

## Communicating Goals: A Corpus-Assisted Analysis of Hotel Descriptions Presented on Online Travel Agency *Agoda*

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### Abstract

The ultimate goal of the study was to investigate word choices of 4 and 5-star hotels that were advertised on the Online Travel Agency (OTA) *Agoda*. A total of 97 hotel overviews on the OTA *Agoda* were downloaded, prepared and examined using the corpus linguistics software, *AntConc 3.5.8* (Anthony, 2019). The findings revealed 81 keywords with log likelihood values of at least 100 which are dominated by keywords relating to amenities, facilities and services (f=35; 43.21%), setting (f=24; 29.63%), and words relating to characteristic features of amenities, facilities and services (f=17; 20.99%), visitors (f=4; 4.94%) and involved production of language (f=1; 1.23%). These keywords depict that main role of the overviews on OTAs, i.e., to provide positively valued information about the services, amenities and facilities of the advertised hotels. Pedagogical implications of the study in the field of English for Specific Purposes as well as its methodological implications on the use of corpus-assisted analysis in the investigation of big data harnessed online were drawn.

**Keywords** : *Agoda*, Corpus-assisted Analysis, Hotel Overview, Keyword Analysis, Online Travel Agent

### Introduction

Online travel agencies (OTAs) have one reason for being: To advertise hotels and other tourist destinations under their wings and stay relevant in this highly competitive hospitality industry worldwide. OTAs communicate hotels' goals that help define the unique purpose that sets one hotel from the other in terms of products, services, amenities, and the overall experience they offer to their customers. But there is more to this. OTA *Agoda*, for instance, strives to provide travelers with quick, easy access to a wide array of luxury or budget hotels, apartments, and the like to suit all budget and travel occasions. As one of the world's fastest growing online travel booking platforms, it employs more than 4,000 staff in more than 30 countries to cater to inquiries and online bookings. To keep abreast with the stiff competition from other OTAs, *Agoda* has employed its *Agoda* mobile apps in more than 38 languages for the obvious aim of increasing its visibility and getting that desired higher occupancy rate among those hotels it caters.

Very recently, *Agoda* and the rest of OTAs have to face stiffer competition even from hotel chains. In an article that saw print at the New York Times, Tugend (2016) explains that new television commercial for Hilton suggests that kind of tensions between hotel chains and online travel agencies as each try to grab customers. The title, "Hotel Chains and Travel Websites in a Tug of War for Customers" explains this scuffle much succinctly. Another article entitled, "I want my boarding pass!" brings into focus another challenge facing OTAs. The article reported those inconveniences experienced by air travelers who purchased tickets through online agents. Elliot (2006) says customers are not always treated in the same manner as those customers who book directly with hotels like getting their preferred seat assignment. Still another

article mentions about the same tension between OTAs and hotels. Travelers, says Edleson (2016), are encouraged to book directly to the hotel's websites instead OTAs.

Against this backdrop, OTAs have taken initiatives to stay ahead of the pack and keep getting the lion's share of online bookings. Schultz and Pasquarelli (2017) report a steady increase in advertising spending by online travel agencies in their bid to control more than half of online hotel bookings, the millennials' preference for online travel agency sites, and efforts by hotels to bring back consumers who book directly. Employing today's modernizing technology has been a viable option. Ozturk, Bulent, Anil and Okumus (2016) assert that with the advancements in mobile technologies, mobile hotel booking (MHB) has become an important distribution channel for hotels and online travel agencies (OTAs). In a study by Wang, Xiang, Law & Ki (2016), hospitality industry needs more user-friendly apps and effective distribution strategies via mobile channels. It investigates the functional features of two types of smartphone apps in facilitating hotel reservations – one by online travel agencies and the other by hotel brands.

In general, nonetheless, OTAs are aware that public communication campaigns are purposive in nature. Communicating goals is tantamount to influencing behaviors of a large number of audiences through an organized set of communication activities. OTAs have to stay relevant or just get content at the backseat in this increasing cutthroat competition among hotels in the region. In this paper, we examine the advertising component, *Overview*, on the OTA Agoda to shed light on information presented by 4 and 5-star hotels to their readers or assumed customers. This study assumes that the hotels advertised on the OTA Agoda employ a variety of words (terms?) and presents key themes that highlight amenities and benefits to lure potential customers. Specifically, the study seeks answers to the following questions:

1. What words with the highest absolute frequencies were used in the *Overview* of each 4 to 5-star hotel advertised on Agoda?
2. What key themes were presented to the readers or assumed customers?
3. What words with the highest relative frequencies (keywords) were used in the *Overview* of each 4 to 5-star hotel advertised on Agoda?

The findings of the study may have implications for English language pedagogy in courses offered in the hotel industry curriculum in various higher education institutions, particularly on writing or designing the information that is included in the *Overview* section of the advertisements of a hotel on OTA websites.

### **Related Research**

The advent of computer technology and the cyberspace has rendered access to OTAs convenient not only for customers but for researchers as well. This has resulted in the steady growth of research studies on the subject. For instance, Qi et al. (2013) explore the demographic profile of visitors to five-star hotels in Macau, including their choice of information search channels and hotel booking options, the most frequently used online purchasing channels, and the influence of demographic characteristics on channel selection. Lim et al. (2013) benchmarked travel agents' websites against their competitors and to provide directions for improvements. Zhang and Vásquez (2014) studied hotels' responses to online reviews and presented ways for managing consumer dissatisfaction. Zhang et al. (2015) examine how OTAs operate in the Chinese market and their relationship with hotels from an agency theory perspective and found that hotels have little negotiating power with OTAs, and consequently the

OTAs play a dominant role in their relationship with hotels. Lastly, Stangl et al. (2016) investigates how many channels hotels in Austria, Germany and Switzerland choose and discovered that about one fifth of the bookings are completely generated online.

Several research studies focused on one OTA. Vásquez (2011) investigated complaints on *TripAdvisor* and argued that hotel owners or at least their representatives tend to provide advice and recommendations for improvement of the hotels. For their part, Panseeta and Watson Todd (2014) examined 5-star hotels' responses to negative reviews on *Tripadvisor* using the tools of genre analysis to identify generic patterns, most frequently used expressions and lexical choices in the hotels' responses to negative reviews on *TripAdvisor*. Meanwhile, Chaiwong et al. (2018) investigated replies of hotels to customers' comments on the OTA *Expedia*, and found that the investigated hotels presented were primarily affective in nature for the expression of feelings and concerns but with little or no informational focus. While the review of related research was not that exhaustive, it was found that most research studies on OTA focused on identifying demographics of customers, customer satisfaction, and means of addressing customer complaints. Research on what information is presented to the readers through the overview section of the OTA has been somewhat inadequate.

## **Methodology**

### **Data**

Data for analysis were downloaded from the OTA *Agoda*, which was named as one of the hotel booking applications to use in 2018 (Philippine Primer, 2018). It is one of the least examined OTA websites despite its strong presence and influence in the hotel industry. Data came from real hotel overviews of 60 4-star and 37 5-star hotels. On purpose, other accommodation services such as *Agoda hostels*, *Agoda homes* and *Agoda RedDoorz* were excluded from the analysis. Hence, a total of 97 hotel overviews on the OTA *Agoda* were downloaded and prepared for analysis using the corpus linguistics software, *AntConc 3.5.8* (Anthony, 2019). Initial returns produced 1699-word types and 15429-word tokens.

### **Methodological Framework and Data Analysis**

The research study had two parts: (1) corpus-based keyword analysis (Scott & Tribble, 2006; Scott, 1997) and (2) iterative thematic analysis (Krippendorff, 2013). The corpus-based analysis employed the software, *AntConc 3.5.8*, to examine the data for absolute and relative frequencies. Carreon and Watson Todd (2013; see also Carreon et al., 2013) argued that generally, “words with the highest absolute frequencies are similar across different texts because these words are most commonly used in English, so relative frequencies of words compared to a benchmark of general English use are more insightful” (p.123). Thus, to compute for the relative frequencies of words, this paper used the British National Corpus or the BNC (Burnard, 2007) for benchmarking purposes.

The BNC was chosen as benchmark since it is a corpus of general English use. When compared against a corpus that is quite specific for certain area of knowledge, the comparison brings forth the characteristic features of the specific or unknown corpus. Absolute frequencies of words in the corpus medical tourism news reports were compared against their frequencies in the BNC using log-likelihood (Rayson, 2008). Since the corpus is quite small in size, log-likelihood (LL) was used because LL values are not affected by the size of data (Rayson & Garside, 2000). The resulting words with the highest relative frequencies were iteratively categorized into themes (Krippendorff, 2013). Thus far, five themes were identified: (1) words

relating to setting, (2) words relating to visitors, (3) words relating to amenities, facilities and services, (4) words relating to characteristic features of amenities, facilities and services, and (5) words relating to involved production of language (Biber *et al.*, 1998).

## Results and Discussion

*What words with the highest absolute frequencies were used in the Overview of each 4 to 5-star hotel advertised on Agoda?*

The first stage was to conduct a basic word frequency count to identify the words with the highest absolute frequencies. Table 1 shows the five most frequently used words in writing the *Overview* of hotels as advertised on Agoda.

**Table 1.** Top 5 words with the highest absolute frequencies

No.	f	Word	Examples
1	853	the	<i>the</i> airport; <i>the</i> city center
2	519	and	superb facilities <i>and</i> excellent location; services <i>and</i> amenities
3	395	of	array <i>of</i> features; sense <i>of</i> comfort
4	368	a	<i>a</i> bathtub; <i>a</i> fully-equipped gym
5	356	to	<i>to</i> ensure our guests; <i>to</i> reach the airport

The high absolute frequencies of these five words can be attributed to the fact that they are words that characterize general use in English language and can be found in most genres (see for example Carreon & Watson Todd, 2013 [private hospital website]; Carreon & Svetanant, 2017 [political speeches]; Chaiwong *et al.*, 2018 [negative comments of customers of an OTA]; Premjai, Carreon & Harnmontree, 2018 [American TV series]; and Yu Yuan & Carreon, 2018 [research article abstracts]). For instance, the high frequency of the article *the* (f=853) depicts that the examined data was written using long running sentences, where *the* is used to show definiteness of nouns or noun phrases when they are mentioned for the second and succeeding times (e.g. *the* airport; *the* city center). The high frequencies of the conjunction *and* (f=519) shows conjoined words used in hotel and hospitality industry (e.g. superb facilities *and* excellent location; services *and* amenities). The high presence of the preposition *of* indicates belonging to, relating to or connected with something or someone (e.g. features *of* the hotel; sense *of* comfort). The article *a* (f=368) was commonly used for expressing indefinite information related to hotel and hospitality services (e.g. *a* bathtub; *a* fully-equipped gym). The high frequencies of the preposition *to* (f=356) were mainly used to indicate a goal or a direction of movement (e.g. *to* ensure our guests; *to* reach the airport). Despite their high frequencies, it is quite difficult to draw deep insights from these words as they are characteristics of general English use and not specific to hotel and hospitality industry.

Carreon & Watson Todd (2013) argued that while findings in the examination of words with high absolute frequencies illuminate some light on the corpus, stronger conclusions cannot be drawn since absolute frequencies reflect general (English) language use but not the specific linguistic features of a corpus (see also Carreon, Watson Todd & Knox, 2014; Carreon & Svetanant, 2017; Carreon, Lamarca & Panes, 2018 and Chaiwong *et al.*, 2018 for similar investigations using another text type). Thus, there is a need to investigate words in their relative frequencies.

*What key themes were presented to the readers or assumed customers?*

To control the number of keywords and to make sure that only key keywords (Scott, 1997) are identified, words with log likelihood values of at least 100 were the only ones considered as keywords. There were 81 keywords with log-likelihood (LL) values of at least 100 categorized into five themes as shown in Table 2 below. The frequencies and percentages of keywords categorized in each theme are presented in Table 2 below.

**Table 2.** Frequencies and percentages of keywords categorized in each theme

Theme	f	Percentage
Words relating to setting	24	29.63%
Words relating to visitors	4	4.94%
Words relating to amenities, facilities and services	35	43.21%
Words relating to characteristic features of amenities, facilities and services	17	20.99%
Words relating to involved production of language (Biber <i>et al.</i> , 1998)	1	1.23%
<b>TOTAL</b>	<b>81</b>	<b>100%</b>

The categories show that the 81 keywords with log-likelihood value of at least 100 are dominated by keywords relating to amenities, facilities and services (f=35; 43.21%), setting (f=24; 29.63%), and words relating to characteristic features of amenities, facilities and services (f=17; 20.99%), visitors (f=4; 4.94%) and involved production of language (f=1; 1.23%). Table 3 presents the keywords with log-likelihood values of at least 100.

*4.3 What words with the highest relative frequencies (keywords) were used in the Overview of each 4 to 5-star hotel advertised on Agoda?*

**Table 3.** Keywords categorized by themes (f=frequency; LL=log-likelihood)

Keywords	f	LL	Examples
<b>Words relating to setting (location and time)</b>			
manila	258	3792.65	hub of <i>manila</i> ; visiting <i>manila</i> ; city of <i>manila</i>
hotel	317	2635.22	<i>manila hotel</i> ; <i>belmont hotel</i> ; <i>heritage hotel</i>
makati	78	1267.99	located in <i>makati</i> ; <i>makati</i> area; <i>makati</i> city
center	94	1108.09	<i>business center</i> ; <i>city center</i> ; <i>fitness center</i>
city	180	1034.16	<i>global city</i> ; <i>city</i> attractions; views of the <i>city</i>
stay	87	498.43	dates of <i>stay</i> ; place of <i>stay</i> ; during your <i>stay</i>
location	65	469.24	<i>strategic location</i> ; <i>central location</i> ; <i>ideal location</i>
destinations	42	459.34	<i>shopping destinations</i> ; <i>city destinations</i> ; <i>tourist destinations</i>
located	49	369.26	<i>centrally located</i> ; <i>located</i> in Manila; <i>located</i> nearby
outdoor	37	320.88	<i>outdoor</i> pool; <i>outdoor</i> swimming area
hour	63	315.59	<i>24-hour</i> front desk; <i>24-hour</i> security; <i>24-hour</i> room service
ortigas	17	294.98	district of <i>ortigas</i> ; <i>ortigas</i> center; located in <i>ortigas</i>
residences	25	293.83	<i>venice residences</i> ; <i>Victoria residences</i> ; <i>diamond residences</i>
ninoy	17	282.2	<i>ninoy aquino</i> airport; <i>ninoy aquino</i> international airport
airport	35	233.7	<i>international airport</i> ; <i>domestic airport</i> ; <i>airport</i> access
ayala	13	180.34	<i>ayala</i> center; <i>ayala</i> museum; <i>ayala</i> triangle
aquino	17	163.66	<i>aquino</i> monument; <i>ninoy aquino</i> international airport
away	60	144.14	5 km <i>away</i> ; <i>pleasant home away</i> ; <i>stone throw away</i>

daily	31	140.92	<i>daily</i> breakfast; open <i>daily</i> ; <i>daily</i> housekeeping
bay	25	139.99	manila <i>bay</i> ; along <i>bay</i> walk; hotel by the <i>bay</i>
attractions	17	127.19	main <i>attractions</i> ; local <i>attractions</i> ; city <i>attractions</i>
situated	20	125.43	<i>situated</i> in Makati; <i>situated</i> minutes away; ideally <i>situated</i>
international	41	123.18	ascott <i>international</i> ; <i>international</i> airport; <i>international</i> bars
district	27	112.54	commercial <i>district</i> ; night life <i>district</i> ; shopping <i>district</i>
<b>Words relating to visitors</b>			
guests	130	1160.17	hotel <i>guests</i> ; disabled <i>guests</i> ; international <i>guests</i>
travelers	35	573.22	business <i>travelers</i> ; local <i>travelers</i> ; leisure <i>travelers</i>
guest	31	210.17	<i>guest</i> can choose; each <i>guest</i> ; discerning <i>guest</i>
business	66	202.34	<i>business</i> travelers; <i>business</i> executives
<b>Words relating to amenities, facilities and services</b>			
rooms	116	892.07	non-smoking <i>rooms</i> ; deluxe <i>rooms</i> ; function <i>rooms</i>
offers	109	813.19	<i>offers</i> a menu; <i>offers</i> access to; property <i>offers</i>
facilities	114	805.49	room <i>facilities</i> ; shopping <i>facilities</i> ; on-site <i>facilities</i>
amenities	55	595.6	modern <i>amenities</i> ; standard <i>amenities</i> ; selection of <i>amenities</i>
access	94	558.07	<i>access</i> to executive lounge; <i>wifi access</i> ; internet <i>access</i>
wi	42	461.11	free <i>wifi</i> ; <i>wifi</i> in all rooms; <i>wifi</i> in public areas
accommodations	31	445.44	<i>guests accommodations</i> ; property's <i>accommodations</i>
fi	42	441.1	<i>wifi</i> access and facilities; <i>wifi</i> rental; <i>wifi</i> is available
pool	64	440.9	<i>pool</i> bar; swimming <i>pool</i> ; outdoor <i>pool</i>
property	81	433.3	manila <i>property</i> ; modern <i>property</i> ; 5-star <i>property</i>
fitness	49	415.91	<i>fitness</i> center; <i>fitness</i> enthusiasts; <i>fitness</i> services
spa	37	370.37	hydrotherapy <i>spa</i> ; <i>spa</i> services; <i>spa</i> treatments
suites	27	293.27	stylish <i>suites</i> ; room and <i>suites</i> ; guestrooms and <i>suites</i>
internet	23	281.02	wireless <i>internet</i> ; <i>internet</i> throughout; <i>internet</i> access
housekeeping	27	279.06	<i>daily housekeeping</i> ; <i>housekeeping</i> to ensure our guests
shopping	41	271.63	<i>shopping</i> facilities; upscale <i>shopping</i> ; best <i>shopping</i>
lcd	20	243.98	32-inch <i>lcd</i> ; television <i>lcd</i> ; offer <i>lcd</i>
room	68	226.5	<i>room</i> facilities; <i>room</i> service; <i>room</i> massage
restaurants	28	205.8	on-site <i>restaurants</i> ; fine dining <i>restaurants</i> ; main <i>restaurants</i>
service	63	201.92	laundry <i>service</i> ; postal <i>service</i> ; postal <i>service</i>
services	58	200.79	airline <i>services</i> ; hotel <i>services</i> ; vast array of <i>services</i>
mall	19	189.49	biggest <i>mall</i> ; shopping <i>mall</i> ; <i>mall</i> concert arena
casino	17	174.71	<i>casino</i> luggage storage; hotel and <i>casino</i>
entertainment	25	166.75	musical <i>entertainment</i> ; live <i>entertainment</i>
wireless	18	155.22	wireless internet; wireless access
screen	29	147.57	plasma <i>screen</i> ; flat <i>screen</i>
include	40	146.45	<i>include</i> closet; <i>include</i> bathroom; <i>include</i> a gym
desk	27	146.06	front <i>desk</i> ; <i>desk</i> to help; <i>desk</i> to ensure
choice	34	129.89	<i>choice</i> for accommodation; <i>choice</i> for stay
plasma	17	123.31	<i>plasma</i> screen; <i>plasma</i> screen television
offer	35	118.1	<i>offer</i> excellent amenities; rooms <i>offer</i> <i>lcd</i>
massage	15	117.68	in-room <i>massage</i> ; pampering <i>massage</i> ; hotel's <i>massage</i>
provides	27	108.88	<i>provides</i> a salon; <i>provides</i> accessibility; <i>provides</i> free parking

television offering	27	103.2	flat screen <i>television</i> ; cable <i>television</i> ; include <i>television</i>
	22	101.69	<i>offering</i> great services; <i>offering</i> high standard service
<b>Words relating to characteristic features of amenities, facilities and services</b>			
convenient	46	364.68	<i>convenient</i> location; <i>convenient</i> accommodations
enjoy	58	354.29	<i>enjoy</i> unparalleled services; <i>enjoy</i> the relaxing atmosphere
recreational	33	326.58	<i>recreational</i> facilities; <i>recreational</i> offerings
easy	67	319.67	<i>easy</i> access; <i>easy</i> walking; <i>easy</i> to book
convenience	31	268.05	<i>convenience</i> of guests; <i>convenience</i> store
complimentary	24	245.76	<i>complimentary</i> tea; <i>complimentary</i> bottled water
features	47	235.54	top <i>features</i> ; hotel <i>features</i> ; <i>features</i> a business center
lively	27	201.91	easy access to that <i>lively</i> city; <i>lively</i> city has to offer
comfort	32	198.18	greatest <i>comfort</i> ; sense of <i>comfort</i> ; degree of <i>comfort</i>
free	50	162.55	<i>free</i> toiletries; <i>free</i> parking; <i>free</i> wifi
unwind	14	157.26	way to <i>unwind</i> ; relax and <i>unwind</i> ; help you relax and <i>unwind</i>
excellent	30	142.39	<i>excellent</i> amenities; <i>excellent</i> choice; <i>excellent</i> service
comfortable	24	128.25	<i>comfortable</i> abode; guests feel <i>comfortable</i>
ensures	17	127.26	location <i>ensures</i> ; hotel <i>ensures</i> ; offerings <i>ensures</i>
perfect	26	123.35	<i>perfect</i> base; <i>perfect</i> venue; <i>perfect</i> destination
ideal	26	123.22	<i>ideal</i> spot; <i>ideal</i> home; <i>ideal</i> point of departure
relaxing	15	116.86	<i>relaxing</i> atmosphere; <i>relaxing</i> vacation; <i>relaxing</i> stay
<b>Words relating to involved production of language (Biber et al., 1998)</b>			
your	111	202.32	<i>your</i> purpose of visit; <i>your</i> reservation; <i>your</i> choice; <i>your</i> travel dates; <i>your</i> excursions; <i>your</i> stay

Theme 1 refers location (e.g. and time elements of the information presented to readers (e.g. location: city of *manila* [f=258; LL=3792.65], global *city* [f=180; LL=1034.16], international *airport* [f=35; LL=233.7]; time: 24-*hour* [f=63; LL=315.59], *daily* breakfast [f=31; LL=140.92]). Theme 2 indicates assumed audiences or readers of information (e.g. hotel *guests* [f=130; LL=1160.17], business *travelers* [f=66; LL=202.34]). Meanwhile, theme 3 provides information about the conveniences are offered by the hotels (e.g. non-smoking *rooms* [f=116; LL=892.07], modern *amenities* [f=55; LL=595.6], *fitness* center [f=49; LL=415.91], pampering *massage* [f=15; LL=117.68]). Theme 4 shows the values attached by the OTA Agoda and hotel owners to these amenities, facilities and services (e.g. *convenient* accommodations [f=46; 364.68], *complimentary* bottled water [f=24; LL=245.76], *ideal* home [f=26; LL=123.22]). Theme 5, on the other hand, presents information assumed by the hotel owners to exist although they may not be existing or available at all. This is accomplished by triggers of existential presuppositions such the possessive adjective *your* (e.g. *your* purpose of visit; *your* reservation; *your* choice; *your* travel dates; *your* excursions; *your* stay [f=111; LL=202.32]). The communicator of these messages assumes the existence of visit, reservation, choice, travel dates, excursions and stay, which are useful in planning appropriate services, activities, facilities and others for the assumed audiences to use when they arrive in those hotels. These results are similar to the findings of Carreon & Watson Todd's (2013) analysis of a private hospital website, Carreon & Svetanant's (2017) examination of political speeches, and most especially to Chaiwong, et al. (2018) on their investigation of replies of hotels to negative comments of customers on the OTA *Expedia*.

Overall, the keywords in Themes 1 and 3 function to communicate the main objective of OTAs like *Agoda*, i.e., to provide information about the 4 and 5-star hotels that they agreed to promote to their assumed audience (Theme 2 keywords), which were then amplified by Theme 4 keywords of positive values. The Theme 5 keyword (*your*) was the most interesting among the findings. Aside from reflecting the linguistic device used by the 4 and 5-star hotels communicate messages on *Agoda* by creating relationships and assuming the existence of material and non-material things among its readers, it also depicts what Fairclough (2001) calls ‘synthetic personalisation’, which is a “a compensatory tendency to give the impression of treating each of the people ‘handled’ *en masse* as an individual” (p. 52).

Overall, the keywords in Themes 1 and 3 function to communicate the main objective of OTAs like *Agoda*, i.e., to provide information about the 4 and 5-star hotels they are assigned to promote to their assumed audience. Additionally, Theme 2 on words relating to visitors is noticeably amplified by Theme 4 keywords of positive values. Finally, the Theme 5 keyword (*your*) appears to be the most interesting among the foregoing findings. Aside from reflecting the linguistic device used by the 4 and 5-star hotels communicate messages on *Agoda* by creating relationships and assuming the existence of material and non-material things among its readers, it also depicts what Fairclough (2001) calls ‘synthetic personalisation’, which is a “a compensatory tendency to give the impression of treating each of the people ‘handled’ *en masse* as an individual” (p. 52).

## Conclusion

The ultimate goal of the study was to investigate word choices of 4 and 5-star hotels that were advertised on the OTA *Agoda*. While the findings depicted high frequencies of keywords on to amenities, facilities and services, setting, and positive values attached to amenities, facilities and services (in that order), keywords relating to assumed audiences and involved production of language were quite interesting. Information on *Agoda* is accessible to any reader, provided one has access to the Internet, but the results showed that the assumed audiences or guests (whether locally or internationally situated) of the 4 and 5-star hotels were mainly business and leisure travelers. This is not surprising since these types of hotels are far more expensive than those rated lower, and business and leisure travelers are assumed to have the financial means to pay for these hotels. It was found that there was only one keyword depicting involved production of language. However, this keyword has the power to interpersonally and existentially control the other keywords, which has strong implications on the way information and the goals of hotels are communicated on the OTAs such as *Agoda*. Pedagogically, especially in the area of English for Hotels and Hospitality Management, the findings are useful guides for students who are looking at patterns, linguistic features or even words for writing overviews of hotels. One of the limitations of this current enterprise, though, is its focus on one OTA and on 4 to 5-star hotels. Presentation of information as well as content may vary according to OTA. Future research on OTAs should attempt to compare the contents of the overview of hotels from different OTAs. With the advent of globalization, less expensive transportation and digital disruption, more people from all walks of life are expected to travel and lower ranked hotels and other less prestigious accommodations may eventually get the greatest share of hotel bookings. Despite its limitations, we hope that this corpus-assisted study of hotel overviews is the beginning of more empirical investigations of big data from OTAs.



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