MASTER'S THESIS
(TRABAJO DE FIN DE MÁSTER)

Communicative Strategies for Research Promotion: The Case of MICE Tourism

Estrategias de comunicación para la promoción de la investigación:

El caso del turismo de reuniones, incentivos, convenciones y eventos

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ABSTRACT

Meetings, Incentives, Conferences and Exhibitions (MICE) Tourism has been an important product as well as a demanding research topic. With English as the vehicular language for scholarly interaction at a global scale in this growing and multidisciplinary subfield of Tourism, as in most broad knowledge fields, our research is aimed to identify and describe the specific language strategies which are used by authors who succeeded in publishing their Research Articles (RA) in top-ranked journals for effectively promoting the value of their work within their scientific community.

As a main contribution for Non-Native English-Speaking Scientists (NNESS), we carried out a comprehensive analysis of the main rhetorical strategies for research promotion in MICE Tourism studies, focusing on their types, markers, frequency, and distribution, since they have proven to be unknown, difficult, or problematic for this kind of authors. Our findings are meant to open doors for them as prospective junior researchers seeking to access the highly competitive world of international publications, so often reserved for more experienced users of English as an Additional Language (EAL). By becoming conscious about the need of using promotional rhetorical strategies properly, they will gain better academic writing skills for improving their scientific articles and conference papers about MICE Tourism, also applicable to other research specialties.

We also offer here catalogue of *well-informed choices for enhancing the value of a study in a way which highlights its credit and credibility, and for anticipating its principal outcomes* in the early sections of the RA (i.e. the title, the Abstract and above all the Introduction). Our results show that authors researching MICE Tourism tend to prioritize some content or methodologic features which may favour their peers positively assessing their research. We also specify how such aims can be pursued with different degrees of emphasis according to the type, number and combination of the strategies and language tools that can be used. We hope that the current study may help especially junior researchers and authors in general when they seek to disseminate their research internationally.

Key words: MICE Tourism, academic writing, promotional rhetorical strategies, English for Research Publication Purposes (ERPP), Non-Native English-Speaking Scientists.

RESUMEN

El turismo de reuniones o de ferias y congresos ha ido ganando protagonismo tanto como producto turístico como en calidad de campo de investigación. Por su naturaleza multidisciplinar y teniendo el inglés como lengua vehicular en la esfera internacional, rasgo que comparte con otros ámbitos del conocimiento, resulta un campo abonado para un estudio como el que ahora presentamos. Nuestra investigación tiene como objetivo identificar y describir las estrategias retóricas que los autores que han publicado artículos científicos en revistas de alto índice de impacto utilizan para promocionar el valor de su investigación de cara a la comunidad científica a la que pertenecen.

Entre las principales contribuciones de nuestro trabajo, especialmente para los investigadores que no son hablantes de inglés como lengua madre, está el amplio estudio que hemos realizado de las principales estrategias retóricas que sirven para la promoción de la investigación concretamente en el campo del Turismo de eventos y congresos, centrándonos en sus tipos y marcadores lingüísticos, y también en su frecuencia y distribución. Se trata de superar la laguna que suele tener este perfil de autor, sobre todo cuando persigue dar a conocer su trabajo de investigación en el contexto altamente competitivo de las publicaciones con alcance internacional. Despertar la conciencia sobre la necesidad de aplicar convenientemente ciertas estrategias de expresión que ayudan a visibilizar la importancia de un estudio les permitirá optimizar sus competencias para el discurso académico-científico tanto en los estudios sobre el turismo de ferias y congresos como en otros campos de especialidad.

Gracias a esta investigación contamos hoy con un *catálogo de usos específicos fiables* que conviene anticipar tanto como sea posible al redactar un artículo científico (desde su título, *abstract* y sobre todo la introducción). Dichos usos son herramientas que servirán como referentes para saber *cómo destacar ciertas características epistémicas o metodológicas que podrán ayudar a dar mayor visibilidad y credibilidad a un trabajo*, y también *para avanzar algunos de sus resultados más importantes, con el fin de mejorar sus posibilidades potenciales de aceptación o valoración*. El conocimiento de estas estrategias concretas y de sus posibles combinaciones facilitará que algunos autores hasta ahora menos experimentados en las convenciones del lenguaje académico internacional incrementen sus probabilidades de acceder a publicaciones de superior estatus en las clasificaciones, hasta ahora reservadas a un sector mucho más limitado.

Palabras clave: Turismo de reuniones, discurso académico, estrategias retóricas de promoción, Inglés para Fines de Publicación Científica (IFPC), hablantes de inglés con otra lengua madre.

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CONTENTS

1.INTRODUCTION

According to the World Tourism Organization (UNWTO,1998), any activity or collection of activities carried out outside the usual environment of residence for a period of less than one year and, the activities connected to leisure, business, or other reasons, are considered as tourist activities. Therefore, MICE (Meetings, Incentives, Conventions and Exhibitions) Tourism is part of this sector and has been rapidly expanding since it has become one of the leading engines of the development of the service sector. There are several definitions that will be explained in detail later but following the comprehensive report by Sahaadi Rodríguez (2017) where all the available definitions presented are remarkably similar, it seems important to note that the main reason of this kind of trip is work and/or any professional or research-connected activities linked to exhibitions, conventions, or incentives.

Business travel has grown substantially in recent years, generating miles of jobs around the world. This type of tourism not only helps business executives who are part of the events that are held, since it improves their economic situation and the image of the destination at a foreign level, but also those of local workers and the host city or country where they are celebrated. Business travel, particularly MICE Tourism, also involves the travelling and stay of scholars engaged in associations or institutions with educational and/or scientific purposes where periodical meetings and conferences are held, both nationally and internationally, and where English is the predominant vehicular language for the members' interaction, no matter where they come from. In this context, Tenerife is one of the most demanded tourist destinations internationally and has sundry infrastructures, congress centers and hotels with considerable potential for MICE Tourism. Fairs and events are held annually for both residents and tourists, which represent a great economic contribution for the island.

At a global level Meetings, Incentives, Conferences and Exhibitions (MICE) tourism has developed rapidly, both in Asia and in Europe, and has become an important tourism product as well as research topic. As far as we know, the research published about the emergent subfield of MICE Tourism has achieved a great progress in the last 20 years, despite it still has an incipient history if it is compared with other fields of tourism studies with long-term tradition. However, its growing importance and multidisciplinary character, including Tourism Development, Strategy and Management, Transportation, Leisure and Hospitality Management, among many other methodological, socio-cultural, technological, planning and policy aspects of international, national and regional tourism as well as specific management studies, made us think that it deserves a systematic analysis, and that especially in terms of communication at a global level it must bring us a rich field to undertake not only the current but surely more research works. So, attention needs to be paid to the fundamental role of

communication strategies within this sector, whose expected set of rules are often unknown and thus neglected by non-Anglo-Saxon researchers, not only due to local cultural differences but mainly because they rarely receive any kind of training on their command, even though their scientific and academic discourses are to be developed and published mainly in English in the 21st Century global academia.

Thus, for the above-mentioned reasons, the following aspects will be studied in this thesis. Firstly, an introduction to the theoretical framework shaping this specialty will be developed, where the definition of MICE Tourism, its components, as well as the types of conferences, events, congresses, and services that it implies will be introduced. Furthermore, how conventions and events are generators of tourist activity will be explained, and the impacts they create will be explored, covering several scenarios, namely economic, social, environmental, and more recently Covid-19. Additionally, the importance of English as a scientific and academic language as well as the conventional patterns and styles in promotional discourses will be studied.

Moreover, an explanation of the MICE Tourism situation in Spain, the Canary Islands and particularly in Tenerife will be also presented, thus providing a view to identify the current panorama, its available infrastructures, events, and the agents involved in it. Finally, the objectives of the current research as well as the methodology that has been followed to learn about research promotion strategies used by authors in scientific articles about MICE Tourism will be thoroughly described. For this purpose, a special emphasis has been given to the groundbreaking, internationally accepted model which was originally developed by John M. Swales in his research carried out at the University of Michigan, USA, (since his initial versions were developed in 1990 and refined in 2004 into the currently updated by other researchers) for analyzing the organization of information, its structure and expression, known as the CARS (Create a Research Space) model.

Our research is aimed to identify and describe, for the first time as far as we know, how the authors who publish their research results in two of the most remarkable tourism journals in the subspecialty of MICE Tourism effectively use certain language strategies to promote the importance of their work in front of their peers. This study, and the further related research that may proceed in the short and long-term future, is expected to make several theoretical and practical contributions at both a scientific and academic level. We hope that the results achieved, and the conclusions driven in the current study will be of help for junior researchers particularly if they are non-native English speakers, but who need to use this language for international communication to succeed when they seek to disseminate their research internationally. Some important complementary information is provided in the Appendices.

PART 1: PRELIMINARIES AND FOUNDATIONS

2.THEORETICAL FRAMEWORK: MICE TOURISM AS THE CONTEXT OF OUT STUDY

2.1 A definition of MICE Tourism

As the World Tourism Organization (UNWTO) points out, this specialty presents difficulties when it comes to being stated due to the large number of definitions it has received. In accordance with its glossary of tourism terms *"To highlight purposes relevant to the meetings industry, if a trip's main purpose is business/professional, it can be further subdivided into 'attending meetings, conferences or congresses, trade fairs and exhibitions' and 'other business and professional purposes'. The term meetings industry is preferred by the International Congress and Convention Association (ICCA), Meeting Professionals International (MPI) and Reed Travel over the acronym MICE (Meetings, Incentives, Conferences and Exhibitions) which does not recognize the industrial nature of such activities".* Having coherent definitions and concepts that can be used by all its members is necessary. Thus, some of the most notable definitions will be explained below.

In the first place, based on the work of Lau (2009) the term MICE (Meetings, Incentives, Conventions and Exhibitions) is part of the tourism sector which is related to business events and activities. However, Binimelis and Ordinas (2003) identify that "*meeting and business tourism is that segment of the tourist demand, which in general terms includes tourism for conventions, congresses, and incentives, also known as business meetings. This is a modality that is occupying more and more volume within the world tourism sector."* On the other hand, Davidson and Rogers (2006) indicate that the term itself is related to the type of event and geographic location. For example, in the Middle East, Asia and North America it is more common that experts use the term "MICE sector" while in Europe they use the term "meetings sector" and in Australia they classify it as "business tourism". At the same time Rogers (2008) adds that there exists a good deal of terms used internationally to describe the MICE sector such as convention sector, exhibition sector, meetings sector, event sector and business tourism sector. Moreover, as mentioned by Bigné et al (2000), meeting tourism could be categorized within a more global concept such as business tourism, which has two large subgroups: corporate and associative. In this last one term stands out the relevant role of congresses in meeting tourism (Rodríguez and San Martín, 2001) whereas as reported by the ICCA in corporate business tourism there are external and internal meetings where the first ones are aimed at the target market for whom the enterprise operates: clients, providers, and other interest groups and the second ones are intended for the business employees. Mentioning the opinion of Getz (2008) who comments that meeting tourism is motivational for tourism activity and has a prominent place in destinations development plans seems also essential.

2.2 A typology of conferences, events, and congresses

According to Argumendo's work (2012) there are several classification criteria for events. On the one hand, there are two fields of action in events: business events, which have public significance related to economic reasons or to trade fairs, congresses, product launches, award ceremonies, show rooms or exhibitions, and social events, which are more oriented towards the private sphere, such as human or family relationships (weddings, birthdays, religious meetings, anniversaries, etc.). They can also be divided into state or public events. Governmental events are organized by governmental bodies and the topics are aimed at society. Non-governmental events are those organized by non-governmental organizations (NGOs), federations or intermediate entities, and corporate events are those organized by large companies. In terms of the names of the events, there are regional events that bring together attendees who are part of an area with similar characteristics. The national ones are those whose attendees come from different provinces of the same country. And international events are those that are intended for attendees from different countries and regions. For these events to be international in nature, an ordinary general assembly of the international organization that convenes the event must be held.

The following are the different types of events in the opinion of Argumedo (2012): social events which are those that bring together the people invited to them and are generally festive in nature; cultural events which aim to enrich the cultural aspect of the people who participate; sporting events which are all events where competitions are developed have to do with the sporting spirit, the cult of the body and its physical aptitudes in order to motivate the activity and contribute to a better quality of life; business events which are those carried out by companies as a tool within their marketing strategies in order to increase their sales, maintain their presence and position or introduce a new product to the market; political events which can be open (street stalls); open general (concentration in a square); open mobile (street demonstrations or parades), and closed general (internal meetings).

The illustration provided in **Appendix 1** reveals the different types of events and their definition as stated by Argumedo (2012); congresses, conventions, conferences, seminars, symposiums, colloquia, conferences cycles, video conferences, press conferences, panels, forums, round tables, assemblies, courses, workshops, exhibitions, trade fairs, clinical meetings, plenaries, debates, Phillips 66, brainstorming, working breakfasts, lunches or brunches, fashion shows, show rooms, graduation ceremonies, awards ceremonies, shows tributes, inaugurations and products launches among others.

Nevertheless, Lau (2009) classifies event types more succinctly by dividing them into three categories: cultural events which are those related to society, lifestyle and culture; sporting

events, intended to entertain spectators by demonstrating sporting skills in competitions, and business events which deal with meetings, incentive travel, conferences and exhibitions.

In different circumstances, Aksu et al. (2003) discuss in their article that incentive travel has become very crucial by dint of its ability to have a positive economic impact on the tourism industry and to improve and enhance people's morale. Due to the growth of both domestic and international events in conjunction with the ability of companies to establish branch offices, incentive tourism is gaining more and more prominence as an alternative form of tourism that can reduce seasonality and differentiate a destination's tourism product. They define incentive tourism *"as the organization of holiday trips fully paid for the company to motivate and reward successful employees. In the context of incentives, companies organize such trips to boost employee morale and provide training to boost sales. The main objectives for organizing incentive trips are to increase sales, to create a positive image of the company, to showcase new products and train staff and to utilize the low season with its low volume of work."*

2.3 Congresses and conventions as generators of tourist activity

As Fernández Souto et al. (2010) comment in their paper, all cities and countries have always struggled to obtain a good position within a certain brand image for tourists and consumers to be aware of these destinations. In addition, they comment that this marketing positioning has managed to associate cities with different values; for example, Paris is recognized as the city of love and Barcelona as a congress city since the beginning of the 20th century. It has positioned itself as the best Spanish city to hold trade fairs, congresses, and business meetings. As a matter of course, cities compete to organize cultural events, such as international exhibitions, world or political congresses like business roundtables, large-scale receptions, or international sporting competitions such as the Olympic Games and world championships. The organization and planning of these types of congresses and events help to position the cities where they are held as tourist attractions, as well as helping the organizers, collaborators, and sponsors.

Fernández Souto et al. (2010) consider that the organization of congresses not only means a great planning effort, but also a considerable economic investment to cushion it, from advertising and printing costs to material, merchandising, equipment, venue hire and other protocol and public relations service. They assure that MICE Tourism itself generates indirect jobs and that all of this results in a considerable economic impact.

Furthermore, in the opinion of Rodríguez del Bosque et al. (2001) *"meeting tourism contributes to deseasonalize the extreme concentration of mass tourism and is a factor of economic (direct*

impact and multiplier effect), social (greater sense of belonging) and cultural (enrichment with new values) development of the host city."

Similarly, Lau (2009) states that business tourists participating in MICE events waste more than 65% of their capital on hotels, rooms, and meals in addition to 10% on shopping and local transport. She also highlights the role of transport in this sector as participants are often international attendees. Nonetheless, travelers also use local transport (bus, taxis, or trams) offered by the destination, which enhances the travel experience and increases the traveler's spending. Moreover, she mentions that although the main purpose of business tourists is to attend events, they also visit local attractions in the destinations. Post-conference tours are often organized in order that attendees can enjoy the attractions that the host city has to offer.

2.4 Impacts caused by MICE Tourism

In the following sections we will provide the major impacts caused by MICE Tourism: economic, social, and environmental impacts as well as Covid-19 scenario.

2.4.1 Economic impacts

As reported by Jones and Li (2015), there are various grounds because MICE Tourism brings positive benefits to a destination. Business travelers spend more money per day than leisure visitors and use the relevant facilities for a longer time than traditional travelers. Additionally, the situation of the host country's residents can be positively affected by the development of exhibitions and conferences, which can improve the country's image. Nonetheless, Baade et al. (2008) and Boyle (1997) emphasize that there is controversy within this sector owing to the fact that the infrastructures and facilities to hold such conferences and exhibitions are expensive *"and there is an opportunity cost in terms of alternative policy interventions."* Jones and Li (2015) also mention that to date it has been difficult to measure the economic relevance of meetings and conventions tourism at any special scale. They consider that it is crucial to expand basic Meetings Satellite Account to understand indirect economic impact and sub-national economic impacts. The TSA (Tourism Satellite Account) structures are not sufficiently disaggregated to be able to identify the main players in the MICE sector and *"nor is it possible to attribute (for example) accommodation and transport spent by MICE attendees to the MICE 'industry' in the TSA despite the rationale for the trip depending fully on the MICE activity. There is thus required a significant further disaggregation and potentially re-ordering of TSA structures, on both the demand and supply side, to fully understand the economic significance of MICE."* Despite this drawback, Swarbrooke and Horner (2001) in the table shown in **Appendix 2** classify several both positive and negative economic benefits of MICE Tourism such as job creation and possible expenses caused by business travel and tourism.

2.4.2 Social Impacts

Several authors state that social-cultural impact "*is the result of the interaction between tourists, the tourist destination and local residents. Festivals and events affect destinations as a whole so there is always a considerable potential socio-cultural impact. Other authors, in line with social exchange theory, claim that there is a direct relationship between the perception of tourism impact by social actors and factors such as their personal relationship with this sector (Pizam,1978), proximity to tourism activity (Sheldon & Var, 1984; Keogh 1990) and the degree of direct contact with tourists (Pizam, Milman & King,1994; Rothman,1978)*" (González Reverté & Morales Pérez, 2017).

Richards & Wilson (2004) comment that the celebration of events allows increasing the sense of place among the local community due to the fact that their image would be positively affected and also the positioning of the destinations. In this regard, the objective is to take advantage of an improved image and obtain new business, investment and increase the number of tourists with the aim of boosting local productive sectors (Sharpley & Stone, 2012). With all, the enhancement of place identity due to the celebration of events in tourist destinations demands that these events are adapted to the interests of tourists in order to satisfy their expectations as a spectacle. This can mean that attendees interpret it as a loss of authenticity of the event and on the other hand, as a process of reformulation of the local culture (MacLeod, 2006; Wood,1998; González Reverté & Morales Pérez, 2017).

Events can help to create long-lasting social impacts in local communities in several ways if they are able to boost the sense of wellbeing of those communities. They have the potential to boost social development and relationships between community members, motivate individuals to become more involved in local affairs, increase civic pride and improve perceptions of quality life. Several positive aspects that events bring are accessibility to culture, integration of socially excluded groups and support for volunteering. However, there are negative aspects that need to be considered as social exchange theory suggests that certain social groups do not gain benefits from holding events which can mean dissatisfaction, social disadvantage, and protest (Fredline & Faulkner, 1998; González Reverté & Morales Pérez; 2017).

2.4.3 Health impacts (Covid-19)

Unfortunately, Covid-19 has paralyzed the world leaving an unparalleled and unpredictable impact on economies, societies, and livelihoods, in addition to a massive loss of jobs in the tourism industry. The MICE sector has suffered because of the epidemic. Events have been cancelled around the world and according to the ICCA in 2020 a total of 4,209 meetings were

affected, more than 60% were postponed, equivalent to 17,052 congress days, 2.5 million participants and losses of approximately US$ 7 billion. This scenario is quite significant, the population has been blocked and under social distancing. Besides, they are afraid to book any travel until the virus is under control (Ranasinghe et al., 2020). As a result, these authors believe that to address these problems, solutions such as hybrid events should be sought. Social networks have become very pertinent in this regard, as these events are a combination of virtual and live components. In this way, a group of people can meet at a physical location, while the general audience attends the event online remotely, thus achieving economic benefits, greater attendance, and ease of transition. On the other hand, Zúñiga Venegas (2020) considers that it is also important to face the new challenges for destinations. It is important to know what kind of destinations customers are looking for (proximity tourism, nature tourism, rural or unsaturated destinations, for example), comply with the number of tourists and give importance to digital transformation.

Presently, according to Hosteltur (2021) "*corporate travel managers will maintain only essential trips until the second half of the year and are already working their budgets with an eye on 2022, considering that the conditions to normalize business tourism do not exist. For their part, suppliers are striving to maintain the conditions of flexibility and support corporate clients by complying with all security measures, according to the conclusions of the first session of the year held by Business Travel Forum*".

2.4.4 Environmental impacts

As mentioned in Hamiza Zamzuri's et al. (2011) article, the celebration of an event means multiple environmental problems, the most ostensible issue being the repercussion of transportation. This contributes to the emissions of greenhouse gases and negative impacts of natural resources. This situation is compounded by the amount of waste generated and the need for its disposal. Jones (2010) analyzes this issue in depth and considers that the main areas of impact of events are energy, transportation, waste management, waste reduction and resource recovery, which also include the purchase of materials. He comments that the repeated use of this elements creates undesirable effects for the ecosystem, for example the use of transportation during events produces toxic emission that can have negative impacts, therefore, he contemplates that to solve this problem the organizers should limit the number of vehicles and provide alternatives for the common good such as the use of buses. It is very crucial that during the organization of an event stakeholders are aware of and practice strategies for reducing this deficiency. He also emphasizes that event organization involves energy, waste management and waste reduction and that issues such as archeology and biodiversity also need to be considered, as well as applying ecological practices such as

reducing electricity voltages to conserve energy. Furthermore, the author insists that government commitment and support is essential to reduce environmental impact. Emphasizing the issue and allocating funds for the maintenance of the environment is decisive.

As stated by Hamiza Zamzuri et al. (2011), whether resources are cared for and maintained depends on the practices that organizers apply during and after the event. Sustainability can be achieved if they are committed to reduce the use of water, energy, and waste disposal during the event. Still, there may be barriers and challenges to ensuring environmental sustainability.

In the same degree, Cunchillos (2017) states that, within the industry, companies assume that CO2 emissions are inevitable and that the only solution is to compensate for the carbon footprint with socially responsible projects. But still, she comments that the key is to avoid those emissions (paper reduction, use of local products and services, energy savings, etc.) She insists that sustainability gives value to companies and should extend to brand events. It is the responsibility of industry members to carry out these actions. However, she explains that *"not only must processes be made from the private sector, but also from the public sector, demanding compliance with the parameters that should govern events in all areas".*

2.5 MICE Tourism globally: From Europe to the world

The MICE sector has expanded in more than 115 countries at international level, it is considered one of the indispensable elements in developed tourist destinations, being the most dynamic and relevant area of the tourism industry that focuses its activities within the business rather than leisure sphere (Khafizova & Dehtjare, 2019). The World Travel & Tourism Council (2017) estimates that the annual turnover of business tourism will increase by 3.7% over the next ten years and that earnings will grow to US$ 1.7 billion by 2027. This sector has a global community and knowledge center for the international association meetings industry called ICCA (already mentioned) that represents the world's leading suppliers of international meetings and events transportation and accommodation. They are specialists in the international association meetings sector and provide data, business opportunities and communication channels. ICCA members represent the world's leading destinations and most experienced suppliers who help achieve all event objectives such as venue selection, transportation assistance, comprehensive congress planning and tailor-made services. ICCA is headquartered in Holland and has regional offices in Malaysia, the United States, Uruguay, South Africa, and the United Arab Emirates.

At the same time, Trisic and Arsenov-Bojovic (2018) assert in their paperwork that business travel is a truly global industry that brings positive benefits at all levels of the economy. It further

revitalizes the destinations by creating new jobs and prolongs the tourist season. Likewise, according to the World Tourism Organization (UNWTO), around 30% of international movements are for congresses reasons (Trisic and Arsenov-Bojovir, 2018; Dragiševiš et al., 2009). These authors also mention that incentive travel, meetings, conferences, and congresses are growing year after year in all countries of the world and that many conference centers have become distinguished symbols of the cities where they are located e.g., Hong Kong, London, Paris, Brussels, or New York.

2.6 Domestic MICE Tourism: Spain, the Canary Islands and Tenerife

Mentioning that in Spain there is the Spanish Federation of Associations of Professional Congress Organizations Companies is vital. The PCO (Professional Congress Organization) Spain Federation was created in 1992 and initially consisted of 6 associations. At present it has 11 Autonomous Associations of PCO companies (Andalusia, Cantabria, Aragon, Catalonia, Castilla La Mancha, Galicia, Valencia, La Rioja, Basque Country, Murcia, and Madrid) and 4 Autonomous Delegations (Castilla y León, Navarra, and Extremadura), 100 full member companies and 200 collaborating enterprises. PCO Spain is also part of EFAPCO (European Federation of PCO companies) which represents more than 1,514 professionals who play a part in the congress and meetings industry and member countries. As stated by PCO Spain (2021) its leading purposes are: "*to strengthen the professional image of Spanish PCO companies, to guarantee institutional relation between the Federation and the official bodies that are considered to be of interest to the meetings industry, to promote synergies between the member PCOs of PCO Spain, to develop the dissemination and transmission of knowledge, together with the latest developments in the sector on an ongoing basis and to give visibility to the professional organizer and his fundamental role within the MICE sector*".

In parallel, the SCB (Spain Convention Bureau) has also existed in Spain since 1984. SCB offers its members services directly related to the organizations of training sessions, coordination of market studies, workshops, and presentations in the markets of interest, participation in the international fairs related to business tourism, cooperation in advertising campaigns, online promotion and providing members with the required online promotion tools. In total there are 57 destinations among all Spanish municipalities that have within reach the imperative human and technical resources for the organization of meetings and events (SCB, 2021). On the website there is an exclusive section where all the meeting destinations in Spain are listed where all the information about each one is explained together with photos of the infrastructures for congresses and meetings and their respective capacities. Several of the most significant cities are Madrid and Barcelona, although there are others that occupy a

prominent place such as Valencia, Seville, Malaga, Bilbao, Granada, San Sebastian, and Alicante (Gavilán 2019).

Finally, a needful aspect to highlight within MICE Tourism in Spain is that during the year 2021, the celebration of FITUR took place in Madrid, that after 13 months of pandemic has been able to host the first hybrid edition of the fair that has had 62,000 attendees and 40,000 digital visitors. It was the first face-to-face fair to be held in Europe this year, with the participation of 5,000 companies from five continents, 55 countries and the representation of the 17 Autonomous Communities of Spain including Ceuta and Melilla. And that, according to Hosteltur (2021), "has generated in the city an economic impact of approximately 100 million euros." Similarly, the role of the Canary Islands in MICE Tourism should also be remarked upon. On the SCB website, several of the islands are selected as destinations where MICE Tourism can be successfully developed such as for example Tenerife, Gran Canaria, Lanzarote, and Fuerteventura. The tables in **Appendix 3** describe the hotels equipped with venues for events, capacity, meeting spaces and other useful data by SCB (2021) and Tenerife Convention Bureau (2021). Moreover, noting how the island of Tenerife is a good location for meetings as it has strategic location and connectivity, with the best organizers, good weather all year around, wide hotel capacity, the best congress centers and excellent services is important to be highlighted (Tenerife Convention Bureau, 2021).

3. ENGLISH AS A VEHICULAR LANGUAGE FOR RESEARCH DISSEMINATION

3.1 English as a language of science and the importance pf publishing scientific papers in this language

Nature, Science, the *New England Journal of Medicine, Cell* and *Chemical Reviews*, among the most authoritative scientific journals, are written in English. Indeed, it is often said that English is the language of science, but it has not always been so. As Hamel (2007) points out, in the past millennia more than one language was used for science: Arabic, Greek, Sumerian and Latin. According to this author, English at the beginning of the 20th century became the most dominant language in many international publications. But as commented by the Center for Scientific Research (1998), there are very significant distinctions within natural sciences, social sciences, and humanities, where, for example, publications in other languages are more frequent. The growth of English in this type of scientific publications implies that there are more and more scientists whose mother language is not English but who (need to) publish in that language. The number of English-language journals by non-English-speaking authors has dramatically increased in recent decades. Publications in other languages such as German, French, Spanish or Russian are losing their attractiveness and, as a result, the number of native authors is growing in these types of publications. If we observe the process of

international communication, we come to the perspective that relevant findings must be published in English if their authors want to be recognized by the main scientific bodies (Hamel, 2007). Similarly, in accordance with Niño-Puello (2013), one of the most critical challenges for any researcher, both in the sciences and the humanities, is to publish their results of scientific research. Being able to communicate with the academic world and its followers is essential, and for this reason so much value is given to English as the leading international language for scientific research, thus not only generating opportunities at the professional level, but also improving the possibilities of economic, cultural, scientific, and human development through this world language.

3.2 English in academic and scientific research

The US and UK, the two academic superpowers, have ensured that English is the most prevalent academic and scientific language in that of course studies are influenced by their tendencies. This situation has created a global academic environment with a common medium of communication, but it has been at the expense of other languages at national level and research topics of local importance. Understanding the reason why English-speaking nations, especially the USA, have become an academic superpower is essential. It's because of their size and wealth -pertinent issues in determining academic hierarchy- in addition to hosting more than half of the world's international students and investing almost half of its funds on research and development.

Furthermore, the leading scientific and academic journals are published in English since the editors and contributors study at English-speaking universities. English is the second most widely studied language in the world and this fact gives it a considerable advantage in many non-English speaking countries. Scholars from other parts of the world must accommodate the interests of prestigious scientific and academic journals if they expect their work to be published in them, as English-language publications increasingly dominate the academic world and are the ones that circulate internationally. As a result, universities have the desire to have their professional's articles published in these journals for greater prestige and recognition (Altbach, 2007).

3.3 Academic writing for non-native speakers of English

As cited by Lillies and Curry (2010), academic writing for research publication is pervasive worldwide, with a total of approximately 5.5 million academics, 2,000 publishers, and 17,500 research institutions. And there is a large number of academic authors whose native language is not English, but who use it for their publications, so a specialized term "English for Research Publication Purposes" (ERPP) has been conceived which can be defined as a field of EAP

(English For Academic Purposes) that deals with the concerns of researchers and students who need to publish their articles in international journals. EAP programs usually include some of the requirements, although the problems faced by non-native authors who intend to publish in English may be of greater importance (Cargill & Burgess, 2008; Flowerdew, 2013).

There is a deep concern, according to Ammon (1998) and Ferguson et al (2011), that the domination of English unfairly benefits native English speakers and disadvantages non-native English speakers, and may hinder the efforts of them to publish in high-impact journals, almost all of which are written in English, mainly in the natural sciences. In addition, Al-Khasawneh (2017) states that his study on variations in the rhetorical structure of abstracts written by native and non-native English speakers may help native writers in general, and non-native writers in particular, for improving their academic writing, as differences in the way of writing were demonstrated. He shares that, according to Hyland (2000), improving genre knowledge could help novice writers to be active participants in their disciplinary community. On the other hand, he mentions how Bhatia (1997) emphasizes that genre analysis is especially useful in providing valuable information to writers. Moreover, he comments that findings of this study have the potential to help non-native English-speaking writers and maximize their chances of publishing their articles in recognized international journals.

3.4 Patterns and styles in promotional discourse

As Bathia (2005) points out, the use of promotional values in most forms of discourse has been a dominant feature at both professional and academic levels. He notes further that this situation has emerged due to the availability of new technologies, advertising and promotional activities of companies, professional and academic activities and other areas of social interest. He states that the development of technology during these years has permitted worldwide audience to have access to public discourse and that individuals have created new forms of discourse distinct from the conventional forms. Furthermore, this author comments that the appropriation of lexical grammatical and rhetorical resources of corporate advertising discourse *"has offered a very attractive option because of its innovative character and creative use of language"*. He asserts that advertising has contributed to turn the writing process into art and that professional and academic writers compete for attention through the creative use of tradicional expressions and clichés and not only through innovative language.

This author claims that the development of discourse had two relevant consequences, on the one hand, promotional and advertising activities became essential for survival, and, on the other hand, cross-cultural variations turned into an integral factor in promotional and advertising discourses. Although he argues that the foremost consequence has been that *"in a very short period of time this has become one of the most dynamic and innovative forms of*

discourse today, which in turn has influenced the construction, interpretation, use and exploitation of most other forms of academic, professional, and institutional genres, thus invading their territorial integrity to create appropriated, embedded, mixed or hybrid forms of discourse". Similarly, Stasková comments that academic discourse is represented by a wide range of text types that members of academic communities use in their daily routines when performing research, educational and administrative tasks. The author also remarks that *"It is characteristic of a university that it is a place where people read, write, exchange information and respond to a variety of texts in the context of their disciplines or other aspects of their academic life. It is actually a myriad of communication genres that universities create and use to organize their work."*

3.5 Discourse strategies for international research promotion

As Martín and León Pérez (2017) point out, the creation of a research study may present a series of complexities, particularly for inexperienced writers or for non-native authors of English as an Additional Language (EAL). It is imperative for writers to demonstrate to members of specific disciplinary communities, in particular to editors and reviewers of international English journals, their ability to master the rhetorical conventions *"which have been institutionalized in a specific research genre, such as the research article (RA)".* Consequently, in English for Research Publication Purposes (ERPP), writers have contributed to other academic researchers by creating a structure for experimental RAs. Most of the studies are based on the IMRD (Introduction, Methods, Results and Discussion) pattern across disciplines and languages, while other authors as Cargill and O'Connor (2013) and Burgess and Cargill (2013) have remarked on a variation of this pattern which involves writing the methods section at the end of the article. And eventually, other authors such as Kanoksilapatham (2015) illustrates in his study that each sub-discipline is singular in nature and that each possesses a discourse community with its own writing conventions which are reflected in the selective choice of certain movements and steps of John Swales' model (1990;2004).

PART 2: THE CASE OF MICE TOURISM

4. OBJECTIVES, CORPUS AND METHODOLOGY

The main objective of this Final Master's Thesis is to analyze the principal communication strategies used by authors of scientific articles to promote their research published in English-medium high impact journals where the varied aspects of MICE Tourism are covered. Our aim is to identify, classify and describe the main research promotion tools used by them in order to help novice researchers and Non-Native English-Speaking Scientists (NNESS), whose mother language is other than English but who need it as an instrumental, vehicular language, to succeed in routine scientific and academic communication settings.

As a contribution in the same line, the collection of occurrences of all the rhetorical strategies identified for research promotion, with particular attention to the key lexical items and expressions used by authors, will be presented so that prospective authors of RAs either in the subfield of MICE Tourism or in others of Tourism research may find some help and may feel in equal conditions for the highly competitive arena of academic and scientific research communication and for facilitating the dissemination of their own research results at an international level. The findings of the current research work will also be applicable to the writing and preparation of conference presentations. All and all, certain essential language skills which are useful for hooking the readers' and/or listeners' attention, as well as for softening the strength of the scientific claims (by using appropriate hedging devices), and for politely expressing academic and scientific conflict will also be identified and provided.

Thus, to ensure the achievement of these research purposes, a representative collection made of eight articles will be analyzed, divided into two homogeneous subsets composed of four texts taken from each one of the journals that are included in the sample under study, here named *corpus*. All of them have been published in two among the best-positioned tourism journals according to the most recently released Journal Citation Report (JCR) list for 2020. The two selected and accessible journals were *Annals of Tourism Research* and *Tourism Management*. Following the standard practice in Applied Language studies, the selected articles were randomly chosen among those published in both journals for a specific period, in this case the time span being the last five years before the beginning of the current research (2015-2020). Our analysis of the rhetorical strategies for research promotion will be focused on the article titles, the Abstracts, and the Introductions, since they are regarded among the most promotional as well as rhetorically rich and complex sections of the scientific paper.

The method used to analyze the articles is based on the findings obtained from the ground-breaking research conducted by John Swales (1990; 2004) according to which, with only very few exceptions, the structural organization of an archetypal research paper (RP) in its sections, particularly the Introduction in this case, is based on a series of *moves* (as functional units of

discourse) and *steps* (as lexical items and language expressions). Thus, we used his reliable model, in an updated version, for identifying the essential RP rhetorical strategies used by authors, as if they were the rules (moves and steps) in a chess game, as a metaphor of the "academic/scientific communication game". Those identified strategies are the tools that research article authors use -and are expected to use- to "Create a Research Space" (which is why the model is known as the CARS Model).

Following the research carried out in different knowledge fields by subsequent investigators who, after Swales, went on developing and refining the CARS model, the following table **(Table 1)** summarized and displays the system of moves and steps originally designed by him in 1990, later improved and completed by other authors (Martín and León Pérez 2014), which can be taken as a guide to help reading and writing RA introductions in almost any academic or scientific knowledge field:

Move 1 — Creation of a research context
Step 1A — Claiming the importance of the research topic (with or without citations)
Step 1B — Expressing what is known about the topic (with or without citations)
Step 1C — Reviewing previous literature
Move 2 — Justification of research
Step 2A — Indicating a knowledge gap
Step 2B — Criticizing weak points of specific previous studies
Step 2C — Criticizing previous research (generalized reference)
Move 3 – Presenting the current research
Step 1 (obligatory). Announcing present research descriptively or purposively.
Step 2 (optional). Presenting research questions (RQs) or hypotheses.
Step 3 (optional). Using definitional clarifications.
Step 4 (optional). Summarizing methods.
Step 5 (PISF). Announcing principal outcomes.
Step 6 (PISF). Stating the value of the present research.
Step 7 (PISF). Outlining the structure of the paper.
PISF (Probable in some fields, but unlikely in others)

Table 1 - The *Create A Research Space (CARS)* Model

Authors, as they proceed from the functional units here named Move 1 to Move 3 write their article Introductions by gradually increasing their rhetorical force to fulfill their communicative purposes, and they do so by using specific lexical items and expressions that can be identified, described, and eventually taught. In this sense, our study is particularly focused on the identification and description of the language tools used when the authors are taking Step 5 and/or 6 in Move 3, that is, when they are presenting their current research. Those two steps are perhaps the ones with the greatest promotional potential for authors to show the importance of their research contribution to the eyes of the scientific or academic community that they belong to. Nonetheless, as part of the following Results section, and to clarify and expand on the aforementioned model, as a way to understand the scientific and academic community's expectations about how a RA introduction is to be written, the identified occurrences of all the moves and steps of the CARS model in the corpus analyzed will be conveniently described and presented.

In the same way, for time and space reasons, in an attempt to avoid using the whole titles when we need to mention the different articles as a source of the data provided, which will be all listed in the Corpus References, the codes listed below will be used instead:

- **A-RP1:** Performance measurement in the networked context of convention and visitors bureaus (CVBs)
- **A-RP2**: The economic importance of meetings and conferences: A satellite account approach
- **A-RP3**: The Banff Indian Days tourism festivals
- **A-RP4**: Football tourist trips: a new analytic for tourism studies
- **TM-RP1**: Event management research: The focus today and in the future
- **TM-RP2**: Progress and prospects for event tourism research
- **TM-RP3**: The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees
- **TM-RP4**: What motivates visitors to participate in a gamified trip? A player typology using Q methodology

5. RESULTS: HOW AUTHORS PROMOTE THEIR RESEARCH IN SCIENTIFIC ARTICLES ABOUT TOURISM

This investigation is focused on the analysis of a representative collection of Research Articles (RAs from now on) also named Research Papers (RPs) published by authors who have delved into themes related to Meetings, Incentives, Conferences and Exhibitions (from now on MICE) Tourism as a result of a random selection process, following the research standard criteria

generally accepted in Applied Language studies. As we mentioned above, our RAs selection was centered in a series of texts published in two of the top-ranked journals in the specialty. From a methodological point of view, the instrument for analyzing the texts in the corpus was the already cited Create a Research Space (from now on CARS) model, originally developed by John M. Swales (1990; 2004), refined and updated by other researchers (Martín and León Pérez 2014), with particular attention being paid to its Move 3 for Presenting the Research Study, especially regarding Step 5, for Anticipating Main Results and/or Conclusions, and Step 6, for explicitly Highlighting the Main Contributions/Value of the Research, since they are the most powerful rhetorical strategies for authors' promotion of their own research when addressing the academic and scientific community they belong to (which fits the main purpose of our study).

The RPs analysed have been randomly obtained, from two of the most influential and highly-regarded journals in the arena of international research about Tourism, namely *Annals of Tourism Research*, published by Elsevier Ltd. in the United Kingdom as well as *Tourism Management*, also published by Elsevier Ltd. in the United Kingdom and its companion title *Tourism Management Perspectives*, whose editing house is Elsevier USA, in the United States, though they both share the same international editorial board.

Considering their Impact Factor (IF), as the recommended objective and systematic criterion used by Applied Language scholars to classify the relative importance of world journals within their own sub-category, it is important to note that the latter, *Tourism Management* (officially abbreviated *Tour Manag*) shows a Journal IF Trend for the period 2019-2020 (last year included in the time span that we have studied) of 7,432 (showing a 23.6% increase). According to the last JCR update (2020), its impact score estimated for 2021 is 11.06, which is equivalent to the number of times the documents which were published in the cited journal in the last two years have been cited in the current year. The quoted figure is based on Scopus data and can be slightly different but very similar to the IF produced by the Journal Science Citation Report (as indicated in the Web of Science, following Thomson Reuters metrics). The cited journal covers the categories of Development (Q1), Strategy and Management (Q1), and Transportation (Q1).

The impact Score 2020 for its companion title *Tourism Management Perspectives* (whose abbreviated name is *Tour Manag Perspect*) is 6.77. As an interdisciplinary journal concerned with the planning and management of travel and tourism, tourist experiences and their consequences for communities, economies, and environments, it has a focus on the creation of image, the shaping of tourist experiences and tourist perceptions, and the ways in which

tourist organizations both self-manage and manage destinations. Its core research fields are related to Tourism, Leisure and Hospitality Management (Q1).

The formerly mentioned journal, *Annals of Tourism Research* (its official abbreviation being *Ann Tour Res*) covers the categories of Development (Q1), Tourism, Leisure and Hospitality Management (Q1) with an Impact Score of 6.70.

The same number of RPs were chosen from each journal to ensure a homogeneous distribution of the identified occurrences and to fulfill the requirements of this type of research. The language sample analyzed, i.e. the whole set of all the article titles, their Abstracts and their Introductions, all of them among the most rhetorically promotional RA sections, amounts to a total of 10,570 running words, which fits by far the definition of a representative language sample for a study of these characteristics.

5.1 Rhetorical strategies for creating a research space in MICE Tourism studies

Before presenting a detailed description of both the qualitative and quantitative results obtained in the current study about the main rhetorical strategies for promoting research in MICE Tourism studies, we will provide a set of reference examples among the ones that were encountered in the corpus analyzed -their identification codes (IDs) will always be provided, with the aim of illustrating all the moves and steps included in Swales's CARS model. Every single example, after its individual identification through a thorough process of manual (non-automatic) reading by the analyst (author of this document), was then isolated, quantified, analyzed, and accordingly classified. The classification of all the occurrences found was counter-checked by a second analyst (as a supervisor), whose expertise as a rater was considered to estimate the interrater reliability index of the study, which reached the score of 0.97 (which means that in 97% of the cases there was an agreement between both analysts). In the few cases where a difference was noticed, a specialist informant was consulted for reaching a univocal interpretation of the message.

After our move analysis of the RP Introductions, we could identify a prototypical structure consisting of three easily differentiated main moves, gradually increasing in author's rhetorical effort, proceeding from Move 1 to Move 3. Thus, Move 1 is characterized by authors *contextualizing their research* within a particular field basically by *highlighting the importance of the topic of the study*, classified in this model as Step 1A as shown below, although all (or some) other rhetorical steps (1B and/or 1C) of Move 1 may occur, as shown in the examples listed below in **Table 2**, as they were identified in our corpus:

Move 1 — Creation of a research context

1A Claiming the importance of the research topic (with or without citations):

- *Meetings and conventions **(MICE)** visitation **is often considered** an **important element of** the travel economy…* (A-RP2)

- *Event **management has burst on the academic and applied fields in the last 30 years as an independent entity, although** the event product **has existed for** approximately as long as mankind has existed (Goldblatt, 2014).* (TM-RP1)

1B Expressing what is known about the topic (with or without citations):

- *These trips **are characterized by** bodily practices less common in everyday life, **such as** mass imitation, fighting and drinking to excess.*(A-RP4)

- *Gamification **is a motivational technique which applies** game mechanics, **such as** rewards and challenges, **to** non-game **contexts to invoke a positive** behavioral **outcome** (Deterding, Dixon, Khaled, & Nacke, 2011).* (TM-RP4)

1C Reviewing previous literature:

- *Stakeholder **theory** (Freeman, 1984) **can be very constructive. It suggests that** managers should…* (A-RP1)

- ***In the previous review of** event tourism, Getz (2008) **outlined many of the principal themes around the growth of** event **research and subsequent studies** (e.g., Getz, 2012a, 2012b) **expand upon the nature of the contributing disciplines that are coalescing to create** an event **knowledge base**.* (TM-RP2)

Table 2 - Move 1

Once they have created a frame for their work, authors need to justify their research by creating a space (conceptual gap) which allows them to *introduce their new scientific claims* as a valuable contribution to the other members of the scientific and/or academic community that they belong to. Such communication purpose mainly involves *signaling a possible knowledge gap* (Step 2A) and/or (in a combined fashion) expressing a certain degree of *criticism addressed to previous work* published on the same or similar topic, either *by addressing other researchers personally* (Step 2B) or *by making a generalized reference to the scientific community* (Step 2C), as can be noticed in **Table 3:**

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Move 2 — Justification of research

2A Indicating a knowledge gap:

- *There is* then *a significant gap in* policymakers' armoury *of evidence to assess* the economic (and developmental) *impact of new* visitor-facing infrastructure. (A-RP2)

- *This makes producing a second synthesis of the research literature increasingly challenging and requiring certain parameters to be established to draw out the essence of growth in the field since 2007, the end date when the previous review was undertaken* (Getz, 2008). (TM-RP2)

2B Criticizing weak points of specific previous studies:

- *Only a limited number of studies have investigated how* PMSs *may serve to* be accountable (Gray et al., 2014; Yang, 2012). (A-RP1)

- *Previous studies mainly examined* gaming motivations or travel motivations (Bartle, 1996; Jang, Bai, Hu, & Wu, 2009; Xu, Tian, Buhalis, Weber, & Zhang, 2016). (TM-RP4)

2C Criticizing previous research (generalized reference):

- *The application of the* same *tool to* CBs *has not been addressed in prior research*. (A-RP1)

- *As* motivations *differ with contexts, previous findings about* motivation dimensions and player/visitor typologies *are not applicable to the* gamification *context. (TM-RP4)*

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Table 3 - Move 2

An extra example is provided here to illustrate the importance of a hedging device, here used with the purpose of modulating (attenuating) the impact of the criticism expressed by the authors. This is a culturally bound conventional practice which is often problematic for Non-Native English-Speaking Scientists (NNESS), as often commented by the peer reviewers of their manuscripts in the process of revision prior to publication. It certainly poses a difficulty for (or even prevents) users of English as an Additional Language (EAL) when they seek to publish their research internationally, since they lack the Anglo-Saxon-culture background which expected to be handled in those periodicals:

<div style="border:1px solid black; padding:10px;">

Though helpful for understanding *the variegated performances of bodies whilst 'away', **the focus leaves unanswered questions about how these practices are** reconciled, or deliberately set apart from, bodily praxis at home.* **(A-RP4).**

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Finally, after justifying their research, Move 3 is functionally for authors *presenting the actual research* carried out (**see Table 4**):

Move 3 – Presenting the current research

Step 1 (obligatory). Announcing present research descriptively or purposively:

- ***This article explores the significance of*** *touristic trips by European football fans.* (A-RP4)

- ***The purpose of this paper therefore was to examine how*** *social media interactions with tourism brands,* ***and specifically*** *music festival brands,* ***affect how*** *consumers think and feel abur those brands,* ***and consequently how those interactions affect desired marketing*** ***outcomes***. (TM-RP3)

Step 2 (optional). Presenting research questions (RQs) or hypotheses:

- *Considering this perspective,* ***the paper aims to answer the following questions…*** (A-RP1)

- ***More specifically, the researchers sought to answer the following questions*** *abur brand customer relationships:* ***to what extent does*** *social media* ***interaction affect*** *consumers' emotional attachment with festival brands?;* ***and*** ***do stronger*** *brand relationships,* ***cultivated through*** *social media interaction,* ***enhance the willingness to*** *recommend the brand?* (TM-RP3)

Step 3 (optional). Definitional clarifications:

-***Thirty years ago, there were no academic journals dedicated to*** *events or event management,* ***so why today are there*** *several journals, numerous books, and publishers who have dedicated publication series to the area of events?* (TM-RP1)

- ***Managers dedicate their attention to*** *salient stakeholders, whose legitimacy is strongly* ***related to their contribution to the CB*** *(i.e. shareholders and partners providing financial support)* (A-RP1)

Step 4 (optional). Summarizing methods:

- ***Privileging oral accounts*** *with Nakoda peoples,* ***but also drawing from archival*** ***documents collected from*** *newspapers, photographs and tourism materials* ***as primary*** ***evidence***. (A-RP3)

Table 4 - Move 3 (Steps 1,2,3 and 4)

Since it is in Move 3 where *authors occupy the research niche* which they had previously signaled in Move 2, they have certain predominating rhetorical choices at hand, since they might be more frequent or characteristic of some subfields (the abbreviation PISF used below stands for 'possible in some fields', though unlikely in others). Among them we must highlight the most rhetorically powerful choices for promoting their research: either they can *anticipate main results and/or conclusions* (Step 5) and/or they can *explicitly highlight any reason why their study can be regarded as relevant, salient, or important* (Step 6). These two highly promotional steps allow writers to *convince their peers about the value of their research contribution*. This is illustrated below through some of the examples in **Table 5**:

Step 5 (PISF). Announcing principal outcomes:

- The findings indicate that the management function and number of CB partners *affect the presence of* a multi-dimensional analysis. (A-RP1)

- The main conclusion from the paper is that event management *is getting stronger as an academic field as well as a major element of* tourism *development*. (TM-RP1)

Step 6 (PISF). Stating the value of the present research:

- Much of this work looks to position sports tourism *as* a subset of leisure and tourism *studies (Weed, 2005). Whilst useful for* drawing out similarities between sports and other leisure pursuits, t*his conceptualization of the field unwittingly overshadows* links between sports tourism and sports studies, *in particular* works on the sociology of sport. (A-RP4)

- As one of the first attempts to examine visitors' motivations *for* taking a gamified trip, *this paper conceptualizes and categorizes* gamified trips, *explores reasons for* liking or disliking them. (TM-RP4)

Table 5 – Move 3 (Steps 5 and 6)

Finally, the last step that can possibly be taken by authors (in Move 3) when writing the Introduction of a RA has to do with what would be named the *reader-friendly* function of *explaining the reader what is coming next* (Step 7) after the Introduction both in terms of structure and content organization. Once again, this function is unlikely to occur in certain subfields and only possible in others. However, after the analysis of our corpus and comparing our data with those given by other researchers who have studied promotional language in

other knowledge fields and subspecialties, such as Political Science and Political Philosophy in the Social Sciences, or Dermatology and Psychology in the Health Sciences (Martín and León Pérez 2014), we could identify a remarkable higher frequency of Step 7 (since 18 occurrences were found) in the corpus analysed for MICE tourism, as shown in **Table 6**:

Step 7 (PISF). Outlining the structure of the paper:

- The types of research focused on up to this point will be described in the next section of the paper. **(TM-RP1)**

- To aid the reader, the paper is structured in three discrete sections: the conceptualization of the event tourism *and then progress in* the research literature *and then* a model of the event system. **(TM-RP2)**

Table 6 – Move 3 (Step 7)

5.2 Move analysis of research promotional rhetorical strategies: quantitative results

To begin sharing the core numerical information, all the instances of Step 5 that we could identify show how the authors were *Announcing their principal outcomes/findings* or *Anticipating their main conclusions.* In the same way, all the instances of Step 6 that we could also find show how authors were *Stating the value of their research*. Similarly, their co-occurrences, i.e. how they use both rhetorical strategies (Steps 5 and 6) simultaneously in the same content unit (either phrase or clause), and of course in the same article, show how authors may occasionally combine both strategies for making a stronger claim in terms of promoting their own research, which might be a potential effect of the high degree of competitiveness that authors face in the global context of scientific publications.

In quantitative terms, our results reveal that in all RPs of the sample corpus analyzed, considering both selected journals, the two most promotional rhetorical strategies of the CARS model (Step 5 and Step 6) show a remarkable frequency of use: a total number of 71 instances were identified, 48 (67.60%) of them corresponding to Step 6, as the predominant type, followed by 20 (28.16%) instances corresponding to Step 5, as their second choice, and 3 (4.22%) instances, which were of the combined or complex class, due to the co-occurrence of both Steps 5 and 6 in the same concept unit (either phrase or clause). Besides this fact, we must note that all the RPs included in the corpus showed both types of promotional strategy (Steps 5 and 6) in a combined fashion. These figures are shown below in **Table 7**:

	Total number and percentage
No. of Step 5 occurrences	20 (28.16%)
No. of Step 6 occurrences	48 (67.60%)
No. of Steps 5 & 6 co-occurrences	3 (4.22%)
No. of any type of promotional rhetorical strategy (Step 5, Step 6, Step 5 + Step 6) occurrences	71 (100%)
No. of articles with Step 5 and Step 6 co-occurrences	8 (100% of the corpus RPs)

Table 7 - Frequency of rhetorical strategies for research promotion in the whole corpus

Our findings also demonstrate that these RA authors not only seem to use both rhetorical strategies on a regular basis, as they appeared in all the articles without exception showing a markedly homogeneous distribution (50% in each journal for Step 5; and 48% in *Ann Tour Res* as well as 52% in *Tour Man* for Step 6) but also with a high frequency (100% of the RAs showed not only one but several instances of the analysed rhetorical strategies).

Moreover, our data confirms a prevalent trend in 100% of the RPs for the authors to combine both strategies (Steps 5 and 6) within the same article, thus reaching the highest degree of research promotion. And, as already pointed out, our figures evidence that the possibility even exists for both promotional strategies to be combined within the same content unit or expression (almost 3% of the cases found in *Ann Tour Res* were of this type, as well as 5,4% of those found in *Tour Man*). As much as 4,2% of the instances isolated in the whole corpus were a combination of both Steps 5 and 6 in the same content unit. These data can be checked in **Table 8** which follows:

	Annals of Tourism Research	Tourism Management	Total number
No. of Step 5 occurrences	10 (50,00%)	10 (50,00%)	20 (100%)
No. of Step 6 occurrences	23 (47,91%)	25 (52,08%)	48 (100%)
No. of any type of promotional rhetorical strategy (Step 5 + Step 6) occurrences	34 (47,9%)	37 (52,1%)	71 (100%)
No. of Step 5 and Step 6 co-occurrences in same concept unit	1 (2,94%)	2 (5,40%)	3 (4,2%)
No. of articles with Step 5 and Step 6 co-occurrences	4 (100%)	4 (100%)	8 (100%)

Table 8 - Frequency and distribution of rhetorical strategies for research promotion per journal

Additionally, regardless of the type (Step 5 or Step 6), we noticed that both journals' RPs showed a high frequency of promotional rhetorical strategies being used (48% of the total number of occurrences identified were found in the RPs published in *Ann Tour Res*, whereas 52% of them were found in the RPs of *Tour Man*). Such a homogeneous distribution of the phenomenon under study, considering together both Steps 5 and 6 as a unique category for research promotion (A*nticipation of results and conclusions*, and *Highlighting the importance of the study*) tells us about no salient difference in the importance given to rhetorical strategies for promoting the research value, corroborated in the two periodicals analysed. In rough numbers, on the one hand, *Ann. Tour. Res.* showed a total amount of 34 instances of both Steps 5 and 6, and *Tour. Man. (Pers.)* a total of 37.

Considering the collection of occurrences of Step 5 alone, 20 instances (29,41%) were found out of a total of 68 instances of all the promotional strategies (Steps 5 + Step 6) encountered. Regarding Step 6 alone, 48 occurrences (70,58%) were identified. These figures evidence that authors of RPs about MICE Tourism publishing their RPs in the two journals analysed tend to use Step 6 as their preferred rhetorical strategy predominantly over Step 5, which can also be seen in **Table 7 and 8** from which, as already explained, the number of instances of all rhetorical strategies occurring and identified in the corpus, as well as the different types and categories in which they were later classified, eventually corroborated by a peer experienced analyst, can be drawn. As already indicated, regarding the reliability of the current data, our study findings (both quantitative and qualitative) yielded an interrater reliability index of 0.97.

5.3 Move analysis of research promotional rhetorical strategies: qualitative results

The collected occurrences of rhetorical strategies for research promotion which were found in the RPs, particularly in their titles, Abstracts, and Introduction sections, will be now offered and described. Examples illustrating the different categories (Step 5 and Step 6) analysed with their key defining lexical items and specific markers highlighted will be conveniently provided in the following three sections, so that they can be implemented with teaching and learning purposes as well as used by junior researchers as NNESS or AEL users for better fulfilling their publishing goals.

5.3.1 Rhetorical strategies for the promotion of MICE Tourism research through announcing principal outcomes (Move 3 – Step 5)

From a qualitative perspective, we learned that for the purpose of rhetorically promoting their research, by *highlighting their main findings*, our corpus authors tend to use nominal or other phrases including nouns such as *findings, results, outcomes, numbers, frequency, estimates or conclusion*, among others (all of them within the semantic field of 'results', 'data' and/or 'conclusions'). They also tend to use cognitive action verbs like *indicate, identify, show, estimate, emanate, rise, interpret, establish, result, demonstrate, center, contextualize, categorize, propose,* or *present*, ranging from the openly positive assessment of expressions such as *shed light upon* to more tentative choices such as *suggest* or *indicate*, with some more neutral terms in the middle range, like *show* or *demonstrate. Indeed, significant, leading, major, main, emergent, obvious, frequent,* or *particular*, among others, are also adverbial or adjectival modifiers that also add an extra value or significance to the results and or conclusions being presented by the authors. Any type of these markers is used to fulfill the communicative purpose of revealing the reader that the results are forthcoming, as can be seen below:

1. ***The findings indicate that*** *the management **function and number of** CB partners **affect the presence of** a multi-dimensional analysis. (A-RP1)*

2***. Here, then we show how we adapt and integrate** a substantial MICE industry and attendee survey **programme to fill this intelligence gap via the development of a pilot** meetings satellite account (MSA) for the UK for 2011. (A-RP2)*

3. *The MSA **estimates key headline** economic **indicators for** MICE—**most critically the** gross **value added** (GVA) **and** employment directly **supported by** such activities. (A-RP2)*

4. ***Through interpreting*** *the discursive production of Indigenous identities,* ***it is revealed how*** *some community members* ***refused*** *colonial structures* ***and defied*** *limiting definitions of their cultural practices. (A-RP3)*

5. *The festivals* ***are established as key*** *spaces of exchange* ***that fostered*** *identity-making possibilities. (A-RP3)*

6. ***Of particular relevance is how*** *some Nakoda peoples* ***pushed the limits of what was possible by*** *playing with the very boundaries that constrained their lives. (A-RP3)*

7. *By focusing on the discursive production of Indigenous subjectivities,* ***this article demonstrates how*** *some community members* ***refused*** *colonial structures* ***and defied*** *limiting definitions of their cultural practices and identities. (A-RP3)*

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8. *Privileging oral accounts with Nakoda peoples, but also drawing from archival documents collected from newspapers, photographs and tourism materials as primary evidence,* ***this article centers on how*** *Nakoda peoples* ***formed critical spaces of interaction as well as fostered*** *identity-making* ***possibilities through*** *the Banff Indian Days. (A-RP3)*

9. ***This research is also concerned with how*** *Nakoda participants* ***responded to*** *this discourse* ***through*** *their participation in local tourism economies. (A-RP3)*

10*. Yet examining fans' home lives* ***also shows how*** *they* ***draw on*** *exceptional practices* ***to prepare for and memorialize*** *the away match experience. (A-RP4)*

Worth noting is an example where the authors explain the principal conclusion of their study and comment on the relevance of the topic (event management, in this case), both in academic and touristic terms, by using highly rhetorically promotional expressions such as *is getting stronger* or *a major element*, which are common ground with so many other instances, as can be now seen:

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11. ***The main conclusion from the paper is that*** *event management* ***is getting stronger as an academic field as well as a major element of*** *tourism* ***development***. *(TM-RP1)*

In this next instance, the authors provide a commentary on the results of their research through their own personal standpoint, in a manner which can be defined as highly author-committed, by using the first person singular possessive pronoun *my* instead of a detached expression of the predominant type, as *the main conclusion*, *this research*, *this article* or *the findings*, much more impersonal, detached and less author-committed which is the predominant trend as far as we know. Curiously enough this occurrence belongs to *Tour Man Persp*, which happens to

be the American companion title of the British *Tour Man*, so this potential English variety-driven difference probably deserves more attention in future research. The actual instance can be seen below, followed by others of the detached prevalent type which complete the series of Step 5 collection of occurrences identified:

12*. **My assessment is that these things have occurred because** society began to take more interest in events, **particularly** certain types of events – **the most obvious being** the "mega" events such as the Olympics, the World Cup, the Super Bowl**, to name a few**. (TMP-RP1)*

13. *As the world began to shrink in size after World War II, **due to** technological innovations **such as** the jet plane, television, and the rise of the "middle class" in most developed nations, the new technology **in conjunction with** developed nations workers **having** more discretionary income and increased leisure time **resulting in** the explosion of events globally at all levels – local, regional and national. (TM-RP1)*

14. **The rise in numbers and frequency of** *events of all types **began to appear** (festivals, sports, music, food, culture, etc.) (TM-RP1)*

15*. With the **increase in the number** and types of events, an **increase in** event research followed. (TM-RP1)*

16. **This paper conceptualizes and categorizes** *gamified trips, explores **reasons** for liking or disliking them, **proposes 34** travel motivations, **and categorizes** players of these trips **into six types, including** knowledge collectors, reward seekers, explorers, curiosity seekers, sensation seekers, and flow experiencers. (TM-RP4)*

17. **The research sheds light upon this emerging phenomenon** *and **provides** implications on how to design appealing gamified trips for different market segments. (TM-RP4)*

18. **A number of** *event tourism career paths **are identified** (Fig. 3) **which arises from** the event tourism nexus. (TM-RP2)*

19. **The last section of the paper presents a model** *(Fig.5) of the event tourism system **emanating from** the synthesis of the concepts and literature.(TM-RP2)*

20. **The results show that** *social media **does indeed have a significant influence on** emotions and attachments to festival brands, **and that** social media-based relationships **lead to desired outcomes** such as positive word of mouth. (TM-RP3)*

5.3.2 Rhetorical strategies for the promotion of MICE Tourism research through stating the value of the study (Move 3 – Step 6)

By using this strategy (Step 6) scholars explicitly *emphasize the value or main contribution of their own research* to the eyes of the academic or scientific peers who they are addressing as authors. As we could learn, for such a particular purpose they tend to use words (mostly adjectival modifiers as well as nouns) with a positive assessment implied such as *helpful, appealing, leading, useful, particular*, *deeper, new* or *multi-dimensional,* among the adjectival, and *importance, significance, opportunity, key, headline, contribution, purpose, issues, results, attention, relevance* or *potential*, among many others of the nominal kind.

They may also use some action verbs with obvious positive connotations in a research context, such as *offer, provide, present, revise, reflect on* and *help,* among many others*,* when they want to show the significance, novelty, or uniqueness of their research, or when they need to highlight its main contribution or value. Some other choices with a more markedly promotional implication may also appear, such as *offer an opportunity, develop, clarify, enable, update* or *understand*, and adjectival terms whose meaning might be closely connected with the scientific method proper in a positive way, such as *transparent, replicable, cost-effective* or *reliable*, as well as *contribution, significance* or *evidence*, among the nouns; or enumerating adverbs with a gradually increasing enhancing power, such as *firstly, secondly, thirdly*, for listing the main research contributions, were also appearing, as can be seen in the following examples:

---

21. *Based on this brief **review of relevant** stakeholders **and related** performance **dimensions and metrics it follows that the adoption of a multi-dimensional** PMS **can be helpful when addressing different** stakeholders. (A-RP1)*

22. *Latterly,* **the development and codification of** *tourism satellite account (TSA)* **approaches to the** *economic* **measurement** *of tourism* **offers an opportunity to develop a parallel approach to understanding** *the MICE economy. (A-RP2)*

23. **Here we se***ek **to provide** two **key contributions***. (A-RP2)*

24. **Firstly,** *to establish whether* the economic **significance** of conference activity *can be measured in a transparent and replicable fashion, enabling reliable comparison* **between** MICE **and** other economic activities, **and between** MICE activities *in different places*. (A-RP2)

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25. ***Secondly, to assess whether*** *such analysis **is cost effective and useful** given* **prevailing** *policy contexts (**and at different** spatial **scales**. (A-RP2)*

> 26. ***This paper provides a third, related contribution in that it evidences a way in which*** *established satellite accounting methodologies,* ***specifically*** *tourism satellite accounts (TSAs),* ***can be adapted and extended to provide information on the*** *economic* ***scale of other formerly 'hidden'*** *economic* ***activities***. *(A-RP2)*

There were also certain instances, particularly in the titles of the RPs, where the authors used words such as *importance* and *new* as two key elements to show the research relevance from the very beginning of the document (as can be seen in the two next instances shown below). Moreover, certain particularly enhancing expressions such as *at all levels*, *in different / all places*, may also appear which, even though they point to a fairly objective measurement or description of some scientific methodological dimension, overtly emphasize some high standard criterion for positively assessing the research contribution which is being presented; sometimes by making a contrast with previous research if expressions such as *with untapped theoretical transparency*, *formerly hidden*, *allow a better understanding*, *widely accepted* or even *takes us further along a path to understanding* are used, as can be seen as follows:

> 27. *The economic* ***importance of*** *meetings and conferences: A satellite account approach. (A-RP2)*
>
> 28. *Football tourist trips:* ***a new analytic for*** *tourism* ***studies***. *(A-RP4)*
>
> 29. *Tourism satellite accounting (TSA)* ***methodologies are now widely accepted as the only appropriate way to measure*** *the economic significance of tourism* ***at national level***, *and* ***our approach takes the TSA analytical model—its conceptual and methodological approach; transparency; embeddedness in national accounting structures; and key outputs—and applies it to*** *MICE activity that is partly, but not wholly, a subset of tourism. (A-RP2)*
>
> 30. *Along the way* ***a number of adaptations to, and developments of***, *the TSA* ***are detailed which are required to make*** *the MSA* ***'fit for purpose'*** *(UNWTO, 2006, 2008). (A-RP2)*

> 31. T***his paper will first examine the policy and measurement issues around*** *MICE activity,* ***and details the development of*** *economic models, TSAs (and extensions)* ***that allow a better understanding of*** *the economics of visitation. (A-RP2)*
>
> 32. *Following a brief explanation of the background of the project undertaken for Meeting Professionals International (MPI)* ***that allowed*** *MSA* ***development, we illustrate the key difficulties and issues that arose*** *during the compilation of the MSA,2* ***and present some headline results.****(A-RP2)*

> 33. ***We revisit the policy context to consider whether*** *MSA compilation **takes us further along a path to understanding** the sub-national or indirect impacts of MICE activity.(A-RP2)*
>
> 34. ***We*** *finally **reflect on whether MICE** measurement **might be integrated into wider** satellite accounting **approaches, enabling an on-going understanding of** the economic **significance** of these activities. (A-RP2)*
>
> 35. *While **attention is directed to prevailing** discourse, **this research is also concerned with** how Nakoda participants responded to this discourse through their participation in local tourism economies. (A-RP3)*
>
> 36. ***Of particular relevance is how*** *some Nakoda peoples... (ARP3)*

In the following examples the authors point out the significance of their study due to the unexplored theoretical potential of the subject that they discuss, by making a more or less veiled criticism of the scientific community they belong to, as can be seen in the next instances. Please, pay particular attention to the forthcoming examples to see the use of expressions such as *away from disproportionate focus on*, *helps rebalance*, *untapped theoretical potential*, *help us reflect on a deeper meditation* or *hence better understand* as well as other instances already listed with expressions such as *formerly hidden* or *allow a better understanding*. These examples can help us check that, as far as our data strongly suggests, the rhetoric for politely expressing academic conflict or scientific disagreement can be also confirmed as a tool for better enhancing research promotion:

> 37. *..**helps rebalance** tourism **studies: away from disproportionate focus on** the touristic moment **to considering its interpolation with** everyday life. (A-RP4)*
>
> 38. *This article **is concerned with** these away matches, which **it takes as a form of** tourism **with untapped theoretical potential.** (A-RP4)*
>
> 39. ***Much of this work looks to position*** *sports tourism **as** a **subset of** leisure and tourism **studies** (Weed, 2005)". (A-RP4)*
>
> 40. *Whilst **useful for drawing out similarities between** sports **and** other leisure pursuits, **this conceptualization of the field unwittingly overshadows links between** sports tourism **and** sports **studies, in particular works on** the sociology of sport. (A-RP4)*
>
> 41. *...**this article attempts such an intervention.** (A-RP4)*

> 42. *...**can help us reflect on a deeper** meditation **all** tourists **must undergo** – **between the** everyday and the extraordinary **of the** tourist experience. (A-RP4)*

43. *...**to ensure they cover both** the exceptional **and** the everyday of tourism **and hence better understand its** motivations **and** purposes. (A-RP4)*

44. *Which **suggests that the future should be bright for both academics and professionals in** event management **in the years to come**. (TM-RP1)*

45. *...and **suggest the future direction that** event management **will likely take over the next 30 years regarding academic research areas and likely** these areas **will become increasingly important in the actual development and management of** events **in the future**. (TM-RP1)*

Some authors can become strongly promotional, due to the combination of different convergently promotional discourse tools, as the following example demonstrates:

46. ***The research <u>sheds light upon</u> this <u>emerging phenomenon</u> and <u>provides implications on</u> how <u>to design appealing</u>** gamified trips <u>**for different**</u> market <u>**segments**</u>. (TM-RP4)*

There can equally be certain occasions where the authors enhance the importance and novelty of their research, by highlighting that their study is somehow groundbreaking for being the first or precursor of a trend (from the methodological or content point of view), as shown in the next example, though the expression *one of* is here acting as a downtowner or hedging device, thus modulating the force of the claim which is being made and minimizing the potential risk of a face-threatening speech act, which is in fact another weak competence area for NNESS and AEL users. Please notice the following instance:

47. ***As one of the first attempts to examine*** *visitors' **motivations for** taking a gamified trip... (TM-RP4)*

Also, important to note is the frequent tendency to present the main contribution or value of the study in a detached (non-committed, non-personal) fashion (as already detected in Step 5 occurrences), by using expressions such as *this paper*, this study, *the framework*, or terms such as *understanding*, as in:

48. **This paper *conceptualizes and categorizes*** gamified trips, ***explores reasons* for** liking or disliking them. *(TM-RP4)*

49. ***Additionally, this paper expands the use of*** Q *methodology **to** travel motivation research (TM-RP4)*

> 50. *The framework of conducting a Q methodology lays a foundation for future studies.* (TM-RP4)
>
> 51. ...*understanding who wants to take part in* a gamified trip, *what motivates them to use* a gamified trip application, *and which motivation is more important can help* destinations *to design more engaging applications for* tourists *to have memorable* experiences. (TM-RP4)
>
> 52. *Therefore, this study was undertaken to enhance overall understanding of* gamified trips, *give insights into* people's *motivations to* take such a trip, *and provide practical implications for* gamification designers *(i.e.,* gamified trip application designers, DMOs, IT companies, and destination tour companies). (TM-RP4)

There was another case worth mentioning in which the authors express the salience of their research by the powerful technique of signaling (in a more or less veiled degree) a conceptual gap in previous research, by using clauses such as *updating the previous research*, *substantially extended review, creating knowledge, forming the basis, outlining future directions*; or by using noun phrases such as *a deeper analysis*; or even by isolated terms such as *development* or *evolution* with an implied positive assessment connotation, as can be seen below in several highly promotional instances, in which the concurrent forces of several lexical items were working in combination (please pay attention to the effect of a serial collection of items such as *will bridge a gap, by shedding light upon, to better design*, and *for different market segments*):

> 53. *This study will bridge a literature gap by shedding light upon theoretical foundations for* gamified trips *and practical implications on how to better design* them *for different market segments.* (TM-RP4)
>
> 54. *This paper examines* event tourism *as a field of study and area of professional practice updating the previous review* article published in 2008. (TM-RP2)
>
> 55. In *this substantially extended review, a deeper analysis of* the field's *evolution and development is presented, charting the growth of* the literature*, focusing both chronologically and thematically framework for understanding and creating knowledge about* events and tourism *is presented, forming the basis which signposts established* research themes and concepts and *outlines future directions for research*. (TM-RP2)

The final set of instances provided to close this section illustrate how the authors can focus on a wide range of aspects, traits, or characteristics to add value to their own work as, for example,

the fact that their research process has not been an easy undertaking though the result is considered to be essential for understanding the future prospects of a particular subfield in Tourism studies.

Other possibilities might point to the fact that the research itself has certain particularities that make it somehow remarkable. This is perhaps a subtler, more indirect, though objective manner of *highlighting the value of the research* (Step 6), in which authors may emphasize aspects such as that their study is *selective*, since it is *focused* on a particular subject matter, *synthesizing, strategic* or *explanatory*; of that it is *addressed* to certain *interdisciplinary*, *leading*, *specialist* audiences, as well as *new* or *innovative*, of course.

Authors may also underline their promotional message by using verbal markers such as *help shape, reveal, synthesize, summarize, dominate, explore, assess, lead, include, advance*, as well as certain nominal terms such as *future, progress, evolution, praxis, model, attention, approach, contribution, perception, discussion, implications, influence, impact,* and/or adjectival ones such as *increasing, key, core, desired, significant, favorable*, all of them with obviously positive connotations, as some core traits of Step 6 expression, as shown below:

56. **Yet synthesising** this knowledge **is no easy task** and **this review examines the evolution, progress and future prospects for** event research within a tourism context, **focused on** the notion of the planned event within tourism. (TM-RP2)

57. For this reason, **the review is necessarily selective in what it draws upon citing major studies in the leading interdisciplinary and specialist journals in cognate fields (e.g.** tourism, leisure, hospitality) **as well as the increasing move towards new areas (e.g.** risk, travel medicine, history, planning and cultural studies) **where the focus is related to** event tourism. (TM-RP2)

58. **This strategic approach can help shape evaluation, planning, and policy for** events. (TM-RP2)

59. ...**and this helps to explain the phenomenal growth** of events and event tourism. (TM-RP2)

60. ...**key journals, then a chronological summary that reveals the origins and evolution of** event tourism **within the context of both** tourism **and** event management. (TM-RP2)

61. **A thematic approach is then taken by assessing literature specific to the four general categories of** events **and related** venues (i.e. business, sport, festivals, and entertainment) **that dominate praxis and have attracted the most attention from researchers**. (TM-RP2)

62. ***The core phenomenon*** *(event experiences and meanings)* ***is introduced followed by the antecedents and choices (including*** *motivation research)*, ***planning and managing*** *event tourism*, ***patterns and processes (including*** *spatial, temporal, policy making* ***and*** *knowledge creation)*, ***outcomes and the impact****. (TM-RP2)*

63. *...* **a discussion of** ***implications for the practice of*** event management and tourism ***as well as in advancing*** theory *in* event tourism. *(TM-RP2)*

64. ***The results show that*** *social media* ***does indeed have a significant influence on*** *emotions and attachments to festival brands,* ***and that*** *social media-based relationships* ***lead to desired outcomes such as*** *positive word of mouth. (TM-RP3)*

65. *Thus* ***the research makes a number of theoretical contributions****. (TM-RP3)*

66. ***First, it explores whether*** *existing customers who engage in brand-related social media* ***have more favorable*** *brand* ***perceptions and behaviors than*** *those who do not. (TM-RP3)*

67. ***Second, a conceptual model captures the relationships between*** *social media use, emotions, brand perceptions,* ***and*** *word of mouth. (TM-RP3)*

68. ***Third, the study examines the roles that*** *emotional attachment and brand relationship quality* ***play in the context of*** *social media use. (TM-RP3)*

5.3.3 Rhetorical strategies for the promotion of research in MICE Tourism studies through the co-occurrence of both steps

The co-occurrence of both Step 5 and 6, not only in the same RA but even in the same conceptual unit (phrase or clause) is occasionally used by some authors and occurs in both journals. With the use of such a complex strategy they will be reaching the highest impact in research promotion since they are giving prominence not only to their research main findings (Step 5) but also to the value and/or main scientific contributions of their studies. In *AnnTour Res* we could identify a single instance of this co-occurring phenomenon which means 2,94% of all the instances of promotional strategies found in the whole corpus; where in *Tour Man* 2 instances were found, accounting for 5,55% of the total promoting rhetorical strategies used by the authors in our study corpus (**see Table 8**). Examples are given below:

69. *While* ***attention is directed to prevailing*** *discourse,* [MOVE 3-STEP 6] ***this research is also concerned with how*** *Nakoda participants* ***responded to*** *this discourse* ***through*** *their participation in local tourism economies.* [MOVE 3-STEP 5] (A-RP3)

> 70. ***The main conclusion from the paper is that*** *event management* ***is getting stronger as an academic field as well as a major element of*** *tourism* ***development****.* [MOVE 3-STEP 5] *Which* ***suggests that the future should be bright for both academics and professionals in*** *event management* ***in the years to come****.* [MOVE 3 – STEP 6] (TM-RP1)

The following is a particular instance where the authors, in addition to using both steps simultaneously in the same unit, achieved an extra cumulative powerful effect by using the technique of repetition (Step 6), with the aim of further promoting their research through their emphasis of the originality and newness of their study, but also by anticipating some main findings and content contributions, and also by defining its methodological relevance as well as its innovative approach, as shown below:

> 71. ***As one of the first attempts to examine*** *visitors' motivations for taking a gamified trip,* [MOVE 3 – STEP 6] ***this paper conceptualizes and categorizes*** *gamified trips,* ***explores reasons for*** *liking or disliking them,* [MOVE 3 – STEP 6] ***proposes 34*** *travel* ***motivations, and categorizes*** *players of these trips* ***into six types, including*** *knowledge collectors, reward seekers, explorers, curiosity seekers, sensation seekers, and flow experiencers.* [MOVE 3 – STEP 5] ***The research sheds light upon this emerging phenomenon*** *and* ***provides implications on how to design appealing*** *gamified trips* ***for different market segments****.* [MOVE 3 – STEP 6] (TM-RP4)

Another manifestation of rhetorical strategies co-occurring was found in the titles of the RPs of our corpus. A study of them allowed us to perceive that among the 8 items, 6 (80%) rely on factual description of the research, as the predominant type, 4 of which (50% of the titles) showed some combination of factual and attributive descriptions of the research. The occurrences showing an attributive component, which typically implies some positive assessment attributable to the study for a (content or methodological) reason, as the minority type, were never found in isolation (since they were always combined with some information of a more factual kind). Finally, both types, which could be called *informative* (tending to facts-based) and *persuasive* (with attribute-based elements), which were either found in a combined fashion as happened in half of the items (in 50% of the corpus titles), as well as the purely factual ones, are shown in the examples provided below in **Table 9** :

TYPE A. INFORMATIVE: FACT-BASED

- Performance measurement in the networked context of convention and visitors bureaus *(CVBs)* (A-RP1) [simple: noun phrase]

- **The effects of social media** *on* **emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees** (TM-RP3) [complex: noun phrase]

- **What motivates** visitors to participate in a gamified trip? **A** player **typology using** Q **methodology** TM-RP4) [simple: question]

- The Banff Indian Days tourism festivals (A-RP3) NEUTRAL [simple: noun phrase]

TYPE B. INFORMATIVE AND PERSUASIVE: FACT+ATTRIBUTE-BASED

- The **economic importance** *of meetings and conferences: A* **satellite account approach** (A-RP2) [complex: noun phrase]

-Football tourist trips: a **new analytic** *for* **tourism studies** (A-RP4) [complex: noun phrase]

- Event management **research***: The* **focus today and in the future** (TM-RP1) [complex: noun phrase]

- **Progress and prospects** *for event tourism* **research** (TM-RP2) [simple: noun phrase]

Table 9 – Rhetorical strategies in the titles

	Ann Tour	Tour Man / Tour Man Persp
Type A. INFORMATIVE	3	1
Type B. INFORMATIVE AND PERSUASIVE	1	3
Simple (NOUN PHRASE)	3	1
Simple (QUESTION)	1	0
Complex (JUXTAPOSED NOUN PHRASES)	0	4
TOTAL	4	4

Table 10 - Typology, frequency and distribution of titles per journal

From the point of view of the structure, there is a regular distribution of the *simple* title (3 instances, made of noun phrase, and 1 question) and the *complex* (juxtaposed) types, with 4 occurrences (50% of the cases) each, showing exactly the opposite patterns in every journal. The simple type was the prevalent choice (3 to 1) in *Ann Res*, and the complex (also 3 to 1) in *Tour Man / Tour Man Persp*, as can be checked above in **Table 10.**

As a final comment to the results of the current study, it must be noted that the way in which the authors of our corpus use the two most promotional rhetorical strategies (Steps 5 and 6) of the CARS model for presenting their research in the Abstracts and the Introductions of their RPs, as well as in their titles, observing every RP one by one may also deserve attention in further research that can be carried out in the future. Certain trends as well as certain quantitative (although never qualitative) differences could be identified. However, the significance of representativeness of those differences is so far only apparent since we consider that cannot be stated with warranted reliability unless they are further contrasted and compared with a wider reference corpus. Nevertheless, the data for both journals are provided in a series of tables included in **Appendix 4** to this study, in case they could be useful for us or other researchers in the short or long run.

6. CONCLUSIONS

The findings of this study about frequency, distribution, and typology of some of the principal communicative strategies in MICE tourism RAs allow us to conclude that, among the two main strategies for research promotion, authors clearly prefer making an open statement about the value of their work. Thus, they tend to explicitly highlight the importance of their study by mentioning some feature that foregrounds its relevance, either because of its content or for some methodological reason, rather than posing a more factual kind of information by anticipating some of their important results. However, enriching the persuasive potential of their promotional language with a more informative function is a marked tendency since both strategies are combined along the opening sections of the paper. They both predominate in the Introduction, but they also occur in the Abstract, as well as often in the title, where the reader's attention-grabbing power may become more apparent.

A common feature of academic speech also appearing in the authors' language for enhancing the value of their research is their use of hedging devices (downtoners) for modulating academic conflict (from unmitigated to tentative), peer criticism (from direct, personal to indirect, impersonal), or the strength of their scientific claims (from restricted to categorical), as common and expected in English-medium international communication. Nevertheless, a distinctive feature that became prominent in MICE Tourism discourse seems to be that authors may provide their readers with explanations about the structure and content of their Scientific

Articles, though never losing their predominantly detached, non-committed perspective, since they rarely use first person or human entity references.

The very few exceptions to this rule show a univocal connection with the American idiomatic variety of English, which may point to varying levels of competitiveness which may prompt the authors to be more or less likely or openly ready to express their commitment, stronger claims, open peer criticism, or blunt disagreement. These aspects could be analysed and measured in future research by observing patterns of hedging devices, first-person singular instead of first-person plural use or human entity-centered action instead of object-centered discourse, as well as comments or opinions instead of facts, and explicit addresses to individual rather than collective critique. But for the time being, the following six core salient features can be applied as concluding remarks about the current rhetorical strategies being used for research promotion in MICE Tourism RAs.

6.1 A strategic impact on reputation

Our current findings lead us to conclude that when authors researching MICE Tourism are presenting their study in an international publication by writing a Scientific Article there is a tendency for them to *mention or describe some feature(s) of their research which highlight its credit and credibility*. Those reasons, usually epistemic or methodologic, clearly contribute to a positive assessment of the study in question since they point to features which affect its reliability, trustworthiness, validity, acceptability, plausibility, soundness, authenticity, integrity, or accuracy, among other possible advantageous qualities which are expected from an influential or inspiring scientific study. Such a tendency, as their preferred rhetorical strategy for promoting their research, has a direct positive impact on the readership and peers' perception of the status and authority of the publication. Less frequent but also common is the anticipation of results. By *announcing certain remarkable outcomes* of their study as early as possible authors also contribute to the goal of improving the reputation of and raising the status of their work.

6.2 Proneness to attributive information

Both above-mentioned patterns have been clearly identified in the whole corpus and each with an identical distribution in both journals analyzed, so they prove to be a consolidated homogeneous tendency. However, authors in this field, when addressing their scientific community for their research promotion, seem to be prone to share information of a more descriptive (attributive) nature as their preferred attention-caller tool rather than using criteria of a more objective (factual) kind.

6.3 Combination of the promotional strategies available at varying degrees

There exist different degrees of rhetorical promotion in MICE Tourism RAs according to the number and coexistence of the identified afore-mentioned strategies, either attributive or factual, which can be used in isolation or in combination. Authors can choose from using either a single strategy (emphasis of a salient trait of the research or findings anticipation), or both in combination, which can be achieved through their evenly distribution along the opening sections of the article (title, Abstract and/or Introduction) or, much less frequently, by combining both types within a single content unit. This last choice allows authors to reach the highest degree of rhetorical promotion.

6.4 Introductions as the preferred location with informative and persuasive purposes

Occurrence of research promotion strategies prevails in the Introduction, as one of the most rhetorically complex sections of the RA, which is also longer in comparison with the Abstract, a section where these strategies also abound. As a result, we can conclude that authors who delve into MICE Tourism research tend to use promotional communication strategies predominantly in the Introductions. Regarding the titles, they exhibit a limited number of instances of research promotion, tending however to combine factual (predominating) and attributive content, with both informative and persuasive purposes for describing the research in question.

6.5 A more reader-friendly and detached author's profile

Exceptionally noteworthy is how authors in the research field here analysed are inclined to use certain rhetorical strategies for guiding their potential readership by *outlining the structure of their RAs*. This has proved in recent Applied Linguistics research to be missing among the rhetorical strategies defining the discourse in other specialties and areas of knowledge, a finding which could be corroborated in future research, together with the incipient manifestation of an author-committed presentation of information (using the first-person singular pronoun among other markers) versus the prevalent author-detached style (through presentation of facts). Both deserve attention and demand some future research.

6.6 Meeting expectations of competency on conventional academic communication

Finally, another essential aspect that may help authors appear as competent members in the context of their scientific community is their expertise or minimum command of certain conventional communication skills, such as the use of hedging devices for modulating the strength of their claims, peer criticism and academic conflict. Illustrations of some actual instances found are included among the many resources provided in this study.

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8. APPENDICES

8.1 Appendix 1. A typology of events: glossary of terms

Congresses: From the Latin "congregare" which means to gather or to bring together., It consists of a scientific and institutional meeting of member colleagues who are part of an institution, body or association with regulated characteristics and systematized work. They usually meet every two years.
Conventions: From the Latin "convenire" which means that several people come to the same place. It is a formal and generic meeting related to political or corporate issues. Its main purpose is to provide information or points of view of a company, so that a final consensus can be reached.
Meeting days: This is a similar meeting to a congress, but the only difference is that it lasts one day. It is a scientific and institutional meeting of colleagues who are members of the same organization or association.
Seminars: From the Latin "seminarius" relating to seed and sowing. It is a meeting for study and work in small groups. This group is active and has a direct specialist- student relationship. It is intensive and is the work of a group that exhaustively researches a given topic in planned meetings.
Symposia: From Greek which means "feast". It is a gathering of people trained in a particular topic. Members present individually and successively for about 15 minutes and each speaker talks about a particular aspect of the topic in depth.
Colloquium: From the Latin "colloquium" which means to converse. It is an informal meeting of specialists where a problem is discussed without the need to reach a final agreement or conclusion.
Cycle of conferences: Several consecutive conferences which are held with an equal period of time between one and the other and within the same field and same institution.
Video conferences: Internet-based communications in which a speaker gives a lecture while the participants can interact from thousands of kilometers away.
Press conferences: Meetings held to present opinions or information to a specific group of accredited journalists. Conferences can be two-way or one-way.
Panel: From the old English "panau", which refers to the parchment on which the name of the court was written. In them several people present their ideas. They dialogue with each other through the intervention of a coordinator who asks them questions on a given topic.
Forum: From the Latin "forum" which was the square where political meetings and discussions were held in Rome and where justice was dispensed. There was a coordinator

at this type of free speech meeting. All attendees participate in the meeting and it is usually the closing of a symposium or round table.
Round table: Its participants have non-identical points of view and come to one place for a short discussion among themselves. The minimum number of speakers is three and the maximum six. With his type of event, objective information can be obtained as there are different points of views on a topic. A moderator is essential.
Assemblies: From the French "assemblée" meaning meeting. It is formal and regulatory in nature for an institution. The topics to be discussed must be previously announced to the persons participating in the meeting. General institutional meetings are held annually. They are usually also used to elect the authorities of an institution.
Ordinary assemblies: Meetings that take place on the day and time that has been pre-established by the members.
Extraordinary assemblies: Special meetings whose purpose is to develop issues that were not contemplated in the original schedule.
Course: From the Latin "cursus" which means path. It is a seminar extended in time. It is a group study and work meeting. Learning is active and the relationship between the students and specialists is direct.
Atelier: From the French "atélier" which means a room or workshop where the educational subject of work is taught in a manual or practical way.
Exposition: A gathering of several exhibitors for a public display of art, services or products without direct sale to visitors. The aim is to show the progress made in a particular branch or activity of a country, region, industry or trade. In other words, dissemination without sale.
Exhibition: A show held by a single exhibitor, which may be a professional, artist, organization or company.
Fair: An exhibition where the services, elements or products on display are offered for sale. In this case it is disclosure with sale.
Clinics: Meetings where a recognized professional in a specific field provides a highly trained audience in that field with information about his or her experience or techniques in that professional activity through demonstrations or talks, e.g. a music or sports clinic.
Plenary: Meetings where some of the participants have the right to participate and others have the obligation to do so.
Debate: An informal group discussion on a specific topic that cannot last more than 60 minutes, it must be carried out in the presence of a coordinator who moderates the debate and for this type of meeting to be productive it is advisable to work in small groups of no more than 15 people.

Phillips 66: A technique made up for 6 people who have to discuss a specific topic for 6 minutes. It is an effective technique for working with large groups as it allows participants to overcome inhibitions and develop their ability to summarize a topic.

Brainstorming: A technique widely used in the field of advertising that helps to generate creative solutions to a conflict. Ideas can be proposed freely without any type of restriction, as the aim is to stimulate imagination and creativity.

Working breakfast or lunch (also **World Café**): Meetings that are held in the morning by a group of people who have to deal with a specific topic. They can last up to two hours and the dynamic consists of exchanging ideas while enjoying breakfast. These meetings are led by a moderator and can take place in a hotel, restaurant or the company itself.

Fashion show: Exhibition of clothes, accessories for hairstyles in which a group of models parade showing the collection.

Show rooms: Exhibition of something specific with the purpose to be sold. Models are not used, but what is displayed in the exhibitors.

Graduation ceremony: A formal act of awarding diplomas to students who have completed their studies.

Award ceremonies: Meetings held to honour people who have excelled in their profession by presenting them with an award.

Shows: Festive social gatherings where there are several performers they can be small or big.

Tributes: Events that are held to honour a person for a positive act they have carried out.

Inaugurations: An event that is held when a place is to be opened.

Product launches: Events held to promote a brand or company.

Book launches: Meetings where the author of a book promotes its publication.

Wine of honour or vernissage: The closing ceremony of a book or conference presentation. Attendees are usually offered a wine to mark the event.

Workshops: Meant for professionals from the same field. Their aim is to exchange information and dialogue between colleagues. It is mainly used in the tourism sector, but has spread to other fields.

Mega events: Large-scale meetings with a large number of participants that can exceed 35,000 people.

Party: Gatherings of people whose purpose is to have fun or celebrate an event and where they usually dance, eat, and drink.

Après diner: An after-dinner gathering where something to drink and something sweet is served. These are for the guests who have not been able to participate in the dinner at a party and who can later participate in the opening of the bar and sweets tables.

8.2 Appendix 2. Some economic benefits of MICE Tourism

Positive	**Negative**
Income for destinations and individual enterprises	The need for public funding or subsidies for the development and management of facilities such as convention and exhibition centers
The creation of jobs	
The generation of tax revenue for local and central government	Opportunity costs where communities spend money on facilities and services to attract business tourists, where the money could have been used for other purposes such as health and education
The multiplier effect of business tourist expenditure within the local economy	
The potential simulation of inward investment	Possible costs caused by congestion if there are too many business tourists
The injection of foreign currency where the business tourist are foreign	

8.3 Appendix 3. Venues equipped for events in the Canary Islands: an updated list

GRAN CANARIA
Total number of hotels: 114
Total number of hotels capacity: 45.024
Capacity Max Theater Hall: 500
Capacity Max Cocktail: 500
Maximum capacity of meeting or event: 3.600
Meeting venues: Expomeloneras, INFECAR- Palacio de Congresos Gran Canaria and Palacio de Congresos de Canarias- Auditorio Alfredo Kraus.
Other venues: Casa Quintanilla, Circuito Maspalomas, Castillo de la Cruz, Jardín de la Marquesa, Casa de Colón and Finca Condal Vega Grande.
Hotels: Santa Catalina Royal Hideaway Hotel 5* GL, Hotel Reina Isabel & Spa, Hotel The Fataga & Centro de Negocios, Hotel Astoria, Hotel de Koala Garden, Lopesan Baobab Resort, Lopesan Costa Meloneras Resort Spa, Lopesan Villa del Conde Resort & Thalasso, Salobre Hotel Resort & Serenity, Seaside Palm Beach and Hotel & Spa Cordial Roca Negra

TENERIFE
Total number of hotels: 184
Total number of hotels capacity: 85.281
Capacity Max Theater Hall: 1797
Capacity Max Cocktail: 900
Maximum capacity of meeting or event: 8.000
Meeting venues: Pirámide de Arona, Centro Internacional de Ferias y Congresos, Magma Arte y Congresos, Centro de Congresos del Puerto de La Cruz and Auditorio de Tenerife Adán Martín.
Other venues: Bodegas Monje, Casa del Vino, Casa Lercaro, La Gañanía, Hard Rock Café, Jardines de Franchy, Siam Park and Casa Ábaco
Hotels: GF Gran Costa Adeje 5*, GF Victoria 5* GL, Gran Meliá Palacio de Isora, Hotel Bahía del Duque, Hotel Barceló Santa Cruz Continental, Hotel Botánico & The Oriental Spa Garden, Hotel Cleopatra Palace, Hotel Escuela, Hotel Jardín Tropical, Hotel Silken Atlántida Santa Cruz, Sheraton La Caleta Resort and Spa, The Ritz-Carlton Abama, Hotel H10 Costa Adeje Palace, Hotel Gran Tacande Wellness & Relax, Hotel La Plantación del Sur Vincci, Hotel La Quinta Park Suites, Hotel Maritim Tenerife, Iberostar Hotel Anthelia, Hotel Meliá Hacienda del Conde Golf & Spa, Iberostar Heritage Grand Mencey and La Laguna Gran Hotel among others.

FUERTEVENTURA
Total number of hotels: 71
Total number of hotels capacity: 40.145
Capacity Max Theater Hall: 612
Capacity Max Cocktail: 520
Maximum capacity of meeting or event: 1.200
Meeting venues: Palacio de Formación y Congresos de Fuerteventura
Hotels: Iberostar Playa Gaviotas Park, Mur Hotel Faro Jandía & Spa, Coral Cotillo Beach, Hotel El Mirador de Fuerteventura, TUI MAGIC LIFE Fuerteventura.

LANZAROTE	
Total number of hotels: 10	
Total number of hotels capacity: 7.972	
Capacity Max Theater Hall: 600	
Capacity Max Cocktail: 825	
Maximum capacity of meeting or event: 600	
Meeting venues and hotels: Auditorio Jameos del Agua, Cueva de los Verdes, Mirador del Río, Castillo de San José, Monumento al Campesino, Montañas del Fuego, Arrecife Gran Hotel & Spa 5*, Hotel Meliá Salinas 5*, Hotel Princesa Yaiza Suite 5* L, Hotel The Volcán Lanzarote 5*, Hotel Secrets Lanzarote Resort & Spa 5*, Hotel H10 Rubicón Playa 5*, Hotel Costa Calero, Club La Santa, Hotel Seaside Los Jameos Playa and Hotel VIK San Antonio.	

8.4 Appendix 4. Rhetorical strategies for research promotion: record per journal/article

	Number of steps	Percentages (%)
Step 5 occurrences	1	50%
Step 6 occurrences	1	50%
Co-occurrence of Step 5 and 6 in same content unit	0	0%
TOTAL	2	100%

Table 1 - Occurrences record: Frequency and distribution in Ann-RP1

	Number of steps	Percentages (%)
Step 5 occurrences	2	14,28%
Step 6 occurrences	12	85,71%
Co-occurrences of Step 5 and 6 in same content unit	0	0%
TOTAL	14	100%

Table 2 - Occurrences record: Frequency and distribution in Ann-RP2

	Number of steps	Percentages (%)
Step 5 occurrences	6	66,66%
Step 6 occurrences	2	22,22%
Co-occurrence of Step 5 and 6 in same content unit	1	11,11%
TOTAL	9	100%

Table 3 - Occurrences record: Frequency and distribution in Ann-RP3

	Number of steps	Percentages (%)
Step 5 occurrences	1	11,11%
Step 6 occurrences	8	88,88%
Co-occurrence of Step 5 and 6 in same unit	0	0%
TOTAL	9	100%

Table 4 - Occurrences record: Frequency and distribution in Ann-RP4

Ann Tour Res RPs	Number of steps
Step 5 occurrences in Abstract	5 (50%)
Step 5 occurrences in Introduction	5 (50%)
Step 6 occurrences in Abstract	3 (13,04%)
Step 6 occurrences in Introduction	18 (78,26)%
Steps 6 occurrences in title	2 (8,69%)

Table 5 - Occurrences record: Frequency and distribution in Ann Tour Res

	Number of steps	Percentages (%)
Step 5 occurrences	5	62,5%
Step 6 occurrences	2	25%
Co-occurrence of Step 5 and 6 (abstract) in same content unit	1	12,5%
TOTAL	8	100%

Table 6 - Occurrences record: Frequency and distribution in TM-RP1

	Number of steps	Percentages (%)
Step 5 occurrences	2	16,66%
Step 6 occurrences	10	83,33%
Co-occurrence of Step 5 and 6 in same content unit	0	0%
TOTAL	12	100%

Table 7 - Occurrences record: Frequency and distribution in TM-RP2

	Number of steps	Percentages (%)
Step 5 occurrences	1	16,66%
Step 6 occurrences	5	83,33%
Co-occurrence of Step 5 and 6 in same content unit	0	0%
TOTAL	6	100%

Table 8 - Occurrences record: Frequency and distribution in TM-RP3

	Number of steps	Percentages (%)
Step 5 occurrences	2	18,18%
Step 6 occurrences	8	72,72%
Co-occurrence of Step 5 and 6 (Abstract)	1	9,09%
TOTAL	11	100%

Table 9 - Occurrences record: Frequency and distribution in TM-RP4

Tour Man / Tour Man Persp	Number of steps
Step 5 occurrences in Abstract	3 (33,33%)
Step 5 occurrences in Introduction	6 (66,66%)
Step 6 occurrences in Abstract	8 (33,33%)
Step 6 occurrences in Introduction	16 (66,66%)
Steps 5 or 6 occurrences in title	0

Table 10 - Occurrences record: Frequency and distribution in Tour Man / Tour Man Persp