

# Investigating the language used to promote green practices in the Italian hotel industry

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**ABSTRACT:** The paper examines how hotels communicate corporate social responsibility on their websites. The study was conducted on a corpus of 42 Italian hotels that belong to the EcoWorldHotel certification. The study provides insight into the problem of environmental commitments communication and suggests that hotels in general need to extend their sustainability reporting. Indeed, the findings reveal that, although the Italian hoteliers are making an effort in implementing sustainability practices and communicating their commitment on their websites, the hotels do not fully use the websites to provide awareness or information about eco-friendly actions. Moreover, the paper offers suggestions for pedagogical applications in the LSP classroom, which can help to develop critical thinking regarding the ways these issues are represented and managed.

*Keywords:* Sustainability, Hotel industry, Content analysis, Corpus linguistics, LSP applications.

## 1. Introduction

Ever since *Our Common Future*<sup>1</sup> formally put forward the idea of sustainability as an agenda to examine and guide the global environment and development, the broader societal concern about

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1. WORLD COMMISSION ON ENVIRONMENT AND DEVELOPMENT, *Our Common Future*, Oxford University Press, Oxford 1987.