· Don't forget to ask a blessing from the monk ·

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Aim

To analyse how hosts are represented in user-generated tourism discourse about Bangkok

Data

300 Tripadvisor reviews about Bangkok vs
600 reviews about Moscow & London

Modes

Title	Text	Caption
1,281 words	22,068 words	52 words

Image

225 images
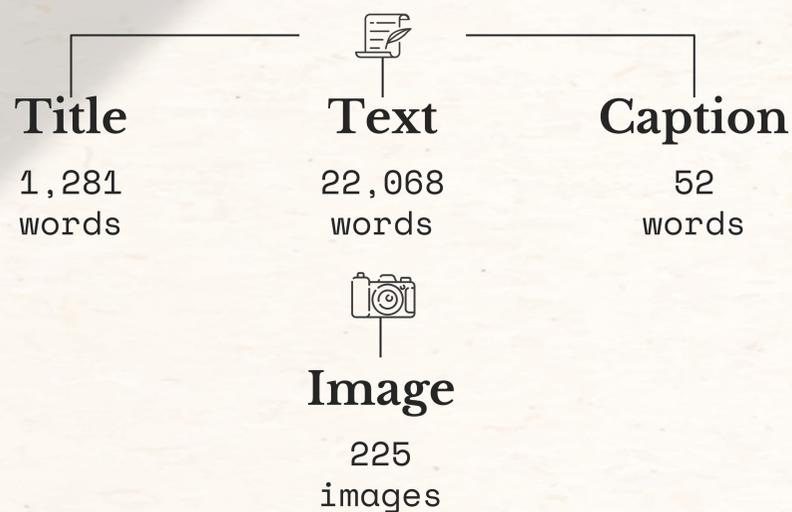
Methodology

Corpus-assisted multimodal discourse analysis (Bednarek & Caple, 2017)

- within each mode
- across modes
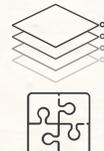
Tools

- **LancsBox** – Corpus Linguistics
- **Excel** – databases, categorisation
- **Lancaster Stats Tools online** – patterns across modes

Theoretical frameworks

- Social actor representation (van Leeuwen, 2008)
- Social semiotic visual analysis (Kress & van Leeuwen, 2021)
- Multimodal critical discourse analysis (Machin & Mayr, 2012)

Results

Hosts included

Title		14%
Text		79%
Image		16%
Capt.		0%
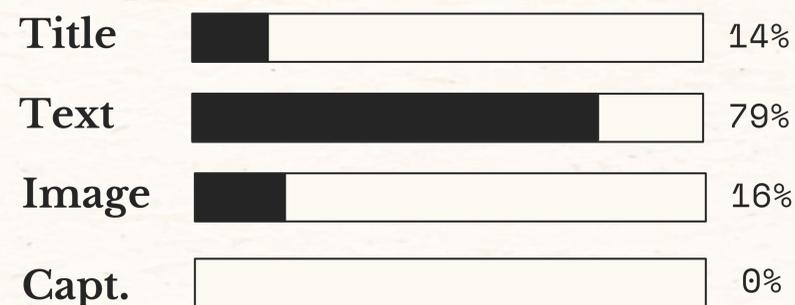
Patterns across modes

	Title	Text	Image	Capt.
01.	○	●	○	
02.	○	●	●	
03.	●	●	○	

Topics

Titulation of service workers

"service is much […] better than the food especially **Khun** Pure, **Khun** Bank (bartender)"

Generic representation of artists

Trainers – mentors, friends

Monks – tourist attraction

"Don't forget to ask a blessing from the monk"

Conclusions

- Representation of hosts can reflect socio-cultural background and marketing policy of travel destination.
- User-generated tourism discourse can express resistance to dominant promotional discourse.

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