

Abstract

Graduation Level of Proficiency Paper (Bachelor's degree)

Subject matter: Linguistic features of Spanish hotel websites.

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Information about customer organization: Institute of Roman and German Languages, Informational and Humanitarian Technologies

Topical Importance: Tourism is one of the fastest growing areas, which brings huge revenues to the economies of many countries. Promotion and advertising of enterprises via websites help them to find their niche in a highly competitive market. Hotels will always be in demand, because tourists need comfortable accommodation while traveling.

Spanish hotel websites have not been thoroughly studied yet, moreover, their linguistic analysis might be considered as an innovative approach. Many aspects of this topic have not drawn scientists' attention yet, in particular in linguistics there were few attempts to study the linguistic features of the hypertext space of the Spanish hotel websites.

Goals: The linguistic definition, description and analysis of the features of Spanish hotel websites.

Tasks:

- to provide definitions of discourse and of its types;
- to characterize Spanish hotel websites;
- to analyze the features of hypertext space on hotel websites;
- to describe the linguistic features of hypertext space on hotel websites.

Theoretical value and practical applicability: The theoretical significance consists in the application of a modern approach to the study of hotel websites,

which takes into account the characteristics and intensity of their development. The results and materials contribute to the advertisement copywriting for Spanish hotel websites. The results of the study may be useful in the commercial texts copywriting for websites and in linguistic courses of modern advertising.

Implementation advice: The results and data gathered in this research may be applied in university courses of linguistics, discourse theory, as well as in the practices of tourism and communication specialists. The research may contribute to a further development of cultural linguistics theory, and find its application in publicity sphere.