

MAIN DISCOURSE FEATURES OF HOTELS' WEBSITES

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This article is about main ideas of tourist discourse and how it can be used while making the hotels' websites. The main reasons why tourist discourse is developed in Internet are discussed in current article. It is necessary to study hypertext to make hotels' websites informative and functional for the receiver. Sender and receiver, intentions of sender, function of website, types and means of communication were determined as discourse features of websites.

Key words: sender, receiver, hypertext, hypertext space, discourse, website, intension, producer, tourist discourse, mean of communication.

INTRODUCTION

Development of tourist discourse in Internet is one of the effective means of actualization and persuasiveness, and the sender uses specific linguistic means of English language in the texts (Glenn, 1966). Hotels' websites are interface of advertising and Internet sub-discourses, they have certain features of tourist discourse (objects, participants, strategies and so on), and they are used for positioning, promotion and buying of tourist services when the receiver uses strategies and tactics (Foucault, 1996).

Hotels' Internet-sites are formation of certain culture texts within certain communicative activity – tourist discourse. Hotels' websites show tourist discourse in Internet (Leontovich, 2002). Development of tourist discourse in Internet is explained as follows:

1. Psychological reasons. Modern tourists have greatly changed for the last time: they have become mobile, active and they want to receive the result "here and now".
2. Social and cultural reasons. Modern tourists' needs, biological and social have dramatically changed, due to increasing of cross-culture communication. Person wants to study other social and cultural communities especially those, where he could not go earlier (Nikolaevna *et al.*, 2014).
3. Social and economic reasons. Internet as information space is the space of virtual activity for modern people; people can find answer to any

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question or get certain service there (Vasilyev and Lisovskaya, 2014) When people study new culture they specially study hotels as service companies, there is a great variety of modern hotels to choose, and these hotels compete with each other by number and quality of services they have. Presentations of hotels in Internet in the form of sites save people time, they allow to make a virtual journey when people are still in their offices and rooms (Kharitonova and Chkhikvadze, 2014).

In virtual information space of Internet communicative purposes can be achieved in the fullest scope and in the most effective way (Kashkin, 2000). Every sender can make presentation of his tourist product or service not only in his or her region, but in many countries of the world (Karasik, 2000).

From the pragmatic point of view Internet-communication is regulated by convenience and quickness. From the linguistic point of view informal term “convenience” is defined as saving efforts of speaker/sender and the hearer/receiver. The Sender saves efforts when he makes his report shorter, maximally reduced, and the receiver in his turn saves his decoding efforts and he needs to get the detailed maximally expressed report (Nemchenko *et al.*, 2016). Effective communication is done when efforts of two parties are equal» (Bergelson, 2002).

Hotel’s site is Internet product, that has database, tools to control information, tools to place own information on site (Karaulova and Sizeneva, 2014).

Methods. Internet-sites of hotels in English language were the material for investigation. It was analyzed 1000 sites approximately.

Minimal context of hypertext area of the Internet-sites of hotels in English language is considered to be unit of analyzes, it expressed the linguo-pragmatic means for implementation of discursive intention of the addressant. Object of analyses are sites of hotels in English language. Specific features of object of investigation caused implementation of the following methods of investigation: scientific description, including observation, interpretation, generalization and classification of the analyzed material; contextual and discourse-analyses, used for explication of the addressants intensions; analyses of dictionary definitions and acceptance of quantitative estimation.

Results. Typical hotel site is the information space containing from 6 to 35 web pages, interconnected by hypertext links. Hotel site has texts and many graphical information objects: menu, graphical head-lines, hotel logotype, symbols. That is why we can consider site space to be *hypertext*, that is “general type of storing information, that allows transferring it to other types, having the multimedia features and tools of hypertext links” (Shamne, 2007).

Idea of formal and semantic interrelations between different texts, the idea of hypertext links is not new one. According to the computer documents it was in 1969 already. The Internet just organized all information that people had. With the help of hypertexts links we can synthetically combine the achievements of mass

media to the new net of peoples' communication. The hypertext links has greater abilities to coordinate, transfer, handle and delivery information, not available for press, radio and TV.

Thus, hypertexts links are "language or type of storing information and representing data in Internet by adding into texts specially agreed meta symbols for marking and submission, that make them available for reviewing and revising at any computer with browser-program» (O'Connell, 1995).

Hypertext space of hotel's Internet-site is information space, in which, by pushing certain buttons the potential tourist can do the following actions: switch on and off and change graphical images, read more information about certain object and so on. One of the most important features of any hypertext, and the hotel site is its nonlinear data structure, made by the sender and the nonlinear understanding by the receiver (Parret, 1992).

To the discourse features of hotels' Internet-sites belong: factors of sender and receiver, intentions of sender, function of Internet-site, type and means of communication. Discourse features of place and time also play certain role in general structure of investigated tourist discourse.

Sender/author of hotels' Internet-sites is subject or tour operator who used hypertext information (site) to deliver other subject (person, company or institution) any information (information about the hotel) to motivate him to use services of this hotel. There is also the *producer*, who makes the site of the hotel according to sender's notes with keeping to conventions of the texts at the respective language / culture (as a rule a group of specialist take part in making hotel's site, that specialists can be also producers) (Jacobson, 1996). The producer's actions are regulated by sender's recommendations, he doesn't influence on development of communicative situation. The producers (advertisement specialist, editors and other persons) make the hotels' Internet-sites according to the sender's order, represented by hotel owner, taking into account all his or her intensions. We understand that intensions as subjects, objects and intensions of the sender (Doroshenko *et al*, 2013).

Intension of the sender determine discourse features of time of making and the text's receiver, communicative and functional features (type, media and function of the text), structure, semantic and verbal components (Orlova, 2014). When the sender makes the hypertext space of hotel's site, he uses several intensions; these intensions can be obvious and hidden. Obvious intension of the sender is informative intension; the sender wants to tell the receiver some information (to provide the tourist with some information about the hotel and its services). To the hidden intensions of the sender belongs the intension to hold tourist's intension and motivate him to form certain ideas about the hotel, communicative to make or maintain contact with the tourist (to book a room in the hotel with the help of Internet and other). The receiver sees the obvious intension, what the sender was going to tell with the help of this text (Marshal, 2002).

The *receiver* is the potential tourist or user of tourist service that can be classified according to the following discourse parameters:

- 1) according to social and economic parameters the receiver is classified as subject with stable income of medium social class;
- 2) according to status and role parameters the receiver is classified by status inequity to the tourist object (hotel);
- 3) according to social and demographic parameters the receiver is classified according to his age, marital status (in case of family tourism), belonging to certain social group;
- 4) according to intellectual parameters the receiver is classified according to level of his or her education, background knowledge, practical experience, ideas about the surrounding world and if he or she wants or doesn't want to sign down the contact (make the order).

The sender and the receiver within the tourist discourse, always have status inequity to each other, while making the hotel site it should be taken into account that there would be many receivers and we have no information about them. The sender should provide information as recommendation of specialist-professional, that is why he should have language competence.

According to the form of communication hotel sites are written reports, monologue, made separately in time and space aspects. Any form of presentation has the following features: its explicitness, verbal and not verbal presentation of the text (vocabulary, grammar and structure and composition organization, non verbal components). If during the verbal communication time and space aspects are absent, then at written communication they should be verbalized at discourse or inter text levels.

Mode of communication is how information is delivered to the receiver. But we have no information how the receiver accepted this information as this communicative process is one-sided. The specific of communication media allows to define to what audience does the receiver belong to mass or restricted. Hotels' sites are made to mass receiver, to all users of Internet. They show the intensions of the sender.

Form and media of communication influence the receiver they influence on processes of creation and understanding of the text, they determine such discourse features of hotels' Internet-sites as place, time, and intentions of the sender and function of the text.

Important source of information about function of the text is the headline, as it goes back to background information and practical experience of the receiver, connected with certain texts of the respective text model and makes certain expectations. For example, headline in hypertext space of hotel Internet site in English "*Terms & Conditions*" determines the receiver expectation on informative

function of this type of text, as it defines the correct providing of information about the internal rules of the hotel.

DISCUSSION

Actual material shows, that the main function of Internet-sites is information and influencing function. Discourse feature of text function determines structure and semantic and verbal functions of hotels' websites (Potter, 1995).

The tourist must be oriented at place and his actions must be coordinated taking into account time limits in hypertext space of websites, there is verbalization of subject understanding of chronotope to deliver impressions from the travel and impressions during it (Likholetov, 2015).

Hypertext space of hotels' Internet-sites has communicative and pragmatic influence on the potential tourist.

- 1) Site must be informative; it should be adapted to social and cultural features of potential tourists;
- 2) Site must be visually attractive to form positive impression for the tourist;
- 3) Site's structure and text must meet the requirements of *SEO – Search Engine Optimization* – set of requirements of search optimization of sites, that influence the conversion of site texts and provide their awareness in Internet, improving positions in search systems such as Yandex, Google, and increasing number of tourists, that look through them. With the help of *Seo*-technologies there is correction of texts and optimization of web-pages of hotels sites.

CONCLUSION

The main function of hotels' internet-sites is information and influencing. Discourse feature of text function determines structure and semantic and verbal features of hotels' Internet-sites. The tourist must be oriented at place and his actions must be coordinated taking into account time limits in hypertext space of Internet-sites, there is verbalization of subject understanding of chronotope to deliver impressions from the travel and impressions during it. All hotel sites are interface of advertizing and Internet sub-discourses are part of tourist discourse and are oriented on positioning, promotion and how to motivate tourist to buy tourist services.

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