

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

This chapter comprises three sections. The first section presents conclusions concerning a few issues from the analysis of move structure of the hotel brochures in the corpus. The next section discusses pedagogical implications of the present study. The final section is a conclusion and a few recommendations for further research.

#### **Conclusions on Issues from the Analysis of Move Structure of the Hotel Brochures**

This section presents conclusions concerning important issues drawn from the findings of the present study. Two issues are discussed below: communicative purposes realized through each move and the significance of patterns of move order in the brochures.

#### **Communicative Purposes Realized through Each Move**

The total of five moves found in the hotel brochures in the corpus were as follows:

- 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

Move 1 to move 4 above are prototypical moves of the genre. These four typical moves eventually lead to realization of the overall communicative purposes of the hotel brochures in the corpus, which are not only to give information about

the hotel, facilities and services but also to persuade readers to be the guests of the hotel.

In order to achieve the overall communicative purposes of the hotel brochures, there is a particular intention provided within each move. In move 1 ‘Identifying the Hotel’, the name of the hotel and the location of the hotel are provided to inform the readers. Such particular intention could be achieved through steps provided within this move.

A persuasive communicative purpose is quite evident in move 2 ‘Attracting Potential Guests’. Move 2 attempts to attract the readers and motivate them to be guests of the hotel. As the results show, it is not necessary that move 2 include information on the image of the hotel or value offered to the guests; its purpose could also be achieved by giving information about the location and the background or history of the hotel. The main aim of the location information in move 2 is not to give directions of how to get to the hotel but to motivate readers to visit or stay there by claiming convenient access to the hotel and other places. In the three examples below, the word ‘just’ and ‘only’ play an important role in persuading readers to visit or stay in the hotel.

- And only 15 minutes from Samui Airport. (Brochure #4)

- Situated just 30 minutes from the airport and only 10 minutes from the city centre, ... (Brochure #14)

- And is only a 25-minute drive from Don Muang International Airport by chauffer-driven limousine. (Brochure #26)

Move 3 'Presenting Hotel's Facilities' is a crucial move, which gives details concerning facilities and services. Like move 2, move 3 attempts to persuade readers to be guests of the hotel as well. Therefore, it is not surprising to find that the two moves share certain steps that attempt to motivate readers. For example, move 2 step 5 'Claiming Superiority/Achievement' is quite similar to move 3 step 6 'Claiming Services/Facilities' Superiority/Achievement' in that they both aim to persuade readers to be guests of the hotel by claiming that the hotel is superior to other places in certain respects.

As the name of the moves suggest, move 4 'Giving Necessary Visiting/Booking Information' and move 5 'Giving Miscellaneous Information' aim mainly to give readers' information. In move 4, writers either simply gives a telephone/fax number or contact address or presents the information in the form of a suggestion to contact as in 'For further information, contact: ...' while move 5 aims to give some extra information that is not directly related to the hotel but which may be considered useful for the readers.

In conclusion, although the main communicative purposes or the particular intentions of each move are different, all moves contribute to the overall communicative purposes of the hotel brochures, which are to inform the readers and persuade them to become guests of the hotel.

### **Significance of Patterns of Move Order in the Hotel Brochures**

In addition to communicative purposes, the order of moves is also significant in identifying the rhetorical patterns of move. As can be seen from the findings, the typical pattern of move order preferred by the majority of the writers of the brochures was as follows:

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

However, sometimes cycling of patterns of move order occurred. An example of cycling of pattern of move order is as follows:

Move 1: Identifying the Hotel



*Move 2: Attracting Potential Guests*



*Move 3: Presenting Hotel's Facilities*



*Move 2: Attracting Potential Guests*



*Move 3: Presenting Hotel's Facilities*



Move 4: Giving Necessary Visiting/Booking Information



Move 5: Giving Miscellaneous Information

### **Product Offered in Move 3 ‘Presenting Hotel’s Facilities**

Some of the outcomes of the present study concerning the move structure may be explained in relation to marketing and advertising concepts. In the view of hospitality industry, as suggested by Lane and Russell (2001), Berry (1984) and Roberts (1993), products of the hotel are not only tangible (e.g. guest rooms) but also intangible (e.g. feeling of relaxation and warmth). From the present findings, facilities available at the hotel, which are usually described in move 3, steps 1 to 5 of the brochures investigated, could be regarded as tangible formal products of the hotel. Examples of move 3, steps 1 to 5 that presents tangible value of the hotel are as follows:

- Bathrooms are decorated in Italian marble and offer spacious bathtubs, separate glass-enclosed shower units, and full bath amenities. (Brochure #11)

- The Royal Cliff Beach Hotel offers a wide range of rooms and suites to suit the needs of today’s discerning traveler. (Brochure#18)

Apart from information on tangible formal products offered by the hotel, information on intangible values or benefits that guests would obtain is also found in move 3, step 6. The values or benefits offered to guests could be viewed as the intangible products because they are not specifically concern the tangible things offered at the hotel. Examples of these are:

- At Amari Watergate Hotel, it is always a pleasure doing business. (Brochure #1)

- A place where the only directive is the relentless pursuit of physical pleasures. (Brochure #12)

In sum, in addition to formal tangible products offered by the hotel, the values that guests would obtain can also be presented in the hotel brochures as they too can be regarded as products offered to guests. The information on tangible benefits offered at the hotel were generally presented in move 3, steps 1 to 5 whereas intangible values and benefits that guests would obtain tended to be found in move 3, step 6.

### **Imperatives as Characteristics of Certain Types of Brochures**

The analysis of linguistic features in moves 2 and 3 of the hotel brochures studied also revealed several characteristics of the language in moves 2 and 3. One interesting finding concerns the use of imperatives. It was found that imperatives tend to be rarely found in the hotel brochures promoting resort and spa hotels (see Table 20). It might be the case that this is a characteristic of the brochures that promote this type of hotel. Nevertheless, given the limited sample size used in this study, no generalization can be made from this finding, and further investigation would be required in order to obtain a more absolute conclusion.

### **Pedagogical Implications**

Like most of the previous research on genre analysis, it is hoped that the present study is of great value to the writers of the genre and to teachers and learners of the genre. First, the present findings provide writers with certain models or guidelines on how to write a hotel brochure. In addition, the findings are particularly useful in the design of syllabi and the development of teaching materials and teaching strategies for English for advertising/print media copywriting courses. Although the corpus in this study was limited to five-star hotel brochures distributed in Thailand, the results of the study provide basic information on how the genre is produced for writers, teachers, and learners.

The knowledge of the move structure of hotel brochures provides guidelines of how the genre is organized (i.e., what moves should be included in a hotel brochure). The findings concerning language patterns typically found in each move are also useful for writers. In education, teachers can find out what language functions and forms should be emphasized in the teaching of the genre and in syllabus design. For example, it would be useful to make learners aware of the fact that it is possible to write location information in a persuasive style by adding the words 'just' and 'only' (e.g. 'situated just 30 minutes from the airport and only 10 minutes from the city centre').

In addition, this genre analysis of hotel brochures recognized the importance of the use of pictures in the brochures. Therefore, it would be useful to brochure producers as well as teacher and students of this genre to point out the way pictures function in the hotel brochures. Table 15 shows that pictures of location, facilities, service providers (often smiling) and guests (often smiling) were generally found in the brochures to support moves 2 and 3. The pictures of smiling guests tend to imply the value that the guests will gain if they stay in the hotel. The learners of the genre should be made aware of these points as well when they want to use pictures to support the texts. It would also be useful to suggest that learners take into consideration the position of moves in the brochures and the percentage of space devoted to each move. This part of analysis would at least give writers and learners of the genre basic ideas as to where to position each move in a hotel brochure and how to allocate space in the brochures to each move. Models of the investigated hotel brochures and a summary of prominent linguistic features of each move can be seen in Figure 7 and Table 23, respectively.

**Table 23** A Summary of Moves of the Hotel Brochures and their Prominent Linguistic Characteristics

Move	Main Linguistic Characteristics
<b>Move 1: Identifying the Hotel</b>	
Step 1: Stating the Hotel's Name	- Phrases; Some nominal modifiers (e.g. Dusit Laguna Resort)
Step 2: Stating the Hotel's Location	- Phrases (e.g. Bangkok, Thailand)
Step 3: Stating the Hotel's Slogan	- Catchy Phrases (e.g. We Know What It Takes)
Step 4: Presenting the Hotel's Group	- Phrases (e.g. The Peninsula Group)
<b>Move 2: Attracting Potential Guests</b>	
Step 1: Describing the Hotel's Location	- Complete sentences - Emotive statements - Some phrases (e.g. An island of tropical wonder)
Step 2: Describing Immediate Surroundings	- Past participial phrases (e.g. Perched on the "River of Kings")
Step 3: Describing History/Background	- Present simple tense; Past simple tense
Step 4: Claiming Convenient Access to the Hotel and Other Places	- Adverbs 'just' and 'only' - Phrases
Step 5: Claiming Superiority/Achievement	- Comparison: superlatives (e.g. finest); and the word 'only' and 'world' (e.g. this gem is the tallest all-suite luxury hotel in Bangkok)
Step 6: Highlighting Outstanding Characteristics	- Quasi-poetic and emotive statement
<b>Move 3: Presenting Hotel's Facilities</b>	
Step 1: Promoting Guest Rooms	- Complete sentences - Personal pronouns (e.g. 'you', 'your', 'we' and 'our') - Some phrases (e.g. 129 Sea View Rooms) - Imperatives, usually found with the verbs; take and enjoy (e.g. Enjoy a unique experience at the Deluxe View Suite)
Step 2: Promoting Available Restaurants and Bars	- Some phrases - Imperatives with frequent use of the verbs 'enjoy' and 'dine' (e.g. Dine under the stars at Vertigo)

**Table 23** (Cont'd)

Move	Main Linguistic Characteristics
Step 3: Promoting Recreational and Leisure Activities	- Some phrases - Imperatives, usually found with the verbs; 'take' 'enjoy', 'discover', 'experience' and 'relax' (e.g. Discover JW's Health Club and Spa)
Step 4: Promoting Conference and Banquet Facilities	- Complete sentences with indicated capacity (e.g. It seats 600 for banquets or 650 theatre style)
Step 5: Promoting Additional Guest Services	- Some phrases (e.g. Laundry/Valet Service)
Step 6: Claiming Services/Facilities' Superiority/Achievement	- Comparison: superlatives (e.g. first) ; and the word 'only' and 'world' (e.g. Featuring first in Bangkok – Banyan Tree Club is the only executive club with spa facilities)
<b>Move 4: Giving Necessary Visiting/Booking Information</b>	
Step 1: Giving a Map/Address	- Map; Full address
Step 2: Giving Contact/Reservation Information	- Telephone/Fax number; Website; Email address
Step 3: Listing Names of Sister Hotels	- Phrases; A list
<b>Move 5: Giving Miscellaneous Information</b>	
	- Logo with explanations - Printing details (e.g. ORBKK 08/2004)

Furthermore, the computer assisted analysis revealed certain linguistic features that should be emphasized in the teaching of this particular genre. Learners of the genre should particularly be made aware of the following main linguistic features:

1. Emphasis should be given to the use of personal pronouns (e.g. you, your, we, and our), particularly the use of 'you' in addressing the readers of the hotel brochures. In particular, learners should be made aware of the use of these personal pronouns with modals, including the use of 'you' and 'can' in move 2 and 3.

2. The analysis of typical sentences in which these pronouns appear would also be helpful to give learners some idea as to how these pronouns should be used in writing moves 2 and 3 of the genre.

3. The teaching of moves 2 and 3 also requires emphasis on other areas including the use of imperatives and certain verbs such as ‘experience,’ ‘enjoy,’ ‘relax,’ and ‘take.’ The emphasis should be particularly on how these features function in hotel brochures.

4. The use of adjectival pre-modifiers should also be highlighted when teaching learners to write texts of this genre. Learners of the genre should be made aware of how to use adjectives to modify particular nouns (see Table 22).

As Henry and Roseberry (2001) point out, it would be more useful to teach the language of each individual move rather than the language of the genre as a whole. In addition, Robinson (1991) states that the selection of features and choices realized in each move are made according to the communicative purpose of the text producer. In the present study, the linguistic features of each move particularly move 2 ‘Attracting Potential Guests’ and move 3 ‘Presenting a Hotel’s Facilities’ have been investigated. This provides knowledge of the language that is associated with each move and thus gives teachers and learners of the genre a better understanding of what features should be used to fulfill the purpose of each move.

### **Conclusion and Recommendations for Further Research**

This study is a genre analysis of hotel brochures. Four prototypical moves were found: Move 1 ‘Identifying the Hotel’; Move 2 ‘Attracting Potential Guests’; Move 3 ‘Presenting Hotel’s Facilities’; and Move 4 ‘Giving Necessary Visiting/Booking Information’. The particular intention of each move contributes to the overall communicative purposes of the hotel brochures, which are to inform readers about the hotel and persuade them to become its guests. As the hotel brochures and other texts discussed in this research are also of the promotional

genre, they tend to share certain similarities in move structure and linguistic features (e.g. personal pronouns, modalities, imperatives and adjectival pre-modifiers).

The findings on move structure, linguistic features, pictures, and sequence and position of moves provide a guideline for language teaching and learning of the genre. The corpus of the study was limited to 26 hotel brochures promoting five-star hotels in Thailand. Therefore, no generalizations regarding the hotel brochures genre can be made. However, as Iborra and Garrido (2001) state, this type of study can be regarded as starting point. It contributes to a better understanding of the genre. The findings can at least be used as a foundation for syllabus design and the teaching and learning of how to write a hotel brochure.

Further research with greater numbers of samples is needed in order to support the results of the present study. Future research could also be devoted to other classes of hotel such as three-star or four-star hotel brochures to discover similarities or differences in the results. Other types of brochures including those promoting businesses, apartments, tourist attractions and tour agencies would also be worth studying. In addition, as the present study focuses only on four main features: personal pronouns, modalities, imperatives and adjectival pre-modifiers, further research on other linguistic features or on the same features with a deeper analysis would be useful. For example, further investigation might focus on various types of phrases, the use of complex noun phrases and other prominent features, which could be obtained from the analysis of word frequency.