# Article information:

Traducción de calidad de webs hoteleras: discurso interpersonal e implicación del cliente | Onomázein
<https://webvpn.bfsu.edu.cn/http/77726476706e69737468656265737421fffd52d23233265372/index.php/onom/article/view/30089>

# Article summary:

1. The article discusses the importance of high-quality translation of hotel websites, taking into account the principle of localization and interpersonal discourse to preserve reader/customer persuasion.

2. The study analyzed a subcorpus of hotel websites translated from English to Spanish using the COMETVAL multilingual corpus in tourism, as well as hotel listings on Booking and TripAdvisor.

3. The results suggest that quality translation should not only include relevant rhetorical functions but also interpersonal discourse to avoid damaging persuasion and customer engagement, highlighting the need for investment in design and quality translations for effective hotel promotion.

# 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 "Traducción de calidad de webs hoteleras: discurso interpersonal e implicación del cliente" by Francisca Suau Jiménez discusses the importance of high-quality translation of hotel websites, taking into account the principles of localization and interpersonal discourse to preserve reader/customer persuasion. The author analyzes a subcorpus of hotel websites translated from English to Spanish using the COMETVAL corpus and compares them with similar hotel descriptions on Booking and TripAdvisor.

Overall, the article provides valuable insights into the importance of quality translation in the tourism industry. However, there are some potential biases and limitations that should be considered.

Firstly, the study only focuses on hotel websites translated from English to Spanish, which limits its generalizability to other languages. Additionally, while the author acknowledges that localization is important for effective communication with customers in different regions, there is no discussion of how cultural differences may impact translation choices.

Furthermore, while the article highlights the importance of interpersonal discourse in preserving customer persuasion, it does not provide concrete examples or evidence to support this claim. The author also does not explore potential counterarguments or alternative perspectives on this issue.

Another limitation is that the study only examines hotel descriptions on two specific booking platforms (Booking and TripAdvisor), which may not be representative of all hotel descriptions online. Additionally, there is no discussion of potential risks associated with persuasive language in hotel marketing, such as misleading or exaggerated claims.

Finally, while the article suggests that investment in high-quality website design and translation can benefit the tourism industry, it does not address potential challenges or barriers to implementing these changes.

In conclusion, while "Traducción de calidad de webs hoteleras: discurso interpersonal e implicación del cliente" provides valuable insights into the importance of quality translation in tourism marketing, there are limitations and biases that should be considered when interpreting its findings. Further research is needed to fully understand how linguistic and cultural factors impact customer persuasion in this context.

# Topics for further research:

* Cultural differences in translation choices in tourism marketing
* The impact of persuasive language on customer trust in hotel marketing
* Best practices for website design and translation in the tourism industry
* The role of customer reviews in hotel marketing and persuasion
* Cross-linguistic differences in hotel website design and translation
* Ethical considerations in persuasive language use in tourism marketing

# Report location:

<https://www.fullpicture.app/item/d625827e68f7c6c5444a6dcae2d0e480>