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The greening of hotels in the UK and Italy: A cross-cultural study of the promotion of environmental sustainability of comparable corpora of hotel websites

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Abstract

The increase in environmental awareness over the last decade has led to the progressive greening of consumers in all sectors. The rise of environmental consumerism has forced all types of businesses and industries to promote products and services which are eco-friendly. Given the consolidated effects of the greening processes on the tourism industry, the hospitality sector, in particular, is making an effort to persuade tourists of their environmental responsibility.
The purpose of this article is to analyze the discourse used by hotels when promoting the green practices put forth by the companies to express their environmental concern. The analysis conducted on comparable corpora of British and Italian hotel websites highlights the companies' attempt to promote their ecological awareness by adapting different linguistic strategies which are influenced by the dominating cultural orientations.

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Keywords: Language of tourism; cross-cultural communication; environmental concern; hosptality sector; promtional discourse.

1. Introduction

The last three decades have witnessed an increase in environmental awareness which has been dominating all public spheres, leading to a progressive greening of the consumers (Howlett & Raglon, 1992; Banerjee, Gulas &

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Iyer, 1995; Hansen, 2002). Indeed, since environmentalism has become a core value in our society, businesses and industries have been faced with public pressure to become more proactive in the protection of the environment without, however, losing profits (Harrè, Brockmeier & Mühlhäusler, 1999; Mühlhäusler, 2003). This has led to new types of communication, namely different discourses through which organizations promote values and actions that aim at protecting the natural environment and achieving sustainability (Harré *et al*., 1999; Frandsen & Johansen, 2001). However, these discourses vary across cultures since attitudes and values are transmitted through linguistic choices. As Spinzi claims (2010:19) "cultural orientations influence the way people perceive, relate to, and construct their 'environment' and 'nature' in the discourse of ecotourism", whereas languages rely on "different linguistic choices and communicative styles to convey that particular ideological positioning".

The tourism industry has certainly not been immune to the demand for environmental responsibility and, as a consequence, actions that do not harm the environment have been implemented by the industry, employing a discourse that highlights the greening of the corporate consciousness. Various studies have been conducted to understand how tourism companies and organizations provide information on sustainability, and in some cases, how these discourses attempt to awaken tourists' ecological consciousness (Burman & Parker, 1993; Pritchard & Jaworski, 2005; Gössling & Peeters, 2007; Spinzi, 2010). Within the tourism industry, the hospitality sector has made a great effort to handle environmental questions; indeed, hotels are adopting environment-friendly development strategies and are using a specific discourse to express it (Frandsen & Johansen, 2001; Qui, 2013).

In light of these remarks, this paper aims at analyzing the discourse used by hotels when promoting the green practices put forth by the companies. In particular, this work focuses on the linguistic resources employed to express environmental concern and ecological awareness. In order to analyze the effectiveness of the language of tourism advertising related to ecological thoughts, it is necessary to investigate the interrelationship among language, environment, text and social relations, taking into account the context of production and reception, that is all the actors and features involved in the communication: who produced it, why, who is responding to it, what social and cultural factors may influence these texts (Fairclough, 1995; Stubbs, 1996).

Specifically, the purpose of this paper is to analyze the environmental rhetoric of green hotels in the UK and Italy. Two comparable corpora of hotel websites written in British English and Italian respectively were investigated to verify how the language use of two languages differs when employed to promote environmental concern. The investigation takes into account both a linguistic and a cross-cultural perspective, focusing on the strategies adopted by British and Italian tourist accommodation facilities on their websites.

The outline of this paper is as follows: the next section will briefly illustrate the theoretical premises to the study. Section three focuses on the data and the methodology this work relies on. The core of the paper illustrates the features of the two corpora, with a focus on the significance of the node words chosen for the analysis in both languages on the basis of frequency criteria and collocational profiles. The final section summarizes the preliminary results of this on-going project and suggests further lines of research.

2. Theoretical background

The theoretical basis for this study draws insights from various areas of study: this research project employs the descriptive tools of corpus studies as well as combining cross-cultural communication and contrastive linguistics. More specifically, the project draws insights from various studies which have focused on the new types of communication devised and employed by organizations to promote values and actions that aim at protecting the environment and achieving sustainability with a particular focus on the tourism sector.

As highlighted by Corpus Linguistics empirical studies, words do not occur at random in a text, rather there are sets of linguistic choices that can be seen as large-scale conditioning choices (Sinclair, 1991), also known as collocation. According to Firth (1968:181), who was the first to use the term 'collocation', "collocations of a given word are statements of the habitual or customary places of that word", that is "the characteristic co-occurrence of

patterns of words" (McEnery, Xiao & Tono, 2006:82). More specifically, Sinclair (1996) emphasizes how words can acquire their meaning only from their linguistic co-text.

Relevant to the present study is Manca's (2008) research on phraseology in the language of farmhouse holidays. In her study she analyses the differences in the use of adjectives employed to describe accommodation in two different cultures and attempts to investigate the strong influence of culture and context of situation. In particular, following Sinclair's ideas on context of situation and meaning, Manca investigates the cultural contrast between the British English content-oriented message in contrast to the Italian tendency to prefer form and a more complex style and emphasizes throughout her research how this contrast is particularly visible in tourist promotion. More specifically, she found that "British farmhouse owners attract visitors by giving detailed and explicit descriptions of what a holiday in their farmhouse can offer. The style is plain and the focus is on the now rather than on the past" (Manca, 2008, p. 382). On the contrary, in Italian texts, "what counts more appears to be what remains unsaid, implicit or mutually shared. […] the focus is not on the now but on the past" (ibid.).

These findings, supported by results of other similar studies (Spinzi, 2010; Manca, 2011) in the area of research of the language of tourism, highlight the importance of cultural orientations and the need to take them into account in order to avoid misinterpretations and limitations in the tourism promotion. Specifically, cultural orientations are a culture's tendency towards a particular way of perceiving reality (Katan, 2004), which inevitably has implications on language, especially in transactional communication. For example, cultures that tend more towards the Being do not separate identity and behavior and will use more personal feelings and opinions in communication; whereas, those cultures which tend towards the Doing will communicate using facts, avoiding feelings and opinions (Katan, 2004).

Transactional communication is linked to the theory of High Context Cultures and Low Context Cultures elaborated by Hall (1989). In High Context Cultures, how something is said is more important than what is actually said, while in Low Context Cultures, words are more important than the intended meaning.

In another study on the depiction of the natural environment in the language of tourism in Italian and British English, Manca (2004) analyses the difference in the use of the Italian word *natura* in the language of agriturismi (farmstays) websites and the equivalent English word *nature* and reveals how the identification of translation equivalents at the linguistic level is not enough to convey the meaning of the source message into the target language, since constraints on the use of words are not only lexical, but also cultural. Indeed, the perception of the environment can vary from culture to culture. Some cultures may think they control the environment, other cultures may feel to be in harmony with it, and still, others may feel subordinate to the environment.

Other studies have focused on the perception of the environment and the way in which it is promoted and presented to the public (Hansen, 2002; Thelander, 2002; Stamou, Lefkaditou, Schizas & Stamou, 2009; Dillon, 2010; Argondizzo & Ruffolo, 2012; Ruffolo, 2015). Since the 1980s, there has been a growing concern among many consumers for the protection of the environment. The effort to target environmentally-conscious consumers has been quite evident in the nature of the advertising messages of commercial firms. In fact, businesses and industries are promoting and selling products and services considered environmentally sensitive (Howlett and Raglon, 1992), leading, in some cases, to an over-use of the so-called 'green' terms.

This 'greening' process has particularly affected the tourism industry, which is not at all immune to the demand for environmental responsibility, thus having to implement actions that do not harm the environment and employing a discourse that highlights the greening of the corporate consciousness (Harrè *et al*., 1999; Mühlhäusler, 2003; Hansen & Machin, 2008; Alexander, 2009). Indeed, the increasing concern for ecological and environmental issues over the last decades has led to the creation of "a new public vocabulary and discourse for understanding and appropriating these developments, and for articulating public controversy, fear and hope" (Ruffolo, 2015, p.8). In particular, this process has been helped by the use of a number of lexical and structural principles, such as metaphor

or metonymy, and/or by the adoption of morphological patterns that signal this type of lexicon, for instance, the use of eco- as a prefix for several lexical items (eco-friendly, eco-disaster). Another device used in environmental discourses is the emphasis on and references to landscape and natural features such as rivers, parks, flora or fauna (Harrè *et al*., 1999; Mühlhäusler, 2003). Various studies have been conducted to understand how tourism companies and organizations provide information on sustainability (Burman & Parker, 1993; Pritchard & Jaworski, 2005; Gössling & Peeters, 2007; Spinzi, 2010; Ruffolo, 2015). However, an area that has not yet received full attention by linguists is the discourse used by hoteliers to promote their ecological thoughts. To the best of my knowledge, in fact, little research has been carried out on the greening of hotels. An interesting study was conducted by Frandsen and Johansen (2001) on the environmental rhetoric of green hotels in Denmark. In particular, the two authors illustrate the peculiarities of political and commercial green discourse and discuss the paradoxes of green marketing (convincing tourists to behave in an environment-friendly manner without renouncing to luxury) as illustrated by some important Danish hotel chains which are labeled as green as well as associations of green hotels in Denmark. The authors' findings shed light on how the hotels analyzed in their study manage to overcome the paradoxes of green marketing by employing specific rhetorical strategies. Relevant to the present study is also the research carried out by Qiu (2013), who critically studies English eco-hotel profiles to decode the ecological thoughts that are illustrated on the profiles. Based on Fairclough's three-dimensional model, the author investigates twenty English eco-hotels and reveals that these hotels convey prevailing ecological thoughts, which influence reader's ecological ideas and behavior.

Following the assumptions illustrated above, this study is an attempt to investigate the language used by hotels when promoting their green practices. In particular, the interest of the research lies in understanding how British and Italian hotels attempt to create a green image and how they try to persuade their guests to protect nature during their stay without disappointing traditional expectations of a comfortable, even luxurious, holiday. Indeed, the websites use different patterns of communication and rhetorical and verbal strategies to shape the way the two languages interpret and present the environment and nature, while informing, promoting and persuading with the ultimate goal of selling their 'green' image.

3. Corpora data and method of analysis

The data used for analysis derive from two comparable corpora of British and Italian hotel websites. The two corpora, named the *UK Green Hotel Corpus* (*UK GH*) and the *IT Green Hotel Corpus* (*IT GH*), include one main genre type, namely websites of hotels located respectively in the UK and Italy. The texts were retrieved from a reliable source that could guarantee that the hotels chosen for the analysis were sustainable, based on the fact that they had either won environmental awards or belonged to an accreditation scheme. As for the UK corpus, the source chosen was the *Green Tourism Scheme*, while for the Italian corpus, the association on which the selection relied on was *Legambiente*, both award eco-friendly independent hotels, small hotel chains, hostels, guest houses, lodges and bed and breakfasts. Both the Green Tourism Scheme and Legambiente are not-for-profit organizations and have been running since 1997 and 1998 respectively. They award forms of accommodation that reduce their impact on the environment by making a few positive choices, such as (i) promoting local life, with reference to local food and crafts; farmers markets, shops and restaurants that sell local crafts, meat, fish, fruit, cheeses, and preserves, thus helping out local producers as well as enhancing the tourist's holiday; (ii) encouraging the use of public transport, either by offering alternative sustainable forms of transport or encouraging guests to reduce car use as much as possible and to donate to a carbon offset scheme; (iii) minimizing waste, recalling guests' attention to the local recycling system; (iv) being efficient, references to the so-called 'turning off' and 'turning down', reminding tourists of the scarcity of resources and the risk for future generations; (v) giving something back, this refers to those destinations which encourage donations that can directly improve conservation in the area[†]. The forms of

[†] The information has been taken from the websites of the two associations, www.green-tourism.com and www.legambiente.it, respectively.

accommodations that have been awarded a logo by the associations can use the logo of the association, which guarantees the hotels' sustainable responsibility.

In order to build the two corpora, the website homepage plus all sections that have some reference to environmental sustainability were included. Although visual co-text (such as photographs or images with accompanying captions) contributes significantly to the shaping of textual meaning, the focus is on the linguistic body of the articles.

This research project adopts a quantitative approach of Corpus Linguistics to the qualitative approach of Discourse Analysis. Concordance and collocational analysis were used, by employing Wordsmith Tools, version 5, to investigate the environmental discourse contained in the websites, in particular to reveal any linguistic strategy used by the text writers. The analysis is quantitative when looking at the importance of lexical items based on frequency criteria and collocational profiles, but it is also qualitative when the analysis focuses on linguistic aspects and strategies that are not directly evident from the numerical lists. The first step of the analysis is to take into account the discourse contained in the texts as a whole and look for similarities and differences between the two corpora.

Table 1 summarizes the features of the corpora used in the present analysis. When considering the relatively small size of the corpus under investigation, we must keep in mind that a corpus is not merely a random collection of texts but, rather, a collection that has been put together according to specific criteria. These criteria are determined by the researcher's needs and the goal of his/her own project (Baker, 2006; McEnery *et al*., 2006). As a consequence, when we are interested in investigating a particular subject, "the quality or content of data takes equal or more precedence over issues of quantity" (Baker, 2006:29).

Interestingly enough, as illustrated in the table, the corpus is the same size, but with a difference in number of files[‡]. The reasons for such findings may be various, one may be that in Italy there is a tendency to label those types of accommodations as *albergo* (hotel) even if they seem to have the features of guest houses or bed and breakfasts, rather than those of hotels, with a tendency of putting the two labels together (e.g., Albergo B&B). Thus, apparently the Italian hotel industry does not seem to follow a strict distinction as in UK does. Another reason can be related to the general scope of the two organizations, while the Green Tourism assesses businesses in the tourism sector against a National Sustainability standard and therefore offers guidance to guests who are interested in environmental-friendly holidays, Legambiente instead, has a wider scope, it is the most widespread environmental organization in Italy, but traditionally involved in campaigns and has only relatively recently focused on the hospitality sector.

Table 1. Size of *UK GH Corpus* and *IT GH Corpus*.

	Number of files	**Tokens**
UK Green Hotels Corpus (UK GH Corpus)	78	40355
IT Green Hotels Corpus (IT GH Corpus)	34	40392

Instead, the number of tokens can be justified by the organization of the websites and the amount of information provided within the two corpora. Indeed, the UK hotels analyzed have various specific sections such as 'Corporate Responsibility', 'Ecohotel', 'Sustainable policy' in which the hotels explain what it means to be eco-friendly, while these instances are rarely found in the *IT GH Corpus*, which relies heavily on the logo of Legambiente or other environmental associations without feeling the urge to explain what it means to be sustainable.

[‡] Although the size of the *UK GH Corpus*, as for number of files, is more than twice the size of the *IT GH Corpus*, this does not affect comparability since the general conclusions on the results take into account the size of the two corpora.

4. Preliminary results and discussion

The results illustrated in the following tables are discussed in an attempt to shed light on the discourse employed by hoteliers to express environmental sustainability, focusing on collocations and linguistic strategies, and highlight differences between the languages, British English and Italian, and the two cultures.

4.1 Frequency lists and verbal strategies

A preliminary analysis was conducted on the corpus in order to identify its main features and select potentially interesting items to be investigated in detail. First of all, in order to sketch a general picture of the two corpora and to obtain a list of meaningful lexical items, frequency lists were generated. A first analysis of the lists led to the decision to choose content words as meaningful items for this study, since they can provide useful insights into the investigation of linguistic strategies. However, after a closer examination of the texts, pronouns were taken into consideration as well, as they express personalization, which is a core feature of the language of tourism, in fact, the message is formulated in the first person plural (*we*), and is addressed directly to the receiver (*you*-addressing).

The following tables (2 and 3) illustrate the items of the corpora, which were taken into consideration for the investigation of the two corpora. Table 2 shows the top thirty content items of the *UK GH Corpus*.

Table 2. Top content items in the *UK GH Corpus*.

UK Green Hotel Corpus			
N	**Word**	**Freq.**	**Texts**
1	OUR	622	32
2	WE	524	31
3	HOTEL	316	31
4	YOU	180	27
5	LOCAL	159	29
6	GREEN	156	27
7	ENVIRONMENTAL	140	26
8	ENERGY	131	24
9	USE	120	28
10	WATER	118	25
11	GUESTS	116	27
12	SUSTAINABLE	112	25
13	ENVIRONMENT	108	28
14	THEIR	102	28
15	WASTE	102	22
16	TOURISM	99	26
17	BUSINESS	98	28
18	US	94	24
19	YOUR	89	26
20	ITS	82	26
21	FOOD	75	24
22	REDUCE	75	24
23	SUSTAINABILITY	75	15
24	HOTELS	65	18

25	THEY	65	14
26	USED	64	21
27	ROOM	63	21
28	CARBON	62	22
29	YEAR	62	17
30	NATURAL	60	22

It is worth noticing that the UK frequency list provides a screenshot of what seems to be the main focus of the UK hotels. Indeed, emphasis is put on the specific sustainable principles of 'minimizing waste' and 'being efficient', as the content words *energy, use, water, waste, reduce* show, as supported by other studies (Spinzi, 2010). Patterns such as

intended to minimize harm to the environment during the stay,
to minimize ecological impacts,
our properties can monitor and strive to minimize the impact of their activities

highlight the idea of promoting the hotel's eco-friendly behavior and their effort to reduce negative effects on the environment, which seems to be an attitude of British culture.

The following table illustrates the thirty top items of the cleaned frequency list of the *IT GH Corpus.*

Table 3. Top content items in the *IT GH Corpus.*

IT Green Hotel Corpus			
N	**Word**	**Freq.**	**Texts**
1	HOTEL	381	64
2	NOSTR*	380	53
3	MARE	174	59
4	CUCINA	126	57
5	VACANZA	125	53
6	PRODOTTI	113	49
7	SPIAGGIA	111	41
8	OSPITI	106	50
9	TUTTI	95	48
10	OGNI	93	45
11	CAMERE	85	45
12	SEMPRE	80	42
13	SERVIZI	80	50
14	BAMBINI	77	33
15	AMBIENTE	76	35
16	CI	75	33
17	BUFFET	71	38
18	COLAZIONE	71	47
19	ABBIAMO	70	21
20	ALBERGO	70	36
21	CASA	70	38

22	LEGAMBIENTE	70	38
23	PIATTI	70	36
24	RISTORANTE	70	33
25	VI	70	36
26	TERRITORIO	65	31
27	PISCINA	64	26
28	SERVIZIO	63	40
29	CENTRO	62	40
30	NATURA	62	32

Interestingly enough, the *IT GH Corpus* focuses more on promoting local life, which is evident from the items *territorio*, *prodotti*, *piatti*, *buffet* and all the words linked to the food category, where the farming of local and organic food is emphasized within the corpus. This tendency clearly reflects the tendency to promote cultural, historical and gastronomic heritage, which are core values of Italian culture.

Another interesting feature that is exemplified by the top words of both frequency lists is the use of verbal strategies, specifically the staging of the sender/receiver relationship. The invitation to share responsibility for the environment and the strengthening of the hotel's green image are realized by a rhetorical alternating between an exclusive *we/noi* and an inclusive *we/noi*.

As for the *UK GH Corpus*, the inclusive *we* comprises both the hotel and the guest, as extracts from the corpus shows: *by making positive choices **we** can all reduce **our** effect on the environment, to protect **our** planet*. Whereas the exclusive *we* is only used when talking about the sender, the hotels, and the many we's in the corpus: *We* plan, *We* reduce, *We* have, *We* use, which are far more frequent of the two, emphasize each hotel's environmental measures.

Moreover, in the *UK GH Corpus*, there is a clear attempt to employ the ego-targeting technique (Dann, 1986). This technique refers to the process of interpellation of the reader, in order to create a direct contact with the potential client, becoming almost the form of an intimate conversation as if the reader was the only interlocutor of the writer, out from the crowd. By using *you* or *we*, the text producer establishes an emphatic relationship with the audience. Some examples could be: "Hey you…yes you…why don't you come…?"; you should visit..."; "you will find…"; "we want to welcome you" (Dann, 1986). In this specific case, the sender addresses the receiver directly with a *you* to emphasize the fundamental role that the guest plays in preserving the environment in an attempt to awaken his/her environmental consciousness:

During your stay, you could help too by doing the following…
As a visitor you have a very important role to play in helping us conserve our natural assests
That's why we ask you to help us preserve…

Furthermore, the British corpus focuses on Doing (content-oriented) as the examples above show, what the hotels, and therefore the guests, can do to protect the environment.

The *IT GH Corpus* includes many instances of inclusive/exclusive *we*, which are clearly visible by the use of the first person possessive pronoun, *nostr**, which occurs 380 times in the corpus. The use of *noi* is rather infrequent but this may be due to the fact that the use of first person plural is not obligatory in the Italian language since the verb can be stated without a subject, although there are some interesting examples, such as *Noi ci siamo impegnati a produrre meno rifiuti…* [We are committed to produce less waste] or *Noi vogliamo ridurre l'impatto* ….[We want to reduce the impact].

Another result which is worth highlighting is the tendency of the senders to address themselves in an impersonal way, using *il nostro hotel* [our hotel], or more often the name of the hotel, *L'Hotel Aurora si impegna ad essere un albergo sostenibile* [Hotel Aurora commits to be a sustainable hotel]. Indeed, in the *IT GH Corpus*, differently from the *UK GH Corpus*, the receiver is always mentioned in an impersonal way, as the pattern *I nostri ospiti* [Our guests]show, or *I nostri ospiti possono contenere l'uso della bianchieria* [Our guests can limit laundry use], apparently as a kind of variant to the frequent use of the exclusive *we* in the corpus. The focus is shifting from the sender to the receiver. However, although the guests still belong to the sender - *nostri ospiti* (our guests)-, they now play an active role in the decision-making process of environmental responsibility. These examples also underline the tendency of Italian culture towards Being, indeed, there is a major focus on identity (culture) and behavior.

4.2 Collocational analysis

For a further investigation of the texts, the analysis focused on the terms, "environment" and "ambiente", considered as ideological categories (Spinzi, 2010) of the discourse of responsible tourism. Table 4 shows the top content collocates of the term "environment" in the *UK GH Corpus*.

Table 4: Top content collocates of "environment" in the *UK GH Corpus.*

N	Word	With	Texts	Total Frequency
1	ENVIRONMENT	environment	28	110
6	IMPACT	environment	11	30
8	OUR	environment	9	14
9	LOCAL	environment	5	13
11	NATURAL	environment	4	13
17	AWARDS	environment	3	4
22	RESPONSIBILITY	environment	3	3
23	WORK	environment	3	3
24	COMMITTED	environment	2	3
25	COMMITMENT	environment	3	3
26	FUTURE	environment	3	3
28	GENERATIONS	environment	3	3

As for the collocational analysis of the *UK GH Corpus*, the collocational profile of the search term "environment" gives a picture of the semantic preferences associated with *environment*: there are clear references to nature, as the collocate *natural* shows, as to social, with collocates such as *generations*, *future generations*, *work* and even *local*, referring to the communities. Another semantic field that is emphasized by the findings illustrated in table 4 is the reference to ethical issues, as the collocates *commitment* and *responsibility* show.

In particular, the closer examination of the association between the classifier *natural* and the search item, which constitutes the core of more extended phrases, reveals the ethical question of not harming the environment as central in the *UK GH Corpus*, as illustrated in Table 5.

Table 5: Concordance lines of the search term "environment".

N	Concordance		
1	umes. We also realise the need to protect our natural	**environment**	and, as such, we place h
2	designed to reduce the impact we have on our natural	**environment**	. Water Conservation We c
3	ibility includes minimising our impact on the natural	**environment**	whilst providing an exce
4	order to make a positive contribution to the natural	**environment**	and local community many

5	h many different types of wildlife exist in a natural	**environment**	. Planting of native plan
6	our aps and showers are fitted with aerators. Natural	**environment**	We have recently started
7	parish that contribute to improving the local natural	**environment**	, or provide a social ben
8	he South West, or those that will benefit the natural	**environment**	in the South West. We a

Table 6 displays the collocates of "ambiente", which is the equivalent of *environment* in Italian.

Table 6: Top content collocates of "ambiente" in the *IT GH Corpus.*

N	Word	With	Texts	Frequency
1	AMBIENTE	ambiente	35	76
8	RISPETTO	ambiente	5	9
17	ATTENZIONE	ambiente	4	4
18	SALVAGUARDIA	ambiente	4	4
21	CONFORTEVOLE	ambiente	2	3
22	CIRCONDA	ambiente	3	3
25	TUTELA	ambiente	3	3
26	DIFESA	ambiente	3	3
29	ACCOGLIENTE	ambiente	3	3

A closer look at the table shows that "ambiente" shares all of those classifiers with "environment" which regard ethical issues (e.g. *rispetto, attenzione, tutela*) or references to the secondary meaning of *ambiente,* which is the actual place, the location, the setting of the hotel *(confortevole, accogliente)* [comfortable, cozy]. Interestingly enough, it does not show immediate preference for nature nor social.

A scan of the concordances helps to identify the semantic categories with which the search node is in company and how it is ideologically positioned. Indeed, in the following extracts from the *IT GH Corpus*, there seems to be a focus on the relation established between man, and the environment itself. Instances such as concordance 1, *il benessere personale è in armonia con l'ambiente* [personal wellbeing is in harmony with the environment] or in concordance 5, in which the hotel *coccola i client e l'ambiente* [cuddles the guests and the environment] highlight the more 'collectivist' standpoint of the Italian culture, the intimate and friendly relationship between man and the natural environment.

Table 7: Concordance lines of the search term "ambiente".

N	Concordance		
1	cui il benessere personale è in armonia con l'	**ambiente**	. Le docce calde in spiaggia sono
2	tto possibile sul territorio che lo circonda,	**ambiente**	di rara bellezza e tutelato da alcu
3	in modo del tutto naturale, nel rispetto dell'	**ambiente**	e di noi stessi. Servizi L'Hotel Ma
4	l Ecologico a Riccione coccola i clienti e l'	**ambiente**	che li circonda. Abbiamo fatto
5	che di più importante ci circonda: il nostro	**ambiente**	, la nostra aria e il nostro mare! L

As mentioned earlier, the main category that is emphasized within the *IT GH Corpus* is the promotion of local life with particular reference to good local food, references to local producers and the hotel's own garden with organic produce, as we can see from the collocates of the search term "cucina":

Table 8: Top content collocates of "cucina" in the *IT GH Corpus.*

N	Word	With	Texts	Frequency

1	CUCINA	cucina	57	130
5	TIPICA	cucina	11	17
6	NOSTRA	cucina	13	17
13	BUONA	cucina	7	8
14	CURATA	cucina	8	8
16	PRODOTTI	cucina	7	7
23	LOCAL*	cucina	7	7
24	CASALINGA	cucina	5	5
26	GUSTOSA	cucina	3	4
27	TRADIZIONALE	cucina	4	4
29	BIOLOGICI	cucina	3	4

The range of the semantic preferences of "cucina" goes from items related to the heritage of a country (*tradizionale, locale, tipica*) [traditional, local, typical] to positively connotative adjectives (*buona, curate, gustosa*) [good, refined, tasty] to references to organic food and products, as the presence of the collocate *biologici* [organic] shows. Guided by the criterion of frequency, it is possible to assume that the *IT GH Corpus* shows a close link between sustainability and promotion of local life, as illustrated in the following extracts (taken from the corpus) (See Table 9).

Table 9: Concordance lines of the search term "cucina".

N	Concordance		
1	cialità di mare e di terra della tradizionale	**cucina**	casalinga, abbinati ai vini dei colli
2	Tiki verranno serviti solo prodotti della	**cucina**	locale: pesce del mare Adriatico e pr
3	nazionale o rivisitazioni fantasiose della	**cucina**	tipica delle Marche. Tutto il persona
4	onvenzionato ampio parcheggio. La	**cucina**	è curata personalmente dalla nostra
5	la griglia, al forno e/o al vapore. La nostra	**cucina**	casalinga si rifà alle tradizioni del
6	sione con un pranzo al sacco. La nostra	**cucina**	semplice e gustosa, viene accompag

5. Conclusion

The aim of the present study was to uncover the representation of environmental concern and promotion of hotel websites, identifying discursive and linguistic strategies in an attempt to shed light on embedded cultural assumptions. The analysis conducted on corpora of British and Italian hotel websites shows that in both cultures there is a clear attempt to create a strong positive image as an ecologically responsible company. The findings, moreover, illustrate that that the two languages adopt different linguistic choices and communicative styles to convey that particular ideological positioning, which are determined by the dominating cultural orientations. In fact, within the *GH Hotel Corpus*, various instances of attempts to preserve and avoid damaging the environment are found. The focus is on the protection of the environment both on behalf of the hotels and the guests; there is a tendency to emphasize the shared responsibility, thus turning the guest into an active member of the decision-making process, underlining his/her fundamental role. Conversely, the *IT GH Corpus* shows a tendency to remind the guest of his/her relationship with nature and how they should be living in harmony. Moreover, when talking about sustainability, the text producers emphasize the importance of promoting local life, with clear references to products, traditions and also typical food, which is organic and tasty.

The conclusions of this exploratory study need to be investigated in wider research projects which focus on the language used by the hospitality sector to express ecological responsibility and concern. In particular, further research could include other forms of accommodation that were taken into account at the outset of the present study; forms that are closely related to environmental sustainability, such as hostels, lodges, or agriturismi/farmstays. Indeed, the preliminary results illustrated in the present study are not sufficient to generalize assumptions on a cross-cultural investigation of the new rhetoric adopted by the hospitality sector to answer to the need of promoting environmental responsibility. Nevertheless, it provides insights into the discourse used by hotels when promoting their green practices, both from a linguistic and cross-cultural perspective.

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cross-cultural comparisons. a study that examines whether a measure of psychological construct that was originally generated in a single culture is applicable meaningful and thus equivalent in another. Cross-cultural validation. tests equivalence of psychological measure; important to conduct before cross-cultural comparisons; a study that examines whether a measure of psychological construct that was originally generated in a single culture is applicable meaningful and thus equivalent in another. Validity.Â the degree to which different measures used in cross-cultural comparison studies are statistically equivalent in the cultures being compared - that is, whether the measures are equally valid and reliable in all cultures studied. structural equivalence. Cross-cultural communication is a field of study that looks at how people from differing cultural backgrounds communicate, in similar and different ways among themselves, and how they endeavor to communicate across cultures. Intercultural communication is a related field of study. During the Cold War, the economy of the United States was largely self-contained because the world was polarized into two separate and competing powers: the East and the West. However, changes and advancements in economic Cross cultural management deals with managing the similarities and differences in global teams, wherein individuals work with more than one culture. It is not just about knowing what to do in a particular country but also knowing how to assess the impact of culture on performance.Â For example, in individualistic cultures, such as that of the USA, the promotion of an employee may be based on their personal achievements and records whereas in collectivistic cultures, such as that of Mexico, recommendations by family members, who already work for the company, serve as an important criterion for attaining promotion. Managers must, therefore, use some principles that may guide their choice of managerial practices and behavior.