

Abstract

Graduation Level of Proficiency Paper (Master's degree)

Title: Specific features of the English tourist consumer review.

Author: Karolina Gogaeva, The Institute of Foreign Languages and International Tourism.

Research Supervisor: O.V. Dolmatova, Candidate of Philological Sciences, Associate Professor of the Department of Experimental linguistics and Cross-cultural Competence, The Institute of Foreign Languages and International Tourism.

Research Initiator: Pyatigorsk State University.

Topical Importance: Despite the large quantity of publications and scientific studies of tourism there's a lack of knowledge of online comments and reviews in the tourist discourse. Consequently, this is the key reason for more detailed study of this concept.

Goals: To identify the main language forms in positive and negative reviews, to determine how often content and stylistic words are used, to define communication participants.

Tasks:

- to define what online feedback and online comment mean;
- to analyze theoretical and practical approaches to the study of «Tourist online feedback»;
- to explore customer feedback on tour operator services, living conditions and peculiarities of the language design.

Theoretical value and practical applicability: This study contributes to a number of studies of online reviews, user roles and persuasive strategies. This work can be used in the practical tour operators training and university lecturers.

Results: In the course of the work we found that online review is a way of getting feedback. Cross-referenced with all the information in the scientific works difference between online feedback and online comment was considered. In the study of online

feedbacks on goods and services there were identified several valuation types: emotional, ethical and normative. The total number of online reviews is analyzed in touristic websites amounts to 2000. In addition, most of online reviews are written in informal style and have derogatory language used, high soaring style can be found in set phrases and derivation. The main criterion for choosing the hotel is a prime location. It's characterized by abundance of adjectives and similes. In a food sector there are enthusiastic reviews expressed by adverbs, adjectives, phrasal verbs. Neutral reviews have conjunctions, negative particles, adverbs and negative comments—exclamations and slang words.