# Article information:

A linguistic analysis of the official tourism websites of the seventeen Spanish Autonomous Communities-所有数据库  
<https://webvpn.bfsu.edu.cn/https/77726476706e69737468656265737421e7e056d230356a5f781b8aa59d5b20301c1db852/wos/alldb/full-record/WOS:000436916300021>

# Article summary:

1. The paper analyzes the linguistic strategies used in the official tourism websites of the seventeen Spanish Autonomous Communities for destination management, marketing, and branding.

2. A specialized synchronic corpus of texts in Spanish and their parallel texts in English was created to analyze persuasive linguistic techniques and thematic lingo.

3. The abundance of interpersonal metadiscursive markers and thematic lexicon in the corpus led to the assumption that language is a catalyst to tourism promotion, primarily used as a means of informing but also persuading tourists.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "A linguistic analysis of the official tourism websites of the seventeen Spanish Autonomous Communities" by Malenkina and Ivanov aims to analyze the linguistic strategies used in the official tourism websites of the seventeen Spanish Autonomous Communities for destination management, marketing, and branding. The authors have created a specialized synchronic corpus of texts in Spanish and their parallel texts in English based on content and discourse analysis.

The article provides valuable insights into how persuasive linguistic techniques and thematic lingo are used to promote tourism destinations. The authors have uncovered rhetorical and persuasive means of promotion and communication through interactional metadiscoursal markers. They have also discussed specificities of the tourism discourse through terminology.

However, there are some potential biases in this article that need to be considered. Firstly, the authors have only analyzed the official tourism websites of the seventeen Spanish Autonomous Communities, which may not be representative of all tourism destinations in Spain. Secondly, they have focused only on linguistic strategies used for destination management, marketing, and branding without considering other factors that may influence tourists' decisions.

Moreover, while transcreation is considered an indispensable linguistic tool for internationalizing destinations, the authors do not provide enough evidence to support this claim. They also do not explore counterarguments or potential risks associated with using transcreation as a means of promoting tourism destinations.

Additionally, there is a promotional tone throughout the article that suggests a bias towards promoting tourism destinations rather than providing an objective analysis. The abundance of interpersonal metadiscursive markers and thematic lexicon in the corpus led to the assumption that language is primarily used as a catalyst for tourism promotion.

In conclusion, while this article provides valuable insights into how linguistic strategies are used to promote tourism destinations in Spain, it has some potential biases that need to be considered. The authors should have provided more evidence to support their claims and explored counterarguments or potential risks associated with using certain strategies for promoting tourism destinations.

# Topics for further research:

* Critiques of transcreation in tourism marketing
* Factors influencing tourists' destination choices
* Linguistic analysis of non-official tourism websites in Spain
* Ethical considerations in tourism promotion
* Impact of cultural differences on tourism marketing
* Linguistic strategies for sustainable tourism promotion

# Report location:

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