regular modification of its assessment model is of necessity so as to make sure all online marketing endeavor is worthwhile. Though language is the medium to present content on almost every page of a website and it plays an important role in engaging customers, a comprehensive language evaluation is not included in any of the current frameworks or models employed to evaluate the performance of a hotel website (Morrison, Taylor, & Douglas, 2005; Law, Qi, & Buhalis, 2010; Ip, Law, & Lee, 2011). To successfully employ the e-marketing strategy and attract more customers, hotels need to know more about all the vital attributes of the website (Hernández, Jiménez, & Martín, 2009), especially the major medium to present the desired information, the language. Because if the language is not well prepared while presenting each attribute, customers may not achieve the desired information and leave the website of a hotel immediately. Thus, there is a gap existing in the current literature, including the development of a comprehensive framework to evaluate the language employed to present the hotel image and to align potential customers with the hotel, an empirical evaluation of the language used in current hotel websites, and the exploration about why hotels adopt different styles of language to present their images. To bridge the gap to a certain extent, this study intends to examine the language dimension of hotel website evaluation to facilitate the construction of better introductory texts and eventually enhance the effectiveness of online marketing.

In view of the absence of hotel website evaluation research integrating a comprehensive language strategy assessment, an improved evaluation model for the language strategy employed in a hotel website, therefore tends to be proposed. Previous studies (Jaworski & Pritchard, 2005;

Manca, 2008; Francesconi, 2014) on tourism texts have commonly focused on grammatical aspects or multimodal perspective, but ignored tourism texts are also a type of advertisement for promotion. Meanwhile, the interpersonal meaning is a crucial part embedded, which aims to create an intimate relationship between discourse writers and readers. Therefore, language assessment should reside around the examination of the evaluative meaning for the interpersonal function and the final promotional function.

This study intends to investigate all the five-star hotels' English websites in mainland China among various hotel groups and brands. A corpus comprising all the introductory pages of these hotels is established for conducting both a qualitative and quantitative analysis. With such a comprehensive examination, hopefully it may help reveal the language strategy used by different categories of hotels, identify linguistic problems or incapability existing in current websites, and finally improve the language quality for the construction of hotel websites in the future.

1.4 Research Objectives

As is discussed in Sections 1.2 and 1.3, this study is among the first attempts in hospitality to examine the ignored dimension of hotel website evaluation, language strategies. Prior research has scarcely emphasized the importance of such a vital dimension, especially under the context of China, a newly economic big power in the world. To meet the need of the increasing challenges, this study endeavors to bridge this research gap and the specific objectives of the research are to:

i. develop a framework for the language strategy evaluation of hotel websites based on the modified AT;

ii. establish a specialized corpus by extracting introductory pages of five-star hotels in China from their English websites for the current research and future studies;

iii. evaluate how five-star hotels in China employ the linguistic resources to establish their hotel image and to align with potential customers to promote the hotel on their websites; and

iv. offer managerial implications and suggestions for five-star hotels to improve the language construction and hence the overall content quality on their websites.

1.5 Significance of the Study

A hotel website is a vital source of information for the forthcoming visitors. It can greatly influence people in their decision-making process and thus abundant energy has been invested in developing hotel websites. Language within a website gives detailed depiction of the browsed hotel to encourage and persuade potential visitors to become actual purchasers. Thus, a hotel website should become an important object for discourse studies (Salim, Ibrahim, & Hassan, 2012). The research adds a new dimension "language strategy" to the existing hotel website evaluation studies to appraise current linguistic strategies of websites developed by five-star hotels in China. Thus, it can facilitate the exploration of the potential power hidden behind the well-planned words. Findings are expected to make theoretical contributions to the literature and

give some guidance on hotels' managerial practice.

1.5.1 Theoretical Contributions

Although numerous studies (Au Yeung & Law, 2006; Bai, Law, & Wen, 2008; Musante, Bojanic, & Zhang, 2009; Ip, Law, & Lee, 2012) have been conducted to evaluate a hotel website's usability and functionality, no prior study has been done to focus on the linguistic analysis of the website. But as previously mentioned, language actually plays a vital role in shaping users' perception towards a hotel. Therefore, this study employs AT as its theoretical foundation and modifies it to help establish criteria used for language construction strategy employed in hotel websites. Hence the essential property of hotel introductory pages can be understood, which surely can push the tourism discourse study forward. Besides, the study of the language use in hotel websites from the perspective of linguistic analysis can enrich the content and dimensions of the hotel website evaluation so that researchers can better grasp the complicated nature of hotel e-marketing. Finally, this study can also shed light on the research of other specialized discourse analysis through the analytical framework aiming at revealing the interpersonal construction between writers and readers, which is especially important for e-marketing. Meanwhile, the use of corpus approach within evaluative studies is also a relatively new approach in hospitality research since few studies can be identified in the present literature.

1.5.2 Managerial Contributions

The important role research plays in the operation of tourism and hotel industries is a well and

long-been identified phenomenon (Law & Chon, 2007). Hence, considerable efforts have been made in the academia to put up with more innovations and to push forward the application of research findings into the industry practice. As to the managerial contribution of the current study, the first one is to help improve the readability and validity of hotels' English introductory pages in China, therefore the proper information about the hotel can be spread and potential customers are likely to be converted to actual purchasers to a larger extent. Beside, after applying the criteria to evaluate hotel websites to identify the common language strategies and existing problems in language construction among various brands of hotels, hoteliers can better utilize the language to present the hotel, which does good to help hotels remain competitive in the current fierce global market. Thirdly, from the level of the strategic development of China, it will not merely improve the hotel image, but also to an extent upgrade China's image on the whole as well and finally attract more foreign visitors to China.

1.6 Definitions of Key Terms

Appraisal Theory is a systematic conceptual framework developed for investigating the evaluation and stance a text attempts to present (Martin & White, 2005). It offers tools for the analysis of evaluation and stance from the perspective of the whole text as well as in a host of texts from a specific genre.

Branding is the process used to create a relationship between a company and the emotional perception of the consumer in order to do market segmentation and establish loyalty among consumers (Sweeney & Soutar, 2001). It should be used to express the basic facts or value of

products or services and function to communicate features and attributes which make clear what a brand is (Trueman, Cornelius, & Wallace, 2012). It can also refer to the fulfillment of consumers' expectation and consistent satisfaction among them (Albert & Merunka, 2013).

Corpus, in the perspective of language sciences, is a grouping of texts, either in a written form or a transcribed spoken one, which can become the basis for further linguistic analysis and description (Kennedy, 2014). It cannot only provide basic grammatical information of texts, but also the rhetorical or functional role language plays in the construction of meanings in the real world.

Genre can be commonly considered as a class of texts sharing a common but specific communicative purpose which is inclined to produce the distinct surface form and deeper rhetorical patterns. But as to the clear definition about what a genre is, there is no reached consensus among researchers, but most classifications include considerations of the generalized form, presumed content, and planned communicative aim (Lim, 2010).

Hotel website is the major online platform for the hotel to establish its image on the internet and attract potential customers (Chung & Law, 2003). It usually includes the following content related with the specific type of the hotel: introduction, rooms, facilities, reservation, dining, promotion, contact information, and so forth.

Language strategy refers to the employment of language resources to help achieve certain purposes under a specific field (Bhatia, 2014). For example, in marketing it mainly represents the

use of language to promote a product or a service. It is different from the conventional use of strategies in management which emphasize the strategic policies used in operation.

Systemic Functional Linguistics is a school of linguistics which regards language as a social semiotic symbol or resource to generate meaning in real life under a social-cultural context such as the academia and the education (Halliday & Matthiessen, 2013). Therefore, it differs from Transformational-Generative Grammar (TGG) by nature, which considers language as a system composed of various structures (Horrocks, 2014).

1.7 Organization of the Thesis

The whole thesis consists of seven major chapters, including the introduction, literature review, analytical framework and research methodology, findings, discussions, and the conclusion.

The first part of the thesis is made up of the first four chapters. Chapter I is an introduction to the research background, problem statement, research objectives, significance, and key terms together with the overall structure of the thesis. Chapter II presents a brief introduction to China's hotel industry, the importance of websites, especially for the hotel industry, and the current situation of the website application in China's hotel industry. Then the importance of website evaluation and the related research dimensions and approaches are discussed, followed by the language related studies in tourism and hospitality. Chapter III begins with the depiction of Appraisal Theory as a whole and illustrates the related subsystems afterwards, which ends with the modification of the theory into the analysis of the hotel website discourse. Chapter IV

deals with the establishment of the corpus for the present study, especially the construction and analytical tools used in the research, and the annotation of the extracted texts is presented thereafter. The combination of both qualitative and quantitative methods, contrastive analysis together with the corpus way is examined one after another.

The second part is composed of the last three chapters. Chapter V presents all the findings of the study, including the profile of the current five-star hotels in China, the analysis of the general text statistics and the featured coding of introductory pages, and the comparison between different types of hotels. Chapter VI discusses the difference and the similarity between the current study and the previous literature as well as the possible reasons to explain the phenomenon. Finally, the concluding chapter, Chapter VII provides an overall summary of the study, including a brief review of the study as a whole, its theoretical and managerial implications, future research recommendations, and the limitation. One matter is noted here that in later chapters when example words and sentences appear within a paragraph, they will be italicized in order to differentiate their roles from the words and sentences nearby.

Chapter II LITERATURE REVIEW

2.1 Chapter Introduction

This chapter reviews published research from the introduction of the Internet to the hotel industry to the importance and the application of the technology in China's hotels. The importance of website evaluation is illustrated thereafter, together with the major methods used for tourism website evaluation. Finally, tourism studies from the language perspective are presented, along with the introduction of the currently prevalent approach for exploring linguistic features, the corpus way.

2.2 Overview of the Research Context

2.2.1 Introduction to China's Hotel Industry in the 21st Century

The hotel industry belongs to the tertiary industry, and integrates the basic functions of manufacturing, sales, and services into a united one. Since China's reform and opening up in 1978, China's hotel industry has been developing at an amazing rate (Jackson, 2006) because China's long history and plentiful scenic spots are attracting more leisure tourists from both China and foreign countries, creating fast-growing needs for hotel products and services at various levels. Currently, hotels with various cuisines and business operations are flooding into every city of China, but fierce competition, lack of highlights, and low service level have become the epidemic of the whole industry (Zhang, Pine, & Lam, 2005). Therefore, updating business

philosophy, expanding the market, improving the facility and the service, and developing information channels have become the major tendency for the hotel industry to develop in the 21st century (Zhang, Qu, & Yang, 2006).

Nowadays, China's hotel industry is undergoing the adjustment of the market positioning and hence various business philosophies are prospering, such as the establishment of hotel groups which manages and operates brands of different levels. In this way hotels can occupy a larger market share through the chain operation, which has been proven effective in energizing hotels and helping hotels withstand risks emerging from the fierce market competition (Kong & Cheung, 2009). Hotel groups can be set up by ways of direct main chains, franchise chains, and other types of chains, which aims to build up hotels with strong brand effects. For many hotels in China, they have brought in international hotel companies to do the daily operation, which contributes to the enhancement of productivity and efficiency greatly (Yu & Gu, 2005). Meanwhile, living under great pressure, China's domestically operated hotels are making efforts to compete with hotels with international brands, which in turn improves the overall quality of the hotel industry in China in a long run.

Staff with a knowledge of high technology and advanced ideology of business and marketing are pushing China's hotel industry forward in this century as well. Hotels in China are thus developing towards technology-based standardized manufacturing, all-day service, scientific management, and multi-channel sales (Gross, Gao & Huang, 2013). The 21st century tends to witness the significant effect high technology exerts on the hotel industry because applying new technologies and depending on the Internet can assist hotels to make a breakthrough in sales and

keep up with the internationalization process undertaking the worldwide (Scaglione, Schegg, & Murphy, 2009).

2.2.2 Hotels with Different Brands

It is commonly believed that hotel branding has two major functions. On the one hand, some new hotel investors employ hotel franchising to gain reputations from the established hotel chains, thus they do not need to set up a new brand to make customers know about the hotel and consider to live in the hotel with a specific brand (O' Neill & Mattila, 2004). On the other hand, the use of franchising enables the owner of franchisees to share the benefits from an established hotel brand, greatly reducing the cost involved in the reputation and image building process for hotels (O' Neill & Mattila, 2010). On the whole, the image related with a hotel brand directly influences the marketing and the operation of a hotel or even the whole hotel group.

With 30 years' development, China's hotel industry has changed from the previous planning economic mode to the modernized and standardized management mode. As more international hotel groups are going into China, the competition among hotels is even fiercer. It cannot only bring heavy pressure to hotels with domestic brands, but teach them a lot as well. Undoubtedly, hotels with domestic brands begin to realize the importance of hotel brands and the role brands play in the marketing competition. Hence, many popular domestic hotel brands appear after the opening policy was carried out, such as Jinjiang, New Century, and Jinling.

Brand value is closely linked with the features of a brand. The features can be visible or invisible.

The visible one can be recognized and evaluated during the marketing process while the invisible one always includes something seemingly obvious, but very difficult to be judged in terms of its value (Oswald & Oswald, 2012). The latter one is mainly composed of the brand name and the related image. In a sense, the key components for a hotel brand should be the brand name, the image, the product, and the brand standard. Whenever a hotel brand becomes the one with high values for all the key components, more customers may come to the hotel with this particular brand and investors are apt to be more confident to put money into building it.

International hotel groups have undergone the branding process since the mid-20th century and when they enter the China market, they have already established their image among Chinese customers and have different brands to segment the potential market (Gu, Ryan, & Yu, 2012). Therefore, they have achieved a great success in the China market. Driven by the market environment, China's hotel groups have learned from international ones to brand their hotels based on their resources. Many groups also have achieved success, which makes the total number of five-star hotels belonging to domestic hotel groups increase a lot. Table 2.1 and Table 2.2 present the currently large international and domestic hotel groups together with hotels brands within the group.

Table 2.1 Large International Hotel Groups and Their Related Brands

Hotel Group	Major Brands under This Group
Starwood Hotels & Resorts	The Luxury Collection; St. Regis; Westin; W hotels; Le Meridien; Four Points; Sheraton
InterContinental Hotels Group	InterContinental Hotels & Resorts; Crowne Plaza Hotels & Resorts; Indigo; Hualuxe Hotels & Resorts

Shangri-La Hotels Group	Shangri-La; Kerry
Kempinski Hotel	Kempinski
Hilton Hotels	Conrad Hotels; Hilton Hotels; Waldorf Astoria Hotels; Hilton Hotels & Resorts
Hyatt Hotels and Resorts	Park Hyatt; Grand Hyatt; Hyatt Regency
Marriott International	Ritz-Carlton; Marriot Hotels & Resorts; JW Marriot Hotels & Resorts; Renaissance Hotels & Resorts
Accor	Sofitel; Pullman; Grand Mercure Hotel
Fairmont	Fairmont
Wyndham Hotels and Resorts	Wyndham Grand Hotels and Resorts; Howard Johnson;

Table 2.2 Large Domestic Hotel Groups and Their Related Brands

Hotel Group	Major Brands under This Group
Jinjiang Hotels	Huating Hotel; Kunlun Hotel; New Jing Jiang Hotel
BTG Hotels	BTG-JIANGUO Hotels & Resorts; BTG-JINGLUN Hotels
New Century Tourism Enterprise Group	New Century Grand Hotel; New Century Hotels & Resorts; New Century Hotel
Jinling Hotels & Resorts	Jinling
HNA Hospitality Group	TANGLA Hotels & Resorts; HNA Hotels

2.2.3 Introduction to the Importance of the Website for a Hotel

According to Internetworldstats.com, the number of Internet users in the world has approximately reached 3.37 billion with an increase of 60.5% from the year 2000 to 2015. As the world's largest economy, China nearly five folded its retail e-commerce to 3800 billion yuan in 2015 compared with 800 billion yuan in 2011 (Iresearch, 2016). The boom in customers' need for online purchase has brought in a host of companies to enter the line for supplying Internet shopping (Gunawan, Ellis-Chadwick, & King, 2008). Currently, if a business does not have its own website leading to the according absence in search engines, it will possibly lose many potential customers who lean preferably on the Internet to retrieve product-related information or services. As the company establishes its website, the company can keep a record in the online yellow page, which may serve as a kind of advertisements. According to Statistic Brain (a website aiming at providing accurate and timely statistics to its users is currently used by more than 3 million per month), hotel booking through the hotel's own website occupied 65.4%, followed by the merchant website such as Expedia (19.5%). Therefore, the brand website or the so-called hotel's own website should be the focus for both the research and the industry.

The biggest advantage obtained from the establishment of a website is that the potential customer across the globe can access the company for 24 hours a day in 7 days a week for 365 days a year successively. Not only the time constraint but also the geographical restriction can be eliminated for the customer (Law, Qi, & Buhalis, 2010), and it enables the small company to project its presence online as those large enterprises, which brings about the reduction of the imbalanced competition between companies with different sizes. Therefore, merits of a website, such as the

easier execution, the higher efficiency and the lower cost, could be identified compared with other types of traditional promotion and advertisements (San José-Cabezudo, Gutiérrez-Cillán, & Gutiérrez-Arranz, 2008). In terms of all the advantages mentioned above, most, if not all, of the hotels worldwide have set up their own websites in the hope of enlarging the market and expanding the revenue.

The commercialized information and communication technologies (ICTs) are progressing in the whole world, which has led to the revolution in many industries. These new technologies have been applied into tourism and hospitality as well since 1990s (Law, Buhalis, & Cobanoglu, 2014). In reality, the tourism industry is among the world's largest industries to rely on the ICTs as a platform for promoting e-business ever since due to the fact that marketing travel or its related reservations has been among the largest applications of the Internet in business (Gretzel, Sigala, Xiang, & Koo, 2015).

Usually, customers need some cues like branding to help judge the quality of the hotel. If a customer is familiar with hotel brands worldwide, there is no problem for him/ her to judge even without reading the content of the website, but for most customers, a lack of knowledge towards hotel branding requires them to seek other ways to complete the decision making. With many choices available, the establishment of a hotel website with free barriers to online transactions seems to be among the best (Li, Wang, & Yu, 2015). To fully employ the potential of the website, current hotels need to redesign their own websites for ease-of-use and upgrade the new technology to provide more personalized services to clients. Therefore, brand images can be established, customer information can be collected, and online reservations can be triggered at

the same time (Sun, Cárdenas, & Harrill, 2016). On the whole, the website does a lot for the development of a hotel and the whole industry.

2.2.4 Introduction to the Development of Hotel Websites in China

Due to the similarity of basic products and the saturation of the market, hotels in China are gradually shifting to online marketing in order to open up a large potential market. Much money and energy have been invested in developing an official website for the hotel (Ip, Law, & Lee 2011). However, the total online reservation is still relatively low compared to online reservation in other industries, because the website construction for hotels in China is still at its exploratory stage, and many problems are still existing in the current version of websites (Xiong, Huang, & Wu, 2009).

First, the market segmentation is not clear. Most hotels do not set a clear target marketing group, but attempt to market towards all customers. Hence, the core products cannot be highlighted and sales cannot be significantly improved, either. Under this ideology, the home page of the website usually only contains several pictures or similar introduction in words, introducing the hotel lobby, guest rooms, and restaurants. Thus, the information customers obtain online is similar to that in hotel brochures or service guidance, which actually is a waste of Internet resources (Kim, Ma, & Kim, 2006).

Second, the reservation function is not extensively and comprehensively provided. Customers cannot finish the reservation intention online sometimes because many hotel websites do not

offer online reservations at all and sometimes because the price offered on the hotel official website is the same or even higher than that provided by other intermediaries, which makes the official website lose its appeal (Xu, He, & Hua, 2015). That is the reason why currently many customers in China are reliant on the intermediary such as Ali Travel and C-Trip to reserve hotel related products.

Third, lack of interactivity also makes hotel websites merely become a platform to showcase themselves. Whenever customers meet some problems during the browsing process, they cannot turn to anybody or any channel for help, creating inconvenience, and thus hotels lose the possible reservation (Abdullah, Jayaraman, & Kamal, 2016). What is even worse, they may not come to visit the website again and thus the hotel may never be considered when customers really come to the city in the future.

Though problems exist in today's hotel industry of China, a bright future is awaiting hoteliers to head for if effective measures can be adopted, such as learning from international hotels, exploiting the expertise of technologists, and innovating marketing ideas (Lam, Ho, & Law, 2015). There is no doubt that all hotels intend to fully utilize the Internet resource to generate more profits and therefore it is high time effective and feasible measures were taken to help achieve this goal. Definitely, improvement on the language used in hotel websites is the preliminary step hoteliers should take to upgrade the overall quality of the site.

2.3 Website Evaluation

2.3.1 Importance of Website Evaluation

The website provides the business, no matter it is a large enterprise, or a small company, with not only a sophisticated communication platform to promote its services or products but the venue to produce profits through attracting more consumers as well. However, not all websites are able to convert visitors into actual consumers. Also considerable amounts of money have been allocated in the development of websites, frequently without much consideration about whether those sites have achieved the established organizational target (Chiou, Lin, & Perng, 2010). Hence an effective evaluation of the website has attracted wide attention from both researchers and industry practitioners.

2.3.2 Measurements Used in Hotel Website Evaluation

Website evaluation is commonly referred to as the process website developers used to appraise how harmonized the website has achieved in meeting customers' needs and expectations (De Marsico & Levialdi, 2004). Thus, developers can identify the website's weaknesses and seek ways to further improve it. The evaluation process usually involves concepts such as accuracy, quality, trustfulness, effectiveness, and overall satisfaction. (Rocha, 2012).

Sun, Cárdenas, and Harrill (2016) suggest it is necessary to continuously evaluate the effectiveness of a website due to the millions of dollars spent on the establishment, promotion, and maintenance of the website. However, a simple calculation about the number of hits or visitors cannot provide enough information to identify motives for clicking the site, to assess the

satisfactory level with the site, and to discover the subsequent behavior after visiting the site. Reliance on online sales to predict the effectiveness of a website is not a good way either, because some sites may not possess the direct sale function. Although many efforts have been made to develop all-inclusive website evaluation criteria, there does not exist such a universally acknowledged standard for conducting the evaluation (Chiou, Lin, & Perng, 2011). Commonly website evaluations differ slightly relying on the nature and special expectations within a business, therefore different dimensions and attributes may be considered while measuring the performance of a website. Similarly, while hotel websites are evaluated, the measurements used in different studies are divergent (Morrison, Taylor, & Douglas, 2005; Law & Hsu, 2006; Musante, Bojanic, & Zhang, 2009; Ip, Law, & Lee, 2012; Ting, Kuo, & Li, 2012).

2.3.3 Hotel Website Functionality

The dimension, hotel website functionality, was first introduced by Chung and Law in 2003. Most of the later studies on hotel or tourism website functionality evaluation are based on the attributes proposed in Chung and Law's (2003) research. Hotel website functionality relates to the content within a website and evaluate whether sufficient information is provided concerning the hotel's services or products on the web page (Ip, Law, & Lee, 2012). The content within a website is of extreme importance since it directly affects the image perceived by the customer towards the company and influences the subsequent decision making process (Ting, Wang, Bau, & Chiang, 2013). Hence it is among the most critical factors to reflect the overall website quality while evaluating a hotel website's usefulness. If a hotel website is well designed and equipped with useful information, it can generate more sales and elevate the hotel's popularity (Ting, Kuo,

& Li, 2012).

Functionality can be briefly classified into four attributes, namely, general information, reservation information, website management, and surrounding area information (Qi, Law, & Buhalis, 2013). General information cares about the introduction of the hotel itself on the website, including information about location, facilities, and promotion. Chang, Chen, Kuo, Hsu, and Cheng (2016) point out hotel facilities and room type information are of great importance to affect customers' decision making. Reservation information concerns about the offer of room reservation service on the website, such as price information, and the security of the online payment. It helps segment customers through the price lever and consequently facilitates hotels to offer relative services to customers from different market segments (Schmidt, Cantallops, & Dos Santos, 2008). Reservation information is also found to be among the most important attributes from customers' perspective (Law & Hsu, 2005). Website management relates to how the communication is carried out between customers and hotels or among customers. Platforms such as chat rooms and forums, and staff contact information are always relied on as efficient ways to generate better services to meet customers' needs and improve the hotel image (Ho & Lee, 2007). Surrounding area information involves information about the transportation, weather reports, and major local attractions, which is believed to help customers judge the convenience of the hotel and the appropriateness of the time for travel. Besides, website functionality is viewed more importantly for up-scale hotels than economy ones (Law & Hsu, 2005).

Functionality has also been studied by means of the Balanced Score Card (BSC) approach, which is previously employed in assessing business performance (Feng, Morrison, & Ismail,

2004). Due to the great similarity between business performance and website functionality, Morrison, Taylor, Morrison, and Morrison (1999) firstly applied this approach to evaluating hotel websites in terms of customers, technology, marketing, and internal facility and services. Later this approach is further improved to cater to the website evaluation in both tourism and hospitality (Morrison, Taylor, & Douglas, 2005). But BSC can only evaluate few attributes of the website, hence its research findings and applicability need further validation (Ip, Law, & Lee, 2011).

2.3.4 Hotel Website Usability

Excelling in functionality does not necessarily indicate the hotel website is of use to customers because usefulness counts on usability, too. Usability is referred to as how easily and pleasantly a customer can achieve the preset tasks on the hotel website (Au Yeung & Law, 2004). Law and Hsu (2006) suggest certain important dimensions and attributes should be contained in usability, including fewer mistakes, easiness to learn, easiness to remember, being efficient to use and being enjoyable to use. Hence if a hotel website is difficult to understand and navigate, full of inconsistent formats, and lacks interactivity and trust, to name just a few, customers may turn away from the site directly. The once "build the website and customers will come" ideology has caused the low visiting rate or even the death of some hotel websites because they are too complicated for customers to use. Also if a website is poorly designed, nearly 50% of potential sales will be lost because customers are unable to get what they want and almost 40% of possible revisit customers will not browse the website because of the negative experience gained at the first time (Cunliffe, 2000). Therefore, to have a presence online does not necessarily guarantee

the success of the hotel (Kim & Mattila, 2011) and actually the final aim of hotel website usability is to offer a more pleasing and effective virtual platform for customers to explore the hotel.

A usable website is known to help customers form a positive attitude towards a hotel, raise satisfaction, loyalty and revisit rates, and ultimately encourage actual booking through the website. Hotel technology researchers have long been well informed of the importance of designing a usable website, thus many approaches have been developed to evaluate the multifaceted attributes contained in usability. Molich and Dumas (2008) employ both usability testing and expert reviews to evaluate the usability of Hotel Pennsylvania's website and the result indicates some serious problems, for example, the inappropriate design really exists in the website but there is no significant difference between the results gained from both approaches. Au Yeung and Law (2006) use a modified heuristic technique to gauge the usability of Hong Kong's hotel websites and five dimensions are set as criteria: the use of language, the website layout and graphics, the structure for presenting information, the navigation and interface for users, and the general information. In this study, language mainly concerns about the quality of the headline in each web page and whether there are some mistakes in both spelling and grammar, indicating that the examination of the language is still at a preliminary level. Layout and graphics refers to how the content is clearly and logically presented in the web page. Information architecture involves the logical organization of context and features, and the timeliness of information. User interface and navigation represents how fast and easily a user can find the desired information. The general contains attributes such as the web downloading and response time, and the use of new technology. Some minor problems are identified on the

existing websites, but no significant difference is found to exist between hotels of various levels. All these dimensions and attributes involved are further examined by different studies under various contexts to constantly improve the evaluative model (Ip, Law, & Lee, 2012; Leung, Rong, Li, & law, 2013; Wang, Law, Guillet, Hung, & Fong, 2015).

2.4 Tourism as a Language

Tourism has been broadly examined from the perspective of sociology, anthropology, and economics, but lately an increasing awareness of tourism as a language has been identified (Picht, 2006). There are two dimensions involved in the idea of tourism as a language. On the one hand, travel has become a common activity in people's daily life and thus the tourism discourse appears as a general and public language type which can be understood by a wide audience because of no specific knowledge required (Yan & Santos, 2009). On the other hand, tourism discourse is special and differs from other types of human language for it stands for the largest and the most promising industry the world over (Dann, 1996). Actually, it is a rather challenging task to establish a hierarchical system for the language of tourism since tourism is not a single domain in terms of linguistics but multidisciplinary which involves economics, geography, art, and so forth. Meanwhile, the language in tourism also bears three communicative functions, namely, vocative, expressive, and referential (Bühler, 1934). Sometimes it bears one of the three functions, but more often it can be employed to fulfill two or even three functions simultaneously. Thus, tourism language is also multifarious in its function. Thurlow and Jaworski (2011) define the language of tourism as the one with no clear-cut boundaries. Manca (2011) points out how various components within the system of tourism language are combined in different contexts to

serve the function of promotion or advertising, which in the end contributes to the growth of standard morphological, lexical, syntactic, and textual features of the language in tourism.

Although more emphasis has been laid on the visual aspects in tourism promotion currently (Hunter, 2016), the written text, in reality, still plays a key role in affecting customers' purchase decision-making. The function of linguistic message is to secure a range of potential meanings through the choice of interpretations, and rarely can a picture express all the intended meaning without the written language (Barthes, 1964). It is in accordance with Dann (1996) that despite the popularity in the use of featured photographs, they always appear together with a verbal message. Hence, the function the verbal text can play should still be widely concerned within tourism and hospitality.

Indeed, one prominent feature, being highly persuasive, has made the language of tourism different from the general discourse since the ultimate goal of this kind of language is to sell a tourism-related product through depicting the reality which is expected to be perceived by the latent visitor as realistically and sincerely, thus the targeted population may acquire the illusion of authentically experiencing the product before actually taking it and a positive expectation is likely to be formed (Maci, 2007).

On the whole, as is remarked by Phipps (2006), tourism texts have long been lost sight of in linguistic studies, with just a few attempts to explore the features of travel-related writing. At the same time, scholars from tourism also have not paid sufficient attention to the main medium used to promote products and services, which is language. As tourism has become one of the most

prosperous industries all over the world, tourism discourse, undoubtedly, has become one of the most common discourses the public encounters every day. Therefore, it is of real value to carry out a comprehensive and systematic analysis of texts from tourism in order to improve the quality of these texts by making them more readable and appealing.

2.4.1 Text Types in Tourism Discourse

Tourism discourse is a kind of discourse with its own features, which indicates there are some conventionalized norms, practices, and values people need to abide by while using language to express tourism-related matters (Cappelli, 2006). When the language of tourism functions as a decisive tool in determining the success of the marketing effort in tourism, the language itself can be classified into various text types in light of different criteria. Broadly speaking, two are the major types, namely, specialized texts and promotional texts. The first is construed for experts or practitioners in the tourism industry while the latter is aimed to be read by the general public, which takes up the majority of the tourism discourse. For example, Picht (2006) proposes four types of promotional texts: leaflets, brochures, travelogues, and travel guides. Thurlow and Jaworski (2011) also suggest classifying promotional texts into four types, but the typology is different. According to them, the four types are advertisements, brochures and leaflets, articles in tourism-related magazines or newspapers, and travel guidebooks. However, Dann (1996) categorizes tourism texts in terms of the medium or the channel they use and the stage of the travel process, thus they can be defined as written, audio, and visual texts based on the medium or the channel, or pre-trip, on-trip, and post-trip texts in light of the stage.

As for the language used in hotel websites, it seems that little literature has addressed it. Generally, the role that this kind of language can play is both informative and promotional, and sometimes even experimental. The language appearing on the website can fall into many of the aforementioned categories. For instance, the website itself is a medium, therefore it can form web language by itself. The website can also offer promotional information, record tourists' living experience, and introduce hotel products. Hence, language on hotel websites are multi-functional and nearly covers every page of the website, deserving special attention.

2.4.2 Language Evaluation within Tourism and Hotel Websites

A hypertext can be created without much difficulty and updated every so often. It is also a relatively cheap and fast platform to spread the message and its interactive nature enables it to address a mass audience. Therefore, language is an important tool to help gain customers' satisfaction towards a tourism or hotel website but it should be adapted to meet target groups' needs. Therefore, it is a prerequisite for the development of a website.

Two dimensions have been employed to investigate the language used on tourism websites. Firstly, in terms of language translation quality, Cappelli (2007) aims to offer the best way to assess the language translation quality for tourism-related websites by analyzing different tools used in translation studies. He points out that keyword analysis is the crucial part within the translation process of this specialized discourse, which warrants additional focus. Hogg, Liao, and O'Gorman (2014) implement an examination of the language translation quality for museum websites and reveal that if translators overlook the language convention of the target tourist

community, the website cannot successfully reach its promotional purpose and even can produce harmful influence on potential tourists.

Other studies mainly rely on the use of SFL as its research framework to examine the linguistic features among tourism-related websites. Kaltenbacher (2006; 2007) conducts two studies within the framework of SFL through the help of Corpora. In 2006, the study compared tourism texts from websites of three countries by examining the related corpora. It reveals the interpersonal meaning is realized in different ways in these cultures. To be more specific, Americans prefer to use Reaction resource, Austrians like to employ Affect resource, and the Scottish adopts the widest range of appraisal resources to convey interpersonal meaning. Similar corpora were also used in his study in 2007 to examine the language of exaggeration in websites of tourism and again culture specific features are identified. Guo (2008) combines the above two dimensions together and compares English translated texts from Beijing official tourism websites with original English texts from Sydney official tourism websites in terms of the interpersonal system, mood, a concept from SFL. The results illustrate there exist great differences between these two types of texts concerning the mood choice, which suggests a need for the improvement of the translated version of tourism websites.

Admittedly, some research is not related with any of the two dimensions, but focuses solely on the linguistic features of the texts. Maci (2007) analyzes the texts from six official destination websites in Britain and the most meaningful result is that majority of the texts employ the pronoun *you* to show the focus of the web content is on the reader. Thus a direct relationship can be built up to help catch viewers' eyes and finally transform potential tourists into actual tourists.

Based on literature, Qian, Law, and Li (2016) construe two dimensions for language evaluation of tourism websites, namely, language usability and language correctness. Through a questionnaire survey and Analytic Hierarchy Process, China's official overseas promotion website does well in the overall language quality, especially in the language usability, but more efforts should be made to improve the language correctness in order to boost the ease-of-read and finally to help attract more visitors to China.

Some research has been conducted to examine the hotel website from the linguistic perspective as well. In Panagopoulos, Kanellopoulos, Karachanidis, and Konstantinidis' (2011) study, quality of content and language support are tackled and used to evaluate the hotel websites in Greece. But language's importance is not highlighted in their study. Pierini (2007) establishes criteria to examine the language translation quality of UK and Italian hotel websites and finds that there exists a complete translation of the verbal message without any adaptation. It indicates hotel websites lack a clear target market to aim at and the overall translation quality is rather poor for some hotels because of the time pressure, lack of expertise and budget constraints. In another study, it is found that language is perceived as the most important attribute within hotel usability dimension (Law, Qi, & Leung, 2008), but further exploration has not been carried out yet.

From above, it is apparent that translation quality and linguistic feature identification are the major research points in studies involved in both travel and hotel websites and relatively speaking, very few studies have attempted to further uncover the overall linguistic features and the language strategy used for promotion in the websites of tourism and hospitality. Therefore,

the study is among the early and initial endeavors to reach this goal, but to conduct the research more effectively and to lay all the energy on one place, only the texts in hotel websites will be extracted as the research subject of the current study.

2.5 Corpus Approach

2.5.1 Introduction to the Corpus Approach in Language Studies

Corpus is a collection of texts which records the language occurring in a natural context, aiming to feature a state or a variety of a certain language (Sinclair, 1991) while corpus linguistics is referred to as the study of language based on the corpus, which is made up of the selected texts (Aijmer & Altenberg, 2014). Even though the use of real-life cases has long been the tradition employed by most schools of linguistic studies, the wide adoption and the rapid development of corpus linguistics started just four decades ago with the advancement of the computer software and the continuous theoretical exploration within the field. Corpus can be constructed based on various purposes, which in turn affects the nature of each corpus and the related design and size (Kennedy, 2014). For example, some big corpora like British National Corpus (BNC) may be designed for providing general linguistic features of modern English and can be further utilized to conduct analysis in multiple levels on grammar, discourse patterns and even pragmatics. Other corpora may be compiled for research specific purpose, such as to study the geographical difference of language use, and language used in a certain genre.

It is worthy of mentioning that corpus linguistics is different from other theories of language

including TGG, and SFL which have their basic concepts about what language is and how language can be analyzed (Kennedy, 2014). Corpus linguistics actually provides linguists with a more scientific approach to investigate the language in use since it overcomes one important shortcoming in conventional language studies, namely, the evidence needed to support a theory. Traditionally, most evidence used to back up the establishment of a theory comes from human beings' intuition or introspection, from direct elicitation or experimentation, and from observations of the incidental production of texts, either oral or written (Leech, 2014). With the assistance of the corpus, a large number of texts can be stored together for further analysis of the linguistic features, which support researchers to reach a more logical and reasonable conclusion.

2.5.2 Advantages of the Corpus Approach

The study resorts to the corpus approach to conduct discourse analysis for hotel websites and the merits of this approach can be summarized as follows:

First, this method can help to reduce the researcher bias to a certain extent. It is almost impossible to be truly objective and avoid the bias appearing in the research process of linguistic studies due to multiple reasons. Sometimes it originates from researchers' sub-consciousness which is difficult to acknowledge and control. At other times, researchers know about the existence of the bias but do not intend to admit it. According to Mynatt, Adler, and O'Day (1997), most researchers are inclined to observe more, allocate more weight, or take the initiative to find evidence to support their claim whereas the evidence which is against their claim is highly likely to be ignored. It is also known as confirmation bias. Meanwhile, many researchers

concentrate more on the data or information they collect in the initial stage of the research process (Krug, 2000). Through the use of a corpus, a legion of cognitive biases can, at least, be minimized even if they cannot be eliminated thoroughly. For example, texts in the corpus are not randomly selected but are picked out according to certain sound criteria and all the matched texts are stored in the corpus, therefore existing preset bias may be reduced substantially.

Second, the effect of discourse can be intensified through the use of corpus. The embedded meaning of discourse is realized in real life through the use of language. Expressions, such as a word, a phrase, and a grammatical construction alone, all can suggest the existence of a type of discourse. But it is not an easy task to judge whether this type of language is typical and whether it merits further attention. By collecting a large number of texts to assist the generation of the linguistic features, a cumulative effect can be witnessed in this process. It is also in accordance with the statement made by Stubbs (2001) that repetitive patterns tend to indicate evaluative meanings which are universally shared within a discourse community, but not merely limited to a specific person and unique.

Third, multiple methods for analysis can be combined, which is termed as triangulation by Bell and Newby (1977). This methodological tendency has been widely accepted among researchers worldwide. Methods including qualitative and quantitative ways can be applied simultaneously, to reinforce the findings from the separate study. As to the corpus approach, it enables the discourse analysis to be carried out in a multi-layer process, such as the use of a balanced corpus to aid the investigation of a language. In addition, the computational tools can be widely employed to examine the distributional patterns in the existing genres, which may serve as a

solid basis for more in-depth exploration.

Finally, resistant evidence can be identified. In addition to the witness of the repetitive patterns or the so-called a particular hegemonic discourse among the established corpus, the corpus is able to uncover the opposite or counter-examples existing in the corpus, which is rather difficult to be noticed in other smaller-scale or manual discourse analysis (Biber, Conrad, & Reppen, 1998). Therefore, research concerning the outliers of the corpus can be implemented, which empowers the research with a more comprehensive nature.

Commonly, a qualitative method helps to expand the depth of the research while a quantitative one tends to widen the research breadth. To be more specific, a qualitative analysis attempts to provide a complete and detailed depiction without the trial to figure out the frequency level of the linguistic feature, thus it permits the researcher to draw distinctions among various texts. In contrast, quantitative method is featured in the count and statistical modelling to facilitate the explanation about the language phenomenon observed. Findings are generally applicable to a larger population since a valid sampling method and significance techniques are adopted.

As to the research about language evaluation, Tognini-Bonelli and Camiciotti (2005) suggest if a more comprehensive description about the evaluative resource and the function of the linguistic text is intended, qualitative and quantitative approaches should be integrated. A pure statistical method may obscure the exploration of certain evaluative patterns since some features can only be identified by means of close (or manual) textual investigation towards the occurrence of those linguistic constructions emerging from extracted texts. Therefore, a combined approach is of

assistance to reveal those potentially ambiguous terms and the text producers' rhetorical purposes. The corpus way is, definitely, a relatively perfect way to achieve this aim.

2.5.3 Classification of the Corpus

Generally, a corpus is classified in terms of four main features. To be more specific, the criteria used are whether the texts are authentic, whether the text formats are electronic, whether it is a large corpus and whether it is established according to some specific standards. Actually these features are not independent of each other, but sometimes can be combined together depending on different aims that researchers attempt to achieve. Nevertheless, as is indicated by Bowker and Pearson (2002), six broad types of corpora can be identified in the current corpus linguistic studies:

Firstly, general reference corpus versus special purpose corpus: the general corpus is composed of texts all from a particular language, and hence can be employed to conduct general observations about it, whereas the specific one largely focuses on a specific text type or a variety within a specific language. On the while, these two kinds of corpora can be reliant on to examine the features of a particular language which are different from the use of it in the general language.

Secondly, written corpus versus spoken corpus: obviously a written corpus consists of texts all from written materials while a spoken one is made up of transcriptions converted from spoken sources for linguistic analysis.

Thirdly, monolingual corpus versus multilingual corpus: the former is concerned about merely one language; in contrast, the latter contains texts from at least two languages and they can either be parallel or comparable. Here being parallel means the corpus contains texts from a certain language and their translated version in another language while the comparable corpus does not have those translated texts.

Fourthly, synchronic corpus versus diachronic corpus: a synchronic corpus, evidently, studies texts extracted during a limited period of time, which displays the linguistic features of the language use at that time. By contrast, the diachronic one extracts texts over an extended time span which can be relied on to depict how language is evolving over time.

Fifthly, open corpus versus close corpus: as is indicated by the name, an open corpus is not limited to the time and space and can always be broadened, but a closed one is settled once it is established and cannot be enlarged since then.

Finally, the special corpus, or the learner corpus: it comprises texts composed by learners of a foreign or second language.

As to the current study, the corpus is established for a specific purpose, namely, the study of hotel introductory discourse. All texts are extracted from the hotel website at a relatively concentrated time period, therefore, it should be written and synchronic corpus. Since it is built up for this study only, it is by nature a closed corpus without further adding of new texts. The discourse may be written by foreign language learners or foreigners, for the website cannot

provide us with the detailed information about the author. Hence whether it is a learner corpus or a corpus composed by native speakers cannot be made clear. But it is surely a monolingual corpus because only the English version of the hotel website is the research target.

2.5.4 Corpus Language Studies in Tourism

Corpus approach is currently a popular method among linguistic studies and scholars from both tourism and linguistics have noticed the potential of applying this method in deconstructing the discourse or texts in tourism (Jaworska, 2016), therefore numerous (listed below) studies have resorted to the corpus to conduct respective examinations mainly from multimodal, cross-cultural comparison, and functional perspective.

2.5.4.1 Multimodal Perspective

Multimodal analysis is currently a hotspot in linguistic studies. It attempts to consider all elements, including audio, visual, and tactile feelings, into discourse analysis. Textual words, pictures, sounds, and actions all can play their relative roles in meaning construction and exchange. Therefore, a more panoramic understanding can be generated through this kind of discourse analysis (Kress, 2004).

Mocini (2009) builds up a corpus by extracting descriptions from travel brochures which aim to introduce different destinations, and employs the semiotic approach to illustrate the hidden linguistic mechanisms used for tourism promotion, such as emotional manipulation and dialogic

interaction. Francesconi (2011) collects travel brochures aiming at promoting Malta as a tourist destination to establish a corpus and conducts the multimodal analysis to see how verbal and non-verbal materials can interact and complement each other to present the image expected from the brochure designer. Francesconi (2014) summarizes studies concerning tourism texts under the framework of multimodal analysis and argues multimodal analysis is a dependable approach for investigating texts in tourism and it is especially important for exploring the dynamic change and innovation taking place in tourism discourse.

2.5.4.2 Cross-Cultural Comparison Perspective

Cultural difference and its corresponding influence is a common phenomenon existing in all languages (Gao, 2006). Therefore, scholars under almost every linguistic background tend to compare the discourse in their native language with that in the most widely used language of the world, or of the region the author lives in. The perspectives range from the actual use of language to the ideology behind a linguistic phenomenon.

Gandin (2013) employs a self-designed corpus of translated tourist texts from various languages into English and make a comparison between it and a larger corpus of tourist texts originally in English. The findings indicate the translation process greatly influence the linguistic properties and the communicative functions. Therefore, it affects the persuasive effect of the discourse, which calls for translators to rely on the corpus to produce better translated tourist texts. Stoian (2015) compares the promotional texts in tourism websites of three countries, Romania, Spain and the UK in terms of the website organization, content, and the employed visual and verbal

persuasive strategies. The results indicate promotion on the Internet and the online communication is culturally specific and influenced by contextual factors, which merits professionals' special attention. D' Egidio (2015) examines the language employed by average visitors in their trip blogs and reports to study how the "tourist gaze" has been shaped and adjusted in the travel process and the way tourism appears during visitors' mediated process, and it is found that visitors' actual activities and the site they gaze at may reconcile tourist texts among various cultures.

2.5.4.3 Functional Perspective

Functional perspective here means to examine whether the tourism discourse has achieved its intended aim, including the realization of the market goal, the establishment of the image, and the social function of the travel. This perspective is more related with how language can be employed to realize different functions of the industry.

Stamou and Paraskevopoulos (2004) construct a small corpus to study which discourse, tourism-related or environmental-related, dominates in the current ecotourism discourse. By employing content analysis, researchers find there is an imbalance existing between these two discourses and the ideal duality (addressing both tourism and environmental protection) image has not been formed yet. Skandera (2007) introduces the employment of the current large corpus such as BNC, Freiburg-LOB Corpus of British English, and The Lancaster-Oslo/Bergen Corpus to study the relationship between language, cognition and culture in the field of tourism. The diachronic analysis reveals that travel has gradually shifted from a privilege for the noble class and the

wealthy to the mass travel across the world and different travel modes also emerge to meet tourists' demand. Pierini (2009) sets up a small corpus to study the phraseology of tourism including lexical choices and recurring patterns through the investigation of the use of adjectives appearing in accommodation discourse. The findings show that lexical choices are made according to the domain and content of the presented message, and lean critically on the thought of the tourism marketers. Finally, Valdeón (2009) examines the four features of Spanish info-promotional materials by constructing a corpus to explore whether the presented information has met the communicative function of the texts. He concludes that fussy introduction to the historical background and political future, and a redundant list about the name of the dishes or drinks without additional information have made the material lose its selling point and thus cannot help the industry a lot.

Based on the above, it is evident that tourist brochure study occupies the majority of the corpus research within tourism, as is stated by Dann (1996) that the main function of brochures is to sell a destination by the use of engaging visual and linguistic features together with useful information, which therefore can facilitate the efficient organization of a trip for tourists and help promote the destination.

The function of a hotel website is similar to that of the tourist brochure because both of them are consumer-oriented and pragmatic texts. Consumer-oriented nature indicates the texts not only aim to make themselves understood by the audience, but promote their products or services as well (Hervey, Higgins, & Haywood, 1995), while being pragmatic means the construction of texts has a practical purpose, which is geared to the real life (Jurowski, 2015). Methods from

corpus linguistics can therefore be applied to the study of website texts which is the same as its application in tourist brochures.

These studies also remind us that the two disciplines, SFL and corpus linguistics are fairly compatible while being used for language analysis, thus it offers researchers complementary tools to uncover the linguistic features of those once unnoticed or isolated instances.

2.6 Chapter Summary

From the discussion in this chapter, it is evident that hotel website evaluation has been periodically carried out due to the important role a website plays in the hotel marketing process. However, rarely does there exist any research aiming at fully exploring the linguistic assessment of the website. Also, there are many studies focusing on the examination of various types of tourism texts, but almost few attempt to address texts from the hotel website. Therefore, this chapter has functioned to identify the research gap existing in current tourism and linguistic studies, which is to conduct a comprehensive examination towards the language used to present hotel images, including the establishment of the assessing rubrics and the actual appraisal.

To be more specific, this chapter has briefly reviewed all the literature supporting to conduct the current research. The reviewing process starts from the introduction of the development of China's hotel industry and the adoption of the website for a hotel's development, which is followed by the elaboration of the approaches used in hotel website evaluation studies. Then the concept of tourism as a language is discussed and various types of tourism discourse are

introduced. Later on, a comparison of hotel website introduction texts with the promotional texts in tourism discourse is carried out, which lays a solid foundation for the research to be carried on. Finally, the corpus approach, the mainstream research school in contemporary linguistic studies, is elaborated and all the related tourism or hotel studies within this approach are presented thereafter. On the whole, all the work in this chapter will contribute to the development and progress of the current study.

Chapter III ANALYTICAL FRAMEWORK

3.1 Chapter Introduction

This chapter mainly concentrates on the introduction of the analytical framework used in the study, namely, the Appraisal Theory. Naturally the beginning and the development of the theory is showcased first, followed by illustrating the analytical principle embedded in the framework. Later on, the three dimensions and their respective subsystems are examined and exemplified. Finally, drawing on other studies and the focus group interview, the Appraisal Theory is enhanced to better suit the investigation of hotel website language.

3.2 Overview of Appraisal Theory

In linguistics, text analysis mainly concentrates on those from the academia and the media. Recently, scholars have gradually made a shift to become interested in exploring the linguistic mechanism employed by presenters, either in speaking or in writing, to express their personal feelings, attitudes, and evaluation towards certain matters (Martin & White, 2003). With the emergence of Appraisal Theory, some methods have been proposed to conduct the aforementioned analysis and therefore it sparks wide attention among linguistics and has been popular ever since.

Appraisal is a theory about text evaluation originating from SFL. Firstly, it was proposed by Martin in the book *Beyond Exchange: Appraisal Systems in English* in 2000, and was improved

and won wide spread acceptance and application after the publication of the book *The Language of Evaluation* by Martin and White in 2005. Compared to other branches of linguistic studies, SFL is in close relation with Sociology because it mainly examines how language is applied in social contexts to accomplish specific goals. Therefore, SFL by nature is not merely a descriptive grammar, but also a relatively mature theory of language as a social phenomenon.

Halliday (1994) points out there are three metafunctions embedded at the lexico-grammatical level of language: ideational, interpersonal and textual. Every metafunction represents one aspect of the world, and is concerned about one mode of meaning within clauses. All are stimulated simultaneously whenever language is used. The ideational metafunction is related with the natural world from the widest perspective, comprising consciousness, and use clauses as representations. The interpersonal metafunction is related with the social world, which is mainly about the relationship between the text writer (or the organization which offers the content of the text) and the text reader, and use clauses as exchanges. Finally, the textual metafunction is related to the verbal world, focusing on the information flow within a text.

AT is one of the further developments of interpersonal metafunction within the framework of SFL. The focus of AT is the system and the center is the evaluation. By analyzing the language, the writer's attitude or stance can be evaluated, which can also be understood that AT goes beyond the surface meaning of a text to discover the direction towards which the deeply embedded meaning goes. In other words, AT attempts to analyze the interpersonal model to uncover the feeling aroused, the judgement made, and the value placed on various social phenomena by interlocutors (Martin, 2000). Thus, it can overcome one drawback of SFL in

terms of interpersonal meaning that it does not show a detailed analysis on the semantic evaluation of language. In addition, it is commented by Martin (1992) that appraisal, involvement and negotiation are the three major semantic resources used in discourse to convey interpersonal meaning.

In SFL, language is considered as a hierarchical semiotic system with three separate strata standing for three levels of language studies, namely, phonology and graphology, grammar and lexis, and discourse and semantics (Figure 3.1. Martin & White, 2005). An appraisal process is situated at the discourse semantics strata, which relies on the analysis of the other two strata to present the realization of evaluative meanings within a text. Therefore, the discourse semantics level is the highest level in this hierarchical system.
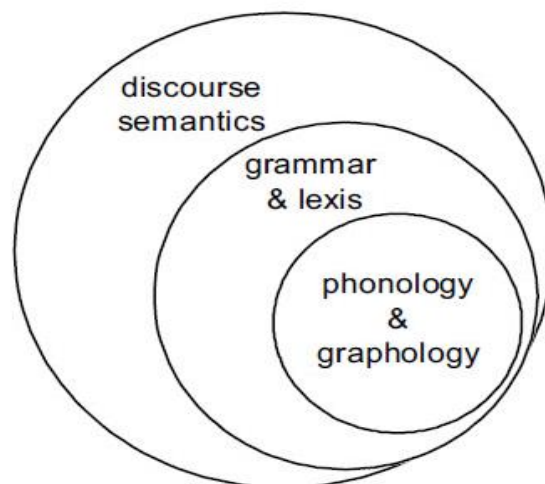
Figure 3.1 Hierarchical System of Language (Adopted from Martin & White, 2005)

Phonology and graphology are located at the basic level of the system providing the most concrete information for written or spoken language. Next in the grammar and lexis level, phonological and graphological patterns are recoded into words and structures. The highest level

is represented by discourse semantics, concerning about the meaning beyond the clause. Various dimensions of discourse organization are tackled in this level, such as identification (the way people, venues, and things are presented and kept track of), conjunction (the way events and related stages are linked to each other), ideation (the way participants are represented as a part of the whole), negotiation (the way exchanges of products, services, and information are realized), and appraisal (the way evaluative meaning is sourced, targeted, established, and altered) (Martin & White, 2005). It is evident that appraisal is situated at the final level, discourse semantics.

As to the reason why appraisal is laid in the scope of discourse semantics, Martin and White (2005) point out the expression of a specific attitude can be achieved across a mixture of grammatical categories, thus there is a need to go beyond lexico-grammar to generalize the common feature within the evaluative meaning of an attitude. In addition, the concept of grammatical metaphor can be drawn out only through the degree of play between lexico-grammar and discourse semantics, which is also a vital part of AT (Martin & White, 2005).

The concept of appraisal, in linguistic studies, is a recapitulative notion including the viewpoint, the attitude, and the implicit emotion which is held by the writer of a text towards the statement. As to its annotation, opinions differ among researchers. Some like Bybee and Fleischman (1995) believe the evaluation within the appraisal system merely refers to the degree of acceptability on a matter while Conrad and Biber (2000) take the idea of attitudinal stance as an evaluation. According to Martin and White (2005), appraisal system can be employed to analyze the interaction of attitude, engagement and graduation which is related with the social context. The theory aims to adopt a comprehensive view of how all the three sub-systems of appraisal operate

within the studied texts. Hence, the appraisal system is composed of three interactively related dimensions: Attitude, Engagement, and Graduation (Figure 3.2). In this system, attitude reflects one's own personal feelings, including emotional reaction towards action, ethic judgement of behavior, and aesthetic appreciation of phenomena. Engagement refers to the sourcing attitude and how this attitude functions with respect to others' opinion or one's own opinion. Lastly, graduation deals with grading issues about whether language is used to amplify or diminish the attitude or engagement within a text. On the whole, AT is not only concerned about viewpoints and emotions, but the way the writer employs to engage with the audience, and the way to modify the strength of expressed attitudes. Any word, noun, verb, or adjective, which attempts to convey meanings related with resources for appraisal is regarded as a term of appraisal. Additionally, the clause containing those terms belongs to an appraisal as well.
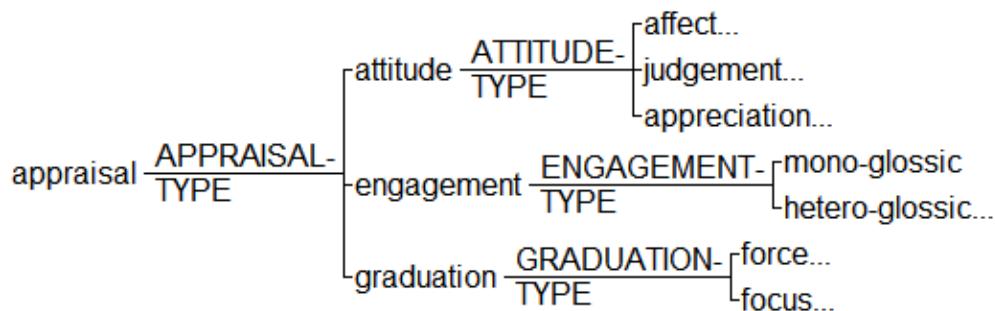
Figure 3.2 Overview of the Appraisal System

3.3 Attitude in Appraisal

Attitude focuses on how feelings are mapped as they are construed and is indicated by a hierarchical framework established by three semantic regions covering the traditional concept of emotion, ethnics and aesthetics, namely, Affect, Judgement, and Appreciation as the subsystems

of Attitude (Martin & White, 2005).

3.3.1 Affect

Affect is concerned about a person's emotional state, which can be realized as quality, process, or comment (Martin & White, 2008). Quality affect is dependent on words or expressions related with quality to indicate the writer's emotional feeling, such as in *a happy family*, *happy* is the quality affect, which is an adjective used to show the family's current emotional condition. Other expressions include phrases focusing on adverbs which end with *-ly*, *how+* an appropriate adverb, and a quality adjective employed to modify a noun (Halliday, 1994). Process affect always focuses on the mental or behavioral process. Mental process deals with the dynamic change of one's mental state while behavioral process is reflected in the movement of one's emotion through the external activities he/she attends (Read & Carroll, 2012). For instance, in the sentence, *the model plane amused the boy and he smiled*, "*amused*" and *smiled* are both words for process affect, but *amused* is a mental process affect while *smiled* is a behavioral process affect. The process affect can also be further classified into four sub-classes: un/happiness dealing with one's internal mood (*she grimaced/grinned*), in/security covering one's environmental (*he's worried; she is confident*), and social situation, and dis/satisfaction conveying one's view toward the goal (*he's annoyed/ pleased*), which makes up the realis process affect whereas dis/inclination reflects the irrealis affect involved (*they're afraid/ they hope*), which always refers to the fear or desire brought by the externals. Moreover, affect can also be realized in either a direct way or implicitly (Martin & Rose, 2003).

Affect is actually appraiser-oriented, which focuses on the individual emotion expressed by the subjective appraiser. Therefore, the subjective emotions embedded in every part of texts enable the texts to be more personalized, which is a typical feature of human beings. It is also found to further affect human beings' awareness, cognition, and judgement towards the external world, which finally alters a person's behavior (Forgas & George, 2001). Hence, the audience's emotional response can be evoked in a relatively direct way by means of affect resources. The whole composition of affect subsystem is illustrated in Figure 3.3.
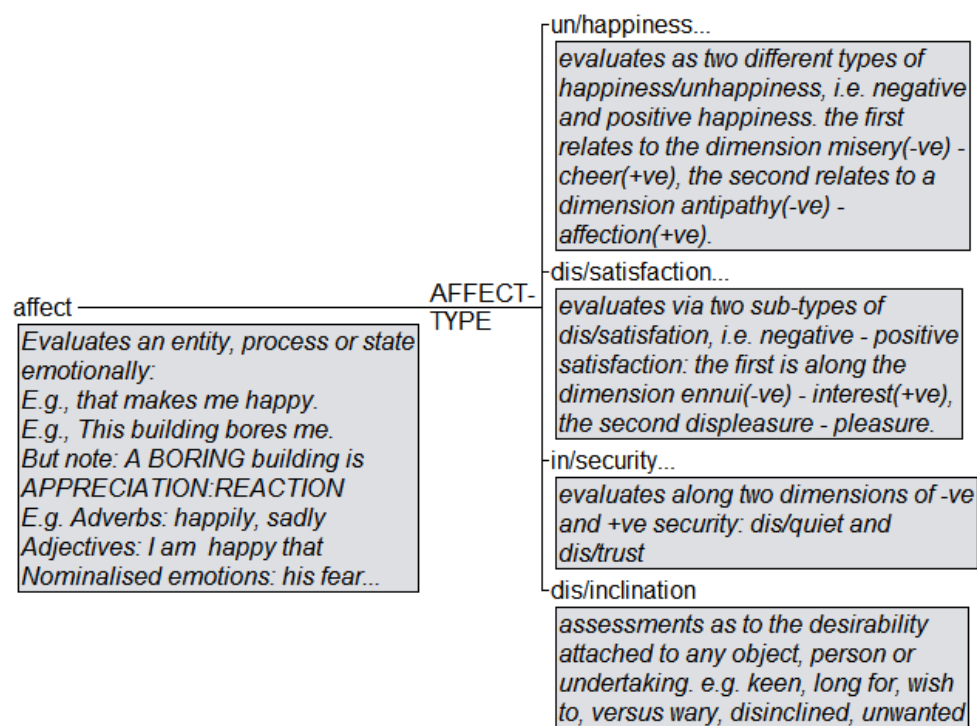
Figure 3.3 Affect System and its Lexical Instantiation

3.3.2 Judgement

Judgement is an evaluation of the behavior, skills, and characters according to some sets of social norms, including conventions, regulations, and the core values of the society (Martin & White, 2005). With the assessment of the judgement system, personal behavior is evaluated as

normal or abnormal, moral or immoral, acceptable or unacceptable, and legal or illegal. On the whole, judgement can be classified into two subcategories: social esteem and social sanction. Social esteem tends to appear more in oral culture, addressing normality (how normal an individual is), capacity (the degree of capability an individual is equipped with) and tenacity (how resolute an individual is) within the network of a society while social sanction has to do with veracity (the honest level of an individual) and propriety (the ethic level of an individual), which is more codified in writing. According to Martin and White (2005), sharing common values within social esteem is essential in forming social networks, such as family and friends, whereas values shared within social sanction emphasizes the obedience of civil duty and religious practice. Therefore, they suggest if a person has too much negative social esteem, he/she should go to the therapist for help while if a person has too much negative social sanction, he/she then needs to visit a lawyer for advice (Martin & White, 2005). But social esteem and social sanction should be culturally and ideologically specific because the values shared in a community and the laws established in a specific society all differ among various countries and regions (White, 1998).

Judgement is composed of both positive judgement and negative judgement. The positive social esteem is realized through admiration and the negative one through criticism whereas the positive social sanction is achieved by praise and the negative one by condemn. The realization of judgement about a person's behaviors relies mainly on some lexical items, including *unfortunate*, *incapable*, *patient*, *trustful*, and *generous*. Besides, judgement can be provoked through factual description or metaphors, which leads to an inference of judgement in a comparatively objective way compared with the affect resources. Thus, the subjectivity of

judgement can be lowered to a certain degree. Certainly, as the previously mentioned differences exist, audiences may interpret the judgement resources in different ways because of the cultural and ideological differences. The judgement system and its lexical instantiation can be seen in Figure 3.4.

normality
assessments of how special or unusual is the behaviour or the person's state. e.g. natural, familiar, fashionable, celebrated, versus artificial, poseur, eccentric, peculiar, odd, etc

capacity
assessments of competence and ability, e.g. skilled, genius, knowledgeable, brilliant, versus stupid, dull, ignorant, clumsy, etc

judgement
Evaluates human behaviour ethically (morally or legally)
language which criticises or praises, which condemns or applauds the behaviour – the actions, deeds, sayings, beliefs, motivations etc
- of human individuals and groups.

JUDGEMENT-TYPE

tenacity
assessments of psychological disposition wrt determination and resolve. e.g. plucky, brave, resolute, reliable, loyal, hard-working, versus cowardly, reckless, hasty, impatient, etc

propriety
assessments of ethical or moral standing, 'how far beyond reproach' si the behaviour or person's state. e.g. good, fair, just, generous, charitable, kind, versus immoral, corrupt, arrogant, greedy, etc

veracity
assessments regarding the person's truthfulness or honesty, dependent on social contextual values. e.g. credible, candid, direct, sincere, versus deceitful, a liar, manipulative, devious, etc

Figure 3.4 Judgement System and its Lexical Instantiation

It is worth noting that the expressions introduced in the lexical instantiation merely connote the general meaning it can convey, but while used in a specific context, the attitude the expression can connote needs further consideration. For example, the word *slow* mostly conveys a negative meaning, but when it appears in the capacity dimension of social esteem, it can completely convey a positive meaning in a context, such as in the current Slow Food Movement, if a person can have a *slow meal*, *slow* is definitely a positive signifier. Therefore, the list can only be taken

as a suggestion list and these lexical resources cannot be coded mechanically for textual analysis.

3.3.3 Appreciation

Appreciation (Figure 3.5) employs three angles to appraise objects, performances, and natural phenomena: reaction referring to one's instinctive appreciation, composition focusing on one's perceptive appreciation, and valuation concerning one's cognitive appreciation (Martin & White, 2005). Whether an event or an object can arouse people's attention and please them is within the reaction subcategory. Whether something is original, reliable and timely enough belongs to the realm of valuation. Balance in the composition indicates whether the text or the process is symmetrical whilst complexity implies whether the text or the process is easy to be understood. The difference of the appraised object makes appreciation different from the other subsystems of Attitude. Appreciation is thing-oriented while the other two are both person-oriented.
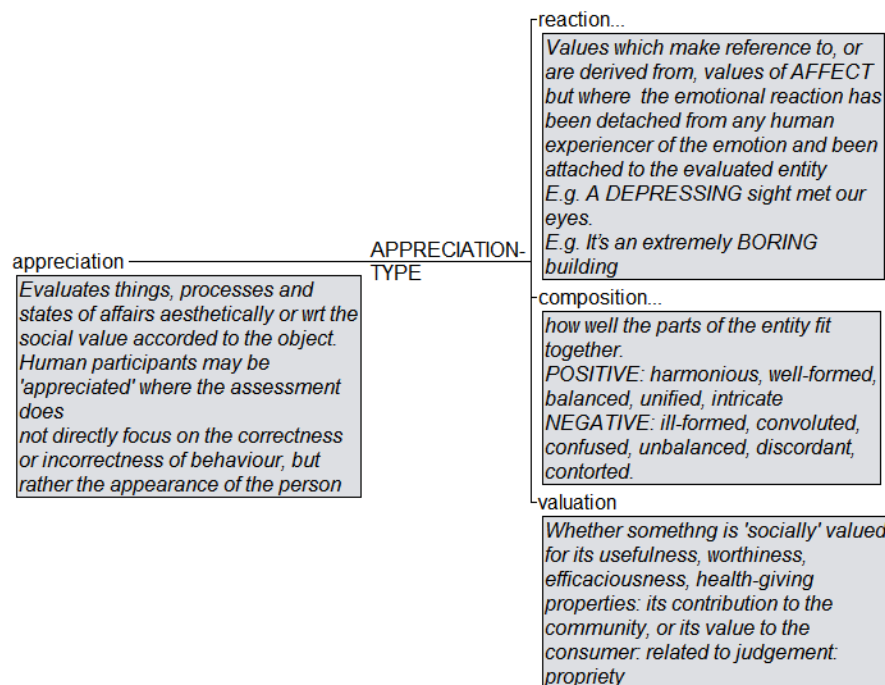
Figure 3.5 Appreciation System and its Lexical Instantiation

Considering the degree of subjectivity, appreciation is the most objective one among the three subsystems of attitude, since it cares about the properties attached to things in the objective world instead of focusing on exploring the human emotion or judgement. In view of this, appreciation is less personalizing and it is also evident that the degree of subjectivity or personalization is declining from affect to judgement to the final appreciation.

Actually not only the judgement system can be realized in either positive or negative ways, but it is the same with the other two subsystems. The three subcategories are, in reality, interacting with one another in the semantic layer since all of them are stimulated by affective reaction, with judgement standing for the affective reaction to people's behavior, and appreciation representing the affective reaction to objects, performances and natural phenomena. Nevertheless, there exist certain overlaps within the three subsystems. For example, in *He was considered as a splendid basketball player; he made a splendid shot*, the word *splendid* formerly means a social judgement, whereas the latter one indicates an appreciation towards performances. Therefore, while analyzing attitudinal resources, researchers sometimes need to rely on their expertise to make a choice.

3.4 Engagement in Appraisal

Engagement is to do with the choices concerning elide or reference dialogism in texts (White, 1998), which examines the extent to which text producers agree with the opinion from others and the way they show themselves under the context of many alternative existing opinions (Martin & White, 2005). It can also be interpreted as a subtle grade of the writer's commitment to what is

presented. It is based on Bakhtin's (1981) and Voloshinov's (1995) concepts that texts are by nature dialogic, involving dialogism, heteroglossia, and intertextuality.

On the whole, Engagement can be classified into two broad subsystems – monogloss and heterogloss (Martin & White, 2005). Monogloss presents a stance or idea frankly, without referencing any source or allowance for alternative options whereas heterogloss exhibits things in an either dialogically expansive (accepting other views) or dialogically contractive way (limiting the space for dialogic alternatives). It is implied that heterogloss allows the existence of alternative voices, but the degree of acceptance or tolerance differs according to stance the author holds and the relationship he/she intends to establish between him/her and the potential readers. Therefore, this dimension is considered to be employed mainly for aligning readers, no matter their viewpoint is consistent with the author or not. The whole engagement system can be seen in Figure 3.6.
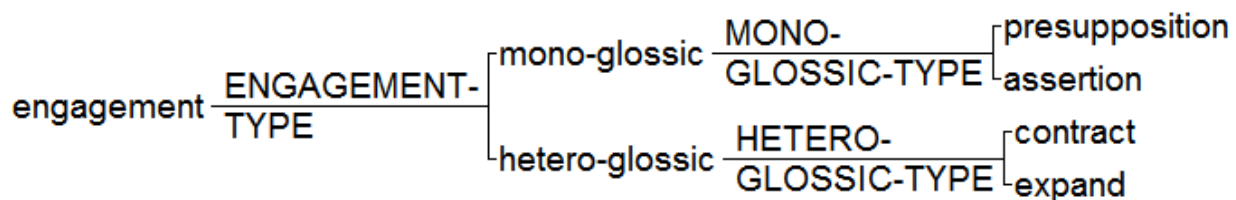
Figure 3.6 Engagement System

Based on the above concept, AT attaches special attention to the following three aspects: firstly, when the speaker or the writer joins the discussion which has been held for a time, the way or the strategy this speaker or writer employs to present his/her stance is used; secondly, to what extent the speaker or the writer stands in line with the existed stance and in what way he/ she can join the previous attitude, support, oppose, or maintain neutral; finally, what kind of attitude the speaker or the writer wants the audience to form after receiving some discourse signals.

3.4.1 Monogloss

Monogloss is always regarded as bare assertion, in which no dialogistic alternatives need to be recognized or engaged with. Lyons (1977) believes monoglossic statements are treated as neutral and objective facts which are in sharp contrast with the evaluative and subjective human opinions. However, it is too complicated sometimes to make a clear distinction between facts and opinions, or between being objective and being subjective. Therefore, in AT, monogloss has not been the research focus until 2007 (Bednarek, 2007).

Monogloss can be further categorized into presupposition and assertion. If the opinion within a statement is taken for granted, it is a presupposition. However, if the opinion impacting the current argument is still under deliberation, it is considered as an assertion. As to the reason why monogloss is used in the discourse, there exists a set of potential principles, such as the communicative purpose the discourse aims at (explanatory, documentary, and argumentative), the related function the discourse intends to play, and the nature of the statement itself (whether it wants to emphasize evaluation, and whether it is experimental or informative).

3.4.2 Heterogloss

According to Bakhtin (1981), texts are by nature heteroglossic because of the fact that they explicitly present or implicitly acknowledge a relatively convergent and divergent socio-semiotic veracity. Therefore, the heteroglossic resource acknowledges the discourse operates under a heteroglossic background and demonstrates the writer of the discourse is recognizing or engaged

with other opinions or voices, thus allowing the existence of alternative positions. In other words, all utterances are regarded as inevitably raising, admitting, replying to, or revising or challenging a variety of choices, utterances, and social stances, which indicates utterances are embedded with interpersonal value.

Disclaim and proclaim are two sub-systems included in dialogic contraction. Disclaim directly rejects or supplants other voices (including two sub-types, deny and counter) while proclaim declares the position of the producer, which closes the chance for the other opinion to be expressed (including three sub-types, concur, pronounce, and endorse). Under disclaim, while a specific dialogistic choice is explicitly refused, it is called deny. However, counter resorts to the reference of another viewpoint for the final purpose of declining it. Within proclaim, concur implies the author stands clearly in line with the projected dialogue partner or share the same amount of knowledge towards a statement. In addition, pronounce is the way the writer utilizes formulations to do intensifications, authorial emphasis, and intensifiers within the clausal scope. Endorse means the foregrounding of other people's stances through attributing them to external sources which are believed to be correct, undeniable, and recognized to the largest extent.

Dialogic expansion can also be divided into two parts: entertain and attribute. Entertain resource demonstrates the writer's viewpoint, which is among the various possible opinions, thus leaves space for alternative standpoint to be imagined by readers (including the use of modal auxiliaries, modal adjuncts, modal attributes, and some mental verbs). For attribute resource, it presents the writer's opinion implicitly usually through other voices, like the use of sentence structure *It is said that* .… Two smaller systems are included within attribute: acknowledge and distance. The

former deals with the locution without explicit indication concerning where the authorial voice comes from while the latter refers to those locutions where there is an overt distancing of the authorial voice with the proposition presented.

Ghadessy (1988) states that every verbal or nonverbal statement made by men intends to convey thoughts or emotions on an occasion at certain moment, and is of necessity and reason to be known by others for the purpose of serving a shared goal, or establishing a pure communicative tie, or connoting the strong feeling or passion the discourse producer conveys. Therefore, it is in accordance with Bakhtin (1986) that meaning should be established through dialogue and the dialogism is the root of meaning. What we talk about and what we perceive to be altered in the course of interaction with others and thus "otherness" is the origin of meaning. Language users adjust the relationship with others through the use of engagement resources such as projection, modality, and concession, and shoulder the responsibility for what they say or write about. Based on SFL, the engagement dimension of AT further develops the concept of the dialogism within language.

3.5 Graduation in Appraisal

Martin and White (2005) point out graduation alters the writer's value by raising or lowering their strength in appraisal. Graduation is a property embedded both in attitude and engagement. Graduation in attitude helps the producer to strengthen or lessen the degree of positivity or negativity; in contrast, graduation in engagement scales the producer's certainty in the proposed assertion. In other words, attitude and engagement are domains of graduation which differs in

terms of the nature of the meaning to be scaled. Two standards are the common practice used in graduation: the first is to locate values on a scale from low intensity to high intensity, which is named force, and the other is to place the item from the center to the marginal membership of a category, which is named focus.

The subcategory of focus (Figure 3.7) relates to the graduation of typically un-scalable semantic types, but in AT, they can be upscaled in the way like *true winner*, or downscaled such as *sort of disappointed*. In those cases, the focus may either become sharper or more blurred; therefore, the two subcategories within focus are named sharpen and soften. Sharpen is used when the prototype needs to be presented and certain features need to be highlighted. In contrast, if an entity only has a marginal status of a type, thus some features need to be lowered, then soften resources are employed on this occasion. Sharpen mainly depends on the use of intensifier (Schiffrin, 1984), and booster and amplifier (Hyland, 2000). Some categories which formerly are graded according to intensity can also be graded based on the prototypicality. For example, *a very blue mat* (intensity) vs. *a genuinely blue mat* (prototypicality).
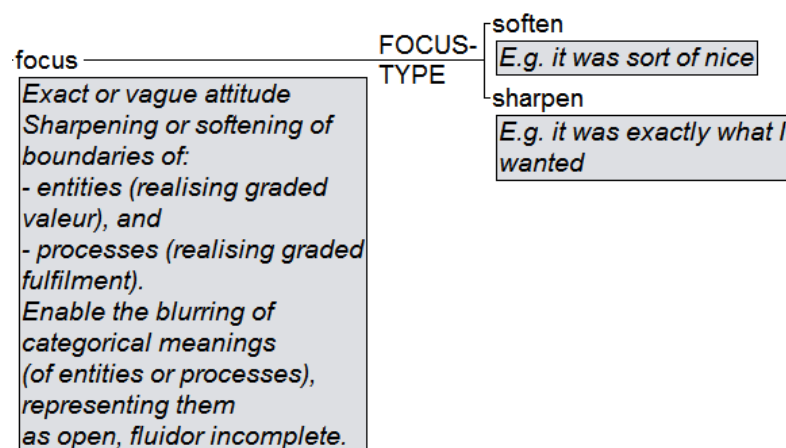
Figure 3.7 Focus Subsystem

Soften is generally analyzed through two ways: hedging and vague language. Under hedging, as is illustrated by (Lakoff, 1973) that hedges express the degree of the membership within a category, under which words are used to make things look fuzzier or less fuzzy. For example, the use of *sort of* implies the less typicaliztion of the item in the discussed category. Vague language deals with a range of language phenomena that have certain overlap with hedging (Channell, 1994), but it is mostly an indication of the author's inability to express the idea clearly. Values at the blurred end are best represented by the use of vague words, which indicates this item has a marginal status.

The appraised entity within the focus subsystem is not attitudinal, such as *mother, wife, blues*, but the graduation of the prototypicality is endowed with attitudinal inclination. Sharpen is always relied on to express positive evaluation of the attitude while the marginality is adopted to indicate a negative appraisal. When soften is employed to convey negative meanings, the writer attempts to reduce the devotion to the value position of the discourse and makes a compromising stance for the purpose of maintaining solidarity with people who hold the opposite view. If positive evaluation is softened, it indicates there exist a potential problem in the solidarity between the author and the reader.

The other subsystem force (see Figure 3.8) turns up and down the volume of the utterance from the perspective of quantities (the amount or extent which operates in terms of proximity and distribution) and intensities (the degree of strength which operates over degrees or over processes). The intensification of quality mainly centers around adjectives and adverbs while the intensification for process focuses on verbs and modality, such as possibility, inclination, and obligation. For example, *slightly ugly* vs *extremely ugly* (degree) and *this slightly held us up* vs

this greatly held us up (process). The appraisal of quantities is reliant on quantification, which is applied mostly in entity. It is used to express an inexact measurement of the entity's number, mass or extent, such as *small amount* vs. *large amount*, and *nearby mountain* vs. *distant mountain*. Besides, there are two ways to realize force: isolating which employs the insertion of adverbials as intensifiers, amplifiers, and emphatics, such as *quite, really, particularly,* and *significantly*, and infusing which grades by using the strength embedded in lexical items such as *like – love – adore*.
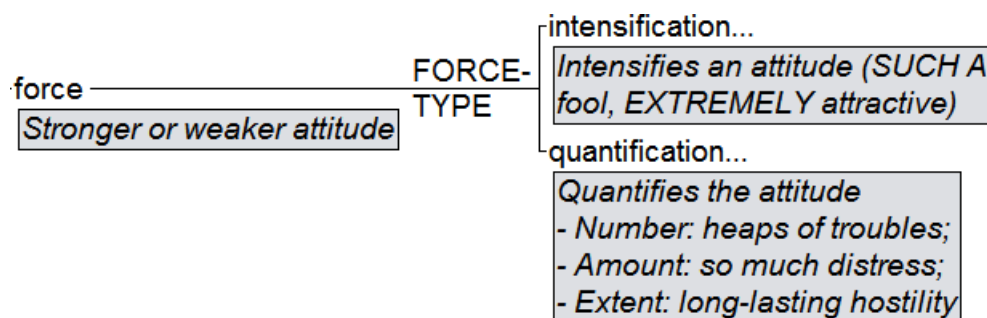
Figure 3.8 Force Subsystem

The two subcategories of force both interact with the attitude, and is an appraisable prosody, which is able to adjust the strength of the attitude. Therefore, it is closely related with alignment and solidarity. The frequent up-scaling of the attitude aims to maximally convey the speaker or the writer is loyal to the value position the discourse intends to advance while the frequent down-scaling strategy is employed to present the opposite effect, namely, the discourse writer is partially or weakly in line with the value position hinted in the discourse. Another function force can play is to uncover the implicit attitude embedded in the discourse, which means force is a mechanism used to explain the attitude, but not just to explain the text itself. For example, in *we seized the traditional lands but smashed the traditional way of living*, the infused force is indicated by the word *smash*, which sends information to readers that the traditional way of life

is rather important and we need to pay attention to this issue now.

3.6 Applicability of Appraisal Theory in Hotel Website Evaluation

AT is developed to analyze the interpersonal metafunction of language, which is basically in accordance with the aim of a hotel's website. Attitude system can be applied to exhibit a hotel's self-orientation, ethnic criteria and aesthetic value. Engagement functions to adjust the brand image and thus helps to enclose the relationship between the hotel and customers. The graduation system alters the degree of the attitude or the engagement either directly or indirectly. Hence, AT enables us to better understand and assess how language is applied to present positions, establish interpersonal relationships, and build up textual personas. Besides, as a tool for exploring the evaluative meaning in discourse, AT has been adopted to study a variety of texts, but not much research has been done within the tourism discourse.

As to the advantage of AT over other discourse analysis approaches in studying evaluative language, it is apparent that it offers an inclusive and systematic analytical framework to study the evaluative meaning within discourses, especially the written discourse. Conventional branches of linguistic studies with respect to evaluative language are apt to explore certain facets of evaluation, such as intensification, hedges, modality, and affect, etc. In contrast, in AT all these accounts have been integrated into one all-inclusive system and further classified into three dimensions focusing on some aspects of the traditional linguistic analysis: attitude (affect, emotion, etc.), engagement (modality, evidentiality, etc.), and graduation (intensification, vague language, etc.) (Read, & Carroll, 2012).

Compared with other schools of linguistics, AT originating from SFL is among the most influential types to explore the interpersonal relationship because of its completeness and potential power to dig out the hidden strategy authors use to align himself/herself with readers (Bednarek & Caple, 2010; Fuoli, 2012). It can be closely linked with the aim to construct a hotel website, namely, to promote the image of a hotel and to engage more customers. One point which warrants mentioning is that if only the content of the advertising or the marketing word is examined, there is no difference between this study and previous studies aiming at exploring the promotional language. The important aim of the research is to uncover the hidden mechanism on how promotional language can work in a specific context to achieve the marketing effect. Thus, interpersonal relationship is the focal point which must be dealt with. Currently, no other type of linguistic branches can achieve such a goal. Therefore, AT serves as an effective tool for the exploration of evaluative and interpersonal meanings in language.

3.7 Appraisal Theory within Tourism and Hospitality Studies

In the field of hospitality, based on the idea originating from AT, Han (2014) conducts a positive discourse analysis about the advertisements used by eco-hotels and finds eco-hotels employ more appreciation resources to describe the environment, facilities and services of the hotel to present its objectivity while more dialogistic contraction is used to confirm the hotel's confidence in building an eco-hotel and thus shorten the distance between customers and hotels. Hence, it can give some light on how to construe the introduction for future eco-hotels. Breit (2014) adopts the wine tasting sheet as its research target to ascertain whether there is a genre existing in such discourses and explore whether any vital difference can be identified between English and

Spanish sheets in terms of AT. The findings warrant the existence of wine tasting sheets as an independent genre and the difference of language use is not only obvious in different languages but also within the same language itself, which reminds marketers to do careful research before constructing promotional discourses for wine.

In the field of tourism, Chen (2015) compares the English cultural tourism texts from websites in China with those from English-speaking countries and discovers that there are no significant differences existing in some of the evaluative features of these two types of texts, including the use of positive and negative resources, focus or force, whereas obvious difference is detected in the use of affect resources, provoked resources, and monogloss, which are preferred by native English users. Therefore, the improvement strategies for tourism websites in China can be induced from the study. Qian and Law (2016) examine Chinese tourists' image in the mind of foreign media and the engagement system is employed to analyze the discourse from *New York Times*. According to them, authors rely mostly on engagement resources to indicate the progress made by Chinese tourists and emphasize the necessity of Chinese tourists for the economic revival the world over while the negative behaviors are mentioned, authors always use soften resources to reduce the degree of negativity. Therefore, a favorable attitude can be inferred from the discourse.

These few studies are the only ones which can be retrieved by the researcher currently in both Google Scholar and Science Direct in tourism and hospitality studies. It indicates although AT is an inclusive and systematic system to be used for analyzing and interpreting the authorial attitude and the strategy involved for establishing relationship between the author and the reader (here it

can be referred to the hotel website writer and the guests who browse the website), it has not attracted wide attention among researchers of tourism and hospitality. Therefore, it merits the significance of the conduction of the current research, which aims to investigate the hotel website language based on the AT framework. But undoubtedly when the theory is applied in a specific field, it needs further adaptation to meet the new situation.

3.8 Reasons for the Modification of Appraisal Theory while Used for Website Language Strategy Evaluation

3.8.1 Theoretical Foundation for the Modification

AT is a systemic, discourse analysis-driven, and lexicon-based theory concerning a special semantic field (Martin & White, 2005), therefore whenever it is applied to analyze a special genre, a genre-based modification should be made before any analysis is carried out (Martin & White, 2005). The discourse of hotel introduction is apparently featured by the positive appraisal of products and services, degrees of fondness and the overall subjectivity. Thereby, the use of the appreciation language is supposed to play a significant role in the attitude dimension. Affect also tends to be another important type because on the one hand it is often used to evaluate the service hotels can offer; on the other hand, it is often implicated in the value of appreciation. Judgement, according to Martin and White (2005), is related with social or moral evaluation, appraisal of achievement, or the obedience of the recognized social norms; thus it does not appear frequently on hotel websites. Based on this, the modification to the theory is mainly conducted in the Appreciation category, but it does not imply the other dimensions will not be adjusted for the

hotel industry.

The theoretical foundation underling the classification of appreciation: composition is obviously connected with the language of visual arts and aesthetics; reaction composed of impact and quality, can be generally applied to various promotional discourse categories and seems to contain more evaluations laden with emotions; and valuation, which is indicated by Martin and White (2005) that it is largely field-specific because of the different value interpretations within a variety of industries, can be classified further to represent the elements regarding the typical values and qualities of a hotel, including functionality, location, size, and hygiene.

Oates and Pryce (2007) subcategorize the promotional discourse used for selling property based on the difference between Logos and Pathos. Logos are referred to how factual information about the product is listed which comprises most of the depiction, while Pathos is concerned with those emotive expressions (Cherrier, 2009). Broad and narrow subcategories within Pathos are further differentiated into possibly emotive words and expression, and recognizably emotive words and expressions separately. The scholars do not present a more straightforward definition towards these two subcategories, but they really list all the 181 words included in these two with the assistance of a large corpus and the related analysis. In their study, the broad group is further divided into four subcategories: originality of the property (*individual, separate* …), prestige (*exclusive, high-class* …), excitement (*amazing, wonderful* …), and the general ambience (*fresh, luminous* …), whereas expressions such as *lovely, exceptional,* and *preferred* belong to the narrow group or the core group. Analysis aided by the computer has its advantage, but the disadvantage is also obvious. The analysis is not effective enough to judge those expressions

with contextual variations. For instance, some expressions in Logos might contain some evaluative meanings if used in a specific context. Also it is difficult to make a difference between the excitement subcategory and the narrow group since some expressions can drift between these two, which calls for further manual analysis. On the whole, Oates and Pryce' (2007) study elucidates how the appreciation dimension within AT can be modified to suit the evaluation of hotel website discourse. The detailed appreciation framework used in this study is illustrated below.

Emotive impact merges the original impact of reaction and some more intense quality of reaction with some expressions from the narrow group of Pathos and excitement of the broad group. This category includes those expressions which can present the author's highest level of subjective involvement in the discourse since these expressions are either originating from or referred to as certain degrees of fondness (reaction: impact), including *breathtaking, incredible,* and *spectacular.* Also some expressions related with reaction: quality is also included in this category, including *superb, wonderful,* and *outstanding*, and certain metaphorical references containing emotions, including *a room of art and a palace*.

Pleasantness merges the balance and complexity of composition and some less intense quality of reaction with some expressions from the narrow group of Pathos. It includes expressions such as *beautiful, appealing,* and *well-organized*.

Quality is used to refer to the value (valuation) which is more field-specific and can fall into two categories according to the level of semantic uncertainty or the degree of subjectivity. The first

class is more open-ended with higher uncertainty and subjectivity. Oates and Pryce's (2007) classifications of originality, prestige and the ambiance are introduced. Two new types, namely functionality and service are added. The less subjective second-class quality includes those that can be easily taken place by some factual information such as size, time, and distance or in reality contains certain factual elements. Therefore, location, space, hygiene, food and beverage, facility and other products are included in this class.

The validity of this modification is corroborated in the focus group interview. The interview was conducted in Hangzhou in Tianma Hotel on July 28, 2016. Six managers who work in the Marketing Department, Guest Experience Department, and Communication Department from three five-star hotels in Hangzhou (Dragon Hotel, Sofitel Hotel, and Tianyuan Hotel) were invited to attend the interview together with two professors (one is from Zhejiang Business College and the other is from Zhejiang University) who have plentiful expertise in hotel management. For the detailed information about these interviewees, please refer to Table 3.1. We discussed together about the validity of making such a change and agreed that the newly suggested attributes in the appreciation subsystem could stand for the major image hotels want to establish online.

Table 3.1 Profiles of Interviewees

No.	Gender	Position	Affiliation
1	Male	Assistant of General Manager	Dragon Hotel
2	Female	Director of Marketing Department	Dragon Hotel
3	Female	Director of Marketing Department	Sofitel Hotel

4	Female	Director of Guest Experience Department	Sofitel Hotel
5	Male	Director of Communication Department	Tianyuan Hotel
6	Female	Director of Marketing Department	Tianyuan Hotel
7	Male	Professor of Hotel Marketing	Zhejiang University
8	Female	Professor of Hotel Management	Zhejiang Business College

3.8.2 Modification of the Appraisal System

Based on the above discussion, the modification of the Appraisal Theory is mainly conducted in the appreciation because it involves most of the appraisal resources related with hotels' products and services. Meanwhile, two subcategories of the Judgement system are deleted and one is added for their relevance with the evaluation of the staff working in the hotel. Finally, one subcategory, personal pronouns, is added to affect because of the appraisal function personal pronouns can play in promoting and positioning the hotel. The detailed modification is shown afterwards.

This classification of appreciation is somehow different from the original one by Martin and White (2005). In their view, the difference among these three subcategories of appreciation (reaction, composition, and valuation) relies on the different roles language can play in real life, namely, ideational, structural, and interpersonal, and they are also mostly in accordance with affection, perception, and cognition. Here, the framework breaks the distinction Martin and White (2005) proposes because of the specialty of the hotel website discourse. Another

difference between the framework adopted in this study and Martin and White's (2005) original system is the cline of subjective-objective. Originally reaction and composition are regarded as stemming more from personal benefits compared with valuation that is said to be linked with community benefits more (Martin & White, 2005). Apparently, this distinction is more usable while employed to evaluate artistic work than in hotel introduction. Hence, the modification made here is more appropriate for the appraisal of the language strategy of hotel websites. Resources employed to realize the aforementioned appreciation subsystem can be illustrated in Table 3.2 below. It should be noted that this one is based on the study of Pounds (2011) which is not specific for the hotel website introduction. Therefore, in the coding process of this study, the coding scheme will be modified from the beginning to the end in order to address every word or expression containing evaluative meaning.

Table 3.2 Subcategories of Appreciation (Adapted from Pounds (2011))

Emotive Impact Highest subjectivity (highest values of affect)	*impressive, breathtaking, exciting, amazing, fantastic, incredible, outstanding, stunning, astonishing, excellent, a palace/ heave …*
Pleasantness Lower affectivity but still high subjectivity	*lovely, beautiful, appealing, charming, attractive, pleasant, delightful, well-presented, well-organized …*
Quality Minimum affectivity and subjectivity	First-class: higher uncertainty Originality: *original, unique, individual, imaginative, innovative, unusual, exceptional …* Ambience: *bright, light, fresh, quiet, quality, ideal, splendid…* Prestige: *exclusive, enviable, prestigious, private, popular, luxury, upmarket, prime, first-class, executive …* Functionality: *simultaneous, commercial, effective, useful, well-maintained …* Service: *warm, kind, timely, enthusiastic, devoted, quality, mature, well-established, flexible, versatile, well-famed, ardor, superb …*

Second-class: lower uncertainty

Location: *near/ close to ..., on the edge of ..., with access to ..., with views ..., within ... minutes' walk ...*

Space: *spacious, large, wide, ample, extended, good-sized, comprehensive ...*

Hygiene: *clean, tidy, hygiene, healthy ...*

Facility: *modern, modernized, new, original, customize, international, fully equipped, traditional, a high standard ...*

F&B: *delicious, delicate, local, seasonal, delectable, featured, free, natural ...*

Surrounding: *enchanting, serene, prosperous, famous, calm, bustling ...*

Other Products: *relaxing, ecological, global, healing ...*

Judgement in Martin and White's (2005) framework mainly concerns the judgement of people in terms of social esteem and social sanction, and in hospitality the main kind of people that can be judged in the introductory discourse is the staff who work in the hotel. The major subcategory which can be used to judge this is capacity, and perhaps tenacity, but normality concerning how unusual a person is, and the whole social sanction (both veracity and propriety) is not applicable to the hotel context, because all the staff should be normal and act in accordance with the law. It is also further proved in the focus group interview as well. As was indicated by the interviewees, there was no need for hotels to state that their staff are normal without any mental problems, and they behave definitely truthfully and ethically since all the hotels in China are operated under the Star Rating System and no matter what rate the hotels receive, these aspects are the basic rules for not only the staff working in the hotel but the society as a whole to abide by. They even believed if such kind of introductory discourse appeared on the website, it would reversely induce a negative attitude toward the hotel, since customers might think certain staff with mental

problems or bad behaviors had worked in this hotel before and then the hotel wanted to

emphasize the normality of their current staff. Drawing on this, the whole social sanction

dimension and normality will not be employed in the later analysis. However, because of the

nature of the hotel industry which is to offer excellent services to customers, staff's hospitality

level is quite important while hotels intend to leave a good image on their customers. Based on

this, a new subcategory named Hospitality is added to the Judgement subsystem. The detailed

lexical realization of the Judgement resources is shown in Table 3.3.

Table 3.3 Subcategories of Judgement (Adapted from Martin 2000)

Capacity	*powerful, vigorous, experienced, mature, expert, shrewd, gifted, successful, productive, competent, insightful, clever, humorous ...*
Tenacity	*cautious, careful, patient, wary, constant, reliable, dependable, tireless, flexible, adaptable, plucky, brave ...*
Hospitality	*hospitable, friendly, heartwarming, attentive, helpful ...*

As to the affect subsystem, all the four subcategories will be maintained, since all of them can

represent the evaluation of either the staff working in the hotel or the guests who have stayed or

will stay in the hotel. But one new angle is introduced to help analyze the emotions reflected in

the employed language resources, namely, the use of the signifier. To be more specific, in this

research context, the use of personal pronouns can also present evaluative meanings, because the

different use of we-oriented, you-oriented and customer-oriented pronouns will reflect the hotels'

self-position while dealing with the relationship with customers. If the word *we* is used more

often, it tends to emphasize the hotel's own features, self-centered image, and ability in offering

qualified hotel products and services. While the pronoun *you* is employed mostly, it seems to

regard customers as the focus of the hotel operation and is apt to shorten the distance between

the hotel and customers. For the customer-oriented lexical realization, a more objective

introduction strategy is inclined to be demonstrated, which may increase the trustworthiness of the information provided in the hotel website. Some expressions related with positive affect can be seen in Table 3.4.

Table 3.4 Subcategories of Affect (Martin & White, 2005)

happiness	*embrace, laugh, rejoice, shake hands, chuckle, cheerful, buoyant, jubilant, be fond of, love, adore ...*
Security	*declare, assert, proclaim, delegate, commit, entrust, together, confident, assured, comfortable ...*
Satisfaction	*attentive, busy, industrious, compliment, reward, involved, absorbed, engrossed, satisfied, impressed, pleased, charmed ...*
inclination	*long for, yearn for, miss, demand, request, suggest ...*
personal pronouns	*we, you, customer-oriented*

The engagement and graduation dimension will not be modified and Table 3.5 briefly summarizes the changes of the framework used in this study compared with Martin and White's original one.

Table 3.5 Changes of the Framework in Comparison to Martin and White's Framework

Dimension	Subsystem	Change
Attitude	Affect	One subcategory is added.
	Judgement	One subcategory and one attribute is deleted and one attribute is added.
	Appreciation	All the three categories and the related attributes are changed.
Engagement	Monogloss	No change.
	Heterogloss	No change.
Graduation	Force	No change.
	Focus	No change.

3.9 Chapter Summary

This chapter has mainly addressed the issue of the analytical framework employed for the subsequent analysis. The original structure proposed by Martin and White (2005) was firstly

presented, followed by a detailed illustration of the three dimensions within the structure. Later the reason why this theory was suitable for hotel website language strategy evaluation and the need to modify it to suit the hotel context was indicated. Finally, drawing on others' work and the focus group interview, a modified framework in 3.8.2 was introduced with both the reason behind the modification and the lexical realization of the whole system, which may also be a great theoretical contribution the study makes.

Chapter IV METHODOLOGY

4.1 Chapter Introduction

This chapter deals with the establishment of the corpus used in the analysis, the tool and the analytical procedure. Both qualitative and quantitative methods are employed to do the analysis. The principles of sampling, the coding process and how to conduct the analysis will be discussed. The research design is significantly important to improve or at least ensure the reliability and validity of the empirical research.

4.2 Overview of the Research Method

This study aims to establish an analytical framework to be used for analyzing the use of language strategies in five-star hotels in China. Thus it can bridge the gap generated in the literature process in the hope of depicting the current situation and finding out the existing problems. If this aim is achieved successfully, this study may also help to improve the online marketing conducted by five-star hotels and eventually realize the more far-reaching goal of refining the marketing performance of hotels in mainland China to a certain extent.

After conducting a comprehensive review of the existing relevant literature, this chapter serves as an arrangement of all elements in a logical way to illustrate the detailed research method and the elaboration of the steps involved. The following chart (Figure 4.1) is the depiction of the detailed research process of the study.
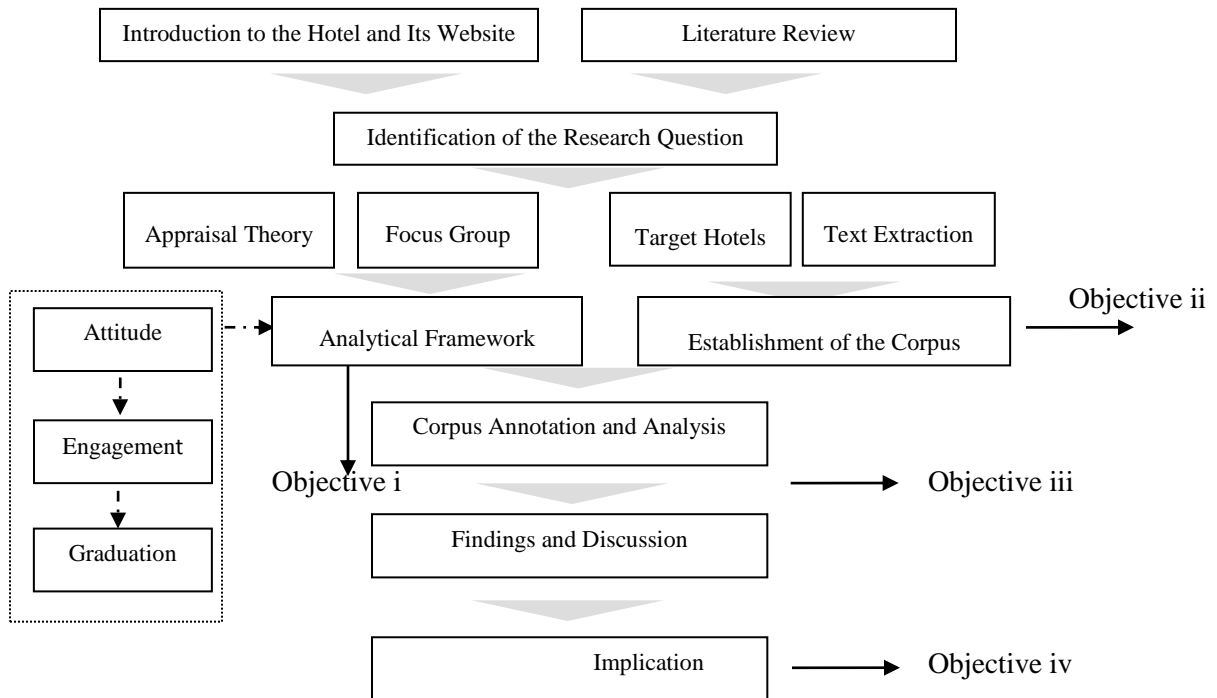
Figure 4.1 Overview of the Whole Research Process

4.3 Research Design

On the basis of the above research philosophy, the nature of this study can be determined. It follows the constructivism in that the use of language to present the hotel image has already resided in the minds of the practitioners, but how it has been used has not been uncovered yet. Thus this study intends to reveal the hidden mechanism lying behind the language used to depict a hotel.

There are three steps involved in the research design combing both qualitative and quantitative methods. First of all, the texts about hotel introductions would be collected to establish a research-specific corpus. Then, all the texts would go through a manual annotation process to mark all the language with its related linguistic and appraisal features. Finally, tools in corpus

linguistics would be applied to make a contrast among hotels with their specific brands.

As is suggested by Burns and Bush (2014), all studies can be classified into three types by nature: exploratory, descriptive, or casual in nature. An exploratory study mainly attempts to collect primary data, identify problems or situations, and finally propose some suggestions. As to the descriptive, suggested by the name itself, this type is concerned about the depiction of the researched phenomenon. As regards the casual one, it is largely applied to testify the cause-and-effect relationship established by the research through the hypothesis formulation. This study is one of the earliest attempts in tourism and hospitality to establish a large database composed of texts to help identify the genre existing in the hotel websites and contrast the language strategy. Consequently, it is basically in accordance with the nature of both exploratory and descriptive study. For exploratory study, a qualitative method should be used, while a quantitative method should be applied to do the descriptive analysis.

4.4 Source of the Data

Since China is gradually shifting her developing focus from those industries producing heavy pollution to relatively eco-friendly ones, the tourism industry definitely becomes a good choice. Though tourism may also generate pollution and other ecological and social impacts, its advantages still far outweigh its disadvantages compared with most of the other industries (Tribe, 2015). Meanwhile, tourism can facilitate the economy to move up the value chain and create new economic niches (Page, 2014). Therefore, different levels of governments and destination marketing organizations in China are promoting their scenic spots the worldwide and in fact the

hotel segment should be paid special attention to in this process. Because most visitors commonly stay at a hotel when they travel and the living hours in a hotel also takes up a relatively large proportion of the whole travel, their experience in a hotel greatly influences their image towards China and is closely related with whether a positive or negative word-of-mouth can be produced.

With the great popularity of online hotel booking, consumers' first image towards a hotel may arise from its website. Therefore, the discourse appearing in the introductory page of the English version of those five-star hotels' websites in mainland China would be firstly collected in text format to establish a corpus. As to the reason why only five-star hotels are selected as the research subject, it is due to the fact that five-star hotels are the best hotels in China, which can represent the highest hospitality level in the industry and can be the role model for hotels with lower stars to follow. Therefore, numerous hotel studies take five-star hotels as the target. For example, gender differences on job satisfaction among employees from five-star hotels (Kara, Uysal, & Mahnini, 2012), profiles of hotel guests from online channels (Qi, Law, & Buhalis, 2013), and relationship testing between personality, satisfaction, image, and loyalty (Jani & Han, 2014). Besides, according to the annual report from CNTA 2015, the revenue made by five-star hotels topped among all star hotels and took the major role in entertaining tourists.

Since the domestic travel market in China is relative stable, the inbound market has the huge potential to become the new growing point for the whole tourism industry and hotels exert important effects on the expansion of the inbound tourism (Shi, Ji, Wang, & Li, 2016). In order to provide accurate timely accommodation information, the English website of hotels plays an

indispensable role in the process to attract more inbound tourists. Until February 2017 there were 852 Five-Star hotels which are approved by CNTA. The profile of these five-star hotels would be shown in the following chapter.

The compiled corpus enables the analysis to be done in a relatively large and representative collection of texts within a specific field. The original corpus used in the study is a small and untagged one, but as is indicated by Bowker and Pearson (2002) even if a small corpus is established, it is a reliable aid to analyze domain-specific language. Once the manual coding process is completed, various programs and software can be applied to quantitatively discuss the general tendency, common strategies, frequently used words, and the reasons why this kind of phenomenon appears. Thus qualitative and quantitative research about language strategies employed in the hotel website can be achieved through the corpus analysis.

4.5 Profiles of Five-Star Hotels in China

Because of the constant naming and de-naming process of five-star hotels in China, the first step to conduct the research was to download the most recent name list for five-star hotels in China from CNTA website. Hotels were listed according to the province where these hotels are located. This procedure was finished in February, 2017 and the profile of all the five-star hotels in different regions is shown in Table 4.1. Among the 852 hotels, 278 are IB hotels and the rest 574 are DB brands. 30 out of the 31 provincial level regions have the presence of five-star hotels and Ningxia is the only region without any five-star hotels until now. The distribution of these five-star hotels has distinct geographical features. The economically developed regions, including

Guangdong, Jiangsu, Zhejiang, Shanghai, Beijing, and Fujian are laden with far more five-star hotels. They rank the top six regarding the total number of five-star hotels. It is almost in accordance with the ranking of per capita income of regions in China in 2016 (National Bureau of Statistics of China). These regions are all among the top ten. A huge gap exists between the leading regions and the subsequent ones. The number of five-star hotels in the subsequent 18 regions ranges from 10 to 32. Five-star hotels are even scarcely located in the rest 6 regions such as Qinghai, Tibet, and Guizhou, in comparison to the huge land area of these regions. This phenomenon indicates the decisive importance of the economic factor in the building of five-star hotels rather than the land size.

Table 4.1 Regional Distribution of Five-Star Hotels in Mainland China

Region	Five-Star Hotels	International Branded Hotels	Domestic Branded Hotels
Anhui	25	8	17
Beijing	61	25	36
Chongqing	28	9	19
Fujian	50	16	34
Gansu	3	0	3
Guangdong	107	25	82
Guangxi	12	4	8
Guizhou	6	2	4
Hainan	27	12	15
Hebei	21	2	19
Henan	19	5	14
Heilongjiang	6	3	3
Hubei	20	10	10
Hunan	19	3	16
Inner Mongolia	10	5	5

Jilin	5	1	4
Jiangsu	86	26	60
Jiangxi	17	2	15
Liaoning	27	12	15
Ningxia	0	0	0
Qinghai	2	1	1
Shaanxi	16	11	5
Shandong	30	10	20
Shanxi	17	2	15
Shanghai	73	47	26
Sichuan	32	13	19
Tianjin	15	7	8
Tibet	4	3	1
Xinjiang	15	0	15
Yunnan	19	3	16
Zhejiang	80	14	66
Total	852	278	574

Turning to the brand distribution of five-star hotels, it is necessary to identify whether a hotel has adopted a specific chain hotel brand, and three criteria are applied, namely, the hotel name, the brand logo, and the domain name of the hotel website, which are all apparent visual symbols of brands (Tavassoli & Han, 2002) and widely utilized as brand identifiers. A hotel needs to meet at least one criterion and consequently this hotel would be counted as one under a particular chain brand. In other words, a hotel might be managed by one chain brand hotel company, but the hotel would not be regarded as a chain brand hotel if none of the aforementioned criteria apparently exists. Currently, 55 international hotel brands are operating all the 278 IB hotels which thus

become the members of these worldwide chain hotels. As is shown in Table 4.2, the top three international brands with the largest number of five-star hotels are Sheraton (34 hotels), Crowne Plaza (31 hotels), and Shangri-La (23 hotels). They all belong to globally renowned hotel companies and are the major brands in each company. Actually these brands not only top among the international brands, but also top in all the brands in mainland China. Domestic chain hotels demonstrate a totally different style. Only 41 domestic hotel brands are running 153 five-star hotels throughout the country while most hotels are independent brand hotels. New Century and Jinjiang both own 16 hotels and are the top two in terms of the number of hotels, followed by EM Park, Jianguo, and Jinling with 9 hotels for each. Country Garden Phoenix operates 8 hotels, ranking the sixth. The next is Landison, and Narada which operate 6 hotels respectively. These brands may not be considered as the leading high-end domestic brands in China because there is a distinct geographical distribution for these brands. For example, New Century mainly operates hotels in Zhejiang, Jinjiang mainly in Shanghai, and Jinling mainly in Jiangsu. Narada even operates five-star hotels merely in Zhejiang. This phenomenon is closely related with the history of the brand. These brands all opened their first hotels in these respective regions and subsequently set the root in these regions. The rest domestic brands all operate hotels fewer than 5, but geographical distribution is also apparent in these brands. No domestic chain hotels are situated in Shanxi, Tibet, Xinjiang, and Qinghai.

Table 4.2 Major Hotel Brands in Mainland China

Rank	International Brand	Number	Domestic Brand	Number
1	Sheraton	34	Jinjiang	16
2	Crowne Plaza	31	New Century	16
3	Shangri-La	23	EM Park	9
4	Howard Johnson	17	Jianguo	9

5	InterContinental	16	Jinling	9
6	Sofitel	13	Country Garden	8
7	Metro Park	10	Landison	6
8	Westin	10	Narada	6
9	Marriot	9	Soluxe	6
10	Hilton	8	Celebrity City	5

Concerning the hotel company which these brands belong to, the distribution is somewhat different from the global trend. Marriot International which operates brands such as Marriot, JW Marriot, and Ritz-Carlton, owns 24 five-star hotels alone in mainland China and it cannot enter the top three hotel company in China. But it is widely known that Marriot International has merged with Starwood Hotels & Resorts, hence if the number of Starwood hotels is added (45 hotels), Marriot International will definitely be the top hotel company in China. But Marriott International has already been the top company in the world since 2015 even before it merged with Starwood. The merging just enlarges the gap between Marriot International and other hotel companies in terms of the total room number. InterContinental Hotels Group ranks the second in China with 52 hotels from 3 different brands. However, it ranks the third in the global market. Hilton Worldwide which is the second largest company globally only has 8 five-star hotels in China. Hence, it falls far behind the other international companies and even falls behind the major Chinese hotel companies. Wyndham Hotel Group with 5 brands and 29 hotels is the third largest in China and the fourth in the whole world. Jinjiang International Hotel Group is the fifth in the world but the sixth in China. In contrast, Accor owns four brands in China with 22 hotels, ranking the fifth in China, but the sixth in the world. However, the rest hotels in the top ten list has few five-star hotels in China and two companies (Choice Hotels International and China Lodging Group) even do not have any five-star hotels. China Lodging Group mainly manages

budget hotels in China and high-end hotels are not what this company aims at. It merits noticing that the global ranking counts all the hotels managed by this company without the consideration of the brand level, but the ranking in the current study only takes five-star hotels in China into consideration. Hence, the discrepancy may also arise from this reason. Meanwhile, most of these top companies are based in the US, including Marriot International, Hilton, and Wyndham, but Best Western and Choice Hotels International which are also American companies do not show enough interest in the Chinese market.

4.6 Corpus Annotation

Besides the text, a corpus can offer additional linguistic information through annotation (Vila, Bertran, Martí, & Rodríguez, 2015). Corpus annotation inputs more added values to the corpora in terms of the fact that it can considerably expand the research scope the corpora can readily deal with. Therefore, the annotation process makes a vital contribution to the findings the corpus brings to numerous studies (Garside, Leech, & McEnery, 1997). A corpus which has been equipped with certain forms of annotation is thus named an annotated corpus. As is indicated by McEnery, Xiao and Tono (2006), this kind of corpus offers a clear and objective record of linguistic features and can be further scrutinized and criticized.

To acquire the information, the next step is to carry out human judgements about identifying and coding the discourse components of the language, which requires a detailed coding rubric to clearly define each component. Although corpus annotation could be conducted at multiple levels with different forms, the corpus used in the research will be annotated mainly according to

the modified framework of Appraisal Theory. The detailed evaluation-feature tagging method will be illustrated in Table 4.3.

Table 4.3 Evaluative Features Annotated in the Corpus

Attitude	Affect: happiness
	Affect: security
	Affect: satisfaction
	Affect: inclination
	Affect: we-oriented
	Affect: you-oriented
	Affect: customer-oriented
	Judgement: capacity
	Judgement: tenacity
	Judgement: hospitality
	Appreciation: emotive impact
	Appreciation: pleasantness
	Appreciation: quality
Engagement	Monogloss: presupposition
	Monogloss: assertion
	Heterogloss: contract-disclaim-deny
	Heterogloss: contract-disclaim-counter
	Heterogloss: contract-proclaim-concur
	Heterogloss: contract-proclaim-pronounce
	Heterogloss: contract-proclaim-endorse
	Heterogloss: expand-entertain
	Heterogloss: expand-attribute-acknowledge
	Heterogloss: expand-attribute-distance
Graduation	Force: intensification-degree

Force: intensification-process

Force: quantification-number

Force: quantification-mass

Force: quantification-extent

Force: up-scaling

Force: down-scaling

Focus: sharpen

Focus: soften

The corpus was first annotated by the author for two reasons. First, the author is the person who is most familiar with the modified Appraisal Framework. Secondly, it is difficult to find someone to manually code the corpus because it may take several months to complete this task. Naturally, it is the author's thesis and the author himself should take the major responsibility. After the author finished the manual coding process, two experts from the SFL field were invited to check the correctness of the coded text data. Each was assigned to check 20% of the coding randomly selected from the corpus. Before the process started, a brief training was carried out to help the experts know exactly the framework to increase the consistency. The training was composed of the introduction of the analytical framework and the use of operational programs involved in tagging the feature for each expression. No positive or negative analysis would be conducted since hotels all aim to establish a good image in its website and no harmful information is provided in such an important introductory and eye-catching webpage. The final purpose of the analysis was to set up a general language pattern used in hotel websites and identify the expressions used in each dimension of AT which can be employed for composing the introduction for the hotel in the website. It should be noted that all the examples shown in this chapter were extracted from different hotels' introduction and all their URLs could be found in

the Appendix 1.

4.6.1 Affect Annotation

Based on the framework established in Chapter III and Table 4.1, happiness deals with one's internal mood, like antipathy affection, and misery. Security covers one's feeling towards the environment and the social situation, including confidence, belief, and amazement. Satisfaction conveys one's view towards the goal, like achievement and frustration. Inclination reflects irrealis affect involved, like hope, desire, and reluctance. According to these rules, all examples would be manually checked first to judge the appraisal resource appearing in the discourse. The annotated examples from the corpus can be seen in Table 4.4.

Table 4.4 Annotation for the Traditional Affect Resource

(1) *Happy* [happiness] but a little tired from your day's excursions, you check into Shangri-La Hotel, Changchun.   Changchun Shangri-La Hotel
(2) With the offered services, we can *guarantee* [security] that your meeting can be carried out smoothly.   Beijing Zhaolong Hotel
(3) Four restaurants in different styles will bring our guests an *excellent* [satisfaction] dining experience by enjoying the delicious cuisines from all over the world.   Beijing Changfu Gong Hotel
(4) To ensure an enjoyable stay, the hotel *is dedicated to* [inclination] providing a professional service to every guest.   Beijing Nikko Century Hotel

Besides, this study makes difference among *we*-oriented, *you*-oriented and *customer*-oriented affect (see annotation in Table 4.5). The *we*-oriented affect is proposed by White (2005), whose function is to show an attitudinal stance toward an event, a person, a place which can trigger feelings. Usually the evaluating party (often the writer of the introduction page) tries to employ

this affect to establish certain kind of interpersonal relationship with the reader (the potential customer). *You*-oriented and *customer*-oriented affects cannot indicate any authorial affect, but have the intention to position readers attitudinally (White, 1998). Once the author assigns certain emotion to you (the reader, here the potential customer), he/she is, in reality, tempting to trigger the intended emotional response among readers. If the response is successfully induced, solidarity between these two sides can be established.

Table 4.5 Annotation for the Personal Pronouns Affect Resource

(1) *We* [we-oriented] believe that all guests can "enjoy the outright hospitality" in the hotel.   Dalian Furama Hotel
(2) The hotel's high-quality service and comprehensive facilities will bring *you* [you-oriented] the best in your stay.   Beijing Celebrity International Grand Hotel
(3) This beautiful city attracts millions of global *visitors* [customer-oriented] every year.   Beijing Jianguo Garden Hotel

4.6.2 Judgement Annotation

In Judgement, three subcategories will be annotated based on the previous discussion (Table 4.6). Capacity is about the evaluation of a person's competence. Tenacity is concerned about how determined and dependent a person is. Hospitality shows how hospital and friendly the hotel staff are at their work.

Table 4.6 Annotation for the Judgement Resource

(1) We are *specialized* [capability] in doing a series of food from Guangzhou, Chaozhou, Hangzhou, and Ningbo.   Hangzhou Bay Hotel
(2) Jin Jiang Tower's various restaurants and bars serve a delicious variety of Chinese, Western and Japanese food all *carefully* [tenacity] prepared by the hotel's award-winning chefs.   Shanghai Jin Jiang Tower Hotel
(3) Winter wear comes off in the hotel, with the helping hands of the *attentive* [hospitality] staff.   Manzhouli Shangri-La Hotel

4.6.3 Appreciation Annotation

Differing from judgement which evaluates human behavior, appreciation focuses on the assessment of products in terms of aesthetics. Because discourse evaluated in this study is mainly about the introduction of hotels such as facilities, services, dining, and so on, there should be many resources in this subsystem of attitude. Emotive impact (Table 4.7) deals with how objects are described to arouse emotion, which is mainly to do with the degree to which the discourse can catch readers' attention, and the sensory effect it exerts upon readers. Hence it is highly related with subjectivity (affection).

Table 4.7 Annotation for the Emotive Impact Resource

(1) Roma Restaurant offers authentic Italian cuisine in a *superb* [emotive impact] setting with spectacular rivers and city views.   Ningbo CITIC International Hotel
(2) The on-site restaurants serve from *impressive* [emotive impact] selections of Chinese, Western and Japanese cuisines.   Shenzhen Baolilai International Hotel

Pleasantness (Table 4.8) is mainly related with composition which concentrates on the complexity and the balance of objects, and whether the product or the process can abide by the convention of an organization. It also includes certain low level of quality of reaction. Therefore, it is largely related to perception.

Table 4.8 Annotation for the Pleasantness Resource

(1) Situated along the Songhua River, it boasts *vibrant* [pleasantness] flowerbeds, *manicured* [pleasantness] lawns and *intricate* [p] art sculptures.   Harbin Shangri-La Hotel
(2) Room categories range from Superior to the exclusive Marco Polo President Suite offering a *balance* [pleasantness] of contemporary flair and the technology expected of a modern business hotel.   Beijing Marco Polo Parkside Hotel

Quality (Table 4.9) is greatly linked with Valuation which is concerned about the value or the

worth of objects, either socially significant or noticeable, but it is domain-specific. Thus it is related with cognition.

Table 4.9 Annotation for the Quality Resource

(1) Our service matches the architectural artistry and attention to detail of the hotel, emphasizing *individuality* [quality] while providing traditional and unparalleled guest satisfaction. Beijing Chang An Grand Hotel
(2) Our hotel affords *easy access* [quality] to the railway station, business district and especially to the Xiaoshan International Airport, which is 30 kilometers away and *within a 25 minutes' drive* [quality]. Hangzhou Goethe Hotel

4.6.4 Engagement Annotation

The bare assertion in the monogloss can be further classified into two types: presupposition (simple fact) and assertion. Fact is a matter of reality in the real world, which rarely uses any evaluation. Based on commonsense, it is unarguable and does not take any dialogic function. Assertion is a kind of declarations evaluated by the author to be probably true, and stated from the author's own voice (Lee, 2007). Since the proposition is not supported by any proof, it is arguable. Nevertheless, this classification only includes the statements used to convey information but neglect those which can be employed to exchange products and service in hospitality. In traditional grammar, the imperatives neither distribute any space for the alternative to happen, nor give any reference for the statement, thus they can also be regarded as monoglossic (Martin & White, 2005). Tale 4.10 shows the annotation of the monoglossic resource.

Table 4.10 Annotation for the Monoglossic Resource

(1) Grand Pacific Hotel is honored as the first National Five-Star Hotel among county-level cities in Zhejiang province [presupposition]. Ningbo Grand Pacific Hotel

(2) Ningbo Marriot Hotel offers a great experience [assertion] for business and leisure travelers among the hotels in Ningbo. Ningbo Marriot Hotel
(3) Enjoy the ideal vantage point from this 5-star downtown hotel in Beijing. Beijing Grand Hyatt Hotel

For heterogloss, deny by its name refuses or rejects a statement directly without any space for negotiation. As to the contract heteogloss (Table 4.11), counter just provides some contrary positions to give readers a fuller understanding towards something. Concur intends to convey that the stance of the statement is in accordance with the author's or at least the author share the same knowledge with the reader. Pronounce is used by the author to emphasize his/ her own stance or express direct intervention or interpolation by the author. Endorse involves the employment of external sourced statement yet established as the authorial voice as right, true, indisputable, or at least warrantable (Martin & Rose, 2003).

Table 4.11 Annotation for the Contract Heteroglossic Resource

(1) With a myriad of options such as tennis, badminton and basketball courts, as well as a swimming pool and cardiovascular equipment, staying in the pink of health has *never* [deny] been easier. Beijing Kerry Hotel
(2) Combined with excellent hardware and facilities, the 5-star luxury hotel in Beijing promises guests a comfortable *yet* [counter] unforgettable experience. Beijing Kunlun Hotel
(3) The Chinese traditional Taiji performance will *surely* [concede] bring you a peaceful start for your busy days. Beijing Chang Fu Gong Hotel
(4) *We believe that* [pronounce] all guests can enjoy the outright Chinese hospitality in the hotel. Dalian Furama Hotel
(5) Internationalized styles are *demonstrated* [endorse] in every elaborate detail of the hotel. Wenzhou Narada Grand Hotel

With respect to expand heteroglossic resource (Table 4.12), entertain leaves much space for the inclusion of many possible propositions besides the author's own through the use of modal

auxiliaries, modal adjuncts, modal attributes and some mental verbs (Martin & Rose, 2003). Acknowledge tends to present an external stance neutrally with obscuring the author's voice, thus no overt clue can be identified to be related with the authorial voice whereas distance involves direct distancing of the author's stance from the presented statement. Distance is most likely to be realized through the use of reporting very or noun, which intends to keep the author away from the opinion presented.

Table 4.12 Annotation for the Expand Heteroglossic Resource

(1) 700-square multi-purpose room, along with the nine conference rooms of different functions try to meet various needs as far as *possible* [entertain].　　　Taihu Landison Hotel
(2) The hotel is being *declared* [acknowledge] to Five-Star Hotel of National characteristics of Zhejiang Province, and the one of King-Class Hotel of the first Cultural Theme. Hangzhou Tianyuan Tower Hotel
(3) Guilin's *claim* [distance] to having the finest mountains and rivers under heaven is indisputable.　　　　　　　　　　　　　　　　　Guilin Shangri-La Hotel

4.6.5 Graduation Annotation

As to graduation, quantification is used to grade the amount (weight, size, number, etc.) and the extent (scope and proximity in terms of time and space), while intensification evaluates the degree of intensity concerning the degree and the process (See Table 4.13 for their annotation).

Table 4.13 Annotation for the Quantification and Intensification Graduation Resource

(1) The hotel is richly endowed with geographical environment and landscape resources by nature, neighbors Nanhong Plaza, a *large* [mass] relaxation, shopping and entertainment center.　　　　　　　　　　　　　　　　Wenzhou Narada Grand Hotel
(2) With the concept of delicious diet for a healthier life, our hotel offers *a wide range of* [extent] Chinese & Western cuisines and local delicacies with excellent service in its dining facilities, namely Yixiang Palace Restaurant, Redbud Restaurant, Noble Court, Tulip Café, Lobby Bar and Seafodd Hotpot Restaurant, etc.　　　　　　　Yuyao Plaza Hotel
(3) It is adjacent to the Pacific Century Place, which gathers *a great number of* [number] great

merchants.	Beijing Zhaolong Hotel
(4) It is very *convenient* [degree] to visit famous tourist attractions in Beijing from the hotel.	
	Beijing Xiyuan Hotel
(5) Both the eastern and western foods will *greatly* [process] please your appetite!	
	Jiaxing Sunshine Hotel

All the above examples illustrate force either scale up or scale down the degree of the attitude the author wants to present. Up-scaling is prone to strengthen the attitude construed and thus maximally indicates the author's position, which aims to align readers to support the attitude. However, down-scaling tends to soften the author's affiliation with the presented standpoint and merely a partial or reduced alignment needs to be established between the author and readers.

Focus mainly scales the categories which are not scalable from the traditional or experiential viewpoint by placing the evaluated items in scalable clines of prototypically. Two ways are involved in this process, sharpen which up-scales the prototypically of the discussed item or soften which shows the opposite effect.

Similar to the effect up-scaling and down-scaling produces, sharpen means the author has maximally invested in the presented position to align readers also to stand in the same line. When soften is employed to describe a negative item, the author definitely wants to reduce the investment of his or her voice to maintain alignment with those holding the opposite view. Nevertheless, whenever the softening of positive items is applied, it indicates the positive value involved may cause certain problems for the establishment of the alignment between the author and readers (See the annotated examples in Table 4.14

).

Table 4.14 Annotation for the Sharpen and Soften Graduation Resource

(1) In Yunhai Japanese restaurant, you can enjoy *genuine* [sharpen] Tappan Yaki and other Japanese cuisines.   Zhejiang World Expo Hotel

(2) The hotel has *nearly* [soften] 54 rooms with the currently highest revolving restaurant in Hangzhou, which affords the buffet featuring of world cuisine.

Hangzhou Tianyuan Tower Hotel

4.7 Research Tools

UAM Corpus Tool, developed by Mick O'Donnell in 2008, is composed of many programs used to annotate linguistic features for texts in the corpus. It has been widely used in the corpus studies worldwide and has won the recognition of linguistic scholars because of its great functionality and ease of use (Littlemore & Pérez-Sobrino, 2017; Sharoff, 2017; Wang & Beckett, 2017). Figure 4.2 displays the starting menu of the tool.

Figure 4.2 Starting Menu of UAM Corpus Tool

Two obvious advantages of UAM can be identified compared with other corpus tools, including

its power to annotate the examined texts and its easiness to be used. For its powerfulness in annotating texts, it is reflected in its ability to annotate numerous texts using the same coding schemes, to annotate one text with multiple levels, to search examples in the corpus accurately and quickly, to compare the statistic results across different datasets, and to store all the annotation in XML files to enable easy sharing with other applications. For its easiness to be used, it is easy to be witnessed, for example, its project window offers clear information for operation (Figure 4.3); its coding scheme can be set up easily and adjusted conveniently (Figure 4.4); and its easiness to annotate the related features and layers (Figure 4.5).
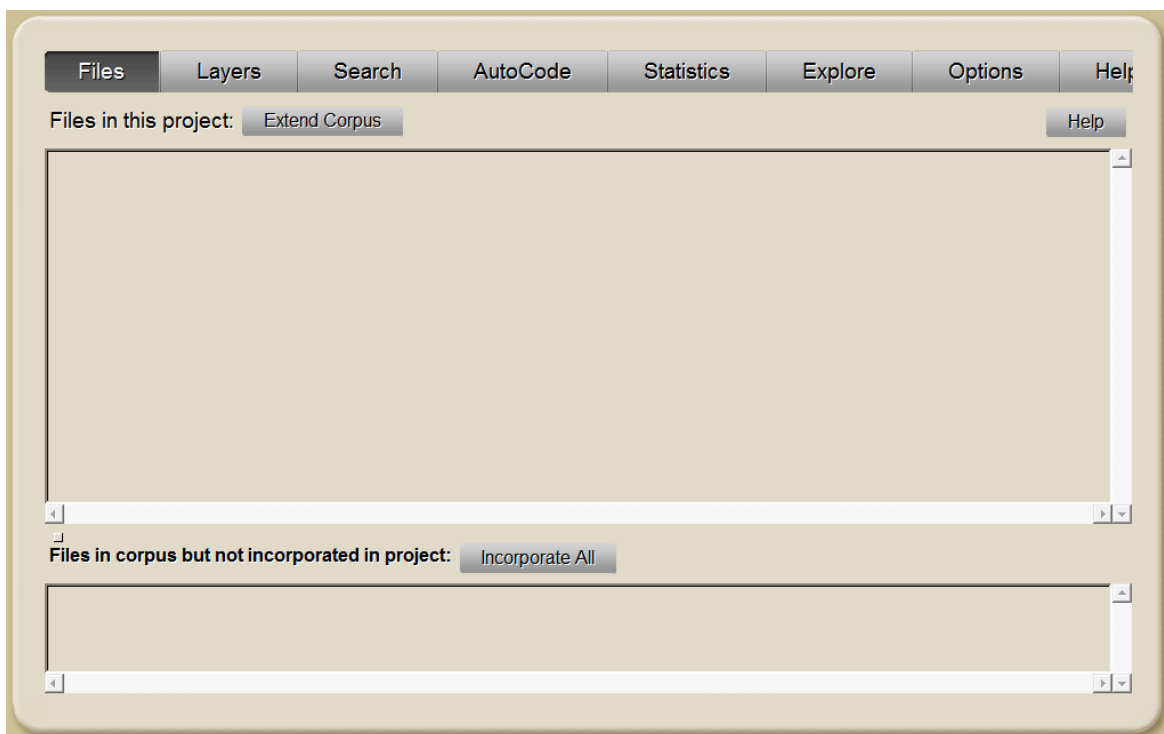
Figure 4.3 Project Window of UAM Corpus Tool

Start Feature: appraisal | Depth: 2 | Zoom %: 70 | Options | Close

affect...

Evaluates an entity, process or state emotionally:
E.g., that makes me happy.
E.g., This building bores me.
But note: A BORING building is
APPRECIATION:REACTION
E.g. Adverbs: happily, sadly
Adjectives: I am happy that
Nominalised emotions: his fear...

attitude

ATTITUDE-TYPE

ATTITUDE encompasses different options for expressing positive or negative evaluation

judgement...

Evaluates human behaviour ethically (morally or legally)
language which criticises or praises, which condemns or applauds
the behaviour – the actions, deeds, sayings, beliefs, motivations etc
- of human individuals and groups.

appreciation...

Evaluates things, processes and states of affairs aesthetically or wrt the social value accorded to the object.
Human participants may be 'appreciated' where the assessment does
not directly focus on the correctness or incorrectness of behaviour, but rather the appearance of the person

appraisal — APPRAISAL-TYPE

engagement

ENGAGEMENT-TYPE

ENGAGEMENT addresses options for expanding and contracting space for other voices

mono-glossic...
hetero-glossic...

graduation

GRADUATION-TYPE

adjustments of other meanings
- scaling the FORCE of a meaning (e.g. intensifying or quantifying)
- grading the FOCUS, (the boundedness) of the meaning
(e.g. as degree of specificity or completion).

force...

Stronger or weaker attitude

focus...

Exact or vague attitude
Sharpening or softening of boundaries of:
- entities (realising graded valeur), and
- processes (realising graded fulfilment).
Enable the blurring of categorical meanings (of entities or processes), representing them as open, fluidor incomplete.

Figure 4.4 Scheme Setting and Adjusting Window of UAM Corpus Tool
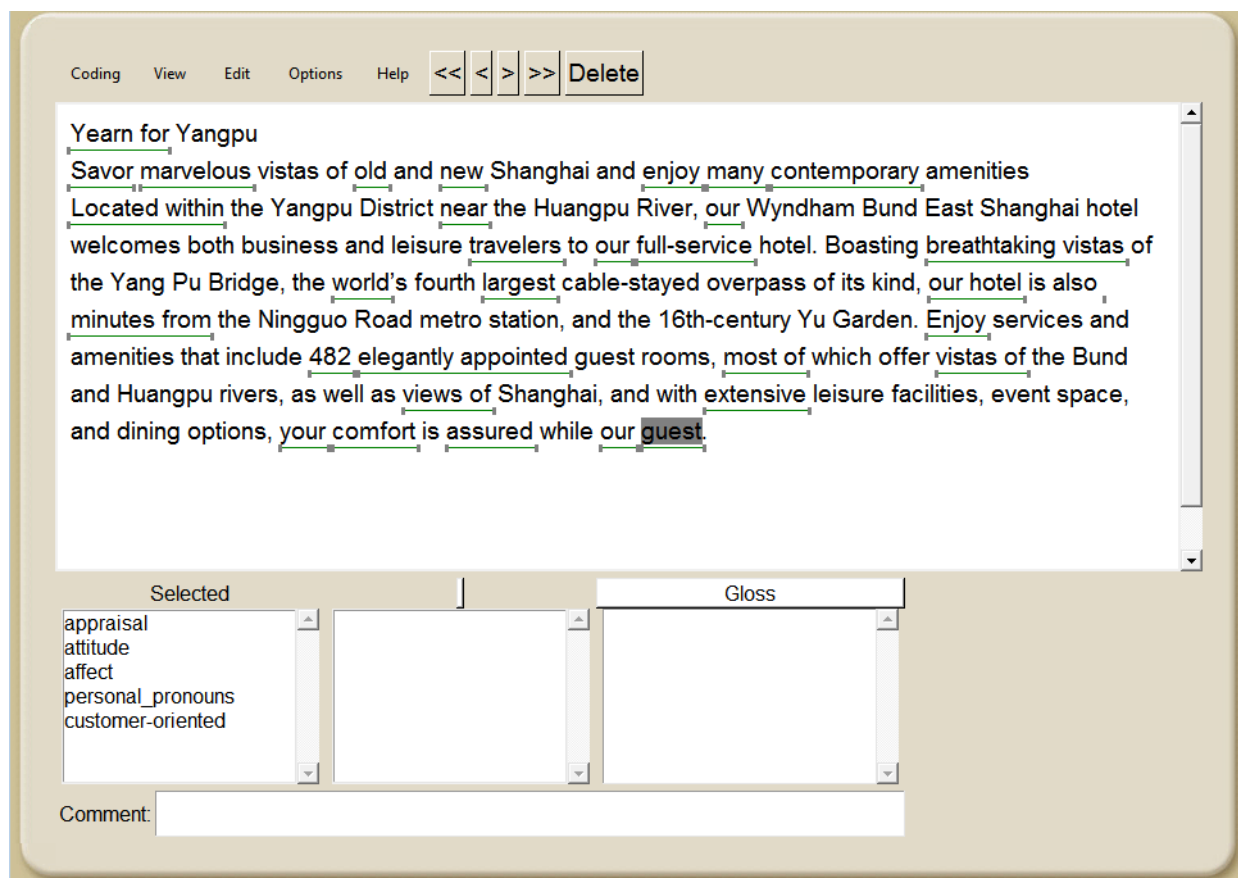
Figure 4.5 Annotating Window of UAM Corpus Tool

Researchers are empowered to begin a project for annotating texts by means of adding layers to the established corpus. A layer represents a kind of analysis for the extracted text files. For instance, a layer can be added to code the register for all the text files or to analyze the specified clauses. In the current study, three layers are added to represent the three subsystems of AT, namely, attitude, engagement, and graduation. In other words, three coding schemes should be established to fulfill the above target. The coding scheme is the representation of the features to be annotated within the extracted text files. The first coding scheme in this study is for the analysis of attitude which includes 13 related feature. Another two schemes are for engagement and graduation with 10 and 9 coded features separately.

Next is to incorporate the corpus into the project and starts the annotation process. Mainly one type of annotation can be conducted in Corpus Tool, namely, the code-segment. To be more specific, all the evaluative features are to be coded for further analysis. It is very simple to annotate the appraisal resources in the tool because researchers just need to select the word or expression containing the evaluative meaning first and then click what dimension, subsystem or subcategory it belongs to. The AT is a multidimensional system. Hence, researchers need to select the appropriate subsystem in the whole framework. It is also because of this nature of AT that a multilevel analysis can be conducted thereafter. It is not until the completion of the annotation that a comprehensive and contrastive analysis of the evaluative strategy and resources used in texts appearing hotel websites can be implemented.

In addition to the annotation, the Corpus Tool facilitates the study to generate a multitude of statistics which can be derived from the tagged files for more in-depth research. For instance, it can offer general text statistics for the incorporated corpus, including lexical density, pronominal usage and the number of words in each coded text. Also, the tool enables a flexible change between different formats to display the result and the storage of the chart, such as the change between the table format (Figure 4.6) and the graph format (Figure 4.7), and the storage in the form of HTML, Tab Delimited, and Plain Text. These choices in display formats and storage formats enable researchers to make appropriate selections to best present their findings and to keep the result in the most convenient way for the future use, which is another reason for the wide popularity of UAM Corpus Tool since it was born.

	internation	domestic
Length:		
- Number of segments:	5981	9231
- Words in segments:	8356	13626
- Tokens in segments:	8887	15343
Text Complexity:		
- Av. Word Length (chars):	5.84	6.04
- Av. Word Length (syllables):	2.46	2.57
- Av. Segment Length (tokens):	1.40	1.48
- Min. Segment Length (tokens):	1	1
- Max. Segment Length (tokens):	14	26
Lexical Density:		
- Lexemes per segment:	0.94	1.08
- Lexemes % of text:	67.52%	73.43%
Subjectivity:		
- Subjective Positivity:	0.838	0.845
- Subjective Strength:	0.478	0.440
Reference Density:		
- 1p Reference:	5.194%	2.429%
- 2p Reference:	7.970%	4.000%
- 3p Reference:	0.036%	0.044%

Figure 4.6 Table Format of the Statistical Result
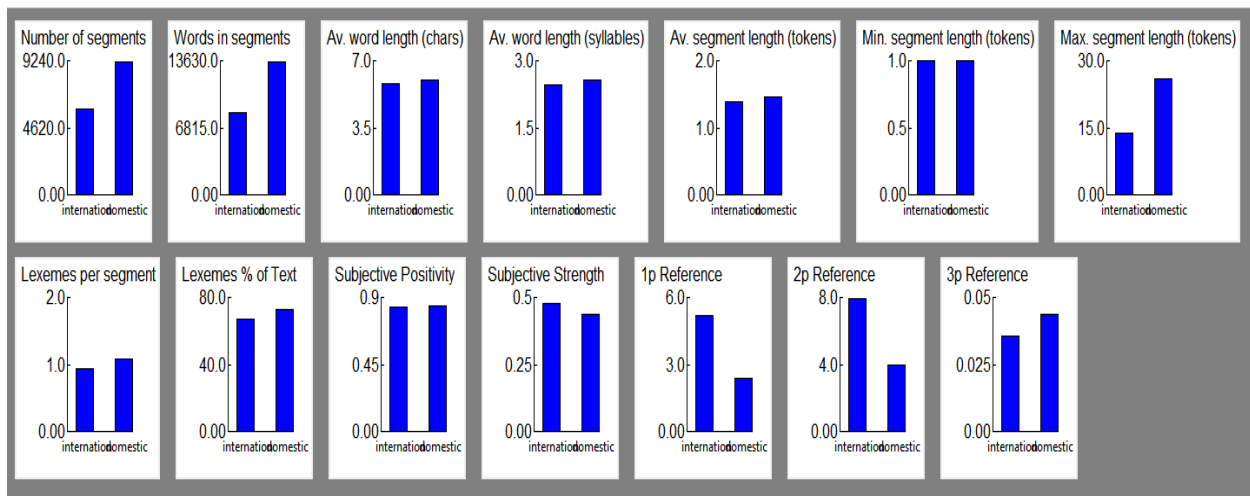
Figure 4.7 Chart Format of the Statistical Result

One important statistical function of UAM is that it can help calculate whether two datasets have

significant differences in the use of one linguistic feature by incorporating the Chi-Square Test

Function. With this function, researchers can easily test the level of difference. If high significance exists, "+++" will appear in the end of the column; if medium significance appears, "++" will be shown automatically; and if only weak significance is existent, merely one "+" will be seen. Hence, it is very convenient for researchers to conduct comparative studies across different datasets.

Another important function for any corpus tool is the easiness to search any word or expression in the established corpus together with word in front of or behind the searched word or expression. In this way linguistic structures or patterns can be found out through a careful investigation of researchers. Figure 4.20 is one example of the search window of UAM Corpus Tool. Researchers can adjust the number of words which are in front of or behind the searched one by adjusting the number appearing in "Context". This function enables researchers to find out the hidden mechanism of the use of language by examining large quantities of examples at one time.

Pretext	[word="function"]	PostText
1,900 square meters of	function	space, it is well organized
Junior Ballroom and up to six	function	rooms, are ideal for all
award-winning chefs. Amongst the 9	function	rooms, the largest ballroom,
,515 square metres of spectacular	function	spaces, which boasts great views
pleasures. Our flexible meeting and	function	options, from private spaces to
conference) banquet hall and luxury	function	rooms are furnished with advanced video
Ballroom, HAITIAN Ballroom and 4	function	rooms can hold up to 1200
, one Diamond Room and six	Function	Rooms are complemented by friendly and
. Hotel facilities are advanced and	function	complete, the swimming pool,
needs. The hotel houses ten	function	rooms, two ballrooms and two
time, 25 conference rooms and	function	halls of different sizes and capable
renovated in 2008. Conference and	function	room facilities cater for groups and
With more than 2300 square meters	function	space, elegantly decorated, Renaissance
Center features 10 elegant meeting and	function	rooms and a grand ballroom.
1090 square meters ballroom and 13	function	rooms. The hotel garden covers
together in one of our nine	function	rooms or the Grand Marco Polo
column-free , free- divided among several	function	rooms , a conference room and
comfortable rooms, large and fully-equipped	function	rooms, great food, caring
the 900-seater ballroom or an intimate	function	room, the Crowne Meetings Director

Figure 4.8 Search Window of UAM Corpus Tool

4.8 Main Analysis of the Study

To guarantee the reliability of the research, an examination of the profile of five-star stars in China is the prerequisite because the name list for these hotels is always changing and an up-to-date list search is a foundation for the whole research. Meanwhile, the profile can also give some information about the status quo of the five-star presence in China. The exploration of the website construction among five-star hotels in China is the second analysis. It can update the recognition of researchers and practitioners about the hotel website, which is another important basis for the evaluation of the language strategy for the hotel website in this study. Then, the format of the hotel introduction is introduced. As was discussed previously, many texts have a uniform style or pattern which is named genre. If a genre exists in hotel introductory texts, other hotels can follow this genre to construct their introduction accordingly. Besides, a general analysis about the texts is conducted together with the presentation of a finalized scheme version for coding the evaluative feature. Finally, the statistical results generated from the UAM Corpus Tool are to be analyzed. The first statistical analysis is the descriptive data which shows the basic information of texts whereas the second analysis is about the featured coding. During this process, a comparison among different types of hotels is carried out as well in order to show the language preference of these hotels. Hence, this part, the finding, is the core part of the whole study.

4.9 Limitations of the Design

In spite of the attempt to minimize the weaknesses involved in the research process, such as an

integration of the corpus approach with other qualitative methods to investigate the lexical and syntactic characteristics under the hotel context, both the textual and other non-linguistic features of the hotel introduction can merely be interpreted and coded manually, which definitely involves certain kinds of limitations due to researcher's bias and other human related factors. In addition, only the English version of the hotel introduction of those five-star hotels in mainland China is extracted for this study, but actually while treating foreign guests, hotels other than these five-star hotels also play a significant role. Besides, introduction in Chinese is adopted comprehensively and many foreigners with either Chinese origin or Chinese language ability may prefer to read in Chinese, but in this study this part is not covered, which may limit the generalization of the findings. Though there exist certain drawbacks, on the whole, this study will contribute to the marketing effect of the hotel industry in China.

4.10 Chapter Summary

This chapter has briefly described the research design process and the reason why the study is carried out in this way. Next is the introduction of the advantages of employing the corpus approach in exploring the evaluative resources within a genre, together with the establishment of the corpus used in this study, which is followed by the description of the research instruments and tools relied on to retrieve data from the corpus. Also the detailed the annotation process is elaborated as well as the final analysis to be conducted. This chapter intends to lay a solid foundation for the actual implementation of the research and all the work done below is believed to well serve this function.

CHAPTER V FINDINGS

5.1 Chapter Introduction

This chapter begins with the website construction of five-star hotels in China. It is followed by the analyses of the extracted hotel introduction texts in terms of both the general text statistics and the feature coding statistics. In addition to the analysis of the overall linguistic features of the introduction texts, a comparison between three groups of hotels is conducted as well. Specifically, the comparison includes the difference between international hotels and domestic hotels, the difference between international chain hotels and domestic chain hotels, and the difference between domestic chain hotels and domestic independent hotels. Hence, the use of language strategies by different types of hotels can be derived.

5.2 Website Construction of Five-Star Hotels in Mainland China

5.2.1 Current Situation of Website Construction of Five-Star Hotels

After the completion of the name list, a search and identification for the official website of each five-star hotel was conducted. Two rounds of search were carried out in order to guarantee the correctness of the result. The first round lasted for two months and the second one month. Hence, this step was finished in May, 2017. The website of each hotel is listed in Appendix 1. Only the hotel's home page was listed in the Appendix 1. Apparently, most of the website URLs are easy to be read because they have their own independent sites. In contrast, some hotels do not have their own ones, but are attached to their brands' main website. Therefore, it makes URLs of

certain hotels quite long. All these URLs were usable in May, 2017, but due to some reasons, hotels may change their URLs now and then. Meanwhile, all the hotel names were translated into English mainly based on the hotels' English introduction, but due to the lack of English version, some of the hotels' name was translated by the researcher. Undoubtedly, all 278 IB hotels have established their websites whereas 516 DB hotels have also set up theirs, occupying 89.9% of DB hotels. On the whole, hotels with international brands have done much better than hotels with domestic brands in regard to both website visibility and the overall quality. Almost all international hotel companies have a long history and rich experience in hotel management and thus have been realizing the importance of website building for long (Law & Hsu, 2006). In this way hotels' self-generated revenue can be enhanced and their power to negotiate with OTAs regarding the commission is improved as well (Ling, Dong, Guo, & Liang, 2015). However, DB hotels still relied heavily on travel agents, both online and offline, to attract more customers (Zhang, Guillet, & Kucukusta, 2015). Hence, many DB hotels just simply built up websites for establishing the online presence and did not care about the websites' quality and performance in e-marketing.

Among DB hotels, chain hotels have performed better compared with independent hotels. Majority of the chain hotels have set up their brand websites to showcase hotels owned or managed by the company. In contrast, some independent hotels have not established their websites yet while others do not pay attention to the website quality seriously with just a few exemptions. Indeed, owning an official website is among the requirements to become five-star hotels by CNTA. This phenomenon indicates that many five-star hotels may tentatively set up their websites without the consideration of the quality when they apply for the naming of five-

star hotels, but they do not maintain the sites or improve the quality after the successful naming. Hence, CNTA and other administrative organizations should realize this issue and take measures to regulate hotels' marketing behavior in order to upgrade the image of the whole hotel industry in China.

Actually, the study targets hotels' official English websites as the research subject. After searching, only 7 IB hotels have not established their own English websites and among these hotels 5 are Metro Park hotels. Metro Park is owned by China Travel Service (Hong Kong) which has Metro Park hotels in 21 cities including Hong Kong and Macau. Most of their websites offer two language choices, Chinese and English. However, the English choice does not function except Shenyang Grand Metro Park North York Hotel. The website of this hotel also adds English Facebook page which makes the hotel look even more international. The lack of English version of websites may reflect this hotel brand mainly aim at Chinese customers and do not show sufficient attention to the international one. Actually, China Travel Service (Hong Kong) ranked 44 in the 2016 global list and the current situation obviously cannot meet such a position. In contrast, other Hong Kong based hotel brands such as Shangri-La and Peninsula stress their image as international brands and have established high quality English websites. In fact, Peninsula only operates hotels in ten cities worldwide and could not enter the list for top hotel companies in 2016, but their orientation as an international luxury hotel brand has made them fully aware of all the elements related with this image and identity. Naturally, majority of the IB hotels have their English version of websites and many brands even offer multiple language selections, including Japanese, French, German, and so forth.

Pertaining to the construction of English websites, DB hotels have done poorly. Merely 336 hotels have English version websites, taking up 58.5% of the total. Five-star hotels are located in the high-end of the industry chain and represent the highest level of China's hotel industry. But such a low rate in building English website among five-star hotels largely reduces international customers' image towards China's hotel industry and may even influence their impression on China. Large chain DB hotels do not perform as role models in the construction of English sites. Some large domestic brands, including New Century and EM Park, even do not establish English sites in all their hotels. Others, such as Jinjiang and Jinling, set up English sites in some of their hotels. Jianguo is the only large hotel brand which has fully built up English version in all hotels under the Jianguo brand. The overall situation reveals that China's DB hotels still have a long way to go in the internationalization process.

Overall, the task to finish the aforementioned steps consumed large quantities of time because being different from hotels themselves, numerous agents have realized the potential and profits of online hotel booking and made many similar websites or even better websites in terms of website design to compete with the official one in the hope of winning more customer booking. Therefore, it is necessary to sum up the major features of these fake websites to facilitate the conduction of hotel website studies in China in the future. Firstly, many fake websites use telephone numbers beginning with 400 to provide the booking service. Because telephone numbers beginning with 400 help reduce the cost of customers to contact the company and are widely used in China, it can truly mislead customers to believe this kind of numbers are official ones. Actually, in many occasions customers will find they can book many different hotels when they really dial this kind of 400 number. Secondly, many fake websites have spent more money

improving their visibility in search engines for attracting customers easily, hence they may appear much earlier in the research result. Sometimes, a blue icon with words telling official websites follows the hotel's name, which further increases customers' difficulty in differentiating the official site from the fake one. Thirdly, a similar domain name might be adopted by fake sites to confuse potential customers. For example, the official website of Hangzhou Dragon Hotel is http://www.dragon-hotel.com/ while the fake one is http://www.thedragonshotel.com. These two sites look almost the same concerning the use of name and the outlook but are actually owned by different holders. Sometimes a phone call was made to the hotel for identifying the official website by the researcher. Nevertheless, the result was striking that even the front staff of some hotels could not offer accurate information about their websites from time to time, let alone the customers. It also reflects the ignorance of these hotels on the websites from another perspective.

5.2.2 Genre of Hotel Introduction and the Language Quality for Five-Star Hotels

It has become a common practice for many international brands to format their hotel introduction in the same way. For example, most of the hotel brands which belong to Wyndham Hotel Group, including Days Inn, Ramada, and Howard Johnson, adopt the same structure and even similar words to introduce their hotels. One example is shown in Figure 5.1. The introduction is mainly composed of three parts, namely, overall situation, the service, and the surrounding. The linguistic introduction is also accompanied by some pictures to further enhance the image hotels intend to leave on their customers. Overall, this kind of introduction is quite straightforward and customers can easily capture the basic information of the hotel.

Figure 5.1 Website of Shunde Ramada Plaza Hotel
https://www.wyndhamhotels.com/ramada/shunde-harbour-china/
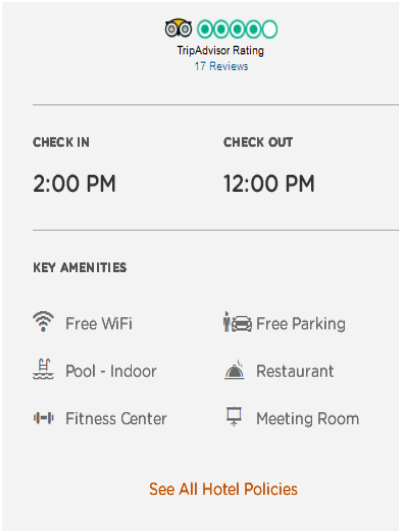
Nevertheless, during the searching process, it is found that few hotels of Wyndham simply present the overall situation, which is not consistent with the other Wyndham hotels. For example, Howard Johnson Macrolink Plaza Huangshan whose introduction is shown in Figure 5.2. It is not known for sure about why this kind of phenomenon would happen under the uniform management of Wyndham.

Figure 5.2 Website of Howard Johnson Macrolink Plaza Huangshan
https://www.wyndhamhotels.com/hojo/huangshan-china/howard-johnson-macrolink-plaza-
huangshan/

Besides, Qingcheng Howard Johnson Hotel in Sichuan even cannot be found in Wyndham's

official website, but it has its own website. The style of the website is totally different from the

format used in the official website of Wyndham as is shown in Figure 5.3
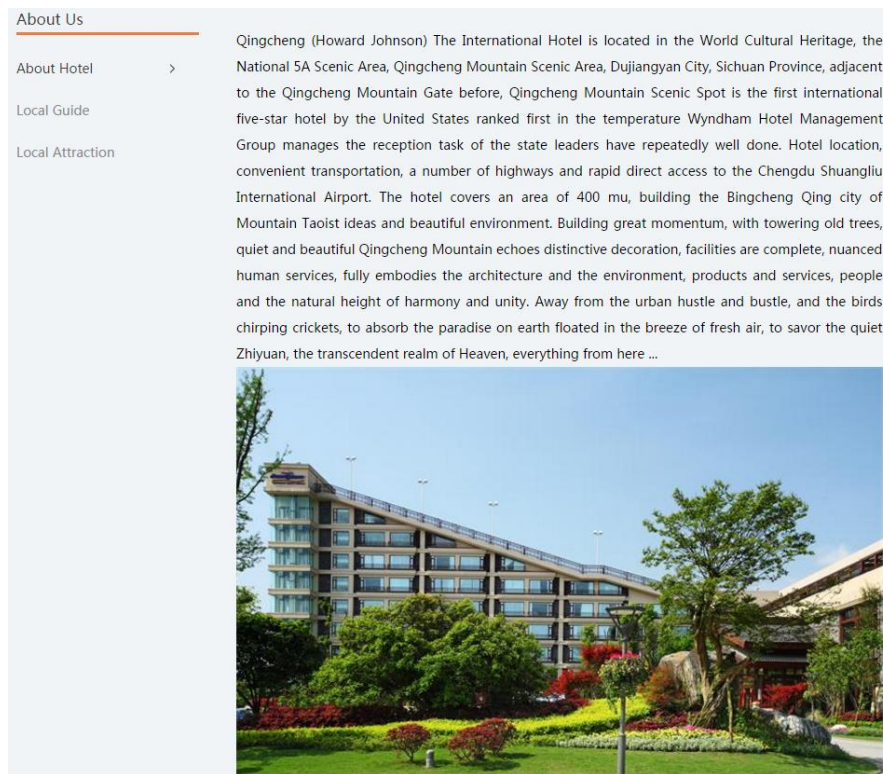
Figure 5.3 Qingcheng Howard Johnson Hotel
http://www.hojoqc.com/

Another point which merits mentioning for Wyndham is that the top brands of this group, Wyndham and Wyndham Grand, adopt different patterns while doing hotel introduction. This can be regarded as a marketing differentiation or segmentation strategy of a hotel group. However, it is not a common practice adopted by other major hotel companies.

As to the language quality, majority of the hotel introduction under Wyndham and similar hotel companies are written or composed without any language mistakes. However, as is shown above, Qingcheng Howard Johnson Hotel uses its own website, which can be judged on whether it is appropriate to do so or not. From the perspective of the language quality, evidently it worsens the hotel's image. Below is an excerpt of the introduction:

Qingcheng (Howard Johnson) The International Hotel is located in the World Cultural Heritage, the National 5A Scenic Area, Qingcheng Mountain Scenic Area, Dujiangyan City, Sichuan Province, adjacent to the Qingcheng Mountain Gate before, Qingcheng Mountain Scenic Spot is the first international five-star hotel by the United States ranked first in the temperature Wyndham Hotel Management Group manages the reception task of the state leaders have repeatedly well done. Hotel location, convenient transportation, a number of highways and rapid direct access to the Chengdu Shuangliu International Airport. The hotel covers an area of 400 mu, building the Bingcheng Qing city of Mountain Taoist ideas and beautiful environment. Building great momentum, with towering old trees, quiet and beautiful Qingcheng Mountain echoes distinctive decoration, facilities are complete, nuanced human services, fully embodies the architecture and the environment, products and services, people and the natural height of harmony and unity. Away from the urban hustle and bustle, and the birds chirping crickets, to absorb the paradise on earth floated in the breeze of fresh air, to savor the quiet Zhiyuan, the transcendent realm of Heaven, everything from here ... (Qingcheng Howard Johnson Hotel, http:// www.hojoqc.com/)

Numerous serious mistakes can be easily identified in this introduction. For example, the first sentence is too long without any stop and contains many wrong expressions, which may easily lead to confusion among readers. Qingcheng Mountain Scenic Spot is the attraction which the hotel is adjacent to, but the author ridiculously describes the spot as the first international five-star hotel. The second sentence only contains some noun phrases without any verbs, hence it is a broken sentence. In all, the whole excerpt looks totally messy, which makes Chinese English

readers difficult to understand, let alone native speakers. Such a poor introduction would not only be detrimental to this hotel's image alone, but the hotel brand and the hotel group as well. Hence, as an internationally renowned hotel company, Wyndham should realize this kind of language issues and propose effective counter measures to address them.

Shangri-La Hotel presents another style of hotel introduction. The introduction is located under the "About the hotel" section. In addition to the language introduction, Shangri-La inserts two pictures to highlight certain features. As to the language, it is full of lyric expressions to help customers construct a poetic living experience in Shangri-La hotels. In Figure 5.4, the example is about the introduction of Fuzhou Shangri-La hotel. "Sparkle", "exhilarating", and "like a beaten drum" all use metaphoric methods to achieve an excellent depiction of the hotel's living experience. This type of introduction also favors the use of superlative forms to highlight the hotel, such as using superb breakfast to emphasize the high quality of its food and beverage products. Though Chinese English learners may feel difficult to understand some ideas behind the lyric expression, native speakers, especially those who have received tertiary education, may find it more original and imaginative to read metaphoric texts (Cliff, 2015).

Figure 5.4 Website of Fuzhou Shangri-La Hotel
http://www.shangri-la.com/fuzhou/shangrila/

Some hotels adopt a simple and concise introduction, for example, the Hilton Hotel. Its introduction is normally within 50 words which can just present the information about the location, the major function, and the biggest highlight quite briefly. If potential customers intend to know more about the hotel, they need to further click each section of the website which displays the related service or products in detail. In contrast, some other hotels would give a long and detailed description of their hotels, but they are different from Wyndham hotels which separate information into different sections. Typical example of this category is Crowne Plaza hotels, InterContinental. They usually put their introduction in the middle of the main page

which is quite easy to locate, but no separation is inserted between different parts of hotel

products or services, which may increase the reading difficulty from another perspective. Figure

5.5 is the website of Xiamen Crowne Plaza Paragon Hotel.
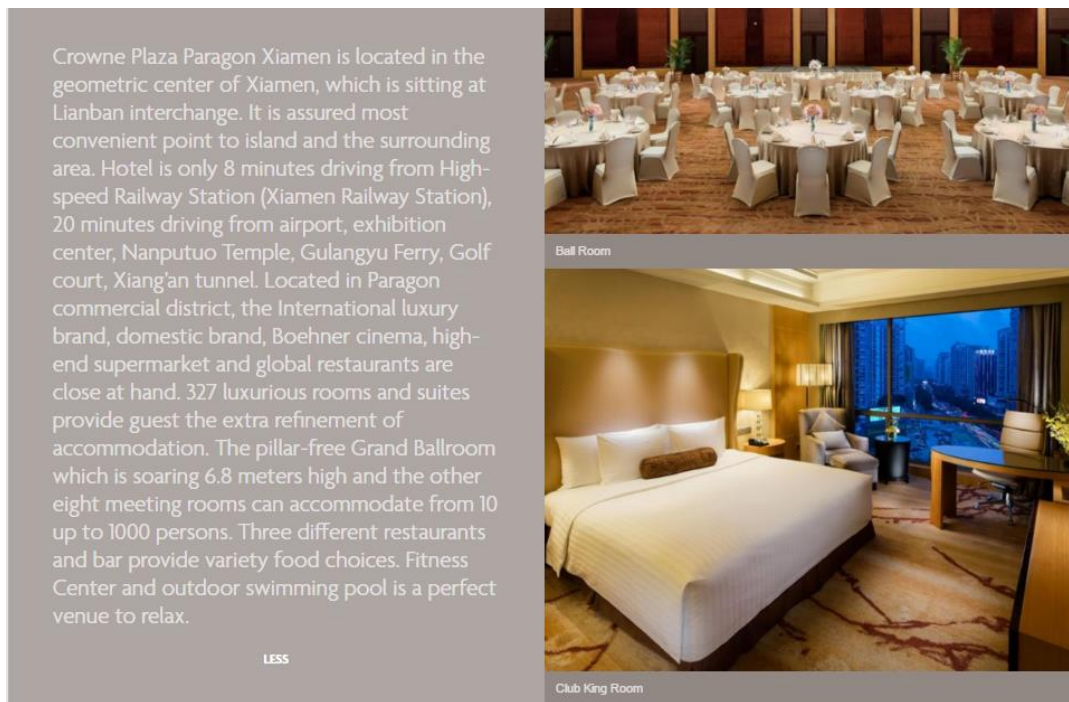
Figure 5.5 Website of Xiamen Crowne Plaza Paragon Hotel
https://www.ihg.com/crowneplaza/hotels/us/en/xiamen/xmnpg/

Moving to the introduction of domestic hotels, something similar to international hotels can be

found. For example, many hotel groups would use a uniform format for the websites of managed

hotels, such as Jianguo Hotel and Jinjiang Hotel. One example of Jianguo Hotel is shown in

Figure 5.6. However, some other brands allow their hotels to establish their websites by their

own and do not set a uniform format for all the hotels under the same brand to follow, for

example, the Soluxe Hotel. Soluxe Hotels throughout the country adopt their own styles to

design their websites and make the introduction. Hence, international customers who are not

familiar with the hotel industry in China may not know Soluxe actually is also a top chain

domestic hotel in China in terms of the room number. For the majority of domestic independent

hotels, the format and the style is even more diversified, but it is found that many hotels would like to imitate the structure and the style of Shangri-La Hotel to build its website like Wuxi Juna Hubin Hotel as is shown in Figure 5.6. Though the format of Shangri-La is easy to be followed, these hotels cannot compose a similar introduction to their hotels as Shangri-La does in terms of the language style.
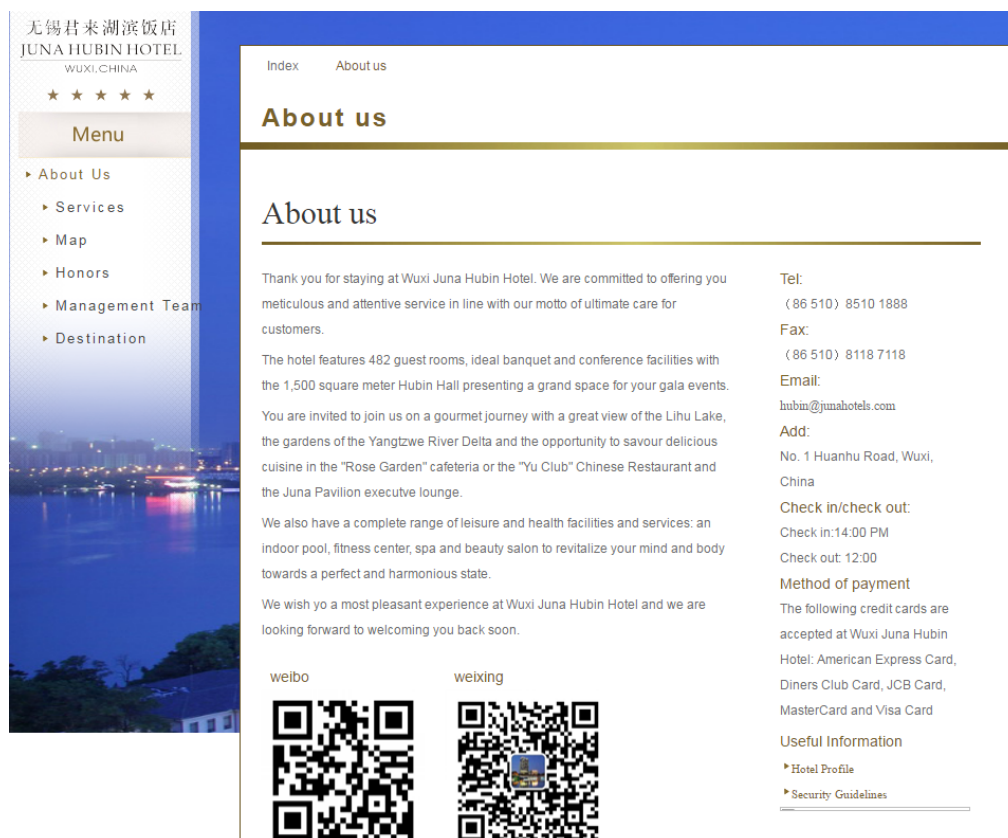
Figure 5.6 Website of Wuxi JunaHubin Hotel
http://www.hubinhotel.com/hbfd/en/

As to the language quality, domestic hotels have done much poorer than international hotels. Serious mistakes, Chinglish expressions, and useless and redundant information are existent in many hotel introductions. Below is the excerpt of Panglin Hotel, Guangdong.

Panglin Hotel was officially opened in October 18, 2000, the hotel is wholly owned by the famous philanthropist Panglin Yu, it is China's five-star deluxe business hotel with the purpose of charity. Mr. Yu Wa named as the "Bright Envoy" because of the free treatment of more than 400 thousand cases of cataract patients under the activity of "bright action" in the whole country. From the year 2006 to 2010 for five consecutive years he won the China Philanthropists List of the Hurun Report, and he was named as the "the philanthropist in China", "the generous philanthropist in China" and other honorary titles. Panglin Hotel stands in the prosperous areas in Shenzhan Luohu District, the hotel is 57 storeys in height and with the high revolving restaurant in Shenzhen, it is the landmark hotel with the ornamental value in Shenzhen, all of the profits will be donated to charity, science and education. In 2012, all rooms and banquet hall facilities in Panglin Hotel have been conducted a comprehensive renovation in accordance with Marriott Renaissance standards. The Panglin Hotel Shenzhen next to Fuomao subway station, it is only a 15-minute drive from Luohu Railway Station, Luohu Port, Shenzhen Dongmen Pedestrian Street, close to Jinguanghua Shopping Plaza; 20-minute from the Window of the World, Splendid China, Folk Culture Village, Happy Valley, Nature Reserve and other scenic spots; 15-minute from the Shenzhen Convention and Exhibition Center, 40-minute from the Shenzhen Airport Terminal 3, the hotel is superior in location, and very convenient for travel and recreation. (Penglin Hotel, http://www.panglin-hotel.com/)

The most serious mistake is the use of long sentences without any stop which can be seen almost from the beginning toward the end. Next, international visitors may not understand what "bright

action" is because it is a quite contextualized expression in Chinese and foreigners lack the appropriate knowledge prerequisite to understand the concept. Besides, a major part of the introduction is used to introduce the hotel's owner which seems completely useless to the customers. The hotel intends to impress potential customers by introducing its owner who has made great contribution to the country, but the length of the introduction is limited and should be allocated appropriately to highlight different features of the hotel. The same problem can be found in the introduction of the hotel's location. Altogether the hotel uses 78 words to list different sites near the hotel.

Actually, the style or the format of the introduction is the reflection of the genre concept. As is analyzed above, different hotel brands or different hotel companies tend to use one kind of genre which has also become the characteristic of this particular hotel brand or hotel company. This is especially true among hotels with international brands while for hotels with domestic brands the situation is quite similar. However, for domestic independent hotels, many tend to imitate or directly copy the style of other brands and they have not formed their own introduction genre yet.

5.3 Descriptive Analysis of Introductory Texts and the Generated Wordlist for Coding

5.3.1 Basic Condition of Hotel Introductory Texts

The next step is to extract all the introductory words from hotel websites. It is found out that hotels name quite differently in terms of their introductions. InterContinental, Holiday Inn, Regency and some other international brands choose "overview". Shangri-La and Park Hotel

adopt "about us" or "about the hotel". Other international hotels, such as Crowne Plaza and Hilton, do not use any titles to mark the location of their introduction, but place the introduction in an eye-catching area, mainly the right middle part. On the other hand, domestic hotels have chosen divergent titles to introduce their hotels. "Hotel information", "hotel profile", "introduction", and "details" are some of these titles. However, titles used by international hotels are not frequently adopted by domestic hotels. It is not totally correct to state the titles used by domestic hotels are wrong, but international hotels are mainly based in English speaking countries and may invite more native speakers to compose and polish the texts used in their websites. Therefore, their selection of titles may seem more natural to most international customers.

All the extracted files (551 hotel introductions) were stored in a file which was later imported into UAM Corpus Tool 3.3. The coding process was the most difficult and time-consuming. The first round of coding commenced from June, 2017 and was completed in September, 2017. Another month was used to double check the result of the first round coding and to correct all the mistakes. To further improve the quality and the credibility of the coding, two linguistic researchers who have much expertise in SFL and Appraisal Theory were invited to check the coding result between November and December, 2017. Because of the huge workload, each expert was asked to check one third of the corpus and the checked files were selected randomly. Both researchers identified some differences between their coding and the author's coding, but the difference is within 5%. After the identification of these differences, the two invited researchers and the author discussed these differences until a consensus can be achieved. Then

the author spared some more time to further improve the coding result. In this way the coding result is believed to be reliable and qualified for further analysis.

5.3.2 Generated Wordlist for Coding

Another finding of the current study is to set up a wordlist for the coding of the modified Appraisal System which is deployed to evaluate hotel website's use of language strategies. This process commenced from the initial definition of the system and the basic wordlist derived in the literature review. Because this is the first attempt in the hospitality field to evaluate the language strategy of hotel websites, there is no prior study which can guide the current research. Besides, Appraisal Theory is quite flexible and no fixed wordlist is existent to be used directly in the current study. Hence, the coding process in this study is dynamic, indicating that an enrichment of the wordlist appears frequently during the whole coding. After interpreting the Appraisal Theory repeatedly, Table 5.1 is the final version obtained from the coding process of the study. As is noted in Chapter Three, the main system which is modified in the study is the appreciation subsystem of the attitude dimension. Hence, only the wordlist for this subsystem is generated independently. Meanwhile, only the most frequently used form of a word or expression is listed in the table in order to keep clarity.

Table 5.1 Words and Expressions Used in the Subcategories of Appreciation

Attribute	Words and Expressions
Emotive Impact	landmark, best, exciting, benchmark, influential, excellent, challenging, high praise, iconic landmark, distinguished, thriving, choice of confidence, experience of a lifetime, ideal, masterful, sacred, important, legendary, magnificent, breathtaking, finest, set an example for, definitive choice, superior, perfect, sanctuary, haven, key, first choice, surprising, best-of-the-best, dazzling, great, peerless, banner, groundbreaking, supreme, irreplaceable, flagship, endless, unforgettable, incomparable, leading, countless, unbeatable, stunning, unrivaled, icon, impressive, pioneer, striking, magical, model, new standard, memorable, glorious, achievement,

	grand, inspiring, stand out, flawless, thoughtful, new height, exhilarating, the place to meet, exceed one's expectations, signature, the best of the best, cornerstone, second to none, beyond description (urban oasis, shining pearl, fairy tale, Lost Horizon, paradise, home away from home, heaven, another home, visual feast, wonderland, the Hawaii of China, realize the possibilities when imagination comes alive, legend, retreat away from the world, Land of Idyllic Beauty, bright pearl, a journey of weariness, golden touch, beating heart, international mansion, a green island in the urban area)
Pleasantness	people-oriented, exemplary, a good place, convenience, beautiful, attractive, ultra-modern convenience, interesting, well-earned, brisk, respected, honorable, comfortable, affordable, appealing, enchantment, wondrous, charm, fabulous, blessed, entertaining, vitality, enticing, alluring,

Quality: First-class

Originality	exceptional, original, individual, unique, stylish, individually decorated, distinct, like no other hotel, renovated, the … way, extraordinary, exotic, novel, Tibetan culture, green, distinctive, exclusive, themed, red culture, lifestyle, unusual, spectacular, scarce, specialize in,
Ambience	peaceful, cool, intimacy, fascinating, elegantly, warm, French-style, fresh, traditional, international, elegance, sophistication, modern, quiet, tranquility, new, secure, comfortable, grandeur, imposing, contemporary, casual, regional, beautiful music, unity, harmony, tropical, ecological, classic, cozy, artistic, natural, exquisite, grace, romantic, splendid, vibrant, vitality, concise, eco-friendly, nature-oriented, neo-classical, chic, tasteful, appropriate, solemn, inviting, humanized, vigorous, family-friendly, tastefully appointed (palace of art, poetic imagery, visually enthralling universe, wander between time and space)
Prestige	luxury, elite, high-end, private, upscale, historical, plush, world renowned, time-honored, majestic, deluxe, renowned, magnifique, famous, alive, tallest, highest, overall street view, popular, the first one, sweeping views of, fashionable, must-see, opulent, earn a reputation, award-winning, pampering
Functionality	simultaneous, effective, commercial, pragmatic, intimate, different kinds, useful, suitable, available, complete, national standard, perfectly matching, classical, flexible, humanized, versatile, advanced, well-maintained
Service	premium, quickly, nuanced, high quality, remarkable, attentive, welcoming, considerate, fine, caring, loving, thoughtful, professional, personalized, warm, attention to detail, rejuvenating, traditional, relaxing, comfortable, good, innovative, prestigious, comprehensive, advanced, world class, bespoke, meticulous, efficient, perfect, fast, safe, creative, deluxe, heartfelt, wholehearted, courteous, gracious, charming, sound, superlative, smart, intuitive, superb, impeccable, over-value, sparkling, think of ahead, savvy, five-star standard, convenient

Quality: Second-class

Location	ideal, steps from, pedestrianized, convenient, border on, premier, city center, adjacent to, away from, face, central, close to, downtown, easy access to, minutes' drive to, accessible from, commercial center, nearby, opposite, in the heart of, superior, neighboring, on the banks of, situated between,

	prestigious, favorable, on the edge of, great, beachfront, along, strategic, tropical, at the intersection of, advantaged, a short distance from, set against, riverside, west of, in the land of, reachable, within day-tripping distance, a short stroll, the short ride from, fabulous, prime location, easy connection, sit at, close at hand, at/ on the fringe of, within/ in the vicinity of, beside, pass by, stand against, nestle between, proximity, at the hotel's doorstep, near
Space	spacious, lavish, extensive, generous, contemporary, square meter, flexible, super-sized, grand, oversized, giant, capacious, large, wide
Hygiene	purified, hygiene, clean, sanitation, healthy
Facility	high grade, perfect, convenience, diversified, comfortable, distinct, comprehensive, complimentary, complete, free of charge, latest, portable, high-speed, well-appointed, state-of-the-art, necessary, traditional, intricate, distinguish, computerized, constant, independent, intelligent, heated, premium, international standard, customize, gorgeous, user-friendly, green, relevant, supplementary, competitive, cutting-edge, silky, world-leading, personal, top-of-the-line, business-friendly, top-notch, modern, accessible
F&B	satisfying, sumptuous, fine, pure, delicate, local, delicious, international, exquisite, diverse, typical, specialty, Tibetan, exotic, refreshing, award winning, elegant, relaxing, tailored, seasonal, personalized, colorful, delightful, creative, refined, original, delectable, tantalizing, scrumptious, hearty, natural, healthy, tantalizing, all-day, free, complimentary, indulgent, succulent, featured, tasteful, irresistible, uniquely-flavored
Surrounding	beautiful, colorful, majestic, urban, bustling, sparking, primeval, surrounding, prosperous, tranquil, is embraced by, stunning, protected, calm, picturesque, famous, mysterious, enchanting, serene, prosperous, captivating,
Other products	natural, relaxing, tension-relieving, ecological, global, healing, fresh, age-old

As was discussed in Chapter III, emotive impact represents the highest degree of subjectivity. Thus, the words and expressions in this subcategory are filled with authors' emotional expression and actually the image these words and expressions tend to describe is difficult to measure because of the subjectivity. Meanwhile, some words and expressions are placed in the brackets to mark the difference of these expressions from the others in this subcategory because these words and expressions have used another linguistic method, namely, the metaphor. It means a simple description of the hotel cannot fully express authors' appreciation of the hotel and consequently the metaphoric expressions are utilized to give potential customers a better understanding of the perfection of the hotel. This kind of metaphoric expressions, such as Lost Horizon, the shining

pearl, and urban oasis, is vivid and dynamic, which brings vitality to the whole introduction. Similar use of metaphors can also be witnessed in the ambience of the quality subcategory. Shangri-La, the word itself, is always compared to the Lost Horizon which actually does not exist in the real world. Maybe it is the reason why Shangri-La Hotel prefers to use this kind of metaphoric expressions in their introduction.

It is important to note that emotive impact and pleasantness are mainly concerned about the overall description of the hotel whereas the quality subcategory is related with the specific attribute of a hotel. Therefore, some words and expressions may repetitively appear in different subcategories, and what they describe is essentially different as well. For example, the use of "comfortable" in different contexts. The following examples from four hotels represent the use of "comfortable" in the pleasantness subcategory, and the ambience, the service and the facility attribute of the quality subcategory.

> *Xiamen C&D Hotel: C&D Hotel, Xiamen offers spacious and comfortable accommodation amidst a natural garden landscape.*   -Pleasantness

> *Nanjing Grand Hotel: five-star standard services and heart-warming experiences are always here for you to enjoy a comfortable and pleasant ambience.* -Ambience

> *Shandong Richmond Grand Hotel: ... providing the guests with comfortable and fast services and ensuring the safety of each guest.*   -Service

> *Wuhan Marco Polo Hotel: Marco Polo Wuhan's convenient location, comfortable amenities and warm services make it your perfect choice.*   –Facility

The diversified use also applies to the word "convenient" and "convenience" which can also be found in four different contexts though it is mainly used to indicate an advantageous location a hotel has.

> *Shenzhen Marco Polo Hotel: ... most exclusive offer of convenience, security, quietness and comfortable.*   -Pleasantness

> *Shanghai Hongqiao State Guest House: the hotel is distinguished with convenient geographic location and exquisite environment.*   -Location

> *Beijing International Hotel: Beijing International Hotel offers you considerate and convenient services.*   -Service

> *Shaoxing Xianheng Hotel: ... with modern and luxurious furniture, accessible and convenient facilities, thoughtful and considerate services.*   –Facility

Other examples include "modern", "unique", and "charm". All these words need special attention during the coding process in order to keep the correctness. Finally, it also merits attention that the list is based on the coding from five-star hotels in China without the consideration of other types. Hence, if hotels like the budget ones are examined, the wordlist will be more or less different.

5.4 Generational Text Statistics from Corpus Tool Coding

Figure 5.7 shows the general text statistics of the 551 English introductory texts, including the length, text complexity, lexical density, subjectivity, and reference density. The length section

briefly presents the information about the coded segments which do not have specific meaning to be interpreted in the current study. As to the text complexity, the average length of words in characters is 5.97, which is longer than the average length of English words (4.79 characters), but it is still in the normal range because 80% of the English words are between 2 and 7 characters long (Norvig, 2012). The average syllable per word is 2.53, more than the average level in English at 1.66 syllables (Nirmaldasan, 2010). Both facts can be attributed to the fact that though the hotel mainly caters to customers' daily need for accommodation, its introduction is still a bit more complex than the daily English.

This feature is also reflected in the lexical density, which is commonly defined as the proportion of lexical words in the whole text (Laufer & Nation, 1995) and is regarded as an important indicator of communicative competence and text readability (Laufer, 2003; To, Fan, & Thomas, 2013). Overall, the lexical density of the corpus is 71.18%, even higher than that of texts in physics and life sciences with 69.54% and 68.96% respectively. Such a density must lead to certain difficulty for customers to understand the hotel introduction and hence reduces the overall ease of use for the website. Undoubtedly, the texts are basically quite positive as is indicated by the value of subjectivity positivity (0.842) because of the promotional nature of the texts. Meanwhile, the strength of subjectivity (0.455) also reaches a moderately strong level due to the wide adoption of appraisal resources to engage with customers by hotels. Text producers tend to use more second person reference in their texts, followed by the first person reference. However, the third person reference is rarely used, occupying only 0.041%. The use of personal reference will be discussed in detail when the coding result for appraisal resources is presented because personal reference is also a part of attitude resources.

Length:	
- Number of segments:	15212
- Words in segments:	21982
- Tokens in segments:	24230

Text Complexity:	
- Av. Word Length (chars):	5.97
- Av. Word Length (syllables):	2.53
- Av. Segment Length (tokens):	1.45
- Min. Segment Length (tokens):	1
- Max. Segment Length (tokens):	26

Lexical Density:	
- Lexemes per segment:	1.03
- Lexemes % of text:	71.18%

Subjectivity:	
- Subjective Positivity:	0.842
- Subjective Strength:	0.455

Reference Density:	
- 1p Reference:	3.480%
- 2p Reference:	5.509%
- 3p Reference:	0.041%

Figure 5.7 General Text Statistics for the Corpus

Figure 5.8 demonstrates the difference between international hotels and domestic hotels in terms of the general text statistics. Introductory texts of domestic hotels are generally more complex than those of international hotels because domestic hotels' value in average word length in light of both characters and syllables is higher than international hotels', though the difference is not large. Meanwhile, the value of both types is higher than the value score of daily English. No significant difference is witnessed in the value of subjectivity in both types. However, regarding lexical density, international hotels have done better than domestic hotels because the lexical density of international part is 67.52% which is at least easier to be understood than the aforementioned scientific texts. For domestic hotels, the percentage is higher than that of scientific texts, indicating the reduction of text readability. Besides, the subjective strength for

international hotels is stronger than that of domestic hotels', but the situation is reversed concerning the subjective positivity. Hence, it may indicate international hotels may express their opinion with highly emotive words whereas domestic hotels increase the number of expressions with opinion. In all, international hotels prefer to adopt more personal references in their introduction because the overall reference density level is 13.25 which is almost twice of that in domestic hotels' texts. The major difference is shown in the use of the first person reference and the second person reference while small difference is witnessed for the third person reference for both types of hotels.

	internation	domestic
Length:		
- Number of segments:	5981	9231
- Words in segments:	8356	13626
- Tokens in segments:	8887	15343
Text Complexity:		
- Av. Word Length (chars):	5.84	6.04
- Av. Word Length (syllables):	2.46	2.57
- Av. Segment Length (tokens):	1.40	1.48
- Min. Segment Length (tokens):	1	1
- Max. Segment Length (tokens):	14	26
Lexical Density:		
- Lexemes per segment:	0.94	1.08
- Lexemes % of text:	67.52%	73.43%
Subjectivity:		
- Subjective Positivity:	0.838	0.845
- Subjective Strength:	0.478	0.440
Reference Density:		
- 1p Reference:	5.194%	2.429%
- 2p Reference:	7.970%	4.000%
- 3p Reference:	0.036%	0.044%

Figure 5.8 General Text Statistics for International Hotels and Domestic Hotels

Similar divergences can be identified between international chain hotels and domestic chain hotels as shown in Figure 5.9 whereas Figure 5.10 shows smaller differences exist between

domestic chain hotels and domestic independent hotels. Introductory texts of domestic chain hotels are more difficult to understand because they have shown a higher score in both text complexity and lexical density compared with domestic independent hotels. It means chain hotels, on the whole, have their competitive advantage in utilizing various resources to help them establish a good image among customers in comparison to independent hotels. Concerning the use of personal references, domestic chain hotels have achieved a lower percentage than domestic independent hotels in all references. Minor differences exist between both types of hotels in terms of subjectivity.

	internation	domestic_ch
Length:		
- Number of segments:	5981	2057
- Words in segments:	8356	3015
- Tokens in segments:	8887	3396
Text Complexity:		
- Av. Word Length (chars):	5.84	6.13
- Av. Word Length (syllables):	2.46	2.59
- Av. Segment Length (tokens):	1.40	1.47
- Min. Segment Length (tokens):	1	1
- Max. Segment Length (tokens):	14	15
Lexical Density:		
- Lexemes per segment:	0.94	1.09
- Lexemes % of text:	67.52%	74.66%
Subjectivity:		
- Subjective Positivity:	0.838	0.833
- Subjective Strength:	0.478	0.455
Reference Density:		
- 1p Reference:	5.194%	1.990%
- 2p Reference:	7.970%	3.980%
- 3p Reference:	0.036%	0.033%

Figure 5.9 General Text Statistics for International Chain Hotels and Domestic Chain Hotels

	domestic_ch	domestic_in
Length:		
- Number of segments:	2057	7174
- Words in segments:	3015	10611
- Tokens in segments:	3396	11947
Text Complexity:		
- Av. Word Length (chars):	6.13	6.02
- Av. Word Length (syllables):	2.59	2.56
- Av. Segment Length (tokens):	1.47	1.48
- Min. Segment Length (tokens):	1	1
- Max. Segment Length (tokens):	15	26
Lexical Density:		
- Lexemes per segment:	1.09	1.08
- Lexemes % of text:	74.66%	73.08%
Subjectivity:		
- Subjective Positivity:	0.833	0.849
- Subjective Strength:	0.455	0.435
Reference Density:		
- 1p Reference:	1.990%	2.554%
- 2p Reference:	3.980%	4.005%
- 3p Reference:	0.033%	0.047%

Figure 5.10 General Text Statistics for Domestic Chain Hotels and Domestic Independent Hotels

5.5 Feature Statistics from Corpus Tool Coding

5.5.1 General Statistics for the Feature Coding

In this section, the general statistics about the use of appraisal resources is presented first. As is shown in Figure 5.11, attitude is the dominant dimension in the use of appraisal resources by hotel websites, occupying 85.41%, because attitude is demonstrated to play the leading role in communication and persuasion (Xie, 2016) and is the most widely examined dimension in the appraisal system as well (Bednarek, 2009; Soo-Guan Khoo, Nourbakhsh, & Na, 2012). Graduation dimension ranks the second with 13.65% and engagement is rarely utilized in hotel introductions. Evidently, appraisal resources are not equally distributed even in the subsystem of the attitude dimension. Appreciation tops in the attitude system with 63.21%, which is followed

by affect (20.74%) and judgement (1.47%). It is logical to witness the prevalence of appreciation in the system because according to the appraisal theory, appreciation is mainly concerned about the evaluation of objects, performance, natural phenomena and hotel products are closely related with these aspects. However, as service providers, the staff is not frequently exposed in the introduction because the subsystem used to appraisal people, the judgement, occupies a low percentage at 1.47% only and all the three subcategories take up less than 1%. Affect resources are about the expression of people's emotion and rank the second in the whole subsystem of attitude.
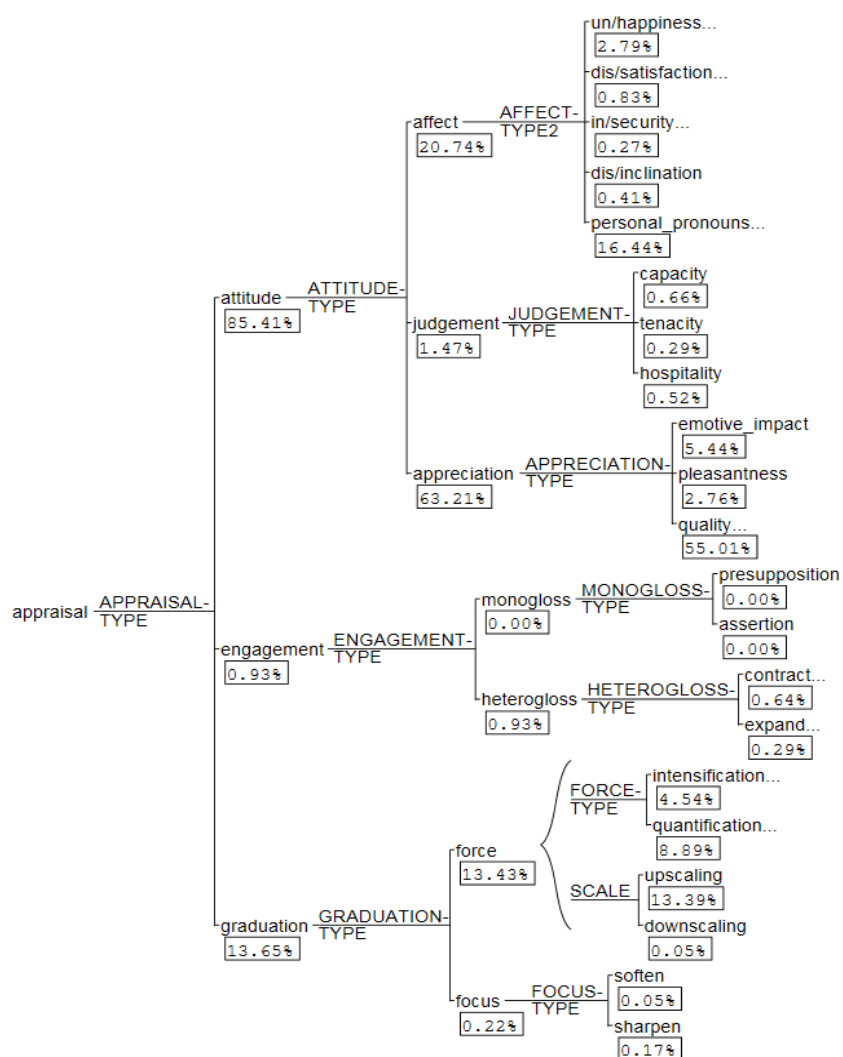
Figure 5.11 Use of Appraisal Resources in the Corpus

To further explore the most important appraisal area, the percentage of each subcategory in appreciation is shown in Figure 5.12. Quality is the least subjective attribute in appreciation and is also the most prevalent one with over 50%. The percentage of the second class quality is larger than that of the first class, indicating that the introduction focuses more on presenting the relatively objective information of hotels. Location, space, facility, and surrounding are favored by five-star hotels, and all of them occupy over 5% of the resources. For the first-class quality, hotels choose to stress their prestige and ambience more than the other features. Their percentage is even larger than the other features in the whole quality attribute except for the location.
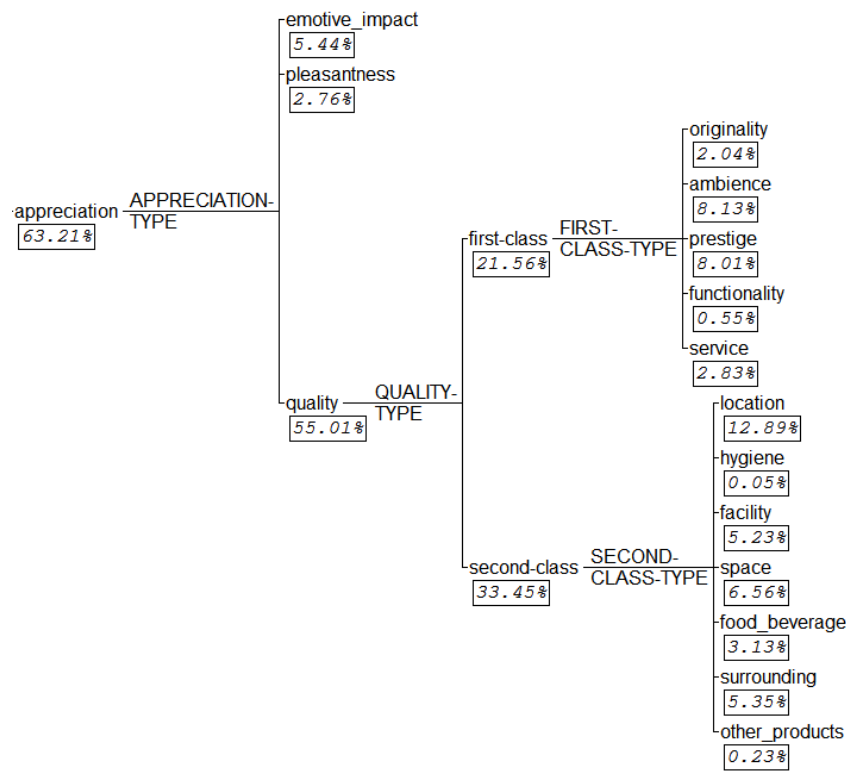
Figure 5.12 Use of Appreciation Resources in the Corpus

Figure 5.13 shows the top expressions hotels adopt to describe their ambience. Elegant (147 times), elegance (37 times), and elegantly (20 times) dominate the list, indicating the indispensability of the elegant ambience as one quality of top tier hotels in China. Elegance is

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followed by modern (84 times), international (38 times), and contemporary (29 times) while traditional (18 times) and classical (11 times) occupy a smaller percentage. It reflects more five-star hotels aim to create a modern image among their customers rather than a traditional one. But other hotels may adopt a traditional style to set up a different market orientation. Besides, other qualities such as being comfortable, being quiet, and being classic are stressed as well.

Token	Frequency	Relative Frequency
elegant	147	9.85%
modern	84	5.63%
comfortable	65	4.35%
international	38	2.55%
elegance	37	2.48%
warm	30	2.01%
contemporary	29	1.94%
elegantly	20	1.34%
quiet	19	1.27%
classic	18	1.21%
new	18	1.21%
traditional	18	1.21%
beautiful	17	1.14%
designed	16	1.07%
decorated	16	1.07%
style	16	1.07%
romantic	15	1.00%
tranquil	12	0.80%
appointed	12	0.80%
peaceful	11	0.74%
exquisite	11	0.74%
classical	11	0.74%
relaxing	11	0.74%

Figure 5.13 Expressions in Ambience

How hotels describe their prestige is displayed in Figure 5.14. Evidently, presenting the hotel's luxury is dominant in this feature, which seems to point out that being luxurious has become the synonym of prestige. Other features such as serving private products (Figure 5.15), offering an unparalleled view (Figure 5.16), and owning something which is the largest in the region (Figure 5.17), are also important characteristics of the prestige feature. On the whole, it can be

understood that five-star hotels tend to take luxury, scenery, and privacy as the main features they can rely on to create a prestigious feeling for their customers.

Token	Frequency	Relative Frequency
luxury	192	9.24%
luxurious	110	5.30%
view	67	3.23%
private	57	2.74%
views	55	2.65%
deluxe	55	2.65%
hotel	39	1.88%
largest	35	1.69%
panoramic	30	1.44%
famous	26	1.25%

Figure 5.14 Expressions in Prestige

Pretext	[word="private"]	PostText
the few five-star hotels with	private	beach. The central area
top-floor Club Lounge, offering	private	check-in and cocktails. From
Resort. Guests find the	private	spaces in Crowne Plaza Century
indoor swimming pool, a	private	Jacuzzi and sauna, the
from the office. With	private	dining options and a bar
a personalized concierge service and	private	lounge with complimentary food and
an elegant, comfortable and	private	living space. Meanwhile,
and function options, from	private	spaces to huge ballrooms,
than 30 Chinese and western	private	rooms, 3 multifunctional banquet
recreation places such as KTV	private	rooms, massage rooms,
shop, all kinds of	private	vip rooms and conference rooms
as 8 VIP rooms featuring	private	hot spring pool are also
experience about occident food .french	private	food.japanese food and so on
apartments as well as 126	private	residential apartments, is minutes
four exclusive venues devoted to	private	dining are sure to delight
a flat-screen TV and a	private	bathroom. All units feature
well as more than 50	private	dining rooms. Moreover,
Chinese and western restaurants,	private	rooms, and Grand Ballrooms
elegantly-designed, luxurious setting with	private	banquet options. The panoramic
Club Floor offers a fully-equipped	private	Club Lounge with panoramic view
bar, laundry service and	private	lounge check-in and check-out service

Figure 5.15 Examples of the Use of "Private" in Prestige

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Pretext	[word="view"]	PostText
among the first class sea	view	hotels inChina Horizon Resort &
most excellent location of sea	view	on Yalong Bay, one
you can overlook the beautiful	view	of Yalong Bay, all
and bright line luxury sea	view	suites, suites enjoy Heaven
sulfur hot spring pool.	View	of the sea, bath
high-vision and romantic deluxe sea	view	rooms, pastoral garden view
view rooms, pastoral garden	view	rooms and deluxe suites,
balcony bathtubs. 180° sea	view	rooms enable you to have
will have a bird's eye	view	of the blue sky,
a stunning bird's eye	view	of both Puxi and Pudong
5-star hotel with fantastic Bund	view	at same time, boasts
is famous for its unique	view	. This 5 star hotel
facilities have the most spectacular	view	of both banks of Huangpu
recognized as "The Best	View	Point on the bank of
rooms with a spectacular park	view	; irresistible and distinctive restaurants
with an unparalleled, uninterrupted	view	of the historic Bund.
. There is no better	view	to complement the delicious flavours
time. Having a bird's-eye	view	, it looks like an
, Lujiazui. While the	view	out of your room in
the Royal building and the	View	building. The 268 rooms
square meters and the lake	view	of HuYin Park. The

Figure 5.16 Examples of the Use of "View" in Prestige

Pretext	[word="largest"]	PostText
while the family pool and	largest	indoor Kids Club in Sanya
100 hectares. As the	largest	national garden hotel in Pudong
Bridge, the world's fourth	largest	cable-stayed overpass of its kind
Jiang International Hotels, the	largest	hotel group in China,
9 function rooms, the	largest	ballroom, the Magnolia Hall
Ballroom - one of the	largest	in downtown Shanghai. We
circle, and Asia's	largest	grassland in the city,
the Wudangzhao Lamasery (the	largest	Tibetan monastery in Inner Mongolia
and suites are amongst the	largest	in Beijing, with high
Beijing is one of the	largest	garden-style hotels in Asia.
at Kerry Sports, Beijing's	largest	hotel-based sports complex. With
, major government bodies and	largest	shopping area. Only 5
authority of the country's	largest	hotel management company, Jin
Pacific International Hotel is the	largest	urban garden hotel with the
to be one of the	largest	and the most convenient hotels
floor hotel is now the	largest	Sea-Culture theme hotel in Weihai
100 m2, is the	largest	one in Zhejiang province.
The Hotel also features the	largest	upscale health club in town
system; one of the	largest	in-hotel conference halls in Asia
palace garden hotel with the	largest	amounts of villas in China
picked the hotel with the	largest	rooms in the city centre

Figure 5.17 Examples of the Use of "Largest" in Prestige

Originality and service receive moderate attention, both accounting for over 2%. Undoubtedly, "unique", "exclusive", and "distinctive" are the top three words under originality because these words are also the synonym of "original". After exploring the word "unique" in the corpus (Figure 5.18), uniqueness is found to be associated with diversified features of a hotel, including unique experience, unique charm, unique design, and so on. It may reflect that high-end hotels attempt to present different uniqueness to establish the persona of their hotels and hence target customers with different preferences. Concerning the features of services in five-star hotels, personalized, professional, and considerate service concept are highly stressed. Being professional and considerate is a prerequisite for a qualified staff to work in the hotel industry because of the nature of the industry which is to serve customers in a professional and considerate way. But for average hotels, offering personalized service is beyond their cost. Hence, being personalized is something high-end hotels are pursuing and is something that differentiate high-end hotels from the others.

Pretext	[word="unique"]	PostText
You'll discover	unique	moments and first-class service at
another. Apart from the	unique	nature bestowed landscape, Horizon
sea views, including nine	unique	penthouse suites, 37 spacious
is luxurious and fashionable with	unique	style. The main building
is novel in design and	unique	in shape, ranking the
Museum Restaurant", is as	unique	as those European celebrities having
fully-equipped facilities; restaurants with	unique	cuisines and flavors on 2nd
century. Standing as a	unique	treasure, it forms a
masions is famous for its	unique	view. This 5 star
to the theme of the	unique	Chinese "oriental jade culture
charm and offers guests a	unique	visual treat in Shanghai,
luxury Garden guesthouse, the	unique	mood and atmosphere. 249
, are condensed here's	unique	charm.
and modern elements, highlighting	unique	qualities of luxury, elegance
LUXURY BUSINESS HOTEL OWNING A	UNIQUE	AND CONVENIENT LOCATION AT LUJIAZUI
, China, with a	unique	location over the Zhongshan Park
and green trees form the	unique	charming scenery of the hotel
experience a wide range of	unique	commercial, dining, leisure
to Guangzhou Airport. Its	unique	location saves distance and time
. The stylish decoration,	unique	design, advanced facilities and
Haiyue Hotel) is a	unique	5-star hotel with a glorious
and modern elements in a	unique	luxury environment, providing guests
. Every view shows the	unique	taste and charm of Zhongmao
to Jianxi fell for the	unique	Red culture of Jiangxi and

Figure 5.18 Examples of the Use of "Unique" in Originality

Moving to the second-class quality, as the pervasive quality, a good location, is promoted by almost all hotels. Hence, expressions used to perform this function are diversified as is shown in Figure 5.19. Most hotels like to directly state their location which is adjacent (close) to or minutes' walk or drive to somewhere. It indicates hotel companies need to choose excellent locations to build their hotels in the very beginning in order to guarantee that they can have prime locations as a crucial selling point for their hotels. Not only nouns and adjectives are used to depict locations, but adverbs such as conveniently, ideally, and easily are used together to better present the location. Actually, a good location is also emphasized by other types of hotels as well because of its decisive influence for customers to evaluate hotel products (Adam & Amuquandoh, 2013).

Token	Frequency	Relative Frequency
minutes	264	5.03%
drive	149	2.84%
away	124	2.36%
convenient	106	2.02%
close	66	1.26%
location	60	1.14%
adjacent	60	1.14%
access	57	1.09%
easy	56	1.07%
heart	54	1.03%
distance	52	0.99%
walk	45	0.86%
situated	45	0.86%
kilometers	45	0.86%
conveniently	42	0.80%
walking	38	0.72%
km	36	0.69%
transportation	34	0.65%
minutes'	28	0.53%
traffic	26	0.50%
hour	24	0.46%
ideally	23	0.44%
short	22	0.42%
easily	20	0.38%
accessible	19	0.36%
next	17	0.32%
driving	17	0.32%
minute	15	0.29%
car	15	0.29%
surrounded	14	0.27%
geographical	14	0.27%
east	14	0.27%

Figure 5.19 Expressions in Location

Regarding the facility feature, offering free or complimentary facilities is stressed most frequently (Figure 5.20). After searching both words under the facility feature of the whole corpus, it is found out that free or complimentary Wi-Fi is the key facility five-star hotels intend to provide. This facility is especially useful for international customers because it is either too expensive for international customers to use the roaming Internet connection or even some mobile service providers do not have their services in China. Perhaps people may think since these customers can choose to live in five-star hotels, such a fee paid to use the internet is affordable. However, it is quite wrong to think in this way as service providers may charge an extremely high fee. For example, American T-Mobile charges $15 for just 1 Mb roaming data in China which can only be used to send an email. Hence, if customers need to frequently contact the others, this facility can help them save much. Other free or complimentary facilities include

parking areas, shuttle buses, and the currently popular facility, the mini-bar. Different from the previous times, now many high-end hotels attempt to offer some unique food for free in the mini-bar to increase customers' satisfaction towards this living experience. But it may also attract customers to taste the wine in the min-bar which is still charged by the hotel.

Token	Frequency	Relative Frequency
free	65	7.23%
advanced	64	7.12%
modern	41	4.56%
available	34	3.78%
wireless	28	3.11%
state-of-the-art	26	2.89%
well-equipped	26	2.89%
complimentary	25	2.78%
high-speed	22	2.45%
complete	21	2.34%
heated	19	2.11%
intelligent	18	2.00%
luxury	17	1.89%
equipped	17	1.89%
well-appointed	16	1.78%
comprehensive	14	1.56%
fully	13	1.45%
luxurious	13	1.45%
well	12	1.33%
professional	11	1.22%
first-class	9	1.00%
top	8	0.89%

Figure 5.20 Expressions in Facility

The next important second-class quality is space. Introductions not only state directly their size for the hotel rooms or hotel's overall size, but vividly use comparisons to show the space. For instance, hotels may list their banquet hall can host 1000 guests at one time instead of mechanically showing the exact size figure. The subsequent feature in the second-class is the surrounding (5.35%). From the top five words in this feature, it can be identified that hotels prefer to have a beautiful or famous attractions nearby, or are within short distance to the ancient area of the city or are easy to get to the major bustling center. Different from the location feature which mainly describes the street or the direction where the hotel is located, the surrounding feature gives detailed information about where the hotel is, which in turn facilitates customers to make a final choice. However, the hygiene feature and the other product feature are not fully stressed. It is understandable that as a five-star hotel, hygiene should not be a problem because

one hotel cannot be awarded the operation license by CNTA, let alone even being rated as a five-star hotel if the basic hygiene condition cannot meet the requirement. Regarding other products, hotels' main revenue comes from the sale of rooms and food and beverage, therefore other products such as spa service and entertainment products are not the focal selling point for hotels. Many five-star hotels even do not provide such products because of the low using rate.

Moving back to the highly emotive and subjective subcategory, emotive impact, it also takes up a large proportion (5.44%) because hotels enjoy using expressions such as a landmark hotel, the first choice, and even Lost Horizon, to state their position in the local hotel industry. Other highly emotive words (Figure 5.21) such as ideal, perfect, and best are also highly utilized to describe the hotel. Actually, no concrete standard can be found to measure the idealness or perfectness of a hotel. Therefore, it is just the hotel's own opinion on the quality of the hotel. But from another perspective, five-star hotels as high-end ones in the industry should be perfect and should be the role model of other hotels.

Token	Frequency	Relative Frequency
ideal	96	8.20%
perfect	72	6.15%
best	64	5.47%
choice	54	4.61%
landmark	46	3.93%
home	45	3.84%
place	31	2.65%
important	17	1.45%
first	15	1.28%
away	13	1.11%
sanctuary	13	1.11%
paradise	13	1.11%
high-end	12	1.02%
unforgettable	11	0.94%
oasis	11	0.94%
excellent	11	0.94%
perfectly	10	0.85%
high	10	0.85%
top	10	0.85%

Figure 5.21 Expressions in Emotive Impact

The less emotive subcategory, pleasantness, occupies a relatively small proportion in appreciation, but compared with other attributes in the whole system, this proportion (2.76%) is not that low. Figure 5.22 shows the top tokens in this subcategory. Noticeably, some tokens which appear in the pleasantness can also be seen in other attributes or features. For example, the word "comfortable". While it appears in the ambience feature, it will be accompanied by words such as environment, atmosphere, and living space. But in the pleasantness, the word is used to modify the overall living experience, such as a comfortable holiday experience, a comfortable stay, and comfortable accommodation. The difference between convenience and convenient is more apparent. Convenient is used to modify the location, hence it belongs to tokens in the location attribute. In contrast, convenience is a modifier for the overall experience of hotel living as is shown in Figure 5.23. Examples like sharing convenience in business may also involve something related with the location. But overall, convenience contains much more information rather than just a signifier of the location. Some examples from hotel introductions about the use of comfortable and convenient have already been shown in the previous section. Another point warrants mentioning is that the pleasantness subcategory can be used to modify the overall experience as the emotive impact, but their subjective degree is significantly different.

Token	Frequency	Relative Frequency
comfort	58	12.89%
convenience	28	6.22%
charm	21	4.67%
comfortable	19	4.22%
beautiful	15	3.33%
great	14	3.11%
wonderful	14	3.11%
affordable	13	2.89%
enchantment	12	2.67%
comforts	9	2.00%
good	8	1.78%
pleasant	7	1.56%
charming	7	1.56%
honorable	6	1.33%
conveniences	6	1.33%
convenient	5	1.11%
efficiency	5	1.11%

Figure 5.22 Expressions in Pleasantness

Pretext	[word="convenience"]	PostText
select? For prosperity,	convenience	and comfort, Majesty Plaza
PUTUO DISTRICT HOTEL BOASTS RAILWAY	CONVENIENCE	Setting the standard of hospitality
trip away. For on-site	convenience	, our business center,
provides all the comfort and	convenience	for both business and leisure
exquisite combination of luxury and	convenience	. Both the city's elevated
suites are designed for the	convenience	of business and leisure travelers
service will provide all the	convenience	for business travellers all over
access, which provide maximum	convenience	for your travel. Interior
the Hotel will provide great	convenience	for the guest's outgoing.
multi-functional halls have all modern	convenience	. Six restaurants and bars
you with every comfort and	convenience	. You can enjoy our
scenic lake view with the	convenience	of a city location- 15
designed for maximum comfort and	convenience	. The hotel is located
highest levels of comfort and	convenience	; a complete line of
mark of modern comfort and	convenience	, whether you are traveling
with leisure and all the	convenience	. The exotic restaurants,
. In order to provide	convenience	to the guests, the
designed for your comfort,	convenience	and efficiency. We're in
a seating area for your	convenience	. Enjoy a cup of
the needs of guests for	convenience	and efficiency, the Wuxi
offer free parking for your	convenience	. Visit Local Attractions Enjoy
provide the whole set of	convenience	service including advanced guest room
from Shanghai. Merryland offers	convenience	, comfort and value,
is designed with comfort and	convenience	in mind. Enjoy views
bustling city as well as	convenience	in a hard day of

Figure 5.23 Examples of the Use of "Convenience" in Originality

Personal pronouns are the most popular subcategory in the affect subsystem. Such a high percentage seems to prove the correctness of inserting personal pronouns to the existing language evaluation study. Figure 5.24 demonstrates the use of personal pronouns in the corpus. The second reference, or you-oriented reference, is the leading type, meaning that hotels highly value customers' feeling while reading the introduction and attempt to shorten the distance between the hotel and the customer in the hope of winning these potential customers (Enfield, 2007). The first person reference in this study mainly refers to "we" rather than "I" because the author of hotel introductions cannot represent the hotel by himself or herself alone and would thus avoid using "I" in the introduction. "We-oriented" reference takes up over 5%, ranking the second in this subcategory. The use of the first person reference has its own merit as certain kind of confidence and authenticity can be shown in this way (Zahavi, 2008). But it may also distance

readers from the hotel because the first person reference suggests strong subjectivity involved with the related statements; meanwhile, it would isolate readers' emotional engagement from hotel's products and services compared with the second person reference.

The third person reference, here the customer-oriented pronoun, is less frequently deployed by introduction writers. But the words used in this reference are quite divergent, including guests, customers, and clients. All these three are highly frequent while travelers, vacationers, and businessmen appear less. This feature has both merits and demerits. Concerning its merits, the most obvious one is to present the information in a relatively objective way (Land & Kitzinger, 2007); however, the apparent demits also arises from this merit because the customer-oriented expression tends to target the potential customer as an observer but not a participant and enlarge the distance between hotels and customers just as the first person reference. The use of the happiness subcategory also merits special attention for this alone is 2.79%. In the inbuilt Appraisal System, happiness is divided into two parts, namely, cheer and affection in the current study. Hotels tend to utilize affection far more than cheer. Affection is mainly realized by words such as "fond", "loving", and "adoring"; in contrast cheer can be expressed by "cheerful", "laugh", and "jubilant". The degree of happiness is totally different between these two types and five-star hotels in China favor the use of the relatively weaker form of happiness.
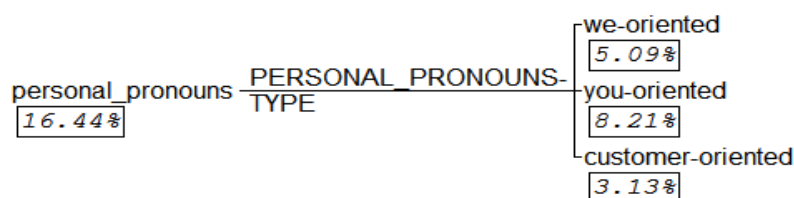
Figure 5.24 Use of Personal Pronouns in the Corpus

Graduation is adopted to modify the degree of attitude and engagement, but in the study, graduation is mainly used to enhance the attitude expressed in texts because engagement is scarcely present in the hotel introduction. Undoubtedly, graduation here is mainly used to upscale the attitude expressed by hotels, 13.39% out of the total 13.65%. The small number of downscaling mainly comes from the used of words, for example, "little". Here is one example from Changchun Shangri-La Hotel: happy but a little tired from your days' excursions, you check into Shangri-La Hotel, Changchun. In this example, it is the customer's own feeling that is downscaled because of tiredness, but not the customer's perception towards the hotel. In all, the use of downscaling is quite rare in hotel introductions.

Turning to the detailed use of graduation resources, quantification is preferred by hotels as its percentage is almost twice of intensification. The easiness to measure the three subcategories (number, mass, and extent) in the quantification system enables introduction writers to deploy quantification more frequently. And the number (5.54%) is the mostly used subcategory in quantification (Figure 5.25). Commonly used expressions include "all types of", "extensive", "large numbers of", and so on in addition to the exact number. Intensification is used to deepen the degree or highlight the process and adverbials such as "just", "always", "fully" are repeatedly adopted. The use of "just" is quite typical, which is to further stress the excellent location a hotel has. As is in Figure 5.26, 27 out of 31 examples perform such a function. But in all, the words in intensification are laden with certain level of subjectivity and hence do not appear as frequently as quantification. Focus is used to graduate the normally un-scalable sematic items, for example, truly is adopted to modify memory, feeling, and modernity. However, as hotels mainly want to

establish a clear image among their customers, they seldom use these vague or hedging expressions.
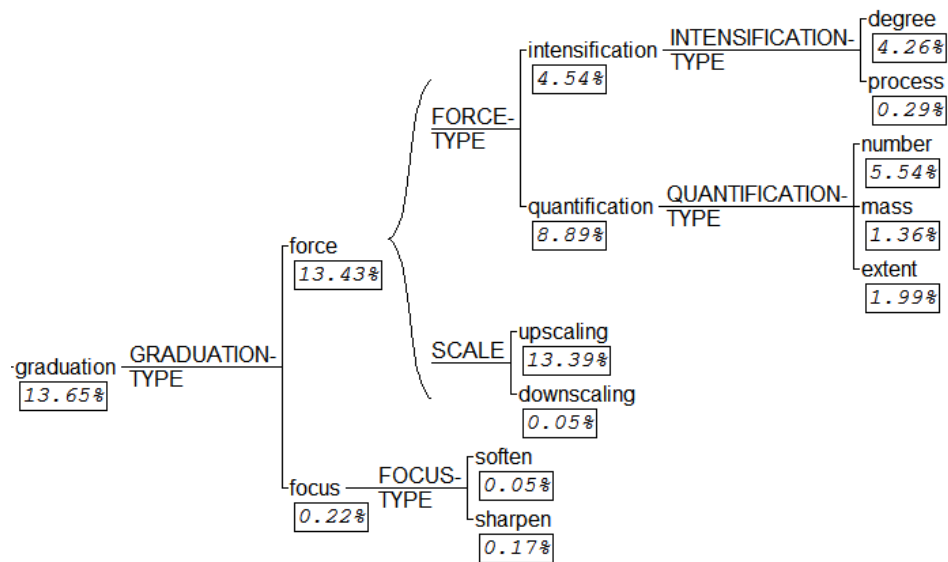
Figure 5.25 Use of Graduation in the Corpus

Pretext	[word="just"]	PostText
near Meijiang Convention Center. We're also	just	15 minutes from the Tianjin railway station and
for families. Sanya Phoenix International Airport is	just	a 30 minute drive from the resort and
in Sanya Bay Beachfront hotel with outdoor pools	just	minutes from Nanshan Temple Welcome to our Howard
, Club Med Spa by Comfort Zone is	just	for you. You can't leave Sanya
offers exclusivity while at the same time being	just	5 minute drive from downtown. The hotel
district. This DoubleTree hotel is ideally located	just	minutes from the Shanghai Stock Exchange and Shanghai
Century Park. The Bund waterfront area is	just	a short walk away, and guests can
away, and Carrefour and other shops are	just	around the corner.If you're here for work,
the Pedestrian Mall, well-known in China,	just	one step out of the gate; The
bodies and publications, The Peninsula Shanghai is	just	honored with named the Best Hotel in Shanghai
Trade Zone with our extensive Club Lounge.	Just	35 minutes drive from Shanghai Pudong International Airport
, and the delightful Jing'an Gardens, are	just	next door. The hotel is situated at
from on-site restaurants to a full-service spa.	Just	north of the Hong Qiao business district,
productivity without the need for additional commutes.	Just	outside the hotel, Nanjing Road offers some
is early autumn in Shanghai and you have	just	left behind a sky cast in soft shades
to the scenic waterfront of the Bund.	Just	steps away from the hotel, electric lights
. Located near Pudong's Century Park,	just	five minutes from the Shanghai New International Expo
Zone, The Eton Hotel, Shanghai is	just	a 10 minute drive from the Shanghai New
Yu Garden and Old Town, it is	just	minutes away from the Bund, Xintiandi and
business landmark building. Xiaoshan Airport hotel is	just	40 minutes from Hangzhou, Ningbo homogeneous hour
Hotel, Beijing, you feel like you've	just	walked into a miniature Forbidden City. Filled
, Pearl Market, Lama Temple are also	just	taking 15 minutes by car. The hotel
minutes drive to Yalong Bay Square.The hotel is	just	45 minutes drive to Sanya Phoenix International Airport
location makes it ideal to explore Baotou.	Just	15 minutes away is China's biggest inner city
of bars, teahouses and cafés beckons.	Just	before dinner, a brisk walk takes you

Figure 5.26 Examples of the Use of "Just" in Intensification

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As to the engagement dimension, no monogloss resource is coded in the hotel website corpus, but actually this resource spreads in the whole text because majority of the texts have used presupposition or assertions to describe their opinion about the hotel without any reference to the external voice. Being informative rather than dialogic is the nature of hotel introductions and this is the feature that makes monogloss prevalent. In order not to blur the coding, only the heterogloss dimension is coded and this dimension occupies less than 1% in the total corpus. As is shown in Figure 5.27, disclaim and attribute are the relatively popular attributes in the heterogloss subsystem. Common expressions in disclaim include the use of "no" and "not" in the expression of "not only" and "no longer". Attribute is more associated with the naming organization from which hotels have received honors such as CNTA and other hotel or travel associations. In this way hotels can distance themselves and show their honors or prestige more objectively and customers may be more willing to acknowledge these honors or prestige. Consequently, it increases the possibility for customers to choose one particular hotel.
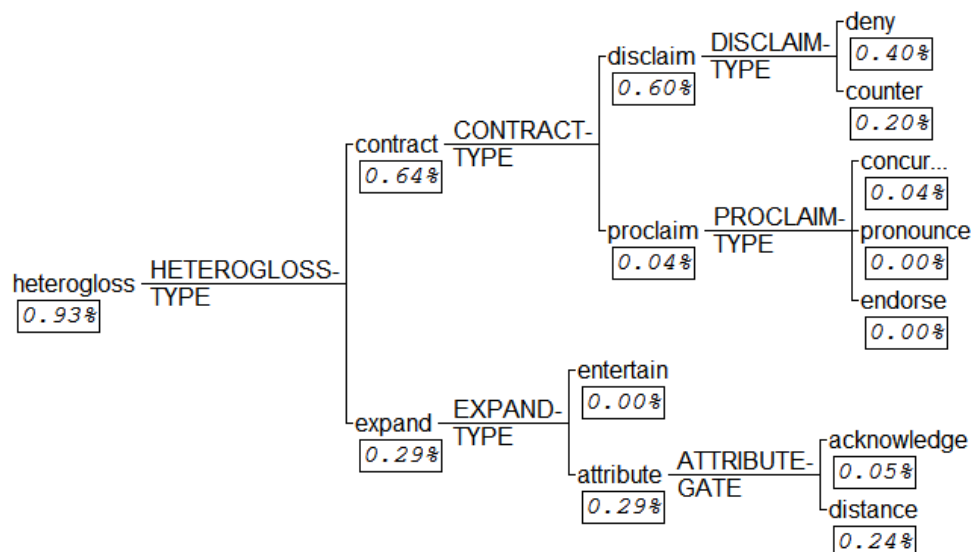
Figure 5.27 Use of Heterogloss in the Corpus

5.5.2 Comparison between International Hotels and Domestic Hotels

A comparison between international hotels and domestic hotels is made in terms of the use of appraisal resources. Figure 5.28 displays that high significance can be detected in all three systems of appraisal. International hotels are inclined to deploy more attitude resources, especially the affect resource, whereas domestic hotels prefer engagement and graduation resources. But overall, the use of engagement recourses is limited for both types of hotels. As to the subsystems in each dimension, great differences exist in both types of hotels with the exception of judgement subsystem and monogloss subsystem as "+++" is shown in the rest of subsystems.
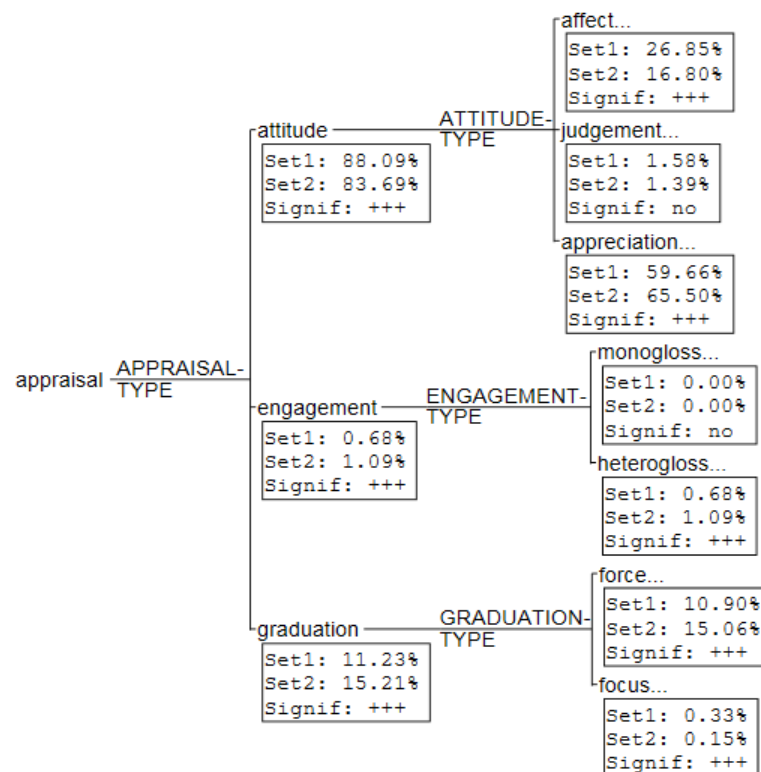
**Figure 5.28 Comparison between International Hotels (Set 1) and Domestic Hotels (Set 2)
in terms of the Whole System**

The attitude dimension is examined in detail first. Figure 5.29 gives a detailed look at the difference between international hotels and domestic hotels in the use of affect resources. International hotels significantly adopt more resources in the affect subsystem than the domestic hotels, including the happiness subcategory, the satisfaction subcategory, the inclination subcategory, and the personal pronoun subcategory. However, only weak significance is shown in the happiness subcategory while high significance exists in the rest three subcategory. Meanwhile, the security subcategory demonstrates no significance between both types of hotels and the percentage for each is quite low as well, indicating that hotels seldom adopt words such as "ensure", "securely", "trust", and so on to show their confidence in guaranteeing the quality of their products and services. Besides, the use of each word has its own features. For example, "ensure" is used by hotels to demonstrate their confidence in organizing the event smoothly. Some examples are listed as follows.

Yichang Crowne Plaza Hotel: the Crowne Meeting Director will ensure things run smoothly.

Shenzhen Pavilion Hotel: we will ensure your event is a very special occasion.

Xi'an Grand Park Hotel: the dedicated meeting specialists will ensure an event like no other Xi'an hotels.
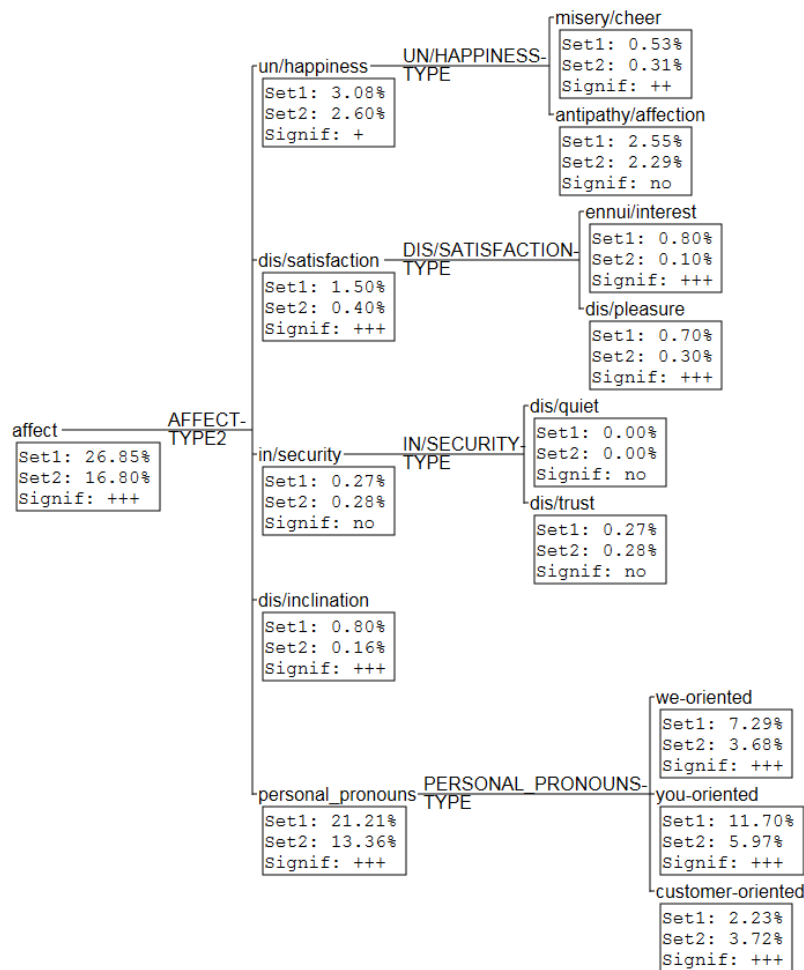
Figure 5.29 Comparison between International Hotels (Set 1) and Domestic Hotels (Set 2) in terms of Affect

In the happiness subcategory, cheer resources have medium significance while affection resources have no significance. This indicates international hotels prefer to use emotionally more active expressions such as "active", "excited", and "reenergized" than domestic hotels though both types actually do not use many cheer resources as is mentioned previously. Expressions like "enjoy", "relaxed", and "delighted" are common indicators of people's affection and are utilized almost the same by both types. The two resources in satisfaction subcategory, interest and pleasure, both show high significance though the overall percentage is quite low for both types of hotels. "Indulge in", "immersed", and "curious" are the top three expressions in interest

resources and it shows international hotels are significantly more inclined to present their customers' interest in fully enjoying the hotel again in addition to just their satisfaction. Hence, it can further establish a good image among potential customers by describing the loyalty of previous customers. By executing the search in UAM, all hotel introductions containing the word "indulge" is shown in Figure 5.30. All together 17 sentences from 16 hotels are identified and among these hotels 11 are international hotels and only 5 are domestic ones. Most "indulges" from both types of hotels are related with the food and beverage and one hotel, Kunming Park Hotel, even names their restaurant *Indulge*. Hence, quality and specialty in food and beverage can be considered as one important marketing point by five-star hotels in China, especially by international hotels.

Pretext	[word="indulge"]	PostText
learn something new, or	indulge	in some retail therapy at
restaurants and 2 lounges,	indulge	yourself with gastronomic temptations ranging
Renaissance Yangtze Shanghai Hotel delightfully	indulge	every business and leisure guest
long day, you can	indulge	in our traditional Chinese body
including an indoor pool or	indulge	yourself at Spa with treatments
serviced suites experience in Xiamen	Indulge	in modern luxury in the
with French poetry. Bathrooms	indulge	you with the Lanvin and
. If you choose to	indulge	in our Crowne Plaza Club
featuring sumptuous buffet spreads at	Indulge	at Park, an all-day
Polo Wuhan are sure to	indulge	your good taste. Whether
cigar bar, you can	indulge	yourself in our cuisine paradise
at the hotel, you	indulge	in the delightful cuisine on
Alto Vino Italian restaurant,	indulge	in a glass of wine
, culture and tradition.	Indulge	in the culture of this
at the hotel, you	indulge	in authentic Shaanxi homemade noodles
plaza Hotel's are sure to	indulge	you good taste. Whether
the Regency Food Plaza we	indulge	our guest with a tempting

Figure 5.30 Examples of the Use of "Indulge" in Interest

The inclination subcategory which has no further divisions also shows high significance. Relatively high frequency words are "linger" and "try" with 6 times for each. Both are frequently used in international hotels as is shown in Figure 5.31, indicating relatively speaking that international hotels have recognized the importance of hotel introductions is to spark customers'

inclination to experience their products and hence pay more attention to this kind of expressions.

Compared with the above four affect attributes, personal pronouns are greatly utilized in hotel introductions. Nevertheless, international hotels and domestic hotels have totally different preferences in the use of this subcategory. International hotels use more first person and second person references whereas domestic hotels the third person or the customer-oriented personal pronouns. In terms of the percentage, international hotels allocate almost doubled resources as domestic hotels do; the percentage difference in the use of customer-oriented personal pronouns is not that large. For the different features of three references, it has been addressed while discussing the general text statistics.

Pretext	[word="linger"]	PostText
offers an inconspicuous place to	linger	over drinks and relaxing music
making each and every guest	linger	on with no thought of
in our indoor pool.	Linger	over breakfast and dine on
balcony, will make you	linger	. Vertical ranking surname river
The wonders of the hotel	linger	with you as you step
you choose to let time	linger	while luxuriating in a bath

Figure 5.31 Examples of the Use of "Linger" in Inclination

Overall, no significance can be detected in the judgement subsystem as is shown in Figure 5.32, but medium significance can be witnessed in the hospitality aspect. International hotels use more hospitality resources than domestic hotels. Being friendly and warm are identified to be the most important characteristics of hotel staff if hotels intend to establish a hospital image among their customers. Both types of hotels allocate more resources in capacity and hospitality rather than tenacity. Tenacity is mainly concerned about staff's dedication to their jobs which should be an important quality a good hotel staff should possess, but actually tenacity does not receive much attention. Five-star hotels should realize this issue and in the future they should not only describe

how excellent their services are, but staff's tenacity should be stressed as well. Actually, the other two aspects of judgement should attract more attention simultaneously.

```
                                       ┌capacity
                                       │Set1: 0.68%
                                       │Set2: 0.64%
                                       │Signif: no
  judgement──────── JUDGEMENT-        ┌tenacity
  ┌──────────┐        TYPE            │Set1: 0.23%
  │Set1: 1.58%│                       │Set2: 0.32%
  │Set2: 1.39%│                       │Signif: no
  │Signif: no │                       └hospitality
  └──────────┘                         │Set1: 0.67%
                                       │Set2: 0.43%
                                       │Signif: ++
```
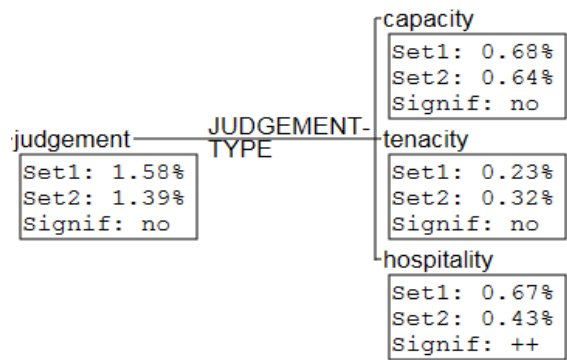
Figure 5.32 Comparison between International Hotels (Set 1) and Domestic Hotels (Set 2)
in terms of Judgement

In contrast to the judgement subsystem, the appreciation one exhibits more variation between these two types of hotels. But in comparison with the affect subsystem, the degree of variation is smaller. Obviously, both types of hotels show no significant differences in the use of two subcategories in appreciation, including the emotive impact subcategory and the pleasantness subcategory. Hence, the significant level of the appreciation subsystem mainly comes from the quality subcategory (Figure 5.33).

```
                                       ┌emotive_impact
                                       │Set1: 5.27%
                                       │Set2: 5.54%
                                       │Signif: no
  appreciation────── APPRECIATION-    ┌pleasantness
  ┌──────────┐        TYPE            │Set1: 2.96%
  │Set1: 59.66%│                      │Set2: 2.64%
  │Set2: 65.50%│                      │Signif: no
  │Signif: +++ │                      └quality...
  └──────────┘                         │Set1: 51.42%
                                       │Set2: 57.32%
                                       │Signif: +++
```
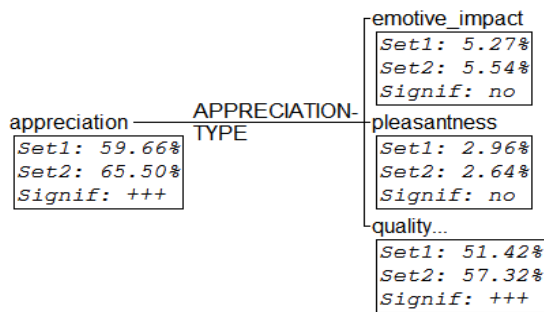
Figure 5.33 Comparison between International Hotels (Set 1) and Domestic Hotels (Set 2)
in terms of Appreciation

Turning to Figure 5.34, it is the difference in the use of the first class quality that leads to the significant difference existing between international hotels and domestic hotels. Except for the originality feature, "+++" appear in the other four features in the first class quality, and domestic hotels assign more resources in describing all the five features in the first class quality. It reflects that originality is emphasized by both types of hotels and domestic hotels favor the use of relatively open-ended resources with more uncertainty. For the second class quality, four features (location, hygiene, facility, and other products) show no significance whereas another three (space, food and beverage, and surrounding) are highly significant. Domestic hotels significantly pay attention to describing their space, but international hotels highly value their food and beverage, and the surrounding environment. The emphasis on food and beverage by international hotels have also been identified from the use of interest resources in the satisfaction subcategory. By exploring the use of words in food and beverage, authentic, local, and delicious are the top three words. Further exploration is conducted in the use of "authentic" (Figure 5.35). For international hotels, "authentic" is more associated with foreign food such as Japanese food and Italian food whereas domestic ones favor the local food. All these resources are the objective description of the hotel features and the differences reflect international hotels and domestic hotels stress divergent features while doing online hotel marketing.
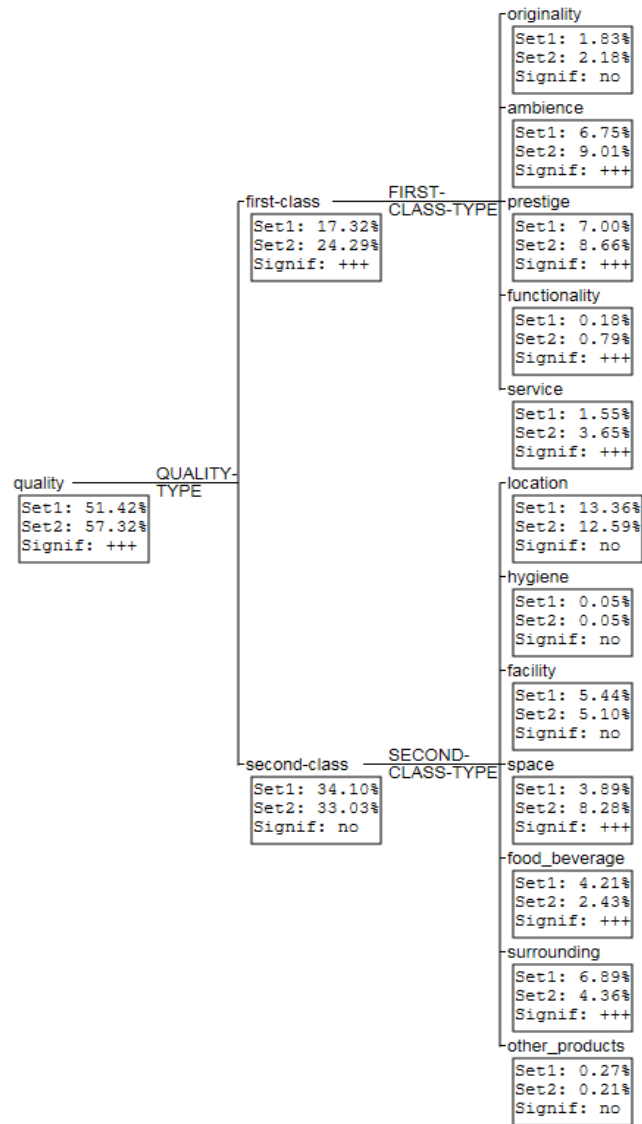
Figure 5.34 Comparison between International Hotels (Set 1) and Domestic Hotels (Set 2) in terms of Quality

Pretext	[word="authentic"]	PostText
restaurants serve up	authentic	cuisine.Hotel owns commodious
is dedicated to	authentic	Japanese cuisine.
fine restaurants serving	authentic	Chinese cuisine and
extensive selection of	authentic	local and international
Roma Restaurant offers	authentic	Italian cuisine in
and bars includes	authentic	Italian cuisine,
restaurant. For	authentic	Cantonese flavours,
serves scrumptious and	authentic	Cantonese, Hunan
delicious international and	authentic	cuisine to delight
on enjoying the	authentic	Cantonese cuisine served
Café Xuan,	authentic	Huaiyang dishes at
Restaurant serves an	authentic	Cantonese cuisine.
" Portofino" providing	authentic	traditional Italian cuisine
in the know"	authentic	experience to visit
Chinese restaurant serves	authentic	cuisine from Ningbo
You can sample	authentic	Cantonese food at
, exquisite and	authentic	. Hotel leisure
Market Cafe and	authentic	western food at
to show you	authentic	Cantonese cuisine and
Renowned for its	authentic	Sichuan hospitality,
Restaurant serving up	authentic	Chinese fare.Stay and
barley wine and	authentic	Tibetan-Yunnan tapas.
tongue's enjoyable.	Authentic	Japanese Foods offers
as well as	authentic	Yunnan cuisine at
thedelicious, wonderful	authentic	Cantonese cuisine,
, Hunan and	authentic	cuisine. Whether

Figure 5.35 Examples of the Use of "Authentic" in Quality

As is mentioned in the aforementioned section, the use of monogloss engagement is almost pervasive in the current corpus, hence the study does not explore this subsystem. For the heterogloss engagement, international hotels and domestic hotels do not show significant difference in the use of most resources, but significant difference can be found in the expand subcategory, especially in the attribute where acknowledge has medium significance while distance has high significance. Minor difference can also be found in the counter resource of the disclaim attribute. Domestic hotels allocate more resources in all these significantly different areas. The detailed situation of the engagement system is shown in Figure 5.36.
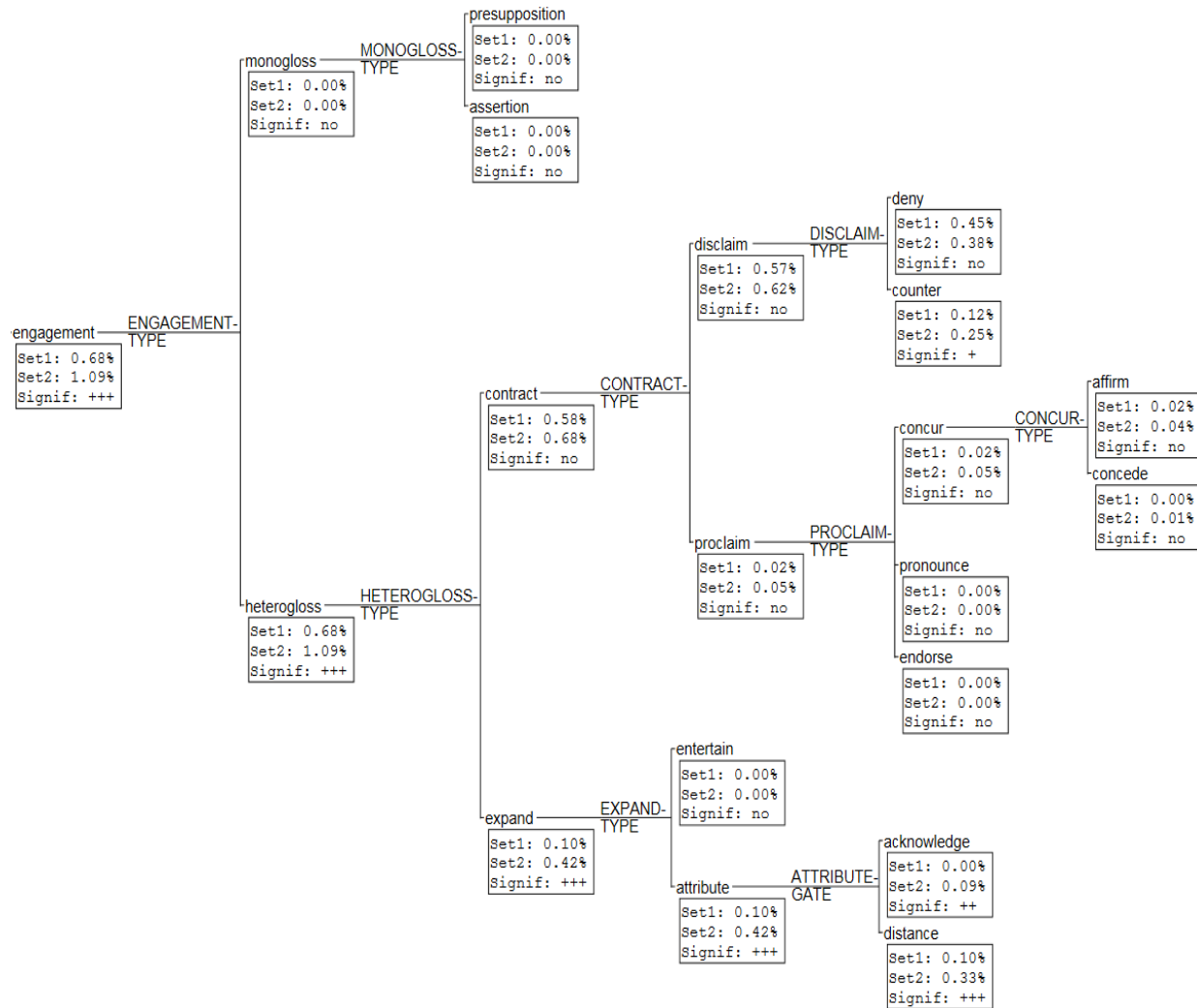
Figure 5.36 Comparison between International Hotels (Set 1) and Domestic Hotels (Set 2) in terms of Engagement

Referring to the graduation dimension (Figure 5.37), both its subsystems (force and focus) have high significance. International hotels enjoy using the focus subsystem while domestic hotels tend to use a bit more of the force subsystem. In the force subsystem, medium significance exists in the intensification subcategory and high significance is in the quantification subcategory. Number and mass expressions such as "the first", "all types of" and "extensive" are widely used to modify different hotel attributes. Hence, it implies that domestic hotels are more likely to adopt a quantifiable word to present a clear image to their customer in order to leave a good

impression among customers. Meanwhile, domestic hotels are more prone to upscale their hotels by emphasizing that the service or the product level of their hotels meets the requirement of five-star standard in China. Though only weak significance is found in the use of sharpen resources, the combined difference actually makes the whole focus subsystem show high significance. The use of focus resources by international hotels are more than twice of that of domestic hotels. But overall, this subsystem is not extensively used in hotel introductions.

Figure 5.37 Comparison between International Hotels (Set 1) and Domestic Hotels (Set 2) in terms of Graduation

5.5.3 Comparison between International Chain Hotels and Domestic Chain Hotels

Next comparison is made between international chain hotels and domestic chain hotels as is shown in Figure 5.38. Only two dimensions, attitude and graduation, show highly significant difference, in which international chain hotels adopt more attitude resources while domestic chain hotels utilize more graduation resources. It is the same as the difference between international hotels and domestic hotels. However, international chain hotels and domestic chain hotels show almost no difference in the use of the engagement dimension as there is merely a 0.01% difference existing between the two types. Moving to the second level of the appraisal system, highly significant difference can be seen in the affect subsystem and the appreciation subsystem of the attitude dimension, and the force subsystem of the graduation dimension while weak significance is shown in the focus subsystem of the graduation dimension. Comparing Figure 5.28 with Figure 5.38, it is evident that more differences can be found between international hotels and domestic hotels than the differences between international chain hotels and domestic chain hotels.
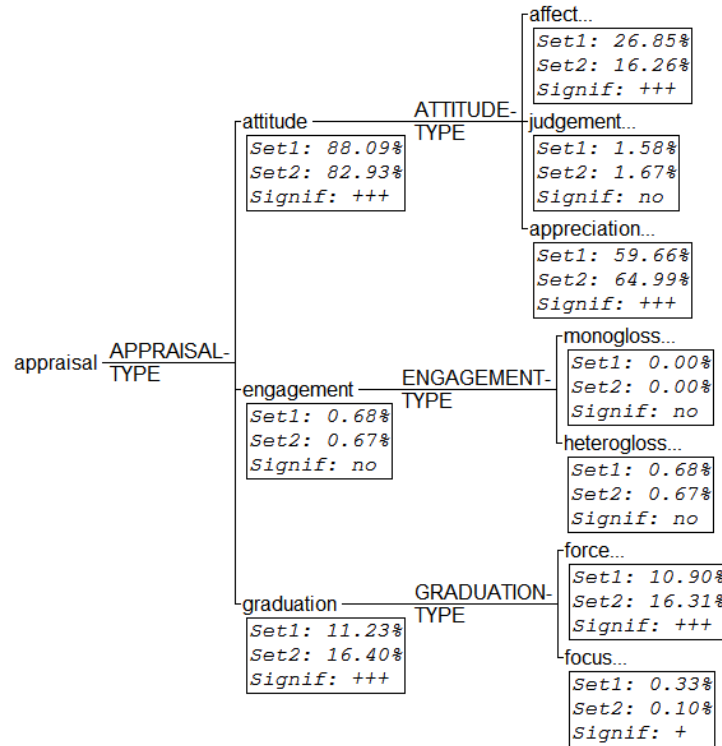
Figure 5.38 Comparison between International Chain Hotels (Set 1) and Domestic Chain Hotels (Set 2) in terms of the Whole System

Figure 5.39 gives detailed information about the affect subsystem of international chain hotels and domestic chain hotels. The overall difference pattern of these two types of hotels are similar to that of international hotel and domestic hotels. The only difference lies in the use of happiness resources as no significant difference exists between international chain hotels and domestic chain hotels. In Figure 5.40, no subsystem of the judgement dimension shows any significant difference between international chain and domestic chain hotels, which is different from the difference between international hotels and domestic hotels as hospitality resources demonstrate medium significance in that comparison. As is shown in Figure 5.41, emotive impact and pleasantness of the appreciation subsystem do not show any significant difference while the quality subcategory has high significance, which is the same as that of international hotels and domestic hotels. Concerning the resources in the quality subcategory (Figure 5.42), the

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difference in the first class quality is also similar to that of international hotels and domestic hotels, but major differences can be found in the resources of the second-class quality. International chain hotels have highly emphasized the location feature and the surrounding feature whereas domestic chain hotels have taken space more seriously. Compared with the difference between international hotels and domestic hotels, the location feature demonstrates high significance, indicating that domestic chain hotels show the least attention to the location among five-star hotels. In this figure, international chain hotels just allocate slightly more energy in the introduction of food and beverage. This feature suggests that both types of branded hotels take their food and beverage products seriously, which forms a contrast with domestic independent hotels.
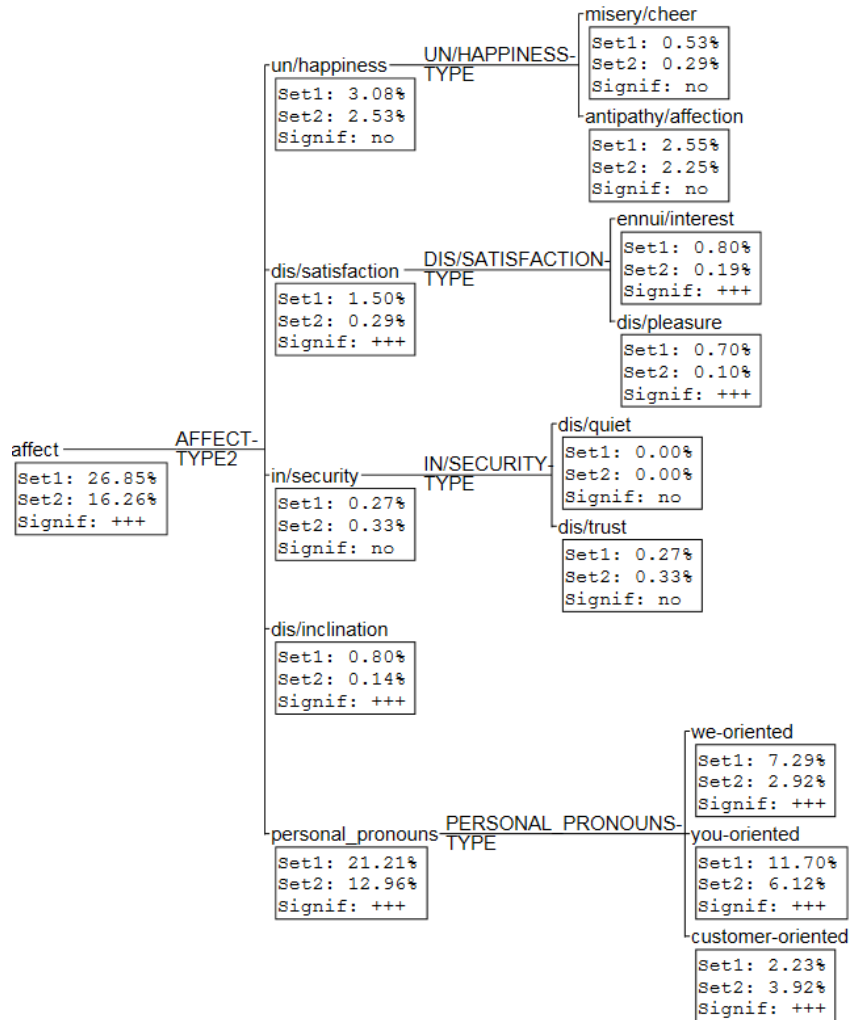
Figure 5.39 Comparison between International Chain Hotels (Set 1) and Domestic Chain Hotels (Set 2) in terms of Affect

Figure 5.40 Comparison between International Chain Hotels (Set 1) and Domestic Chain Hotels (Set 2) in terms of Judgement
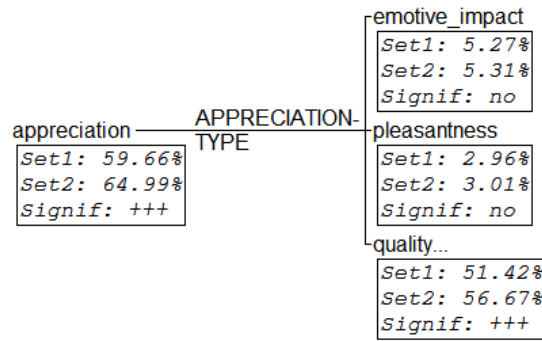
Figure 5.41 Comparison between International Chain Hotels (Set 1) and Domestic Chain Hotels (Set 2) in terms of Appreciation
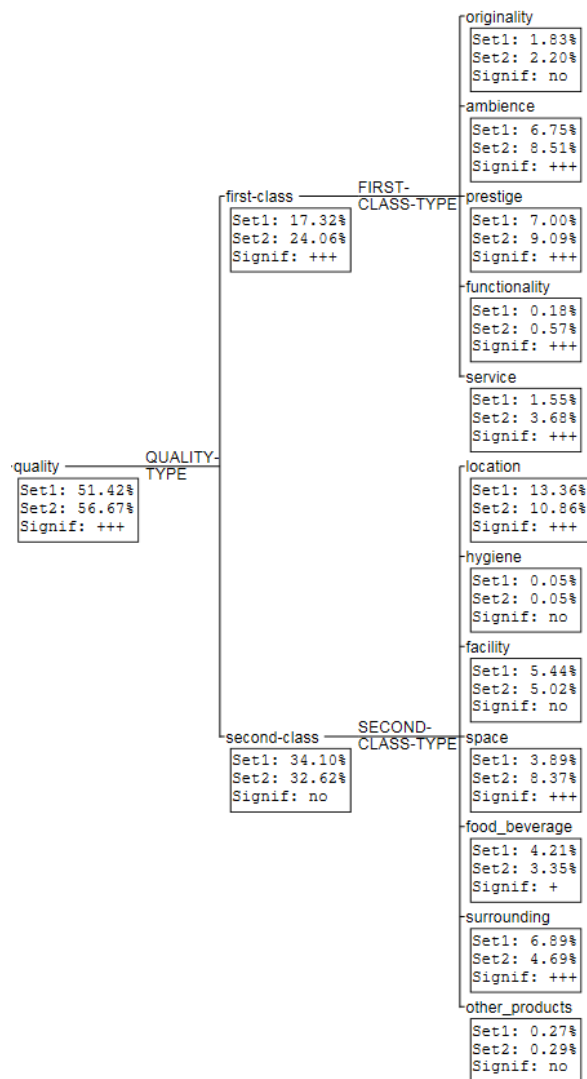
Figure 5.42 Comparison between International Chain Hotels (Set 1) and Domestic Chain Hotels (Set 2) in terms of Quality

Figure 5.43 demonstrates that only deny resources show weak significance in the whole engagement system whereas no other subsystems, attributes or resources are significantly different between international chain hotels and domestic chain hotels. Finally, it comes to the graduation system (Figure 5.44). Although the significant level in the degree and process resources is the same as that between international hotels and domestic hotels, the overall significance level for intensification is increased to the high level because of the increasing use of process resources. By exploring the popular words in this attribute, "fully", "sincerely" and "carefully" are the top three. In Figure, the examples of how "fully" is used to modify the process are shown. In the quantification subcategory, only number resources show highly significant difference, but the overall difference maintains high significance. Meanwhile, domestic chain hotels do almost the same as international chain hotels in the use of mass resources, which is different from the comparison of the first types of hotels. The use of scale subcategory displays highly significant difference as is between international hotels and domestic hotels. For the focus subsystem, no significant difference can be seen in both soften and sharpen resources, but the overall level of focus expresses a weak significance.
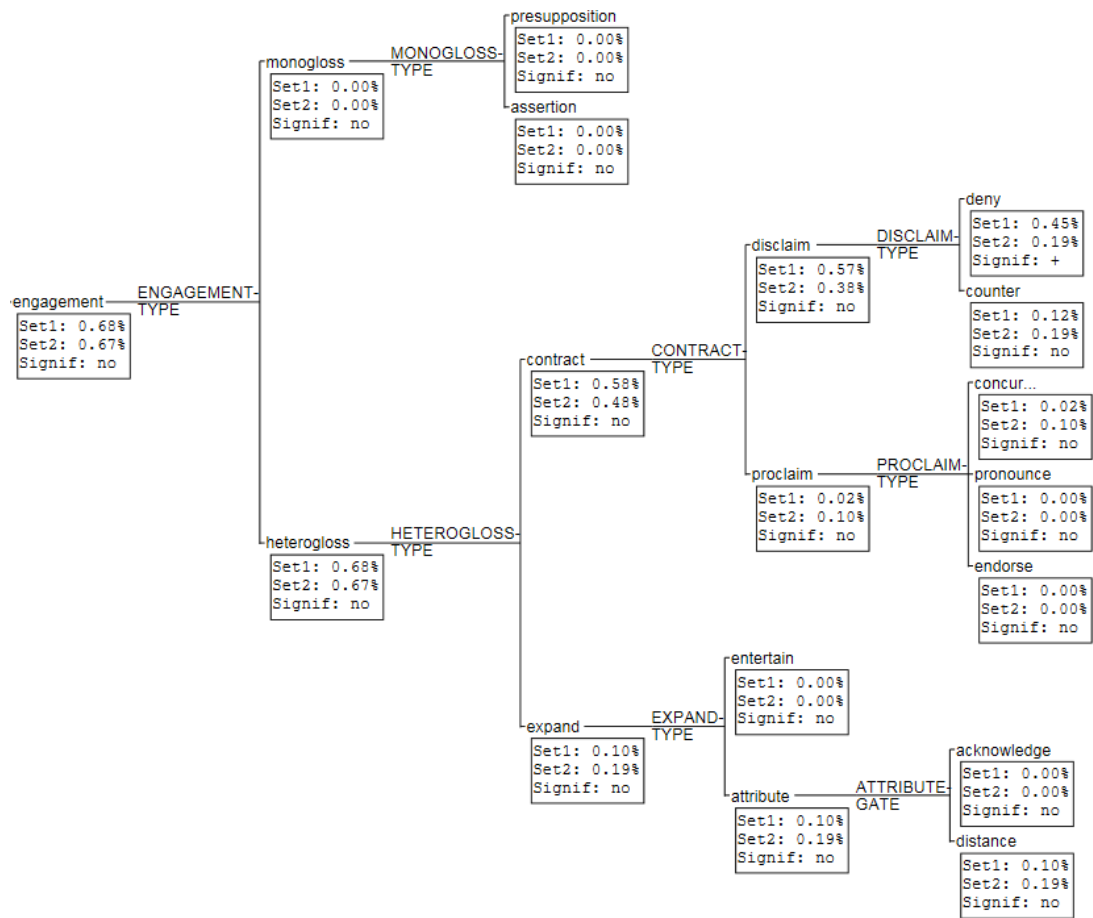
Figure 5.43 Comparison between International Chain Hotels (Set 1) and Domestic Chain Hotels (Set 2) in terms of Engagement
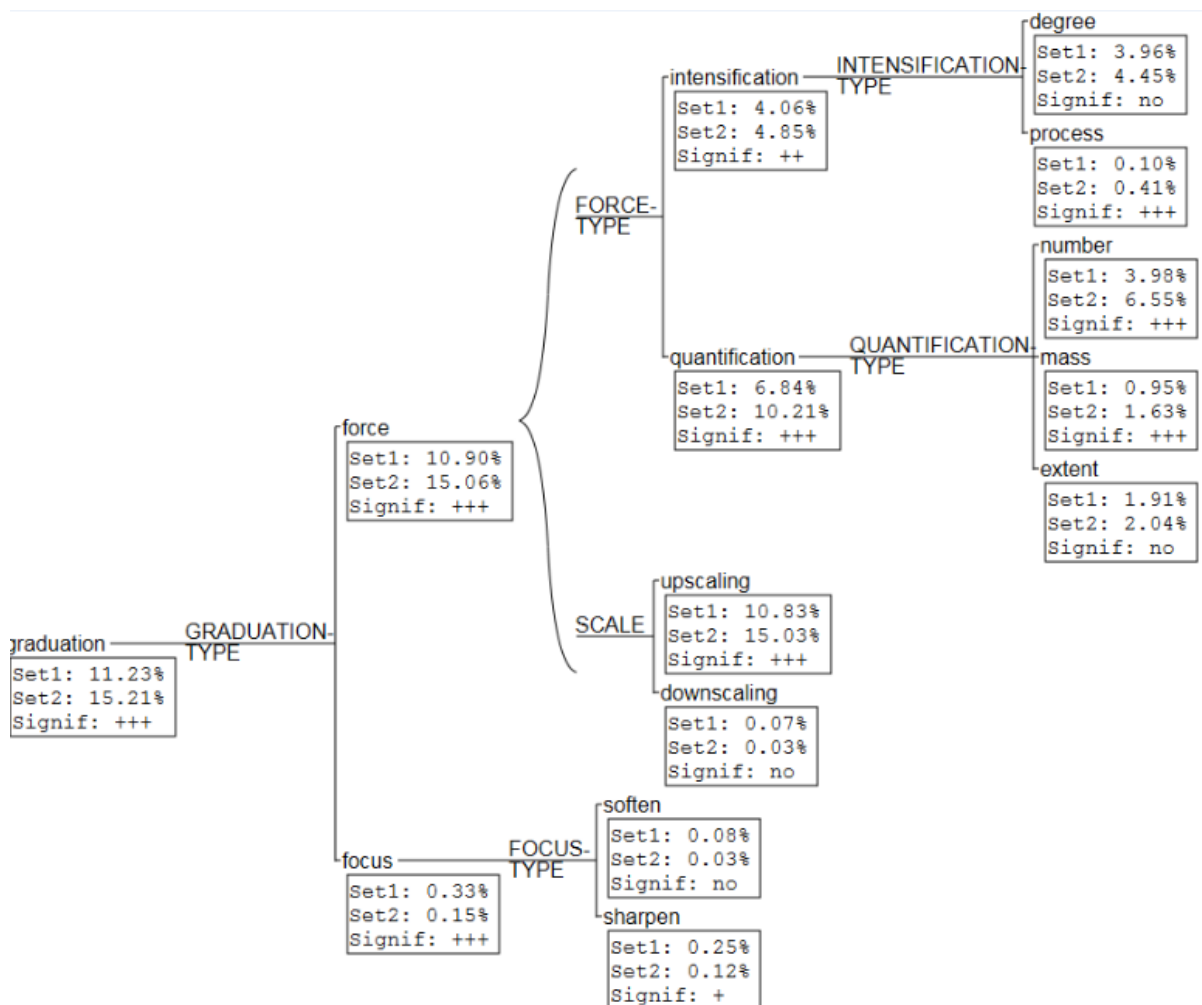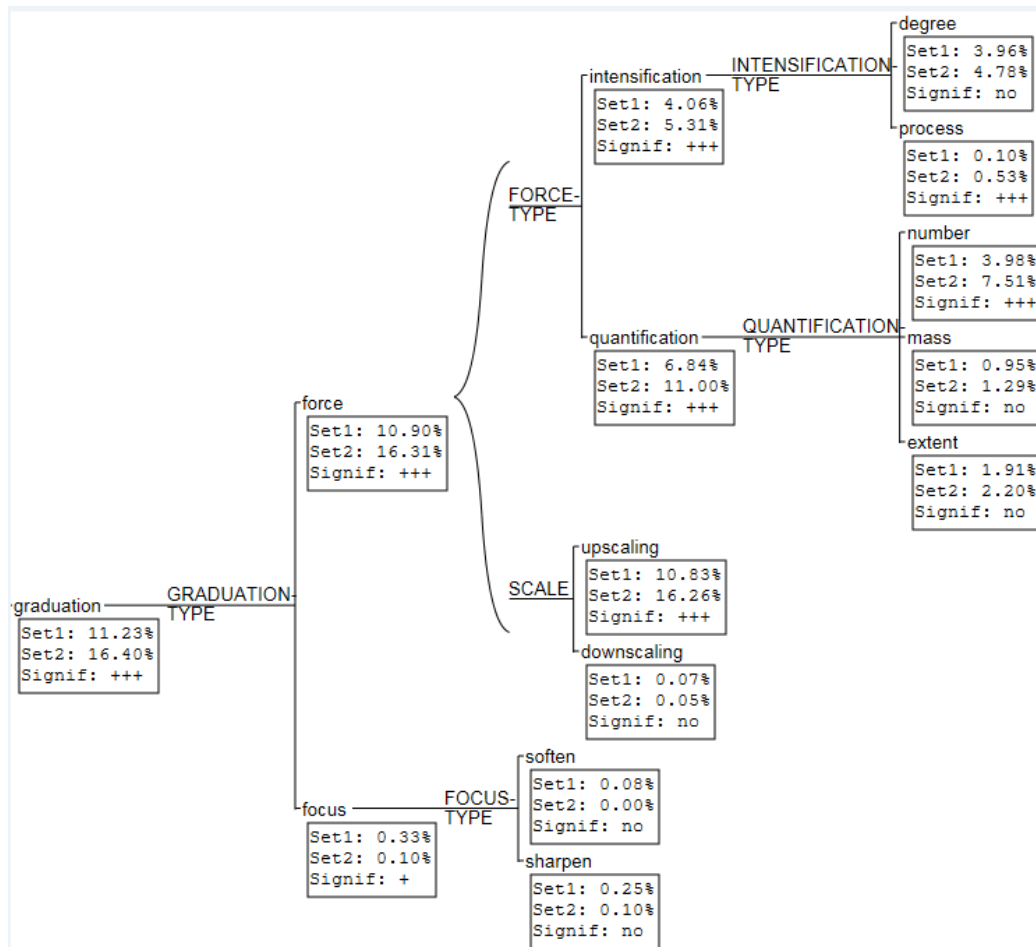
Figure 5.44 Comparison between International Chain Hotels (Set 1) and Domestic Chain Hotels (Set 2) in terms of Graduation

5.5.4 Comparison between Domestic Chain Hotels and Domestic Independent Hotels

The last comparison is made between domestic chain hotels and domestic independent hotels. Figure 5.45 indicates that both types of hotels use more than 80% of their appraisal expressions in the attitude dimension, but no significant difference is existent in both the overall dimension and the three subsystems. For the rest two dimensions, domestic independent hotels allocate more energy in engagement whereas domestic chain hotels adopt more graduation resources. Naturally, the preference of domestic independent hotels on engagement is mainly attributed to

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the use of heterogloss subsystem while the emphasis on graduation dimension by domestic chain

hotels is related with its use in the force subsystem. Overall, the difference between domestic

chain hotels and domestic independent hotels is much smaller than that of international hotels

and domestic hotels and that of international chain hotels and domestic chain hotels.
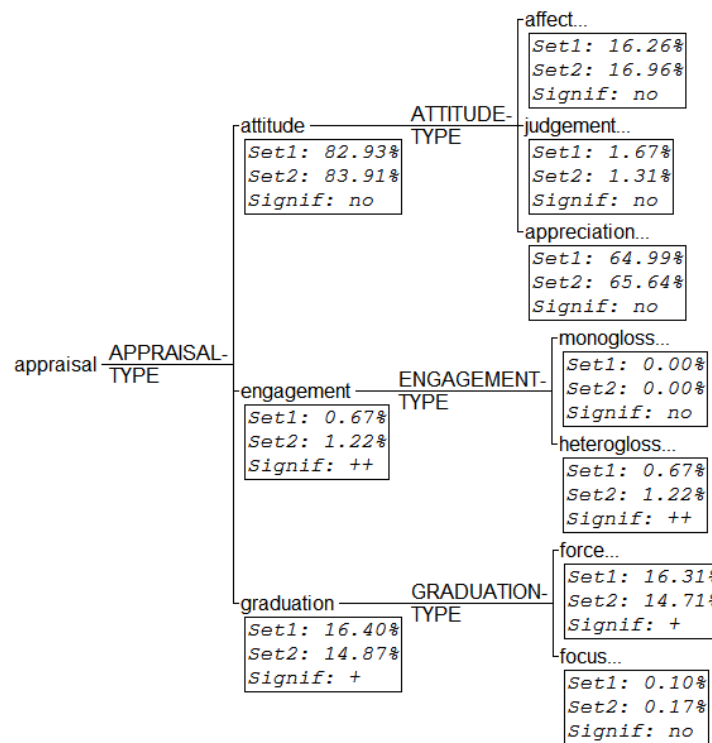
Figure 5.45 Comparison between Domestic Chain Hotels (Set 1) and Domestic Independent Hotels (Set 2) in terms of the Whole System

Through exploring each system concretely, some more differences can be detected. First, Figure

5.46 displays that domestic independent hotels prefer to adopt slightly more pleasure resources

and their use of we-oriented resources is much more than domestic chain hotels, exceeding by

approximately 1%. However, compared with international hotels, the percentage of domestic

independent hotels is much lower. Next difference comes from the quality subcategory of the

appreciation subsystem (Figure 5.47). Domestic chain hotels as mentioned previously try to

highlight their food and beverage and accordingly they narrow the gap between them and international hotels in terms of the emphasis on food and beverage. On the contrary, domestic independent hotels stress the importance of the hotel location and the percentage is similar to that of international hotels.
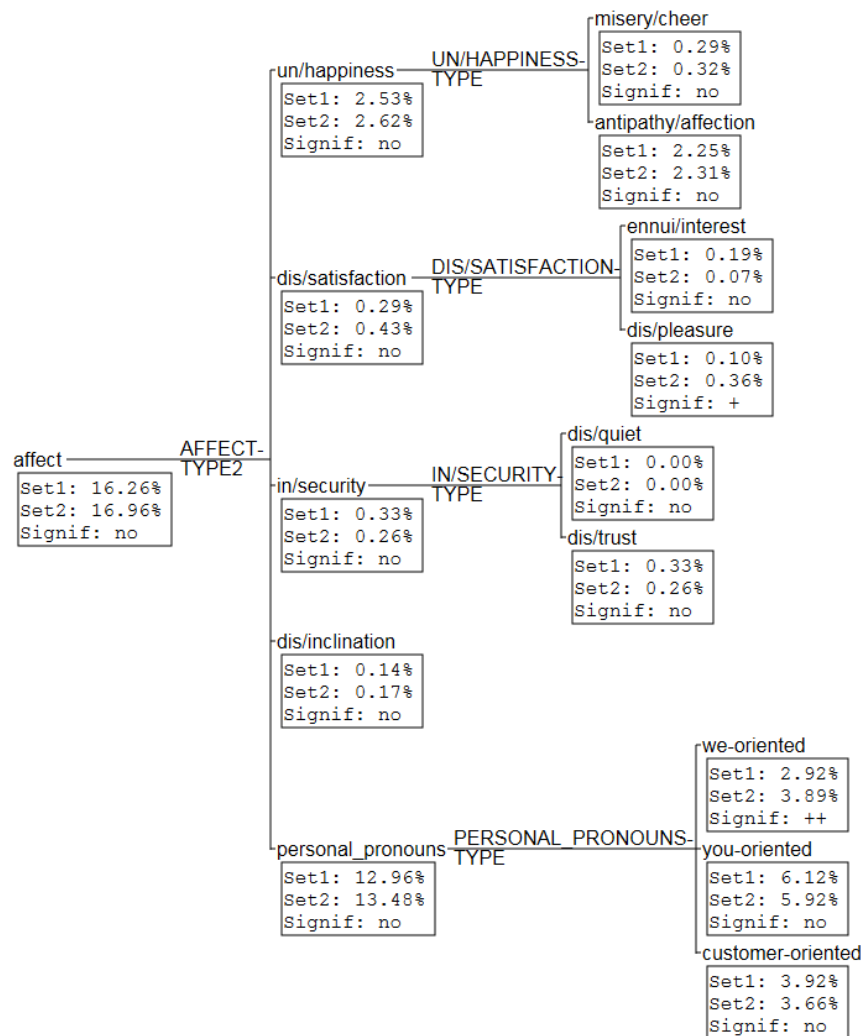
Figure 5.46 Comparison between Domestic Chain Hotels (Set 1) and Domestic Independent Hotels (Set 2) in terms of Affect
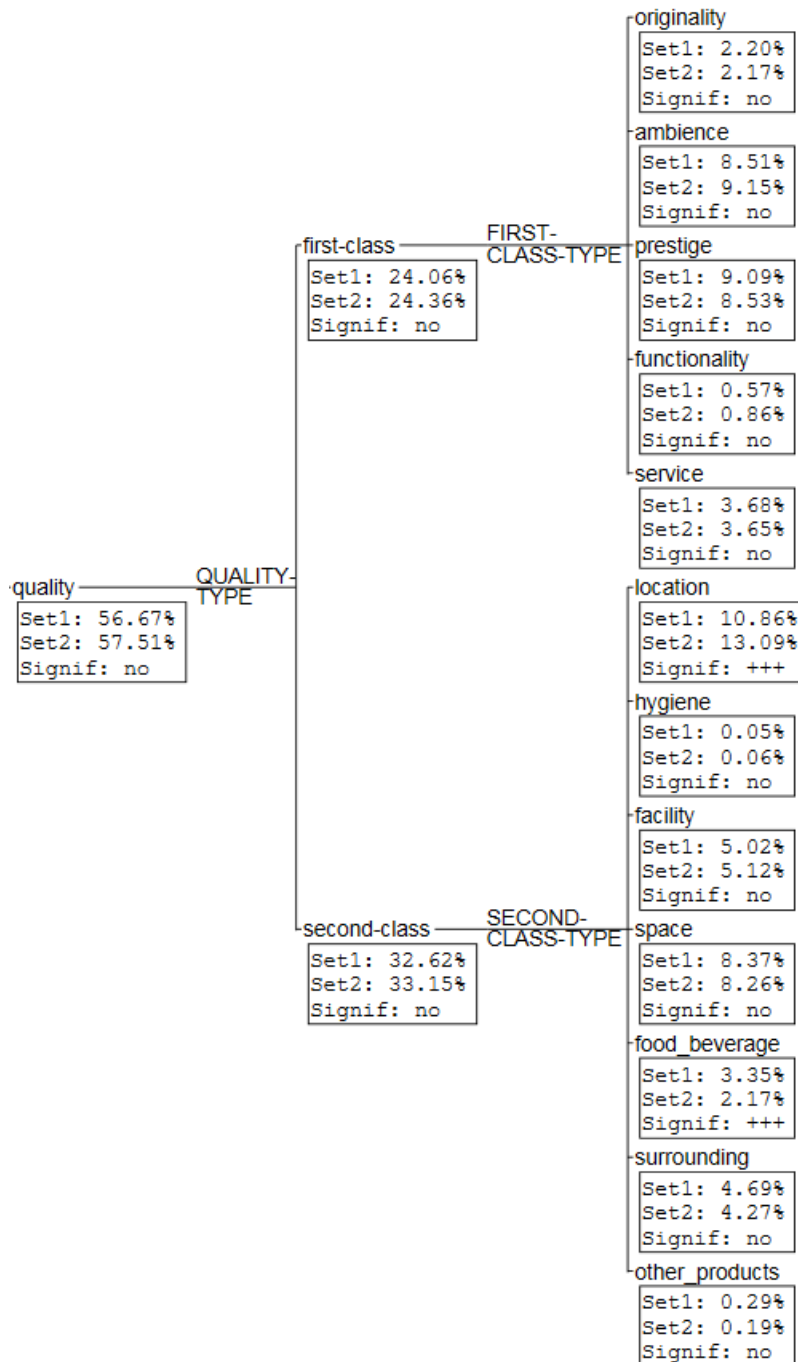
Figure 5.47 Comparison between Domestic Chain Hotels (Set 1) and Domestic Independent Hotels (Set 2) in terms of Quality

Besides, smaller differences arise from the use of attribute resources of the expand subcategory in the heterogloss subsystem (Figure 5.48). Though no significant difference can be found in acknowledgement and distance, their combined percentage leads to a weak significance in the

use of attribute resources and the expand subcategory as a whole. Finally, in the graduation dimension (Figure 5.49), differences exist in two kinds of linguistic resources, namely, the number and the upscaling, and both are from the force subsystem with the former showing medium significance and the latter weak significance. Domestic chain hotels occupy a higher percentage in both resources, which makes this type of hotels also adopts more force language in all. Besides, it demonstrates that domestic chain hotels prefer to use numbers to highlight their features in comparison to domestic independent hotels.
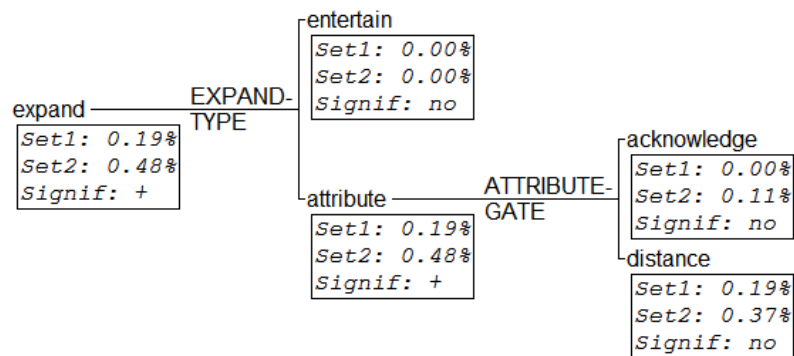
Figure 5.48 Comparison between Domestic Chain Hotels (Set 1) and Domestic Independent Hotels (Set 2) in terms of Expand
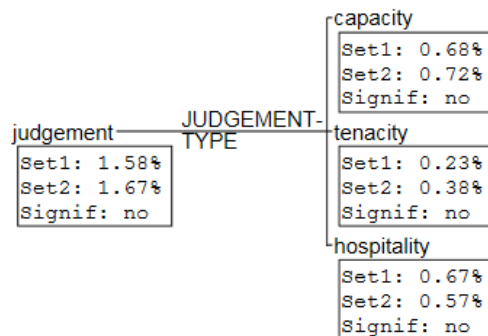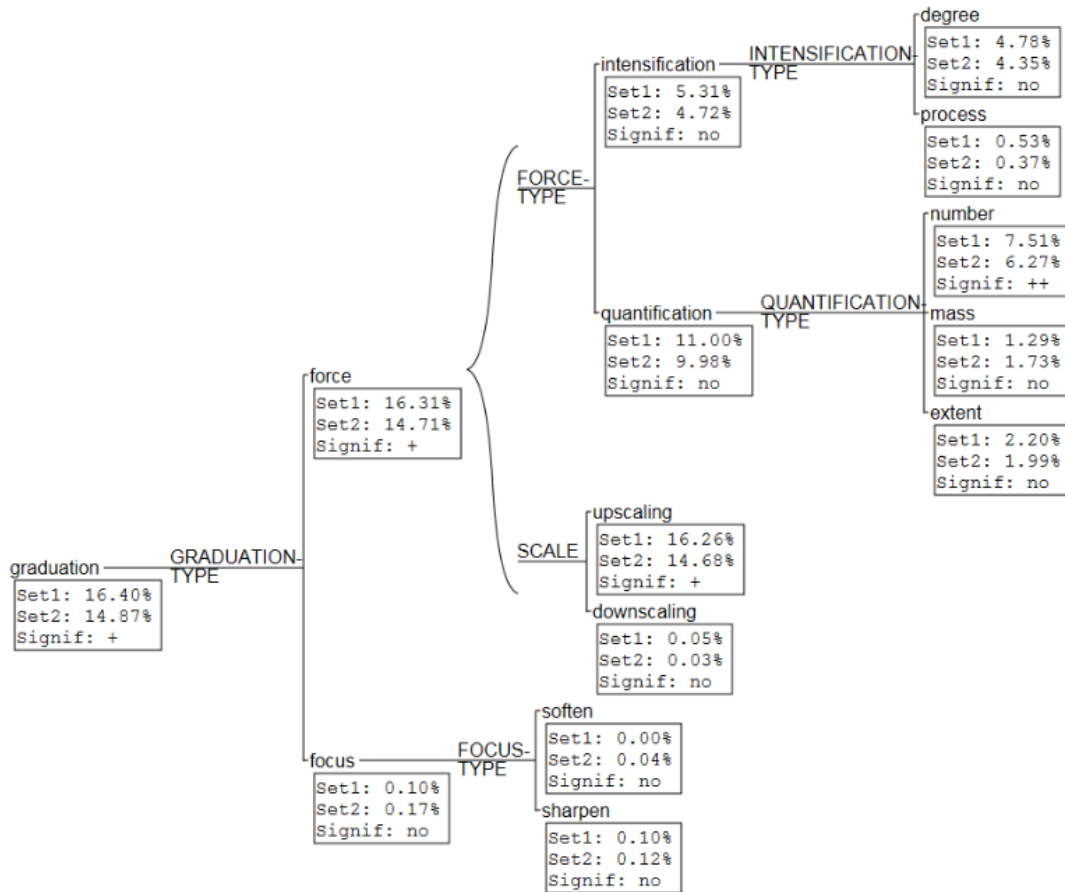
Figure 5.49 Comparison between Domestic Chain Hotels (Set 1) and Domestic Independent Hotels (Set 2) in terms of Graduation

5.6 Chapter Summary

This chapter has briefly presented the findings of the current research from four perspectives. It starts by discussing the status quo of website construction in these hotels together with the identification of major problems. The third perspective is about the descriptive analysis of hotel websites' introductory texts and the development of a wordlist for the feature coding of the thesis. The next two parts are the statistical analyses of the introductory texts, including a discussion on the general text statistics and the general feature coding statistics. In addition to this, three groups of comparison are made between international hotels and domestic hotels, international chain

hotels and domestic chain hotels, and domestic chain hotels and domestic independent hotels in light of the use of language strategies. Overall, upon the completion of this chapter, a solid foundation has been laid for the conduction of the next chapter, the discussion part.

CHAPTER VI DISCUSSION

6.1 Chapter Introduction

This chapter focuses on the discussion of what has been found in the previous chapter by comparing the findings of the study with the previous literature and identifying possible reasons to explain this difference together with something common between the current and the past research. By doing so, the theoretical contribution can be generated as well as its implication on the management of hotel websites from the language perspective. Hence, this chapter serves as the bridge between the past and the current study and the bridge between the theory and the practice.

6.2 Distribution of Five-Star Hotels

Economic growth is proved to contribute greatly to the tourism development because people can walk out of home to conduct travel related activities only when they have enough disposable incomes (Eugenio-Martin & Campos-Soria, 2014). High-end hotels are consequently established to better meet the growth of the tourism industry. The finding of this study also verifies this point since five-star hotels in China are mainly located in the economically developed regions. Actually, the year 2018 is the fortieth year of China's reform and opening-up to the outside world and these forty years has witnessed a rapid growth of China's economy. Most of the regions should have realized the power of tourism on economic development, but such a low rate

for five-star hotels seems to indicate a lack of emphasis on tourism development in many regions of China, which goes against their aim to boost their economies.

China is the country with the largest population in the world and is also among the fastest growing countries in the world; hence investors worldwide have paid close attention to the opportunities awaiting them in China. Tourism, as an important sector of the service industry, is considered as a good choice by investors because the one-time investment can generate huge and sustainable revenue for investors and tourism helps address the employment issue which is highly welcome by governments (Hong, 2009). However, many leading hotel companies do not fully stress the importance and the potential of the Chinese market such as Marriot as is discussed in the previous chapter. A merit for international hotel companies is the practice of chain management because Chain operation is confirmed to benefit both the operated hotel and the brand itself (Alon, Ni, & Wang, 2012). Though the number of international brands are smaller compared with that of domestic ones, one international brand normally operates several hotels and most times these hotels and brands can achieve a win-win result.

In contrast, five-star hotels under domestic brands are mostly independent ones, meaning that they cannot share any resources with the other hotels. This should become an urgent problem which hoteliers in China should be faced with. Actually, some hotels are managed by a famous hotel brand, but they do not combine the brand name with the hotel name, or do not use the brand logo, or even they do not present themselves in the brand's unified website. Hence, new customers do not have any chance to know one particular hotel is a chain hotel under a certain brand. In this way, the cost invested in the chain operation is wasted. But what they had

mentioned is that many hotels which are regarded as domestic independent hotels are actually chain hotels as well from a strict standard, for example, the Dragon Hotel, Hangzhou. Dragon has managed many other hotels in China, but they are all not five-star hotels which are not counted in this study. Sometimes this feature may confuse customers' image towards the hotel brand because customers may establish the brand image based on the characteristics of the majority (Kimpakorn & Tocquer, 2009).

6.3 Website Quality

As an important platform of current hotel marketing, the website has attracted wide attention from the hotel practitioner in China (Wang, Law, Guillet, & Hung, 2015). Accordingly, many studies have targeted China's hotel websites as the research subject to evaluate both usability and functionality (Chang, Kuo, Hsu, & Cheng, 2014; Wang, Law, Guillet, & Hung, 2015; Li, Peng, Jiang, & Law, 2017) and most of these studies have identified some problems of China's hotel websites. However, they only evaluate the quality of the existing websites and do not discuss the overall situation for the construction of the websites. This study is among the first to take the initiative to generate a panoramic view for the current situation of website construction of five-star hotels.

Because of the long awareness of the importance of hotel websites, IB hotels have done much better in the construction of websites, which has formed a sharp contrast with many DB hotels' ignorance of their websites. Two reasons, reliance on OTAs and lack of supervision from CNTA, are identified to be responsible for this phenomenon. The first reason is related to the

characteristics of China's hotel market while the second one is a reflection of China's economic context in which the government plays a vital role. Hence, it enriches the current literature by adding a new perspective to view the quality of hotel websites. Besides, the insufficient supervision of the market has also led to the appearance of many fake websites which aim to compete with the official ones to win more market share. It may lead to confusion among international customers and finally make them unable to believe the trustworthiness of hotel websites in China. Based on the researcher's knowledge, the low construction rate of English websites for five-star hotels in China has never been mentioned in other studies. However, this issue is serious actually because it slows down the internationalization process of the tourism industry and contradicts with the aim of China's aim to attract more international tourists to promote the industry to a new height. Meanwhile, the ignorance does not only exist in China based hotel brands, but even appears in some international brands with Chinese elements.

In linguistics, a fixed movement of steps within certain types of texts is called genre (Kennedy, 2014). For example, the abstract of academics forms a uniform style, from how to start the abstract and introduce the research background to the presentation of the research finding and the implication of the research. As to the use of genre in hotel introductory texts, it can only be detected among hotels in the same brand or the same company because different hotels may promote different features and post different information online. It is not easy or objective to say which genre is better or more appropriate for international customers, but to use a genre among hotels with one particular brand or company can be helpful in establishing a unified image of the brand or the company. As is known, a visible image among customers is a big selling point in marketing (Gray & Balmer, 1998). Hence it is better for hotels with one particular brand or under

one hotel company to have something in common to lay down a clear image in the market. Meanwhile, the identified problems should be addressed, including the inconsistent deployment of the website structure, the improper layout of the introductory texts, and the serious language mistakes. It is in accordance with the findings of previous studies (Law, Qi, & Buhalis, 2010; Ip, Law, & Lee, 2011; Ip, Law, & Lee, 2012). Hence, it demonstrates that hotels in China, even some five-star hotels, still have not fully realized the problems in their websites and take effective measures to tackle them.

6.4 Signal Words and the Coding Scheme

Regarding the signal expression hotels deploy to introduce the location of their introductory texts, discrepancy has been identified among international hotels and domestic hotels. It is natural for people to use different words to represent something similar because of the cultural difference (Holtgraves, 1997), the social difference (Cazden, 1970), and the economic difference (Carliner, 1981). However, a big difference should not exist in the English introduction of hotel websites in China because the potential readers or targets of the introduction for five-star hotels are English speakers with a relatively high social status and more disposable incomes. Their social background and economic level can be considered more or less similar and their cultural difference can be small as well. Actually, the appearance of such a diversity in the use of signal expression among five-star hotels with domestic brands is largely attributed to the poor English level of the writer in two aspects. For one hand, the writer does not have the ability to write English well. For the other, the writer does not have a clear understanding of the English culture and does not know which signal expression is more appropriate. Hence, it reflects the ignorance

of website quality among many domestic five-star hotels from another perspective.

The coding scheme used in the study is mainly based on the Appraisal Theory, but is modified based on other studies and the focus group interview. Meanwhile, because of the exploratory nature, the initial words and expressions used in the coding are tentative and are largely modified in the actual coding process. It is consistent with the flexible and context specific nature of the Appraisal Theory (Martin & White, 2005). However, few studies actually attempt to modify the Appraisal Theory in the research process but mainly apply the theory to examine how writers deploy different appraisal resources to construct the relationship with their readers. For example, Soo-Guan Khoo, Nourbakhsh, and Na (2012) appliy the framework of Appraisal Theory to investigate the sentiment and the attitude news reporters intend to express to their readers. In the most recent studies which apply Appraisal Theory, Vinagre and Corral (2018) scrutinize how learners create a rapport learning environment in the online course. This kind of application studies dominates the current literature using Appraisal Theory. Hence, this study and Oates and Pryce (2007) are the few cases which fully consider the nature of the marketing background and modify the theory to better explore the attitude or the opinion writers intend to convey to their readers. The Table 5.3 contains all the words and expressions which have appeared in the coding process and belong to one type of appraisal resources. Perhaps, the current framework is not perfect in nature, but it is a reflection of the nature of Appraisal Theory and is a good attempt. Meanwhile, the finding also shows that some words and expressions can belong to more than one dimension or attribute in the Appraisal Theory and hence need special attention while being coded. This point, actually, has rarely been mentioned by literature.

6.5 Discussion on General Text Complexity and the Comparison among Different Types of Hotels

The study finds the overall text complexity or difficulty is higher than the daily English. It has been widely acknowledged that on average the increased text complexity is negatively correlated with readers' comprehension with just a few exceptions (Amendum, Conradi, & Hiebert, 2018). Hence, it may indicate the current introductory texts of five-star hotels may expose certain difficulty for potential readers while reading and these five-star hotels should evaluate the readability of their introductory texts and improve it accordingly. However, it should be noted that being complex does not equal to difficulty for understanding. For example, the introductory texts of Shangri-La hotels contain so many lyric words which aim to create a beautiful and imaginative hotel setting among readers. Therefore, this kind of texts is equipped with certain complexity, but they are not difficult to understand because they still meet the language level and the appreciation level of high tier hotel customers (Qian, Law, & Wei, 2017).

Concerning the difference between three groups of hotels, international hotels have done better than the domestic hotels in terms of both complexity and lexical density, which lives up to people's expectation since international hotels may have more resources to find native English speakers to compose and refine the introduction than the domestic hotels. The same situation applies to the difference between international chain and domestic chain hotels. However, domestic chain hotels have done poorer compared with domestic independent hotels in text complexity. It is contradictory to the belief that chain hotels should have more resources and power to create a better image in the market (Lee, Oh, & Hsu, 2017). The reason behind this

phenomenon may be related with the language of the introductory texts. It is an English introduction and hence majority of domestic five-star hotels in China, no matter they are chain or not, may employ Chinese who learn English as a foreign language to compose or translate the introduction. As is mentioned, many domestic chain hotels also adopt a uniform format to introduce their hotels and if this particular brand employs a poor writer, the readability of the introduction will be lowered for all the hotels under this brand. This kind of hotels may regard the website construction and quality lightly and do not intend to allocate too many resources or invest heavily on it. In contrast, the independent hotel just needs to be responsible for itself and uses all its resources to establish and maintain a good image in the market in order to compete with other hotels targeting similar market segments.

6.6 Discussion on the Featured Coding and the Comparison among Different Types of Hotels

6.6.1 Discussion on the Overall Situation of the Featured Coding

Just same as findings from other studies (Bednarek, 2009; Soo-Guan Khoo, Nourbakhsh, & Na, 2012), attitude is the dominant dimension in the whole system and appreciation occupies the majority of appraisal resources in the attitude dimension. Hence, many studies even only examine the attitude dimension, but their exploration on the appreciation subsystem is based on the original framework proposed by Martin and White in 2005, whereas this study completely modifies this subsystem and investigates it from the hotel industry's specific context. Naturally, five-star hotels invest much of their energy in presenting the factual information about their

facilities and other objective attributes; meanwhile, hotels also show their respect and appreciation to their customers. Nevertheless, as a people oriented industry, the hotel industry should not only care about customers, but should present the merits of their staff as well. The emphasis on the staff can ensure customers that they will receive qualified services in the hotel for one thing and satisfy the staff simultaneously for another. In this way the ownership may be fostered among the staff to motivate them to offer better services (Ustrov, Valverde, & Ryan, 2016). Admittedly, hotels have allocated some linguistic resources in introducing the hotel service in the first-class attribute of the quality subcategory, but it is believed that a direct reference to the service provider can enhance customers' perception of the service quality and consequently improve their impression towards a particular hotel or a hotel brand (Liat, Mansori, Chuan, & Imrie, 2017).

In the appreciation subsystem, quality is found to be the most prevalent subcategory which is more than 10 times of the emotive impact and 27 times of the pleasantness. In the quality subcategory, the percentage of second-class quality is much higher than that of the first-class quality. Both phenomena points to the fact that objective features are preferred to be presented in the hotel introduction. Though some highly emotive expressions such as "landmark", "beyond description", and "incomparable" may greatly stimulate customers' positive feeling because of their empathetic function (Lee & Hong, 2016), objective features are more likely to help customers form a decent image towards the hotel (Zhang & Mao, 2012). Hence, five-star hotels in China have realized the importance of presenting hotels in an objective way and emphasize the objective features of their hotels accordingly.

Moving to the predominant feature in the first-class quality, previous studies (Wall, Okumus, Wang, & Kuwn, 2011; Strannegard & Strannegard, 2012; Cetin & Wall, 2016) have discussed different kinds of ambience luxury hotels tend to establish, including elegance, peacefulness and classics, but this study identifies being elegant is the top feature among these, which deepens the understanding of ambience in the high-end hotel. Besides, most hotels choose to present the modern ambience rather than the traditional one. It may largely cater to business travelers' needs because modernity is also the feature of most companies and most Chinese hotels are also built in a modern style in the beginning. Few hotels, on the contrary, choose the opposite way, such as Shangri-La hotels. They attempt to create a traditional Chinese ambience from the interior decoration to the staff dressing and the food they offer and the result is that Shangri-La hotels have achieved great success from such a traditional ambience (Atwal & Williams, 2012). Hence, whether a hotel should follow the mainstream in hotel ambience establishment or seek something different is reliant on the hotel's self-evaluation about their projected positioning in the market. Actually, ambience is proved to exert a moderating effect between customers' perception of the hotel and the related behavioral intention (Jani & Han, 2014) and is ranked the most important feature in the first-class quality, indicating that much ambience should be highly valued by the five-star hotel in China.

The second most important feature in the first-class quality is the prestige. As the high-end segment in the hotel industry, five-star hotels mainly serve the high-end customers as well. Actually, both four-star and five-star hotels have high requirements about their facilities though overall five-star hotels are better in some areas including the room size and the entertainment facility. Studies have verified that it is the prestige that enables customers to be loyal to high-end

hotels, especially certain brands of five-star hotels (Jani & Han, 2014; Law, Wu, & Liu, 2014). Cultivating a sense of luxury, offering incomparable sceneries, and guaranteeing privacy for customers are the three points five-star hotels in China take as what they can do to create prestige. Being luxurious is what all high-end hotels attempt to maintain in the market (Cetin & Wall, 2016) and this feature requires the quality from both the physical environment of the hotel and the social interaction with staff or other customers. For the other two features, the scenery is closed geared to the location which is a part of physical environment and the privacy is also guaranteed mainly through the design of the physical environment but the staff's attentive service is also needed.

Services and originality are less important compared with the previous two features in the first-class quality, but in comparison with other hotel attributes, their percentages are not that low. Services as one part of what hotels sell are definitely emphasized in numerous studies targeting various types of hotels (Mohsin & Lockyer, 2010; Lu, Berchoux, Marek, & Chen, 2015; Yang & Lau, 2015) and offering customized services are verified to be what five-star hotels should do in addition to the professional and considerate service standard which almost all hotels need to abide by; in contrast, originality is seldom addressed in the hospitality literature. Only Rishi and Gaur (2012) mention hotels need to differentiate themselves from their competitors in the same market by presenting their originality. As is commonly understood, to copy or to imitate is easy, but to create something different and original is of extreme difficulty. This rule also applies to the high-end hotel segment. Hence, many hotels just want to keep up with the current stream in the industry in order not to make any mistake, but do not have the ability to differentiate themselves or lack the best-selling point.

In the second-class quality, location apparently exceeds all other features in terms of the percentage. Most business customers prefer to live in a conveniently situated hotel which offers easy access to the major business area of a city and has good connection with different areas via transport (Yavas & Babakus, 2005; Shoval, McKercher, & Birenboim, 2011). But for pleasure or leisure customers, they may choose a hotel which has good scenic spots nearby or is surrounded by a peaceful environment (Li, Lai, Harrill, Kline, & Wang, 2011; Rhee & Yang, 2015). Hence, customers of different types may have their own location preferences, but location, undoubtedly, greatly influences their hotel booking decision. Five-star hotels have also realized this point and have allocated much space in illustrating what an excellent location their hotels have. The surrounding feature actually is closely correlated with the location feature since a good location suggests a hotels' easy access to a type of surrounding.

For customers from a country which covers a large land, providing huge space is a necessary condition not only in luxury hotels but even in economic or budget hotels as well (Dolnicar, 2003). However, for those from a small country in the land size, to live in a huge room may be a great attraction and provides a fresh feeling for them because majority of their local hotels are limited in the room size (Rhee & Yang, 2015). Based on Augustin (2009), people who live in small space for long tend to better release their pressure and enjoy the trip if they choose to live in big rooms during their trip. Therefore, choosing different ways to express their hotels' hugeness in rooms, halls, and restaurants is a proper choice to target the aforementioned customers, especially for those from European countries.

Offering good facilities is another important feature of five-star hotels in China. To readers'

surprise, what these hotels emphasize is not how luxury or how excellent their facilities are, but free Wi-Fi tops the facility. In China, the charge for roaming data is not high and most people are affordable to use the data to meet their basic requirement. Also, hotels started to offer free Wi-Fi long time ago. Hence, in hotels' Chinese introduction, Wi-Fi is not so frequently mentioned as is in the English version. In contrast, many Western hotels do not offer free Wi-Fi and they charge a high fee for using the Wi-Fi. Therefore, to stress such a simple and common facility is actually reasonable and can meet international customers' expectation.

Another repeatedly mentioned facility is the free min-bar. Different from previous times of the hotel operation, the mini-bar, no matter how much dessert or food it can offer, tends to become complimentary in many eastern luxury hotels, such as hotels in Hong Kong and mainland China (Masiero, Heo, & Pan, 2015). The current study confirms the existence of this phenomenon from the hotel's own introduction. Offering this complimentary facility is, actually, multifunctional. Some hotels would take customers' interest into consideration and provides them with what they like to eat or drink, which can show hotels' care about their customers and thus helps improve customers' satisfaction greatly and keep their loyalty (Masiero, Heo, & Pan, 2015). If what the mini-bar offers is simple, hotels mainly want to achieve the aforementioned purpose. However, in many cases what is offered in the mini-bar is quite colorful, including both diversified deserts and wines of various types. As to the dessert, the common practice is to offer them for free totally whereas the wine, especially the high-end wine, is not completely free. Customers need to pay for drinking them and it is widely verified that the sale of wines contribute a lot in the whole food and beverage revenue (Casini, Cavicchi, & Corsi, 2008).

Concerning the least selected hotel features, namely, hygiene and other products, they may also become the research subject of various studies targeting luxury hotels (Mandelbaum & Laener, 2008; Zhang, Ye, & Law, 2011; Xiang, Schwartz, Gerdes, & Uysal, 2015), but their importance cannot be compared with the features mentioned above. Studies which examined hygiene were more related with the investigation of lower end hotels (Mastura & Siti, 2011; Ruetz & Marvel, 2011; Ren, Qiu, Wang, & Lin, 2016) because hygiene may be a problem for these budget hotels and influence the relationship between hotels and customers. In contrast, other products usually add the value to customers' purchase, and therefore are more adopted in studies about luxury hotels, such as souvenir purchase (Min, Min, Joo, & Kim, 2008), spa products (Lo, Wu, & Tsai, 2015), and luxury items (Chen & Peng, 2014).

The discussion continues with the use of the two more emotive and subjective subcategories emotive impact and pleasantness. In Oates and Pryce's (2007) study, they only discussed the use of these two types with some detailed example without any reference indicating the proportion each subcategory in the appreciation subsystem. Hence, the statistics provided in this study is the first one to examine the distribution of the three subcategories. The overall small percentage of these two types seems to indicate that hotels would adopt some highly emotive or at least emotively persuasive expressions to attract customers' interest and good impression towards the hotel, but on the whole what hotels tend to emphasize is still the relatively objective features of hotels' products and services because these features are more measurable and reliable from the customers' perspective. However, emotive expressions sometimes are highly useful in doing product promotion, for example, Oates and Pryce (2007) confirmed that emotive language can play different roles under different market situations. Hence, to use emotive expressions or not

is sometimes reliant on the market and hotels need to evaluate the market periodically to better select their promotional discourse. Besides, how Oates and Pryce (2007) coded the emotive impact and the pleasantness subcategories is not clearly presented, which is different from the current study because a detailed list of words and expressions is given in Chapter V. Thus, it can give a clear roadmap for future researchers if they intend to conduct similar studies.

For the affect subsystem, special attention is paid to the use of personal pronouns as this subcategory takes up the largest percentage in this subsystem, but the finding chapter has addressed the reason why different personal pronouns are used in the hotel introduction. Different pronouns are laden with different features and are suitable for use in different contexts, but in the hotel context, previous studies merely used personal pronouns to evaluate whether a customer review is believable (Banerjee & Chua, 2014) and appraised the use of personal pronouns in hotels' responses to customers' reviews (Zhang & Vasquez, 2014). No studies have attempted to analyze the use of personal pronouns from the hotel's perspective, not to mention from the luxury hotel's perspective. Hence, this study can enrich the existing knowledge by offering an exploration of the use of personal pronouns in hotels' self-introduction. But, as to which kind of personal pronouns is most appropriate to one type of hotels, further research is needed. Concerning the use of happiness subcategory, it can reflect the same situation as the use of appreciation resources in which less strong words in emotive are favored. However, sometimes hotels need to evaluate whether more emotional words should be used to better engage customers under some special market circumstances (Puntoni, De Langhe, & Van Osselaer, 2008) and update their use of language in their websites.

As the third dimension in Appraisal, graduation reflects how language is deployed to modify the attitude or engagement involved in texts, here specifically the hotel introduction. As studies conducted in other fields (Morrish & Sauntson, 2013; Alamsyah, Rahmah, Irawan, 2015), this dimension takes up smaller percentage than the attitude dimension. Because of the nature of the hotel introduction is promotion, almost no language is used to downscale the presented information. Quantification is used more frequently in comparison with intensification and quantification is identified to mainly enhance the appreciation subsystem while intensification is for all the subsystems.

For the last dimension, the engagement, it is rarely existent in the corpus of this study because of the coding issue mentioned in the last chapter. It is also the characteristic of this textual promotional language which focuses on authors' narrative about the product and a large part of the text is composed of imperative sentences which state author's opinions directly without any space for negotiation. This characteristic is also the major difference between textual promotion and visual promotion with people involved (Wernick, 1991). Regarding the use of heterogloss, the percentage is rather low, indicating writers for the hotel introduction seldom attempt to create dialogic space to engage other people's participation in the introduction process for one thing and for another it shows hotels' confidence in promoting themselves in both products and services. But the use of dialogic space sometimes is necessary because it is better to invite a third voice to objectively present the hotel's honor or status in the marketplace.

6.6.2 Discussion on the Comparison among Different Types of Hotels in the Featured Coding

6.6.2.1 Discussion on the Difference between Hotels with International Brands and Hotels with Domestic Brands

Concerning the dimension comparison, the phenomenon that international hotels have used more attitude resources than domestic ones indicates international hotels prefer to present their emotional affection or attitude on their own hotels directly, especially by using affect resources. This preference is reflected in almost all the subcategories of the affect subsystem. It is in accordance with international tourists' overall culture background because westerners are generally considered more open-ended and express their happiness or emotions directly (Miyamoto & Ma, 2011). By looking at the detailed examples shown in 5.6.2, international hotels also demonstrate their emotions more eagerly. As the major target of the English introduction is the westerner, international hotels' reliance on affect resources should be a good choice. By further exploration, international hotels tend to express their opinion by using more we-oriented and you-oriented personal pronouns, which can demonstrate their intention to tighten their relationship with customers by using more intimate personal pronouns.

As the final purpose of customers' happiness and satisfaction for a hotel is to attract them to become loyal customers, both hotels have not done well in stimulating customers' willingness to come gain in terms of the language strategy since both just allocated less than 1% of resources in this subcategory. In the judgement subsystem international hotels used more words to express their hospital attitude than domestic ones, but still both did not allocate much attention to this subcategory which is similar to the capacity. Even a smaller percentage is witnessed in the tenacity subcategory. Actually, all the three aspects should make up the crucial qualities to be a

qualified hotel employee (Berezina, Bilgihan, Cobanoglu, & Okumus, 2016; Tovmasyan, 2017), not to mention to become a successful hotel employee. Hence, hotels need to greatly enhance their awareness in promoting their hotels from hotel staff's perspective.

Finally, it comes to the appreciation subsystem in which only the quality subcategory has significant difference because of the major divergence in the first-class quality. As to the reason why domestic hotels significantly allocate more resources in the five aspects of the first-class, it may be related with their intention to better compete with international hotels by creating a more featured image in the market. International customers may be quite familiar with the western style of ambience, prestige, and services, but by emphasizing the Chinese way of doing these, international customers are more apt to choose domestic hotels because they are in China and something with Chinese specialty which cannot be experienced at their home is more attractive. But as was mentioned previously, this attribute is relatively more subjective and difficult to be measured, hence it is also difficult to judge whether domestic hotels can achieve the intended purpose.

By contrast, the use of the second-class quality is more diversified. International hotels' favor of food and beverage, as well as surrounding information and domestic ones' preference on space have been shown. Domestic hotels' emphasis on space can be a good selling point for customers from countries with small land, but the allocated percentage is quite big, which should be further considered. Hotels need to analyze the profiles of their major customers and if their customers are from countries with large land sizes, such a large part of introduction will become useless. For the food and beverage, international hotels' stress on foreign food is double edged. On the

one hand, it may enable international customers to taste authentic food from their dining culture, which is a merit. On the other hand, tasting the authentic local food may be an important reason for them to come to a destination, especially China since China has a great selection of food which is totally different from the western style. Actually, to become a five-star hotel in China, a hotel should be equipped with both the international restaurant and the local restaurant, hence the examined hotels should have both types, and then it is better to introduce both of them to their customers.

International hotels also like to deploy more expand resources showing their willingness to invite more voices to participate in their introduction, which can make what they describe in the introduction more objective and more reliable to a certain degree, because it is related with the feature of the expand subcategory. Moving to the last dimension, the graduation, domestic hotels enjoy using the quantified method to enhance their expression, which is an easier way to strengthen the degree. Actually, most times people consider westers are more straightforward while Chinese are more reserved in the use of language (Wei, 2011), which is different from the finding in the study where domestic hotels become more straightforward than international ones. It can be explained in two ways, including the willingness to cater to international customers' linguistic habit and the limited ability in using English to enhance what they tend to express. Thus, using quantified expressions is a simple to do so. As to the process resources, domestic hotels also used more of this, but hotels' introduction mainly focuses on the stationary features, hence the overall percentage is not high. Besides, the more use of upscaling resources by domestic hotels show that on many occasions domestic hotels use different modifiers to enhance the attitude expressed.

6.6.2.2 Discussion on the Difference between Hotels with International Chain Brands and Hotels with Domestic Chain Brands

With regard to the difference between international chain hotels and domestic chain hotels, the difference is quite similar to that of international hotels and domestic hotels. It indicates that the chain management does not greatly change the language strategy used by hotels, but it is the nature of the brand, an international one or a domestic one, that matters more for the use of language strategy by five-star hotels. Similar small numbers of linguistic resources are used by both types of hotels in the engagement dimension, which means an insufficient attention is laid on the dialogic space between hotels and customers. This may arise from chain hotels' confidence in attracting customers by their quality and hence they believe they can use the actual fact to engage customers. But it should be better if hotels can provide voices from the outsider's perspective because this kind of voice is usually more trustworthy and customers are willing to hear opinion from sources such as authorities, frequent customers and so forth (Cruddas, 2007), whose effect is just like the currently popular e-WOM. Another point is that domestic hotels utilized even smaller numbers of focus resources, meaning the difficulty for hotels using language to modify something which is commonly unscalable.

In the affect subsystem, happiness resources are used similarly in terms of percentage by both types and may illustrate the role of happiness to be the basis of satisfaction is played similarly by both types. For the judgement subsystem, even no significant difference can be identified, meaning both types have not recognized the importance of judgement resources as mentioned in the discussion of the role of judgement. Besides, the only difference in the appreciation

subsystem exists in the second-class quality, especially in the location feature. Domestic chain hotels paid the least attention in the three types of the hotel, which merits further consideration. Many studies have mentioned the location as the critical factor which influence customers' decision making for the hotel booking (Sparks & Browning, 2012; Liu & Zhang, 2014; Radojevic, Stanisic, & Satnic, 2015), but domestic chain hotels still do not spare as many linguistic resources as the other two types to describe their locations perhaps for two reasons. Firstly, many domestic chain hotels really do not have excellent locations. Secondly, they do not examine the importance of different hotel features and allocate the linguistic resources properly. Hence, it should become a problem for many domestic chain hotels to address. Meanwhile, the different level in introducing the food and beverage is shortened, indicating both types of chain hotels highly value their food and beverage products and highlight its importance in the introduction with the international chain hotels still exceeding the domestic chain hotels in terms of the percentage.

The minor difference in the use of the engagement dimension does not merit further discussion; hence the last point falls on the graduation dimension. The process attribute is used four times more by the domestic chain hotels than international chain hotels do. "Fully" as the top word is explored to show that this word is strongly associated with the process of equipment as the dominant pattern. This pattern actually can enhance what the hotel intends to express significantly, but is only stressed more by domestic chain hotels. Besides, in the quantification subcategory, the use if the mass attribute is not significantly different anymore because domestic chain hotels also use fewer such resources. The straightforward function of mass resources thus is highly preferred by domestic independent hotels. Finally, no apparent difference can be

identified in both attributes of the focus subsystem though the overall subsystem still has something different.

6.6.2.3 Discussion on the Difference between Hotels with Domestic Independent Brands and Hotels with Domestic Chain Brands

The final comparison comes to domestic chain hotels and domestic independent hotels. In contrast to the difference between the first two types of hotels, much smaller difference can be found in this group, indicating the overall similarity in the use of language strategies by domestic hotels. Hence, as a whole, domestic hotels, no matter they are chain hotels or independent hotels, allocate similar linguistic resources in doing online hotel image construction, but compared with international hotels.

In the first dimension, domestic independent hotels have chosen more to use we-oriented pronouns than domestic chain hotels, and should be praised because a shortened distance between hotels and customers can be established. In other words, domestic chain hotels should learn from both domestic independent and international chain hotels in the use of personal pronouns which greatly influence readers' construction of relationship with authors (Golden-Biddle & Locke, 1993). For the pleasure resource, domestic independent hotels are located in the middle of the three types as well. Meanwhile, for the quality attribute, both types of domestic hotels show great similarities with the only significant difference in the introduction of food and beverage where domestic independent hotels are the least type in investing their linguistic resources to introduce their food and beverage. This should arouse domestic independent hotels'

attention because as mentioned previously food and beverage are proved to be important sources of hotel revenues.

The use of more expand resources by domestic independent hotel seem to indicate that they prefer to present their hotel image and hotel honors in a relatively objective manner compared with domestic chain hotels. In the end, some small differences also come from the use of force resources in the graduation dimension. Domestic independent hotels do not use as many numbers as the other two types. Actually, this type of recourses is easy to use and domestic independent hotels can evaluate the effect of such resources and better utilize it in the future. Also, domestic chain hotel's allocation of more resources on upscaling their intended attitude is worth considering. Maybe it can further enhance their opinion, but if too many such words are used, the actual effect needs to be appraised. Sometimes, a big percentage does not mean that something is good. Hence, the study only tends to present the result, but as the actual effect, it needs further evaluation in future studies.

6.7 Additional Discussion

After the presentation of the findings and the discussion, it is apparent that the modification of AT to evaluate the use of language strategies in hotel websites is successful because it helps overcome the problem of unclearness if the original AT is used and greatly improves the reliability of the study. It is similar to the study of Oates and Pryce (2007) which adopts their modified framework to evaluate the use of language strategies in real estate promotion. It is also consistent with the nature of AT because it is firstly developed from the media discourse and the

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basic framework is quite applicable to this type of discourse. In the few management or business studies which are based on AT, they all modified AT differently in order to improve the research quality and better evaluate the use of language in one specific area. However, the modification is made at different subsystems or categories, including the modification of the appreciation subsystem (Oates & Pryce, 2007) and the change of the whole affect dimension (Breit, 2014). This study verifies the appreciation is the most important part in the whole framework which is in accordance with other studies in business (Lipovky, 2011; Korenek & Šimko, 2014). Hence, it proves the correctness of the major modification in appreciation and calls for further and continuous attention towards the use of appreciation resources in business discourses.

6.8 Chapter Summary

This chapter has generally discussed the findings of Chapter V from five dimensions, including the distribute of five-star hotels, the website quality, signal words and coding schemata, discussion on general statistics and on the featured coding together with the comparison among three different types of hotels. Both merits and demerits of website construction and the use of language strategies are presented simultaneously as well as their implications for future improvement in the hope of promoting the development of China's hotel industry and the overall tourism too. Besides, attention should be paid in that descriptive data and the exploration of words are used to present the factual information on how different types of hotels introduce themselves, but whether one way is better than the other merits further investigation.

CHAPTER VII CONCLUSIONS

7.1 Chapter Introduction

This chapter is the final chapter which is going to summarize the whole study. Initially, the four objectives of the study are reviewed together with how these objectives are realized in each chapter of the study. Then a discussion about the theoretical and the managerial contribution of the study is conducted, which demonstrates the importance of the whole study and reason why this study should be carried out. Finally, as every study has its shortcomings, there is no exception for this study as well. The three shortcomings are introduced one by one, followed by the research suggestion for future studies.

7.2 Review of the Research Objectives

The main objective of the study is to develop a framework which can be used to conduct the language strategy evaluation of hotel websites in China because language strategy evaluation is the scarcely examined area in website evaluation studies in both tourism and hospitality as is discussed in the literature section. On the whole, this study adopted a step-by-step design to gradually achieve the aforementioned objective. But due to the importance of five-star hotels in China, only the websites of these five-star hotels were investigated.

Based on the status quo of both the research and the industry practice, the meaning to conduct the research is generated first, which is followed by a literature review. This section presents

what the previous literature has done in areas including hotel website evaluation, tourism as a language, and the corpus approach in research. All these aspects are important for the design and the subsequent investigation of language strategies used in hotel websites because they lay down the theoretical basis for the conduction of the whole research.

The first research objective is achieved in the third chapter in which the theory or the basic framework is introduced. But the framework was adjusted in this study because of the context specific nature of AT. The previous studies in other areas served as the foundation for this adjustment and opinions from the focus group interview among industry experts confirmed and improved this adjustment which was later on used in the actual coding and analysis. One supplement to the framework is the detailed coding scheme which was finalized and presented in Chapter V. For the second objective, it is realized in the studying process. As is discussed, in many areas such as medicine, academics, and business, scholars or experts have established their area specific corpus for both the research and the industrial application. In tourism, some corpora have also been established. However, in the hotel industry, it is difficult to find any useful corpus to conduct related studies or application. Therefore, using the method and standard introduced in Chapter IV, a small but useful corpus for hotel introductory texts in websites was established, which enables the realization of the second objective.

For the third objective, it occupies a large part of the whole study and is realized by both Chapter IV and Chapter V. Chapter IV carefully introduced the coding method and later on the researcher coded and checked according to the introduced method together with the checking by the invited experts. Hence, a reliable coding result can be guaranteed. Besides, to better explore the

language strategy or the linguistic resources deployed by five-star hotels in their websites, the profile of five-star hotels and the current situation for their website construction, especially the construction of the English website were examined. Both can set down the basis for further study and analysis. Then, the general text features and the featured coding result were shown, each of which can partially represent the use of language strategies in five-star hotels of China. To discover the differences between hotels of different types, three comparative analyses were carried out, including the difference between international hotels and domestic hotels, between international chain hotels and domestic chain hotels, and domestic chain hotels and domestic independent hotels. Based on the findings, the discussion chapter attempted to find out the reason why these phenomena exist in the current hotel websites, to compare the finding of this study with the result of previous studies to update the change in the website evaluate studies and linguistic appraisal studies. The final objective is to offer both theoretical implication and managerial guidance on the hotel industry, which is going to be done in the subsequent section of this chapter. Thus, all the four objectives laid down in the beginning of the study can be achieved successfully.

7.3 Theoretical Contributions

AT is a theory developed from SFL and is widely adopted by scholars to explore interpersonal relationship between authors and readers in various readings such as newspaper report, school textbooks, and grant proposals. Actually, some studies have utilized this framework to examine the language in the business or management context where interpersonal relationship is extremely important between the two parties of texts. However, based on the researcher's

knowledge, no previous studies attempt to apply this theory in tourism or hospitality in which the interpersonal relationship between customers and service providers can be adjusted by the use of language strategies. Hence, this study is among the first to apply AT to tourism and hospitality and conduct an empirical study to show its usefulness in the field. Also, one more theory can be selected for future studies in the field. Thus, it gives one new choice of theory to conduct customer research in tourism and hospitality studies together with a detailed illustration of how this kind of study can be carried out. In this way, researchers can be clearer on whether AT and the related method can be used in their respective studies.

Secondly, the use of AT in this study is not just an application, but modifies AT to better suit the hotel context. It is in accordance with the nature of AT and thus the current study develops a framework useful for the evaluation of hotel website language strategies. In this way it makes up for the vacancy of hotel website evaluation studies in which most areas have been incorporated except for the evaluation of language strategies (Ip, Law, & Lee, 2012). Also, the developed wordlist for coding the appraisal resources is the first one in the field and can serve as the basis for other studies to examine the hotel specific language strategy. Thus, future studies in tourism and hospitality can learn from the current one to carefully design their studies based on AT and generate sounder results to guarantee the reliability of the study. It also enriches the scope of AT studies and helps extend it to tourism and hospitality studies, which benefits linguistics, tourism, and hospitality fields.

Thirdly, no uniform genre is identified in hotels' introductory texts, which at least shows that the study tries to explore the use of genre in this area, an ignored area in hospitality research. Hence,

no unified genre or introduction structures can be introduced for the whole industry to use. Nevertheless, hotels under the same brand or managed by the same company tend to use one genre which is quite meaningful for the brand or the company to establish their image by their language style in introduction. Thus this study enriches genre studies by finding a new pattern in practice which may offer a new perspective for future genre studies which is relatively new and different from previous genre research.

Finally, this study opens a direction for tourism and hospitality researchers to utilize the corpus approach in future studies. As a major approach in linguistic studies, the corpus approach has not caught the wide attention among researchers in the field. Actually, in addition to the language in hotel websites, numerous texts exist in both tourism and hospitality. The normal methods for researchers to deal with these texts include content analysis, textual analysis, and semiotic analysis which involve abundant human participation. Hence, human bias can appear in every stage of the research which is in contrast with the corpus way. It follows a rigid research design of corpus linguistics from the extraction of texts to the establishment of the corpus and from the coding of the text data to the analysis and comparison of the corpus datasets. Besides, the powerfulness for the corpus to deal with large numbers of texts simultaneously is also shown in this study. Hence, the identified features promoted in their current websites are reliable; meanwhile, these features are compared with those found in other studies, which can update knowledge on high-end hotel's projected image. Therefore, this study can serve as examples for future studies which intend to use the corpus way in the field.

7.4 Managerial Contributions

Concerning the guidance for the industry, the first one is the identification of language problems in the current hotel websites. As the window for the customers to learn about the hotel, the website should do its best to leave a good hotel impression among the browsers or more concretely, the potential customers of the hotel. However, many language problems are still existent not only in hotels with domestic brands, but also those under the management of international brands. Hence, further effort to improve the language quality of hotel websites is of urgent need and some good examples have been identified which may become the role model of the industry. The hotel industry should fully realize the problems and the importance to improve the language quality of their websites to better attract customers. If the bad situation continues in some hotels, it will damage the hotel image to a certain extent and even the image of China in the long run.

As the core of the whole study, the evaluation of language strategies used by hotels elucidate the operation of hotels in China to a great degree. For instance, hotels generally prefer to use long and complex words in the introduction which will pose a threat for average readers to understand. This situation is especially apparent in hotels with domestic brands. Thus, a need to decrease the length and complexity of words in introduction is what hotels should do first. Besides, how different hotels utilize their language resources to demonstrate their unique features is displayed. Then if other hotels also tend to highlight these features, the language strategy used by these hotels should be analyzed and skillfully adopted to show these features together with their own characteristics. Finally, hoteliers need to consider why so many differences exist in the comparison of three groups of hotels and attempt to find the best language strategy for their own hotels. Certainly it is not easy to say which one is better, for example, the different preferences of

personal pronouns in introduction. It is related with the nature of different personal pronouns and what hoteliers can do is to examine which choice can help them to better please their customers and retain their relationship. Hence, the findings and discussion of the study can help hoteliers better understand the current language strategy adopted by different hotels with different brands and give them a panoramic view on the whole situation. In this way they can directly or indirectly benefit from the study in positioning their hotel image by adopting different language strategies based on the features of their hotels.

The last managerial contribution is about the reminder of hotels to emphasize the importance of their staff in the introduction. As is found, majority of the language resources are devoted to introducing the product or the service hotels can offer. However, as the actual service provider, the hotel staff are not highly stressed in the introduction. In reality, if hotels have enough money, they can easily buy advanced and luxury facilities to better satisfy their customer; in contrast, it is not an easy job to retain their staff and guarantee they can offer excellent services to hotel customers because many factors are involved in stimulating hotel staff to work well, including salaries, promotional opportunities, and the sense of happiness. Thus, a successful hotel should allocate appropriate resources to introduce how excellent their staff are to differentiate themselves from the rest and to show their excellence from another perspective. By emphasizing the importance of the staff, five-star hotels can present a better image and accordingly better engage with potential customers because customers may perceive the hotel as a responsible and people oriented hotel and give more trust to the hotel. This way can sustain the well-rounded development of the hotel and help generate more revenue for the whole industry.

By identifying the language problem, helping hotels understand the language strategy utilized by hotels with different brands, and discovering the overlooked information in hotel introduction, five-star hotels in China can better construct their image and in this way develop in a healthier way. In all, this study is hoped to contribute to the language construction for the five-star hotels first and then gradually influence hotels with various stars.

7.5 Limitations of the Study

In addition to three limitations related to the methodology of the study, three other drawbacks are presented here. Firstly, the result shows that actually hotels simply start from their own perspective to introduce their hotels without the invitation of other voices to seek for certain balance between objectivity and subjectivity. Hence, mogoglossic resources are predominant in the introduction of almost all hotels, which makes the analysis of engagement dimension less important and less meaningful. Based on this, future studies may exclude the engagement dimension from the analysis of linguistic resources in similar areas.

Secondly, the researcher, as the person responsible for this study, should be the main coder of the texts and each expert has checked 20% of the coded texts because of the labor involved in the task and the time limitation. Though the checked texts are randomly selected, it still cannot guarantee the representativeness of the data. If time allows, each coder should be invited to check all the coded texts; and if time and fund both allows, two invited experts should do the coding for the study after sufficient training instead of the researcher himself because it can better exclude the human intervene and find coding more coding problems to further improve the

research quality.

Last but not least, this study provides some reasons for the existence of language problems and the preference of language strategies by different hotels. But all these are based on the past literature and many are not from the Chinese market. Hence, these reasons may not completely explain these phenomena and the better way is to organize an expert panel from the hotel industry in China to form a focus group interview and offer some ideas closer to the industrial practice, which should be overcome in future studies. Also, the percentage of booking by foreign customers on hotels' official websites is not clear now after a careful search for the related information. Therefore, the percentage should be further explored in the future studies to lay a better foundation for the study and to make the study more meaningful.

7.6 Future Research Directions

As this study is among the first to conduct the website evaluation from the language perspective, the current framework may not be perfect. Hence, the analytical framework needs further improvement by incorporating more linguistic theories or approaches, for example, the currently popular multimodal analysis. The researcher has clearly found that pictorial information or voice information is always accompanying the introductory text, either for confirming what has been indicated in the introductory texts or for enriching the introduction. Thus, not only the textual information can be analyzed, but semiotic information which is another form of languages can be explored as well. In this way, a panoramic view about the use of language strategies in hotel websites can be presented.

Besides, the analytical framework may be further applied to study hotels in other contexts. China is the largest developing economy in the world and thus a study about the hotels in China has its representative meaning for the whole industry. However, as the nature of China's hotel industry is developing, the features identified may not be completely the same as those found in countries whose hotel industry is more mature. Thus, it would be better to conduct similar studies in these countries not only for the investigation of the language strategy in hotel websites but also for the confirmation of the validity to use this framework in different research contexts. If the aforementioned objective is achieved successfully, a comparative study about the use of language strategies in hotel websites of different countries can be carried out as well.

Thirdly, the current study only targeted hotel websites, but actually many kinds of promotional materials in tourism and hospitality involve the construction of interpersonal relationship between any two parties in the industry, such as the relationship between tourists and destinations and the one between hotel guests and hotels. Thus, the framework developed here can be modified and applied to investigate this kind of promotional texts. On the one hand, it broadens the theoretical and methodological scope for studies of this type. It can help identify the language problems in these texts, which in turn can serve as the foundation for the improvement of the language quality. Also, the comparative tool can provide an insight into different datasets and help different companies to evaluate and to select the most appropriate language strategy for them.

Besides, Chinese customers still form the largest segment in China' hotel market and the major

language for them to learn about a hotel is Chinese. Therefore, an examination about the hotel introduction in Chinese is more meaningful for domestic customers. The framework developed in this study can be applied to investigate the English introduction, but a modified version should be further developed to examine the Chinese introduction. Also, a comparison between the Chinese introduction and the English introduction can be conducted to check whether hotels have realized the cultural differences among customers with divergent backgrounds and adopt their own language strategies accordingly. Similarly, a part of hotel customers are from non-English western countries and many hotels have provided websites in different languages to cater to this market segment, hence another modified version of Appraisal System can be developed to evaluate the language strategies used in this kind of hotel websites. In this way, a panoramic view of the use of language strategies by five-star hotels in China can be presented.

Finally, the corpus approach as a mainstream and powerful tool in present-day linguistic studies has many advantages and the current study just utilizes some functions of this approach. Hence, future studies can consider taking in more functions to conduct examinations towards various phenomena in tourism and hospitality, including the keyness exploration, the concordance analysis, and the co-occurrence analysis. All these functions can play their roles in respective studies and have been widely adopted in business and management studies. Hence, for tourism and hospitality, researchers should realize the power of the corpus and fully explore its functionality to expand the research scope.

7.7 Chapter Summary

This chapter reviews what has been done in the whole research from the review of the research objectives to the contribution the research has made. Undoubtedly, the unavoidable limitation and the future research agenda are introduced as well. It is hoped that this final chapter enables researchers to briefly catch the core element of the study and can develop new research ideas based on this study, which is also one important contribution this study intends to achieve.

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Hospitality Management*, 23(7), 972-981.

Appendix

Appendix 1 Five-Star Hotels in Mainland China and Their Websites

Hotel	Website
Anhui	
Suzhou International Hotel	http://www.szgjdjd.com/
Huaibei Kouzi International Hotel	http://www.kouzihotel.com/
Huangshan Xiangming Hotel	http://www.xiangming-hotel.com/jiudianxiangguan/
Anhui Wanxi Hotel	http://www.wanxihotel.com/
Hefei Hongrui Jinling Hotel	http://www.hongruijinlinghotels.com/
Hefei Lianghuai Howard Johnson Hotel	https://www.wyndhamhotels.com/hojo/hefei-china/howard-johnson-tcp-hefei/
Maanshan Crowne Plaza Hotel	/
Anhui Changjiang International Hotel	http://www.cjihotel.com/english/
Wuxi Shanse Hotel	http://www.wxsshotel.com/
Anhui EM Park Hotel	http://www.empark.com.cn/anhui/
Hefei Wanda Westin Hotel	http://www.starwoodhotels.com/preferredguest/property/overview/index.html?SWAQ=8CPE&propertyID=3541/
Haozhou Hotel	http://www.bozhouhotel.com/
Hefei Xinzhan Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/features/index.html?propertyID=3649/
Highway Ankai Kaiyuan Hotel	http://www.kaiyuanhotels.com/hotelCode=KYAGGJ/
Huangshan Xinhualian Howard Johnson Hotel	https://www.wyndhamhotels.com/hojo/huangshan-china/

Fuyang Tianzu Howard Johnson Hotel	https://www.wyndhamhotels.com/hojo/fuyang-china/
Hefei Gujin Holiday Inn Hotel	https://www.ihg.com/holidayinn/hotels/gb/en/hefei/
Waishang International Club Hotel	/
Anhui Grand Park Hotel	http://www.grandparkhotelanhui.com/
Huangshan Songbai Golf Club Hotel	http://www.chinahsgolf.com/
Bengbu Jinjiang Pearl Hotel	http://www.jjpearlhotel.com/
Huangshan International Hotel	http://www.ahhshotel.com/
Wuhu Qiaohong Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/us/en/wuhu/
Hefei Yuanyi Hilton Hotel	http://www3.hilton.com/en/hotels/china/hilton-hefei/
Swan Lake Hotel	http://www.swanlake-hotel.cn/
Beijing	
Beijing Guomao Shangri-La Hotel	http://www.shangri-la.com/beijing/chinaworldsummitwing/
Beijing Fengda International Hotel	http://www.fengdaihotel.com/
Beijing Renaissance Hotel	https://www.marriott.com.au/hotels/travel/bjsbc-renaissance-beijing-capital-hotel/
Grand Concordia Hotel	http://www.grandconcordia.com/
Beijing Ruilinwan Resort & Spa	http://www.rlwonresort.com/
Beijing Jinyu Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3415/
Beijing Wanda Sofitel Hotel	http://www.accorhotels.com/gb/hotel-6215-sofitel-wanda-beijing/
Beijing Marco Polo Parkside Hotel	http://www.marcopolohotels.com/en/marco_polo/hotels/china/beijing/marco_polo_parkside/
Beijing Oriental Bay Hotel	http://www.orientalbayhotel.com/
Beijing Borui Haoting Hotel	http://www.radegasthotel.com/

Xinyunnan Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/beijing/pegsp/
Xiguomao Hotel	http://www.xgmhotel.com/
Beijing Millennium Hotel	https://www.millenniumhotels.com/zh/beijing/grand-millennium-beijing/
Peking University Lakeview Hotel	http://www.thelakeviewhotel.com.cn/
Beijing Marriot Hotel	https://www.marriott.com.au/hotels/travel/bjscw-beijing-marriott-hotel-city-wall/
Beijing Legendale Hotel	http://www.legendalehotel.com/
Beijing Lijingwan Hotel	http://www.lijingwanhotel.com/
Beijing Nangong Spring Hotel	http://www.ngsshotel.com.cn/
Beijing Chaoyang Westin Hotel	http://www.starwoodhotels.com/westin/property/overview/index.html?SWAQ=8CPE&propertyID=1967/
Beijing Zhongguancun Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/beijing/pegzg/
Beijing Beichen InterContinental Hotel	https://www.ihg.com/intercontinental/hotels/gb/en/beijing/peghc/
Beijing Grand Hotel	http://www.grandhotelbeijing.com/earticle/list-56.html/
Beijing Grand Hyatt Hotel	https://beijing.grand.hyatt.com/
Beijing Fragrant Hill EM Park Hotel	http://www.empark.com.cn/fragranthill/
Beijing V-Continent Hotel	http://www.v-continent.com/
Beijing Financial Street InterContinental Hotel	https://www.ihg.com/intercontinental/hotels/gb/en/beijing/pegha/
Beijing Kuntai Royal Hotel	http://www.kuntairoyalhotel.com/
Capital Hotel	http://www.capitalhotel.com.cn/
Beijing Friendship Hotel	http://www.bjfriendshiphotel.com/siteen/
Beijing Jiuhua Hotel	http://www.jiuhua.com.cn/list/?8_1.html/
Beijing Financial Street Ritz-Carlton Hotel	http://www.ritzcarlton.com/en/hotels/china/beijing-financial-street/

Beijing Financial Street Westin Hotel	http://www.starwoodhotels.com/preferredguest/property/overview/index.html?SWAQ=8CPE&propertyID=1704/
China Jianguo Garden Hotel	http://www.jianguogardenhotel.com/
Beijing Regent Hotel	http://www.regenthotels.com/regent-beijing/
Beijing Celebrity International Hotel	http://www.cigh.com/
Beijing Chang Fu Gong Hotel	http://www.cfgbj.com/
Beijing Kempinski Hotel	https://www.kempinski.com/en/beijing/hotel-lufthansa-center/
Kunlun Hotel	http://www.thekunlunbeijing.com/
Zhaolong Hotel	http://www.btghotels.com/zhaolong/
Beijing International Hotel	http://www.btghotels.com/guojihotel/
Beijing Xinyuan Hotel	http://www.xinyuanhotel.com.cn/
Beijing New Century Hotel	http://www.newcenturyhotel.com.cn/
Beijing Shangri-La Hotel	http://www.shangri-la.com/beijing/shangrila/
Xiyuan Hotel	http://www.btghotels.com/xiyuan/
Ruihaimu Resort	http://www.rghcm.com/
Beijing EM Park Hotel	http://www.empark.com.cn/beijing/
Beijing Presidential Hotel	http://www.thepresidentialhotel.com/
Beijing Changan Grand Hotel	http://www.changangrandhotel.com/
Beijing Loong Palaces Hotel	http://www.loongpalaces.com/
Beijing Hotel	http://www.chinabeijinghotel.com.cn/
Beijing Peninsula Hotel	http://beijing.peninsula.com/
Beijing Prime EM Park Hotel	http://www.empark.com.cn/prime/
Beijing Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/beijing/pegwf/
Beijing Sun World Dynasty Hotel	http://www.sunworlddynasty.com.cn/
Beijing Great Wall Hotel	http://www.starwoodhotels.com/preferredguest/property/overview/index.html?propertyID=175/

Beijing Hilton Hotel	http://www3.hilton.com/en/hotels/china/hilton-beijing-BJSHITW/
Beijing Kerry Hotel	http://www.shangri-la.com/beijing/kerry/
China World Hotel	http://www.shangri-la.com/beijing/chinaworld/
Beijing St. Regis Hotel	http://www.starwoodhotels.com/preferredguest/property/overview/index.html?propertyID=110/
Lakeview Hotel	http://www.lakeviewhotel.com.cn/
Beijing Air China Boyue Hotel	http://www.airchinaboyue.com/
Chongqing	
Chongqing Dianya Days Inn Hotel	https://www.wyndhamhotels.com/days-inn/chongqing-china/
Chongqing Beidi Resort	http://www.cqbeity.cn/beityhtml/
Chongqing Minghao Hotel	http://www.cqmhhotel.com/
Chongqing Grand Metro Park Hotel	http://www.hkctshotels.com/hotels/ChongqingGrandMetropark/
Chongqing Hilton Hotel	http://www3.hilton.com/en/hotels/china/hilton-chongqing-CKGHIHI/
Chongqing Haiyu Hotel	http://www.haiyuhotel.cn/
Chongqing Meridien Hotel	http://www.starwoodhotels.com/lemeridien/property/overview/index.html?propertyID=3446/
Chongqing Shangbang Resort	http://www.skdhotel.com/
Chongqing Leheledu River Hotel	http://www.cqyclj.com/
Chongqing Rose Plaza Hotel	http://www.rose-plaza.com/
Chongqing Ramada Plaza Hotel	http://www.ramadaplazacq.com/
Yunyang Liangjiang Jiari Hotel	http://www.cqljjrhotel.com/
Chongqing Biguiyuan Phoenix Hotel	http://www.bgyhotel.com/index.php/web/hotel/hotel_index.html?h=18/
Chongqing Hengda Hotel	http://cq.hengdahotels.com/
Chongqing Hechuan Ramada Plaza Hotel	https://www.wyndhamhotels.com/ramada/chongqing-china/

Chongqing Sheraton Hotel	http://www.starwoodhotels.com/preferredguest/property/overview/index.html?SWAQ=&propertyID=1964/
Chongqing Harbor Plaza Hotel	http://www.harbour-plaza.com/chongqing/
Chongqing EM Park Hotel	http://www.empark.com.cn/chongqing/
Chongqing Carlton Hotel	http://www.cqcarltonhotel.com/
Chongqing King World EM Park Hotel	http://www.empark.com.cn/kingworld/
Chongqing InterContinental Hotel	https://www.ihg.com/intercontinental/hotels/gb/en/chongqing/
Chongqing Jinke Hotel	http://www.jkhotel.com/
Chongqing Tianlai Hote;	/
Chongqing Shenji Sofitel Hotel	/
Chongqin Glenview Hotel	http://www.glenviewhotels.com.cn/
Chongqing Jianghong International Hotel	http://demo.127mi.com/
Chongqing Ourui Jinjiang Hotel	http://www.cqouruijj.com/
Chongqing Huachen International Hotel	http://www.hcihotels.com/
Fujian	
Huian Dali Hotel	http://www.dali-hotel.com/
Xiamen Keminski Hotel	https://www.kempinski.com/zh-cn/xiamen/hotel-xiamen/
Xiamen Westin Hotel	http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=3500/
Xianyou Dadi Jingmin Hotel	http://www.ddjmhotel.com/
Xiamen Meridien Hotel	http://www.starwoodhotels.com/lemeridien/property/overview/index.html?propertyID=3310/
Changle Howard Johnson Hotel	https://www.wyndhamhotels.com/hojo/changle-china/
Fuding Jinjiulong Hotel	/
Xiamen Seaview Resort	http://www.cndhotels.com/seaview/
Shishi Aile Crown Hotel	http://www.alcrownhotel.com/

Shishi Lvdao Hotel	http://www.lvdaohotel.com/
Fuzhou Westin Hotel	http://www.starwoodhotels.com/preferredguest/property/overview/index.html?propertyID=3541/
Fujian Kuangyuan Jinjiang Hotel	http://www.kyjjhotel.com/
Xiamen Nikko Hotel	http://www.hotelnikkoxiamen.com/
Fujian Triton Bay Hotel	http://www.tritonbay-resort.com/
Sanming Hotel	/
Sanming Meiyuan International Hotel	http://www.myjd.com.cn/
Jinjiang Grand Link Hotel	http://www.grandlinkhotel.com.cn/
Liancheng Tianyi Wenquan Resort	http://www.fjtywq.com/
Fuzhou Howard Johnson Hotel	https://www.wyndhamhotels.com/hojo/fuzhou-china/
Zhangzhou Binguan Hotel	http://www.zzbghotel.com/
Quanzhou Jinling Hotel	http://www.jinlinghotels.com/brand/detail?destination=%E6%B3%89%E5%B7%9E/
Quanzhou Yuehua Hotel	http://www.cndhotels.com/qz/
Jinjiang Honor Hotel	http://www.honorhotel.com/JinjiangHotel/
Xiamen Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/us/en/xiamen/
Xiamen Peony Hotel	http://www.peony-hotel.com/
Xiamen Swiss Grand Hotel	http://www.swissinternationalxiamen.com.cn/
Quanzhou Xishawan Hotel	http://www.xswhotel.com/
Jinjiang Winner Hotel	http://www.winner-hotel.cn/
Jinjiang Marco Polo Hotel	http://www.marcopolohotels.com/en/marco_polo/hotels/china/jinjiang/marco_polo_jinjiang/
Quanzhou Jianming International Hotel	http://www.jammyhotel.com/
Yongan Yanjiang International Hotel	/
Xiamen North Bay Wanda Hotel	http://www.wandahotels.com/index.php?m=content&c=index&a=show&catid=65&id=83/

Xiamen Millennium Hotel	http://www.millenniumxiamen.com/
Xiamen Marco Polo Hotel	http://www.marcopolohotels.com/en/marco_polo/hotels/china/xiamen/marco_polo_xiamen/
Fujian Waimao Center Hotel	http://www.fjftchotel.com/
Fuzhou Lakeside Hotel	http://www.lakeside-hotel.cn/
Fuzhou EM Park Hotel	http://www.empark.com.cn/fuzhou/
Xiamen C&D Hotel	http://www.cndhotels.com/xm/
Xiamen Pullman Powerlong Hotel	http://www.accorhotels.com/gb/hotel-8160-pullman-xiamen-powerlong/
Quanzhou Hotel	http://www.quanzhouhotel.com/
Fuzhou Meilun Hotel	http://www.meilunhotel.cn/
Fuzhou Shangri-La Hotel	http://www.shangri-la.com/fuzhou/shangrila/
Xiamen Riyuegu Resort	http://www.riyuegu.com/
Wuyishan Golf Club Hotel	/
Xiamen Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?EM=VTY_SI_1545_XIAMENCN_OVERVIEW&propertyID=1545/
Xiamen Pan Pacific Hotel	https://www.panpacific.com/en/hotels-resorts/china/xiamen.html#/
Xiamen Gulangwan Hotel	/
Xiamen Jingmin Hotel	https://www.jmhotel.com/
Wuyishan Yuanhua Guoji Hotel	http://www.yhgj.cn/
Jinjiang Powerlong Hotel	http://www.jinjiang-powerlonghotel.com/
Gansu	
Gansu Soluxe Hotel	http://www.grandsoluxehotel.com/
Jiuquan Hotel	/
Dunhuang Soluxe Hotel	http://www.dhsoluxehotel.com/
Guangdong	

Foshan Green Lake Hotel	http://www.greenlake-hotel.com/
Zhaoqing Star Lake Hotel	http://www.starlakehotel-zq.com/
Shunde Ramada Plaza Hotel	https://www.wyndhamhotels.com/ramada/shunde-harbour-china/shunde/
Shenzhen Baohenda Hotel	http://www.bhdhotel.com/
Shenzhen Coli Hotel	http://www.thecolihotelsz.com/
Zhanjiang Sovereign Hotel	http://www.sovereignzj.com/
Shenzhen Tangla Hotel	http://www.tanglaszhotel.com/
Shenzhen Grand Skylight International Hotel	http://www.grandskylightihotel.com/
Foshan Swissotel Hotel	http://www.swissotel.com/hotels/foshan/
Shenzhen Zhujiang Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/shenzhen/szxtr/
Dongguan Mission Hills Hotel	http://www.missionhillschina.com/en-US/dongguan/
Guangzhou Dragon Lake Princess Hotel	http://www.dragonlakeprincesshotel.com.cn/
Shenzhen Oriental Grand Mercure Hotel	http://www.accorhotels.com/gb/hotel-6558-grand-mercure-shenzhen-oriental-ginza/
Zhuhai Charming Holiday Hotel	http://www.zhchh.com/
Paris Pan-Island Hotel	http://www.hpp.la/swhppindex/
Taishan Biguiyuan Phoenix Hotel	http://www.bgyhotel.com/index.php/web/hotel/hotel_index.html?h=9/
Foshan Baoli InterContinental Hotel	https://www.ihg.com/intercontinental/hotels/gb/en/foshan/
Foshan Golden Sun Hotel	/
Sanshui Garden Hotel	http://www.gnhls.com/
Gaoming Biguiyuan Phoenix Hotel	http://www.bgyhotel.com/index.php/web/hotel/hotel_index.html?h=16/
Dongguan Ouya International Hotel	/
Shenzhen Futian Sheraton Hotel	http://www.starwoodhotels.com/sheraton/prope

	rty/overview/index.html?propertyID=1709/
Shenzhen Xiahewan Ritz-Carlton Hotel	http://www.ritzcarlton.com/en/hotels/china/shenzhen/
Guangzhou Haiyi Chateaustar River Hotel	http://www.chateaustarriver.com/Hotel/About?hotelId=0fb5e85d-7a64-4268-b5b3-f8195a1dd69a/
Dongguan Houjie International Hotel	http://www.rphtls.com/dongguan/international/
Guangzhou Sunrich Sofitel Hotel	http://www.accorhotels.com/gb/hotel-6318-sofitel-guangzhou-sunrich/
Shenzhen Baolilai Hotel	http://www.bllhotel.com/
Shenzhen Qiushuishan Hotel	http://www.qsshotel.com/
Guangzhou Chateaustar River Hotel	http://www.chateaustarriver.com/Hotel/About?hotelId=e750fa22-6eb6-471a-af9c-4896f3c4e80b/
Guangzhou Fuli Ritz-Carlton Hotel	http://www.ritzcarlton.com/en/hotels/china/guangzhou/
Guangzhou Royal Marina Plaza Hotel	http://www.royalmarinaplaza.com/
Guangzhou Grand Hyatt Hotel	https://guangzhou.grand.hyatt.com/
Zhanjiang Hengyi Hotel	http://www.hafreehotel.com/
Huizhou Homeland Hotel	http://www.homelandhotel-hz.com/
Huizhou Sheraton Hotel	http://www.starwoodhotels.com/preferredguest/property/overview/index.html?SWAQ=&propertyID=3010/
Dongguan Yuelai Garden Hotel	/
Zhuhai Kingwad International Hotel	http://www.kingwardintlhotel.com/
Guangzhou Pattras Resort	http://www.pattrasresort.com/
Meizhou Ketianxia International Hotel	http://www.ktxjq.com/
Guangzhou Weldon Hotel	http://www.weldonhotel.com/
Golden Bay Hotel	http://www.goldenbay-mz.com/
Baiyun Hotel	http://www.baiyun-hotel.com/

Foshan Fortuna Hotel	http://www.hotelfortuna.com.cn/
Yanjiang Biguiyuan Phoenix Hotel	http://www.bgyhotel.com/index.php/web/hotel/hotel_index.html?h=7/
Guangzhou Shangri-La Hotel	http://www.shangri-la.com/guangzhou/shangrila/
Shenzhen Century Kingdom Hotel	http://www.szckhotel.com/
Dameisha Resort Sheraton Hotel	http://www.starwoodhotels.com/preferredguest/property/overview/index.html?SWAQ=&propertyID=1968/
Shenzhen InterContinental Hotel	https://www.ihg.com/intercontinental/hotels/gb/en/shenzhen/szxha/
Shenzhen Shengang Hotel	http://sz.szahotel.com/
Guangzhou Nansha Hotel	http://www.nanshahotel.com/
Guangzhou Westin Hotel	http://www.starwoodhotels.com/preferredguest/property/overview/index.html?SWAQ=8CPE&propertyID=1706/
Jiangmen Palace International Hotel	http://www.palace-international.com/
Yangchun East lake Hotel	http://www.elhtl.com/
Guangzhou Baiyun Airport Pullman Hotel	http://www.accorhotels.com/gb/hotel-6240-pullman-guangzhou-baiyun-airport/
Dongguan Wellton Hotel	http://www.welltonhotel.com/
Shenzhen Marco Polo Hotel	http://www.marcopolohotels.com/en/marco_polo/hotels/china/shenzhen/
Heyuan Xiangfeng International Hotel	http://www.xfi-hotel.com/
Qingyuan Biguiyuan Jiari Hotel	/
Dongguan Sangzheng Hotel	http://www.sangemhotel.com/
Luofushan International Conference Hotel	/
Huizhou Kande Hotel	http://www.kandehotel.com/
Guangzhou Jianguo Hotel	http://www.btghotels.com/gz_jianguo_hotel/
Jieyang Rongjiang Hotel	http://www.rongjianghotel.com/

Dongguan Huihua Hotel	http://www.huihuahotel.com.cn/
Guangzhou Grand International Hotel	http://www.grandinternationalhotel.com/
Zhanjiang Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/zhanjiang/
Maoming International Hotel	/
Shaoguan Royce Hotel	http://www.hotelroyce.cn/
Zhuhai Holiday Inn Hotel	https://www.ihg.com/holidayinn/hotels/gb/en/zhuhai/
Heshan Biguiyuan Phoenix Hotel	http://www.bgyhotel.com/index.php/web/hotel/hotel_index.html?h=5/
Zhuhai Changan Holiday Hotel	http://www.zhcahotel.com/Holiday/
Guangzhou Dongfang Hotel	http://www.hoteldongfang.com/
Shenzhen Sunshine Hotel	http://www.sunshinehotels.cn/sz/
Shenzhen Shangri-La Hotel	http://www.shangri-la.com/shenzhen/futianshangrila/
Shenzhen Crowne Plaza Suite Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/shenzhen/szxlm/
Shenzhen Best Western Hotel	http://www.bwsz.net/
Zhuhai Haiwan Hotel	http://zhuhai.gbvh.com/
Shantou Golden Gulf Hotel	http://www.goldengulfhotel.com/
Zhongshan International Hotel	http://www.zsih.com.cn/
Dongguan Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=1460/
Shenzhen Hengfeng Hotel	http://www.hfhotel.com/
Guangzhou Zengcheng Biguiyuan Phoenix Hotel	http://www.bgyhotel.com/index.php/web/hotel/hotel_index.html?h=3/
Shantou Haiyi Hotel	http://www.haiyihotel-group.com/en/hotel-stjh/
Jiangmen Yucca Hotel	http://www.yuccahotel.com/
Zhuhai Zhongbang Art Hotel	http://www.zobonarthotel.com/
Zhuhai Resort Hotel	http://www.zhuhai-holitel.com/

Shantou St. Regency Hotel	http://www.st-regency.com.cn/
Kaiping Pan Tower Hotel	http://www.pantower.com/
Guangdong Regal Hotel	http://www.rphtls.com/dongguan/regal/
Shenzhen Venice Hotel	http://www.veniceszhotel.com/
Shenzhen Pavilion Hotel	http://www.pavilionhotel.com/
Dongguan Cinese Hotel	http://www.cinesehotel.com/
Dongguan Tangla Hotel	http://www.hnahotels.com/tldg/
Foshan Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/cn/zh/foshan/
Penglin Hotel	http://www.panglin-hotel.com/
Dongguan Nobel Hotel	http://www.gnhotel.com/
Zhuhai Dehan Hotel	http://www.cnicc.com/
White Swan Hotel	http://www.whiteswanhotel.com/
Guangzhou Marriot Hotel	http://www.marriott.com.cn/hotels/travel/canmc-china-hotel-a-marriott-hotel-guangzhou/
Garden Hotel	http://www2.gardenhotel.com/
Guangzhou Asia International Hotel	http://www.aihotel.com/
Foshan Golden Hotel	http://www.goldenhotelgd.com/
Dongguan Fengtan Hotel	http://www.fthotel.cn/
Shenzhen Mission Hills Hotel	http://www.missionhillschina.com/en-US/shenzhen/
Dongguan Melsweldon Hotel	http://www.melsweldon.com/
Huizhou Gophoe Hotel	http://www.gophoehotel.com/
Zhongshan Plaza International Hotel	http://www.plaza-inter.com/
Guangxi	
Liuzhou Hotel	/
Guangxi Upsky Hotel	http://www.upskyhotel.com/
Guangxi White Dolphin Hotel	http://www.wd-hotel.com/

Red Forest Hotel	http://www.redforesthotel.com/
Guilin Green Lotus Hotel	http://www.greenlotushotel.com/
Liuzhou Radisson Hotel	https://www.radissonblu.com/en/hotel-liuzhou
Jinxiu Shenhang Hotel	http://jx.szahotel.com/
Guilin Shangri-La Hotel	http://www.shangri-la.com/guilin/shangrila/
Guilin Sheraton Hotel	http://www.starwoodhotels.com/preferredguest/property/overview/index.html?SWAQ=&propertyID=483/
Guilin Royal Garden Hotel	http://www.guilinroyalgardenhotel.com/
Beihai Shangri-La Hotel	http://www.shangri-la.com/beihai/shangrila/
Guilin Waterfall Hotel	http://www.waterfallguilin.com/
Guizhou	
Guizhou Howard Johnson Hotel	https://www.wyndhamhotels.com/hojo/guiyang-china/howard-johnson-plaza-guiyang/
Guiyang Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=1577/
Guiyang EM Park Hotel	http://www.empark.com.cn/
Qianxinan Fortune Hotel	http://www.fortunehotel.com.cn/
Guiyang Baoli Spring Hotel	/
Qianxinan Zhongwei Hotel	https://www.zhongweihotels.com/hotels/xyzwch/
Hainan	
Sanya Timton Hotel	http://www.timtonhotel.cn/
Haikou Mission Hills Hotel	http://www.missionhillschina.com/en-US/haikou/
Sanya Bay Howard Johnson Hotel	https://www.wyndhamhotels.com/hojo/sanya-city-china/howard-johnson-resort-sanya-bay/
Sanye Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/sanya/syxba
Sanya Bay Marriot Hotel	http://www.marriott.com/hotels/travel/syxmc-

	sanya-marriott-yalong-bay-resort-and-spa/
Hainan Huayuan Crown Hotel	http://www.csrhn.com/
Sanya Hilton Hotel	http://www3.hilton.com/en/hotels/china/hilton-sanya-yalong-bay-resort-and-spa-SYXHIHI/
Yalong Bay Mangrove Tree Resort	http://www.mangrovetreeresort.com/
Sanya Horizon Resort	http://www.horizonsanya.com/
Haikou Sheraton Resort Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=1578/
Haikou Tienyow Hotel	http://www.tienyow.com/
Boao Asia Forum Hotel	/
Sanya Soluxe Hotel	http://www.soluxesanya.com/
Sanya Ritz-Carlton Hotel	http://www.ritzcarlton.com/en/hotels/china/sanya/
Sanya ClubMed Hotel	https://www.clubmed.com.cn/r/Sanya/
Haikou Mingguang Hotel	http://www.mingguanghotel.com.cn/
Shimei Bay Meridien Hotel	http://www.starwoodhotels.com/preferredguest/property/overview/index.html?SWAQ=8CPE&propertyID=1954/
Sanya Metro Park Hotel	http://www.metroparksyhotel.com/
Wenchang Waika Hotel	http://www.waikahotel.com/
Xingrong HNA Hotel	http://www.hnahotels.com/ghhnkly/
Sanya Dadonghai Bay Marriot Hotel	https://www.marriott.com.au/hotels/travel/syxdb-sanya-marriott-hotel-dadonghai-bay/
Hainan Haiyi Hotel	http://www.haiyihotel-group.com/en/hotel-hnjh/
Sanya Sheraton Hotel	http://www.starwoodhotels.com/preferredguest/property/overview/index.html?SWAQ=&propertyID=1447/
Sanya InTime Resort	http://www.resortintimehotel.com/
Boao Golden Resort	http://www.boao-golden.com.cn/

Hainan HNA Hotel	http://www.hnahotels.com/ghhnxg/
Hailingdao Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/yangjiang/canhl/
Hebei	
Wuan Caifu Hotel	http://www.xhcf.net/
Lingang Shengtai Hotel	http://www.shengtaihotel.com/
Tangshan Guofeng Metro Park Hotel	http://www.hkctshotels.com/guofenghotel/
Xingtai Wanfeng Hotel	/
Shijiazhuang Crowne Plaza Hotel	https://www.ihg.com/intercontinental/hotels/gb/en/shijiazhuang/
Xinji Pidu Hotel	http://www.piduhotel.com/
Chengdu Jiahe Hotel	http://www.jiahehotel.com.cn/
Hebei Century Hotel	http://www.hebei-centuryhotel.com/
Shijiazhuang World Tower Plaza Hotel	http://www.wtphotels.com/
Hebei Zhongmao Haiyue Hotel	http://www.hb-zmhy.com/
Baoding Diangu Hotel	http://www.pvhotel.cn/
Xiulan Hotel	http://www.xiulanfandian.com/
Golden Elephant Hotel	http://www.elehotels.com/
Cangzhou Arcadia Hotel	http://www.czaekdy.com/
QinHuang Grand Hotel	http://www.grandhotelqinhuang.com/
Langfang Arcadia Hotel	http://www.lfarcadiahotel.com/
Fucheng Hotel	http://www.fuchengjituan.com/
Hebei Zhuozheng Hotel	http://www.zhuozhenghotel.com/
Baoding Starlight Hotel	http://www.bdstarlight.com.cn/
Tangshan Jinjiang Guoji Hotel	http://www.jjgjfd.com/
King Lion Hotel	http://www.kinglion-hotel.com/
Henan	
Zhengzhou Chengyude Hotel	http://www.cydhotel.com/

Jiaozuo Days Inn Hotel	https://www.wyndhamhotels.com/days-inn/jiaozuo-china/days-hotel-and-suites-jiaozuo/
Pingdingshan Zhongxin Guoan Hotel	http://www.zxgahotel.com/
Xuchang Huayue Hotel	http://www.huayuehotel.net/
Xinxiang Kaiyuan Hotel	http://www.kaiyuanhotels.com/hotelCode=KYXXMD/
Yonghe Nobel Hotel	http://www.yhnhotel.com/
Zhengzhou Jinpeng Hotel	http://www.jinpengecologyhotel.com/
Suiping Chayashan Hotel	http://www.chayashanhotel.com/
Nanyang Zhongtai Hotel	http://www.zthot.com/
Henan Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/us/en/zhengzhou/
Zhengzhou Sofitel Hotel	http://www.accorhotels.com/gb/hotel-2197-sofitel-zhengzhou-international/
Zhengzhou Yuda Palace Hotel	http://www.yudapalacehotel.com/
Zhengzhou Jianguo Hotel	http://www.bthhotels.com/en/hotel/JG0007#information/
Hebi Ying Hotel	http://www.hbgh.com.cn/
Luoyang Dongshan Hotel	http://www.lydongshanhotel.cn/
Kaifeng Zhongzhou Hotel	http://www.kfzhongzhou.com/
Kaifeng Kaiyuan Hotel	http://www.kaiyuanhotels.com/hotelCode=KYKFMD/
Luoyang Mudu-Lee Royal Hotel	http://www.mudu-leeroyalhotel.com/
Zhengzhou Marriot Hotel	http://www.marriott.com/hotels/travel/cgojw-jw-marriott-hotel-zhengzhou/
Heilongjiang	
Harbin Shangri-La Hotel	http://www.shangri-la.com/cn/harbin/shangrila/
Harbin Sofitel Hotel	https://www.accorhotels.com/gb/hotel-6824-sofitel-harbin/

Mudanjiang Hawaii Hotel	http://www.hawaii-hotel.com.cn/
Jixi Longcheng Huayuan Hotel	http://www.lchyhotel.com/
Hegang Longyun Hotel	/
Daqing Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3608/
Hubei	
Wudang Yage Hotel	http://www.sjbqhotel.com/
Wuhan New World Hotel	http://wuhan.newworldhotels.com/
Wuhan Marco Polo Hotel	http://www.marcopolohotels.com/en/marco_polo/hotels/china/hankou/marco_polo_wuhan/
Xianning Biguiyuan Phoenix Hotel	http://www.bgyhotel.com/index.php/web/hotel/hotel_index.html?h=15/
Junyao Jinjiang Hotel	/
Wuhan Kingdom Hotel	http://www.whkingdom.com/
Huangshi Cihushanzhuang Hotel	http://www.hbchsz.com/
Hubei Hongshan Hotel	http://www.hshotel.com/
Yichang Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/us/en/yichang/
Xiangyang Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/xiangyang/
Wuhan Westin Hotel	http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=3577/
Wuhang Shangri-La Hotel	http://www.shangri-la.com/wuhan/shangrila/
Hubei East Lake Hotel	http://www.eastlakehotel.com/
Best Western May Flowers Hotel	http://www.bwmayflowers.com.cn/
Wuhan Ramada Plaza Hotel	https://www.wyndhamhotels.com/ramada/wuhan-china/ramada-plaza-optics-valley-hotel-wuhan-wuchang/
Jinzhou Jinwei International Hotel	http://www.jwihotel.com/
Wuhan Sheraton Hotel	http://www.starwoodhotels.com/sheraton/prope

	rty/overview/index.html?propertyID=3775/
Wuhan Howard Johnson Hotel	https://www.wyndhamhotels.com/hojo/wuhan-china/howard-johnson-pearl-plaza-wuhan/
Wuhan Jinjiang Hotel	http://hotel.jinjiang.com/621.html/
Wuhan Optics Valley Hilton Hotel	http://www3.hilton.com/en/hotels/china/hilton-wuhan-optics-valley-WUHOVHI/
Hunan	
Xiangtan Paragon Hotel	http://www.paragon-hotel.com/
Zhuzhou Huatian Hotel	http://www.zzht-hotel.com/
Chenzhou Huatian Hotel	http://cz-huatian.com/
Changsha Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=1705/
Zhangjiajie Pullman Hotel	http://www.pullmanhotels.com/gb/hotel-7934-pullman-zhangjiajie/
Changsha Mingcheng Guoji Hotel	http://www.mcgj-hotel.cn/
Xiaoxiang Huatian Hotel	http://www.xxht-hotel.com/
Liuyang Yintian Hotel	http://www.yintianhotel.net/
Changde Cohere Hotel	http://www.coherehotel.com/
Qinghe Jinjiang Hotel	http://www.qhjjhotel.com/
Changshu Wyndham Grand Hotel	https://www.wyndhamhotels.com/wyndham-grand/changsha-china/wyndham-grand-plaza-royale-furongguo-changsha/
Rich Global Hotel	http://www.richglobalhotel.com/
Zhangjiajie Sunshine Hotel	http://www.sunshinehotels.cn/zjj/
Xiangtan Xintian Hotel	http://www.xtxthotel.com/
Hunan Huatian Hotel	http://www.huatian-hotel.com/
Changshu Grand Sun City Hotel	http://www.gschotel.com/
Changshu Tongcheng Guoji Hotel	http://tcgj.dolton-hotels.com/
Hunan St. Tropez Hotel	http://www.st-tropezhotel.com/

Hunan Yueyang Yunmeng Hotel	http://www.yunmengbinguan.com/
Inner Mongolia	
Neimenggu Jinjiang Hotel	http://hotel.jinjiang.com/624.html/
Baotou Shangri-La Hotel	http://www.shangri-la.com/baotou/shangrila/offers/section/rooms-suites/
Hohehot Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3078/
Manzhouli Shangri-La Hotel	http://www.shangri-la.com/manzhouli/shangrila/
Xilinguole Yuanhe Jianguo Hotel	http://www.yhjghotel.com/
Neimeng Xincheng Hotel	http://www.xincheng-hotel.com.cn/en/
Neimenggu Hotel	http://www.nmghotel.com/
Erdos Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/erdos-city/
Baotou Haide Hotel	http://www.hd-hotel.com.cn/
Hohehot Shangri-La Hotel	http://www.shangri-la.com/huhhot/shangrila/
Jilin	
Changchun Shangri-La Hotel	http://www.shangri-la.com/changchun/shangrila/
Changchun Mingmen Hotel	http://www.hnahotels.com/ghccmm/
Changchun Kaiyuan Hotel	http://www.kaiyuanhotels.com/hotelCode=KYCCMD/
Jilin Songyuan Hotel	http://www.songyuan-hotel.com/
Jiangsu	
Changbaishan Horizon Hotel	http://www.horizoncbs.com/
Kunshan Fairmont Hotel	http://www.fairmont.com/yangcheng-lake-kunshan/
Wuxi Landison Hotel	http://www.wxlds.com/
Yixing Garden Plaza Howard Johnson Hotel	https://www.wyndhamhotels.com/hojo/wuxi-china/howard-johnson-garden-plaza-yixing/

Nanjing Westin Hotel	http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=3358/
Jiangyin Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3476/
Haimen Donghengsheng Hotel	/
Nanjing Arcadia Hotel	/
Nanjing Marriot Hotel	https://www.ihg.com/intercontinental/hotels/us/en/nanjing/
Wuxi Nikko Hotel	http://www.nikkowuxi.com/
Nanjing Yuhao Hotel	http://www.yuhaohotel.cn/
Yixing Grand Hotel	http://www.yixinghotel.com/
Wuxi Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3449/
Changzhou Dinosaur Grand Metro Park Hotel	http://www.hkctshotels.com/hotels/ChangzhouUniversalDinosaurCastleGrandMetropark/
Suzhou Marriot Hotel	https://www.marriott.com.au/hotels/travel/szvmc-suzhou-marriott-hotel/
Yangzhou Xiyuan Hotel	http://www.yzxyhotel.com/
Suzhou Grand Metro Park Hotel	http://www.hkctshotels.com/hotels/SuzhouGrandMetropark/
Wujiang Harriway Hotel	http://www.harriway.com/
Obrao Hotel	http://obraohotel.com/
Dafeng Peninsula Hotel	http://www.dfpsihotel.com/en/
Wujin Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3609/
Zhenjiang Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3607/
Yushui Hotel	http://www.yushuihotel.com/
Nanjing Central Hotel	http://www.centralhotelnj.com/
Zhenjiang Guoji Hotel	http://www.zjgjfd.com/

Wujiang Dyna Sun Hotel	http://www.dynasunhotel.com/
Wuxi Kempinski Hotel	https://www.kempinski.com/en/wuxi/hotel-wuxi/
Wuxi Jinling Hotel	https://www.jinlinghotels.com/brand/detail?destination=wuxi/
Suzhou Kempinski Hotel	https://www.kempinski.com/en/suzhou/hotel-suzhou/
Nanjing Mingfa Hotel	http://www.mingfahotel.com.cn/
Changshu Kingrace Hotel	http://www.kingracehotel.com/
Yangzhou Huijin Hotel	http://huijinhotel.com.cn/
Jiangsu Furudonghai Resort & Spa	/
Changshu Merryland Hotel	http://www.merryland-yk.com/
Yangzhou Jinling Hotel	https://www.jinlinghotels.com/brand/detail?destination=yangzhou/
Suzhou Taihu Golf Hotel	http://www.taihugolfhotel.com/
Huaian Dingli Hotel	http://www.dinglihotel.com/en/content.aspx?call_index=enjianjie/
Jiangyin Taiyuan Hotel	/
Lianyungang Yuntai Hotel	http://www.yuntaihotel.com/
Suzhou Jinji Lake Grand Hotel	http://www.siphotel.com/
Suzhou Shangri-La Hotel	http://www.shangri-la.com/suzhou/shangrila/
Nanjing Dingshan Hotel	http://www.nanjing-dingshan.com/
Jiangsu Yancheng Jinling Hotel	https://www.jinlinghotels.com/brand/detail?destination=yancheng/
Taicang Guoji Hotel	http://www.tcjjhotel.com/
Changshu Yushan Jinjiang Hotel	http://www.ysjjhotel.com/
Kunshan Crown Hotel	http://www.yizuicrownhotel.com/
Liyang Jinling Hotel	https://www.jinlinghotels.com/brand/detail?destination=liyang/
Liyang Tianmuhu Guoji Hotel	http://tmhgjfd.ypb.cn/

Suzhou New City Grand Hotel	http://www.ncghotel.com/
Suzhou Palace Lan Resort	http://www.palacelanresort.com/
Yangzhou Ying Hotel	http://www.yzybg.com/
Nanjing International Conference Hotel	http://www.nic-hotel.com/
Nanjing Kaiyuan Hotel	http://www.kaiyuanhotels.com/hotelCode=KYNJDY/
Zhangjiagang Xinyuan Hotel	http://www.xyhotel.cn/
Zhangjiagang Jinling Hotel	http://060.jinlinghotels.com/
Jiangsu Tianmuhu Hotel	http://www.tmhtour.com/DuJiaJiuDian/
Suzhou Tongli Lakeview Hotel	http://www.tonglilakeviewhotel.com/
Nantong Youfei Hotel	http://www.youfeihotel.com/
Hope Sun Hotel	http://www.hopesunhotel.com.cn/
Changzhou Fudu Shangri-La Hotel	http://www.shangri-la.com/changzhou/tradersfudu/
Nanjing Zhongshan Gold Suning Sofitel Hotel	http://www.accorhotels.com/gb/hotel-6180-sofitel-nanjing-zhongshan-golf-suning/
Nanjing City Celebrity Hotel	http://www.4008266333.com/jdjs.aspx?hotelid=NJYLMRCSJD/
Xuzhou Kaiyuan Hotel	http://www.kaiyuanhotels.com/hotelCode=KYXZMD/
Changshu Tianming Hotel	http://www.tianminghotel.com/
Kunshan Swissotel Hotel	http://www.swissotel.com/hotels/kunshan/
Changshu Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/changshu/
Nanjing Galaxy Suning Sofitel Hotel	http://www.accorhotels.com/gb/hotel-6179-sofitel-nanjing-galaxy-suning/
Aster Hotel	http://www.aster.com.cn/
Jinling Hotel	https://www.jinlinghotels.com/brand/detail?destination=nanjing/
Nanjing Trustel Hotel	http://www.trustel.com/en/GuoxinHotel/ZYLD

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Nanjing Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=180/
Suzhou Crowne Plaza	https://www.ihg.com/crowneplaza/hotels/gb/en/suzhou/
Suzhou Pan Pacific Hotel	https://www.panpacific.com/zh/hotels-resorts/china/suzhou.html/
Wuxi Taihu Hotel	http://www.taihuhotel.com/thfd/
Nanjing Grand Metro Park Hotel	http://www.hkctshotels.com/hotels/NanjingGrandMetropark/
Nanjing Grand Hotel	http://www.njgrandhotel.com/
Nanjing Lakeview Hotel	http://www.lakeviewhotel.cn/
Zhangjiagang Guomao Hotel	http://www.guomaohotel.net/
Taizhou Chunlan Hotel	http://www.chunlanhotel.com/
Suning Suite Hotel	http://www.suningsuitehotel.com/
Jiangsu Ondine Hotel	http://www.ondinehotel.com/
Yixing Hotel	http://www.yxbg.cn/
Jiangsu Suzhou Garden Hotel	http://www.gardenhotelsz.com/
Wuxi Hubin Hotel	http://www.hubinhotel.com/hbfd/
Nanjing Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/nanjing/
Suzhou Taichang Jinling Hotel	https://www.jinlinghotels.com/brand/detail?destination=taicang/
Nanjing Shangri-La Hotel	http://www.shangri-la.com/nanjing/shangrila/
Jiangxi	
Fuzhou Honor Hotel	http://www.honorhotel.com/jiangxifuzhou/
Nanchang Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/nanchang/
Nankang Hotel	http://www.nankanghotel.com/
Yichun Ying Hotel	http://www.ybghotel.com/

Xinyu Rongcheng Hotel	http://www.rongchenghotel.com/
Mingyueshan Metro Park Hotel	http://www.metroparkmy.com/
Jiangxi Hotel	http://www.jxh.com.cn/
Nanchang Gloria Grand Hotel	http://nanchang-grand.gloriahotels.com/
Jiujiang S&N Hotel	http://www.snhotels.net/hotel/hotelIndex.htm?code=6/
Jiangxi Jinfeng Hotel	http://www.jinfenghotel.com.cn/
Jiangxi Jialaite International Hotel	/
Trilec Hotel	http://www.trilechotel.com/
Nanchang Yuanzhongyuan Hotel	/
Nanchang Haojing Huayuan Hotel	/
Jingdezhen Zijin Hotel	/
Ganzhou Jinjiang International Hotel	http://gzjj.v1.3dns.com.cn/
Jiujiang Xinhua Jianguo Hotel	http://www.bthhotels.com/en/hotel/JG0016/
Liaoning	
Linhai Huayuan Hotel	http://lhhy.weilaitrip.com/
Dalian Teda Grand Mercure Hotel	http://www.accorhotels.com/gb/hotel-6720-grand-mercure-dalian-teda/
Yingkou Hongyun Hotel	http://www.ykhy-hotel.com/
Dalian InterContinental Hotel	https://www.ihg.com/intercontinental/hotels/us/en/dalian/
Yingkou Gold Time Hotel	http://www.goldtimehotel.com/
Benxi Fuhong Hotel	http://www.fuhonggroup.cn/bxjd.html/
Fushun Youyi Hotel	http://www.fsyybg.com/
Wartai Hotel	http://www.wartaihotel.com/
Dongbei Tower Hotel	http://www.sydbds.com/
Dandong Friend Plaza Hotel	http://www.friendplazahotel.com/
Tieling Golden Haiyue Hotel	http://www.gdhhotels.com/gdh_tljcyh/

Dalian New World Hotel	https://dalian.newworldhotels.com/
Dalian S&N Hotel	http://www.snhotels.net/
Shenyang North York Hotel	http://www.northyorkhotel.com/
Dalian Wanda Hilton Hotel	http://www3.hilton.com/en/hotels/china/hilton-dalian-DLCZSHI/
Shenyang Royal Wanxin Hotel	http://www.royal-wanxin.com/
Shenyang Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/shenyang/
Shenyang Lido Sofitel Hotel	http://www.sofitel.com/gb/hotel-9080-sofitel-shenyang-lido/
Dalian Furama Hotel	http://www.furama.com.cn/
Dalian Shangri-La Hotel	http://www.shangri-la.com/dalian/shangrila/
Dalian Nikko Hotel	http://www.nikkodalian.com.cn/
Shenyang Sunrise International Hotel	http://www.radegasthotel.com/lm&lang=en/
Liaoyang Fuhong Hotel	http://www.fuhonggroup.cn/lyjd.html/
Anshan Wuhuan Hotel	http://www.wuhuanhotel.com.cn/
Dalian Kempinski Hotel	https://www.kempinski.com/en/dalian/hotel-dalian/
Dalian Inn Fine Hotel	http://www.innfinehotel.cn/
Shenyang Kempinski Hotel	https://www.kempinski.com/en/shenyang/hotel-shenyang/
Qinghai	
Qinghai Hotel	http://www.qhhotel.com/
Xining Sofitel Hotel	https://www.accorhotels.com/gb/hotel-9567-sofitel-xining/
Shaanxi	
Xian Westin Hotel	http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=3118/
Xian Yuehao Hotel	http://www.yoholhotel.com/

Xian Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=475/
Xian Shangri-La Hotel	http://www.shangri-la.com/cn/xian/shangrila/
Xian Park Hotel	http://www.parkhotelgroup.com/xian/
Xian Sofitel Hotel	http://www.accorhotels.com/gb/hotel-5949-sofitel-xian-on-renmin-square/
Xian Gloria Grand Hotel	http://xian-grand.gloriahotels.com/
Xian Jianguo Hotel	http://www.bthhotels.com/en/hotel/JG0004#/
Shaanxi EM Park Hotel	http://www.empark.com.cn/shaanxi/
Yulin Yongchang Hotel	http://www.yongchanghotel.com/
Xian Swisstouches Hotel	http://www.swisstouchesxian.com/
Xian Yangguang Hotel	http://www.yangguanghotel.cn/
Xian Sairui Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3570/
Xian Days Inn Hotel	https://www.wyndhamhotels.com/wyndham/xian-china/wyndham-hotel-xian/
Xian Hilton Hotel	http://www3.hilton.com/en/hotels/china/hilton-xian-XIYHIHI/
Xian Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/xi-an/
Shandong	
Qingdao Marriot Hotel	https://www.ihg.com/intercontinental/hotels/gb/en/qingdao/
Shandong Richmond Grand Hotel	http://www.richmondgrand.com/
Liaocheng Arcadia Hotel	/
Shandong Sun Plaza Hotel	http://www.sunplazahotels.com/
Penglai Huaxi Hotel	/
Yantai Sheraton Resort	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3399/
Longkou Nanshan Huiyi Zhongxin Hotel	http://www.nshyzx.com/

Yantai Jinhaiwan Hotel	http://www.6636999.com.cn/
Qingdao Kylin Hotel	http://www.kylinhotel.com/
Zibo Century Hotel	/
Dongying Dongsheng Hotel	http://www.dongshenghotel.cn/
Taian Ramada Plaza Hotel	https://www.wyndhamhotels.com/ramada/taian-china/ramada-plaza-taian/
Weihai Haiyue Hotel	http://www.haiyuehotel.com.cn/
Dongying Lanhai Guoji Hotel	http://www.lanhai.cn/lhgj/
Weifang Montriche International Hotel	http://www.montriche-international.com/
Yantai Ramada Plaza Hotel	https://www.wyndhamhotels.com/ramada/yantai-china/ramada-plaza-yantai/
Zibo Wanhao Hotel	http://www.zbwanhaohotel.com/
Qingdao Wyndham Hotel	https://www.wyndhamhotels.com/wyndham/qingdao-china/wyndham-qingdao/
Qingdao Holiday Inn Hotel	https://www.ihg.com/holidayinn/hotels/gb/en/qingdao/
Huasheng Jiangquancheng Hotel	http://www.hsjqchotel.com/
Qingdao Marriot Hotel	http://www.starwoodhotels.com/lemeridien/property/overview/index.html?propertyID=3447/
Jinan Silver Plaza Sofitel Hotel	http://www.accorhotels.com/gb/hotel-2875-sofitel-jinan-silver-plaza/
Shandong Hotel	http://www.sdhotel.com.cn/
Qingdao Regency Hotel	http://www.regencyhotelqd.com/
Qingdao Shangri-La Hotel	http://www.shangri-la.com/qingdao/shangrila/
Qingdao Seaview Hotel	http://www.seaview.cn/
Qingdao Dynasty Hotel	http://www.hqdynasty.com/
Weihai Golden Bay Hotel	http://www.gbhotel.com.cn/
Weifang Farrington Hotel	http://www.farrington.cn/
Jinan Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/jinan/

Shanxi	
Changzhi Yidong Hotel	/
Dongming Guoji Hotel	http://www.dmgjdjd.com/
Shuozhou Wantongyuan Hotel	http://wantongyuan-sz.weilaitrip.com/
Hongyuan Guoji Hotel	http://www.sxhygjhotel.com/hygj/
Shanxi Wanhao Meiyue Hotel	http://www.whmyhotel.com/
Huancheng Caston Hotel	http://www.huanchengcaston.com/
Datong Howard Johnson Hotel	https://www.wyndhamhotels.com/hojo/datong-china/howard-johnson-jindi-plaza-datong/
Xiaoyi Dongxing Dihao Hotel	http://www.sxdhhotel.com/
Yangcheng Meiyun Garden Hotel	http://www.mygardenhotel.com/
Shanxi Guomao Grand Hotel	/
Shanxi Grand Metro Park Hotel	http://www.hkctshotels.com/hotels/ShanxiWanshiGrandMetropark/
Shanxi Jinci Hotel	http://www.sxjchotel.com/
Datong Tiangui Guoji Hotel	http://www.tggj.com.cn/
Yongji Haina Hotel	http://www.hainahotel.com/
Wutaishan Wufeng Hotel	/
Lihua Grand Hotel	http://www.lihuagrandhotel.com/
Yangquan Yaolin Hotel	http://www.yaolinhotel.com/
Shanghai	
Shanghai Fujian Hotel	http://www.fujianhotel-sh.cn/
Shanghai Bund Hyatt Hotel	https://shanghaithebund.hyatt.com/
Shanghai WH Ming Hotel	http://www.whminghotel.com/
Shanghai Yuehua Hotel	http://www.hotelyuehua.com/
Shanghai Hongquan Radisson Hotel	https://www.radissonblu.com/en/hongquanhotel-shanghai/
Shanghai World Expo InterContinental Hotel	https://www.ihg.com/intercontinental/hotels/gb/en/shanghai/shghb/

Shanghai Swissotel Hotel	http://www.swissotel.com/hotels/shanghai/
Shanghai Pudong Ritz-Carlton Hotel	http://www.ritzcarlton.com/en/hotels/china/shanghai-pudong/
Shanghai Pudong Chateaustar River Hotel	http://www.chateaustarriver.com/Hotel/About?hotelId=5c98de13-a06a-4f72-817a-9bccaa2926ae/
Shanghai Nikko Hotel	http://www.nikkoshanghai.com/
Shanghai Peninsula Hotel	http://shanghai.peninsula.com/
Shanghai Changfeng Park Marriot Hotel	https://www.marriott.com.au/hotels/travel/shacp-jw-marriott-hotel-shanghai-changfeng-park/
Shanghai Riverside Marriot Hotel	https://www.marriott.com.au/hotels/travel/shalu-shanghai-marriott-hotel-riverside/
Shanghai Youyou Sheraton Hotel	http://www.starwoodhotels.com/preferredguest/property/overview/index.html?propertyID=1962/
Shanghai Royal Tulip Hotel	http://www.royaltuliphotel.cn/
Shanghai Royal Hotel	http://www.royal-sh.cn/
Shanghai Park Hyatt Hotel	https://shanghai.park.hyatt.com/
Shanghai Broadway Mansions Hotel	http://www.broadwaymansions.com/
Shanghai Millennium Hotel	https://www.millenniumhotels.com/zh/shanghai/grand-millennium-shanghai-hongqiao/
Shanghai Shimao Meridien Hotel	http://www.starwoodhotels.com/lemeridien/property/overview/index.html?propertyID=1945/
Shanghai Fudan Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/shanghai/shgfd/
Shanghai Yinxing Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/us/en/shanghai/shgch/
Shanghai Yu Garden Marriot Hotel	https://www.marriott.com.au/hotels/travel/shasy-renaissance-shanghai-yu-garden-hotel/
Shanghai Shiji Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/shanghai/shgmr/
Shanghai Nanjiao Hotel	http://www.nanjiaohotels.com/

Shanghai Bund East Wyndham Hotel	https://www.wyndhamhotels.com/wyndham/shanghai-china/wyndham-bund-east-shanghai/
Shanghai Zhongyou Hotel	http://www.zhongyou-hotel.com/
Shanghai Zhongshan Park Renaissance Hotel	https://www.marriott.com.au/hotels/travel/shabz-renaissance-shanghai-zhongshan-park-hotel/
Shanghai Grand Central Hotel	http://www.grandcentralhotels.com/
Shanghai Skyway Pullman Hotel	http://www.accorhotels.com/gb/hotel-7298-pullman-shanghai-skyway/
Shanghai Sheshan Sofitel Hotel	http://www.accorhotels.com/gb/hotel-6329-sofitel-shanghai-sheshan-oriental/
Shanghai Puxi InterContinental Hotel	https://www.ihg.com/intercontinental/hotels/us/en/shanghai/shgzd/
Shanghai Xijiao Hotel	http://www.hotelxijiao.com/
Shanghai Pudong Double Tree Hotel	http://doubletree3.hilton.com/en/hotels/china/doubletree-by-hilton-hotel-shanghai-pudong-SHASPDI/
Shanghai Westin Hotel	http://www.starwoodhotels.com/preferredguest/property/overview/index.html?SWAQ=8CPE&propertyID=1379/
Shanghai Four Seasons Hotel	http://www.fourseasons.com/shanghai/
Shanghai JW Marriot Hotel	https://www.marriott.com.au/hotels/travel/shajw-jw-marriott-hotel-shanghai-at-tomorrow-square/
Shanghai Majesty Plaza Hotel	http://www.majestyplazashanghai.com/
Shanghai Guxiang Hotel	http://www.guxianghotel.net/
Shanghai Waigaoqiao Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/shanghai/shgcp/
Shanghai New World Radisson Hotel	https://www.radissonblu.com/en/newworldhotel-shanghai/
Shanghai Dongjiao Hotel	http://www.dongjiao.net/
Shanghai Pudong Renaissance Hotel	https://www.marriott.com.au/hotels/travel/sharn-renaissance-shanghai-pudong-hotel/

Shanghai Songjiang Kaiyuan Hotel	http://www.kaiyuanhotels.com/hotelCode=KY SJMD/
Shanghai Longemont Hotel	http://www.thelongemonthotels.com/
Shanghai Sheshan Meridien Hotel	http://www.starwoodhotels.com/tributeportfoli o/property/overview/index.html?propertyID=19 44/
Shanghai Eton Hotel	http://www.etonhotelshanghai.cn/
Hengshan Hotel	http://www.hengshanhotel.com/
Shanghai Pudong InterContinental Hotel	https://www.ihg.com/intercontinental/hotels/gb /en/shanghai/shgha/
Shanghai Pudong Shangri-La Hotel	http://www.shangri-la.com/shanghai/pudongshangrila/
Regal East Aisa International Hotel	https://www.regalhotel.com/regal-internation al-east-asia-hotel/
Shanghai Jinjiang Hotel	http://hotels.jinjiang.com/
Shanghai Fairmont Hotel	http://www.fairmont.com/peace-hotel-shang hai/
Shanghai Grand Hyatt Hotel	https://shanghai.grand.hyatt.com/
Shanghai Hongqiao Marriot Hotel	http://www.marriott.com.cn/hotels/travel/shaqi-shanghai-marriott-hotel-hongqiao/
Shanghai International Conference Center Hotel	http://www.shicc.net/shicc/
Shanghai Trustel Hotel	http://www.trustel.com/en/GuoxinHotel/zijinsh an/
Shanghai Hongta Luxury Collection Hotel	http://www.starwoodhotels.com/preferredguest/ property/overview/index.html?propertyID=136 5/
Shanghai Hongqiao State Guest Hotel	http://www.hqstateguesthotel.com/
Shanghai Radisson Hotel	https://www.radissonblu.com/en/plazaxingguo-shanghai
Shanghai Yangtze Renaissance Hotel	https://www.marriott.com.au/hotels/travel/shab r-renaissance-shanghai-yangtze-hotel/

Shanghai Jingan Hilton Hotel	http://www3.hilton.com/en/hotels/china/hilton-shanghai-SHAHITW/
Shanghai Garden Hotel	http://www.gardenhotelshanghai.com/
Shanghai Huating Jinjiang Hotel	http://huating.jinjianghotels.com/
Shanghai Jinjiang Tower Hotel	http://www.jinjiangtower.com/
Shanghai Hongkou Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3372/
Shanghai Sheshan Portfolio Hotel	http://www.starwoodhotels.com/tributeportfolio/property/overview/index.html?propertyID=001944/
Shanghai One Home Hotel	http://www.onehomehotel.com/
Shanghai Ruijin InterContinental Hotel	https://www.ihg.com/intercontinental/hotels/gb/en/shanghai/shgsr/
Shanghai Pudong Mandarin Oriental Hotel	https://www.mandarinoriental.com/shanghai/pudong/
Shanghai Hongqiao Jinjiang Hotel	http://www.hongqiaojinjiang.com/
Shanghai Portman Ritz-Carlton Hotel	http://www.ritzcarlton.com/zh-cn/hotels/china/shanghai/
Shanghai Royal Hotel	http://www.royalsh.net/
Sichuan	
Chengdu Millennium Hotel	https://www.millenniumhotels.com/en/chengdu/millennium-hotel-chengdu/
Panzhihua Kaiyuan Hotel	/
Mianyang Fuleshan Jiuzhou Hotel	http://www.flsjzhotel.com/
Chengdu Shangri-La Hotel	http://www.shangri-la.com/chengdu/shangrila/
Qingcheng Howard Johnson Hotel	http://www.hojoqc.com/
Minjiang Donghu Hotel	http://www.mjdhfd.com/
Chengdu Celebrity City Hotel	http://www.4008266333.com/
Chengdu InterContinental Hotel	https://www.ihg.com/intercontinental/hotels/us/en/chengdu/ctuha/

Sichuan Minshan Hotel	http://www.minshan.com.cn/
Sichuan Pacific Hotel	http://www.pachotel.com/
Chengdu Minyoun Hotel	http://www.minyounhotels.com/cn/shangya/chengdu_en/
Chengdu Wyndham Grand Hotel	https://www.wyndhamhotels.com/wyndham-grand/chengdu-china/wyndham-grand-plaza-royale-palace-chengdu/
Huashuiwan Celebrity City Hotel	http://www.4008266333.com/
Zigong Celebrity City Hotel	http://www.4008266333.com/
Chengdu Baoli Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/chengdu/ctupg/
Yibin Nanxi Juyang Hotel	http://www.jynxhotel.com/
Emeishan Century Sunshine Hotel	http://www.csunhotel.com/
Sichuan Jinjiang Hotel	http://www.jjhotel.com/
Chengdu Zongfu Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/chengdu/ctuch/
Jiuzhaigou Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=1482/
Chengdu Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=1296/
Jiuzhaigou InterContinental Hotel	https://www.ihg.com/intercontinental/hotels/gb/en/jiuzhaigou/
Leshan Hongzhoushan Hotel	http://www.hzshotel.com/
Chengdu Homeland Hotel	http://www.homelandhotel.com/
Chengdu Sofitel Hotel	http://www.accorhotels.com/gb/hotel-3717-sofitel-chengdu-taihe/
Chengdu Wangjiang Hotel	http://www.wangjianghotel.com/
Luzhou Jiucheng Hotel	http://www.lzjchotel.com/
Guangan Siyuan Hotel	http://www.guangansiyuanhotel.com/
Tibet Hotel	http://www.tibet-hotel.com/

Chengdu Kempinski Hotel	https://www.kempinski.com/en/chengdu/hotel-chengdu/
Yibin Shiwaitaoyuan Resort	http://www.zhswty.com.cn/
Aba Tianyuan Howard Johnson Hotel	http://www.tianyuan-hojo.com/
Tianjin	
Tianjin Haihe Holiday Inn Hotel	https://www.ihg.com/holidayinn/hotels/gb/en/tianjin/tsncr/
Tianjin Eagleland Hotel	http://www.eagleland-hotel.net/
Tianjin Binhai Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3387/
Tianjin Renaissance Hotel	https://www.marriott.com.au/hotels/travel/tsnlv-renaissance-tianjin-lakeview-hotel/
Tianjing Huawei Hotel	http://220.231.188.121:82/csgroup3web/
Tianjing HNA Hotel	http://www.hnahotels.com/tltj/
Tianjin Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=384/
Tianjin Tede Hotel	http://www.tedahotel.com/
Tianjin Tede Club Hotel	http://www.tedatjclub.com.cn/
Tianjin Golden Crown Hotel	http://www.gcthotel.com/
Tianjing Teda Renaissance Hotel	https://www.marriott.com.au/hotels/travel/tsntj-renaissance-tianjin-teda-convention-centre-hotel/
Tianjin Ruiwan Kaiyuan Hotel	http://www.kaiyuanhotels.com/hotelCode=KYTJRW/
Tianjin Binhai Holiday Inn Hotel	https://www.ihg.com/holidayinn/hotels/gb/en/tianjin/tsnhi/
Tianjin Saixiang Hotel	http://www.saixianghotel.com/
Tianjin Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/tianjin/
Tibet	
Lasa St. Regis Hotel	http://www.starwoodhotels.com/stregis/propert

	y/overview/index.html?propertyID=3129/
Lasa Guibinlou Hotel	/
Lasa InterContinental Hotel	https://www.ihg.com/intercontinental/hotels/gb/en/lhasa/
Lasa Shangri-La Hotel	http://www.shangri-la.com/lhasa/shangrila/
Xinjiang	
Tianyuan Hotel	http://tianyuanwulumuqi.com/
Licheng Garden Hotel	http://www.xjgardenhotel.com/
Xibei Shiyou Hotel	http://www.xibeishiyouhotel.com/
Mingyuan Xinshidai Hotel	/
Kashi Yinruilin Hotel	http://www.yrlhotel.com.cn/sitecnks/
Xinjiang Luxemon Yindu Hotel	http://www.luxemonyindu.com/
Xinjiang Hoitak Hotel	http://www.hoitakhotel.com/
Xinjiang Mirage Hotel	http://www.mirage-hotel.cn/
Xinjiang Silver Star Hotel	http://www.urumqi-silver-star-hotel.008h.com /
Urumqi Hualing Grand Mercure Hotel	http://www.accorhotels.com/gb/hotel-8557-grand-mercure-urumqi-hualing/
Turpan Shiyou Hotel	/
Xinjiang Kaicheng Jianguo Hotel	http://www.kcjghotel.com/
Mayitake Hotel	/
Ruihao International Hotel	/
Xinjiang Nanhang Peral Hotel	http://www.xj.cspearl.com/
Yunnan	
Xianggelila Shenchuan Hotel	http://www.dxgll.org/
Kunming EM Park Hotel	http://www.empark.com.cn/kunming/
Honghe Guanfang Hotel	http://www.guanfanghotelhonghe.com/
Lijiang Woport Hotel	http://www.woport.com/
Mangshi Hotel	http://www.mshotel.cn/

Qujing Guanfang Hotel	http://www.qjgf.net/
Lijiang Crowne Plaza Hotel	https://www.ihg.com/intercontinental/hotels/us/en/lijiang/
Tengchong Gold Resort	/
Dali Grand Bayview Hotel	http://www.grandbayviewhotel.com.cn/
Kunming Howard Johnson Hotel	https://www.wyndhamhotels.com/hojo/kunming-city-china/howard-johnson-tropical-garden-plaza-kunming-cn/
Ruili Jingcheng Resort	/
Kunming Kaiwah Plaza Hotel	http://www.kaiwahplaza.com/
Yunnan Lvzhou Hotel	/
Kunming Park Hotel	http://www.parkhotelgroup.com/kunming/
Lijiang Guanfang Hotel	/
Green Lake Hotel	http://www.greenlakehotel.com.cn/
Dali Regent Hotel	http://www.regenthotel.cn/
Dali Manwan Hotel	http://www.manwanhotel.net/
Tengchong Guanfang Hotel	http://www.yntcgfhotel.com/
Zhejiang	
Ninghai Kaiyuan Hotel	http://www.jhkyhotel.com/
Yueqing Jinding Hotel	http://www.jindinghotel.cn/
Zhuji Howard Johnson Hotel	https://www.wyndhamhotels.com/hojo/zhuji-china/howard-johnson-tongfang-plaza-zhuji/
Yuyao Ming Resort	http://www.mingresort.com/
Hangzhou Tianyuan Tower Hotel	http://www.tianyuantower.com/
Dongyang Narada Hotel	http://www.naradahotels.com/hotel.htm?hotelId=20/
Hangzhou Xixi Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3309/
Hangzhou Qiandao Lake Sheraton Hotel	http://www.starwoodhotels.com/preferredguest/property/overview/index.html?SWAQ=&prope

	rtyID=3245/
Wenzhou Kinho Hotel	http://www.kinhohotel.com/
Wenzhou Binhai Hotel	http://www.binhaihotel.net/
Wenzhou Shangri-La Hotel	http://www.shangri-la.com/wenzhou/shangrila/
Hangzhou Haiwaihai Hotel	http://www.hwhhotels.com/
Lishui Huaqiao Kaiyuan Hotel	http://www.kaiyuanhotels.com/hotelCode=KYLSHQ/
Shaoxing Xianheng Hotel	http://www.xianhengchina.com/
Hangzhou Taixuhu Hotel	http://www.taixuhuhotel.com/
Shangyu Hotel	http://en575syhotel.ztouch-make-hn-16228.shushang-z.cn/
Linhai Huaqiao Hotel	/
Hangzhou Wyndham Grand Hotel	https://www.wyndhamhotels.com/wyndham-grand/hangzhou-china/wyndham-grand-plaza-royale-hangzhou/
Cixi Landison Hotel	/
Taihu Landison Resort	http://www.landisonhotels.com/hotel/index.htm?code=LDSTH/
Zhenshi Hotel	http://www.zhenshihotel.com/
Pinghu Sun Lake Hotel	http://www.sunlakehotel.com.cn/
Jinyindao Hotel	http://www.jydhotel.net/
Ningbo Marriot Hotel	https://www.marriott.com.au/hotels/travel/ngbmc-ningbo-marriott-hotel/
Hangzhou Songcheng Hotel	http://www.songcn.com/
Zhuji Yaojiang Kaiyuan Hotel	http://www.kaiyuanhotels.com/hotelCode=KYZJYJ/
Hangzhou Zhongdu Hotel	http://www.zhongduhotel.com/
Jiaxing Sunshine Hotel	http://www.sunshineshotel.com/
Ningbo Hengyuan Hotel	/

Hangzhou Dragon Hotel	http://www.dragon-hotel.com/
Shaoxing Mirror Lake Hotel	http://www.mirrorlakehotel.cn/
Zhoushan Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3157/
Xinchang Landison Hotel	http://www.gtlds.com.cn/
Ningbo Kaiyuan Jiulonghu Resort	http://www.kaiyuanhotels.com/hotelCode=KYJLHU/
Cixi Dapengshan Hotel	http://www.dpshotel.com/
Haining Haizhou Hotel	http://www.haizhouhotel.cn/
Haining Jinjiang Hotel	http://hotel.jinjiang.com/HotelDetail?hotelId=640/
Ningbo Nanyuan Universe Hotel	http://www.nyuniverse.com/
Taizhou Yaoda Hotel	http://www.yaodahotel.com/
Ningbo Sheraton Hotel	http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3016/
Ningbo Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/ningbo/
Zhejiang Tianducheng Hotel	http://www.tianduchenghotel.com/
Hangzhou Goethe Hotel	http://www.goethehzhotel.com/
Shaoxing Kaiyuan Hotel	http://www.kaiyuanhotels.com/hotelCode=KYSXMD/
Fuyang Guomao Hotel	http://www.fuyanghotel.com/
Zhejiang World Expo Hotel	http://www.worldexpohotel.com/
Ningbo Kaiyuan Hotel	http://www.kaiyuanhotels.com/hotelCode=KYNBMD/
Yiwu Kingdom Hotel	http://www.ywkingdom.com/
Wenzhou One Home Hotel	http://www.onehomehotel.com.cn/onehome/
Hangzhou Narada Hotel	http://www.naradahotels.com/hotel.htm?hotelId=12/
Ningbo Shipu Peninsula Hotel	http://www.sppeninsula.com/

Ningbo Xiangshang International Hotel	http://www.xshih.com/
Shangyu Leidisen Winning Hotel	http://www.leidisenwinning.com/
Hangzhou Bay Hotel	http://www.hangzhoubayhotel.com/
Zhejiang Shangyu Guoji Hotel	http://www.sygj-hotel.com/
Zhejiang International Hotel	http://www.zjih.com/
Xiaoshan Jingma Palace Hotel	http://www.jinmapalace.com/
Hangzhou West Lake Sofitel Hotel	http://www.accorhotels.com/gb/hotel-5554-sofitel-hangzhou-westlake/
Hangzhou Qiandao Lake Kaiyuan Hotel	http://www.kaiyuanhotels.com/hotelCode=KYQDHU/
Shaoxing Hotel	http://www.hotel-shaoxing.com/
Wenzhou Overseas Chinese Hotel	http://www.ochwz.com/
Xikou Yinfeng Hotel	http://www.yinfeng-hotel.com/
Zhejiang Nanguo Hotel	/
Yuyao Plaza Hotel	http://www.yyplazahotel.com/
Hangzhou Crowne Plaza Hotel	https://www.ihg.com/crowneplaza/hotels/gb/en/hangzhou/
Ningbo S&N Hotel	http://www.snhotels.net/
Ningbo Howard Johnson Hotel	http://www.hojoningbo.com/
Ningbo Daxie Hotel	http://www.daxienbhotel.com/
Zhejiang Narada Hotel	http://www.naradahotels.com/hotel.htm?hotelId=9/
Hangzhou Landison Hotel	http://www.landisonhotels.com/hotel/index.htm?code=LDSHZ/
Hangzhou Metro Park Hotel	http://www.hkctshotels.com/hangzhou/
Ningbo Nanyuan Hotel	http://www.nanyuanhotel.com/
Ningbo CITIC Hotel	http://www.citichotel-nb.com/
Ningbo Pacific Hotel	http://www.nbpacific.com/
Shaoxing International Hotel	http://www.sxint.com/

Taizhou Guoji Hotel	http://www.tzgjhotel.com/
Jiashan Narada Hotel	http://www.naradahotels.com/hotel.htm?hotelId=19/
Hangzhou Kaiyuan Hotel	http://www.kaiyuanhotels.com/hotelCode=KYHZMD/
Huzhou Garden Grand Hotel	http://www.gardengrandhotel.com/
Yiwu Kaiyuan Hotel	http://www.kaiyuanhotels.com/hotelCode=MDYWSD/