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## Business Responses to Positive Reviews in Arabic: A Move Analysis on Booking.com

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### ABSTRACT

This study aims to identify the moves used by hotel managers in responding to positive reviews shared by satisfied customers on Booking.com in Saudi Arabia. Most of the previous studies explored the hotel responses to the negative reviews of the dissatisfied customers because the higher impact they have on the image, reputation, and booking rates. Hotel responses to positive reviews have received less attention, especially Arabic. It has been investigated in terms the speech act of compliment and compliment responses in different online platforms, such as Facebook and Instagram in non-business context. Therefore, this study was conducted to fill the gap. The data consist of 200 hotel responses to positive reviews that were collected from 96 hotels that are 5-star-hotels located in 18 cities in Saudi Arabia. The data were collected from Booking.com and analyzed qualitatively and quantitatively, using the framework of move analysis. The results found that twelve moves were employed by the hotel managers at the beginning, middle, and end, which were classified as major and minor moves. In addition, the use of ‘opening pleasantries’, ‘thanking/expressing appreciation’, ‘solicit future visit’, and ‘closing pleasantries’ were the most frequent moves. The move of ‘thanking/expressing appreciation’ was used for different reasons and showed interesting linguistic realization and intensification strategies, such as expressive punctuation, modifiers, using one or more than one adjective, and using thank move twice or more in the same response. However, using the adverb ‘very much’ was the most frequent one. Addressing the customer by using the first person plural pronoun ‘we’ was frequently used in ‘thanking/expressing appreciation’, ‘soliciting future visit’, ‘closing pleasantries’, ‘apology’,

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and ‘invite direct contact’ that emphasize the corporate identity over the personal identity. Finally, the frequent use for ‘opening pleasantries’ and ‘closing pleasantries’ reflect formality in writing style in response to guests’ positive reviews on Booking.com and the competence of hotel management in online business discourse.

**Keywords:** Hotel Responses; Responses to Compliments; Genre Analysis; Online Business Discourse; Rapport; eWOM; Move Analysis; Booking.Com

## 1. Introduction

On Booking websites for hotels, tourists tend to share reviews about their experiences of stay either positive or negative with future customers to help them in making decisions as a type of public online communication. These online reviews are considered as a powerful source of information because they influence the future customers’ decision positively or negatively in the hotel industry<sup>[1]</sup>. The way hotels react to both positive and negative reviews is also important to customers because it shows how professional the hotel is<sup>[2]</sup> and reassures potential customers that their service is worth purchasing<sup>[3]</sup>. The Negative reviews can be associated with the speech act of complaining<sup>[4]</sup>. These reviews can damage the reputation of a hotel and influence the booking rates; therefore, they need an effective response to restore the image of the hotel and regain the customers trust and loyalty<sup>[5]</sup>. This response can help to save the customer’s face and service providers’ face<sup>[6]</sup> and to restore the guest-hotel relation<sup>[7]</sup>. Positive reviews can be associated with the speech act of compliment<sup>[6]</sup>. These reviews encourage future customers to book the hotel because of the positive features highlighted in the reviews that can enhance the brand reputation and promote business growth<sup>[1, 8]</sup>. These positive reviews need to be appreciated for the past customers for sharing their positive experience to support relationship, loyalty, and trust. Thanking the customer for the positive review is considered as a follow-up customer service on the online interaction in enhancing the customer relationship<sup>[1]</sup> and the response makes the guests feel that the hotel managers care and appreciate them<sup>[9]</sup>. For the previous reasons, responding to positive reviews should not be ignored. Most of the work has been conducted to explore the generic structure of hotel responses to negative reviews because of their higher impact than the positive ones<sup>[7, 10–18]</sup>. Few studies investigated the generic structure of responses to positive reviews, but not Arabic<sup>[1–3, 6, 19, 20]</sup>. Arabic received contributions in explor-

ing the speech act of compliment and compliment responses in non-business context in online communities, such as Facebook and Instagram<sup>[10, 21, 22]</sup>. However, the responses to positive reviews on business discourse and context in Arabic has not been explored yet from the perspective of discourse analysis. Thus, this study aims to identify the generic structure of responses to positive reviews on Booking.com in Saudi Arabia. The country has the new Saudi vision 2023, which aims to increase economic, social, and cultural diversification. One of the goals for this vision is to enhance the sector of tourism and hospitality by increasing the number of tourists in the Kingdom of Saudi Arabia as a powerful tool for economic growth. This study aims to answer the following questions:

1. What are the moves used by the hotel managers to respond to the positive reviews on Booking.com in Arabic?
2. What are the linguistic realizations and intensification strategies employed in the move of expressing gratitude in Arabic?
3. Do hotel managers use the personal or corporate identity in their responses to the positive reviews in Arabic?

## 2. Theoretical Background

Genre analysis aims to analyze texts to understand the interaction between texts and members and how the texts are produced and consumed by that members<sup>[23, 24]</sup>. According to Martin<sup>[25]</sup>, genre is “a staged, goal-oriented, purposeful activity in which speakers engage as members of our culture” (p. 25). Swales<sup>[26]</sup> and Bhatia<sup>[27]</sup> emphasized that each genre has a particular or common move structure and serves for a specific communicative function that conveys social actions. In addition, Biber and Conrad<sup>[28]</sup> clarifies that “the text is described as a sequence of ‘moves’, where each move represents a stretch of text serving a particular communicative function” (p. 15). The communicative goal sets the genre, which follows a structured sequence of moves, and

these moves are expressed through rhetorical and stylistic choices that fit the context. The concept of a move structure was initiated by Swales<sup>[29]</sup> to describe the rhetorical structure of a research article. Also, it was applied to a fundraising document corpus, created by different organizations<sup>[30, 31]</sup>, fundraising letters<sup>[32]</sup>, letters of application<sup>[27]</sup>, letters of negotiation<sup>[33]</sup>, and tax computation letters<sup>[34]</sup>. They reflected the business text genres in written communication.

Later, researchers have extended the move and genre analysis to online business discourse in many languages and countries, as shown in the literature review, to explore how service providers at hotels respond to negative and positive reviews. For example, the staged activity can be seen in the structure of hotel responses to the satisfied customer in this study. The customer's positive review requires a response from the hotel manager/service provider to enhance the relationship, which shows that genre is a goal oriented and purposeful activity. Finally, engaging in the interaction can be seen in the online interaction between the satisfied customer and the hotel manager/service provider. Move analysis is applied to the current study to identify how hotel managers respond to positive reviews to describe the rhetorical structure of this genre in Arabic language, which is considered a marketing tool in the industry of hospitality<sup>[3]</sup>.

### 3. Literature Review

Much work has been conducted to investigate the hotel negative reviews or complaints in different languages<sup>[4, 35-43]</sup>. In addition, hotel responses to these negative reviews or complaints have been investigated broadly to explore how they are handled on online context to gain the loyalty of dissatisfied customers<sup>[7, 11-18, 44]</sup>. However, the studies that explored how hotel respond to positive reviews are still limited from the perspective of discourse analysis, especially Arabic language.

For example, Cenni and Goethals<sup>[6]</sup> analyzed business responses to positive reviews to compare between Dutch, English, and Italian in terms of the move structure of these responses and linguistic realizations, with attention to face-work strategies on TripAdvisor. The latter creates a sensitivity in choosing 'self-enhancement' and 'self-effacement' (modesty). The results found that there was a frequent use for accepting strategies, but an absence for evading or reject-

ing strategies. Also, there was a tendency towards values of modesty in Dutch and English responses while responses in Italian tended to show self-enhancement of their business, with describing the strong features of their accommodations and promotional strategies. Cenni and Goethals<sup>[6]</sup> identified three main moves, such as 'thank the reviewer', 'highlight positive aspect of the hotel' and 'solicit future visit', and five minor moves, for instance 'sharing feedback with the team', 'acknowledge criticism', 'invite direct contact', 'positive small talk' and 'commercial offers'. This study shed light on the globalization of politeness in professional communication and the needs towards an integration of global and localized perspectives for the industry of hospitality in online business contexts.

Taw<sup>[19]</sup> explored the Malaysian responses to positive and negative reviews on five, four, and three-star hotels on TripAdvisor. The researcher found that 'expressing gratitude', 'apology strategies', 'move occurrences', and 'affective lexical resources' were used more frequently in the responses of the five and four-star hotels than the three-star hotel. Also, it was found that the five and four-star hotels emphasized formality in language use and the style of language to manage rapport and using varied lexical items that help to express emotions and construct digital emotional engagement. The main moves for the structure of responding to positive reviews found the following, which were obligatory in the five and four-star hotel management, such as 'opening pleasantries', 'acknowledging feedback', and 'concluding'. For all the three hotel categories, it was found a preference for the expression of pleasure, surprise or delight to manage rapport with customers, to build an emotional connection with them, and to enhance customers' positive face.

In addition, Taw et al.<sup>[1]</sup> investigated the affective lexical resources that used by Malaysian hotels to express emotions when responding to positive reviews by applying the Appraisal Theory and the Rapport Management Model on TripAdvisor. It was found that the five and four-star hotels used more affective lexical resources than the three-star hotels. The results found that the luxury Malaysian hotels used the affective lexical choices to display the cultural norms of expressing gratitude in their hospitality to establish and strengthen virtual rapport with reviewers through using the digital emotional engagement on TripAdvisor. Moreover, Wen et al.<sup>[20]</sup> examined the strategies of expressing gratitude

used by Malaysian hotels when responding to positive online reviews on TripAdvisor, using the Rapport Management Model. The results found that the strategies of expressing gratitude were used more frequently by four-star hotels, followed by five and three-star hotels. It was found that there is a strong relationship between the hotel star rating categories, the expressing gratitude strategies, and lexical choice in the strategies of gratitude. The strategies of expressing gratitude as rapport management strategies and rapport-enhancement orientation lead to customer loyalty, which will be reflected on increased profitability.

Ishak and Hidayatullah<sup>[3]</sup> examined the structure of Indonesian hotel responses to positive reviews to identify moves and first-person reference on TripAdvisor. The results found five major moves, such as ‘opening’, ‘thanking or appreciation’, ‘acknowledging a message’, ‘ending’, and ‘closing’, and one minor move that is ‘a positive small talk’. For the latter, it was used explicit hopes for customers’ satisfaction and phrases, such as ‘your second home’, and ‘one big family’ when manager refers to the hotel. The first person plural pronoun ‘we’ was used frequently to reflect a cooperative identity which was used in ‘thanking or appreciating’, ‘stating hotel commitment or standard’, ‘soliciting a return visit’. The employed moves were used not only to build rapport with the customers, but also to create a positive image and promote the services. Thumvichit<sup>[2]</sup> analyzed the hotel responses to positive reviews of customers in Thailand on TripAdvisor. Five moves were identified with their linguistic features in lexical choices and expressions, such as ‘salutation’, ‘thanking’, ‘acknowledging message’, ‘ending’, and ‘closing’.

Cenni and Vásquez<sup>[45]</sup> extended the analysis of positive reviews and responses to these positive reviews on Airbnb. The researchers examined the guests’ compliment and hosts’ compliment responses on Airbnb to identify compliment topics, their syntactic patterns, and their associated intensification strategies. The results found similarities and differences with prior studies on compliment and compliment responses on social media. Also, it was found a tendency to use a formal language and compliments, which were found more in guests’ reviews than hosts’ responses. The common compliment topics were personality and skills of the address, but not compliments on possessions and appearance. For example, hosts received compliments on patience, encouraging

attitudes, clear explanation, charisma, and ability to entertain others on a virtual interaction. However, guests received compliments on their questions, active participation, and engaged attitudes. It was found that reciprocal compliment on Airbnb is higher than digital platforms because of interactional goals, such as enhancing rapport, and transactional goals related to self-promotion. Cenni and Vásquez’s<sup>[45]</sup> study confirms that a specific social media platform shapes its construction of complement. In addition, Cenni<sup>[46]</sup> investigated the compliment responses posted on Airbnb online experiences to identify the strategies of compliment responses. It was found that accepting strategies were used heavily by hosts and rejecting strategies were avoided. Using appreciation and returning compliments strategies were employed frequently alongside agreeing and self-enhancement strategies (self-promotion) as business strategies in this professional type of interaction. These strategies were used with partial use of emoticons beside invitation for future contact to enhance closeness the degree of informality with the guests.

The previous studies identified how positive responses are constructed in different languages and countries either on TripAdvisor or Airbnb. However, Arabic has not been investigated yet according to the best of my knowledge. It has been investigated in the hotel negative reviews<sup>[35]</sup> and hotel responses to these reviews on TripAdvisor<sup>[44]</sup>, and non-chain restaurant responses to negative reviews on Google reviews<sup>[47]</sup>, not hotel responses to positive responses. Therefore, this current study aims to investigate hotel responses to positive reviews on Booking.com which is used widely for booking hotels in Saudi Arabia to identify the moves that reflect how loyalty is supported and enhanced in this online business discourse and interaction.

## 4. Methodology

### 4.1. Data

The corpus consists of 200 hotel responses in Arabic from Booking.com as responses to positive reviews, collected from 96 5-star-hotels in 18 cities in Saudi Arabia as shown in **Table 1**. The majority of cities are common for tourism. The majority of responses (59%) were collected from the big cities, such as Makkah, Jeddah, and Riyadh because they have more 5-star-hotels (66%).

**Table 1.** The names of cities with the number of hotels and hotel responses.

Name of Cities	Number of Hotels	Number of Responses
Makkah	24	46
Jeddah	20	38
Riyadh	19	34
Al Khobar	9	12
Taif	3	10
Madinah	4	9
AlUla	2	8
Jazan	2	8
Tabuk	2	6
Al Jubail	3	6
Buraydah	1	4
Ar Rass	1	4
Yanbu	1	4
Sakaka	1	3
Dammam	1	3
Al Bukayriyah	1	2
Abha	1	2
Hail	1	1
Total	96	200

The responses were collected from Booking.com because it is one of the most common website for hotel Booking. The responses were collected from the website based on the following steps on the website: choosing ‘the city’, ‘5-star hotel’ from the filter of property rating, ‘hotels’ from the filter of property type, choosing a hotel from the list, visiting reviews, and choosing ‘wonderful: 9+’ from the filter of review scores. The latter helps to display the positive reviews left by the guest although few reviews included some negative comments in the positive review which is obvious in the hotel manager’s move of apology. All the responses were collected from the 5-star hotels in the list. The hotels which have either no responses to the positive reviews or responses written only in English, after checking the first 5 pages of reviews on the website, were avoided. In addition, no identical responses were collected in the data. The data were collected manually from the website by copying the responses and pasting them to an excel sheet in January in 2025. Few responses were given on the positive reviews in January in 2025 but the majority was in 2024. The 200 responses included 9293 words with an average 46.465 words for each response. The hotel managers responded to 200 positive reviews that include 3895 words with an average 19.485 words for each review that were collected along with the hotel responses in case they are needed. The names of hotel managers, guests, and hotels were anonymized for privacy. The responses are shown in the results without any

change in the spelling mistakes, and they were used with the English translation.

#### 4.2. Procedure

The data were analyzed qualitatively and quantitatively based on following Cenni and Goethals’s<sup>[6]</sup> move taxonomy and structure of hotel responses to positive reviews on TripAdvisor as shown in **Table 2**. The data were categorized manually, using an excel sheet. The move taxonomy categorized the responses into three parts: beginning, middle, and closure. In each part, there are major and minor moves.

In the beginning, ‘thanking/expressing appreciation for feedback’ is a major move whereas ‘sharing positive feedback with team’ is a minor one. In the middle, ‘highlighting positive aspects’ include general statement and specific features either from the perspective of reviewer or hotel are considered major moves. In contrast, ‘acknowledging criticism/offering apologies’ is considered a minor move in the same part. In the closure, ‘solicit future visit’ is a major move while ‘commercial offers’, ‘positive small talk’, and ‘invite direct contact’ are minor moves. Based on several rounds in analyzing the data, all the parts and moves were found, except ‘commercial offers’. In addition, new moves were added to the current taxonomy and structure of responses to accommodate the Arabic responses, such as ‘opening pleasantries’ and ‘closing pleasantries’. The opening pleasantries

includes salutation and greetings. The closing pleasantries include signing off, first/full name, affiliation, and position. In addition, the intensification strategies in thanking move were identified, such as expressive punctuation, adjectives,

adverbs, using more than one adjective on thanking in the responses. Finally, the use of ‘I’ and ‘we’ were specified in the moves to identify the reference for reflecting the personal or corporate identity.

**Table 2.** Move taxonomy and structure of responses to positive reviews.

	Major Moves	Minor Moves
<b>Beginning</b>	<b>Thanking/expressing appreciation for feedback</b> Thank you for your very kind and gracious feedback and for sharing your experiences on TripAdvisor.	<b>Sharing positive feedback with team</b> We shall pass it on to our entire team!
	<b>Echo the reviewer</b> <b>General statement</b> Glad you had a pleasant stay with us!	<b>Acknowledging criticism/offering apologies</b> We have noted your comments about the product and are working closely with our owners on a property improvement plan
<b>Middle</b>	<b>Highlighting positive aspects</b> <b>Specific features</b> In particular, I am delighted that you found our staff friendly and our rooms clean	
	<b>Own statement</b> <b>General statement</b> We strive to achieve excellence at all times for all because we love what we do.	
	<b>Specific features</b> The hotel is a lovely renovated product, appealing and comfy bed with beautiful décor.	
<b>Closure</b>	<b>Solicit future visit</b> We look forward to seeing you again in the future!	<b>Commercial offers</b> We offer a 10% discount on your return stay when you book direct.
		<b>Positive small talk</b> We hope you had a wonderful time in London
		<b>Invite direct contact</b> And if I can be of any help please contact me on b***g****@hotel****.com

Cenni and Goethals<sup>[6]</sup>.

## 5. Results

Based on analyzing the 200 hotel responses to the positive reviews in Arabic, it was found that there were twelve moves employed by the hotel managers as shown in **Table 3**. These moves were categorized into three parts: start, middle, and end. In addition, the moves were categorized as a major and minor move in each part, which differed in frequency.

The moves are discussed in details.

### 5.1. Opening Pleasantries

The hotel responses began the responses to the positive reviews using opening pleasantries that was used 183 times (18%). The move is a major move and more than one way was used in this move as shown in **Table 4**.

**Table 3.** The move taxonomy and structure of responses to positive reviews in Arabic.

Moves in Positive Responses			Frequency	%
start	Major	Opening pleasantries	183	18%
	Major	Thanking/expressing appreciation	186	19%
	Minor	Sharing positive feedback with staff	17	2%
Middle	Major	Highlight positive features mentioned by the reviewer - general	80	8%
	Major	Highlight positive features mentioned by the reviewer - specific	54	5%
	Major	Highlight positive features mentioned by hotel own perspective - general	66	7%
	Major	Highlight positive features mentioned by hotel own perspective - specific	16	2%
	Minor	Apology/consider criticism	33	3%
End	Major	Solicit future visit	186	19%
	Minor	Offer direct contact	7	1%
	Minor	Positive small talk	15	1%
	Major	Closing pleasantries	160	16%
Total			1003	100%

**Table 4.** The frequency of patterns of opening pleasantries.

Patterns of Opening Pleasantries	Frequency	%
Only salutation	132	72%
Salutation with greeting	46	25%
Only greeting	5	3%
Total	183	100%

According to **Table 4**, there are three patterns used to initiate the responses, such as only salutation, salutation with greeting, and only greeting. However, these ways differed in frequency. For example, using only salutation was the most frequent one that was used 132 times (72%). Various address terms were used to address the customer, which differed in frequency. For example, *ضيفتنا/ضيفنا* ‘our guest (masculine/feminine)’ was the most frequent address term, using with ‘our’ followed by *عزيزتنا/عزيزنا* ‘our dear (masculine/feminine) or *عزيزتي/عزيزي* ‘my dear (masculine/feminine). For the use of ‘dear’, it was used mostly with

‘my’ than ‘our’. Other address terms were used, but they were limited, such as *الضيف العزيز* ‘dear guest’, *الفندق* ‘the guest of hotel’, *السيدة/السيد/أستاذ* ‘Mr./Ms.’, *الدكتور* ‘Dr.’. The second most frequent pattern was using salutation with greeting 46 times (25%) (see Example 1). Various expressing greetings were used, such as *تحية طيبة* ‘greetings’, *اهلا وسهلا* ‘welcome’, *السلام عليكم* ‘peace be upon you’, and *السلام عليكم ورحمة الله وبركاته* ‘May the peace, blessings, and mercy of Allah be upon you’. The least used pattern was the use of only greeting without a salutation that was used 5 times (3%).

#

Example

1

*السلام عليكم ضيفنا العزيز الأستاذ/ (اسم الضيف)*  
Peace be upon you, our dear guest Mr. (name of guest)

## 5.2. Thanking/Expressing Appreciation

This major move was used 186 times (19%). It aims to express gratitude to the guest for different reasons as shown in **Table 5**. Thanking was used only one time in 133 responses; however, it was used two times in 45 responses and 3 times in 8 responses repetitively for intensification as discussed in details in **Table 6**. Also, thanking was used 135 times with the first person plural pronoun ‘we’ (e.g. we thank

you) to reflect the corporate identity, followed by ‘thank you’ without a subject pronoun 106 times, and 6 times in the first person singular pronoun (e.g., ‘I thank you’).

According to **Table 5**, the hotel managers thanked the guest for 18 different reasons, which differed in frequency. Thanking the guest for choosing the hotel was the most frequent one (51 times: 22%), followed by his/her time (44 times: 19%). Thanking the guest for rating was used 34 times (14%). Notably, the hotel managers did not only thank

the guest for his/her rating but also used 8 adjectives that were employed 28 times, such as wonderful, positive, generous, ideal, excellent, distinguished, beautiful, and valuable, respectively for intensification (see **Appendix A**). Thanking the guest for sharing the review/feedback/experience and review were similar in frequency (20 times: 8%). However, the review was described with 8 adjectives that were employed 15 times, such as wonderful, positive, beautiful, important, kind, nice, detailed, and glowing, respectively. Thanking the guest for the words used in the review was used 16 times (7%). Also, it was described with 4 adjectives that were used 15 times, such as kind, wonderful, beautiful, and nice, respectively. Thanking the guest for feedback was used 11 times (5%), and it was described with 4 adjectives that was used 11 times for intensification, such as positive, valuable, wonderful, and nice, respectively. Thanking the guest for the compliment 10 times (4%) that was described with 4 adjectives and used 10 times, such as generous, distinguished, special, and beautiful, respectively. Thanking the guest for coming and experience was used similarly in terms of frequency (5 times: 2%). However, the experience was described with 4 adjectives that were used 5 times, such as wonderful, exceptional, distinguished, and positive, re-

spectively. Thanking for visit and opinion were similar in frequency (4 times: 2%). The opinion was described with one adjective ‘generous’ that was used 6 times. Thanking for accommodation, concern, and trust were used similarly in frequency (3 times: 1%), followed by thanking for contact, dealing, and frankness, that were used only 1 time. However, frankness was described with the adjective ‘perfect’.

**Table 5.** The frequency of the reasons of thanking/appreciation in the move.

Thanking/Expressing Appreciation for	Frequency	%
Choosing our hotel	51	22%
Your time	44	19%
Your rating	34	14%
Sharing	20	8%
Your review	20	8%
Your words	16	7%
Your feedback	11	5%
Your compliment	10	4%
Coming	5	2%
Your experience	5	2%
Your visit	4	2%
Your opinion	4	2%
Your accommodation	3	1%
Your concern	3	1%
Your trust	3	1%
Your contact	1	0%
Your dealing	1	0%
Your frankness	1	0%
Total	236	100%

**Table 6.** The linguistic realizations and intensification strategies in thanking/expressing appreciation.

Thank/ Appreciation Move	Examples from the Corpus	Frequency
Unmarked	شكرا على الاطراء <u>Thanks</u> for the compliment	106
Intensified	شكرا جزيلاً لك على الوقت الذي أمضيته في مراجعة فندقنا! Thank you very much for taking the time to review our hotel!	8
	شكرا جزيلاً لك Thank you <u>very much</u> نشكرك مرة اخرى على تخصيص الوقت لمشاركة ملاحظتاك Thank you <u>again</u> for taking the time to share your feedback جزيل الشكر على مشاركتنا تقييمك <u>Many</u> thanks for sharing your rating نشكرك كثيراً على هذا التعليق الرائع Thanks <u>a lot</u> for this wonderful review مع خالص الشكر والتقدير With <u>sincere</u> thanks and appreciation نحن نقدر حقاً كلماتك الرقيقة We <u>really</u> appreciate your kind words أود أن أعبر لك عن تقديري العميق لاختيارك (اسم الفندق)	75



Table 6. Cont.

Thank/ Appreciation Move	Examples from the Corpus	Frequency
One adjective	I would like to express to you my <u>deep</u> appreciation for choosing (name of hotel) كل الشكر لكم على إقامتكم معنا في فندق (اسم الفندق) <u>All</u> thanks for your stay with us at (name of hotel). شكراً لك على هذه المراجعة الرائعة عن تجربتك	66
Two adjectives	Thank you for this <u>wonderful</u> review of your experience شكراً جزيلاً على كلماتك الرائعة وتقييمك الإيجابي	10
2 <sup>nd</sup> thank move in the middle or at the end of responses	Thank you very much for your <u>wonderful</u> words and <u>positive</u> rating شكراً جزيلاً على كلماتك الطيبة وتقديرك لفندقنا... شكراً لاختيارك فندق (اسم الفندق)	45
3 <sup>rd</sup> thank move in the end of responses	<u>Thank you very much</u> for your kind words and appreciation for our hotel ... <u>Thank you</u> for choosing (name of hotel) شكراً جزيلاً على إطرائك الكريم لفندقنا... شاكرين ومقدرين حسن اختياركم لفندق... ولك منا الشكر الجزيل <u>Thank you very much</u> for your generous compliment about our hotel ... We are <u>thankful and appreciative</u> of your good choice of (name of hotel) ... <u>Many thanks</u> to you.	8

To sum up, it was found that only 8 out of 18 reasons were thanked for with using various adjectives for intensification. However, adjectives were used mostly with rating, review, and words, respectively. In addition, various adjectives were employed; however, wonderful, generous, positive, and kind were the most frequent adjectives used for intensification, respectively. **Table 6** shows the linguistic realizations and intensification strategies in the move of thanking, which answers the second question in this study.

According to **Table 6**, thanking was unmarked in 106 times, such as ‘thank you for the compliment’. However, it was intensified 8 times using an exclamation mark and 75 times using modifiers, such as adverbs and adjectives. The use of adverb of degree ‘very much’ was the most frequent one, followed by the adverb of frequency ‘again’, adjectival modifier ‘many thanks’ adverb of degree ‘thanks a lot’, the adjective ‘sincere thanks’, the adverb ‘really’, the adjective ‘deep’, and the quantifier ‘all thanks’, respectively.

It was found that 66 responses included one adjective as in ‘a wonderful review’ whereas 10 responses included two adjectives as in ‘your positive review and your wonderful words’ for intensification. Thanking was repeated 2 times in 45 responses either to thank for the same reason or for a different reason in the middle or at the end of responses. Notably, thanking was employed 3 times but in only 8 responses where it was used at the beginning, in the middle, and at the end of responses.

### 5.3. Sharing Positive Feedback with Staff

This minor move aims to tell the guest that his/her positive feedback will be shared with the staff. This move was used 17 times (2%). Notably, there were two ways to share the positive feedback either with the staff or team as in Example 2 or with a specific person, who his/her name was mentioned in the positive review (see Example 3).

#	Examples
2	لقد قمت بمشاركة تعليقاتكم مع فريق العمل ليكونوا على دراية بمشاركتهم في إرضائكم وكونهم عند حسن توقعاتكم <u>I have shared your comments with the work team</u> to be aware of their participation in your satisfaction and to be up to your expectations.
3	سوف نقوم بمشاركة رأيكم مع الأستاذة (اسم الموظفة) لاستمرار العمل الجيد. <u>We will share your opinion with Ms. (employee name)</u> to continue the good work.

#### 5.4. Highlighting General Positive Features Mentioned by The Reviewer

This major move aims to highlight the general positive feature that was mentioned by the guest in the positive review. It was the most frequent move in terms of highlighting the positive features that was used 80 times (8%) (see Example 4).

In Example 4, the hotel manager initiated the response

#	Example
4	<p>شكرا لك ضيفتنا العزيزة (اسم الضيفة) على اختيارك (اسم الفندق), سعيدين بسماع تجربتك الايجابية ونتطلع للترحيب بك في زيارتك القادمة.</p> <p>Thank you our dear guest (guest's name) for choosing (name of hotel). <u>We are happy to hear about your positive experience</u> and we look forward to welcoming you on your next visits.</p>

#### 5.5. Highlighting Specific Positive Features Mentioned by The Reviewer

This major move was used to highlight the specific positive features used in the review, unlike the previous move that was general. This move was used 54 times (5%) (see Example 5).

In Example 5, the guest experience manager initiated his response with a salutation as in 'my dear', followed by

#	Example
5	<p>عزيزتي (اسم الضيفة), شكراً جزيلاً على تقييمك الرائع! نحن سعداء لأن نظافة الفندق وتعامل الموظفين نالوا إعجابك، ويسعدنا أنك استمتعت بكل شيء خلال إقامتك. نتطلع للترحيب بك مرة أخرى قريباً لتجربة أخرى مميزة في فندق (اسم الفندق). مع أطيب التحيات، (اسم المدير), Guest Experience Manager, (اسم الفندق)</p> <p>Dear (guest's name), thank you very much for your wonderful rating! <u>We are glad that you liked the cleanliness of the hotel and the dealing of the staff</u>, and we are glad that you enjoyed everything during your stay. We look forward to welcoming you again soon for another unique experience at (hotel name). Best Regards, (name of manager), Guest Experience Manager, (name of hotel).</p>

#### 5.6. Highlighting General Positive Features Mentioned by Hotel Own Perspective

This major move was the most frequent one as highlighting the general positive feature from the hotel own perspective. It was used 66 times (7%) (see Example 6).

In Example 6, the general manager initiated the response with greeting and salutation that was used by using two types of address terms, such as 'our guest and Mr'. The manager expressed happiness was preceded by the 'open-

with thanking the guest using the address term in the possessive adjective of the first person plural pronoun, such as 'our dear guest', followed by her name for choosing the hotel. Then the hotel manager expressed his/her happiness about hearing the experience that was described with the adjective 'positive' before inviting her for another visit. The last move, that is 'solicit future visit', is discussed in details about the different verbs employed in the invitation for the future visit.

her name and thanking her for rating. The latter was intensified in three ways using the adverb 'very much,' the adjective 'wonderful' for describing rating, and the exclamation mark before highlighting the specific positive feature. The guest experience manager expressed his happiness towards the specific positive feedback, such as the cleanliness of the hotel and the staff's dealing. In addition, he highlighted a general positive feature, such as you enjoyed everything during your stay.

ing pleasantries' to express it towards reading the positive review. In addition, the manager highlighted the general positive feature from his own point of view, representing the hotel perspective as he mentioned that they strive to achieve the highest standards and always aim to exceed the guest's expectations. The manager used the first person plural pronoun 'we' to reflect the corporate identity in promoting this general positive feature. In addition, the hotel manager highlighted specific features in some examples as discussed in the following section.

#	Example
6	<p>السلام عليكم ضيفنا العزيز الأستاذ / (اسم الضيف) سعداء بقاءة تعليقاتكم الإيجابية. نحن نسعي جاهدين لتحقيق أعلى المعايير ودائماً ما نهدف إلى تجاوز مستوى تطلعاتكم. يتشرف فريقنا المتفاني بإستقبالكم مرة أخرى بكل ود وحماس أطيب التحيات، (اسم المدير) المدير العام</p> <p>Peace be upon you our dear guest, Mr. (guest's name), we are happy to read your positive comment. <u>We strive to achieve the highest standards and always aim to exceed your expectations.</u> Our dedicated team is honored to welcome you again with all friendliness and enthusiasm. Best Regards, (manager's name), General Manager.</p>

### 5.7. Highlighting Specific Positive Features Mentioned by Hotel Own Perspective

This major move was used only 16 times (2%) in the data. It aims to highlight specific positive features at the hotel from the perspective of hotel manager (see Example 7).

In Example 7, the hotel manager initiated the response

with the salutation as in 'our dear guest' and expressed happiness towards what was found by the guest about hotel's location which highlights a specific feature mentioned by reviewer. Then the manager highlighted the specific positive feature from the hotel perspective as in 'we always strive to carefully choose the locations of hotels ... we care that the hotel is close to the main tourist attractions, shopping centers, and restaurants'.

#	Example
7	<p>ضيفنا العزيز الأستاذ (اسم الضيف)، نحن سعداء جداً لأنك وجدت موقع الفندق ممتازاً! هذا يعني لنا الكثير. نحن نسعى دائماً لاختيار مواقع فنادقنا بعناية لتوفير أقصى درجات الراحة لضيوفنا الكرام. نهتم بأن يكون الفندق قريباً من المعالم السياحية الرئيسية ومراكز التسوق والمطاعم ...</p> <p>Our dear guest, Mr. (name of guest), we are very happy that you found the hotel's location excellent! This means a lot to us. <u>We always strive to carefully choose the locations of our hotels to provide the utmost comfort to our valued guests. We care that the hotel is close to the main tourist attractions, shopping centers, and restaurants ...</u></p>

### 5.8. Apology/Consider Criticism

This minor move aims to apologize for the guest about what occurred with him/her at the check-in/check-out or during the stay. It was used 33 times (3%), and the hotel manager does not express apology but also confirms discussing the

problem with the responsible department, explaining/justifying the problems or promising for not occurring again (see Example 8). In two responses, apology was used two times to intensify the apology (see Example 9). Finally, all the verbs of apology were used with 'we' to reflect the corporate identity.

#	Examples
8	<p>نعذر على مشكلة وصولك للفندق ولأننا نحرص على تقديم خدمات أفضل لضيوفنا الكرام سننقل وجهة نظركم الى الإدارة العليا بالفندق لتقديم مستوى أفضل</p> <p><u>We apologize</u> for the problem with your arrival to the hotel. Because we are keen to provide better services to our valued guests, we will convey your point of view to the hotel's senior management to provide a better performance.</p>
9	<p>نأسف أن نعلم بأن تجربتكم معنا لم تكن ضمن المستوى المطلوب. الرجاء تقبل اعتذارنا واود اعلامكم بأنه تم مناقشة جميع ملاحظتكم مع فريق عمل الفندق وسنعمل على أن تحظى بتجربة أفضل في زيارتكم القادمة</p> <p><u>We are sorry</u> to know that your experience with us was not at the desired level. <u>Please accept our apologies</u> and I would like to inform you that all your comments have been discussed with the hotel staff, and we will work to ensure that you have a better experience on your next visit.</p>

## 5.9. Solicit Future Visit

This major move aims to invite the guest for a future visit. It was used 186 (19%), which is similar to the frequency of thanking. The hotel managers utilized more than form to invite the guest for a future visit (see Examples 10–17).

However, the expression of ‘looking forward to welcoming you’ was the most frequent one. The majority of expressions were used with ‘we’ to reflect the corporate identity. Very limited expressions were used with ‘I’. Notably, three moves of ‘soliciting future visit’ were intensified by using an exclamation mark.

#	Examples
10	أمل الترحيب بكم مرة أخرى I hope to welcome you again.
11	نأمل أن نراك مرة أخرى نزيلاً بالفندق We hope to see you again as a guest at the hotel.
12	بانتظار زيارتك لنا مرة أخرى. Waiting for you to visit us again.
13	ونتشرف بزيارتك لنا في القريب العاجل We are honored to have you visit us soon.
14	ونتطلع إلى الترحيب بك مرة أخرى We look forward to welcoming you again.
15	نتمنى أن نرحب بكم We wish to welcome you.
16	ويسعدنا الترحيب بكم في القريب العاجل We are happy to welcome you soon.
17	كما ندعوكم في زيارة مقبلة We also invite you for a future visit.

## 5.10. Offer of Direct Contact

This minor move was used only 7 times. It aims to ask the guest to contact the hotel to share opinions, suggestions, inquiries/requests, or an assistance in future bookings (see Examples 18–19).

## 5.11. Positive Small Talk

This minor move was used 15 times. It was observed that the hotel manager used more than one expression as a positive small talk (see Examples 20–22).

#	Examples
18	من فضلك لا تتردد في التواصل معنا لتشاركنا برأيك واقتراحاتك Please <u>do not hesitate to contact us</u> to share your opinion and suggestions
19	إذا كنت بحاجة إلى أي مساعدة بشأن حجوزاتك المستقبلية أو لديك أي طلبات خاصة، فلا تتردد في الاتصال بنا. If you need any assistance with your future bookings or have any special requests, <u>please do not hesitate to contact us.</u>

#	Examples
20	نأمل ان نكون دائما عند حسن ظنك We always hope to meet your expectations
21	زياراتك (اسم الفندق) تجلب البهجة لنا دائما Your visits to (name of hotel) always bring us joy
22	نتمنى لك عاماً جديداً مليئاً بالنجاح والسعادة! We wish you a new year full of success and happiness!

## 5.12. Closing Pleasantries

This move was used 160 times (16%), which is less than the frequency of ‘opening pleasantries’ (183 times: 18%) and ‘solicit future visit’ (186 times). The ‘opening move’ was

given a slight importance than using ‘closing pleasantries’. Similarly, ‘solicit future visit’ was used more than ‘closing pleasantries’ to end the response as an invitation for the guest than using signing off, name of manager, position, or affiliation (see Example 22).

#	Example
22	مع أطيب التحيات (name of manager) Guest Experience Manager, (name of hotel) Best Regards (name of manager), Guest Experience Manager, (name of hotel).

In this move, the hotel managers employed twelve patterns of closing pleasantries. However, these patterns differed in frequency as shown in **Table 7**.

According to **Table 7**, the use of ‘signing off’ (e.g., farewell expression) with ‘the first/full name’ with ‘the name of position’ was the most frequent pattern (43:27%), followed by ‘signing off’ + ‘affiliation’ (name of hotel/department)

(38:24%). ‘Signing off’ with ‘first/full name’ and ‘affiliation’ (name of hotel/department) was used 22 times (14%), followed by using only ‘signing off’ (16 times: 10%). The rest of patterns were used less than 10%, which means that the first four patterns were dominant in this move of closing pleasantries.

**Table 7.** The frequency of patterns of closing pleasantries.

Patterns of Closing Pleasantries	Freq	%
Signing off + First/full name + Position	43	27%
Signing off + Affiliation (name of hotel/department)	38	24%
Signing off + First/full name + Affiliation (name of hotel/department)	22	14%
Signing off	16	10%
First/full name + Position	9	6%
Signing off + First/full name + Affiliation (name of hotel/department) + Position	9	6%
Signing off + Position	8	5%
Affiliation (name of hotel/department)	4	3%
Affiliation (name of hotel/department) + Position	3	2%
First/full name + Affiliation (name of hotel/department)	3	2%
Signing off + Affiliation (name of hotel/department) + Position	3	2%
Signing off + First/full name	2	1%
Grand Total	160	100%

## 6. Discussion

This study aims to explore the moves employed in hotel responses to positive reviews in Arabic on Booking.com. It adapted Cenni and Goethals’s<sup>[6]</sup> move taxonomy and structure of responses to positive reviews. The majority of moves are in consistent with Cenni and Goethals’s<sup>[6]</sup> findings, except the move of commercial offers that was absent in the corpus. In addition, new moves were found in the corpus, such as opening and closing pleasantries that are not exist Cenni and Goethals’s<sup>[6]</sup> findings, which reflect the responses in Dutch, English, and Italian On TripAdvisor. Moreover, the majority of moves are similar to those identified in Thai<sup>[2]</sup>, Malaysian<sup>[20]</sup>, and Indonesian<sup>[3]</sup> hotel responses to positive reviews on TripAdvisor. The results found twelve moves that were employed at the beginning, middle, and end as major and minor moves. For example, ‘opening pleasantries’ and ‘thanking/expressing appreciation’ are major moves, but ‘sharing positive feedback with staff’ is a minor move at the beginning. ‘Highlighting general or specific positive features

from the perspective of reviewer or hotel’ are major moves whereas ‘apology/considering criticism’ is a minor move in the middle. ‘Solicit future visit’ and ‘closing pleasantries’ are major moves while ‘offer direct contact’ and ‘positive small talk’ are minor moves at the end.

However, the use of ‘opening pleasantries’, ‘thanking/expressing appreciation’, ‘solicit future visit’, and ‘closing pleasantries’ were the most frequent moves. Interestingly, the same frequent moves were found in the hotel responses in Arabic to negative reviews on TripAdvisor<sup>[44]</sup>. In contrast, they differ from Alrashidi and Mahzari’s<sup>[47]</sup> results which found the most frequent moves are ‘opening pleasantries/greetings’, ‘apologizing’, and ‘soliciting response’ in non-chain restaurants responses to negative reviews on Google reviews in Saudi Arabia. They reflect the nature of informal context because the restaurants are non-chain. Most of the responses began with opening pleasantries which reflect the importance of this move and emphasis on politeness and formality in writing style in response to guests’ positive reviews on Booking.com. The formal business writing style

reflects the competence of hotel management<sup>[19]</sup>. ‘Opening pleasantries’ lead to establish the relation with customers and enable guests to not only to feel respected but also to enhance their positive face. This result is in consistent with that of Thumvichit<sup>[2]</sup>, Taw<sup>[19]</sup>, and Ishak and Hidayatullah<sup>[3]</sup>.

More than one pattern of opening pleasantries was found to gain effective business communication; however, using ‘only salutation’ (e.g., our dear guest) was the most frequent one, followed by ‘salutation with greeting’, and ‘only greeting’, respectively. Addressing the customer by using the plural possessive pronoun ‘our guest’ was used in most of the responses than ‘dear guest’ to reflect the corporate identity and to maintain politeness. In addition, ‘dear’ was utilized in convention for formal letter<sup>[2]</sup>. This move is followed by ‘thanking/expressing appreciation’ which was used for different purposes and showed interesting linguistic realization and intensification strategies. ‘Thanking/expressing appreciation’ was used to convey appreciation and show the value of the opinions expressed by the customers. It was used to express gratitude for eighteen different purposes; however, thanking the guest for choosing the hotel, time for writing/sharing the review, and rating were the most frequent ones.

Different adjectives were used to describe what was thanked the customer for in the responses for intensification. The most common used adjectives were wonderful, generous, positive, and kind, respectively, and they were used mostly to describe rating, review, and words, respectively. It is obvious that not thanking was used to appreciate the customers’ opinions but also complimenting what was written in the review to enhance the face of the reviewer, which will be reflected on enhancing customer satisfaction and customer relationship<sup>[6, 20]</sup>. Although the move of ‘thanking’ was employed more than one time in the same response for intensification, the majority was the use of thanking once in the response. Different intensification strategies were utilized, such as expressive punctuation, modifiers, using one or more than one adjective, and using thank move two or three times in the same response. However, using the adverb ‘very much’ was the most frequent one, followed by using one adjective to compliment what was the customer thanked for, and using thanking twice in the same response. Combining more than one intensification strategy was found in some responses, which are similar to Cenni and Goethals’s findings<sup>[6]</sup>. Notably, the majority of this move was used by

the first person plural pronoun ‘we’ as in ‘we thank you’ to reflect the corporate identity. This way of addressing the customer in this move is similar to the move of ‘soliciting future visit’, ‘closing pleasantries’, ‘apology’, and ‘invite direct contact’ that emphasis the corporate identity over the personal identity. This result is similar to those identified in Al-Sager and Mahzari<sup>[44]</sup> and Ishak and Hidayatullah<sup>[3]</sup>.

In the responses to negative reviews on TripAdvisor, the use of ‘we appreciate’ was more common than the current results to convey thanking<sup>[44]</sup>. In addition, the prevalence use of thanking was common and in line with the previous studies<sup>[3, 6, 19, 20]</sup>. However, using the move of ‘acknowledging feedback’ by employing ‘expressing positive feelings’ was used more than ‘thanking for the feedback’ in Malaysian responses on TripAdvisor<sup>[19, 20]</sup>, which are unlike to the results of the current study which found expressing positive feelings used in limited responses. Taw<sup>[19]</sup> and Wen et al.<sup>[20]</sup> explained the reason as an attempt to manage rapport by using emotional connection with customers towards their positive reviews. In addition, Wen et al.<sup>[20]</sup> mentioned that the use of thanking in other languages can be inferred as a sign of respect for the tourist reviews’ experience to establish rapport with customers. I think this inference is true if the language used in the ‘thanking’ move is similar to the language used in the positive reviews. During data collection for the current study, it was found that English was used in responses to positive reviews that were written in Arabic, which may not be considered as a sign of respect for the reviewers. In other words, the language of responses should be similar to the customers’ language used in the reviews. The move of ‘thanking/expressing appreciation’ is followed by the minor move ‘sharing positive feedback with team’. This move can let the customer feels that his/her positive review is important to the team, and how it reflects on their performance and continuing in excellence customer services. Therefore, the review will be shared with them or with the person who his/her name mentioned in the review.

In the middle of the structure of responding to the positive reviews, ‘highlighting general or specific positive features’ were found, wither from the perspective of reviewer or hotel. Agreeing with the reviewers in their reviews in the positive aspects of the business mentioned either by paraphrasing or explicit quoting is considered not only a strategy of accepting the positive comment, but also a strong op-

portunity to emphasize the positive features of the hotel's accommodation and service to enhance the perceived validating and authority of the positive description<sup>[6]</sup>. To position the corporate brand in a general way, such as 'emphasizing hotel's practice and commitment' or in a specific way, such as having a strategic location, aims to emphasis to customers and the audience about the commitment of hotel service practice to establish the hotel brand<sup>[3, 19]</sup>. In addition, 'highlighting the positive feature from the perspective of hotel' is considered a promotional strategy and marketing tool to emphasize that the positive reviews resulted from committed work to high standards and to indirectly state that the good service is guaranteed to be continued for future guests in their future stay in this business discourse<sup>[3, 6]</sup>. The minor move apology was found in all the previous studies, except that of Thumvichit<sup>[2]</sup>. It was used by 'we' to reflect the corporate identity. This move was not only used to apologize for the reason but also it was followed by explaining causes of the problem, clarifying the reason, or the hotel's policies, and regulations. Also, it was followed by confirming that the problem will not happen again or it was reported to the responsible department.

At the end of structure, the minor moves, such as 'offer direct contact' and 'positive small talk' occurred before the major moves, such as 'solicit future visit' and 'closing pleasantries'. 'offering direct contact' shows that the hotel is concerned for their customers in terms of reaching them personally and build rapport and relationships with them<sup>[19]</sup>. In addition, it indirectly informs the audience that the hotel is committed to deliver satisfactory service in this online business discourse. This explanation is similar to the major move 'solicit future visit' where the customers are encouraged to return again to the hotel in the future, which was used by 'we' to reflect the corporate identity. The last minor move 'positive small talk' usually co-occurs with the move 'solicit future visit'. It is a positive face enhancing strategy<sup>[11]</sup>, and it attempts to build rapport with the customers and to strengthen the hotel customer relationship<sup>[3]</sup>.

The last major move 'closing pleasantries' which are placed at the end of responses. In this move, the hotel managers used either one or more than one of the followings: signing-off, first/full name, position, and affiliation (e.g., the name of hotel or department at the hotel). The majority of responses employed all the last sub moves, except the affil-

iation, but the difference in terms of frequency was slight. This move is similar to the move of 'opening pleasantries' in terms of emphasizing formal business writing convention that was used by using 'we' to reflect the corporate identity. 'signing-off' was used to show politeness and respect for the reviewer before ending the response, which was the first part in closing. It was followed either by using the first or full name of the hotel manager, whereas the latter was the most frequent one. It allows the customers to identify the respondent at the hotel in case the customers need a reference for future visit or contact. The use of position was used to inform the customers about the respondent's role and responsibility at the hotel. This can enhance confidence in customers towards the service provided<sup>[19]</sup>. In some responses, the name of department was used instead of using the position. Finally, using affiliation was used to restate the identity of the hotel, which is always placed at the end of this move.

## 7. Conclusion

This study was conducted to explore the moves employed by the hotel managers when they respond to the positive reviews on Booking.com in Saudi Arabia. Based on analyzing the data qualitatively and quantitatively, it was found that different moves were identified based on their communicative functions that were categorized based on their place of position and its importance as a major or minor move in the responses. However, the most frequent moves were 'opening pleasantries', 'thanking/expressing appreciation', 'solicit future visit', and 'closing pleasantries'. Although 'thanking/expressing appreciation' was used for different reasons, different intensification strategies were used with it, such as expressive punctuation, modifiers, and so forth. However, the most frequent intensification strategy was the use of adverb 'very much'. The frequent use for plural personal pronoun 'we' was found in many moves to emphasize the corporate identity over the personal identity. In addition, formality in the writing style of responding to the positive reviews were obvious in 'opening pleasantries' and 'closing pleasantries', which reflect the competence of hotel management. These results have practical implications for service providers who are responsible in handling customers' online positive reviews, based on the deep insights into the moves and the effective strategies employed in this

online professional communication. In addition, the findings can help students or trainers for business communication in the hotel industry in terms of increasing their awareness of using the generic structure of online responses to the positive reviews in Arabic. This study analyzed only the 5-star hotels; therefore, future studies should extend their analysis to explore how responses to positive reviews are constructed in 1 and 2-star hotel or unchain hotels to explore the similarities and differences with the current findings.

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## Institutional Review Board Statement

Not applicable.

## Appendix A

**Table A1.** The frequency of adjectives used in compliment in thanking/appreciation.

Thanking/ Appreciating for	Adjectives	Examples for the Adjectives from the Corpus	Frequency
Your words	الطيبة Kind	شكراً جزيلاً على كلماتك الطيبة Thank you very much for <u>your kind words</u>	10
	الرائعة Wonderful	شكراً جزيلاً على كلماتك الرائعة Thank you so much for <u>your wonderful words</u>	3
	الجميلة Beautiful	شكراً جزيلاً لك على كلماتك الجميلة Thank you very much for <u>your beautiful words</u>	1
	اللطيفة! Nice!	شكراً لك على كلماتك اللطيفة! Thank you for <u>your nice words!</u>	1
	Compliment	الكريم Generous	شكراً جزيلاً على إطرائك الكريم لفندقنا Thank you very much for <u>your generous compliment</u> about our hotel
المميز Distinguished		شكراً جزيلاً على تقييمكم الرائع لخدماتنا وثنائكم المميز على نزلائنا Thank you very much for your wonderful review of our services and <u>your distinguished praise</u> for our guests	1
الخاص Special		شكراً جزيلاً على هذا التقييم الرائع لخدماتنا وثنائكم الخاص على شركاء النجاح لدينا Thank you very much for this wonderful review of our services and <u>your special praise</u> for our success partners	1
الجميل Beautiful		نشكر لكم إطراءكم الجميل We thank you for <u>your beautiful compliment</u>	1
Your review		الرائعة Wonderful	نشكركم على تعليقاتكم الرائعة We thank you for <u>your wonderful reviews</u>
	الإيجابية Positive	نشكرك على تعليقاتك الإيجابية We thank you for <u>your positive reviews</u>	3

## Informed Consent Statement

Not applicable.

## Data Availability Statement

The data are available based on contact with the author.

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## Conflicts of Interest

The authors declare no conflict of interest.



Table A1. Cont.

Thanking/ Appreciating for	Adjectives	Examples for the Adjectives from the Corpus	Frequency	
Your review	الجميل Beautiful	شكراً جزيلاً على <u>تعليقك الجميل!</u> Thank you so much for <u>your beautiful review!</u>	2	
	مهمة Important	تعليقاتكم مهمة جداً بالنسبة لنا <u>Your reviews are very important to us</u>	2	
	الطيبة Kind	شكراً لك على <u>تعليقاتك الطيبة</u> Thank you for <u>your kind reviews</u>	1	
	اللطيفة Nice	نود أن نشرك لمشاركة <u>تعليقاتك اللطيفة</u> تجاه فندقنا We would like to thank you for sharing <u>your nice reviews</u> towards our hotel	1	
	المفصل Detailed	شكراً جزيلاً لك على <u>تعليقك المفصل</u> Thank you very much for <u>your detailed review</u>	1	
	المتوهجة Glowing	نحن سعداء للغاية لتلقي مثل هذه <u>المراجعة المتوهجة</u> منك! We are so happy to receive such a <u>glowing review</u> from you!	1	
	Your rating	الرائع Wonderful	شكراً جزيلاً على <u>تقييمك الرائع!</u> Thank you very much for your <u>wonderful rating!</u>	11
الإيجابي Positive		شكراً جزيلاً على كلماتك الرائعة و <u>تقييمك الإيجابي</u> Thank you so much for your wonderful words and <u>positive rating</u>	6	
الكريم Generous		شكراً جزيلاً على <u>تقييمك الكريم</u> لفندقنا Thank you very much for <u>your generous rating</u> of our hotel	3	
المثالي Ideal		نشكركم على <u>تقييمكم المثالي</u> We thank you for <u>your ideal rating</u>	2	
الممتاز Excellent		شكراً جزيلاً على <u>إطرائك الكريم</u> و <u>تقييمك الممتاز</u> Thank you very much for your generous compliment and <u>excellent rating</u>	2	
الجميل Distinguished		شكراً جزيلاً على كلماتك الطيبة و <u>تقييمك المميز!</u> Thank you very much for your kind words and <u>distinguished rating!</u>	2	
الجميل Beautiful		شكراً لك لكونك ضيفنا ولإرسال <u>تقييمك الجميل</u> Thank you for being our guest and for sending <u>your beautiful rating</u>	1	
ذو قيمة عالية Valuable		أن <u>تقييمك ذو قيمة عالية</u> لدينا <u>Your rating is highly valuable to us</u>	1	
Your feedback		الإيجابية Positive	شكراً على <u>ملاحظاتك الإيجابية</u> Thanks for <u>your positive feedback</u>	3
		القيمة Valuable	شكراً لك على <u>مشاركتنا ملاحظاتك القيمة</u> Thank you for sharing <u>your valuable feedback</u>	3
	الرائعة Wonderful	شكراً لك على <u>ملاحظاتك الرائعة</u> Thank you for <u>your wonderful feedback</u>	3	
	اللطيفة Nice	نشكرك مرة أخرى على تخصيص الوقت لمشاركة <u>ملاحظاتك اللطيفة</u> We thank you again for taking the time to share <u>your nice feedback</u>	2	
	Your opinion	الكريم Generous	نشكركم على <u>مشاركتنا رأيكم الكريم</u> We thank you for sharing <u>your generous opinion</u>	6
		التامة Perfect	شكر صراحتك التامة حول <u>تجربتك الطيبة</u> Thank you for <u>your perfect frankness</u> about your good experience	1

Table A1. Cont.

Thanking/ Appreciating for	Adjectives	Examples for the Adjectives from the Corpus	Frequency
Your experience	الرائعة	شكراً لك على تخصيص بعض الوقت لمشاركة تجربتك الرائعة Thank you for taking the time to share <u>your wonderful experience</u>	2
	Wonderful		
	الاستثنائية	شكراً جزيلاً لك على كلماتك الجميلة ومشاركتك تجربتك الاستثنائية Thank you so much for your beautiful words and sharing <u>your exceptional experience</u>	1
	Exceptional		
	المميزة	شكراً جزيلاً على كلماتك الرائعة ومشاركتك لتجربتك المميزة معنا! Thank you so much for your wonderful words and sharing <u>your distinguished experience</u> with us!	1
Distinguished			
الإيجابية	شكراً لكلماتك الرائعة بوصف تجربتك الإيجابية معنا Thank you for your wonderful words describing <u>your positive experience</u> with us	1	
Positive			

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