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PERSUASIVE ADJETIVES USED IN *SUNBONOO'S* AND *CIVITATIS'* WEBSITES TO PROMOTE LEISURE ACTIVITIES IN MALLORCA

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Degree in Tourism

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ABSTRACT

People are attracted and convinced to buy something on the Internet because of what they read and what it conveys for them. In this dissertation we will analyse eight leisure excursions, four from the *Sunbonoo* online tourist website and four from *Civitatis* while paying special attention to the promotional language used. More particularly, the focus of this study will be on the persuasive/hyperbolic adjectives used by both websites to promote leisure activities in Mallorca. From the general results obtained, we can conclude that *Sunbonoo* doubles *Civitatis* in the total number of adjectives found and *Sunbonoo* is also more extensive and richer in terms of persuasive adjectives. We divided all the persuasive adjectives found in both websites into 10 categories and found that the predominant ones are the appearance/positive feeling and the type/condition type of adjectives. On the other hand, fewer adjectives expressing transparency, touch, size, shape, state, colour and location were encountered. In addition, the most productive nouns preceded by different persuasive adjectives to highlight, exaggerate and hyperbolise their qualities are those referring to Mallorca's different types of landscapes (for example, *beautiful* "beach(es)", *turquoise-blue* "bays", *transparent* "waters", *incredible* "views" or *paradisiacal* "island").

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1. INTRODUCTION

The beginning of tourism in the Balearic Islands dates back to the 60s with the arrival of the first tourists. Although this industry has had fluctuations due to economic crises, in recent years until the arrival of the Covid_19 pandemic, the growth of tourism in Mallorca was booming, being one of the “sun and beach” tourist destinations per excellence with its seasonal mass tourism. Moreover, according to the data published by the INE¹ and IBESTAT² (2019), Mallorca stood out with a 72.8% regarding the distribution of tourists’ expenditure among the other Islands. Furthermore, the leisure and holidays were the top reason for tourists who came to Mallorca.

As stated by the World Tourism Organization (<https://www.unwto.org/>), tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. In terms of the economic importance of tourism, according to the latest data provided by the INE, the GDP³’s contribution of tourism to the Spanish economy in 2019 was 12.4%. However, the autonomous community in Spain that stands out for its importance on the economic impact of tourism is the Balearic Islands. This is due to its large contribution to GDP, which can be observed in the economic study carried out by IMPACTUR⁴ (2014) with data provided by both the INE and IBESTAT. This study shows the importance of tourism in this community, contributing with a 44.8% in its GDP.

Tourism is a broad field industry that encompasses many studies dedicated to different branches of this sector. In this dissertation, attention will be paid to the promotional language used in online tourist’s websites. The focus is particularly on the persuasive or hyperbolic adjectives used by both *Sunbonooo* and *Civitatiss* websites’ texts to promote their leisure activities in Mallorca. This type of adjective accompanies different nouns to exaggerate their qualities and to capture the readers’ attention quickly and directly, convincing them in order to attract future tourists. We have chosen this topic because most people, and especially tourists, are attracted and convinced for something because of what they read and what it conveys to them.

Moreover, it is important to make a digression on the current crisis due to the Covid_19 current pandemic and its negative effects on the tourism sector. Our hypothesis is that, in the near future or when normality begins to return, the competition between tourist destinations and between different tourist services will significantly increase. So, tourist providers will have to pay more attention to their services’ promotion to differentiate themselves from their competitors and to persuade their potential clients. In the course of this dissertation, we found that there are numerous websites on the Internet that offer leisure activities for tourists to do in Mallorca. Referring back to our hypothesis discussed above regarding

¹ INE (<https://www.ine.es/>): Instituto Nacional de Estadística (National Statistical Institute)

² IBESTAT (<https://ibestat.caib.es/ibestat/inici>): Institut d’Estadística de les Illes Balears (Balearic Islands Statistical Institute)

³ GDP: Gross Domestic Product

⁴ IMPACTUR (<https://www.exceltur.org/impactur-2/>): Study of the economic impact of tourism on the economy and employment in the Balearic Islands

the future due to the Covid_19 crisis, the promotional language (persuasive or hyperbolic adjectives) they use to exaggerate the nouns in their websites' promotional texts will be even more important.

2. CONTEXTUALISATION AND OBJECT OF THE STUDY

2.1 Language in tourism: the tourism discourse

The sociolinguistic language in the tourism discourse and its relation was firstly studied by Graham Dann in *The Language of Tourism: A Sociolinguistic Perspective* (1996). In this study, Dann (1996, p.2) discussed that "tourism when it comes to promoting it, has its own discourse such as with pictures, written texts... and the language that is used, attempts to persuade people or future tourists to convert them from potential into actual clients". Apart from Dann (1996), different authors have dealt with some points of the tourism discourse and Fox (2008) comments that, the lexical items in the language of tourism have also been studied by Cohen (1985), MacCannell (1989) and Fox (1999, 2004a, 2006b).

Furthermore, the language used in promotional tourist texts is unique due to the persuasiveness in order to attract potential tourists to sell its products/services:

Indeed, the language of tourism has features which identify it as different from general discourse. Such a language is highly persuasive because its ultimate purpose is to sell a product by describing a reality which must be perceived by the potential buyer (Maci, 2007, p.43).

Also, this idea of the specific tourism discourse is distinguished from other discourses by the stylistic choices and linguistic strategies of persuasion (Cappelli, 2006; Gotti, 2006 as cited in Cortés-de los Ríos and Corral-Hernández, 2016). In other words, the language of tourism uses adjectives, emphatic language, metaphors, epithets, hyperboles and other stylistic devices, the imperative mood, rhetorical questions, etc. to persuade, attract, and convince potential tourists (Dann, 1996 cited in Cortés-de los Ríos and Corral-Hernández, 2016).

Moreover, the tourism language in the act of promotion is important for the potential tourists to obtain detailed information about a tourism destination, so it engages people in its decision-making (Salim et al. 2012). This idea can be applied not only in tourism destinations but also to what this dissertation focuses on: the promotional language (persuasive/hyperbolic adjectives) used by *Sunbonoo's* and *Civitatis'* websites to offer their excursions in Mallorca.

2.2 The Internet revolution: from brochure promotion, travel agency promotion to digital promotion on the Internet

Nowadays, we are in an era of digitalization and in the tourism sector, the Internet has an important role in promoting tourism. Edo-Marzá (2011) portrayed this idea: "Tourism can be considered an industry that is closely related to the Internet and to the development of the ICTs (...) its products and/or services are intangible goods that need reliable, up-to-date, abundant and detailed information for their promotion" (p.97-98). Moreover, as Pavlíčková (2012) comments, "In the past few years, the importance of tourism industry has rapidly increased due to the Internet. The Internet offers new opportunities to tourism providers" (p.125).

With the revolution of the Internet, the promotion of tourism through websites has more advantages and has more benefits than the previous advertising of destinations through tourist guides or brochures in paper format. So, the tourist promotional material has developed from paper tourist guides into digital promotional material to persuade tourists (Sastre-Ferreira, 2014). Also, Edo-Marzá (2011), whose study is based on *The Use of Evaluative Adjectives in Promotional Hotel Websites*, portrayed this idea: "the tourism industry relied on (or could only rely on) traditional brochures to promote its destinations, (...). Brochures, of course, have not disappeared but promotion through the web is becoming increasingly common" (p. 98). According to this specific type of websites in the tourism industry, Eva Pavličkova (2012) argued that: "tourism websites have three functions: they provide information about specific destination, they promote the destination as well as they create or influence the destination image" (p.125). This quotation is focused on tourism destination websites, but these functions could also be applied more specifically to websites that provide leisure or recreational activities of a specific destination.

Continuing with this idea about the power that the Internet currently has, tourism websites are a perfect approach to attract more potential tourists due to the large amount of tourism and traveling information (Kang and Yu, 2011; Sastre-Ferreira, 2014; Cortés-de los Ríos and Corral-Hernández, 2016;). Tourism promotion in the last few years has suffered a great change due to the digitalization. On the Internet you can find all kinds of information and that also includes the tourism industry, nowadays, with just one click, a large amount of information about destinations, tourist companies, tourist services, activities and recreational excursions in the destinations, etc, can be found.

In this way, people have the possibility to compare between many options and thus increase the competitiveness between different websites offering similar products/services. Therefore, it is essential that these websites sell and promote online their destination, tourist services, recreational activities, etc through language, images, website design... in order to differentiate themselves from their competitors on the Internet and position themselves in the tourists' minds in order to persuade and catch potential clients.

2.3 Why this focus on adjectives?

One way these websites have of promoting their tourism services and promote destinations to persuade, attract and capture future customers, is using adjectives. Adjectives are words that describe nouns. According to Cambridge Dictionary (<https://dictionary.cambridge.org/es/>), adjectives are one of the largest classes of words along with nouns, verbs, and adverbs. It is a type of word that describes and gives more information to nouns (places, people, animals, things...).

Referring to this definition, Edo-Marzá (2011) affirmed that: “adjectives are probably the most prototypical way to express the qualification of a noun” (p. 100). Adjectives are used to modify, modulate or elaborate the meaning of nouns; therefore, as mentioned above, they play a key role in tourism discourse because these adjectives create more information about some descriptions to stand out for people or future tourists and convince them to travel (Nuikhao, 2017; Pierni, 2009). Furthermore, according to Kang and Yu (2011), the English language used in specific tourism discourse is richer in adjectives than general discourses.

In addition, the adjectives are fundamental in tourism discourses and they are an essential and a key lexical item in the tourist language and tourist texts. As Nuikhao (2017) explains, “this type of discourse uses a number of adjectives with high frequency. The frequency of adjective usage highlights the important role of adjectives to provide the information about tourism services and persuade the reader to become a customer” (p.5).

Furthermore, this specific discourse distinguishes itself from generic language due to the existence of forcible, clear and direct sentences and expressions and the usage of powerful adjectives, so, people or readers are involved through direct encouragements and persuasions (Cortés-de los Ríos and Corral-Hernández, 2016). As Cortés-de los Ríos and Corral-Hernández (2016) affirm, “Persuasion is needed to influence potential tourists. Through the tools of persuasion, verbal messages deliberately intend to affect the hearts and minds of the audience” (p. 65).

In this paper we are going to study a type of persuasive technique which is the use of persuasive or hyperbolic adjectives that its aim is to exaggerate the qualities of the noun. These types of adjectives are the key defining characteristic of the language of advertising or the hyperbolic language. We will pay attention to the promotional tourist language, or more specifically, the persuasive adjectives that *Sunbonoo* and *Civitatis* use to promote their leisure activities descriptions online in their websites.

(...) Adjectives seem to play a paramount role both in argumentation and persuasion; when convincing, reasoning, narrating and telling, adjectives are always present, and thus have a strong interpersonal dimension. (...) Consequently, they are widely used in those instances of discourse aimed at persuading the reader that the topic being dealt with is of interest and that what is being put forward is valuable and worth seeing (Edo-Marzá, 2011, p.100).

As mentioned above, adjectives are an important type of word in website promotional tourist texts because they have to influence readers and to “catch” them, so they become actual clients. Adjectives are essential, they play a key role in persuasiveness so, they are responsible for making people have positive feelings and sensations and if they achieve that, they will have a greater chance of reaching their goal.

In this dissertation we have decided to work with adjectives, especially with the persuasive adjectives that two web pages use in the descriptions of the different recreational activities that they offer. Adjectives, although they rank in the third place after nouns and verbs, are a type of word that has not received as much attention as other parts of speech (Edo-Marzá 2011). For this reason, we have decided to observe adjectives because they have an importance in the language of tourism promoting tourist services, since they give more information and embellish nouns and texts in general. In addition, persuasive adjectives are a powerful type of word when it comes to capturing the readers’ attention and generating positive feelings and sensations to get these readers to become future customers.

Working on this paper, we have found different studies which have paid attention to persuasive and promotional adjectives use in tourism, web pages, etc. Some of these are Edo-Marzá (2011), Pavličkova (2012), Sastre-Ferreira (2014), Cortés-de los Ríos and Corral-Hernández (2016) and Nuikhao (2017).

For example, Edo-Marzá (2011) studied the use and the incidence that evaluative adjectives have in promotional hotel websites, and the results showed that positive and hyperbolic forms of these evaluative adjectives, are the ones which stand out. Moreover, the paper of Pavličkova (2012) is based on websites’ text analysis that some Scottish castles use to promote themselves. This study concludes affirming that, in promotional descriptions of these castles’ websites, there are plenty of emotional adjectives, so they will be important on the tourist’s decision-making. Furthermore, the paper of Cortés-de los Ríos and Corral-Hernández, (2016) is based on the language study that health and beauty tourism websites use in terms of lexical-morphological, syntactic, and stylistic levels. In terms of promoting through their official webpages the destinations of Los Angeles, Seattle and Washington, they “make use of specific linguistic elements in order to persuade tourists. To achieve their purpose of creating a positive impression, they use positive and superlative adjectives to describe and highlight the qualities of their destinations” (Sastre-Ferreira, 2014, p.25).

All these studies are related to this dissertations’ topic, but none of them is based on observing the importance of persuasive adjectives in the descriptive texts that two websites (*Sunbonoo* and *Civitatis*) use to promote their different recreational activities, excursions and tours on the island of Mallorca.

2.4 Objectives of the study

The present dissertation has therefore different objectives, which are:

1. To analyse different tourist recreational excursions/activities/tours in Mallorca offered by two websites, looking for the types of adjectives used, as well as identifying which words (nouns) stand out the most. That is to say, from the different descriptions of each of the excursions chosen from each website, one objective is to identify which are the qualities or aspects of Mallorca that stand out the most (“beach(s)”, “water”, “landscape”...) and which are the most mentioned, and also to analyse the different adjectives that accompany them.
2. To create different tables to be able to classify in each excursion, as aforementioned, the noun with its hyperbolic adjective and the type of subcategory of the latter, together with the number of times that both the noun and each adjective have been mentioned in the text.
3. To compare the eight chosen excursions between the two selected websites, *Sunbonoo* and *Civitatis*. These will be described, together with each of the chosen tourist excursions, in the next point of the dissertation (Research Material). The aim is to observe if there are many differences both in the aspects or qualities they want to highlight in each activity and in the types of persuasive adjectives they use to exaggerate and thus promote their excursions or sightseeing tours.

3. THE STUDY: METHODOLOGY

3.1 Research material

On the Internet, increasingly, tourists can find a wide variety of webpages which offer them the possibility to know, compare and book a wide range of recreational activities, directly and online, adapting to any tourist profile. In the Balearic Islands, only searching in Mallorca, people can find a wide variety of webpages that offer different types of leisure activities, tours, excursions... to do on the island.

Two webpages will be specifically analysed in this paper: *Sunbonoo* and *Civitatis*. From each of them, we are going to analyse four holiday activities/tours that tourists can do in Mallorca from the wide variety of leisure activities they offer.

Different types of activities have been chosen for each website to observe, among the variety of tourist texts. The four selected excursions from *Sunbonoo* are: an aquatic-sport activity (Kayak tour), an adventure excursion in the mountains (off-roading Safari), an air trip (helicopter flight) and an aquatic activity (glass-bottom boat trip). In *Civitatis* has been chosen a private sightseeing tour of the Palma city, a water excursion by boat on the island of Cabrera, an active adventure activity through the mountains (Polaris Slingshot Tour) and a full day sightseeing tour in Palma and Valldemossa.

3.1.1. Sunbonoo

Firstly, *Sunbonoo's* website (see Figure 1) offers a wide variety of leisure activities, recreational excursions, tours... but all of them are organized by other companies or webpage partners. The latter are whom carry out the different tours and activities that can be found on the page. *Sunbonoo's* webpage offer possible future clients or tourists, the possibility to inform, plan and book these activities, directly and online in advance to avoid abusive prices at the destination.

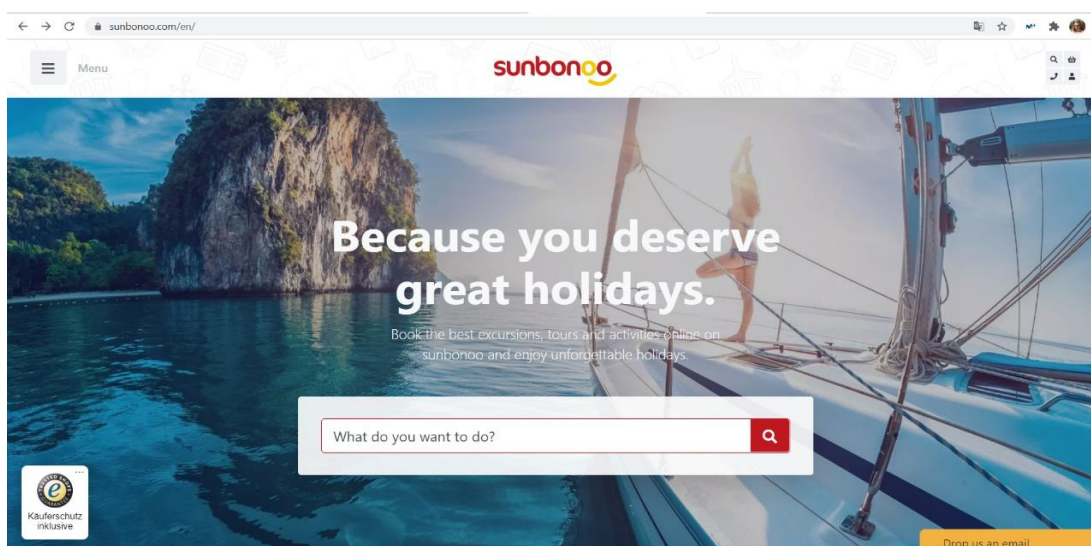


Figure 1. Screenshot from the official website of *Sunbonoo*.

In addition, *Sunbonoo* offers all the necessary information and description of each activity, in a simple way, since this web organizes the activities in different categories so that customers can find them according to their preferences. With this method, the website can adapt the different profiles of tourists and speed up the search process. The filters are classified according to the types of leisure activities (boat, active trips, guided tours and culture, adventure, food and drink...), according to the different target groups, season, timetables and according to location. Below is a description of each of the excursions chosen:

➤ **SUNBONOO EXCURSION 1: *Kayak Tour to Mallorca's paradise beaches or rent a kayak in Colonia Sant Jordi:***

This is a sea activity which can be found on the *Sunbonoo's* webpage within the active and water sports classification and if the tourists search for activities to do in the south of Mallorca. It is a guided kayak tour around different beaches of "La Colonia de Sant Jordi" in the southern tip of Mallorca with a duration of 3h with a price difference if the tour is for 2 or 4 participants. This kayak activity also offers the possibility that people rent a single or double kayak and explore the zone on their own for all day long.

- **SUNBONOO EXCURSION 2: *Go off-roading in Mallorca: jeep safari in the Serra de Tramuntana:***

It is a mountainous road trip for adventurous people (families, groups and individuals) who want to enjoy a Safari in “La Serra de Tramuntana”, a range of mountains located in the northwest of Mallorca. It is an off-roading trip between the “Tramuntana” mountainous scenery in a 4x4 Jeep where adventurous tourists can be in contact with the autochthonous flora and fauna and know some aspects of the Mallorcan culture. Moreover, this tourist activity is available all-year if the weather is good.

- **SUNBONOO EXCURSION 3: *Hop in a helicopter and fly over Mallorca: see the sights from the sky:***

It is a flight in a helicopter over the Island of Mallorca where tourists can see Mallorca from the air and observe both sea and mountainous scenery. This flight excursion starts from El Arenal in the south of Mallorca. *Sunbonoo's* webpage classifies it in the section of sightseeing activities and Adventure Holidays. The helicopter tour is an all-year activity and has an inside capacity of one to three people. The price of this flight trip varies depending on the duration of the tour.

- **SUNBONOO EXCURSION 4: *Tour with the glass-bottom boat from Porto Cristo along Mallorca's east coast***

It is a catamaran trip in a glass-bottom boat where the starting point is in Porto Cristo, a village located in the east coast of Mallorca's Island. This boat trip is a sea activity suitable for anyone. This tour gives tourists the possibility to discover Mallorca's coast of “Llevant” in a particular boat. People can see the most famous coves and sea caves of the zone and observe the Balearic and Mediterranean marine fauna that live in these seas, through the glass windows located at the bottom of the boat. This catamaran trip has different options and prices depending on the clients' age and the duration of the boat tour.

3.1.2. *Civitatis*

On the other hand, *Civitatis* (Figure 2 below) was founded by Alberto Gutiérrez in 2008. It is a website which distributes and offers, in the Spanish language, a wide range of leisure activities, excursions, recreational trips and tours of many tourist destinations around the world.

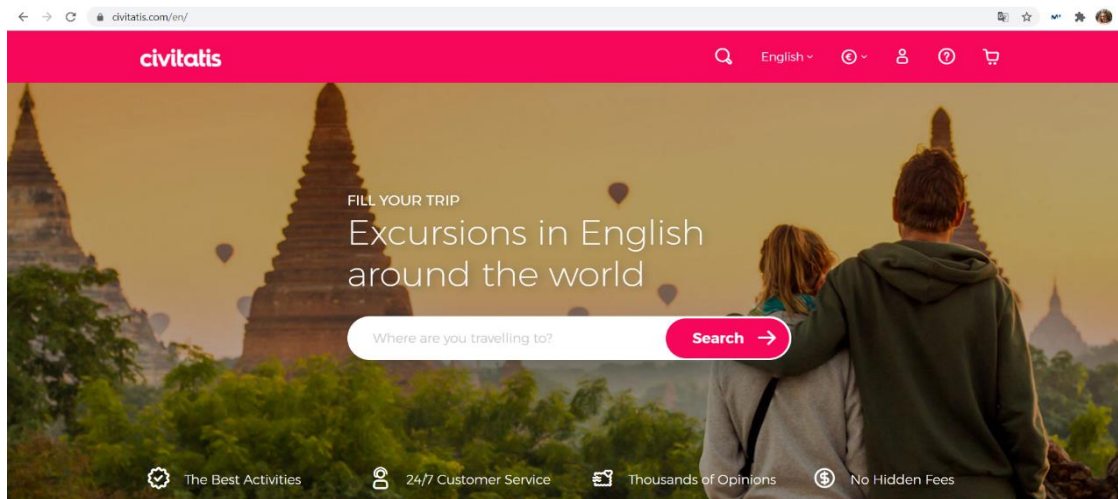


Figure 2. Screenshot from the official website of *Civitatis*.

Despite being a web portal in Spanish, the website translates all the excursions that they offer into different languages. Moreover, this website catches a wide variety of quality service suppliers that work for them. When people enter *Civitatis*' webpage they find different filters (availability, categories, features, price and duration) to facilitate their future clients and/or tourists, the possibility to find more information about the activity that best suits them. *Civitatis* is distinguished by the reviews of other clients who post their comments on the official website or other channels like *Civitatis*' social networks.

➤ **CIVITATIS TOUR 1: *Private Tour of Palma de Mallorca***

It is a tour around the city of Palma de Mallorca. It is a private guided tour where tourists have the opportunity of sightseeing the main city of Mallorca and to know more about the Balearic culture, buildings, history... The tourists are the ones who choose the members of the private group and the price varies depending on the number of people. Also, it is the private group who choose the starting point of this Palma City's tour.

➤ **CIVITATIS TOUR 2: *Cabrera Island Boat Trip*:**

This boat trip is a leisure activity for tourists who want to explore the protected Cabrera island. It is an uninhabited island which tourists only can visit by their own boat or with different boat companies that take tourists from the Colonia de Sant Jordi port to Cabrera. With this boat trip tourists can observe the sceneries and landscapes of this island, swim in different coves and caves and know the autochthon flora and fauna of this island. Also, with this boat trip, tourists have some free time to explore this island.

➤ **CIVITATIS TOUR 3: *"Serra de Tramuntana" Polaris Slingshot Tour***

It is an activity for adventurous people who want to enjoy an active holiday and the landscapes around the *Serra de Tramuntana*, in the north of Mallorca. With this tour tourists can drive a three-wheels Polaris Slingshot vehicle and feel, during this tour, the adrenaline and speed. Furthermore, with this tour, people would pass through some important tourist attractions of Mallorca, some villages,

seaports.... This tour has different duration options: 2,3 or 4,3 hours but they both start in *Paguera*, in the coast of *Calvià*.

➤ **CIVITATIS TOUR 4: *Palma and Valldemossa day trip***

It is a day trip that offers tourists the possibility to sightsee Palma, the main city of Mallorca and the rural village of *Valldemossa*. With this tour, people can visit the main monuments of Palma by bus and explore the city on foot. Also, this day trip includes a visit to the village of *Valldemossa* in the north of Mallorca.

3.2. Data analysis

The table below (Table 1) illustrates how we organized the data analysis obtained after identifying the different hyperbolic/persuasive adjectives that the *Sunbonoo* and *Civitatis* websites use to promote their different leisure activities in Mallorca. They were created with Excel spreadsheets.

Table 1. Completed Excel tables of the Civitatis Tour1

Civitatis: Tour1: PRIVATE TOUR OF PALMA DE MALLORCA						
CATEGORY	TIME MENTIONED	SUBCATEGORY	ADJECTIVE	TIME MENTIONED	TEXT	SOURCE
Tour	7	type / condition	<i>private</i>	7	1. PRIVATE TOUR OF PALMA DE MALLORCA	https://www.civitatis.com/e
Capital	2	location	<i>balearic</i>	2	1. Discover the best of Palma de Mallorca	https://www.civitatis.com/e
City(s)	1	time	<i>ancient</i>	1	1. Explore the ancient city's most iconic sights	https://www.civitatis.com/e
sights	1	type/ condition	<i>most iconic</i>	1	1. Explore the ancient city's most iconic sights	https://www.civitatis.com/e

First, in Excel, before making the 8 tables for each of the chosen activities, the title of each one is described. The Table 2 is part of the analysed data for **Tour 1 “Private Tour of Palma de Mallorca”** from the *Civitatis* website. Each table is made up of seven columns:

- **Column 1:** In the first place, the categories appear in bold, which are the nouns that accompany each identified adjective.
- **Column 2:** The times this noun has been mentioned in the description text of the activity appear.
- **Column 3:** It is completed with the subcategories of each identified adjectives. Our initial intention was to divide the adjectives into 12 categories, i.e., transparency, touch, time, size, shape, state, colour, location, type, condition, appearance and feeling. However, when we started classifying the adjectives in the excursions analyzed, we found that some could belong to two categories.

For example, it was difficult to decide if to consider that the adjective *spectacular* denoted appearance or feeling; on the one hand, we could consider *spectacular* in *spectacular views* as an appearance adjective because the views are impressive when you see them; on the other hand, this adjective describes the feeling some people have when they see the views. Moreover, we had similar difficulties when classifying some adjectives like *peculiar* or *unique* as condition

or type words. For this reason, in the end we decided to combine the appearance and the positive feeling adjectives together, the same for the condition and type ones. So, our analysis will distinguish 10 categories: transparency, touch, time, size, shape, state, colour, location, type/condition, and appearance/feeling.

- **Column 4:** These adjectives can be identified in italics in the fourth column of the table with their respective subcategory in the previous columns, as is mentioned above (**Column 3**). As Table 2 below shows, in some cases, for each noun category, it can be accompanied by more than one different hyperbolic or persuasive adjective, so they are completed in italics in different rows. For example, in Table 2, the noun category “Beach(es)” appears in the excursion description with different persuasive adjectives (paradise, beautiful, white sandy, surrounding...).

Table 2. Excel classification of a specific noun with its persuasive adjectives in Sunbonoo Excursion 1.

Subonoo excursion 1: KAYAK TOUR TO MALLORCA'S PARADISE BEACHES OR RENT A KAYAK IN COLONIA DE SANT JORDI						
CATEGORY	TIME MENTIONED	SUBCATEGORY	ADJECTIVE	TIME MENTIONED	TEXT	SOURCE
Beach(es)	10	appearance / positive feeling	<i>paradise</i>	1	kayak tour to mallorca's paradise	https://www.sunbonoo.com/
		appearance / positive feeling	<i>beautiful</i>	5	1...along the most beautiful beach	https://www.sunbonoo.com/
		colour / type	<i>white sandy</i>	1	...along the south coast, past sma	https://www.sunbonoo.com/
		type	<i>sandy</i>	2	1...the Balearic Island not only off	https://www.sunbonoo.com/
		appearance / positive feeling	<i>breath-taking</i>	1	...the Balearic Island not only offe	https://www.sunbonoo.com/
		appearance / positive feeling	<i>paradisiacal</i>	1	...you will reach the paradisiacal b	https://www.sunbonoo.com/
		appearance / positive feeling	<i>dream</i>	1	...just like the dream beach Es Ca	https://www.sunbonoo.com/
		location	<i>surrounding</i>	1	In kayaks you can visit the surrou	https://www.sunbonoo.com/
		state	<i>empty</i>	1	breath-taking sandy beaches with	https://www.sunbonoo.com/

- **Column 5:** As in the categories of nouns, the right column of the adjective shows the number of times that this specific adjective has been mentioned in the description text.
- **Column 6:** There is a fragment of the text where the underlined adjective accompanied by its noun appears.
- **Column 7:** In the final column, the URL link of each excursion is inserted.

4. RESULTS

In this study, as mentioned above, we decided to analyse 8 leisure activities that tourists can do in Mallorca, chosen from the recreational activities' variety that each of the websites (Sunbonoo and Civitatis) offer. We selected different and varied excursions with diverse tours aimed at different market segments, since this way there is a more open lexical range, and this can be observed and valued among the variety.

4.1 General Approach

This study is based on the observation of persuasive adjectives used as a method of promoting these different recreational activities on the websites. To begin with, a total of 218 adjectives were found among the eight excursions chosen, some of which are mentioned more than once. Among this total, 150 adjectives were

found in the four analysed excursions offered by *Sunbonoo*'s website and 68 in *Civitatis*, as can be seen in the key of the pie chart below (Figure 3).

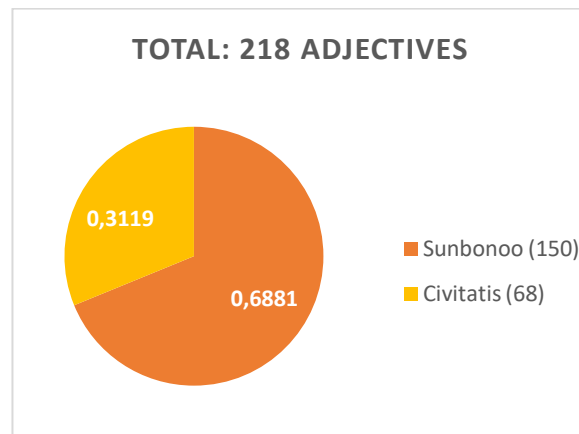


Figure 3. Pie chart showing the total number of adjectives in both *Sunbonoo* and *Civitatis* websites.

The above pie chart shows the total number of adjectives that have been found in both *Sunbonoo* and *Civitatis*' websites after analysing the 8 chosen excursions. The website that has a high usage of persuasive's adjectives is *Sunbonoo* which formed 68.81% of the total as we can see in the orange segment. However, *Civitatis* constituted 31.19% of the total (yellow segment). This graph clearly shows the big difference from one website to another in terms of the usage of these persuasive adjectives in their promotional texts, where *Sunbonoo*'s description texts are much more descriptive than *Civitatis*. This fact, after analysing both websites, could be because the description texts of the *Sunbonoo* website are extensive and the language used is richer than *Civitatis*.

Analyzing all the adjectives found in both websites, as shown in the column chart below (Figure 4), we have distinguished 10 categories of adjectives: transparency, touch, time, size, shape, state, colour, location, type/condition, and appearance/positive feeling. These last two, as mentioned in the Data Analysis section, are a mix of two categories because when we started classifying the adjectives in the excursions analyzed, we found that some could belong to two categories. For this reason, in the end we decided to combine the appearance and the positive feeling adjectives together, the same for the condition and type ones.

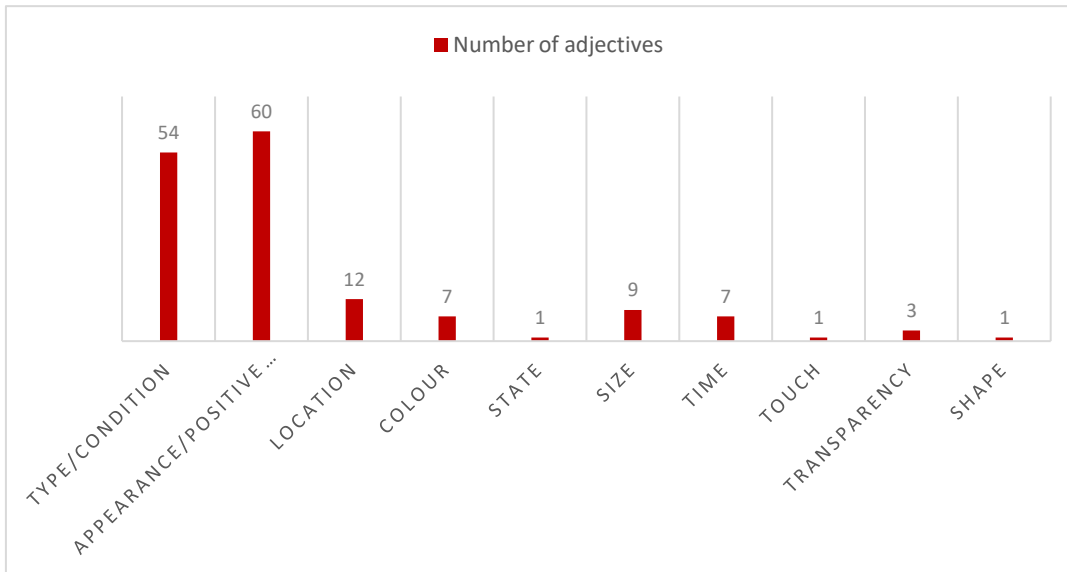


Figure 4. Column chart showing the classification of the adjective's categories and the total number of adjectives found in each one.

The above column chart (Figure 4) shows the number of adjectives found classified according to their categories. Before continuing, we believe it is important to make an aside at this point: according to the data of the previous column chart (Figure 4), the sum of these adjectives gives a total of 155 adjectives. This total is lower than the one showed previously in the Figure 3 (218 adjectives) because the Pie chart (see the Figure 3) shows the total number of adjectives that were found among the eight excursions chosen and, in this total, it also includes the repeated adjectives. However, the results of Figure 4 only include the sum of the adjectives without counting repetitions.

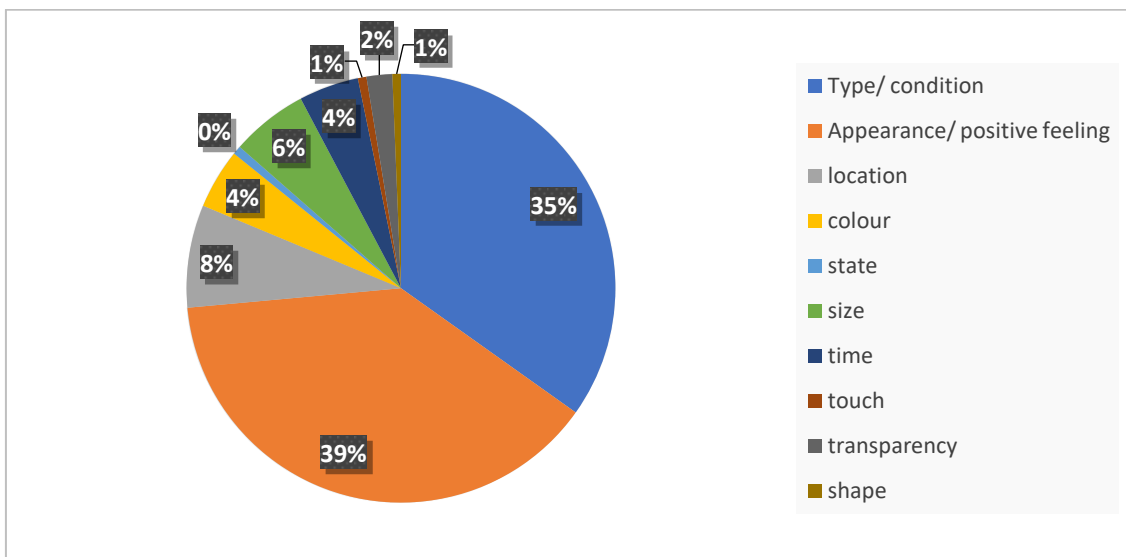


Figure 5. Pie chart showing the rounding percentages of the number of adjectives classified into the 10 categories of adjectives.

If we pay attention to Figures 4 and 5, the largest group is for the appearance/positive feeling category with a total of 60 adjectives found and this

constitutes 39% of the total (orange segment). The second category of adjectives most frequently used by both websites to describe their tourist activities is the type/ condition category. According to the column chart of Figure 4, 54 adjectives of this category were encountered, in other words a rounding percentage of 35% (blue area).

As can be seen in both charts (Figure 4 and 5), these two adjective categories (appearance/positive feeling and type/condition) are clearly the predominant ones compared to the other 8 categories (location, colour, state, size, time, touch, transparency, shape). This significant difference is due to the fact that, as previously mentioned, it was decided to group two categories into one, so there is a large number of adjectives both in the appearance/positive feeling and type/condition categories. On the other hand, the abundance of these top categories is due to another fact. In these promotional texts, the intention of these websites is to attract and persuade readers to be actual clients using the specific language in these descriptions to exaggerate the qualities of some nouns using persuasive/hyperbolic adjectives. So, the two websites most frequently use persuasive adjectives classified in the two most abundant categories to give more information by adding the type, the condition or trying to generate a good appearance, a positive feeling of some nouns such as “beach(es)”, “water(s)”, “landscape(es)”, “excursion”, “tour”, “view”, “destination”, “experience”, “holiday”, “streets”, etc.

Furthermore, the adjectives categorised in appearance/positive feeling could be subclassified among the adjectives referring to the idyllic setting of Mallorca (*paradise* “beach(es)”, *beautiful* “island”, *exceptional* “landscape(s)”, *fascinating* “scenery”, *paradisiacal* “water(s)”, *incredible/spectacular* “view(s)”, *breath-taking* “scenery”, *dreamlike* “bays”...), the ones referring to the leisure excursions as unique experience (*awesome* “tour(s)”, *unforgettable / one-of-a-kind / memorable/marvellous* “experience”, *unique* “tours”, *wonderful* “excursion”...). Furthermore, the category of type/condition could be subclassified among adjectives referring both to tourists and tour’s workers (*multi-lingual / professional / expert* “guide(s)”, *adventurous* “people”, *professional* “pilot”...), referring to the vehicles of the different tours (*unique* “Polaris Slingshot vehicle(s)”, *comfortable* “glass-bottom boat”, *agile* “helicopter”, *normal* “car(s)”...) to the landscape (*undiscovered* “landscapes”, *sandy* “beach(es)”, *steep* “hillsides”, *hidden* “mountain villages”, *protected* “area”...), etc.

The other adjectives found during the analysis have been classified into other categories. According to Figure 4, in the third position we can find the location category with a total of 12 adjectives that represents the grey area of the pie chart (Figure 5), i.e., a percentage of 8%. The fourth group is for the adjectives classified into the size category representing a 6% of the total (green area of Figure 5) which is equivalent to a total number of 9 classified adjectives. Following this, the same results were obtained for the categories of colour and time: 7 adjectives were found in each category (see the Figure 4), and both percentages equivalent to a 4% of the total (yellow and navy-blue segments of Figure 5). The remaining four categories (transparency, shape, touch, and state) are rather more insignificant in relation to the two top categories. These 4 less abundant

categories are shown in Table 3 where the different persuasive adjectives can be observed together with the nouns that accompany them in each respective category.

Table 3. The 4 least abundant categories found in the classification of the persuasive adjectives found

TRANSPARENCY	TOUCH	STATE	SHAPE
clear water	fine sand	empty beaches	mountainous scenery
crystal clear water			
transparent waters			

4.2 More specific results

In this section we will carry out a more specific analysis by looking at the results obtained for each excursion on the two websites. The column chart below shows the total number of adjectives found for each Sunbonoo's and Civitatis' leisure excursion (see Figure 6). For instance, we can see that 54 adjectives were found in the first excursion analysed from Sunbonno and 33 in the first excursion chosen in Civitatis' website.

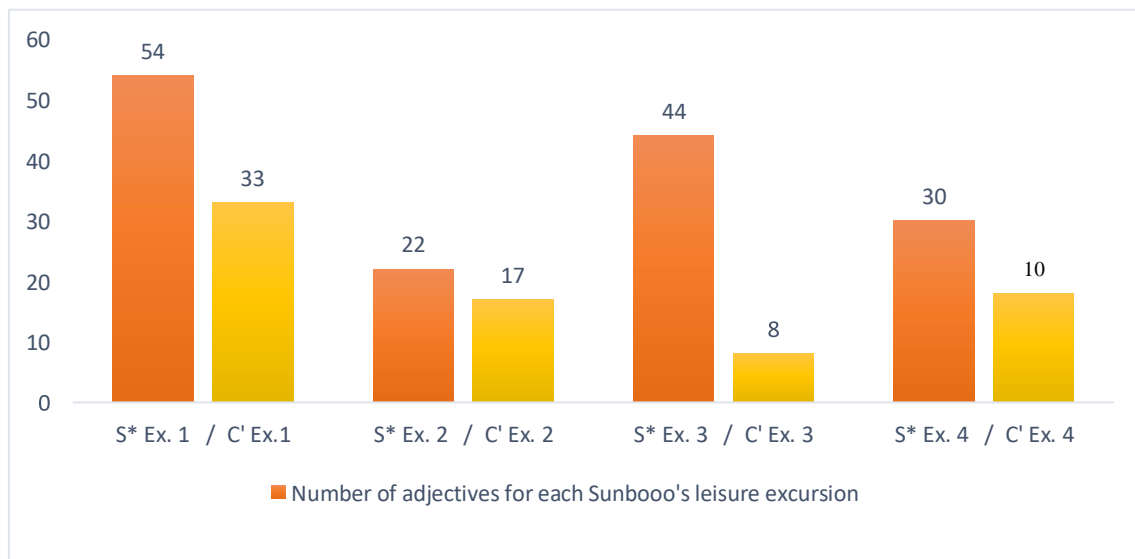


Figure 6. Number of adjectives found for each Sunbonoo's and Civitatis' leisure excursion

For reasons of space, we cannot go through each of the more than 100 adjectives found in our data; hence, in the following subsections we will analyse in more detail the nouns which most frequently appear preceded by a persuasive adjective in each of the eight excursions analysed.

4.2.1 Results for each Sunbonoo excursion

Regarding *Sunbonoo* Excursion 1: *Kayak Tour to Mallorca's Paradise Beaches or Rent a Kayak in "La Colonia de Sant Jordi"*, we found 54 adjectives highlighting different nouns as the Figure 6 shows. We have found that the key noun of this specific tour is "beach(es)" because it appears 10 times in the description accompanied by 10 persuasive/hyperbolic adjectives. More specifically, the appearance/positive feeling adjective *beautiful* is used 5 times. The second noun most frequently mentioned in this Kayak Tour is "island(s)" which appears 7 times, but in this case, the 7 persuasive adjectives that make this noun stand out, belong to different categories and are not repeated. The two most mentioned nouns are "beach(es)" and "island(s)" because this specific activity is an aquatic tour, so the intention is exaggerating the quality of these nouns by adding different persuasive/hyperbolic adjectives to them such as *beautiful, paradise, dream, breath-taking, Balearic*, etc. Examples of other nouns that appear with a persuasive adjective in the description of this tour are *guided* "kayak tour", *impressed* "south coast", *picturesque* "nature", *crystal clear* "water", *underwater* "world", *Mediterranean* "flora and fauna", etc.

In contrast, in the explanation of *Sunbonoo's* excursion 2 (*Go Off-roading in Mallorca: Jeep Safari in the "Serra de Tramuntana"*) no noun stands out for being accompanied by different persuasive adjectives in repeated occasions. However, as this off-roading Jeep Safari excursion is carried out through the mountainous landscape, the adjective *wild* is mentioned twice to hyperbolize the nouns "side" and "countryside".

In the text analysis of *Sunbonoo* (excursion 3): *Hop in a Helicopter and Fly Over Mallorca: see the sights from the sky*, the nouns that stand out as being exaggerated by different persuasive adjectives are "flight" and "experience" due to this type of activity. The word "flight" appears 5 times in the description of this excursion and each of the accompanying persuasive adjectives are different, although some belong to the same category (appearance/positive feeling) such as *fabulous* and *exciting*. The noun "experience" is mentioned 8 times, but in this case, there is a predominant persuasive adjective: "unforgettable", which is repeated three times to emphasize the unique experience of this helicopter flight. Moreover, it is important to highlight that 7 of the 8 adjectives which exaggerate the "experience" noun belong to the appearance/positive feeling adjectives' category such as *marvellous, mesmerising, memorable*, etc.

In the analysis of the *Sunbonoo* excursion 4, which is a glass-bottom boat tour along Mallorca's east coast, the word "bays" is the most mentioned noun accompanied by 7 persuasive adjectives to hyperbolize them. The two adjectives most mentioned are: *turquoise blue*, belonging to the colour category (3/7 times) and *beautiful* (appearance/positive feeling category) mentioned twice.

4.2.2 Results for each *Civitatis* excursion

Observing the completed table classification of the first chosen *Civitatis*' activity (*Private Tour of "Palma de Mallorca"*), among all the nouns and adjectives found in this tour's promotional text, the most mentioned noun is "tour". This word is mentioned seven times as well as the key adjective which accompanies it to give more information about the fact that the "tour" is *private*, the latter being classified within the type/condition category in our analysis. These two words are the most repeated ones due to the intention of the description to emphasize the most distinguishing feature of the "Palma de Mallorca" sightseeing tour.

In the analysis of the "*Cabrera Island Boat Trip*", which is the second chosen *Civitatis*' leisure excursion, "cave/coves" are the nouns most mentioned with four occurrences throughout the text. This noun appears always with an adjective to emphasise it; *famous blue* accompanies "cove/cave" three of the four times to highlight the landmark status and the colour of the Cabrera's cave. Moreover, *famous blue* is a combination of two persuasive adjectives where *famous* is classified into the type/condition category and *blue* within the category of colour. Following this, the noun "water(s)" is mentioned three times within the text and the adjectives which combine with it refer to the categories of appearance, colour and transparency to exaggerate the Mallorca's water and thus promote and persuade the readers *transparent* "water(s)", *paradisiacal turquoise* "water(s)".

Among the eight excursions analysed on both websites, the least extensive descriptive text was Tour 3 on *Civitatis*' ("*Serra de Tramontana*" *Polaris Slingshot Tour*). However, the noun "views" is mentioned three times within the text, and it is highlighted twice with the appearance/positive feeling adjectives' category *incredible* and *spectacular*. With the choice of these two adjectives, *Civitatis*' website tries to promote the landscape of Mallorca and also the views of this "*Serra de Tramuntana*" *Polaris Slingshot Tour*.

Finally, in the last analysed tour on the *Civitatis* website (*Palma and Valldemossa Day Trip*) even though we have found 10 persuasive adjectives within the text (Figure 6) that hyperbolize different nouns, we did not find any nouns repeated nor accompanied by different persuasive adjectives to highlight them.

5. CONCLUSIONS

In this study, we have paid attention to the promotional and persuasive language used in two online tourist websites, *Sunbonoo* and *Civitatis*. The focus of this study has been on the persuasive/hyperbolic adjectives used by both websites' texts to promote their leisure activities in Mallorca. This type of adjective accompanies different nouns to hyperbolise them and to exaggerate their qualities to capture the readers' attention quickly and directly to attract future tourists in Mallorca, because people are attracted and convinced by something because of what they read and what it conveys to them.

Before drawing up this dissertation it is important to mention that we were aware of the importance of the persuasive language in the tourism field to promote online a tourist destination, a tourist service, holiday recreational activity... and by developing this study, we have been able to corroborate this fact with the different results that we obtained. In this section we will present our conclusions.

Firstly, we researched on each website to choose from both *Sunbonoo* and *Civitatis*, 8 recreational activities that tourists can do on their holidays in Mallorca. During this search we realised that each of the websites offered a wide range but finally we chose 4 different types of activities from each website

In this study we have seen that *Sunbonoo*'s website has a richer descriptive text due to the high usage of persuasive adjectives in order to highlight some nouns to persuade the readers about the holiday activities in Mallorca. We can conclude that *Sunbonoo* doubles *Civitatis* in the total number of adjectives found. Moreover, after analysing the texts of each of the excursions chosen for this work, we can confirm that *Sunbonoo*'s website uses a total number from 20 to 50 persuasive adjectives for each of the 4 descriptions. However, the *Civitatis*' website does not use as many of the persuasive adjectives as *Sunbonoo* uses because the texts to describe and promote each tourist activity are neither as extensive nor as rich in language.

Concerning the 10 different categories we distinguished in this study, we found examples of all types in both websites: The appearance/positive feeling and the type/condition adjective categories are clearly the predominant ones compared to the other 8 categories.

On the other hand, analysing the specific results of each of the tourist activities of both *Sunbonoo* and *Civitatis*, we obtained other results and came to other conclusions. As we couldn't go through each of the adjectives found in each *Sunbonoo*'s and *Civitatis*' leisure excursions, we analysed the nouns which most frequently appeared preceded by persuasive adjectives to hyperbolise them and to exaggerate their qualities and thus to persuade the readers promoting some aspects of the Mallorca's island and of the specific activity. We also conclude that the most repeated nouns preceded by different persuasive adjectives (each one according to the type of the activity) are those referring to Mallorca's landscape (beach(es), island(s), bays, cave/coves, water(s), views). Those nouns are accompanied by different hyperbolic adjectives belonging to different categories (e.g. beautiful, fabulous, exciting, turquoise-blue, famous, transparent,

paradisiacal, incredible...) to highlight, exaggerate and hyperbolise the qualities of each one and thus promote each activity persuading future Mallorca's tourists from a screen.

To sum up, our assumption is that increasingly more tourist websites will be created in Mallorca because nowadays we are in a digital boom with the Internet, websites, social networks, etc. In addition, due to the Covid_19 pandemic, our hypothesis is that, once it is over, there will be more competition between destinations and to differentiate one from the other and also to differentiate one website from the other in the same destination they will have to pay more attention to the language used in their texts to promote their tourist services to persuade the readers and convince them to buy they services. So, the persuasive adjectives used within online texts to highlight and exaggerate some nouns' qualities will be important in order to position a tourist website in the tourist minds.

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7. ANNEXES

TYPE	APPEARANCE	POSITIVE FEELING	LOCATION	CONDITION	COLOUR	STATE	SIZE	TIME	TOUCH	TRANSPARENCY	SHAPE
private tour	paradise beach(es)	impressed south coast	surrounding beach(es)	uninhabited island(s)	white beach(es)	empty	small island(s)	short briefing	fine sand	clear water	mountainous scenery
kid-friendly excursion	beautiful beach(es)	breath-taking sea trip	southern tip	unbound flexible way	turquoise blue water		low height	ultimate off-roading experience		crystal clear water	x steep hillsides
sandy beach(es)	paradisial beach(es)	breath-taking scenery	offshore island(s)	difficult accessibility	white sand		large panoramic	ancient city		transparent waters	wide avenue
guided kayak tour	dream beach	action packed 4x4 tour	balearic island(s)	simple padding tech	turquoise blue bays		large sea caves	old town's streets			
private finca	wonderful kayak tour	fabulous flight	underwater world	necessary equipment	blue cave/coves		big windows	long history			
multi-lingual guides	beautiful south coast	exciting flight	mallorcan cuisine	wicked range	transparent water(s)		shortest glass-bc	old olives mill			
normal cars	picturesque nature	marvelous experience	mallorcan lunch	traditional cuisine	turquoise water(s)		longest glass-bot	slow flight			
adventurous flight	beautiful nature	mesmerising experience	hidden coves	wild countryside			larger group				
first-class experience	beautiful island	memorable experience	hidden mountain village	different schedules							
professional guide	beautiful world	unforgettable experience	undiscovered landscape	special highlights							
adventurous people	spectacular water	one-of-a-kind experience	balearic capital	agile helicopters							
western trains	excellent view	exceptional holiday	mallorcan location(s)	comfortable helicopters							
professional pilote	wonderful day	nice tour	meditermean island(s)	good view							
extravagant thing ()	exceptional landscape	awsome tour	balearic capital	fair few pics							
private tour	fascinatig scenery	amazing tour(s)	balearic sea	interesting tours							
personal guide	fascinating views	dreamlike bays		unique nature							
englis-speaking guide	picturesque pine forests	excellent impression		comfortable glass-bottom boat tour							
expert guide	ideal wedding	stunning Cala Romantica		famous pirate cave							
curious anectods	spectacular sightseeing	impressive cave/coves		most iconic sights							
marine world	spectacular scenic flight	breath-taking capital		famous cave/coves							
protected area	unique world			interesting world							
natural enclave	stunning cliffs			important information							
pecular shape	picturesque harbours			unique Polaris Slingshot vehicles							
main commercial areas	unexpected height			most famous monuments							
most luxurious fash	spectacular destinatiois			famous Royal Carthusian Monastery							
	most beautiful bays										
	enchating bays										
	wonderful excursions										
	beautiful boat trip										
	fascinating hours										
	most emblematic monuments/landscapes										
	most beautiful monuments/landscapes										
	picturesque town's streets										
	majestic buildings										
	paradisial waters										
	idyllic surroundings										
	spectacular landscapes										
	spectacular views										
	incredible (sea) views										
	picturesque streets										