



CHAPTER IV

RESULTS AND DISCUSSIONS

This chapter presents the research findings in six main sections. The first section presents general observations on the hotel brochures in the corpus. The second section discusses the analysis of move structure of the brochures. The third section presents the position of moves on each page of the brochures. The fourth section summarizes the examination of pictures in the brochures. The fifth section presents the analysis of the predominant linguistic features of move 2 ‘Attracting Potential Guests’ and move 3 ‘Presenting Hotel’s Facilities,’ which are two of the prototypical moves of the brochures. The analysis of prominent linguistic features focuses particularly on four aspects: personal pronouns, modal auxiliary verbs, imperatives, and adjectival pre-modifiers. The final section compares the findings of the present study with previous research on promotional genres.

General Observations of the Hotel Brochures in the Corpus

The size of the brochures ranged from 9.5 to 21 cm. in width and 19.5 to 29.5 cm. in length. Eleven brochures were leaflets, and the rest were booklets. Appendix C illustrates the different formats and folding options of the brochures studied. The folded brochures ranged from a single-fold to an eight-panel gatefold, whereas the booklets were divided into five types. Obviously, the booklets had more pages than the leaflets. In some of the booklets, for example, booklet types 2, 3, 4, and 5, folding was used together with stapling,. The number of pages of the brochures ranged from four to twenty-six, including the front and the back covers. All the brochures contained color pictures. The paper was generally glossy, and a few had fine translucent pages (e.g. Brochures #16 and 17). Different fonts and colors were generally used in the brochures.

The front page of the brochures generally bore the name of the hotel, the logo, the name of the place where hotel was located, and the picture. Many of the brochures usually put the logo first and followed by the name of the hotel. The presentation of the logo makes each hotel distinct and unique; for example,  of Intercontinental Hotel (Brochure #11). Some brochures also put the trademark sign under the name of the hotel as in  of Marriott hotels (Brochure #2 and 15). The front page of each brochure was obviously designed to look luxurious, attractive and colorful.

The back page of most of the brochures also bore the name of the hotel in the same font as on the front page followed by a map, the address, the telephone number, the fax number, and the email address. The brochures generally had more than one of these features on the back page. Typically, there was a list of hotels of the same chain and details concerning reservations; very few of them included other information. Variations were also found. In a few brochures (# 2, 13, 15, and 26), brief information about the hotel such as its location, the rooms, and other facilities was included on the back page.

In the pages between the front page and the back page of the brochures, most of the contents were concerned with the location of the hotel (perhaps with some comments on hotel's location), guestrooms (perhaps with the number of rooms), restaurants and bars, business and banquet facilities, leisure activities, and extra services. However, Grand Hyatt Erawan Bangkok (Brochure #10) seemed to be different from others since it provides detailed charts of room dimensions with the capacity and floor plans of the hotel.

In addition to the contents of the brochures, headings were also found in most of the brochures. Headings were generally used to divide the text and suggest to readers what the text following was about. Headings were usually placed at the top of the page or in the top half of the page; for example, Location, Accommodation, and Restaurants. However, the brochures in the corpus use various kinds of headings; these can be divided into three types, namely

Factual/Mundane Headings, Emotional Headings, and Implied Headings. It should be noted that these kinds of heading could be also found together in one brochure.

1. Factual/Mundane Headings refers to headings which are written simply using very few words in straightforward style. The following are examples of factual headings:

Accommodation	(Brochure #15)
Dining and Entertainment	(Brochure #18)
Recreational Facilities	(Brochure #24)

2. Emotional Headings refers to headings which continue an emotional appeal about specific features of the facilities or services to convince the readers of their value. Emotional headings can create positive and strong feelings such as warmth, happiness, and delight. The following are examples of emotional headings:

BUSINESS WITH PLEASURE	(Brochure #1)
Traditional Splendor and Timeless Comfort	(Brochure #9)
TOTALLY RELAXED	(Brochure #11)
Contemporary Luxury	(Brochure #25)

3. Implied Heading refers to headings which suggest something is true without stating it directly. Implied headings generally indicate some characteristic of thing that is referred to. The following are examples of implied headings:

ELEGANCE IN THE HEART OF THE CITY	(Brochure #1)
Meeting Successfully	(Brochure #11)
Dining Al Fresco	(Brochure #23)

Together with the general observations that are discussed above, writers, readers, and communicative purpose of the hotel brochures should also be considered. The writers of the brochures are generally hoteliers or people who work in the marketing or advertising departments of the hotels and who sometimes work in conjunction with advertising agencies on the design and layout of the brochures. Since the brochures are readily available from the hotel receptionists, guestrooms, and/or at the travel agencies, the readers of the brochures are likely to be tourists who are seeking places to stay or potential guests of the hotels. Finally, the hotel brochures in the corpus tend to share the same broad communicative purpose, which is to persuade readers to book hotel facilities (e.g. the guestrooms and the conference and banquet rooms).

Move Structure of the Hotel Brochures in the Corpus

This section discusses the move structure of the hotel brochures in the corpus. Overall and prototypical moves are first identified. Then, the percentage of occurrences of moves on each page of the brochures and the sequence of the moves are presented. Finally, the definitions and examples of each prototypical move and steps found in each move are discussed.

Moves and Steps Found in the Brochures in the Corpus

From the literature review on promotional genres, the researcher has drawn her own criteria in identifying the moves and steps found in the brochures in the corpus as shown in Figure 6:

Move - Identifying the Hotel	
Step - Stating the Hotel's Name	and/or
Step - Stating the Hotel's Location	and/or
Step - Stating the Hotel's Slogan	and/or
Step - Presenting the Hotel's Group	
Move – Attracting Potential Guests	
Step - Describing the Hotel's Location	and/or
Step - Describing Immediate Surroundings	and/or
Step - Describing History/Background	and/or
Step - Claiming Convenient Access to the Hotel and Other Places	and/or
Step - Claiming Superiority/Achievement	and/or
Step - Highlighting Outstanding Characteristics	
Move - Presenting the Hotel's Facilities	
Step - Promoting Guest Rooms	
Step 1A: Presenting Type of Guest Room	and/or
Step 1B: Describing the Amenities and Services within Guest Room	and/or
Step 1C: Highlighting Guest Room's Style of Decoration	and/or
Step 1D: Presenting the Guest Room with Scenic Views	and/or
Step - Promoting Available Restaurants and Bars	and/or
Step - Promoting Recreational and Leisure Activities	and/or
Step - Promoting Conference and Banquet Facilities	and/or
Step - Promoting Additional Guest Services	and/or
Step - Claiming Services/Facilities' Superiority/Achievement	
Move - Giving Necessary Visiting/Booking Information	
Step - Giving a Map/Address	and/or
Step - Giving Contact/Reservation Information	and/or
Step - Listing Names of Sister Hotels	
Move - Giving Miscellaneous Information	

Figure 6 Moves and Steps Found in the Brochures in the Corpus

As shown above in Figure 6, a total of five moves were found:

Move - Identifying the Hotel

Move - Attracting Potential Guests

Move - Presenting the Hotel's Facilities

Move - Giving Necessary Visiting/Booking Information

Move - Giving Miscellaneous Information

Table 2 shows that only the first four moves are prototypical since they are found in the majority of the brochures. On the other hand, 'Giving Miscellaneous Information' is not prototypical since it appears in only 19 brochures, or 73% of the corpus. Of all the prototypical moves, the move 'Identifying the Hotel', 'Attracting Potential Guests', and 'Presenting the Hotel's Facilities' are obligatory (i.e., occurring 100% in the brochures in the corpus), whereas the move 'Giving Necessary Visiting/Booking Information' is optional. The corpus of brochures can be seen in Appendix B.

Table 2 Frequency of Occurrence of Moves in the Brochures in the Corpus

Name of the Moves	No. of Occurrences	%	Corpus
Identifying the Hotel	26	100%	26
Attracting Potential Guests	26	100%	26
Presenting Hotel's Facilities	26	100%	26
Giving Necessary Visiting/Booking Information ^{1/}	25	96%	26
Giving Miscellaneous Information ^{2/}	19	73%	26

Note: ^{1/} 'Giving Necessary Visiting/Booking Information' is not found in brochure #16.

^{2/} 'Giving Miscellaneous Information' is not found in brochures # 3, 11, 12, 13, 17, 21, and 22.

Percentage of Occurrence of the Moves on Each Page of the Brochures and the Sequence of the Moves

This section discusses the percentage of occurrence of the moves found on each page of the brochures in the corpus and their sequential order in the brochures.

1. Percentage of Occurrence of the Moves Found on each Page of the Brochures

Each leaflet and booklet contained at least four pages including the cover page and the back page. In this study, pages other than the cover page and the back page are considered as pages between the cover page and the back page. Table 3 shows that the move ‘Identifying the Hotel’ is prototypical on the cover page of the brochures (i.e., occurring in 100% of the brochures).

Table 3 Frequency of Occurrence of the Moves that Appear on the Cover Page

Move	Brochure #	No. of Occurrences	%	Corpus
Identifying the Hotel	1, 2, 3, 4,,5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26	26	100%	26
Attracting Potential Guests	26	1	4%	26
Presenting the Hotel’s Facilities	None	0	0%	26
Giving Necessary Visiting/Booking Information	None	0	0%	26
Giving Miscellaneous Information	None	0	0%	26

As shown in Table 4, on the back page of the brochures, the move ‘Giving Necessary Visiting/Booking Information’ is a prototypical move, (i.e., occurring in 88% of the brochures)

Table 4 Frequency of Occurrence of the Moves that Appear on the Back Page^{1/}

Move	Brochure #	No. of Occurrence	%	Corpus
Identifying the Hotel	4, 9, 16, 17, 18	5	19%	26
Attracting Potential Guests	2, 9, 13, 15, 19, 22, 26	7	27%	26
Presenting the Hotel's Facilities	2, 9, 13, 15, 26	5	19%	26
Giving Necessary	1, 2, 4, 5, 6, 7, 8, 9, 10, 11,	23	88%	26
Visiting/Booking Information	12, 13, 14, 15, 17, 19, 20, 21, 22, 23, 24, 25, 26			
Giving Miscellaneous	1, 2, 4, 5, 6, 7, 8, 9, 10, 14,	18	69%	26
Information	15, 16, 19, 20, 23, 24, 25, 26			

Note: ^{1/} The back page of brochure #3 was a blank page so it is not considered in the above table.

Table 5 shows that on the pages between the cover page and the back page, the move 'Attracting Potential Guests' and the move 'Presenting the Hotel's Facilities' are the prototypical moves (i.e., occurring in 100% and 96%, respectively, of the brochures).

Table 5 Frequency of Occurrence of the Moves that Appear on the Pages between the Cover Page and the Back Page

Move	Brochure #	No. of Occurrence	%	Corpus
Identifying the Hotel	12, 17	2	8%	26
Attracting Potential Guests	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26	26	100%	26
Describing the Hotel's Facilities	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26	25	96%	26

Table 5 (Cont'd)

Move	Brochure #	No. of Occurrence	%	Corpus
Giving Necessary	3, 4, 9, 12, 17, 18, 19, 20, 21	9	35%	26
Visiting/Booking Information	10, 18, 19			
Giving Miscellaneous Information		3	12%	26

2. Sequence of Moves in the Brochures

After having discussed the percentages of occurrence of the moves on each page on the hotel brochures in the corpus, the move sequence is now considered. As shown in Table 6 below, the move 'Identifying the Hotel' is the most common move and stands alone on the cover page of the brochures. The only exception found was brochure #26 in which the 'Attracting Potential Guests' move also occurred on the cover page. Table 6 also shows that the sequence of the moves 'Attracting Potential Guests' and 'Presenting the Hotel's Facilities,' which are the prototypical moves on the pages between the cover page and the back page, tends to be predictable. As shown in Table 6 below, the move 'Attracting Potential Guests' is usually the first move on the pages between the cover page and the back page, and it is generally followed by the move 'Presenting the Hotel's Facilities'.

Table 6 also shows that on the back page of the brochures, the move 'Giving Necessary Visiting/Booking Information' is typically found. Finally, Table 6 also shows that the sequence of the move 'Giving Miscellaneous Information', with some variations, is usually after the move 'Giving Necessary Visiting/Booking Information'.

Table 6 Moves Listed in Order of Appearance on the Pages of the Brochures in the Corpus

Brochure #	Cover Page	Pages in Between		Back Page
	Move ^{1/}		Move ^{1/}	Move ^{1/}
1	I	A→P		V/B→M→V/B
2	I	A→P		V/B→A→P→M→P→V/B
3	I	V/B→A→P→V/B		N/A ^{2/}
4	I	A→P→A→V/B		V/B→I→V/B→M
5	I	A→P→A		V/B→M
6	I	A→P→A		V/B→M
7	I	A→P		V/B→M
8	I	A→P→A		V/B→M
9	I	A→P→A→V/B→P		I→P→A→P→V/B→M
10	I	A→P→M		V/B→M
11	I	A→P		V/B
12	I	I→A→P→V/B→A→P→A→P→V/B		V/B
13	I	A		V/B→A→P→A
14	I	A→P		V/B→M
15	I	A→P→A→P		V/B→A→P→M→P→V/B
16	I	A→P		I→M
17	I	I→A→P→V/B		V/B→I
18	I	A→P→A→V/B→M		I
19	I	A→V/B→M→P→A→P→A→P→A		V/B→A→V/B→M
20	I	A→P→V/B		V/B→M
21	I	V/B→A→P→A→P→V/B→A→V/B→A→P→V/B		V/B
22	I	A→P→A→P→A		A→V/B
23	I	A→P→A→P→A→P→A→P→A→P		V/B→M
24	I	A→P→A→P→A		V/B→M
25	I	A→P		V/B→M
26	A→I	A→P→A→P		A→V/B→P→V/B→P→M→V/B

Note: ^{1/} Initials are assigned to all the moves in the studied brochures as follows: ‘I’ refers to the move ‘Identifying the Hotel’; ‘A’ refers to the move ‘Attracting Potential Guests’; ‘P’ refers to ‘Presenting Hotel’s Facilities’; ‘V/B’ refers to the move ‘Giving Necessary Visiting/Booking Information’ and ‘M’ refers to the move ‘Giving Miscellaneous Information’.

^{2/} The back page of brochure #3 was a blank page so it is not considered in the above table.

In sum, from the above discussion of move sequence, it is possible to conclude that the five moves found in the brochures studied generally appear in the following order:

- Move 1: Identifying the Hotel
- Move 2: Attracting Potential Guests
- Move 3: Presenting Hotel's Facilities
- Move 4: Giving Necessary Visiting/Booking Information
- Move 5: Giving Miscellaneous Information

In the following section, these moves and steps in each move will be discussed in detail. Examples of each move and step will also be given.

Move 1 'Identifying the Hotel'

Move 1 'Identifying the Hotel' aims mainly to inform readers of what the name of the hotel is and where it is. Phrases are the most often used in the move 'Identifying the Hotel'. The following are steps used in realizing this move:

- Step 1: Stating the Hotel's Name and/or
- Step 2: Stating the Hotel's Location and/or
- Step 3: Stating the Hotel's Slogan and/or
- Step 4: Presenting the Hotel's Group

In general, the cover page of the brochures studied always starts with step 1 'Stating the Hotel's Name.' Step 1 is recognized simply by the statement of the name of the hotel. However, it is also possible to find the name of the hotel modified by nominal modifiers or a brief description to show of what type the hotel is or where the hotel is as in brochures #5, 13, and 23 below.

- Dusit Laguna Resort (Brochure #5)
- INTERCONTINENTAL (Brochure #11)
- JW MARRIOTT PHUKET RESORT AND SPA (Brochure #13)
- Plaza Athénée (Brochure #17)
- Sofitel Central Hua Hin Resort (Brochure #23)

Another step in this move is step 2 ‘Stating the Hotel’s Location,’ which contains the name of the place where the hotel is located. Step 2 appears separately either above or below the name of the hotel. Generally, step 2 was expressed as a noun phrase merely stating the name of the city and the name of the country (i.e., Thailand). The following are examples of step 2:

- BANGKOK (Brochure #1)
THAILAND
- Samui (Brochure #4)
- PATTAYA (Brochure #7)
THAILAND

Additionally, it is also possible to find the slogan of the hotel on some brochures, and this can be considered as step 3 ‘Stating the Hotel’s Slogan’. Step 3 is placed on the cover page and normally below steps 1 and 2. The appearance of the slogan aims mainly to stress uniqueness to readers. The slogan is usually takes the form of a catchy phrase in order to make it memorable. The following are examples of step 3:

- A Royal Garden Resort (Brochures #2 and 15)
- WE KNOW WHAT IT TAKES (Brochure #11)
- Because We Care (Brochure #22)

The last step, step 4, is ‘Presenting the Hotel’s Group’. This step usually occurs either at the top or at the bottom of the front page. Step 4 includes only a brief phrase about the group or chain of which that hotel is a member. The following are examples of step 4:

- “A Member of Central Hotels and Resorts” (Brochure #4)
- Dusit HOTELS &RESORTS (Brochures #5, 6, 7, and 8)
- THE PENINSULA GROUP (Brochure #16)
- SOFITEL ACCOR HOTELS &RESORTS (Brochures #23, 24, and 25)

As seen in Table 7, step 1 ‘Stating the Hotel’s Name’, step 2 ‘Stating the Hotel’s Location’, and step 4 ‘Presenting the Hotel’s Group’ are usually found together in the same brochure. However, it is also possible to find only the step ‘Stating the Hotel’s Name,’ as in brochures #3, 10, and 13. In all cases, the step ‘Stating the Hotel’s Name’ is usually found at the top or in the top half of the cover page, and step 2 ‘Stating the Hotel’s Location’ appears below step 1. The step ‘Stating the Hotel’s Slogan’ and the step ‘Presenting the Hotel’s Group’ are usually found at the bottom of the cover page.

Table 7 Frequency of Occurrence of Steps Found in Move 1 ‘Identifying the Hotel’

Name of the Step	Brochure #	No. of Occurrences	%	Corpus
1: Stating the Hotel’s Name	3, 10, 13	3	12%	26
2: Stating the Hotel’s Location	None	0	0%	26
3: Stating the Hotel’s Slogan	None	0	0%	26
4: Presenting the Hotel’s Group	None	0	0%	26
Both 1 and 2	1, 12, 18, 19, 20	5	19%	26
Both 1 and 3	2, 15, 23, 24, 25	5	19%	26
Step 1, 2, and 3	9, 11, 17, 21, 26	5	19%	26
Step 1, 2, and 4	4, 5, 6, 7, 8, 14, 16	7	27%	26
Step 1, 2, 3, and 4	22	1	4%	26

Move 2 ‘Attracting Potential Guests’

The move ‘Attracting Potential Guests’, which is usually found on the pages between the cover page and the back page, aims mainly to attract the potential guests and motivate them to stay in the hotel. The move ‘Attracting Potential Guests’ is likely a part of the description of the hotel. It generally contains a great number of sentences and covers a large space in the brochures in the corpus. The following are steps used in realizing this move:

- | | |
|--|--------|
| Step 1: Describing the Hotel’s Location | and/or |
| Step 2: Describing Immediate Surroundings | and/or |
| Step 3: Describing History/Background | and/or |
| Step 4: Claiming Convenient Access to the Hotel and Other Places | and/or |
| Step 5: Claiming Superiority/Achievement | and/or |
| Step 6: Highlighting Outstanding Characteristics | |

Step 1 ‘Describing the Hotel’s Location’ generally includes brief information concerning the place in which the hotel is. Step 1 aims to describe the general characteristics of the place (i.e., an island). Move 2 step 1 is different from the step ‘Stating the Hotel’s Location’ in Move 1 since the step ‘Describing the Hotel’s Location’ tends to be written in complete sentences giving broad information on hotel’s location while the step ‘Stating the Hotel’s Location’ is realized by only naming the hotel’s location. The following are examples of step 1:

- Phuket is one of the world’s most beautiful islands (Brochure #5)

- In the heart of the famous Golden Triangle, Chiang Rai is Thailand’s northernmost province where high rugged hills, pristine rivers and remote hill-tribe villages produce a spectacular landscape of wild natural beauty colored by an even more exotic culture. The province forms the very centerpiece of the North’s timeless attractions. (Brochure #6)

- The beauty of Phuket. Thai culture, rich with diversity. A sanctuary of inner peace and relaxation. An island of tropical wonder. (Brochure #21)

Step 2 ‘Describing Immediate Surroundings’ is generally realized by presenting the existing surroundings of the hotel, particularly the hotel area. The language pattern of move 1 step 2 tends to use ‘to be + position words + preposition’, for example, ‘to be located in’ and ‘to be situated in/on’. However, it is possible to find step 2 realized by participial phrases as in brochure #2, 17, and 20. The following are examples of step 2:

- The Amari Watergate Hotel is located in the very heart of the city adjacent to the World Trade Centre in Pratunam, one of Bangkok’s main commercial and shopping districts. (Brochure #1)

- An exclusive beachfront property, Central Samui Beach Resort is situated on the island’s finest beach, Chaweng Beach. (Brochure #4)

- InterContinental Bangkok is perfectly placed for both the business and leisure traveler, with a prime location at the centre of the city’s business and commercial districts. (Brochure #11)

- Nestled on the bank of the historic Chao Phraya River, ... (Brochure #2)

- Secluded in spacious tree-lined gardens in an enviable city location, ... (Brochure #17)

- Perched on the “River of Kings”, the Chao Phraya, ... (Brochure #20)

Step 3 ‘Describing History/Background’ contains a brief history of or background information about a hotel. It normally includes the information about the year that the hotel was established and the background of the name of the hotel. Both present and past tense were used in realizing this step. The following are examples of step 3:

- The hotel takes its name from the bustling nearby market beside the canal: Pratu meaning “gate” and Nam meaning “water”. (Brochure #1)

- The legend of the Oriental dates back over 125 years when we first opened our doors as a seaman’s lodge along the fabled Chao Phraya River. (Brochure #14)

- Vibrant and full of life, the Royal Cliff Beach Hotel was built in 1974 and extensively renovated in 2001. (Brochure #18)

Step 4 ‘Claiming Convenient Access to the Hotel and Other Places’ aims to motivate the potential guests to stay in the hotel by claiming that the hotel is easy to reach and provides convenient access to other places. The following are examples of step 4:

- Linked to the major tourist hubs by convenient riverboat shuttle that leaves every 15 minutes and a fast, modern sky train, you get easy access to where you want to be when you want it. (Brochure #2)

- Conveniently situated between Sky Train stations on both lines with a Sky Bridge linked to adjacent buildings. (Brochure #10)

- The Hua Hin area is home to several championship golf courses located a short drive from the hotel. (Brochure #23)

Step 5 ‘Claiming Superiority/Achievement’ is generally realized using comparison statements, claiming that the hotel is superb or excellent in certain respects. It aims to show by comparison that a hotel is superior in that which they are offering guests. As a consequence, in this step, superlatives are frequently found, and furthermore, the words ‘only’ and ‘world’ are encountered. However, this step may be realized without the use of superlatives or these words. For example, in brochure #8 below, ‘the perfect address in the heart of Bangkok’ could be considered as a claim to superiority of the hotel since the statement implies a comparison (i.e., the best place to stay in Bangkok) The following are examples of step 5:

- ... this gem is the tallest all-suite luxury hotel in Bangkok ...

(Brochure #3)

- Central Samui Beach Resort combines the very finest in island vacations now awaiting to welcome you.

(Brochure #4)

- The Dusit Thani makes for the perfect address in the heart of Bangkok.

(Brochure #8)

- The ultimate comfort matched only by legendary Four Seasons hospitality.

(Brochure #9)

- ... today we are recognized as one of the world’s premier city resorts.

(Brochure #14)

Step 6 ‘Highlighting Outstanding Characteristics’ is realized by presenting favorable or outstanding features of a hotel. These may be favorable characteristics of the hotel or the value or intangible benefits that guests obtain if they stay in the hotel. The following are examples of step 6:

- The classical splendors of a kingdom are yours. (Brochure #9)

- Complementing convenience with style, InterContinental Bangkok affords a welcoming sense of space and a graceful interior décor of understated elegance. (Brochure #11)

- The hotel's colonial structure, lovingly preserved, evokes a bygone period. The open-air lobby and museum café are designed to take advantage of the sea breezes. High ceilings, period furniture and elegant detailing blend to create a hotel of unsurpassed luxury. (Brochure #23)

- The hotel's interiors are graced with distinctive French 'art de vivre' that successfully blends contemporary Thai culture with the understated elegance and style that Sofitel is renowned for. (Brochure #25)

According to Table 8, step 2 'Describing Immediate Surroundings', step 4 'Claiming Convenient Access to the Hotel and Other Places', step 5 'Claiming Superiority/Achievement', and step 6 'Highlighting Outstanding Characteristics' are frequently found together in move 2. As shown in this table, more than two steps are usually found together; however, it is also possible to find only step 6 'Highlighting Outstanding Characteristics,' as in brochure #16.

Table 8 Frequency of Occurrence of Steps Found in Move 2 ‘Attracting Potential Guests’

Name of the Step	Brochure #	No. of Occurrences	%	Corpus
1: Describing the Hotel’s Location	None	0	0%	26
2: Describing Immediate Surroundings	None	0	0%	26
3: Describing History/Background	None	0	0%	26
4: Claiming Convenient Access to the Hotel and Other Places	None	0	0%	26
5: Claiming Superiority/Achievement	None	0	0%	26
6: Highlighting Outstanding Characteristics	16	1	4%	26
Step 1, 2, and 6	5	1	4%	26
Step 2, 3, and 5	1	1	4%	26
Step 2, 4, and 5	2, 15	2	8%	26
Step 2, 4, and 6	10	1	4%	26
Step 2, 5, and 6	3, 17, 20	3	12%	26
Step 3, 4, and 5	14	1	4%	26
Step 1, 2, 4, and 5	4, 12	2	8%	26
Step 1, 2, 5, and 6	8, 21, 25	3	12%	26
Step 2, 4, 5, and 6	9, 11, 13, 19, 26	5	19%	26
Step 1, 2, 3, 5, and 6	18	1	4%	26
Step 1, 2, 4, 5, and 6	6, 7, 22	3	12%	26
Step 1, 3, 4, 5, and 6	24	1	4%	26
Step 2, 3, 4, 5, and 6	23	1	4%	26

Move 3 ‘Presenting Hotel’s Facilities’

The move ‘Presenting Hotel’s Facilities’ aims mainly to present and describe the facilities and services which are available at a hotel. Move 3 provides more details about the hotel than other moves. This move covers a large space in the brochures in the corpus and is effected with a great number of sentences. It is possible to identify six main steps within move 3. The following are steps used in realizing this move:

Step 1: Promoting Guest Rooms	and/or
Step 2: Promoting Available Restaurants and Bars	and/or
Step 3: Promoting Recreational and Leisure Activities	and/or
Step 4: Promoting Conference and Banquet Facilities	and/or
Step 5: Promoting Additional Guest Services	and/or
Step 6: Claiming Services/Facilities’ Superiority/Achievement	

Step 1 ‘Promoting Guestrooms’ is usually realized by providing information about the guest rooms. Unlike other steps, this step can be categorized into four minor steps as follows:

Step 1A: Presenting Types of Guest Rooms	and/or
Step 1B: Describing the Amenities and Services within Guest Rooms	and/or
Step 1C: Highlighting Guest Rooms’ Style of Decoration	and/or
Step 1D: Presenting the Guest Rooms with Scenic Views	

Step 1A: ‘Presenting Types of Guest Rooms’ aims to inform guests about the types of guest rooms (i.e., deluxe, and suites). It is also possible to find the numbers of rooms and the sizes of rooms indicated in this step. Step 1A is frequently realized in the form of phrases. The following are examples of step 1A:

- 569 air-conditioned superior and deluxe rooms and suites (Brochure #1)
- Gracious Thai hospitality complements the superbly-appointed 226 guest rooms and suites ... (Brochure #5)
- 1 Presidential Suite
- 129 Sea view Rooms (Brochure #15)

Step 1B ‘Describing the Amenities and Services within Guest Rooms’ aims at describing the guest rooms’ amenities and services available for guests in addition to interesting them in choosing to stay in the various rooms available. Complete sentences are regularly used in realizing this step. The following are examples of step 1B:

- Standard features in all rooms include multi channels satellite television reception, in-room video movies, music channels, a mini-bar, tea and coffee making facilities, safe and 24 hours Room Service. (Brochure #4)
- Individual air-conditioning, soundproofing and double glazing ensure a quiet and restful ambience, while for reliable communications, rooms are equipped with two-line telephones, voicemail, fax and high-speed Internet access. Irons, ironing boards, tea and coffee making facilities, and an evening turndown service are all standard features for added ease. (Brochure #11)

Step 1C ‘Highlighting Guest Rooms’ Style of Decoration’ is realized by presenting the design and decoration of the guest rooms in order to show that the rooms are stylish and to appeal to the guest’s taste. The step ‘Highlighting Guest Rooms’ Style of Decoration’ may be found together with the step ‘Presenting Types of Guest Rooms’ and is usually written in complete sentences. The following are examples of step 1C:

- The spacious guest rooms of 40 sq. meters are elegantly decorated in pastel fabrics with Thai artifacts. (Brochure #1)

- Each of the hotel's two wings features stylish guest rooms and suites boasting first-class fittings and traditional Thai design. (Brochure #8)

- For those with a taste for something out of the ordinary, split-level Theme Suites are imaginatively and elegantly decorated in a variety of exotic styles. (Brochure #18)

Step 1D: 'Presenting the Guest Room with Scenic Views' is realized by presenting the view (i.e., garden views, sea views, and river views) from guest rooms that guests can appreciate. Like the step 'Highlighting Guest Rooms' Style of Decoration', the step 'Presenting the Guest Room with Scenic Views' can be also found included in the step 'Presenting Types of Guest Rooms.' However, it is also possible to find step 1D occur together with other minor steps (i.e., the step 'Describing the Amenities and Services within Guest Rooms' and the step 'Highlighting Guest Rooms' Style of Decoration') as in brochure #4, 7, and 14. The following are examples of step 1D:

- Each room has a spectacular view of the city. (Brochure #1)

- Enjoy a unique experience at the Deluxe View Suites, with spectacular views of either the city or the Chao Phraya River. (Brochure #3)

- Central Samui offers 208 deluxe sea facing rooms and suites in a complex of units designed to accentuate the natural tropical environment. (Brochure #4)

- All 462 stylishly appointed guest rooms and suites feature a pleasing contemporary design and state-of-the-art amenities, while scenic private balconies provide an exhilarating panoramic ocean vista, or a lush, green garden view. (Brochure #7)

- Our guestrooms are exquisitely appointed in delicate Thai accents with both garden and river views. (Brochure #14)

- The Hotel's guestrooms and suites overlook the courtyard garden, the swimming pool or one of the many decorative water pools. (Brochure #26)

According to Table 9, step 1A 'Presenting Types of Guest Rooms, Step 1B 'Describing the Amenities and Services within Guest Rooms', step 1C 'Highlighting Guest Rooms' Style of Decoration' and step 1D 'Presenting the Guest Room with Scenic Views' are usually found together in the same brochure. As shown in Table 8, two and more than two minor steps are frequently found together in realizing step 1 'Promoting Guest Rooms'. However, it is also possible to find only step 1B 'Describing the Amenities and Services within Guest Rooms,' as in brochure #20.

Table 9 Frequency of Occurrence of Minor Steps Found in Step 1 'Promoting Guest Rooms'

Name of the Step	Brochure #	No. of Occurrences	%	Corpus
1A: Presenting Type of Guest Room	None	0	0%	26
1B: Describing the Amenities and Services within Guest Room	20	1	4%	26
1C: Highlighting Guest Room's Style of Decoration	None	0	0%	26
1D: Presenting the Guest Room with Scenic Views	None	0	0%	26
Both 1A and 1B	5, 10, 11, 13	4	15%	26
Both 1A and 1C	6, 8, 16, 24	4	15%	26
Both 1A and 1D	21	1	4%	26
Steps 1A, 1B, and 1C	12, 17, 22, 23, 25	5	19%	26
Steps 1A, 1B, and 1D	19	1	4%	26
Steps 1A, 1C, and 1D	14	1	4%	26
Steps 1A, 1B, 1C, and 1D	1, 2, 3, 4, 7, 9, 15, 18, 26	9	35%	26

Step 2 ‘Promoting Available Restaurants and Bars’ is realized by offering choices of cuisines which are available at the hotel. The step ‘Promoting Available Restaurants and Bars’ is sometimes recognized by simply stating the names of the restaurants, cafés, and lounges. However, complete sentences are frequently used in realizing this step. Move 3 step 2 ‘Promoting Available Restaurants and Bars’ can also be found with a description of each restaurant and kind of food served (i.e., Thai, Italian, and Japanese). The following are examples of step 2:

- There are any numbers of restaurants serving cutting-edge cuisine, from the French fancy of D’Sens to the imaginative Italian at Il Cielo. (Brochure #8)

- Ten distinct culinary experiences – from a delectable riverside barbecue buffet to heavenly seafood fare at Lord Jim’s, classic Thai feasts at Sala Rim Naam, and world-acclaimed French cuisine at Le Normandie. (Brochure #14)

- The old lobby, now an open-air museum café housing vintage photographs and artifacts, beckons connoisseurs of fine teas, coffees and pastries. (Brochure #23)

Step 3 ‘Promoting Recreational and Leisure Activities’ is generally realized by describing activities (i.e., sport activities) and services (spa treatment) for relaxation that are pleasurable to the guests. Step 3 is usually written in complete sentences with an explanation of the activities. The following are examples of step 3:

- As the ultimate home from home, the resort also provides a varied choice of recreational amenities from the tranquility of the Angsana Spa to the rough and tumble of the tennis courts. (Brochure #5)

- Providing leisure and sporting activities are the well-equipped Fitness Centre and Sauna, along with Jacuzzi, steam room, swimming pool, tennis courts, jogging track plus snooker and games room. (Brochure #6)

Step 4 ‘Promoting Conference and Banqueting Facilities’ is generally realized by presenting conference rooms, equipment and services with the rooms’ capacities for purposes such as business, banquets, and exhibitions. It is also possible to find the size of the function rooms indicated in the step ‘Promoting Conference and Banqueting Facilities,’ as in brochure #13. The following are examples of step 4:

- The centerpiece is the Grand Ballroom with state-of-art audio visual technology. It seats 600 for banquets or 650 theatre style. (Brochure #12)

- 1397 square meters of flexible meeting space including a 685 square meter ballroom that is divisible into three sections plus 200 square glass wall area, nine meeting rooms and a boardroom. Ballroom can accommodate up to 600 guests for banquets and classroom style meetings for 350 guests. (Brochure #13)

- The Grand Ballroom can host up to 1,600 guests, and a further 26 function rooms are also available. (Brochure #20)

Step 5 ‘Promoting Additional Guest Services’ is generally realized by presenting other desirable services which are available at a hotel to attract guests to stay in the hotel. The step ‘Promoting Additional Guest Services’ is sometimes recognized by merely listing the names of services, as in brochures #2 and 10. However, it is also possible to find the full explanations of additional guest services, as in brochure #14 and 22. The following are examples of step 5:

- Concierge
- Limousine Service
- Express Check in/out
- Laundry/Valet Service (Brochure #2)

- Mercedes Benz Limousine Fleet
Helicopter service/Rooftop Heliport
High-speed Internet Access and Wireless Access
Money Changer (Brochure #10)

- Our Business Service Centre comprises meeting rooms, plus all the facilities of a full functional state-of-the-art office with a dedicated professional team who caters to meet the requirements of business travelers. (Brochure #14)

- Our attentive housekeeping staff is at your beck and call, supplying essential toiletries you may have forgotten to pack, as well as 7-days-a-week laundry and dry cleaning service. (Brochure #22)

Step 6 ‘Claiming Services/Facilities’ Superiority/Achievement’ is generally realized by using comparison statements, claiming that the mentioned services or facilities are superb or excellent in certain respects. Like step 5 ‘Claiming Superiority/Achievement’ in move 2, this step also aims at comparison. However, the step ‘Claiming Services/Facilities’ Superiority/Achievement’ of move 3 aims mainly to show that the services or facilities which are mentioned and offered to the guests in move 3 are superior in certain respects. As a consequence, in this step, superlatives are frequently found and the words ‘only’ and ‘world’ occur. However, it is also possible to find this step without the use of either superlatives or these words. For example, in brochure #20 below, ‘are perfect for any occasion’ could be considered a claim of superiority of the facilities and services since the statement implies a comparison (i.e., the best facilities for holding any event) and ‘superb restaurants and efficiency befitting a hotel of international standard’ in brochure #22 could also be viewed as a claim of achievement as the statement implies that the hotel and its facilities and services are of high quality. The following are examples of step 5:

- Featuring a first in Bangkok – Banyan Tree Club is the only executive club with spa facilities. (Brochure #3)

- Dining at Le Normandie, our world-acclaimed French restaurant, is an ideal way to discover the true meaning of The Oriental's legendary service. (Brochure #14)

- The Grande Villas. The intimacy and cachet of a boutique hotel enriched with all the benefits and pleasures of a world class luxury resort. Exclusivity defined. (Brochure #21)

- The hotel's elegant banquet and conference facilities are perfect for any occasion. (Brochure #20)

- Details such as superb restaurants and efficiency befitting a hotel of international standard ensure a pleasurable stay. (Brochure #22)

As seen in Table 10, the step 'Promoting Guest Rooms', the step 'Promoting Available Restaurants and Bars', the step 'Promoting Recreational and Leisure Activities', the step 'Promoting Conference and Banquet Facilities', the step 'Promoting Additional Guest Services' and the step 'Claiming Services/Facilities' Superiority/Achievement' are frequently found together in the 'Describing Hotel's Facilities' move. Table 10 shows that none of the brochures has only one of these steps; the brochures usually have more than three steps.

Table 10 Frequency of Occurrence of Steps Found in Move 3 ‘Presenting Hotel’s Facilities’

Name of the Step	Brochure #	No. of Occurrences	%	Corpus
1: Promoting Guest Rooms	None	0	0%	26
2: Promoting Available Restaurants and Bars	None	0	0%	26
3: Promoting Recreational and Leisure Activities	None	0	0%	26
4: Promoting Conference and Banquet Facilities	None	0	0%	26
5: Promoting Additional Guest Services	None	0	0%	26
6: Claiming Services/Facilities’ Superiority/Achievement	None			26
Steps 1, 3, and 6	6, 7	2	8%	26
Steps 1, 2, 3, and 4	8, 9	2	8%	26
Steps 1, 2, 3, and 6	3, 17	2	8%	26
Steps 1, 2, 3, 4, and 5	13, 15	2	8%	26
Steps 1, 2, 3, 4, and 6	5, 18, 23	3	12%	26
Steps 1, 2, 3, 5, and 6	26	1	4%	26
Steps 1, 3, 4, 5, and 6	21	1	4%	26
Steps 1, 2, 3, 4, 5, and 6	1, 2, 4, 10, 11, 12, 14, 16, 19, 20, 22, 24, 25	13	50%	26

Move 4 ‘Giving Necessary Visiting/Booking Information’

The move ‘Giving Necessary Visiting/Booking Information’ gives information that helps potential guests to visit the hotel. The move ‘Giving Necessary Visiting/Booking Information’ also provides contact channels for potential guests’ convenience in order to make reservations. In addition, this move provides lists of hotels to inform potential guests about sister hotels. The following are steps used in realizing this move:

Step 1: Giving a Map/Address and/or

Step 2: Giving Contact/Reservation Information and/or

Step 3: Listing Names of Sister Hotels

Step 1 ‘Giving a Map/Address’ aims mainly to give information to potential guests concerning to the location of the hotel and directions to get to the hotel, which are usually in the form of a map with the full address of the hotel. Whether in the form of a map or in a full address, these items are aimed to help guests to get to the hotel easily. The following is an example of step 1:

- INTERCONTINENTAL BANGKOK

973 Ploenchit Road, Bangkok 10330, Thailand (Brochure # 11)

Step 2 ‘Giving Contact/Reservation Information’ aims mainly to give potential guests contact information (e.g. telephone numbers, fax numbers, websites, and email addresses) so that they can conveniently contact the hotel for further information and/or to make reservations. In addition, the reservation information may be in the form of worldwide reservation center. The following are examples of step 2:

- Central Reservation Centre

Tel. +66 (0) 2937 2222 Fax. +66 (0)2541 1121 E-mail: cghsales@chr.co.th
www.centralhotelsresorts.com (Brochure # 2)

- Telephone +66 (0) 7723 0500

Facsimile +66 (0) 7742 2385

E-mail: csbr@chr.co.th

www.centralhotelsresorts.com (Brochure # 4)

There are a few ways to give this type of information. Writers could simply state the information (e.g. +66(0)7632 4324) or present it in sentences or phrases as in ‘For reservations, please contact...’ or ‘For reservations and enquiries, please contact...’. The politeness marker ‘please’, infinitives, and preposition ‘For’ as in ‘For reservation’ are often used in realizing this step.

Step 3 ‘Listing Names of Sister Hotels’ aims mainly to give the name of affiliated hotels (i.e., members of a chain of hotels) in order to inform potential guests about the names of sister hotels. This step also aims to give guests channels to make further contact or make reservations with sister hotels if they prefer. The following are examples of step 3:

- Amari Hotels and resorts (Brochure #1)

Bangkok Airport-Bangkok-Chiang Mai-Pattaya-Samui-Phuket-Trang

- Marriott Resort & Spa – Pattaya, Hua Hin, Bangkok (Brochure #15)

As shown in Table 11, the step ‘Giving a Map/Address’ and the step ‘Giving Contact/Reservation Information’ are frequently found together in ‘Giving Necessary Visiting/Booking Information’ move while all three steps together are less frequently found in this move. Table 11 also shows that only brochure #14 includes only the step ‘Giving Contact/Reservation Information’.

Table 11 Frequency of Occurrence of Steps Found in Move 4 ‘Giving Necessary Visiting/Booking Information’

Name of the Step	Brochure # ^{1/}	No. of Occurrences	%	Corpus
1: Giving a Map/Address	None	0	0%	26
2: Giving Contact/Reservation Information	None	0	0%	26
3: Listing Names of Sister Hotels	None	0	0%	26
Steps 1 and 2	5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 17, 18, 19, 20, 21, 22, 24, 25, 26	19	73%	26
Steps 1, 2, and 3	1, 2, 3, 4, 15, 22	6	23%	26

Note: ^{1/} Move 4 ‘Giving Necessary Visiting/Booking Information’ is not found in brochure #16.

Move 5 ‘Giving Miscellaneous Information’

Move 5 ‘Giving Miscellaneous Information’ aims to inform potential guests of other information that is not directly related to the hotel. This includes the name of hotel’s alliances, the airline codes, the currency, etc. The names of alliances are usually in the form of logos with a brief explanation of the logos, as in brochures #3, 7, and 24. The purpose of giving information about associations and alliances in this move is to assure potential guests that the quality of the services available at the hotel is certified and guaranteed by leading organizations and is also considered to be an organization of international status. Furthermore, this move also includes printing details (e.g. giving information on where and when the brochure was printed and the number of brochures printed) as in brochure #14 and 16. Since the move ‘Giving Miscellaneous Information’ contains information that does not directly concern the hotel, it is frequently found at the end and/or is printed in tiny letters. The following are examples of move 5:

-  (Brochure #3)
-  (Brochure #7)
-  (Brochure #24)
- ORBKK 08/2004 (Brochure #14)
- Printed in Hong Kong 20,000/8/2002 (Brochure #16)

Position of Moves on the Pages of the Hotel Brochures in the Corpus

Apart from the move sequence, which has been discussed in the early part of this chapter, it is also useful to consider the position of moves on each page of the hotel brochures. The investigation of position of moves revealed that move 1 ‘Identifying the Hotel’ especially the step 1 ‘Stating the Hotel’s Name’ is generally found on the top of the cover page: 21 brochures (81%) including those in which move 1 appeared at the top and in the middle, at the top and bottom, and at the top, in the middle, and at the bottom (see Table 12).

Table 12 Frequency of Occurrences of Move 1 at Different Positions on the Cover Page of the Brochures

Position	Brochure #	No. of Occurrences	%	Corpus
Top	2, 4, 12, 13, 15, 16, 20	7	27%	26
Middle	None	0	0%	26
Bottom	10, 26	2	8%	26
Top & Middle	14	1	4%	26
Middle & Bottom	23, 24, 25	3	11%	26
Top & Bottom	1, 3, 5, 6, 7, 8, 9, 11, 17, 18, 19, 21	12	46%	26
Top, Middle, and Bottom	22	1	4%	26
Total number of brochures where move 1 appears on the cover page		26	100%	

Regarding the position of moves on other pages, the space taken by each move should be considered. Table 13 shows that move 2 and 3 covered the majority of the area available (i.e., approximately 68% of the total page area). The remaining space was allocated to two groups of moves: move 1 (4%) and move 4 and 5 (28%).

Table 13 Allocation of the Area of the Brochures to Each Move

Approx. Space Taken (% of total space available)				
Brochure #	Move 1 (%)	Moves 2 and 3 (%)	Moves 4 and 5 (%)	Total
1	3%	76%	21%	100%
2	4%	85%	11%	100%
3	1%	56%	43%	100%
4	6%	57%	37%	100%
5	8%	54%	38%	100%
6	5%	60%	35%	100%
7	6%	57%	37%	100%
8	7%	59%	34%	100%
9	6%	73%	21%	100%
10	1%	88%	11%	100%
11	6%	81%	13%	100%
12	5%	80%	15%	100%
13	3%	85%	12%	100%
14	2%	49%	49%	100%
15	3%	80%	17%	100%
16	9%	90%	1%	100%
17	10%	63%	27%	100%
18	3%	65%	32%	100%
19	3%	62%	35%	100%
20	1%	38%	61%	100%
21	5%	39%	56%	100%
22	5%	75%	20%	100%
23	2%	66%	32%	100%
24	2%	63%	35%	100%
25	2%	74%	24%	100%
26	2%	89%	9%	100%
Average	4%	68%	28%	100%
Total page area of the brochure				100%

As discussed earlier in this chapter, move 4 ‘Giving Necessary Visiting/Booking Information’ which gives information to potential guests concerning the location of the hotel and directions to get to the hotel can be realized with a map. As shown in Table 14, a map is usually found in the top position on the back page of the brochures.

Table 14 Frequency of Occurrence of a Map at Different Positions on the Back Page of the Brochures

Position	Brochure #	No. of Occurrences	%	Corpus
Top	2, 5, 6, 7, 8, 10, 15, 19	8	62%	26
Middle	11, 22, 23, 24, 25	5	38%	26
Total number of brochures where map appears on the back page		13	100%	

Note: In calculating the frequency of the position of a map, brochure # 4, 9, 12, 17, 18, 20, and 21 were not taken into account since a map appears in the pages between the cover page and the back page while the rest of brochures do not have a map.

From the analysis above, it is possible to obtain a model (Figure 7) showing position where each move generally appears on each page of the hotel brochures in the corpus.

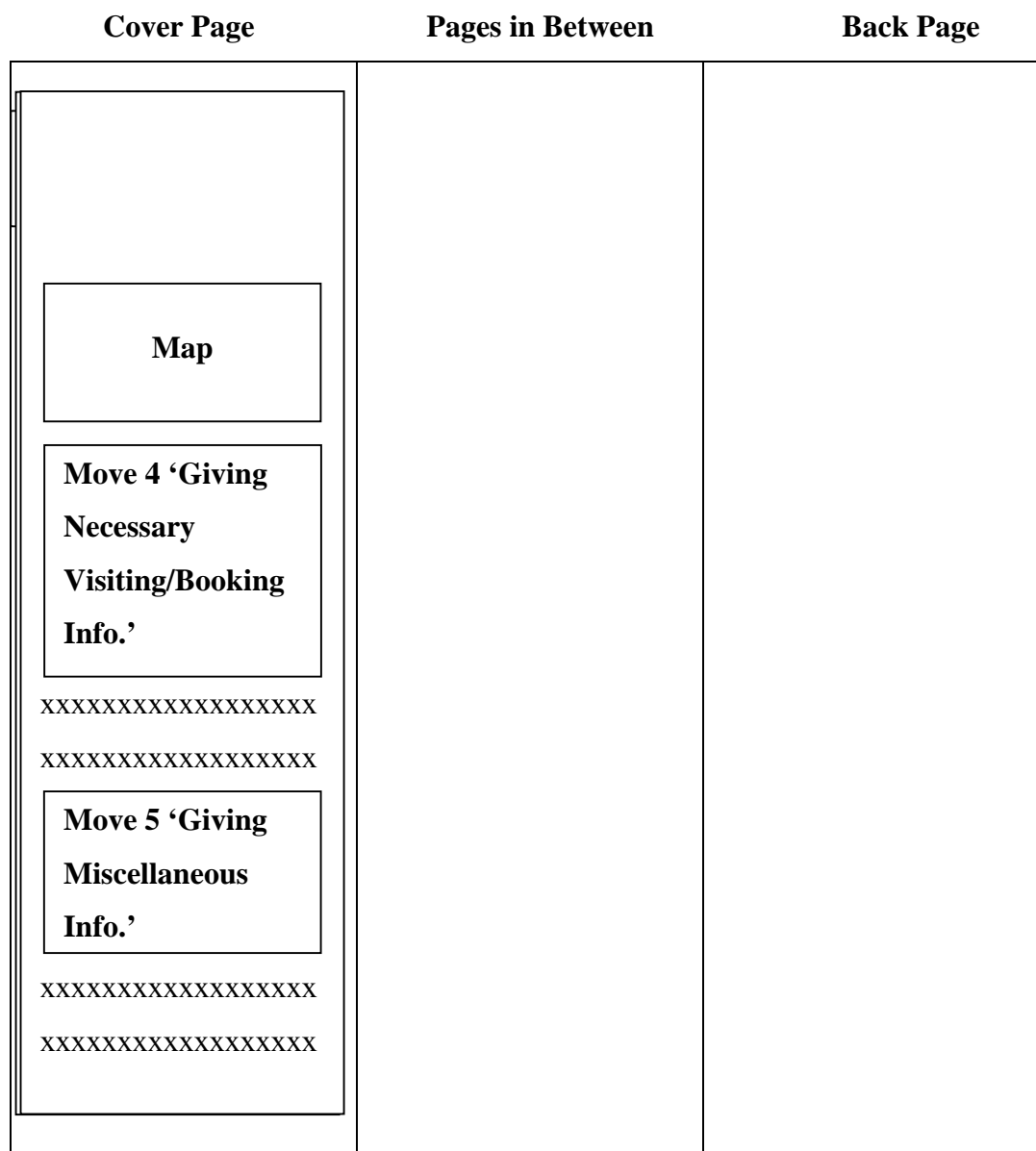


Figure 7 A Model for Writing a Prototypical Hotel Brochure

Note: Moves can appear more than once with some variations in the sequence and position in the brochures studied. However, the figure above presents a basic model for writing a prototypical hotel brochure, taking into account only the prototypical moves at the prototypical position on pages of the brochure. In addition, the hotel logos and pictures are not considered in the above model.

Examination of Pictures in the Hotel Brochures in the Corpus

It is also necessary to investigate pictures in the genre analysis of hotel brochures. The examination focuses on what the pictures describe. Pictures found in the brochures in the corpus could act as either move 2 ‘Attracting Potential Guests’ or move 3 ‘Presenting Hotel’s Facilities’, depending on what they depict (i.e., if a picture is found to support text that is regarded as move 3, it would be regarded as move 3 as well).

Table 15 shows that all pictures in the 26 brochures in the corpus were photos of the facilities which are available at the hotel (26 occurrences) while 23 brochures contain pictures of hotel service providers. Among these 23 brochures, 14 cases are pictures of hotel service providers smiling. Pictures of location are not found in brochures #10, 11, 15, 20, and 25. Pictures of guests are found in 21 brochures. It is also worth noting that among these 21 brochures, 11 cases are pictures of guests smiling.

Table 15 Characteristics of Photos Found in the Brochures in the Corpus

Characteristics of Photos	Brochure #	No. of Occurrences				Total
		Case1 ^{1/}	Case2 ^{2/}	Case3 ^{3/}	Case4 ^{4/}	
Location, facilities, service providers (smiling), guests (smiling)	4, 6, 12, 21, 22	5	5	5	5	5
Location, facilities, service providers (smiling), guests	1, 2, 7, 16, 18	5	5	5	5	5
Location, facilities, service providers, guests (smiling)	5, 23	2	2	2	2	2
Location, facilities, service providers, guests	3, 14, 24, 26	4	4	4	4	4
Location, facilities, service providers	8, 17	2	2	2		2
Location, facilities, guests	19	1	1		1	1
Location, facilities	9, 13	2	2			2
Facilities, service providers (smiling), guests (smiling)	11, 15, 20, 25		4	4	4	4
Facilities, service providers	10		1	1		1
Total Occurrences		21	26	23	21	26

Table 15 (Cont'd)

- Note: ^{1/} Case 1 is photos of location.
^{2/} Case 2 is photos of facilities.
^{3/} Case 3 is photos that contains pictures of service providers.
^{4/} Case 4 is photos that contain pictures of guests.

The investigation of the position in which the pictures appear revealed that in most brochures, pictures are prototypical on the cover page and on the pages between the cover page and the back page. On the cover page, pictures of location are frequently found, as in brochures # 4, 5, 7, 19, 21, and 24. The pictures of location could be viewed as move 2 'Attracting Potential Guests' since they provide a panoramic picture or pictures of the setting of the hotel in order to show the hotel itself and its grounds. However, pictures of hotel service providers were also found on the cover page, as in brochures #1, 2, 11, 16, and 18. In this case, the pictures of hotel service providers, especially those in which the providers are smiling, are also considered as move 2 since smiling can show the warm and gracious hospitality or enthusiasm of the service providers. There were no pictures on the cover pages of brochures #13, 14, and 17.

On the pages between the cover page and the back page, pictures of facilities and guests were frequently found. Pictures of hotel's facilities are obviously regarded as move 3 'Presenting Hotel's Facilities' since they are mostly pictures of guest rooms, restaurants, and other facilities. In addition, pictures showing guests using the available services were also found in pictures of a hotel's facilities, as in brochure #3, 6, 12, and 22. Furthermore, pictures of smiling guests show their pleasure when staying at the hotel or when using its facilities. It is also worth noting that pictures did not commonly appear on the back page; pictures were found on the back page of only brochures # 18 and 22 (pictures of location), while pictures in brochures #23, 24 and 25 were used as the background.

**Analysis of Linguistic Features of Move 2 ‘Attracting Potential Guests’
and Move 3 ‘Presenting Hotel’s Facilities’**

This part of the analysis was conducted to support the results of the analysis of the move structure and language patterns in the first section. Since move 2 and move 3 are the major moves containing the main information about the hotel and describing of the hotel’s facilities and usually occupy the pages between the cover page and the back page, which are most of the space in the brochures, the analysis focuses particularly on linguistic features of move 2 ‘Attracting Potential Guests’ and move 3 ‘Presenting Hotel’s Facilities’. To begin, a separate corpus of move 2 and move 3 was created, and their linguistic features were analyzed. The analysis focused particularly on four main aspects: personal pronouns, modal auxiliary verbs, imperatives, and adjectival pre-modifiers. The analysis was performed using a computer program named ‘Concapp Concordance Browser and Editor’ and yielded the following results:

The corpus of move 2 and move 3 consisted of a total of 12,412 words. Table 16 below shows the 100 most frequently found words in moves 2 and 3 from a total of 2,376 different words (i.e., only different words are counted).

Table 16 The 100 Most Frequently Found Words in Move 2 ‘Attracting Potential Guests’ and Move 3 ‘Presenting Hotel’s Facilities’

Word	Frequency	Word	Frequency	Word	Frequency	Word	Frequency
The	652	suites	37	it	16	guest	9
and	557	you ^{l/}	37	experience	15	ambience	8
of	362	cuisine	36	enjoy	15	exclusive	8
a	330	bar	35	only	15	elegance	8
to	184	international	35	ideal	13	professional	8
in	168	room	34	spacious	13	charming	7
with	166	guests	33	local	12	comfortable	7
is	137	private	30	luxurious	12	exotic	7
for	117	one	29	perfect	12	first	7
Thai	84	your	28	relax	12	fine	7
rooms	72	lounge	27	stylish	12	standard	7

Table 16 (Cont'd)

Word	Frequency	Word	Frequency	Word	Frequency	Word	Frequency
are	67	its	26	appointed	11	easy	6
from	64	can	25	elegant	11	rejuvenate	6
service	55	Tropical	25	services	11	we ^{2/}	6
business	51	located	24	ultimate	11	breathhtaking	5
Hotel	51	luxury	22	unique	11	classic	5
all	49	where	21	well	11	delicious	5
on	46	heart	20	exquisite	10	gracious	5
Bangkok	45	modern	19	extensive	10	world-class	5
pool	44	traditional	18	natural	10	beautiful	4
city	43	deluxe	17	superb	10	distinctive	3
facilities	43	finest	17	best	9	first-class	3
offers	41	hospitality	17	contemporary	9	yours	2
our	40	authentic	16	large	9	yourself	2
Centre	39	will	16	take	9	incredible	1

Note: ^{1/} The number of occurrences of the pronoun 'you' found in move 2 and move 3 increases to 38 if the occurrence of 'you'll' is included (i.e., the frequency of occurrence of 'you'll' is 1).

^{2/} The number of occurrences of the pronoun 'we' found in move 2 and move 3 increases to 7 if the occurrence of 'we'll' is included (i.e., the frequency of occurrence of 'we'll' is 1).

Personal Pronouns and Modal Auxiliary Verbs

Personal pronouns are found in Table 16. As Table 16 shows, 'you' and its family (i.e., 'your', 'yours' and 'yourself'), 'we' and its family (i.e., 'our', and 'us') are pronouns that appear in great number in move 2 and move 3. Figure 8 shows the language patterns for the pronoun 'you' and its family while Figure 9 shows the language patterns for the pronoun 'we' and its family. Among these items, it should be noted that 'our' appears the most frequently, while 'yours' and 'yourself' are found the least often.

ok Marriott Resort & Spa puts you right where you can experience
 rt & Spa puts you right where you can experience the heart and s
 Chao Phraya River, it places you right where you can enjoy the
 er, it places you right where you can enjoy the hospitality only
 nly riverside resort and spa, you are far enough to enjoy privac
 and a fast, modern sky train, you get easy access to where you w
 you get easy access to where you want to be when you want it.
 to where you want to be when you want it. Located majestically
 tions now awaiting to welcome you. For a fun-filled holiday in
 al paradise away from it all, you can't beat Central Samui Beach
 is for business or pleasure, you can be assured for the ultimat
 are of your needs. And reward you for staying with us. The char
 In fact, there is everything you could wish from one of the wor
 s away the demands of travel. You'll feel the friendliness and w
 dliness and warmth the minute you enter the tranquil lobby. Det
 antiques are evident wherever you venture. Siam City Hotel, hom
 Sofitel Silom Bangkok extends you an inviting welcome that is al
 and meeting room facilities, you have everything you will ever
 cilities, you have everything you will ever need to do business
 ntle pleasures as it provides you a perfect haven, be it for sim
 r with modern concept to give you tasteful, gracious rooms. Stun
 ive club with spa facilities. You can enjoy priority privileges
 sanctuary in the city, where you can enjoy sensuous in-suite sp
 t room. As Spa Suite guests, you can enjoy a selection of exqui
 n-suite spa treatments should you choose to have a session in th
 he serenity of nature enfolds you, your private "sala", or outdo
 t Sala Mae Rim. Or sample, if you prefer, a judicious selection
 the Cooking School, allowing you to nourish your memories after
 o nourish your memories after you reluctantly depart. - 64
 ion of teas are available. You & Mee, casual and fun with a b
 ies and every comfort to help you attain the highest level of pr
 hest seafoods, cooked the way you like it. Man Ho Chinese Rest
 er terminals will ensure that you work uninterrupted. A modern g
 upplying essential toiletries you may have forgotten to pack, as
 l and other business services you may need. Whether it's an int
 here the Asia Caf will tempt you with exotic Thai dishes and th
 y Shoppe & Bakery will entice you with delectable treats. The C
 the afternoon and evenings. You can also unwind with a dip in
 around the world, brought to you in an elegant, modern setting.
 i Watergate Hotel will ensure your stay in Bangkok is a memorable
 only by imagination. Whether your stay is for business or pleasu
 Sheraton. We'll take care of your needs. And reward you for stay
 wers, a natural complement to your business and pleasure needs.
 odations, is waiting to serve your every need in the purest Thai
 e organizers will ensure that your function runs smoothly and eff
 ilities and amenities for all your business needs. Offering a to
 ocal calls and faxes, we hope your stay will be a pleasurable one
 a session in the comforts of your suite. Tastefully combining
 ted spa therapists invigorate your fatigued body, mind and spirit
 ents to rejuvenate and pamper your mind, body and soul. Relax in
 nternational ambrosia to whet your palate. Step into the serene,
 renity of nature enfolds you, your private "sala", or outdoor ter
 e fields and misty mountains, your spacious Lanna-style pavilion
 hool, allowing you to nourish your memories after you reluctantly
 ydro Aromatic Bath' and 'Warm Your Spirit' hot stone therapy.
 sional staff are attentive to your specific needs. Our Grand Bal

Figure 8 Language Patterns for the Pronoun 'you', 'your', 'yours' and 'yourself'

cuisine seafood, prepared to your preference. Overlooking the And, soothe the soul and awaken your senses (Picture Description) tive housekeeping staff is at your beck and call, supplying essen skilled technicians to ensure your event is a success. The Siam odations, is waiting to serve your every need in the purest Thai amenities - selected to make your stay that much more comfortabl multi-media facilities ensure your message is heard by the right e a full itinerary throughout your stay. Limousine services and o n to choose The Sakhothai for your Bangkok vacation. The Hotel's of our therapists ease all of your tensions with a gentle massage gentle massage or revitalize your body with one of our treatment al splendors of a kingdom are yours. The ultimate comfort matche er-sports and Dive Centre are yours for the asking-recreational matcha o the graceful lobby and find yourself in a world of luxury and tradi Chao Phraya River. Immerse yourself in the Banyan Tree Premiers wh

Figure 8 (Cont'd)

ates back over 125 years when we first opened our doors as a se continued to grow, and today we are recognized as one of the w nt. Welcome to Sheraton. We'll take care of your needs. An a day, local calls and faxes, we hope your stay will be a pleas iring artisans. That is why we take great care to commission memorable dining experience. We have one entire floor dedicate ities, many with river views. We can accommodate any number of 25 years when we first opened our doors as a seaman's lodge alon to welcome guests. This is our promise of a relaxing and unfo ys a pleasure doing business. Our business centre is efficiently p to 800 for a formal dinner. Our spacious meeting rooms are ful lities and wireless internet. Our highly trained conference organ work-out in the gym, relax in our sauna and steam room or enjoy m or enjoy a dip in the pool. Our massage facilities include Tha e 'Basic Steps of Massage' by our Banyan Tree Spa therapist, her l earthly matters below while our dedicated spa therapists invig free-form pool. Delight in our Thai cuisine at Saffron or sav ginative Italian at Il Cielo. Our experienced team also caters f rd-winning Devarana Spa where our masseurs and rained to ease to en business is on the agenda, our Executive Lounge offers state- g dedicated personal service, our experienced staff ensure every nder the close supervision of our experienced Hong Kong chef. Ch ts can be arranged with ease. Our friendly, professional staff a tive to your specific needs. Our Grand Ballroom is an ideal ven fet or a grand Chinese feast, our professional team will ensure tivities for young guests. Our guestrooms are exquisitely app ity. Dining at Le Normandie, our world-acclaimed French restaur The luxurious Oriental Spa is our temple of well-being, where th e the gentle ministrations of our therapists stimulate, rejuvena irit. Just across the river, our Sala Rim Naam restaurant bring ssical Thai dance and music. Our Business Service Centre compri ed equipment are available in our newly furnished and fully equi ess Centre. Or, just relax by our terrace pool by the river, or se, Continental. Coupled with our international selection of win ost comfort and convenience. Our attentive housekeeping staff i out and travel arrangements. Our professional-staffed Business

Figure 9 Language Patterns for the Pronoun 'we', 'our', and 'us'

large wedding or a theme party, our 9 banquet rooms are capable of can also unwind with a dip in our open-air swimming pool or stay in a relaxing swimming pool or stay in shape at our Health Club with modern exercise equipment for as many as 450 people are our specialty. The hotel's banquet and dining options of our world class chefs. From appetizers and cocktails to fine champagne, our newly renovated Lobby Lounge offer a variety of services to aid the busy executive. Our banquet, meeting and convention services include visual support. Combined with our own Bangkok Convention Centre and 24-hour room service complete the stay. Limousine services and our The Sukhothai Spa. Let one of our therapists ease all of your tension and vitalize your body with one of our treatments. The hotel operates a reward program to reward you for staying with us. The charm of Thai hospitality

Figure 9 (Cont'd.)

Apart from pronouns, modal auxiliary verbs that appear in Table 16 are 'can' and 'will'. It was found that in move 2 and move 3, 'can' generally occurs more often than 'will' (i.e., 25 occurrences of 'can' compared with 18 occurrences of 'will' including those in the contracted form 'll').

It was also interesting to find that the pronoun 'you' and modal auxiliary verbs often occur together. Table 17 shows that out of 39 cases of 'you' found in move 2 and move 3, 13 cases, or 35%, were used with modal auxiliary verbs; nine of these, or 24%, were the use of 'you' with the modal auxiliary verb 'can.'

Table 17 Frequency of Occurrence of the Personal Pronoun 'you' Used with Modal Auxiliary Verbs in Move 2 and Move 3

Feature	No. of Occurrences	%	Corpus ^{1/}
you + can	7	18%	39
you + can't	1	3%	39
you + could	1	3%	39
you + will	1	3%	39
You'll	1	3%	39
you + may	2	5%	39

Note: ^{1/} The corpus is the number of occurrences of the pronoun 'you' in move 2 and move 3.

In terms of the percentage of personal pronouns used with modals, 27%, or 7 of 26 occurrences, of the modal ‘can’ in move 2 and move 3 were use of ‘can’ with the pronoun ‘you’ (see Figure 10 for details).

Spa puts you right where you can experience the heart and soul
 it places you right where you can enjoy the hospitality only Mar
 the hospitality only Marriott can deliver - - amid a relaxing ga
 aradise away from it all, you can't beat Central Samui Beach Res
 for business or pleasure, you can be assured for the ultimate in
 s. For weekend stays, nothing can be more fun than bargain-shopp
 exceptional, this city resort can set the right tone. Every deta
 club with spa facilities. You can enjoy priority privileges like
 ctuary in the city, where you can enjoy sensuous in-suite spa tr
 om. As Spa Suite guests, you can enjoy a selection of exquisite
 venues is the ballroom, which can accommodate up to 1,000 guests
 an experienced catering team can be relied on to create custom-
 ecretarial services. Guests can laze away the day at the Sun T
 tio. Alternatively, a workout can be enjoyed at the fitness cent
 e needed, fitness instructors can provide assistance with person
 l relaxation and rejuvenation can be found at the Royal Health S
 nction venues. Themed events can be arranged with ease. Our fri
 oms and a boardroom. Ballroom can accommodate up to 600 guests f
 s 10. Covered poolside dining can accommodate up to 300 people.
 arch of something new. Guests can enjoy a delectable choice of J
 Spa is the place where guests can obtain the finest mind, body a
 es, many with river views. We can accommodate any number of dele
 occasion. The Grand Ballroom can host up to 1,600 guests, and a
 afternoon and evenings. You can also unwind with a dip in our
 lth of historic sights, there can be few more invigorating luxur
 raditional Thai salas. Guests can choose from dining in air-cond

Figure 10 Language Patterns for the Modal Auxiliary Verb ‘can’ and ‘can’t’

In addition, 6%, or 1 of 16, occurrences of ‘will’ in move 2 and move 3 was the use of ‘will’ with the pronoun ‘you’ (see Figure 11 for details). This therefore shows that in move 2 and move 3, modals especially ‘can’ and ‘will,’ tend to be frequently found with the pronoun ‘you.’

re, the Amari Watergate Hotel will ensure your stay in Bangkok is
 elegance. Throughout, guests will appreciate impeccable service
 gkok "City of Angels", guests will discover that there is very li
 beautiful living environment will find their dream hotel at The
 ties, you have everything you will ever need to do business in Ba
 trained conference organizers will ensure that your function runs
 and faxes, we hope your stay will be a pleasurable one. Limited
 feast, our professional team will ensure a smooth, hassle-free e
 ities with computer terminals will ensure that you work uninterru
 ge of world class restaurants will tempt the most demanding of pa

Figure 11 Language Patterns for the Modal Auxiliary Verb ‘will’

e lounge. The busy executive will find a dedicated and professional Pavillion where the Asia Caf will tempt you with exotic Thai dishes and the City Shoppe & Bakery will entice you with delectable treats, even the discerning gourmet will be delighted with the finest western kitchen and daily buffets will satisfy the most demanding palate (description) Executive guests will appreciate the Sofitel Club Lo

Figure 11 (Cont'd)

Another pronoun that was also found in move 2 and move 3 was 'we'. However, unlike 'you', 'we' did not generally appear together with modals (see Figure 12). Only in two cases was 'we' found with modals: one case was the use of 'we' with the contracted form 'll' and the other was the use of 'we' with 'can'.

ates back over 125 years when we first opened our doors as a service continued to grow, and today we are recognized as one of the world's finest. Welcome to Sheraton. We'll take care of your needs. An a day, local calls and faxes, we hope your stay will be a pleasurable dining experience. That is why we take great care to commission memorable dining experience. We have one entire floor dedicated to dining facilities, many with river views. We can accommodate any number of

Figure 12 Language Patterns for the Pronoun 'we'

In addition to the above frequency analysis, Table 18 shows the results of an analysis of the average number of sentences in moves 2 and 3 in which personal pronouns and modals appear. The study revealed that the sentences with 'you', 'your', 'we' and 'our' represented about 9%, 5%, 2% and 8% of total sentences in moves 2 and 3, respectively, whereas sentences with the modals 'can' and 'will' constituted approximately 5% and 3%, respectively, of all sentences in moves 2 and 3.

Table 18 Percentages of Sentences in Move 2 and Move 3 in which Personal Pronouns and Modal Auxiliary Verbs Appeared

Brochure #	Total Sent.	Linguistic Feature											
		you	%	your	%	we	%	our	%	can	%	will	%
1	24	2	8%	2	8%	0	0%	5	21%	4	17%	3	13%
2	12	10	83%	0	0%	0	0%	0	0%	3	25%	0	0%
3	25	4	16%	6	24%	2	8%	4	16%	1	4%	2	8%
4	10	2	20%	0	0%	0	0%	0	0%	0	0%	0	0%
5	8	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
6	9	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
7	9	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
8	11	0	0%	0	0%	0	0%	2	18%	0	0%	0	0%
9	11	4	36%	3	27%	0	0%	0	0%	0	0%	0	0%
10	10	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
11	28	0	0%	1	4%	0	0%	0	0%	7	25%	1	4%
12	33	3	9%	2	6%	0	0%	6	18%	4	12%	1	3%
13	7	0	0%	1	14%	0	0%	0	0%	1	14%	0	0%
14	13	0	0%	0	0%	2	15%	6	46%	0	0%	0	0%
15	11	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
16	26	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
17	14	0	0%	1	7%	0	0%	0	0%	1	7%	0	0%
18	37	0	0%	0	0%	0	0%	1	3%	1	3%	0	0%
19	14	3	21%	2	14%	3	21%	3	21%	1	7%	2	14%
20	15	0	0%	0	0%	0	0%	0	0%	1	7%	1	7%
21	9	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
22	25	8	32%	4	16%	0	0%	5	20%	0	0%	2	8%
23	17	0	0%	0	0%	0	0%	1	6%	0	0%	0	0%
24	23	0	0%	0	0%	0	0%	4	17%	1	4%	1	4%
25	30	2	7%	3	10%	0	0%	1	3%	0	0%	2	7%
26	42	0	0%	3	7%	0	0%	2	5%	2	5%	1	2%
Total	473	38		28		7		40		25		16	
Avg no. of occur.			9%		5%		2%		8%		5%		3%

Note: Assuming the personal pronouns in Table 18 appear only once per sentence, the number of personal pronouns also represents the number of sentences in which the pronouns appear.

Imperatives

Another feature that was investigated in this research was imperatives. Apart from the personal pronouns and modal verbs shown in Table 16, there were a few verbs that appeared in the list of frequently found words. Therefore, they are also worth discussing. As shown in Table 16, ‘experience’, ‘enjoy’, ‘relax’, and ‘take’ occur quite frequently in move 2 and move 3.

Figures 13, 14, 15 and 16 show that ‘experience’ could be used as both a noun and a verb. As a verb, it usually appears in imperatives, or after a modal ‘can’. As a noun, it usually appears with adjectival pre-modifiers, for example, ‘a unique experience’ and ‘dining experience’. ‘Enjoy’ is often found in imperatives, after the modal ‘can’, and in the infinitive form. In addition, ‘relax’ usually appears in imperatives and in the infinitive form. Finally, ‘take’ was found in imperatives and infinitive form.

puts you right where you can experience the heart and soul of the
Phuket. Welcome to the unique experience that is Thailand. An
oasis
nd within an island. A unique experience where peace meets
n island of tropical wonder. Experience some of the world's finest
d human comforts complete the experience of total luxury. (Picture
bars turn every meal into an experience, every drink into an
convenience. Enjoy a unique experience at the Deluxe View Suites,
r a superb winning and dining experience, there is an authentic Thai
urants and bars offer a fresh experience for those in search of
th floor, offers the ultimate experience. All 740 rooms and suites
ment a truly memorable dining experience. We have one entire floor
a truly unforgettable dining experience, try an international buffet
Something for every desire. Experience the perfect blend of sport,
relax at the Elephant Bar or experience easy listening and swinging
our room service complete the experience. The Sukhothai features

Figure 13 Language Patterns for the Verb ‘experience’

places you right where you can enjoy the hospitality only Marriott
 nd spa, you are far enough to enjoy privacy, but never far away fo
 zes, is perfectly situated to enjoy paradise. The resort is in tot
 a stylish modern atmosphere. Enjoy a cocktail at the Headlines Lo
 n our sauna and steam room or enjoy a dip in the pool. Our massage
 ate comfort and convenience. Enjoy a unique experience at the Del
 with spa facilities. You can enjoy priority privileges like a 10-
 ry in the city, where you can enjoy sensuous in-suite spa treatmen
 As Spa Suite guests, you can enjoy a selection of exquisite spa p
 s a haven of tranquil luxury. Enjoy the exquisite simplicity of po
 odation Grand Club guests enjoy the attention of a personal Bu
 al venue to take time out and enjoy the fine views of the gardens
 of something new. Guests can enjoy a delectable choice of Japanes
 t the NEXT2 Caf & Terrace or enjoy traditional Thai food at Salat
 oms and 83 Grande Villas enjoy an intimate relationship with

Figure 14 Language Patterns for the Verb ‘enjoy’

gorating work-out in the gym, relax in our sauna and steam room or
 facilities to rejuvenate and relax. All 117 elegantly appointed
 per your mind, body and soul. Relax in a steam bath, sauna or Jacu
 t rooms of the spa. Or simply relax by the pool. (Picture Descript
 intensive workout programs. Relax and revitalize in a luxury spa
 in rejuvenating treatments to relax the body and soothe the soul.
 provide a unique ambience to relax in, accompanied by live entert
 pped Fitness Centre. Or, just relax by our terrace pool by the riv
 izes to satisfy most events. Relax and be rejuvenated in the Roya
 d pastries. In the evenings, relax at the Elephant Bar or experie
 world, the Spa is a place to relax and refresh all the senses. (P
 om and poolside treatments or relax in one of nine private treatme

Figure 15 Language Patterns for the Verb ‘relax’

Welcome to Sheraton. We'll take care of your needs. And reward
 d museum caf are designed to take advantage of the sea breezes.
 t the Headlines Lobby Bar, or take in the authentic all American
 una or Jacuzzi, alternatively take a swim in the free-form pool.
 ng artisans. That is why we take great care to commission gift
 ent of gourmet food items for take away. Rim Nam Pool Bar Perf
 freshness, the ideal venue to take time out and enjoy the fine vi
 alties from Japan and China. Take a stroll over to the Garden Pa
 group or meeting. Take residence in one of the 607 su

Figure 16 Language Patterns for the Verb ‘take’

Apart from the verbs ‘experience’, ‘enjoy’, ‘relax’, and ‘take’ that appear in the list of frequently found words in Table 16, a few verbs that were also used as imperatives in move 2 and move 3 were also found in the brochures in the corpus. The following are examples of these verbs:

- | | |
|-----------|--------------|
| - enter | - discover |
| - expect | - revitalize |
| - step | - find |
| - venture | - indulge |
| - immerse | - rejuvenate |
| - dine | - play |
| - revive | - etc... |

Table 19 shows that of all sentences found in move 2 and move 3, approximately 12% are sentences with the use of imperatives.

Table 19 Percentages of Imperatives in Move 2 ‘Attracting Potential Guests’ and Move 3 ‘Presenting Hotel’s Facilities’

Brochure #	Total Sent.	Imperatives ^{1/}	%
1	24	4	17%
2	12	0	0%
3	25	8	32%
4	10	0	0%
5	8	0	0%
6	9	0	0%
7	9	1	11%
8	11	0	0%
9	11	4	36%
10	10	0	0%
11	20	0	0%
12	33	1	3%
13	7	0	0%

Table 19 (Cont'd)

Brochure #	Total Sent.	Imperatives^{1/}	%
14	13	2	15%
15	11	3	27%
16	26	0	0%
17	14	5	36%
18	37	0	0%
19	14	4	29%
20	15	6	40%
21	9	3	33%
22	25	4	16%
23	17	2	12%
24	23	1	4%
25	30	1	3%
26	42	1	2%
Total	473	50	
Avg. no. of occur.		12%	

Note: ^{1/} This column represents the number of sentences in which the imperatives appear.

As can be seen from Table 19, the rates of the use of imperatives in move 2 and move 3 varied considerably among the brochures in the corpus. Table 19 shows that it ranged from 0% to 40%. In general, the brochures that did not contain imperatives in move 2 and move 3 were mostly the resort or resort and spa hotels (see Table 20).

Table 20 Brochures with No Imperatives Found in Move 2 and Move 3

Brochure #	Name of the Hotel
2	Bangkok Marriott Resort & Spa
4	Central Samui Beach Resort
5	Dusit Laguna Resort
6	Dusit Island Resort
8	The Dusit Thani
10	Grand Hyatt Erawan
11	Intercontinental
13	JW Marriott Phuket Resort and Spa
16	The Peninsula
18	Royal Cliff Beach Resort

Adjectival Pre-modifiers

Adjectival pre-modifiers seem to play a prominent part in the brochures studied. As shown in Table 16, among the 100 most frequently found words in moves 2 and 3, apart from personal pronouns, modal verbs, and certain imperative verbs, are some adjectives. Table 21 below shows the 60 most frequently found adjectives in move 2 and move 3

Table 21 The 60 Most Frequently Found Adjectives in Move 2 ‘Attracting Potential Guests’ and Move 3 ‘Presenting Hotel’s Facilities’

Adjective	Frequency	Adjective	Frequency	Adjective	Frequency	Adjective	Frequency
Thai	84	perfect	12	new	9	casual	5
international	35	stylish	12	warm	9	classic	5
private	30	appointed	11	exclusive	8	decorative	5
royal	26	complimentary	11	personal	8	delicious	5
tropical	25	elegant	11	professional	8	gracious	5
modern	19	ultimate	11	charming	7	spectacular	5
traditional	18	unique	11	comfortable	7	ancient	4
deluxe	17	exquisite	10	exotic	7	artistic	4

Table 21 (Cont'd)

Adjective	Frequency	Adjective	Frequency	Adjective	Frequency	Adjective	Frequency
finest	17	extensive	10	first	7	classical	4
authentic	16	natural	10	fine	7	delectable	4
central	15	superb	10	easy	6	innovative	4
ideal	13	best	9	lush	6	memorable	4
spacious	13	contemporary	9	renowned	6	pristine	4
local	12	large	9	sumptuous	6	understated	4
luxurious	12	magnificent	9	brehtaking	5	bustling	3

Table 22 gives an indication of what attributive adjectives are typically found in this domain of advertising. In other words, the 60 most frequent attributive adjectives were associated with particular types of product in the domain of hotel rather than being associated with all types of hotel products. It is quite expected in the case of hotel brochures to find the adjectival pre-modifiers like ‘international’, ‘authentic’, ‘ideal’ and ‘luxurious’, and others. Table 22 also shows that a particular adjective co-occurred only with a particular nominal collocate; for example, ‘deluxe’ tends to co-occur with rooms and suites, but not restaurants. It should be noted that among these frequently used adjectives, adjectives in the superlative form are also found, for example, ‘finest’ and ‘best’. All these attributive adjectives with positive meanings which function as pre-modifiers were used particularly to build a positive image of the hotel’s facilities and services.

Table 22 Collocates of the 60 Most Frequent Adjectival Pre-modifiers

Adjectival Pre-modifiers	Collocates
Thai	way, hospitality, culture, style, architecture, artifacts, cuisine, massage, restaurant, etc...
international	etc...
private	destination, service, hotel, buffet, treatment, menu, standard, etc...
royal	balconies, residences, smoking room, terraces, rooms, lounge, etc...
tropical	cuisine, spa, etc...
modern	paradise, gardens, islands, environment, setting, etc...

Table 22 (Cont'd)

Adjectival Pre-modifiers	Collocates
traditional	hospitality, atmosphere, cuisine, gymnasium, setting, design, etc...
deluxe	style, design, classics, food, etc...
finest	hotel, accommodations, rooms, suites, amenities, etc...
authentic	beach, hospitality, hotel, tastes, etc...
central	cuisine, restaurant, etc...
ideal	district, etc...
spacious	choice, venue, way, place, etc...
local	guest room, meeting room, suites, bathroom, etc...
luxurious	attraction, cuisine, etc...
perfect	bathroom, guest room, spa, suite, etc...
stylish	address, place, blend, etc...
appointed	décor, venue, atmosphere, guest room, suite, etc...
complimentary	guest room, suite, etc... cocktails, buffet, etc...
elegant	setting, room, facilities, etc...
ultimate	retreat, comfort, experience, etc...
unique	flavor, experience, ambience, etc...
exquisite	service, restaurant, taste, etc...
extensive	choice, range, selection, etc...
natural	surroundings, treatment, environment, etc...
superb	setting, experience, restaurant, room, etc...
best	restaurant, experience, facilities, etc...
contemporary	style, architecture, cuisine, guest room, etc...
large	bathroom, swimming pools, terrace, ballrooms, etc...
magnificent	setting, swimming pools, residence, etc...
new	dimension, meaning, etc...
warm	sunshine, hospitality, etc...
exclusive	spa facilities, parking, amenities, property, etc...
personal	service, paradise, etc...
professional	staff, team, support, etc...
charming	hospitality, view, etc...
comfortable	accommodation, surrounding, furniture, etc...
exotic	culture, dishes, cocktails, etc...
first	resort, hotel, etc...
fine	cuisine, restaurant, etc...
easy	access, etc...

Table 22 (Cont'd)

Adjectival Pre-modifiers	Collocates
lush	garden, surroundings, etc...
renowned	service, etc...
sumptuous	buffets, etc...
brehtaking	view, setting, etc...
casual	setting, dining, atmosphere, etc...
classic	cocktails, antiques, cuisines, etc...
decorative	pools, setting, etc...
delicious	cocktails, snacks, pastries, etc...
gracious	hospitality, rooms, etc...
spectacular	landscape, view, etc...
ancient	kingdom, sights, etc...
artistic	motifs, blend, etc...
classical	temple, splendors, ornaments, etc...
delectable	choice, treat, cuisine, etc...
innovative	cuisine, setting, restaurant, etc...
memorable	experience, etc...
pristine	beach, river, sand, etc...
understated	elegance, finesse, etc...
bustling	markets, etc...

**Comparison of the Findings of the Present Research and Those of Some
Previous Research on Promotional Genres**

This section presents summaries of previous research on promotional genres and a comparison between the findings of these studies and those of the present study. The discussion involves the comparison of findings concerning the move structure, linguistic features and communicative purposes of hotel brochures.

Similarities in Move Structure

In terms of move structure, the moves found in the present study seem to be similar to the rhetorical patterns found in the previous studies on hotel brochures (e.g. Leetch, 1996 and Poonlappanich, 2001). A comparison of the rhetorical moves of hotel brochures of Leetch (1996), Poonlappanich (2001) and those of the present study is shown in Figure 17 below:

Leetch (1996)	Poonlappanich (2001)	The Present Study
1: Name	1: Logotypes	Move 1: Identifying the Hotel
2: Introduction	2: Introduction	Move 2: Attracting Potential
3: Location	3: Service Offered	Guests
4: Guestrooms	4: Address	Move 3: Presenting Hotel's
5: Food and beverage outlet	5: Map	Facilities
6: Extra facility	6: Corporate Structure	Move 4: Giving Necessary
7: Closure	7: Fact Sheet	Visiting/Booking Information
8: Map	8: The Close	Move 5: Giving Miscellaneous
9: Information for reservations	Information	

Figure 17 The Rhetorical Moves of the Hotel Brochures of Leetch (1996), Poonlappanich (2001) Versus those of the Present Study

As can be seen in Figure 17, the names of the rhetorical moves of previous studies on hotel brochures and the present study are totally different. However, the communicative purposes of some rhetorical structures of previous studies can be viewed as being similar to some moves and steps of the present study. Figure 18 shows a comparison of the moves and steps of hotel brochures of the present study and those of the previous studies:

The Present Study	Previous Studies
Move 1 Identifying the Hotel	
Step 1 Stating the Hotel's Name	→ - 'Name' (Leetch) - 'Logotype (Poonlappanich)
Move 2 Attracting Potential Guests	
Step 1 Describing the Hotel's Location	- 'Introduction' ,
Step 2 Describing Immediate Surroundings	→ - 'Location' (Leetch)
Step 3 Describing History/Background	- 'Introduction' (Poonlappanich)
Move 3 Presenting Hotel's Facilities	
	→ - 'Service Offered' (Poonlappanich)
Step 1 Promoting Guest Rooms	→ - 'Guestrooms' (Leetch)
Step 2 Promoting Available Restaurants and Bars	→ - 'Food and beverage outlet' (Leetch)
Step 3 Promoting Recreational and Leisure Activities	
Step 4 Promoting Conference and Banquet Facilities	→ - 'Extra facilities' (Leetch)
Step 5 Promoting Additional Guest Services	(Leetch)
Move 4 Giving Necessary Visiting/Booking Information	
Step 1 Giving a Map/Address	→ - 'Map' (Leetch)
Step 2 Giving Contact/Reservation Information	→ - 'Information for Reservations (Leetch)
Step 3 Listing Names of Sister Hotels	- 'Map', 'Corporate Structure' (Poonlappanich)

Figure 18 A Comparison of the Moves and Steps of Hotel Brochures of the Present Study and those of Previous Studies

Despite different names of the rhetorical moves, the earlier studies and the present study basically share certain moves and steps such as those aiming to identify the hotel, those presenting the hotel's facilities and services and those giving information on direction and location and on how to contact the hotel. For example, 'Name' in Leetch's study and 'Logotypes' in Poonlappanich's study can

be viewed as being similar to step 1 ‘Stating the Hotel’ Name’ in move 1 ‘Identifying the Hotel’ in the present study since they aim to tell the name of the hotel. Moreover, ‘Guestrooms’, ‘Food and beverage outlet’, and ‘Extra facility’ can be considered to correspond to the five steps in move 3 ‘Presenting Hotel’s Facilities’ because they all aim to present the facilities and services which are available at the hotel. Besides, the sequence of moves of the hotel brochures in the present study was quite similar to that in Leetch’s study in that the sequence of these moves is flexible and the positions of each move are also variable.

Apart from hotel brochures, other instances of the promotional genre such as the tourist leaflets also contain moves that are consistent with those of the present study. A comparison of the move structure of tourist leaflets of Boonchayaanant (2003) and that of the present study is shown in Figure 19 below:

Boonchayaanant (2003)	The Present Study
Move 1: Identifying the Attraction	Move 1: Identifying the Hotel
Move 2: Attracting Readers	Move 2: Attracting Potential Guests
Move 3: Describing the Attraction	Move 3: Presenting Hotel’s Facilities
Move 4: Giving Visiting Information	Move 4: Giving Necessary Visiting/Booking Information
Move 5: Giving Contact Information	Move 5: Giving Miscellaneous Information
Move 6: Giving Other Information	

Figure 19 A Comparison of the Move Structure of Tourist Leaflets of Boonchayaanant (2003) and that of the Present Study

In terms of move structure, the moves found in the present study seem to be similar to those found in previous studies on tourist leaflets. For example, in the work of Boonchayaanant (2003), the move ‘Identifying the Attraction,’ which serves to identify the attraction, could be viewed as having a similar role to the move ‘Identifying the Hotel’ on the cover page of the hotel brochures in that both are to tell readers what the name of the place is. In addition, the move ‘Giving Visiting Information’ and the move ‘Giving Contact Information’ in tourist leaflets could be viewed as being similar to the move 4 ‘Giving Necessary Visiting/Booking Information’ since they all aim to give information on directions to and on how to visit or contact the place.

Similarities in Linguistics Features

The present study and previous studies found certain similarities in linguistic features. The first feature was personal pronouns. Pronouns including ‘you’, ‘your’, ‘we’ and ‘our’ are found in the previous studies as well as in the present study. As shown in Table 18, sentences containing ‘you’ were found to be 9% of all sentences in move 2 and 3 of the hotel brochures in the corpus. Assuming that only one pronoun can be used in a sentence; that is to say, ‘you’, ‘your’, ‘we’ and ‘our’ are mutually exclusive in the sentences found in move 2 and 3, the sum of the number of sentences in which these pronouns appear would be approximately 24% of all sentences in moves 2 and 3.

The pronoun ‘you’ is used in the brochures of the present study to address the guests while ‘we’ is generally used to refer to the hotel management and hotel staff. Leetch (1996) points out that the use of ‘you’ is a direct way to address the guest and ‘we’ means the hotel management and hotel staff. Similarly, Henry and Roseberry (1996), Iborra and Garrido (2001) and Boonchayaanant (2003) suggest that ‘you’ is used to address the reader, attempting to attract the reader’s interest and to create a friendly personal tone. This is consistent with the use of personal pronouns particularly ‘you’ and ‘we’ in advertising. In advertising language, Leetch (1996) points out, ‘you’ is taken as the direct way to address the readers. Similarly,

Cook (1992), Myers (1994) and Fuertes-Olivera *et.al.* (2000) state that 'you' is a part of a high-involvement strategy and is used to create a one-to-one relationship with potential customers while the personal pronoun 'we' is used to refer to the advertisers or the manufactures.

Apart from personal pronouns, the modal verbs 'can' and 'will' also appear frequently in promotional genres. In the work of Cheung (1993), the modal verbs 'can' and 'will' are frequently found in the move that describe product-benefits in the direct mail sales letters. Similarly, in the tourist leaflets, modals are often used with the pronoun 'you' to indicate value or benefits the visitors would obtain if they come to visit the attraction. This seems to be comparable to the use of modals in the hotel brochures where modals are often used with the pronoun 'you' to indicate value, benefits, comfort, or privileges the guests will obtain if they stay at the hotel (e.g. in brochure #3: You can enjoy priority privileges like a 10-minute complimentary neck and shoulder massage). Similarly, in advertising language, Leech (1966) notes that modals are usually used to show promise or benefits that the product offers.

Another feature found both in the present study and in previous studies is imperatives. Imperatives in promotional genres tend to be used to request or persuade readers to take action (e.g. to buy a product or to visit an attraction). As suggested by Leech (1966) and Myers (1994), imperatives are usually used in advertising to suggest or invite the customers to buy or use the product.

In the present study on hotel brochures, imperatives were also often found and used for a function similar to that they have in advertising. Imperatives are generally used in move 2 and 3 to extend an invitation or suggest that potential guests stay at the hotel or avail themselves of activities, facilities, and services there. Iborra and Garrido (2001) and Boonchayaanant (2003) similarly suggest that imperatives are mainly used to encourage or invite readers to visit a place or suggest that they do do. Leetch (1996) has also pointed out that guests are often addressed directly by means of the 'invitatory imperative' (e.g. Take..., Relax...).

The final aspect concerns the use of adjectival pre-modifiers. Extensive use of adjectival pre-modifiers was evident in the present study and in the work of Henry and Roseberry (1996), Iborra and Garrido (2001) and Boonchayaanant (2003). In the analysis of linguistic features found in move 2 and 3, Table 16 shows that adjectives appeared in great numbers among the 100 most frequently found words in moves 2 and 3. The adjectival pre-modifiers were generally used to present positive aspects of hotel's facilities and services.

Regarding the use of adjectival pre-modifiers, Leech (1966) points out that adjectival pre-modifiers are normally used to give information about the product and to describe the attractive aspects of it. Similarly, Schrank (2005) notes that adjectives are used to claim that the product or service is better and that there is nothing else quite like the product or service being advertised. Bhatia (1993) also suggests that the adjectives in pre-modifying position are used to promote and describe a particular product or service to potential customers. To persuade people to buy the product or use the service, advertising must present an attractive description of the product or service. As a consequence, adjectival pre-modifiers seem to play an important role because they provide a way for the writer to describe his product or service as attractively as possible and convince readers of its value.

In sum, the above discussion concerns the similarities among sub-genres of promotional genres in terms of four main linguistic features: personal pronouns, modal auxiliary verbs, imperatives and adjectival pre-modifiers. Due to the small size of the corpus of this study, generalizations cannot be made. Nevertheless, it might be possible that all texts discussed above share certain similarities in linguistic features because all these texts are sub-genres of the promotional genre. The similarities in the research findings seem to support what Bhatia said: that the fact that all these texts are sub-genres of the promotional genre would make them share certain characteristics and “use somewhat overlapping linguistic resources in much the same way” (Bhatia 1993: 75).

In conclusion, this chapter has presented six main sections of analyses: general observations of the hotel brochures in the corpus, an analysis of move structure of the brochures, an analysis of position of the moves, a review of pictures in the brochures in the corpus, an analysis of the predominant linguistic features of move 2 ‘Attracting Potential Guests’ and move 3 ‘Presenting Hotel’s Facilities,’ and a comparison of the findings of the present study with those of previous research on promotional genres. Conclusions concerning several important issues, some observations on the analyses and a discussion of the pedagogical implications of the study are presented in the next chapter together with recommendations for further research.