

PERSUASIVE LINGUISTIC FEATURES USED IN THE CONSEQUENCE OF
SETTING IN TOURISM BROCHURES PRODUCED BY A TOURISM
ORGANIZATION IN THAILAND



Submitted in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

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Benjamas phongphon. (2017). *Persuasive Linguistic Features Used in the Consequence of Setting in Tourism Brochures Produced by a Tourism Organization in Thailand.*

Thesis, M.A. (Business English for International Communication). Bangkok: Graduate School, Srinakharinwirot University. Project Advisor: Assistant Professor.Dr.Saiwaroon Chumpavan, Assistant Professor.Dr. U-maporn Kardkarnklai.

This study investigated the linguistic features used in 25 English tourism brochures published by a tourism organization in Thailand. Linguistic features were analyzed using the linguistic features produced by Leech (1966), and Yui Ling Ip (2008). These linguistic features include: (a) imperatives, (b) modal verbs, (c) quality adjectives, (d) descriptive words, (e) noun phrases, (f) pronouns, and (g) verbs. They were used to analyze in this study in the following setting (a) enticement, (b) descriptive places, (c) highlight shopping, (d) extra activities and entertainment, and (e) transportation. Findings from the analysis of linguistic features revealed that in the section of enticement, noun phrases with premodifiers were used to provide positive details and to evoke emotion in limited space. Secondly, descriptive places showed that a noun phrases with a postmodifiers provided information in the body copy. The quality adjectives and descriptive words attracted the attraction of tourists, and various verbs were used to show the offerings available from tourist attraction. Thirdly, shopping highlight, noun phrases translated from Thai proper nouns were used to refer to the name of a local product or a shopping area. In the fourth section, noun phrases translated from the Thai proper noun were used to present the name of local activities. Lastly, in the part of transportation, the imperative was used to provide directions. Noun phrase with Thai proper noun was used to employ the names of streets and provinces.

ลักษณะการใช้ภาษาโน้มน้าวใจที่ใช้ในเอกสารแนะนำการท่องเที่ยวที่เป็นภาษาอังกฤษที่ผลิตใน
ประเทศไทย



เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิตสาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

สิงหาคม 2560

เบญจมาศ พงษ์พล. (2560). *ลักษณะการใช้ภาษาโน้มน้าวใจที่ใช้ในเอกสารแนะนำการท่องเที่ยวที่เป็นภาษาอังกฤษที่ผลิตในประเทศไทย*. ปริญญาานิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ). กรุงเทพฯ: บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์ที่ปรึกษาปริญญาานิพนธ์: ผู้ช่วยศาสตราจารย์ ดร. สายวรุณ จำปาวัลย์, ผู้ช่วยศาสตราจารย์ ดร. อุมพร คาคการณีกุล.

การวิจัยครั้งนี้ มีวัตถุประสงค์เพื่อวิเคราะห์ลักษณะภาษาการโน้มน้าวใจที่ใช้ในเอกสารแนะนำการท่องเที่ยวที่เป็นภาษาอังกฤษที่ผลิตในประเทศไทยจำนวน 25 ฉบับโดยใช้ลักษณะทางภาษาศาสตร์ที่เสนอโดย ลีช (2509) และ ยู่ย หลิง อิป (2551) มาใช้ในการวิเคราะห์ลักษณะทางภาษาที่ใช้ในเอกสารแนะนำการท่องเที่ยว ลักษณะของภาษาศาสตร์เหล่านั้นประกอบด้วย การใช้รูปคำสั่ง (Imperative) กริยาช่วย (Modal verb) คำคุณศัพท์บอกคุณภาพ (Quality adjective) คำคุณศัพท์บอกลักษณะ (Descriptive adjective) กลุ่มคำนาม (Noun phrases) สรรพนาม (Pronoun) และกริยา (Verb) ลักษณะทางภาษาดังกล่าวจะได้รับการวิเคราะห์ในแต่ละส่วนของเอกสารแนะนำการท่องเที่ยว ซึ่งประกอบด้วย การเปิดหัวเรื่องส่วนบนสุด การให้ข้อมูลสถานที่ท่องเที่ยว การให้ข้อมูลเกี่ยวกับสินค้า การให้ข้อมูลเกี่ยวกับกิจกรรมต่างๆ และการให้ข้อมูลเกี่ยวกับการเดินทาง โดยผลการศึกษาพบว่า รูปแบบภาษาที่ใช้ในการเปิดหัวเรื่องส่วนบนสุดคือมีการใช้กลุ่มคำนาม และคำคุณศัพท์ประเภทวางไว้หน้าคำนามเพื่อสร้างภาพลักษณ์เชิงบวกในพื้นที่ของการเขียนที่จำกัด ต่อมาในส่วนของ การให้ข้อมูลเกี่ยวกับสถานที่ท่องเที่ยวพบว่ามีการใช้กลุ่มคำนามประเภทขยายความหลังคำนามเพื่อให้ข้อมูลในส่วนของ การแนะนำสถานที่ มีการใช้คำคุณศัพท์ประเภทบอกคุณภาพและคำคุณศัพท์ที่บรรยายลักษณะของสถานที่เพื่อดึงดูดนักท่องเที่ยว นอกจากนี้ มีการใช้คำกริยาที่หลากหลายเพื่อนำเสนอข้อเสนอต่างๆที่มีอยู่ให้นักท่องเที่ยว ส่วนรูปแบบภาษาที่ใช้ในส่วนของ การนำเสนอข้อมูลด้านการซื้อสินค้า พบว่ามีการใช้กลุ่มคำนามที่แปลจากคำเฉพาะในภาษาไทยเพื่อกล่าวถึงชื่อผลิตภัณฑ์หรือสถานที่ซื้อสินค้าในท้องถิ่นนั้นๆ นอกจากนี้กลุ่มคำนามที่แปลจากคำเฉพาะในภาษาไทยยังมีการใช้เพื่อบอกชื่อของกิจกรรมต่างๆ ในท้องถิ่นด้วย สุดท้ายในส่วนของข้อมูลด้านการเดินทาง พบว่ามีการใช้ประโยคคำสั่งหรือให้ข้อมูลเกี่ยวกับการเดินทาง มีการใช้กลุ่มคำนามที่เป็นภาษาไทยเพื่อบอกชื่อถนนและจังหวัด

The thesis titled
“Persuasive Linguistic Features Used in the Consequence of Setting in Tourism
Brochures Produced by a Tourism Organization in Thailand”

by
Benjamas Phongphon

has been approved by the Graduate School as partial fulfillment of the requirements for
the Master of Arts degree in Business English for International Communication of
Srinakharinwirot University.

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ACKNOWLEDGEMENTS

The completion of this research has been possible because of the assistance of the following. First of all, I would like to express my deepest gratitude to Asst. Prof. Dr. Saiwaroon Chumpavan, for her kindness, guidance, thoughtful advice, useful comments and suggestions, patience, warm encouragement, and valuable time. Her professional visions and thoughtfulness enabled me to achieve my thesis. Without her, this thesis would not success.

My sincere gratitude is extended to Asst. Prof. Dr. U-maporn Kardkarnklai, my thesis's co advisor, for her helpful, valuable comments, kindness, guidance, valuable suggestions and encouragement. Her constant advisement encouraged me to accomplish a thesis.

My sincere gratitude is extended to the entire thesis committees, Dr. Walaiporn Chaya, Asst. Prof. Dr. Ngamthip Wimolkasem, for their valuable time to read my work, and provide helpful suggestions.

I would like to thank Mr. Simon McIver and Mr. Joseph Charles Kraft for their helpful suggestions, useful comments, and encouragement. My special thanks also go to all teachers and friends for their kind assistance.

Finally, I am grateful to my father and mother for their encouragement. Without them, I would not be able to complete the program in Business English for International Communication at Srinakharinwirot University.

Benjamas Phongphon

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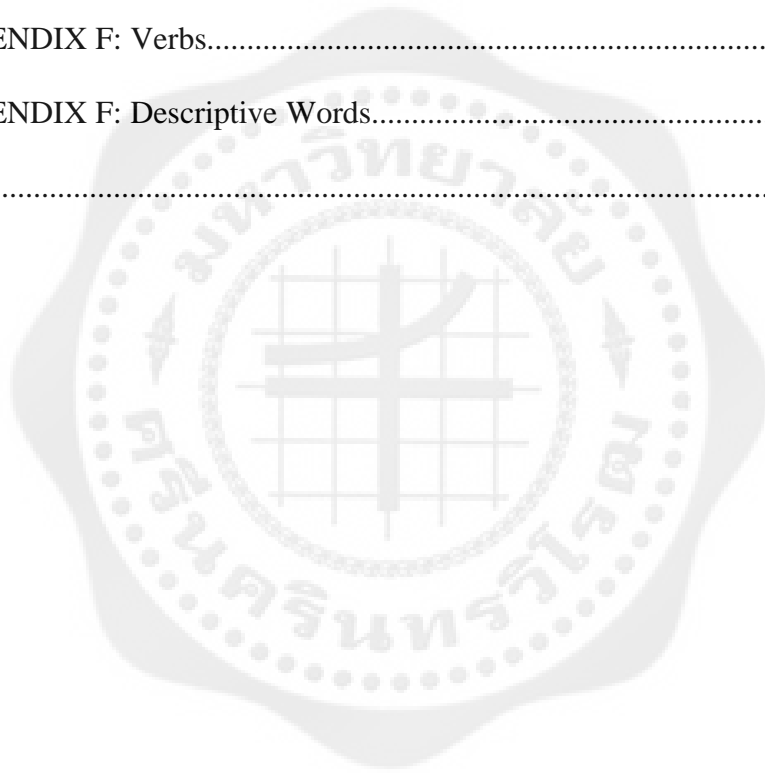
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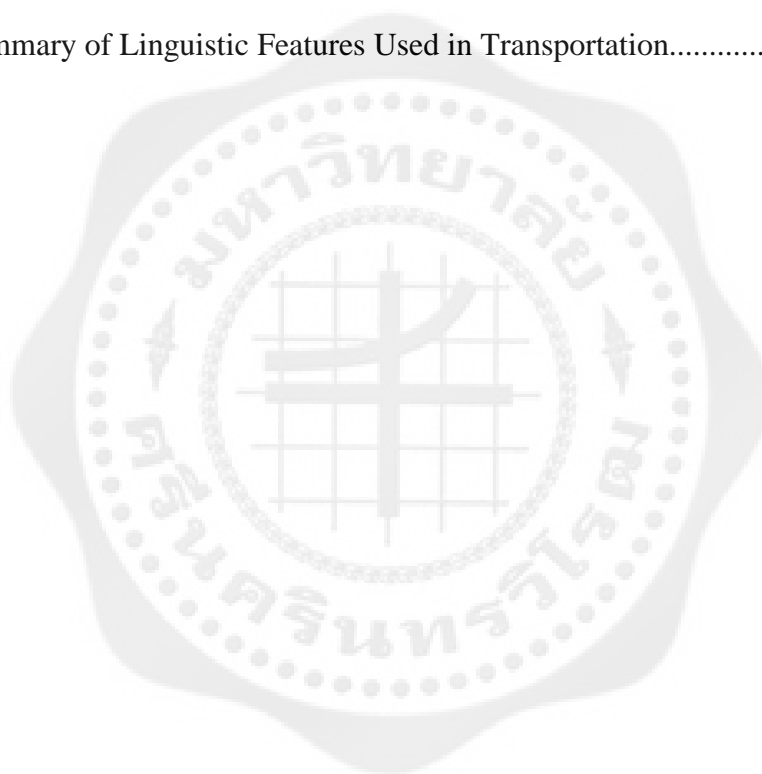
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CHAPTER I

INTRODUCTION

Background of the Study

The tourism industry is one of the most important parts of the economy of Thailand. In 2015, the number of foreign tourists increased by 23.54% over the previous year (the Minister of Tourism and Sport, 2015). Most foreign tourists in Thailand come from China, Malaysia, South Korea, Japan, Russia, German, England, Laos, France, and India. The Pacific Asia Travel Association (PATA) conducted a survey of 5,000 tourists coming from different countries and found the factors that make Thailand one of Asia's most popular destinations include (a) beautiful beaches, (b) traditional Thai culture and cuisine, and (c) the friendliness and hospitality of Thai people. In order to welcome many foreign tourists, tourism organizations cooperate with hotels, restaurants, resorts, and airlines. The increase in foreign tourists is a huge source of profit and also plays an important role in the creation of jobs and income. Tourism organizations therefore must produce materials to give information about attractions, accommodations, and services for tourists.

These materials can be divided into print and visual media. Print media is used to explain attractions, accommodations, and services for tourists, while visual media convey information that text is unable to, such as the physical appearance of a destination. Visual media include billboards, television, and the Internet, while print media include brochures, leaflets, magazines, newsletters, newspapers, and posters. The choice of visual or print media depends on the purpose of the writer and the product or service that they are promoting.

In the tourism industry, print media is an important tool in influencing public opinion because print media uses language (Salim, Ibrahim, & Hassan, 2012). Print media can be classified into brochures, posters, magazines and leaflets, and these are the main channel for information and images of tourist destinations. Of these, according to Wicks and Schuett (1991), brochures influence tourists the most in their decision to visit a destination because they usually contain textual descriptions and photographs, and include accommodations, activities, and attractions. These elements directly influence the decision of customers to pay for products and services. Similarly, according to Blaevi and Stoji (2006) the “physical value” of an attractive brochure cannot be replaced by other forms of communication such as posters and magazines. Therefore, brochures are widely accepted as an integral and influential part of the decision-making process of travelers (Salim, Ibrahim, & Hassan, 2012).

Brochure writers use both verbal and non-verbal techniques to express their ideas and influence customers to pay for products and services. The verbal techniques focus on text, sentences, and phrases. The aim of verbal techniques is to express information in such a way that captures tourists’ attention. Verbal techniques play a vital role in producing text that will be convincing to customers (Cook, 1998). Non-verbal techniques are also used in advertising brochures. Non-verbal techniques help convince tourists through the richness and creative style of the brochure. Non-verbal techniques include the use of design, illustration, typography, and color (Sangkham, 1995).

Commercial texts give details about tourist destinations through informative and persuasive messages (Terkan, 2014). Persuasive techniques arouse emotions by appealing to the heart and influencing the feelings of readers. Writers usually borrow from their own experience to help them get readers’ attention. Appeals to emotion are

often found in advertising, including in marketing leaflets and brochures, travel brochures, newspapers, and magazine articles promoting a particular view or product (Hurley, 2014). Appeals to the heart are not found in science reports, argumentative reports, and newspapers, and other sources which use arguments to appeal to reason and logic (Terkan, 2014). This is the basic difference between emotionally persuasive texts and argumentative texts.

In tourism texts, persuasive language takes the form of both linguistic devices and rhetorical devices (Vaicenoniene, 2006). The grammatical forms characteristic of these linguistic devices include (a) adjectives and adverbs (b) adjective premodifiers and post modifiers, (c) verbs, (d) pronouns, and (f) imperatives. Quality adjectives and adverbs are employed to give a positive impression of the product being advertised. The adjective premodifier is placed before the noun in order to emphasize a positive feeling and make the message more persuasive. The power of verbs is in their capacity to persuade. In a tourism text, verbs in present, past, and future tense serve different persuasive purposes. The present tense expresses desirable qualities of the attraction, while the past form can describe the historical background of the attraction. The future form anticipates the satisfying experience the tourists will have. Personal pronouns emphasize the tourists who exist outside the text (Flergin, 2014). In tourism texts, personal pronouns allow the writer to avoid repeating the names of people and attractions, with forms such as 'you,' 'its,' , and 'we' to indicate those names. Moreover, the imperative can be used as an indirect imperative and an indirect warning. The indirect imperative, rather than to express obligation, is used in offering benefits to tourists.

The rhetorical device is one of the linguistic techniques used in tourism brochures. Rhetorical devices stimulate the imagination through artful and creative messages. Vaicenoniene (2006), rhetorical devices are divided into two categories: schemes and

tropes. Schemes can be divided into three types: (a) repetition, (b) omission, (c) and composition. Repetition can be of sounds or key words. Omission takes two forms: ellipsis and preterition. Both are suggestive omissions implying that there is more than has been explicitly stated: preterition through suggestive language, and ellipsis by ending a sentence with dots. Composition takes two forms: pun and wordplay. Puns use the same words and sound but with a different meaning. Wordplay creates playful and memorable effects by using rhyme words.

Tropes, including metaphor, personification, and overstatement, make language more persuasive by stimulating ideas and imagination in the reader. Metaphor emphasizes the aesthetics of key words. Personification attributes human qualities, simile makes comparisons, and overstatement modifies adjectives and adverbs to give stronger effects.

In conclusion, linguistic and rhetorical devices can help create persuasive messages in tourism brochures. Which technique to use depends on the writer's intent. Linguistic devices use grammatical effects in order to create a positive impression and capture tourists' attention, while rhetorical devices consist of informal, playful, and artful techniques to create a persuasive message.

Purpose of the Study

The main purpose of this study is to investigate persuasive linguistic features and the consequence of setting used in describing tourist attractions, as seen in brochures produced by a target organization in Thailand. The aim is to improve tourist brochures in order to attract readers' attention, meet the needs of the target customers, and convince them to pay for tourism products and services.

Research Question

This study was conducted answer to the following question:

What persuasive linguistic features were employed in the consequence of setting in the English tourism brochures produced by a tourism organization in Thailand from years 2012-2016?

Significance of the Study

This study concerns the persuasive strategies in terms of linguistic features and the consequence of setting of English tourist attraction brochures. The findings of this study may be beneficial to brochure writers as a model, and students in the field of tourism as a guide to their future work. Instructors may use this research as a model to create more effective English materials, as well as design more successful classroom activities for tourism students.

Scope of the Study

This study focused on 25 tourism brochures advertising the top five regions of Thailand between the years 2012-2016. The study examined persuasive linguistic devices in five categories including: (a) enticement, (b) descriptive places, (c) shopping highlights (d) extra activities and entertainments, and (e) transportation.

Methodology

Selection of the Company and Tourism Brochures.

The researcher collected data from one tourism organization in Thailand. The target organization was selected because it accepted by Thai and foreign customers as providing reliable tourism information. Also, the organization were located in Bangkok, therefore, the researcher could visit the place to ask for brochure to analyze the data

Data collection procedures.

The data were collected from 25 English tourist attraction brochures produced by the selected company from the years 2012-2016. The researcher chose tourism brochures advertising the top five regions of Thailand, including the North (Chiang Mai, Chiang Rai, Sukhothai, Mae Hong Son and Lampang); Northeast (Nakorn Ratchasima, Khon Kaen, Nong Khai, Udon Thani, and Ubon Ratchathani); Central (Bangkok, Kanchanaburi, Ratchaburi, Hua Hin, and Ayutthaya); East (Pattaya, Rayong, Trat, Koh Chang, and Chanthaburi); and South (Phuket, Krabi, Phang Nga, Samui Island and Surat Thani).

Instrumentation.

The instrumentation used to analyze the data were adopted from Leech's model and Yui Ling Ip. It was used to analyze English-language tourist brochures, specifically examining these categories: (a) enticement, (b) descriptive places, (c) shopping highlights, (d) extra activities and entertainments, and (e) transportation. The linguistic features examined include: (a) imperatives, (b) modal verbs, (c) noun phrases, (d) quality adjectives, (e) personal pronouns, (f) verbs, and (g) descriptive words.

Data collection.

English-language tourist brochures from the target company between the years 2012-2016 provided the data for this study. 25 English-language tourism brochures about the top five regions of Thailand were chosen for detailed analysis because these were the best-represented tourism brochures in Thailand. They employ a variety of linguistic and rhetorical techniques which this study will analyze.

Data Analysis.

The data obtained from the analysis were used to answer from the research question. Linguistic features were divided into the following categories: (a) imperatives, (b) modal verbs, (c) noun phrases, (d) quality adjectives, (e) descriptive words, (f) personal pronouns, and (g) verbs. The data were analyzed with respect to the linguistic features used in: (a) enticement, (b) descriptive places, (c) shopping highlights (d) extra activities and entertainments, and (e) transportation.

Limitations of the Study.

This study focused on only the top five regions of Thailand. In addition, this study focuses only on the vital five elements of a tourism brochure including: a) enticement, (b) descriptive places, (c) shopping highlights, (d) extra activities and entertainments, and (e) transportation.

Definition of Terms

The following key terms are defined as follows:

Persuasive linguistic features. The particular language used to promote a particular view or product.

Consequence of the setting. The text's organization or necessary information of the texts' pattern that should be added in the brochure.

Tourism brochure. A particular brochure used for specific purposes such as offering information about famous tourist destinations.

Organization of the Study

Chapter I details the background of the study. Chapter II reviews the related literature and research studies relevant to the study. Chapter III explains the details of the research methodology. Chapter IV presents the results and Chapter V offers a discussion of these results, and recommendations for future studies.



CHAPTER II

REVIEW OF RELATED LITERATURE

This study was conducted to investigate the linguistic features used to construct persuasive messages in tourism brochures by professional brochure writers. This chapter presents a review of related literature and previous studies of these topics.

1. Definition of Advertising
2. Types of Advertising
3. The Elements of Tourism Brochures
4. Advantages of Tourism Brochures
5. Advertising Techniques
6. Persuasive Advertising
7. Persuasive Linguistic Features in tourism brochures
8. The Consequence of Setting in tourism brochures
9. Related Studies of linguistic features in the consequence of setting

Definition of Advertising

Advertising refers to a public notice or announcement. Nowadays, we meet advertising in many forms, including television advertisements, billboards, and posters, such that advertising now requires much more time, effort, and a greater variety of linguistic techniques. As a result, advertisers use a variety of selling techniques and ways of sending us messages. Advertising communicates the benefits of the product in order to encourage tourists to buy it (Kanchanasantiea, 2012).

Types of Advertising

The goal of advertising in the travel and tourism industry is to draw the attention of tourists and keep the availability and desirability of products and services in their minds (Arnold, 2006). Advertising typically consists of a textual message and photographs, depending on the type of advertising. Messages are an important tool of communication between brochure writers and tourists. Therefore, brochure writers continually seek the right words to promote products and services. Persuasive messages come in the form of tourism messages in printed advertising.

Printed advertising is available in several kinds of media, including leaflets, magazines, posters, and brochures. These printed advertisements have the same elements, including text, photographs, and logos. The text provides information about products, activities, and services. Information must be reliable and from credible sources in order to get the attention of tourists. In addition, logos and short slogans show the personality of the tourism organization. Photographs can help tourists in imagining attractive destinations, for example the tranquility of a beach or the mysterious atmosphere of a cave. Photography can be effective in capturing the nature of a destination where ordinary text falls short. Photographs help begin a new experience for tourists. “Logo” refers to the brand of the product, and if the brand is well-established, can suggest quality service.

Printed brochures are type-printed advertising for people with a specific interest. They are published for specific readers who want information on given attractions or activities. Tourism organizations will usually produce brochures to advertise their products and services because brochures offer information to a specific group.

The Elements of Tourism Brochures

As previously mentioned, brochures are widely used as an instrument in the marketing of tourism organizations and as an aid for travelers. It was found in several studies (Ozturk & Safak, 2010) that brochures are ideal for marketing travel and tourism. They provide a good format for explaining the type of organization, displaying the logo, and showing the organization of the company. Therefore, according to Cole and Crompton (2003), an effective brochure should influence three things: image formation, destination choice, and satisfaction (as cited in Molina & Esteban, 2006).

A formal tourism brochure should include a cover page, a middle page, and a back page to influence tourists (Middleton, 1988). Each part of the brochure will give specific information to tourists.

The cover page features the headline, as well as the name and logo of the organization. There is not much information in the headline. It makes tourists curious about the inside of the brochure. The headline merely suggests what they will find on the next page. The use of the logo and the name of the organization illustrate the nature and the power of an organization.

The middle part of the brochure presents information about tourist destinations, activities, and services given in a descriptive narration. Information should be given in creative ways. Creative narration stimulates the curiosity of tourists with the intent of raising their level of interest and convince them to explore a new place (Salim, Ibrahim & Hassan, 2012).

Information about the tourism organization is provided on the back page of brochure. The main use of the back page is to convey messages directly to target groups, especially groups of tourists. The information on the back page is the most desired by

tourists because it gives websites, contact information, and some incentives to visit the destination.

Brochure writers need to be aware of the proper form of brochures in order to make them interesting and to maximize their profits. They may need training in presenting information to customers in a clear and compelling way.

Advantages of Tourism Brochures

Brochures are readily available at tourist centers and are a convenient way to inform tourists about a destination. Brochures help tourists make decisions about places they want to visit, and whether to pay for products and services. These advantages of a brochure can be maximized as follows:

Brochures play a vital role in the decision-making process because brochures provide both descriptions and photographs. A compelling narrative may entice tourists to find travel information through text and photographs. As a result, the text should be written in a creative style. Makarova, who pioneered the use of typography in print ads suggested that text should be written in such as to say little but convey a lot, to say a lot of interesting things and display them in an interesting way, and shape letters or words out of objects in a picture. On the other hand, photographs should relate to the destination they are visiting because of the limited space available in a standard brochure. They are used to convince tourists to pay to visit a destination. Because tourist destinations are tangible products, tourists are more likely to make a decision to visit because brochures provide vivid mental images of an actual destination. For this reason, a creative style of writing brochures and photographs are a vital factor in the decision-making of tourists.

Providing tourists with interesting information is also vital in their decision-making. According to Yui Ling Ip (2008), the necessary information is provided to help

tourists decide which places to visit and which tours to book. Most information provided to tourists should relate to the place they would like to visit, including other factors such as facilities, accommodations, and tourist attractions.

Tourist brochures are convenient and portable due to their small size (Middleton, 1988). The characteristic of brochures is that they are the size of a small magazine, about half the size of a newspaper. Additionally, brochures can be read by many types of people, including customers, and their colleagues and friends, whenever they have free time. Tourism brochures are available to all members of the public in hotels, transportations centers, and tourism centers. Because tourism brochures are offered publicly, the effectiveness of the brochure, including language, photographs and information, should be a top priority.

Brochures can influence tourists in their decision-making process because they provide new and interesting information about the destination they are planning to visit. Additionally, brochures are small, so they are convenient for tourists to pick up and carry with them.

Advertising Techniques

Sangkham (1995) divided advertising techniques into two categories, verbal and non-verbal, which make printed advertising more effective. Verbal techniques use text, words, and phrases as a tool to influence tourists' perception and encourage them to pay for products and services. However, brochure writers seldom address tourists directly, but instead use hidden messages. Verbal techniques used in tourism brochures can include information about geography, facilities, history, and culture (Sangkham, 1995).

Non-verbal techniques are common in advertising language. They are important because advertising without an interesting point is useless. The non-verbal part can relate

deeper and more profound information than an ordinary message. Non-verbal techniques include layout and design, illustration, typography, and color.

The purpose of verbal technique is to show the communicative goal of brochure writers. They aim to express information for specific group, for example tourists. In tourist brochure, it does not indicate the grammatical structure, but the text organization should be concerned. The creative style of writing will be effective in terms of catch tourists' attraction and provide them necessary information.

Persuasive Advertising

Information and rhetorical style make advertisements persuasive. All persuasive advertising shares three qualities, (a) cohesion and coherence, (b) speech acts, and (c) ideology (Flergin, 2014).

Cohesion is an important element of a persuasive advertisement. The level of grammatical difficulty and choices made in the structure of the piece can make the message more enjoyable to read and therefore more persuasive. Linguistic devices include (a) adjectives and adverbs (b) adjectives premodifiers and postmodifiers (c) verbs, (d) pronouns, and (f) imperatives. Quality adjectives and adverbs are employed to give a positive impression of the object being advertised. Additionally, adjectives with premodifiers and postmodifiers are placed before or after the noun in order to emphasis a positive feeling and make the messages more persuasive. The power of verbs is in their persuasive quality. In a tourism text, verbs in present, past, and future tense serve different persuasive purposes. The present tense expresses desirable qualities of the attraction. The past form can describe the historical background of the attraction. The future form anticipates the satisfying experience the tourist will have. In tourism texts, personal pronouns allow the writer to avoid repeating the names of people and attractions, with forms such as 'you,'

'*its*,' and '*we*' to indicate those names. Moreover, the imperative can be used as either an indirect imperative or an indirect warning. The indirect imperative, rather than to express obligation, is used in offering benefits to tourists.

Speech act in advertising consists of direct and indirect speech using questions, declarations, assertions, imperatives, and warnings. Imperatives in indirect speech create emotion in tourists. It is more often used to describe benefits for tourists than to order them to do something.

Additionally, ideology is a set of beliefs and assumptions regarding good or bad, right or wrong, normal or abnormal. Ideology is expressed through specific words and phrases that create a relationship with the people with whom we are communicating. For example, a forest described a "green lungs" is a metaphor expressing an ideology, that is, healthy lungs, the symbol of life and survival (Flergin, 2014).

In short, persuasive language employs linguistic devices and rhetorical devices. Structural choices that enhance cohesion can improve the persuasiveness of a message by making it more enjoyable to read (Flergin, 2014).

Persuasive linguistic features used in tourism brochures.

Linguistic features have played an important role in well-written brochures worldwide. Several experts (Emilia, Bolyai & Cantemir, 2014; Kang & Yu, 2011; Yui Ling Ip, 2008) have studied various linguistic features used in English-language travel brochures. Linguistic features are communication tools used to influence the perception of readers. A direct message to readers can make the communication successful. Tourist leaflets serve two main communicative functions: to persuade and to present information (Sinraksa, 2009). Leech (1966) categories the linguistic elements found in advertising into six categories, including (a) imperatives, (b) modal verbs, (c) noun phrases,

(d) quality adjectives, (e) personal pronouns, and (f) verbs. In addition, descriptive words are also used to motivate tourists (Yui Ling Ip, 2008).

Imperative.

The imperative can be modified with a noun in order to serve as an important element of persuasive writing (Hurley, 2014). The individual imperative is employed to give a command to order someone to do something.

However, the imperative in combination with other sentences can be used to persuade and to give directions, advice, or warnings to customers. According to Leech (1966), the imperative can be used to persuade readers by making suggestions or inviting someone to do something. Similarly, according to Boonchayanant (2003), imperatives tend to be used to request or persuade readers to take action, for example, to buy a product or to visit an attraction. Moreover, the imperative functions as a device to directly encourage the reader to visit a place of particular interest (Iborra & Garrido, 2001). The following imperative verbs such as '*get,*' '*have,*' '*try,*' '*use,*' '*enjoy,*' '*look,*' '*see,*' and *watch* are typically used to address readers. These imperative verbs create a special offer or promise from the tourism organization. For example:

See the World Famous St. Peter's Chapel Beautiful Tiffany....

(Boonchayaanant, 2003)

Join a trip to one of the nearby coral reefs, put on a mask, a snorkel

An opportunity not to be missed is a trip to the emerald islands of....

Get off the beaten path and discover the less visited delights of....

Tourists may automatically make a decision after taking in these basic commands....

Modal verbs.

Modal verbs can convey possibility or obligation- to the reader. Modal verbs cannot capture the reader's attention by addressing him or her directly or express the writer's intention directly.

In tourist brochures, modal verbs are used to express an offer, recommendation, regulation, mild obligation, or as part of the conditional. Modal verbs include '*will*,' '*can*,' '*should*,' '*might*' and '*may*'. The modal verbs '*can*' and '*may*' indicate the possibilities that the destination offers visitors, while '*might*' expresses probability. Furthermore, the modal verb '*should*' also has three different functions which are recommendation, mild obligation, and as part of the conditional. According to Leech (1966) and Henry and Roseberry (1996), '*will*' and '*can*' are the modal verbs generally used in advertising language, and they express promise and opportunity for customers in attractive brochures. The modal verb '*will*' performs the function of the conditional clause, for example: "Put on swoop and the birds *will* soon come." The future tense is used in the second clause, which promises that the customer will see birds if they visit this location. On the other hand, the modal verb '*can*' expresses the power or ability that will accrue to readers if they pay for services or attractions. For example, "they *can* wash the big city right out of their hair" tells the customer that the product gives them the power to do something.

Some examples of modal verbs are as follows:

-Knightsbridge where you **will** find -most prestigious.....-

_with this small light craft, they **can** explore the shoreline in perfect peace
in which tourists **can** enjoy swimming in these pools

A deposit of around 500 Baht **may** be required.

Noun phrases.

A noun phrase is “a word or group of words containing a noun and functioning in a sentence as a subject, object, or object of a preposition” (Oxford Learner’s Dictionary, P. 115). Several experts (Henry & Roseberry, 1966; Leech, 1996; Sinraksa, 2009) stated that noun phrases can be divided into two types: pre-modifier and post-modifier. A pre-modifier is a descriptive adjective placed before a noun in order to make it sound more appealing. A post-modifier is a clause placed after a noun and offering additional details.

In tourism brochures, noun phrases are most often used to describe the name of an attraction, important person, street, or province. The vital characteristic of a headline is that it be short and simple. Headlines are often short fragments that catch readers’ attention. Some noun phrases used to describe the name of attraction are as follows:

Blooming Mexican Sunflower Festival

Death Railway² across the River Kwai and on Myanmar during **World**

War II _____ (TAT’

Leaflets, 2015)

Moreover, a noun phrase with a pre-modifier is placed before a noun in order to help tourists² imagine the target destination. The descriptive words give information and attractive descriptions of products and attractions. An example of a noun phrase with a pre-modifier is as follows:

With **soft sandy** beaches shaded by towering palms, **delicious fresh** seafood, and a **vibrant** nightlife

A postmodifier is placed after the noun in order to describe details of the attraction. It can take the form of a prepositional phrase, relative clause, present participle, past participle, or non-finite clause. They are used to modify the noun in order to create an appealing image to potential tourists.

The following has several examples of a pos_modifier:

The island offers **a chance for experienced drivers to join them** and for beginners **to learn how to drive, which can be arranged through the hotels and bungalows.**

A noun phrase translated from a proper noun translates the name of an attraction, person, city, or street. Loan words are used to describe a tourists' attraction. The following examples are:

Namtok Khlong Nonsi situated in the north of **Ko Chang**

A noun phrase translated from Thai to English is used to translate the name of an attraction in the Thai context. It is usually found describing the name of an attraction or a personal name. The following examples are:

Ko Chang or **Elephant Island** is a part of the Mu Ko National Park.

Ko Tao or **Turtle Island** is named for its shape when seen from out of water."

Quality adjectives.

Comparative and superlative adjectives are used to compare two things, or to suggest the superior quality and exceptional features of goods (Romanenko, 2014). They are usually found in the comparison of two nouns, adjectives, or adverbs, for example, "Tom is taller than Tim." Superlative adjectives can provide emotional language, with phrases like *the tallest*, or *the longest*. Extreme language is used in this type of adjective, for example, *the best*, *the worst*, and *the most*.

Leech (1966) investigated the use in tourism brochures of comparative and superlative adjectives, one of the most common and effective adjectives used to describe

attractive places. The commonly used comparative and superlative adjectives include: *most, more, good, better, and best*. These adjectives are placed before the noun in order to stimulate emotion and persuade tourists to visit an attraction. The descriptions of experiences -of brochure writers with credible evidence, or the testimony of experts, can also stimulate tourists' interest in a destination. Additionally, the comparative and superlative, for example *the largest*, can give special emphasis and inspire enthusiasm in readers (Kang & Yu, 2011).

Some examples of the use of comparative and superlative adjectives include:

At 247 sq.km., Ko Samui is Thailand's **third largest** island.

The island's **most comfortable** accommodation.

One of the island's **most appealing** features is the loop road.

The largest settlement of sea gypsies, or *Chao Le*.

Personal pronouns.

Pronouns refer to people and things that have been previously identified in the text (www.dictionary.cambridge.org). Pronouns can indicate person, gender, and number, and have subject and object forms. The New Grammar Practice for preintermediate students divided personal pronouns into subject pronouns and object pronouns. A personal pronoun can be placed before the verb to indicate the subject of the sentence. This type of pronoun is important and cannot be omitted. Additionally, the object pronoun is placed after the verb or as part of a prepositional phrase. The pronoun *'I'* and *'me'* refer to the writer. *'I'* is the subject form and *'me'* is the object form. *You* refers to the reader. The third personal pronouns *'him', 'her',* and *'it'* indicate the third person. Third person pronouns *'him'* and *'her'* refer to a person while *'it'* refers to countries, traditional styles, weather, etc.

In tourism brochures, personal pronouns are used to build up a good relationship between tourism organizations and customers. According to Sternkopf, (as cited in Romanenko, (2014) “The heavy use of the pronoun *you* cannot be seen in isolation from the appellative character of adverts.” In the study of Burns (2006), writers use personal pronouns to build a relationship with readers. Some experts, for example Boonchayaanant (2003) and Iborra & Garrido (2001) stated that the pronouns ‘*you*’, ‘*your*’, and ‘*we*’ are generally used to build relationships. Leech (1996) stated that the personal pronouns ‘*you*’ and ‘*your*’ make a direct address to readers. These pronouns suggest the care of tourism organizations for their readers and potential customers. Henry and Roseberry (1996) stated that ‘*you*’ is used to address readers and to create a friendly and personal tone. Readers get the feeling that the brochure writers or advertisers are speaking directly to them. Besides providing accurate information, brochures should make customers feel like friends and family members. However, the personal pronoun ‘*it*’ is used to present the traditional atmosphere or other facts about the attraction. *It* can be found the most in tourism brochures. The third personal pronoun is the most common, for example ‘*its*’, ‘*their*’, ‘*his*’, and ‘*her*.’ They are used to describe the attraction, important people, products, and services in an objective way.

The following examples show the use of the personal pronoun:

These wild orchids fill the whole area with **their** mild fragrance.

it is becoming appreciated for **its** tourism potential

When **you** reach the intersection to Chumphon town

(TAT Leaflets, 2015)

Verbs.

Verbs are the most important part of speech, working with adjectives and adverbs in order to describe action, create emotion, and persuade the reader. Without verbs, there can be no assertion or statement of fact or condition in a sentence (Opdycke, 1987).

Verbs have the attributes of mood and tense. A particular verb in a particular tense can serve a specific communicative purpose.

In tourism brochures, verbs can deliver information and create a specific image in the minds of readers to make it more persuasive. Moreover, verbs are commonly used in advertisements such as *make, get, give, have, see, buy, come, go, know, know, keep, look, need, love, use, feel, like, choose, take, start, and taste* (Leech, 1966). At first glance, there is nothing remarkable about these verbs, but they can be persuasive if they are modified with clauses and phrases to motivate tourists, for example, “Look! the traditional Ko cart.”

The present tense of the verb is used to present facts and information. Verbs are vital in giving general information about and regulations of tourist attractions. Verbs are used in the past tense in order to describe historical events and cultural details to interest tourists in a destination. Verbs in the past form, such as *constructed, built, established,* etc., help create emotion by showing interesting actions and conditions.

However, several advertising experts (Yui Ling Ip, 2008; Norasetkosol & Timyam, 2012) suggest that in brochure writing, word choice is also important in describing a destination in an interesting way.

The following examples show verbs as follows:

Kanchanaburi **has** lots of character, and **is** a great place to stay. On top of most people’s list **are** the bridge and the war. The bridge **was made** famous by the 1957

film. It **was constructed** earlier. Both bridges **were** badly **damaged** by Allied planes in 1944 and 1955.

Descriptive Words.

Descriptive words are used to bring out the interesting aspects of nouns and pronouns. They create a clear image and message for readers. Descriptive words can be located after the verb *to be* and before the noun in order to modify that noun.

In tourism brochures, descriptive words are chosen that have a strong sense of glamour and energy, which are highly appealing to tourists (Yui Ling IP, 2008). Kang & Yu (2011) confirmed that the adjectives *beautiful*, *spectacular*, *famous*, and *natural* convey positive emotion, and avoiding derogatory meaning and negative emotions. Descriptive words are one of the many persuasive tools used to create visual imagery that makes a destination more attractive (Voss & Keene, 1992). Descriptive words contain positive images such as *fascinating*, *magnificent*, and *delightful*. If readers are influenced by descriptive words in the text, especially if they have some background knowledge of the destination, they will activate and reinforce their background knowledge and earlier positive impressions (Yui Ling Ip, 2008). Descriptive words create more imagery and, because they use more unusual adjectives, make such brochures harder to write. But fascinating introductions and descriptions attract tourists to visit.

An example of the Choice of descriptive words is as follows:

- A **magnificent** panorama. ————— Yui Ling IP
(2008)

... with **soft sandy** beaches shaded by **towering** palms, **delicious fresh** seafood and — **vibrant** nightlife. Many visitors are content to laze their

days away on the beach, soaking up the sun and **cooling off in the turquoise** water.

The language features writers choose are the most important factors in transmitting a persuasive message and creating an effective travel brochure. These features include imperative clauses, modal verbs, noun phrases, personal pronouns, verbs, imperatives, and descriptive words. Appropriate linguistic features create persuasive sentences and help organizations achieve their communication goals.

The Consequence of Setting Used in Tourism Brochures

The consequence of setting of the text exposes information of destination to the ear and the eye (Hassan, Habil, & Nasir, 2008), and helps capture the attention of readers. The consequence of setting refers to necessary information that should be added to the brochure. The consequence of setting focuses on the particular obligatory section that should be included in every tourism brochure including identification, description, and activities (Henry & Roseberry, 1996). The consequence of setting includes the following information: (a) enticement, (b) descriptive places, (c) shopping highlights, (d) dining information, (e) extra activities and entertainment, and (f) transportation.

Enticement

Enticement refers to the presentation of information in a way that motivates customers. Several experts (Hassan, Habil & Nasir, 2008; Mocini, 2009; Ozturk & Safak, 2010) suggested that the way to convince a customer is through the use of a diversity of languages, which will help achieve communicative goals, and that enticing words cause excitement in readers. Similarly, according to Mocini (2009, P.153) “the language provides the customers with the information and means for overcoming his deficiency.”

For example, depicting a stark contrast to the readers routine activities motivates the him or her to become a tourist and pay for products and services. This would include the use of phrases like, “not your every day journey” and “discover paradise in the Indian Ocean” (Mocini, 2009). The purpose is to entice tourists into trying new experiences.



Figure 1. The Section of Enticement.

Descriptive places

Descriptive places may be the most important factor in motivating tourists, because the promotion of new places and activities can convince customers to take a trip.

Brochure writers should describe new places and activities in a realistic, relevant, and logical way (Armstrong, 2010). If new places and activities are promoted in an exciting

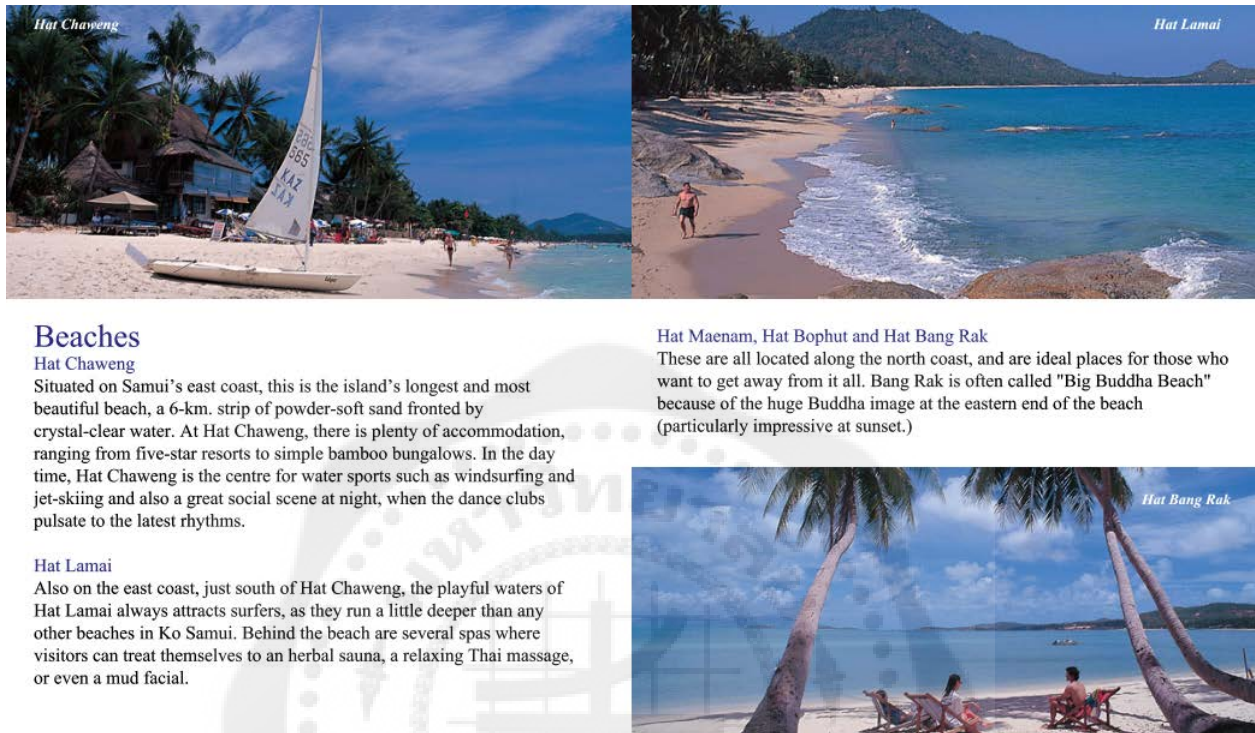
way, customers aim to gain unforgettable experiences from these tourism activities.

Images are widely used to represent the benefits of activities and attractive places.

Therefore, writers should describe the benefits and show the information early, especially

if the benefits of the product are not already known to people in the target market

(Hassan, Habil & Nasir, 2008).



Beaches

Hat Chaweng

Situated on Samui's east coast, this is the island's longest and most beautiful beach, a 6-km. strip of powder-soft sand fronted by crystal-clear water. At Hat Chaweng, there is plenty of accommodation, ranging from five-star resorts to simple bamboo bungalows. In the day time, Hat Chaweng is the centre for water sports such as windsurfing and jet-skiing and also a great social scene at night, when the dance clubs pulsate to the latest rhythms.

Hat Lamai

Also on the east coast, just south of Hat Chaweng, the playful waters of Hat Lamai always attracts surfers, as they run a little deeper than any other beaches in Ko Samui. Behind the beach are several spas where visitors can treat themselves to an herbal sauna, a relaxing Thai massage, or even a mud facial.

Hat Maenam, Hat Bophut and Hat Bang Rak

These are all located along the north coast, and are ideal places for those who want to get away from it all. Bang Rak is often called "Big Buddha Beach" because of the huge Buddha image at the eastern end of the beach (particularly impressive at sunset.)



Figure 2. The Section of Descriptive Attraction.

Shopping highlights

Shopping highlights and events are essential for tourism organizations to consider including in travel brochures. According to Hassan, Habil and Nasir (2008), particular words and phrases such as "veritable shopping paradise" and "a wide array of products and souvenirs" are strongly believed to entice shoppers. Shopping activities also play a significant role in brand building and is one of the more interesting activities for tourists.

Shopping

There are plenty of shops behind Hat Chaweng where visitors can buy beachwear, and tailors will measure them and make up a suit or dress while they are relaxing on the beach. For those looking for souvenirs, there are so many options, ranging from colourful carved soaps to chopsticks and coasters made from local coconut wood. There are also several art shops selling reproductions of famous works of art at very reasonable prices.

Figure 3. The Section of Shopping

Dining information

Dining information provides advice about food and dining opportunities and this is one of the most important elements in a tourist brochure. Hassan, Habil and Nasir (2008) say that information on places to eat is “extremely important.” Tourists need different types of food and places to eat, such as local food, well-known food, food centers, hotels, and restaurants. The opportunity to try unfamiliar food or local food is very interesting for tourists, especially if these foods are rare and can only be found in specific places.

Extra activity and entertainment

Exciting choices of extra activities and entertainment can help persuade tourists to try a destination. The extra activities should include cultural performances, eco-adventures, environmental trips, and recreational activities of which tourists are otherwise unaware. Adding exciting choices of activities and entertainment, including brief information on each activity along with interesting photographs, will build tourists up emotionally and motivate them to visit.

Samui Butterfly Garden

Set on a gentle slope in the southeast corner of the island, the garden contains a wide range of bright and unusual flowers. Up in the air flit hundreds of butterflies, creating a captivating environment beneath meshed nets. There is also a display of insects, moths and some beehives.

Snake Shows

For anyone fascinated by snakes, a visit to one of the island’s snake shows is a must. The fearless handlers play with deadly species, and offer visitors the chance to get up close and touch their slithery skin.

Monkey Shows

The monkeys’ famed ability as coconut collectors once formed the basis of Samui’s economy. During the performance, all their skills are shown to ludicrous effect.

Figure 4. The Section of Extra Activity and Entertainments

Transportation

This part of the brochure gives transportation directions for visitors to the attraction (Proborini, 2013). Transportation details are necessary, such as how to get to the destination or to nearby attractions, because tourists are not familiar with the country they are visiting. Some brochures include a map of the destination to help attract tourists. The convenience of transportation information is an important factor influencing tourists to visit a destination.

By Boat

To Ko Samui

The ferries for passengers and cars from Don Sak Pier to Ko Samui depart from 6.00 a.m. to 7.00 p.m., taking about one and a half hours. Fare ranges between 84 and 220 baht. Some ferry company's fare may include a ticket for an air-conditioned bus. If one loves travelling at night to get a great view of stars and sky, there is also an overnight boat to Ko Samui which departs at 11.00 p.m. and arrives at 5.00 a.m.

To Ko Pha-ngan

There are three alternative piers to catch a boat from Don Sak Pier (Surat Thani), Na Thon (Ko Samui), and from the Ban Don Pier (overnight boat). Boat fares are between 80 and 160 baht.

To Ko Tao

To travel to this island, alternative departures are at Ko Pha-ngan, Ko Samui and Tha Yang Pier in Chumphon province. The fare is 400-500 baht. Nevertheless, going at night will cost only 200 baht. The boat departs at 12.00 a.m. arriving at 6.00 a.m.

- Raja Ferry (Don Sak, Ko Samui and Ko Pha-ngan)
Tel. 0 7747 1151-3 (Don Sak office) or 0 7741 5230-3 (Ko Samui office)



- Seatran Ferry (Don Sak, Ko Samui and Ko Pha-ngan) Tel. 0 7727 5060
- Ban Don Pier (overnight boat to Ko Samui and Ko Pha-ngan)
Tel. 0 7728 4928
- Tha Yang Sea Port (overnight boat to Ko Tao) Tel. 0 7750 3052-4

Accommodation

Ko Samui has a variety of hotels and guesthouses to suit all budgets, ranging from luxurious five-star hotels to simple bamboo bungalows on the beach. Ko Pha-ngan and Ko Tao also have many attractive places to stay. For further information, contact the Tourism Authority of Thailand (TAT) Samui Tourism Coordination Centre
Tel. 0 7742 0504 or 0 7742 0720-2.

Figure 6. The Section of Transportation.

This study focuses on both linguistic features and the consequence of setting because they are a priority for tourist brochures which customers will use to find and choose an attraction.

Previous Studies Related to Persuasive Linguistic Features in Tourism Brochures

A number of studies (Boonchayaanant, 2003; Emilia, Bolyaiand & Cantemir, 2011; Hassan, Habil & Nasir, 2008; Henry & Roseberry, 1996; Iborra & Garrido, 2001; Kang & Yu, 2011; Labrador, Ramon, Moreton & Gonzalez, 2014; Trairattananusorn, 2009; Yui Ling Ip, 2008) investigated the persuasive methods used by writers of English-language travel brochures. These studies suggest that brochure writers must use appropriate words, phrases, and grammatical features to appeal to potential tourists.

Henry and Roseberry (1996) investigated the linguistic features of the brief tourist information text used in leaflets, airline magazines, guidebooks, newspapers, and travel brochures. They sampled 44 of brief tourist information text from United States, Britain, Australia, New Zealand, and South East Asia. Linguistic features studied included (a) pronouns, (b) modal verbs, (c) imperative verbs, (d) the present simple tense, and (e) quantitative adjectives. The study found that writers use the pronouns, 'I' and 'you' to address the reader in a friendly way. Moreover, modal verbs are used to indicate location. The following verbs, such as *take*, *find*, and *enjoy*, are used as imperatives. These verbs are frequently used in describing activities and facilities. Information about location, facilities or activities is usually given in active sentences and the present simple tense.

Iborra and Garrido (2001) investigated the linguistic features and the consequences of the setting used in tourism brochure. They analyzed 12 tourist leaflets from the tourist information center in order to determine commonly used linguistic features and strategies. The following linguistic features were found in this study (a) modal verbs, (b) imperatives, (c) nouns, (d) adjectives, (e) personal pronouns, and (f) the simple present tense. Modal verbs are one of the most easily distinguished and commonly employed features of this study. For example, 'can' is a modal verb referring to the possibilities the destination offers tourists; 'should' is employed in conditional clauses, obligation, and recommendation; and the imperative encourages readers to visit

particular tourist attractions. The construction of nouns is another important language strategy used in writing travel brochures. Iborra and Garrido (2001) found that 40.48% of the text are nouns. Half of these nouns are proper names, such as the names of museums or attractions. The adjective is also one of the most important elements identified in this study, and 2.37% of tourist brochures consist of personal and reflexive pronouns showing the relationship between writers and the audience. Use of the pronoun 'you' a direct formula appealing to readers, and the possessive adjective 'its,' are the most common. The simple present tense is used most often for descriptions, followed in frequency by the simple past and the imperative.

Boonchayaanant (2003) investigated the linguistic features and the consequence of setting used in travel brochures produced in the United States. The following linguistic features were found: (a) noun phrases, (b) specific use of verb tenses, (c) pronouns, (d) adjectives, (e) imperatives, (f) modal verbs, and (g) auxiliary verbs. In this study, noun phrases identify tourist attractions, including the translated name, and provide service information. It is also found that verb tense used for specific purposes is the key to writing effective brochures. Brochure writers usually use simple past to describe a long history, and the present simple to give facts and reliable information about a destination. Additionally, pronouns are used to create relationships between the writer and the potential tourist, and can be divided into first and third person pronouns. It found that the pronoun 'you' and 'we' are used the most, followed by the third person pronoun. Additionally, adjectives are used to show qualitative aspects of the destination and to give information, the imperative is used to provide future contact information and telephone numbers, and modal and auxiliary verbs are used to give information and describe the regulations of a destination. Pronouns, therefore, are used the most, followed by noun phrases, verb tenses, adjectives, imperatives, modal verbs, and auxiliary verbs.

Hassan, Habil and Nasir (2008), and Yui Ling Ip (2008) studied linguistic features used in tourism brochures. Hassan, Habil and Nasir studied persuasive strategies used in the travel brochures of the Malaysian Tourism Board. Linguistic features, including the choice of descriptive words and the consequence of setting are important elements in travel brochures. Descriptive words are used to describe the value, excitement, and activities that draw tourists' attention, and qualitative adjectives are used to show or exaggerate facts, or to make something clear. Additionally, several phrases are used to attract the attention of readers, including "a veritable shoppers' paradise," "a large number of malls," "variety of food," and "different types of places."

Similarly, Yui Ling Ip (2008), investigated the linguistic features and visual elements of travel brochures produced by the Hong Kong Tourism Board visitor center. Linguistic features analyzed included choice of words, rhetoric, stylistics, and grammatical choices. In this study, choice of words refers to descriptive words that create a strong feeling, make a positive impression, and stimulate readers' attention. These include the use of words like *fascinating* and *vibrant*. Rhetorical and stylistic devices add glamour and a You style to the brochure's descriptions. Moreover, grammatical choices include two important elements: imperatives and pronouns. Verbs in the imperative are used to urge readers to take action or take a journey. Pronouns are also used, for example the pronoun 'we', to give the sense of including readers in the virtual tour presented in the brochure.

Sinraksa (2009) also studied move analysis in brochures in the corpus of travel literature. The results of this study show that the modal verbs '*can*' and '*will*' are used to express the potential benefits of the building offers. Moreover, '*can*' and '*will*' used with the pronoun *you* is often found in sections describing attractions or benefits.

Sinraksa also found that the imperative is used in travel brochures for two main purposes,

to persuade and to inform. She found that the word 'turn' is used the most, followed by 'take', 'contact', 'call' and 'get'. They urge or invite tourists to avail themselves of the opportunities offered. Apart from the personal pronoun, the pronoun 'it' was used most frequently, followed by 'its', 'their', 'his,' and 'they'. All of the pronouns are used to give tourists information about tourist attractions or other previously mentioned subjects.

Sinraksa also found out that adjectival pre modifiers played an important role in travel brochures, such as *beautiful, famous, modern, picturesque, good, fine, popular, and special*.

Kang and Yu (2011) investigated the stylistic and linguistic features used in English-language travel brochures. The data was collected from the official tourism websites of the United Kingdom and United States. The researchers compared the stylistics and linguistic features of The Tourism English Corpus (TEC) of the United States and the Freiburg-LOB (FLOB) corpus of British English. This study found that nouns and adjectives are the most common linguistic features of both TEC and FLOB leaflets, while the construction of nouns and adjectives refers to positive meanings in headlines, and sub-headlines. There are fewer verbs and pronouns in TEC however, although TEC expresses the meaning of visiting and enjoying travel destinations.

Emilia, Bolyaiand, and Cantemir (2011) investigated whether or not linguistic techniques were used in destination slogans in travel brochures. The 38 brochures of wedding destinations for 2013-2014 were analyzed for their linguistic features. The study focused on linguistic features used in the destination slogans used to persuade new couples to choose a specific wedding destination. In this study, the present simple tense and the imperative showed a clear message that satisfied tourists. Additionally, adjectives were used to give a clear image of the destination. Moreover, the use of personal

pronouns were used to suggest a close relationship between writers and tourists. Idiom and collocation were also used to convince and satisfy customers, using phrases like “a very special day,” or “a once in a lifetime event.” Linguistic features usually found in these brochures included present simple tense, imperatives, adjectives, personal pronouns, idiom, and collocation.

Phanjub (2012) discovered some linguistic features of each move such as noun phrases, verbs, verb tenses, pronouns, adjectives, and imperatives. Phanjub found that a noun phrase is often used to state the name of a tourist attraction. It often seems to have been translated from Thai to English with a pre modifier, such as the name of the attraction. On the other hand, noun phrases are used to describe services and provide such information as office hours and entrance fees. In the section of descriptive information, past simple tense was used to describe historical events, and present simple tense was used to describe the facts and the present state of the attraction. As part of her investigation of verbs, she discovered that verbs like *‘display’*, *‘include’*, *‘exhibit’* and *‘divided’* were commonly found in the section describing the tourist attraction. Moreover, pronouns were always found in this section referring to *‘it’* as both the subject and object of the sentence, and the pronouns *‘you’* and *‘we’* refer to the participants. Imperatives are always found in sections providing further contact information, for example, “do not miss these exquisite masterpieces.”

Previous Studies Related to the Consequence of the Setting in Tourism Brochures

Wicks and Scuett (1991) investigated strategies used in travel brochures, focusing on tourists’ motivation. The data instrument in this research was divided into two sections: interviews and questionnaires. Interviews were conducted by telephone with 103 agencies who had been awarded Tourism Promotion Matching Grants for the year

1988 and 1989. The questionnaire was conducted by mail. In this study it was found that brochure writers focus on the following areas of the consequence of setting: general information about the destination, special events, special attractions, calendars of events, maps or guides, and sales tools. The study revealed that only 33.9 % of tourists had direct knowledge of the destination they going to visit, 49.4 % had little knowledge, and 16.6 % had no previous knowledge. Moreover, information about travelling to special events, visiting historical and cultural sites, and outdoor recreation activities was considered by tourists to be the most necessary. Brochure writers should therefore include a variety of information in order to attract readers' attention and meet all their requirements.

Henry and Roseberry (1996) investigated 44 brief tourist information texts from the United States, Britain, Australia, New Zealand, and South East Asia. This study found that the obligatory moves of brief tourists' texts included identification, location, facilities or activities, and description. The section of facilities or activities refers to things to do or see. Location describes the location of a specific tourist's destination. Headline typically start with the name of the attraction, and the location description provides the details of the attraction.

Iborra and Garrido (2001) investigated the consequence of setting presented in tourist brochures. They examined 12 tourist leaflets and analyzed the setting of each destinations' information. The study found that information used for communication purposes included general descriptions, places to visit, historical background, transportation information, organizational information, accommodations, nearby attractions and activities, newest attractions, and a landscape description of the area. Therefore, to achieve his or her communication goal, a brochure writer has to be concerned about destination information (Mocini, 2009).

Boonchayanant (2003) did a genre-based analysis of tourist leaflets produced for car rental and travel and tour agencies in the United States. This study was based on the move structural analysis of Swales (1990) and Bhatia (1993). This study found that the purpose of travel brochures isn't only to give information but also to persuade readers to visit tourist attractions. In the section of attracting readers, the aim is to capture readers' attention and motivate them to read inside the leaflet and then follow through with the decision-making process. Images and information are not provided at this stage, but instead information about location, operating times, and contact information. At this stage, information about the location is provided but is not meant to give direction to readers. The information motivates readers to visit by indicating that it's just a short distance to the attraction by using the words "just" and "only" to persuade readers to visit. Then, Boonchayanant explains a section called "describing attractions" comparable to body copy in an advertisement. This stage provides details and information to readers but still attempts to persuade readers to visit the attraction. The sections providing other information mainly give readers contact numbers or websites.

Hassan, Habil and Nasir (2008) investigated consequence of setting as a persuasive strategy in tourist brochures produced by the Malaysian Tourism Board in Malaysia. This study found that brochure writers used various techniques, including logos, and enticement information describing places of interest, shopping, dining, entertainment, and transportation. They found that descriptions of interesting attractions, promotions, colorful photographs, and cultural information were useful.

Molngkholjuck (2008) analyzed tourist leaflets serving the same main communicative purposes, that is, providing tourists with information about an attraction. In this study, Molngkholjuck investigated information about 30 tourist attractions from two major official websites run by the Tourism Authority of Thailand (TAT) and the

National Museum of Thailand's Fine Art department. The study found that the following steps were necessary: "identifying the name of the tourist attraction", "providing the background of the attraction", "describing the tourist attraction", "providing service information," and "providing further contact information." On the other hand, the sections "providing the background of the province", "providing instructions to tourists" and "claiming copyright" are optional.

Ozturk and Safak (2011) investigated the consequence of setting in Turkish tourism brochures describing destinations in the North Aegean. These brochures were found at random on Internet websites with the purpose of examining the setting of the information. This study concluded that tourist brochures should consist of four elements including a headline, introduction, highlights of the destination, and basic information. In the headline of the travel brochures, there is not much information. The introduction of the attraction is an optional characteristic of a travel brochure. Highlights of the destination included information on cultural and historical places, distance, and geographical location. Basic information such as phone numbers and websites should be displayed, as well as incentives such as discounts, airport transfers, and the language used in the country whose attractions are advertised.

Lue and Huang (2015) investigated the consequence of setting used in 35 tourist brochures from organizations in Western America. This study divided information into two categories: the obligatory and the optional. Obligatory information refers to information that must be in the brochure. Optional information can be used or not depending on various factors. Obligatory information includes the name of the tourist destination, an introduction to the destination (including a recommended itinerary and incentives), service information, and the solicitation of a response. Optional information includes the definition of keywords, an indication of the value of the destination,

highlights of the unique qualities of the attraction, preferential policies, service information, and solicitation of a response. Brochure writers should be concerned with both obligatory and optional information.

In addition, Phanjub (2012) investigated brochures produced and distributed in Thailand in 2011. Phanjub analyzed 10 TAT brochures from 20 tourist attractions. The move structure that appeared in the TAT tourist brochures is as follows: “identifying the name of the tourist attraction” and “describing the tourist attraction.” The obligatory information this study identified included a section identifying the name of the tourist attraction, providing the background of the attraction, describing the attraction, providing service information, and providing further contact information. The optional information included the regulatory authority of the tourist and instructions to tourists. These optional items, however, appeared in all brochures. These moves do not affect the organization of the text, however, so the sequence of the setting can’t be identified. Nevertheless, the sequence of the setting seems to occur in particular sections in the text.

Based on a review of the literature, a number of studies have been conducted to investigate linguistic features and the consequence of setting strategies used to create persuasive travel brochures. However, most of these studies are content analysis research using the linguistic features identified by Leech (1966) and the consequence of setting by Hassan, Habil and Nasir (2008). These studies have found slightly different persuasive strategies through content analysis, but may not have enough data to answer the research question about which strategies brochure writers should favor. Therefore, conducting an interview is another way to study the persuasive strategies they used. Studies conducted to investigate the linguistic features and the consequence of setting of tourist attraction brochures between 2012-2016 could not be found. Therefore, this study investigates the

persuasive strategies in terms of linguistic features and the consequence of setting in English-language tourist attraction brochures.



CHAPTER III

METHODOLOGY

This chapter provides an overview of how the research was conducted and three main aspects discussed here include (a) the selected company, (b) the selected participants, (c) data collection procedures, and (d) data analysis. The discussion of data collection procedures presents the details of the data and the theoretical approaches used to analyze that data.

Selection of the Company and Tourism Brochures

The researcher collected the data from a tourism organization in Thailand. There are three major reasons why the target organization was selected. First, the target company is very popular, and understood by Thai and foreign customers to provide reliable tourist information. Tourists from around the world, including Europe, the Middle East, and the Asia-Pacific region use this particular service, and this company has more English-language travel brochures than any other organization in Thailand. Second, this company has a department of advertising and public relations that produces tourism information specifically for foreign customers, including native and non-native English speakers. Third, it is convenient for the researcher to collect the data because the target organization is in Bangkok.

Data Collection Procedures

The researcher began the data collection procedures by contacting the selected the tourism organization in December 2016. Then the researcher asked for the organization to provide the tourism brochures advertised the top five regions of Thailand. The brochures printed from 2012-2014 were provided in the organization, but the brochure printed from 2015-2016 were provided on the organization's internet website for downloading.

Tourism brochures from the target company printed in Thailand between 2012-2016 provided the data for this investigation of the linguistic features of tourism brochures. The data were collected from 25 English-language travel brochures which advertised the top five regions of Thailand. These regions include the North (Chiang Mai, Chiang Rai, Sukhothai, Mae Hong Son and Lampang), Northeast (Nakorn Ratchasima, Khon Kaen, Nong Khai, Udon Thani and Ubon Ratchathani), Central (Bangkok, Kanchanaburi, Ratchaburi, Hua Hin and Ayutthaya), East (Pattaya, Rayong, Trat, Koh Chang and Chanthaburi) and South (Phuket, Khabi, Phang Nga, Samui Island and Surat Thani).

Table 1

Tourism Brochures Selected from Top Five Regions of Thailand (N=25)

Number of tourism brochure	Region	Provinces
1,2,3,4,5	North	Chiang Mai, Chiang Rai, Sukhothai, Mae Hong Son and Lampang
6,7,8,9,10	Northeast	Nakorn Ratchasima, Khon Kaen, Nong Khai, Udon Thani and Ubon Ratchathani
11,12,13,14,15	Central	Bangkok, Kanchanaburi, Ratchaburi, Hua Hin and Ayutthaya
16,17,18,19,20,5	East	Pattaya, Rayong, Trat, Koh Chang and Chanthaburi
21,22,23,24,25,5	South	Phuket, Khabi, Phang Nga, Samui Island and Surat Thani

Tourism brochures from the target company contain a variety of verbal and non-verbal techniques. An analysis of verbal elements was performed in order to gather data on linguistic features of the brochures.

Data Analysis

The theoretical frameworks of linguistic features created by Leech (1966) and Yui Ling Ip (2008) were used to analyze the data to answer the research question of this study. According to Leech (1966), the linguistic features was divided into six main categories: (a) imperatives, (b) modal verbs, (c) noun phrases, (d) adjectives, (e) personal pronouns, and (f) verbs. Also, descriptive word is employed by Yui Ling Ip (2008). The imperative can be used to persuade readers by making suggestions or inviting the reader to do something. Verbs often used in the imperative in tourism brochures for example, *get, have, try, use, enjoy, look, see, and watch*. This technique requests or persuades tourists to take action, and promotes products and services. Modal verbs describe the possibilities that the destination offers, and can recommend or express mild obligation. In addition, modal verbs express promise and opportunity . A noun phrase is a word or group of words containing a noun and functioning in a sentence as the subject, object, or object of a preposition. Noun phrases are always short and found in the headlines of tourism brochures. Noun phrases are often in the form of a slogan or a sentence fragment in order to grab the attention of the reader.

Adjectives are used by brochure writers to paint as forceful and impressive a picture of the destination as possible (Maasalmi, 2013). This technique is used to speak positively of the services and destinations brochure writers want to promote. Personal pronouns are used to build a relationship between the writer of the brochure and the tourist, especially the pronouns 'I' and 'you'. Using this technique, the tourists may feel that they are treated like friends or family members. Verbs work with adjectives and adverbs to create emotion and the feeling of action in order to persuade the reader. Without verbs, there can be no assertion or statement of fact and condition in a sentence. Choice of words includes descriptive words with a strong sense of glamour, energy, and imagery, making the destination more appealing for tourists.

The data were analyzed in terms of their linguistic features. The linguistic features analyzed in this study are listed in Table 3.

Table 3

Summary of linguistic features used in tourism brochures.

Linguistic Features
Imperatives
Modal verbs
Noun phrases
Quality adjectives
Personal pronouns
Verbs
Descriptive words

In this study, most linguistic features were also analyzed as part of the consequence of setting description. The consequence of setting framework is divided into six categories: (a) enticement, (b) descriptive places, (c) shopping highlight, (d) dining information, (e) extra activities and entertainment, and (f) transportation. Enticement refers to the diverse language used to communicate effectively with tourists, arousing their curiosity and motivating them to seek new experiences. Information about destinations, activities, and services is a way to convince customers. Information about shopping opportunities also helps convince tourists to pay to visit a destination, and there are particular words and phrases that are thought to entice shoppers. Information about dining and the various types of food available at a destination is one of the most important elements of tourist brochures. Explaining the unfamiliar or local food to potential tourists is important, and it is more interesting if these foods are rare or can only be found in a specific place. Providing extra activities and

entertainment information for tourists can build them up emotionally and motivate them to visit. Transportation information explains how to get to a destination or to nearby attractions.

The above linguistic features were analyzed in the form of the consequence of setting. The consequence of setting used in this study is included in Table 4.

Table 4

Summary of the Consequence of Setting Used in Tourism Brochures.

The Consequence of Setting
Enticement
Descriptive places
Shopping highlights
Extra activities and entertainment
Transportation

An analysis of linguistic features was performed by a concordance program which examined how words behave in texts, and was used to analyze the main linguistic features of the brochures, including the number of words, sentences, modal verbs, personal pronouns, and imperatives. The researcher analyzed the data and also asked a native speaker of English teaching at the university in Thailand to check for the accuracy of the results.

Summary

In conclusion, the 25 tourism brochures from tourism organization in Thailand was analyzed with respect to linguistic features of the brochures. The target company has produced many brochures, but these 25 were chosen because they advertised the top tourist regions in Thailand. The frequency of words, modal verbs, personal pronouns, and

imperatives are a major focus of the study. The results of the study are presented and discussed in the next chapter.



CHAPTER IV

RESULTS

This chapter presents the findings in response to the following research question:

What linguistic features are employed in the consequence of the setting of English language tourism brochures produced by a Thai tourism organization?

In an analysis of 25 tourism brochures, the consequence of setting was found to include the following elements: (a) enticement, (b) descriptive place, (c) shopping highlights, (d) extra activities and entertainment, and (e) transportation. Important linguistic features were identified as: (a) imperatives, (b) modal verbs, (c) quality adjectives, (d) choice of descriptive words, (e) noun phrases, (f) pronouns, and (g) verbs,

The frequently of linguistic features found in the consequence of setting of 25 tourism brochures as follows:

Linguistic Features in Tourism Brochures

The section of enticement.

An analysis of the information with respect to consequence of setting, found that the noun phrase with a premodifier was the most common, followed by pronouns, comparative and superlative adjectives, descriptive words, verbs, imperatives, and modal verbs.

Table 1

A Summary of the Linguistic Features Used in the Enticement Section of Tourism Brochures

Linguistic Features	Frequency	Percentage
Noun phrases	292	50.69
• with premodifier	101	17.53
• with postmodifier	160	27.77
• with Thai proper noun	23	3.99
• translated from Thai to English	93	10.56
Pronouns	92	10.45
Quality Adjectives	62	7.04
Descriptive Words	34	3.86
Verbs	12	1.36
Imperatives	11	1.25
Modal Verbs		
Total	880	100

Noun phrases.

The results of the study show that the most common linguistic feature used in the enticement section was the noun phrase. As the purpose of the first page is to entice and attract the attention of potential tourists visually, there is not much space for text in this section. Brochure writers must be brief when presenting famous attractions; therefore noun phrases were usually found in this section. Noun phrases were used in the following percentages: noun phrases with premodifiers (50.69%), noun phrases translated from Thai proper nouns (27.77%), noun phrases with post modifiers (17.53%), and noun phrases translated from Thai to English (3.99%).

Noun phrases with premodifiers place descriptive adjectives before nouns in order to create an appealing image for tourists. Postmodifiers are prepositional phrases that use the preposition ‘*of*’ to help describe the noun in the sentence. Noun phrases translated from Thai proper nouns focus on the names of attractions, accommodations, and important people, while noun phrases translated from Thai to English present the local meaning of attractions.

Some examples of noun phrases include:

- 1 **The fertile Ping River Valley**, a patchwork of paddy fields
(Brochure #1)
- 2 **A splendid sandy** beach which starts from a rocky headland
(Brochure #14)
- 3 **The beauty of the island** of white beaches, sparkling island
(Brochure #21)
- 4 Krung Thep – **City of Angels** – as it is known to its inhabitants.
(Brochure #11)
- 5 **Elephant Island**, is part of the **Mu Koh Chang** National Park.
(Brochure #19)

In examples one and two, the adjectives ‘*fertile*’ and *river* are used as premodifiers. Example three entices tourists with the descriptive adjectives ‘*splendid*’ and ‘*sandy*’ as premodifiers. They evoke a vivid image of the beach. Brochure writers use this noun phrase technique to announce the most important information and make the attraction sound appealing. Imaginative and positive images attract attention and persuade tourists to pay for products and services.

In examples three and four, the phrase “the beauty of the island” shows the value of the location or the beautiful atmosphere you will experience when visiting this

attraction. Similar to the expression “the ‘City of Angels’ in example four, brochure writers convey the meaning of *Bangkok* by translation. In example five, the place name “Mu Koh Chang” is a noun phrase translated from a proper noun. On the other hand, *Elephant Island* as a noun phrase translated from Thai to English. The number of noun phrases translated from proper nouns were found in a higher percentage than noun phrases translated from Thai to English.

Personal Pronoun.

In the section of enticement, the linguistic feature most commonly found, after noun phrases, were personal pronouns. Personal pronouns were used in the enticement section of all twenty-five tourism brochures. They refer to places and locations, as well as to “traditional atmosphere.” Due to the limited space available in tourism brochures, pronouns are used to replace long, complex names. In this study, personal pronouns were found in both the subjective and possessive forms; for example, the possessive pronoun ‘its’ (46.23%), the subjective pronoun ‘it’ (43.01%), and the possessive pronoun ‘their’ (10.75%). It was noted that subjective and possessive pronouns were not used to refer to people, but only to attractions. The following personal pronouns were found in the enticement section of the these tourism brochures.

- 1 The appeal of Lampang is **its** relaxed atmosphere and lifestyles
(Brochure #5)

- 2 This tradition. **It** was mentioned in the famous stone inscription
(Brochure #3)

- 3 The traditional villages of the region’s hill tribe people,
distinguished by **their** colorful tribal costumes and lifestyles (Brochure #1)

In these brochures, the writers use *'its'* to present the value of the location and its atmosphere, a relaxed lifestyle, and the traditional way of life in this region. This is similar to the possessive pronoun *'their'* (example three) referring to the colorful costumes and lifestyles. Brochure writers also use *'it'* as a subject pronoun that refers to the history park. Brochure writers use this linguistic technique to showcase the characteristics of attractions, locations, and traditional lifestyles without having to use a long, complex name. Brochure writers use this reference technique to influence tourists through an easier understanding of the text.

The quality adjective.

In the section of enticement, comparative and superlative adjectives are the third most commonly found linguistic feature. The comparative and superlative suggest the idea of high-quality attractions, promote famous places, and to influence tourists. Comparative and superlative adjectives were found in the enticement section of all twenty-five brochures studied. They present to tourists the desirable qualities of the attractions. Of the comparative and superlative adjectives found in the enticement sections, these were used in the following percentages: *'than'* (25%), followed by *'most'* (20.65%), *'more'* (18.47%), *'well'* (18.47%), *'great'* (9.78%), and *'the largest'* (7.60%). Brochure writers use this linguistic technique to presenting the quality of products and services and influence tourists buying decisions. For example:

Wat Phrathat Lampang Luang, arguably the single **most** fascinating temple

(Brochure #5)

The superlative in the example emphasizes the fame and the high quality of the attraction, in order to motivate tourists to visit. Brochure writers attempt to convey the

Verbs are the next most commonly used linguistic feature. Verbs demonstrate the intentions of brochure writers, and typically describe locations, attractions, accommodations, etc. Verbs used in this section relate general knowledge about each attraction. Due to limited space in the enticement section, there is not much information. Brochure writers use this technique to influence tourists by presenting general knowledge about the attractions. Verbs can be found in the enticement section of all twenty-five tourism brochures studied, including 'locate' (47.05%), 'know' (35.29%), and 'cover' (17.64%). Examples are as follows:

- 1 Krabi's major attractions are **located** largely along its extensive coastline
- 2 December to April, **known** as the pearl of the Andaman Sea
(Brochure #22)

In the above examples, brochure writers use the verb '*locate*' to express the location of tourists' destinations. This verb is commonly found in the passive form and the present tense. In example two, the verb *known* is used in the passive form. It refers to the value of destinations by comparing it with other worthwhile places.

Imperative.

The imperative is a linguistic feature used to present regulations, necessary information, and reasons to visit attractions. The imperative was hardly found in this section, in which brochure writers offer basic information rather than trying to convince them. Brochure writers also want fast feedback from tourists after reviewing the information. Despite the limited space in this section, a telephone number is offered as a way to attract tourists. In the enticement section, the imperative was the sixth most commonly appearing linguistic feature. The imperative was found in the enticement

section of six of the twenty-five tourism brochures in the study. The imperative 'tel' (66.66 %) was followed by 'contact' (33.33%). Sentences using the imperative were always followed by a place and a contact number. The imperative was infrequently found because this section is meant to be read quickly and not to provide much information. Therefore, brochure writers express a soft request to tourists to contact their organization, for example:

Contact Sukhothai Historical Park, Tel: xxxxxxxxxx (Brochure #5)

Modal Verbs.

The least commonly found linguistic feature found in the enticement section were modal verb Brochure writers use modal verbs to show the benefits of visiting attractions. Modal verbs were found in seventeen of the selected twenty-five tourism brochures. However, only the modal verb 'can' (100%) was used in this section. Examples include:

- 1 Visitors **can** see demonstrations of their forestry skills
- 2 Visitors **can** hire such vehicles to tour places like markets,

traditional houses along the river bank and the numerous temples in town. (Brochure #5)

The modal verb '*can*' is used to express benefits the organization offers. Such benefits include new sensations, knowledge, and valuable experience gained from visiting this attraction.

In conclusion, linguistic features found in the enticement section, in order of frequency, included noun phrases, pronouns, qualitative adjectives, descriptive words, verbs, imperatives, and modal verbs.

The Section of Descriptive Places.

An analysis of information with respect to consequence of setting, shows that noun phrases with a postmodifier are used the most, followed by comparative and superlative adjectives, descriptive words, verbs, imperatives, and modal verbs.

Table 2

A Summary of the Linguistic Features Used in the Descriptive Place Section in Tourism Brochures.

Linguistic Features	Frequency	Percentage
Noun phrases		
• with premodifier	2185	34.25
• with postmodifier	2200	34.49
• with Thai proper noun	1745	27.35
• translated from Thai to English	248	3.88
Comparative and Superlative Adjectives	1297	14.76
Descriptive Words	1109	12.62
Verbs	1089	12.40
Imperatives	917	10.44
Pronouns	809	9.21
Modal Verbs	331	3.76
Total	8782	100

Noun phrases.

In the section on descriptive attractions, noun phrases were the most commonly found linguistic feature. Four types of noun phrases were found, including noun phrases with a pre modifier, noun phrases with a post modifier adjective, noun phrases translated from Thai to English, and noun phrases with a proper noun. Noun phrases were found in the section on descriptive attractions in all 25 of the selected tourism brochures. They are

used the most because the main characteristic of the section on descriptive attractions is to provide information for tourists. Therefore, noun phrases are an important linguistic feature in providing information and persuading tourists to visit attractions.

In the section of descriptive attractions, four categories of noun phrase were found in the following percentages: noun phrases with postmodifiers (34.49%), noun phrases with premodifiers (34.25%), noun phrases translated from proper nouns (27.35%), and noun phrases translated from Thai to English (3.88%). Examples include:

- 1 Marine national park **where** most of the area is sea water
(Brochure #23)
- 2 Tourists will be delighted **to see** a few World War II era machines
(Brochure #12)
- 3 Hat Sai Kaeo just the northern portion of Hat Mai Khao, is a **long white sandy** beach
- 4 Marine Park with **amusing performances of well-trained** dolphins and seals
- 5 **King Ramkhamhaeng** the Great during the official declaration as a national park. The former name coincides with the **Khao Luang National Park**.
(Brochure #25)
- 6 For establishing a temple named **Wat Kai or Chicken Temple**,
(Brochure #15)

Noun phrases with post modifiers appeared most frequently in the descriptive attractions section of tourism brochures. Post modifiers are a group of words that describe a noun phrase, starting with a prepositional phrase and present and past participles. In this study, the researcher found four categories of post modifiers in the descriptive sections of tourism brochures, including noun phrases with a prepositional

phrase, noun phrases with a relative clause, noun phrases with an infinitive clause, and noun phrases with present or past participle clause. These are shown in examples one and two.

Noun phrases with pre-modifiers use descriptive adjectives to modify nouns in sentences. In examples three and four, brochure writers use descriptive adjectives to describe the characteristics of the attraction. The adjectives '*long*', '*white*' and '*sandy*' inspire the imagination of tourists and motivate them to visit the beach. Hence, in example four, the brochure writers use the present participle (verb plus -ing) to describe the performances of the dolphins. Moreover, they attract tourists by providing information about dolphins and seals trained by professionals.

The names of attractions, important people, or specific names are found in noun phrases translated from proper nouns. In example five, names of people are translated, and the name of the attraction is translated as a proper noun. The noun phrases translated from Thai to English are at the lowest percentage, as seen in example six.

Quality Adjective.

Comparative and superlative adjectives are the next most common linguistic features in the section of descriptive attractions. These are used by brochure writers to catch the attentions of tourists. Extreme language, as well as comparative and superlative adjectives, compare the quality of services and attractions. Since the section on descriptive attractions may give specific information about attractions. It makes tourists comfortable and confident by suggesting their travel experience will be good.

Comparative and superlative adjectives were found in the section on descriptive attractions in all twenty-five of the selected tourism brochures. Among comparative and superlative adjectives, '*as*' (43.17%) was most common, followed by '*more*' (10.79%),

- 2 The island **offers** a chance for experienced divers to join them
(Brochure #24)
- 3 The headquarters also **provide** accommodation and other facilities.
(Brochure #4)
- 4 The ranger station is **located** within the waterfall area
- 5 The present shrine is **situated** in front of the City Hall. It is
believed that this historic
- 6 Thai style which **was constructed** for the purpose of study
(Brochure #15)
- 7 The structure **is decorated** with colored porcelain chips
(Brochure #1)

In examples one and two, the common verb '*visit*' as a main verb is used to describe attractions and provide more information such as the best time to visit, so *visit* is typically used in the present tense. Also found in the section of descriptive attractions were the verbs '*offer*' and '*provide*'. These verbs are used to emphasize new experiences or describe the benefits of visiting these attractions. However, in examples four through seven, common verbs such as '*located*', '*situated*', '*built*', '*constructed*' and '*decorated*' are used to express the location, characteristics, and highlights of these attractions, and as the history of each attraction is typically described in this section, they appear in the past tense and the passive voice.

Imperative.

The imperative was the fifth most commonly found linguistic feature in this section. The imperative can be used to urge readers to do something, provide necessary information, or convince tourists to visit. This section is focused on giving information

about attractions, and it may refer to rules and regulations in important places like palaces and temples. The imperative can be placed at the beginning of a sentence to get the attention of and to persuade tourists. The imperative was found in the descriptive attractions section in all twenty-five of the selected tourism brochures. The imperative *tel*' (37.51%) had the highest percentage in this section, followed by *'get'* (14.17%), *'turn'* (13.30%), *'take'* (11.88%), *'contact'* (10.79%), *'please'* (6.76%), *'enjoy'* (4.47%), and *'look'* (1.09%). Some examples of the imperative were as follows:

- 1 For more details, please **contact** Mrs. XXX at *Tel.* XXX
(Brochure #6)
- 2 If taking a bus, you can **get** one at Bus Terminal 2
(Brochure #6)
- 3 **Look** for signs. (Brochure #21)
- 4 You can also cross into Cambodia here, and **get** a visa on arrival.
(Brochure #18)
- 5 **Turn** left to Wat Chaiwatthanaram. **Follow** the direction signs.
(Brochure #15)
- 6 **Take** a left and **proceed** sixteen kilometers further for the park
(Brochure #3)
- 7 **Please** note that in the rainy season the water flows rapidly
(Brochure #6)
- 8 **Enjoy** a long-tail boat. (Brochure #21)

In example one, the imperative *'tel'* and *'contact'* are used in order to provide more information for tourists. With polite language, brochure writers order tourists to obtain more information. This study found that imperatives were not used in isolation but

in phrases such as “for more information,” “please contact,” “for more details,” “for further details,” and “please call and please contact in advance.”

In examples two and four, the imperatives ‘*get*’ and ‘*look*’ are not intended to order tourists to do something. Instead, the imperatives give advice about transportation and necessary information about attractions for tourists.

As shown in examples five and six, the words ‘*turn*’ and ‘*take*’ refer to advice and directions for tourists rather than ordering them to do something. Moreover, ‘*take*’ can be used with modal verbs to describe the experiences that tourists will have after visiting the attraction, as shown in example seven.

In examples seven and eight, imperatives like ‘*Please*’ and ‘*enjoy*’ focus on motivating tourists, rather than providing information about attractions. The word ‘*please*’ can be used as an imperative verb that communicates politely with tourists. It was found that the imperative verb was not used to remind tourists. ‘*Enjoy*’ is one of the linguistic features found in the descriptive attractions of tourism brochures. It is used to draw the attention of tourists and invite them to visit an attraction.

Pronouns.

Pronouns were the sixth most commonly found linguistic feature in the section on descriptive attractions, and are used to replace long and complex specific names.

Brochure writers use subject pronouns to replace the names of attractions, atmosphere, local food, traditional lifestyle, important people, etc. Possessive pronouns are also used to refer to attractions, important people, and traditional ways. Since it is cumbersome to use the long names of attractions, local festivals, and important people, pronouns are employed. Pronouns were found in the section of descriptive attraction in all twenty-five of the selected tourism brochures. The pronoun ‘*it*’ (59.20%) was the most commonly

used, followed by *'its'* (18.17%), *'their'* (10.01%), *'his'* (8.65%), and *'you'* (3.95%).

Examples include:

- 1 From Phu Phing Palace. **It** is the most accessible of hill tribe villages (Brochure #1)
- 2 The chamber of the Chedi housing, **its** core decorated by stucco relief (Brochure #3)
- 3 The other side of it which **you** see wonderful waterfall (Brochure #3)

In example one, the subjective pronoun refers to 'Doi Pui Tribal' Village, a famous attraction. In example two, the personal pronoun *'its'* refers to the decoration of the 'Chedi'. In example three, the reference to the personal pronoun *'you'* refers to the relationship between brochure writers and tourists. In addition, brochure writers use the subjective pronoun *'you'* with the verb *'see'* in order to demonstrate the experience and the wonderful things that tourists receive after their visit. These personal pronouns usually provide information about attractions.

Modal verbs.

Modal verbs are the final linguistic feature found in the section on descriptive attractions. Modal verbs are used to present benefits, describe the most important regulations for tourists, and recommendations for visiting. Modal verbs were found in all twenty-five of the selected tourism brochures in the descriptive attractions section. These include *'can'* (66.16%), *'will'* (17.22%), *'may'* (11.17%), and *'should'* (5.43%).

Examples include:

- 1 Visitors **can** look through the holes to see the fishing boat damaged by the tsunami. (Brochure #25)

- 2 Visitors **will** have a chance to explore the Thai way of life along the canal. (Brochure #11)
- 3 The head of the image **will** be opened on the first day of each month. (Brochure #15)
- 4 Ruins of the Old Celadon Factory, which **may** have been founded in the late thirteenth century (Brochure #15)
- 5 Swimmers **should** be alert for the red flag which warns of dangerous currents during the monsoon season (Brochure #21)

Can is the modal verb appearing most frequently in the section on descriptive attractions, and is used to emphasize what tourists will receive after paying to visit the attraction. *Will* appeared second most frequently in the section, and is used to show a new experience or new knowledge that tourists will acquire after paying to visit.

Example three shows that *will* may also be used to express the opening or closing times of attractions. In example four, the modal verb '*may*' is used to indicate likelihood.

Moreover, the modal verb '*should*' can be used to warn tourists or urge them to increase their awareness of dangerous situations.

The Section of Highlights of Shopping.

The purpose of this section is to provide information about famous local products and a direction to buy these products. This section also presents the idea of persuading tourists in order to get them to visit attractions. The function of this section is to provide brief information about famous products that can only be bought in specific regions or at particular attractions. In the section of shopping highlights, noun phrases with proper nouns were the linguistic feature used most frequently. This was followed by

imperatives, choice of descriptive words, pronouns, verbs, qualitative adjectives, and modal verbs.

Table 3

A Summary of the Linguistic Features Used in the Highlight Shopping Section of Tourism Brochures

Linguistic Features	Frequency	Percentage
Noun phrases	143	29.54
• with pre modifier	86	17.76
• with post modifier	189	39.04
• with Thai proper noun	66	13.63
• translated from Thai to English	122	14.43
Imperatives	71	8.40
Choice of Descriptive Words	59	6.98
Pronouns	53	6.27
Verbs	39	4.61
Comparative and Superlative Adjectives	17	2.01
Modal Verbs		
Total	845	100

Noun phrases.

Noun phrases ranked first in frequency among linguistic features in the section on shopping highlights. Noun phrases include four types: noun phrases with premodifiers, noun phrases with postmodifier adjectives, noun phrases translated from Thai to English, and noun phrases with proper nouns. Since, the purpose of the shopping highlights section is to provide information about famous shopping places, souvenir stores, etc.,

noun phrases with local product names and locations are used to attract the attention of tourists.

From the data analysis, noun phrases were found in the shopping highlights section in all twenty-five of the brochures studied. Noun phrases with proper nouns appeared most frequently (39.04%), followed by noun phrases with premodifiers (29.54%), noun phrases with postmodifiers (17.76%), and noun phrases translated from Thai to English (13.63%).

Noun phrases were found in the product names and destinations, as in the following:

Farmer's Central Market Located on the Asia Highway in Tambon

Hantra. (Brochure #11)

The noun phrase “Central Farmer’s Market” is an example of a noun translated from Thai to English. The phrase “Tambon Hantra” is a noun phrase with a proper noun.

Noun phrases with a pre-modifier appeared as follows:

- 1 **Luxury** shopping malls are concentrated in the area
(Brochure #11)
- 2 This place is remarkable with a **large windmill** and **big bell tower**
(Brochure #11)
- 3 It offers **quality woven products** like mats, baskets, bags, vases
(Brochure #17)
- 4 Many villages **producing hand-woven cotton textile** with natural
(Brochure #7)
- 5 It is a **community complex combining restaurants**, coffee
(Brochure #7)

In examples one and two, positive adjectives are used before nouns in order to stimulate the imagination of tourists or help them achieve their objectives. Moreover, the past participle phrase can be used to modify a noun as seen in example three. Brochure writers used the present participle phrase (a verb plus the -ing form) to describe local attractions and products.

Noun phrases with postmodifiers used in this section include the following:

- 1 Art shops selling reproductions of **famous works of art at very reasonable prices** (Brochure #22)
- 2 Mudmee is a unique technique of Isan **in creating textile pattern** (Brochure #7)
- 3 Most complete **package of design products and services** (Brochure #11)
- 4 Khanom Kliao **made from our wheat and eggs** (Brochure #3)

In example one, the phrase “famous works of art at very reasonable prices” is used as a postmodifier, and a prepositional phrase modifies the reference to the famous works. Similarly, in example two, the writer used the prepositional phrase “creating textile patterns” to give more detail about the techniques developed by Mudmee. In example three, “of design products and services” gives more details about the package. In example four, a noun phrase with a postmodifier is created using a past participle phrase, and provides details about recipes for snacks.

Imperatives.

The imperative was the second most frequently appearing linguistic feature in the shopping highlights section. Due to limited space, the reader is sometimes only given the

2 The pancake made from fermented rice “uor” has become *famous* for its unique taste. (Brochure #3)

Brochure writers use the strong form of an adjective to present the positive factors of products such as ‘*local*’, ‘*various*’, and ‘*daily*’. Moreover, brochure writers use descriptive words such as ‘*famous*’ and ‘*popular*’ to show the significance of products and souvenirs. Brochure writers usually present famous food which is available daily instead of offering data about attractions.

Pronouns.

Pronouns were the fourth most frequently used linguistic feature in the shopping highlights section. Pronouns are used to represent the names of products, people, shops, and attractions using both the subject and possessive forms, and allow writers to avoid repeating long and complex names. Pronouns were found in the shopping highlights section in all twenty-five of the brochures used in the study. The pronoun ‘*it*’ (49.15%) was used most frequently, followed by ‘*they*’ (18.64%), ‘*its*’ (16.94%) and ‘*their*’ (15.25%). Examples include:

1 Initiated by Thai Muslim vendors, *it* is available near the provincial hospital on U Thong Road and in shops. (Brochure #15)

2 fermented rice “uor” has become famous for *its* unique taste. (Brochure #3)

In example one, the pronoun *it* is used as a subjective pronoun to present the location of souvenirs. Similarly, in example two, possessive adjectives were used to refer to famous souvenirs and emphasize the characteristics of the food.

Verbs.

Verbs are the fourth most commonly used linguistic feature in the shopping highlights section. Usually they are used to complete sentences. In this section, brochure writers aim to describe products and souvenirs, for example, “How does it work?”, “What is it made from?” and “Where can I buy it?” Therefore, most of the verbs emphasize products and souvenirs. Verbs were found most frequently in the past form because they showed procedures. Verbs can be found in the shopping highlights section of all twenty-five of the brochures studied. Verbs in the highlight shopping section of tourism brochures include ‘*made*’ (35.84%), ‘*located*’ (30.18%), ‘*preserved*’ (22.64%), and ‘*used*’ (11.32%). Some examples are provided below.

1 Silverware – the finest Thai silverware is *made* in Chiang Mai, where certain families have practiced their art for several generations. (Brochure #1)

2 It is *located* near Charoen Krung and Yaowarat Roads. Hand-crafted products are available. (Brochure #11)

In the examples above, brochure writers use the verbs ‘*made*’, ‘*preserved*’, and ‘*used*’ to demonstrate the state of the products and souvenirs for tourists. These verbs were usually found in the past tense in order to emphasize the origin of the products. On the other hand, the verb ‘*located*’ refers to a shopping destination. This can be seen in both the passive form and the past tense.

Quality Adjectives.

Comparative and superlative adjectives were the fifth most commonly found linguistic feature in the shopping highlights section. The comparative and superlative forms express the desirable qualities of products and services in order to capture the attention of tourists. The study showed that the comparative was found in the shopping

highlights section in eighteen of the twenty-five brochures in the sample. Among comparative and superlative adjectives found in this section, the most common was ‘*well*’ (33.33%), followed by ‘*many*’ (25.64%), ‘*most*’ (23.07%), and ‘*more*’ (17.94%).

Examples include:

- 1 Wooden surfaces large enough to be carved, as *well* as carved elephants. (Brochure #1)
- (2) There are so *many* options, ranging from colorful carved soaps to chopsticks and coasters made from local coconut wood. (Brochure #22)

In these examples, the comparative and superlative adjectives convey familiarity with and confidence in the quality of these products and services.

Modal verbs.

Modal verbs are the least commonly found linguistic feature in the shopping highlights section. As the purpose of the section is to describe products and souvenirs for tourists, all the modal verbs refer to kinds of products. Modal verbs are found in the shopping highlights section in all twenty-five of the tourism brochures in the sample. The most common modal in the section was ‘*can*’ (64.70%), followed by ‘*would*’ (35.29%).

Some examples of these modal verbs include:

- 1 Tourists *can* buy from city markets or production centers (Brochure #6)
- 2 Thai barb is an auspicious fish that *would* help to attract wealth (Brochure #15)

In the above examples, *can* and *would* refer to the benefits that tourists may receive after visiting attractions. Modal verbs in the shopping highlights section are not

concerned with experiences, but rather with things tourists will receive after visiting these places.

The Section of Extra Activities and Entertainment.

In the section of Extra Activities and Entertainment, the most frequently found linguistic feature was the noun phrase translated from a proper noun. This was followed by qualitative adjectives, verbs, imperatives, choice of descriptive words, modal verbs, and pronouns.

Table 4

A Summary of the Linguistic Features Used in the Extra Activities and Entertainment

Section in Tourism Brochures

Linguistic Features	Frequency	Percentage
Noun phrases	306	33.55
• with premodifier	180	19.73
• with postmodifier	336	36.84
• translated from Thai proper noun	90	9.86
• translated from Thai to English	154	10.69
Comparative and Superlative Adjectives	106	7.36
Verbs	96	6.66
Imperatives	65	4.51
Choice of Descriptive Words	59	4.09
Modal Verbs	48	3.33
Pronouns		
Total	1440	100

Noun phrases were the most commonly found linguistic feature in the section of extra activities and entertainment. Noun phrases are used to modify nouns to attract tourists' attention. In the section of extra activities and entertainment, noun phrases such as *admission fees*, *ticket fees*, *opening hours*, and *closing hours* are commonly used. Noun phrases were found in the section of extra activities and entertainment in all twenty-five of the brochures studied. Noun phrases with the proper noun were found in the highest percentage (36.84%), followed by noun phrases with premodifiers (33.55%), noun phrases with postmodifiers (19.73%), and noun phrases translated from Thai to English (9.86%).

Examples of noun phrases with the proper noun from this section include:

- 1 *Thao Suranari Memorial Fair* is an annual event of the province
(Brochure #6)
- 2 Tea *Testing Festival* this is held in February to promote tea products
(Brochure #4)
- 3 *Cycling* Route along the Orchards Travel via Highway
(Brochure #1)
- 4 This *gigantic architectural* structure, located on the shore
(Brochure #1)
- 5 There is also a tower *topped with a revolving restaurant that commands panoramic views* of the area
(Brochure #16)
- 6 It offers the best *way to experience* both the natural environment and *to see the culture* of the region's various hill tribes
(Brochure #1)

In the first example, a noun phrase is translated from a proper noun to describe an annual event. The name of a famous person was used to attract the attention of tourists. However, the '*Tea Testing Festival*' is modified in that it is already translated from Thai to English. Writers often translate the name of an event from one language to another, a

method which was rarely found in this section. Therefore, it is located in the first rank in the section on extra activities and entertainment.

Noun phrases with pre modifiers were the second most commonly found noun phrase in this section, including those modified by a descriptive adjective. In example three, a noun phrase with a present participle premodifier is used to give directions to Orchards Travel. The writer of this brochure also used positive adjectives to describe the characteristics of the building. Noun phrases with pre modifiers are also used to describe the unique characteristics of tourist attractions, as in example four.

Noun phrases with postmodifiers were also used to describe attractions. In example five, brochure writers used the past participle phrase “topped with a revolving restaurant,” and a relative clause “that commands panoramic views of the area,” as post modifiers to describe the tower. In example six, the infinitive phrase “to experience and to see the culture” was used in order to describe the various hill-tribes in the region.

The comparative and superlative forms were also found in the second rank in the extra activities and entertainment section. These adjectives were used to describe the quality of the activities and entertainments in order to catch the attention of tourists and persuade them to make a decision. The section mentions attractions and activities that tourists should not miss. Comparative and superlative adjectives were found in the extra activities and entertainment section in all twenty-five of the brochures studied.

Comparative and superlative adjectives were found in the section of extra activities and entertainment in the following percentages: ‘*as*’ (50.64%), ‘*well*’ (14.93%), ‘*more*’ (17.53%), ‘*most*’ (9.74%) and ‘*best*’ (7.14%) Examples include:

1 Forested mountains and high valleys and meadows, *as well as* visits to more remote high-altitude hill tribe settlements for overnight stays.

2 It offers the *best* way to experience both the natural environment and to see the culture of the region's various hill tribes. (Brochure #1)

In the above examples, extreme language is used in order to the quality of attractions and services by stimulating the imagination and interest of tourists.

Verbs.

In the section on extra activities and entertainment, verbs were commonly used to present action and to describe attractions and feelings. The intention of brochure writers in this section is to offer information on a variety of activities. The purpose is to describe activities and entertainment, therefore the scope of verbs is limited. Verbs were found in the section of extra activities and entertainments in all twenty-five of the brochures in the sample. Verbs were divided into those used in the past and present tenses. Some verbs in the past tense included '*held*' (39.62%), '*located*' (26.41%), and '*made*' (14.15%). These verbs refer to both the event and the location of attractions. Moreover, verbs in the present tense, especially '*offer*' (10.37%) and '*show*' (9.43%), were used to convey information about the attractions and the benefits tourists will receive after visiting these attractions. Examples include:

- 1 Songkran Festival April 13 *held* annually in front of Wihan
(Brochure #15)
- 2 Most of these attractions are *located* along Pattaya Beach Road
(Brochure #16)
- 3 The sport is accessible to beginners, since operators *offer* training
at the start of the trip. (Brochure #23)

In the above examples, information is given briefly in order to provide a background for local activities and entertainment. General background information was

Descriptive words.

In the section of extra activities and entertainment, descriptive words were the fifth most frequently found linguistic feature. Descriptive words were used to create a positive feeling and convince tourists to visit an attraction. Descriptive words were found in the extra activities and entertainment section of all twenty-five of the brochures studied. *Traditional*' (26.15%) was found in the highest percentage, followed by *'popular*' (21.53%), *'beauty*' (18.46%), *'special*' (18.46%) and *'historical*' (15.38%).

These descriptive words are used to describe extra activities. Examples include:

- 1 It features *traditional* Boat Trips (Brochure #5)
- 2 Most particularly around the *enduringly popular* Phi Phi Islands (Brochure #22)
- 3 the rugged appeal of rocky outcrops with the serene *beauty* of beaches and *crystal-clear* water.

In the above examples, descriptive words are always used before a noun in order to modify it, such as *traditional boat trips*' and *'serene beauty of beaches*'. Most of them create a positive feeling in order to attract the attention of tourists.

Modal verbs.

Modal verbs were the sixth most commonly found linguistic feature in the extra activities and entertainment section. The purpose of modal verbs is to express the benefits that tourists will receive after visiting an attraction, or to inform tourists about regulations of each place.

Modal verbs were found in the extra activities and entertainment section in twenty-one of the twenty-five brochures in the study. Among modal verbs used in the extra activities and entertainment section, *'can*' (52.54%) was used most frequently,

example two, refers to the skin of the monkeys. Therefore, personal pronouns were found in the form of subject pronouns and possessive adjectives.

The Section of Transportation.

In the section of Transportation, the most frequently found linguistic feature was verbs in the imperative, followed by noun phrases with a premodifier, followed by verbs, qualitative adjectives, modal verbs, and pronouns.

Table 5

A Summary of the Linguistic Features Used in the Transportation Section of Tourism Brochures.

Linguistic Features	Frequency	Percentage
Imperatives	210	40.30
Noun phrases:		
• with premodifier	92	63.01
• with postmodifier	24	16.43
• translated from Thai proper noun	30	20.54
• translated from Thai to English	-	-
Verbs	74	14.20
Comparative and Superlative Adjectives	46	8.82
Modal Verbs	27	5.18
Pronoun	18	3.45
Choice of Descriptive Words	-	-
Total	521	100

The purpose of the Transportation section is to offer a convenient means of transportation, and the imperative was the most frequently used linguistic feature.

Imperatives were used in order to provide information to tourists, especially directions. Imperatives are used to convey necessary information to tourists but without trying to motivate tourists to pay for products and services.

Imperatives were found in the transportation section of all twenty-five brochures in the study. The imperative '*tel*' (67.14%) was used most frequently, followed by '*contact*' (13.33%), '*turn*' (10.47%), and '*get*' (9.04%). Examples of imperative sentences include:

- 1 ***Turn*** right at the intersection and go straight ahead
(Brochure #15)

- 2 MRT Subway: ***get*** off at Chatuchak Park Station, then
(Brochure #11)

In the above examples, the imperative is used to give directions and to help tourists find their destination. Moreover, the imperatives '*tel*' and '*contact*' remained the most used imperatives in this section. Brochure writers mostly provided the contact information of transportation companies.

In this section, noun phrases were the second most frequently used linguistic feature. Noun phrases are found in three categories in this section: noun phrases with premodifiers, noun phrases with postmodifiers, and noun phrases with a proper noun. Noun phrases were used for the names of the transportation company, street, and province. Noun phrases were found in the transportation section of all twenty-five brochures in the study. Noun phrases with premodifiers were the most common (63.01%), followed by noun phrases with postmodifiers (16.43%), and noun phrases with proper nouns (20.54%). Examples include:

- 1 ***The State Railway*** of Thailand has a train service (Brochure #8)

- 2 The ***second-class air conditioned*** bus (Brochure #8)

3 The bus *which run along the highway* (Brochure #4)

4 bus departing the Bangkok Bus Terminal on *Kamphaeng Phet II Road*,
ordinary buses on the *Nong Khai* (Brochure #8)

In examples one and two, noun phrases were used as premodifiers to describe transportation, and the relative clause ‘*which runs along highway*’ was used as a post modifier to give more information about the bus, as found in example three.

In this section, the names of streets, bus terminals, and airports are given as noun phrases with a proper noun. Noun phrases translated from Thai to English were rarely found.

Verbs.

Verbs were the third most frequently found linguistic feature in the transportation section. Information in this section must be current, so it is typically given in the present tense. Verbs were found in the transportation section in all twenty-five of the brochures in the study. The verb ‘*leave*’ (21.62%) appeared most frequently, followed by ‘*call*’ (20.27%), ‘*travel*’ (20.27%), ‘*take*’ (18.91%), and ‘*visit*’ (18.91%). Examples include:

1 mini-buses regularly *leave* Chao Prom Market (Brochure #15)

2 For further information, please *call* the Bangkok Railway
(Brochure #11)

3 One can *travel* from Bangkok to Chiang Mai by rail
(Brochure #1)

In the above examples, the verbs ‘*leave*’, ‘*call*’, ‘*travel*’, ‘*take*,’ and ‘*visit*’ were used most frequently in this section because the information is practical, including how to travel or when the bus arrives or departs.

Quality adjectives.

Comparative and superlative adjectives were the fourth most frequently used linguistic features in the transportation section. Since this section provides transportation information, it is rarely used to present or compare the quality of attractions or to catch tourists' attention. Comparative and superlative adjectives were found in fourteen of the selected twenty-five brochures in the study. The comparative adjective '*more*' (47.82%), was found in the highest percentage, followed by '*as*' (41.30%) and the superlative '*most*' (10.86%). The examples given are as follows:

- 1 For ***more*** information, contact the Transport Company
(Brochure #14)
- 2 Getting around the province is quite convenient ***as*** various kinds of
vehicle are available. (Brochure #7)
- 3 The whole journey is a total of 862 km. This is the ***most***
comfortable route. 2. (Brochure #23)

In the above examples, the comparative and superlative degree plays an important role in conveying necessary transportation information to tourists, as in the phrases '*it is as convenient as other vehicles*', and '*the most comfortable direction*'. superlative *most* in example three can stimulate the imagination and persuade them to visit by offering the most convenient route.

Modal verbs.

Modal verbs were the sixth most frequently found linguistic feature in the transportation section. Modal verbs were used to show the benefits that tourists receive after a visit. Therefore, '*can*' (100%) was the only modal verb used in the transportation

section, and was found in all twenty-five of the brochures in the study. Some examples are as follows:

1 Intra-provincial Transport Visitors *can* use car rental services operated by many tour companies in town. (Brochure #8)

2 You *can* take three routes. The most popular one is from Bangkok; take Highway No. 1, then Highway.... (Brochure #7)

In the above examples, the modal verb ‘*can*’ is used to emphasize the benefits of the comfortable travel provided by tour companies and to provide directions and location information. Noun phrases were also used sometimes to provide the name of street.

Pronouns.

Pronouns were the sixth most frequently found linguistic feature in the transportation section. Pronouns were used to refer to the means of transportation, the bus company, the street, and the directions. In this section, the focus is on communicating information directly to tourists. Therefore, the pronoun ‘*you*’ is used frequently to establish a warm relationship between tourists and brochure writers. Pronouns were found in the transportation section of all twenty-five tourism brochures in the study. The pronoun ‘*you*’ (66.66%) was used in the highest percentage, followed by ‘*its*’ (33.33%). Examples include:

1 If *you*’re going independently, there is a daily ferry (Brochure #19)

2 The Bus Terminal also provides *its* service on other routes (Brochure #8)

In example one, brochure writers use 'you' to refer to tourists with a warm tone. In example two, the possessive pronoun 'its' refers to the services offered by the bus company.

Descriptive Words.

Descriptive words is the only linguistic feature not found in the transportation section. The study showed that brochure writers inform tourists about directions, how to travel with each type of transportation, and entrance fees. Therefore, giving factual information is the focus of this section rather than making any effort to convince them to travel.

Summary

The results of this study showed that linguistic features are an essential part of in every section of tourism brochures. How much information is provided in each section depends on the intention of the brochure's writer. In addition, the most frequently found linguistic feature in tourism brochures is the noun phrase. It is used in three out of four sections. Descriptive words are hardly found in the transportation section. In the enticement section, noun phrases with premodifiers and postmodifiers were used, mostly to create a strong feeling, to stimulate the imagination, and catch the interest of tourists in the first section of the brochure. Noun phrases were followed in frequency by personal pronouns, comparative and superlative adjectives, descriptive words, verbs, imperatives, and modal verbs. Additionally, noun phrases were found with the highest frequency in the descriptive attraction section, followed by quality adjectives, descriptive words, verbs, personal pronouns, and modal verbs. In the shopping highlights section, noun phrases were the most common linguistic feature, followed by the imperative, descriptive words, personal pronouns, verbs, comparative and superlative adjectives, and modal verbs. Next,

in the section of extra activities and entertainment, noun phrases with proper nouns had the highest percentage, followed by comparative and superlative adjectives, verbs, imperatives, descriptive words, and personal pronouns. In the transportation section, the imperative was most common linguistic feature, followed by noun phrases, verbs, comparative and superlative adjectives, verbs, and pronouns.





CHAPTER V
DISCUSSION, CONCLUSION AND RECOMMENDATIONS FOR
FURTHER STUDY

The Linguistic Features in the Enticement Section of Tourism Brochures.

Results.

In the enticement section, the following linguistic features were found: (a) the imperative, (b) modal verbs, (c) qualitative adjectives, (d) choice of descriptive words, (e) noun phrases, (f) pronouns, and (g) verbs. Noun phrases were divided into four categories: noun phrases with premodifiers, noun phrases with post modifiers, noun phrases translated from a proper noun, and noun phrases translated from Thai to English.

Discussion.

The purpose of the enticement section is to emphasize excitement, fascination, and perfection (Hassan, Nasir, and Habil, 2008). Since space is limited in the enticement section of tourism brochures, brochure writers have to attract the attention of tourists using a small amount of text. Noun phrases are used in this section because the message is brief. This study showed that noun phrases were used most frequently. The results were consistent with the work of experts (Boonchayaanant, 2003; Iborra & Garrido, 2001; Kang & Yu, 2011; Mongkholjuck, 2008; Phanjub, 2012), who also indicated that noun phrases with adjectives, such as headlines, were used most frequently to provide a positive meaning. The results also showed that noun phrases with premodifiers and noun phrases translated from proper nouns were used for the names of attractions, and that noun phrases with premodifiers were the most common. Because the objective is to attract the attention of tourists, descriptive words are placed before the noun in order to create stronger motivation by describing the specific, positive aspects of the attraction, as in the example “charming sandy beaches.” Noun phrases translated from proper nouns

are emphasized in headlines. The data showed that noun phrases translated from proper nouns are employed to express the names of famous attractions. Noun phrases with a postmodifier provide more information about attractions by adding more details, in the form of a prepositional phrase, relative clause, infinitive phrase, present participle, or past participle phrase. However, in this section, this type of noun phrase was rarely found because this section focuses on convincing tourists to visit attractions rather than providing information. Noun phrases translated from Thai to English were the least frequently used in this section, since noun phrases translated from Thai to English are translated names, such as “elephant camp.”

Additionally, pronouns are used in the place of nouns previously mentioned in the text. Pronouns allow the writer to avoid repeating the names of attractions or descriptions of the atmosphere. Information in a briefer form is easier to understand and remember. Pronouns are employed in the subject, object, or possessive forms in the section on enticement.

Comparative and superlative adjectives are another linguistic feature found in the enticement section, and are used to motivate tourists to visit attractions. The data showed that the extreme language in this section, such as *most*, *more*, *as*, and *than* can be used to compare different levels of quality. In the enticement section, describing the highest quality, excellent local food, and worthwhile experiences, are a technique to attract tourists.

The choice of descriptive words are an important linguistic feature used in this section, because they are meant to attract the attention of tourists at first glance. The purpose of descriptive attractions in this section is to capture the attention of tourists. The effective choice of descriptive words creates vivid images in the minds of tourists.

Descriptive words are added to sentences to create humor and persuade tourists to visit attractions, as in the example, “*Elegant Jacaranda flowers and wonderful waterfalls.*”

Verbs are commonly used to describe an action and to make sentences complete. Verbs express the intentions of the brochure writers. In the enticement section, verbs were used in the present tense to give general information about the attractions. Verbs in the past tense were used to provide historical information in order to attract the attention of the tourists.

In addition, the imperative is commonly used in the welcoming section. Normally, the imperative is used as the language of command, but in the enticement section of tourism brochures, the imperative is used to offer necessary information, especially telephone numbers. As there is not much space in this section, brochure writers offer telephone numbers as a way of indirectly asking tourists to call them.

The general purpose of modal verbs is to provide choices for tourists. Modal verbs in the enticement section can be used to express possibilities and the benefits of visiting attractions.

The Linguistic Features in the Descriptive Places Section of Tourism Brochures.

Results.

In the section of descriptive attraction, the following linguistic features are found: (a) noun phrases, (b) comparative and superlative adjectives, (c) descriptive words, (d) verbs, (e) the imperative, (f) pronouns, and (g) modal verbs. The results showed that noun phrases were ranked first in tourism brochures. They are used in the descriptive places section in all twenty-five tourism brochures analyzed in this study. The data showed that noun phrases with a postmodifier used most frequently, followed by noun phrases with premodifiers, noun phrases translated from proper nouns, and noun phrases

translated from Thai to English. In addition, comparative and superlative adjectives were ranked second, followed by descriptive words, verbs, the imperative, pronouns, and modal verbs.

Discussion.

The main characteristics of the descriptive attraction section are to provide information about attractions. The results of this study were consistent with previous research (Boonchayaanant, 2003; Henry & Roseberry, 1996; Iborra & Garrido, 2001; Mongkholjuck, 2008; Phanjub, 2012; Sinraksa, 2009;) which emphasized the details of the attractions. This study found that noun phrases with postmodifiers were used most often, because most of the body copy in a tourism brochure is in the descriptive places section. Noun phrases with postmodifiers were usually placed after a noun using a prepositional phrase, an infinitive clause, a relative clause, or a participle phrase, in order to provide more information. Noun phrases with a premodifier use various descriptive adjectives in sentences in order to create a clear picture in the minds of tourists. The study also showed that noun phrases with premodifiers and postmodifiers were used most frequently in order to give details about attractions and persuade tourists to visit them. Additionally, noun phrases translated from a proper noun could refer to the name of an attraction, person, street, or province. Moreover, the purpose of translating a noun phrase from Thai to English is to offer a completely translated name for “Turtle Island” and “Elephant Island,” instead of using *Koh Tao* and *Koh Chang*. Noun phrases translated from a proper noun and from Thai to English occur in Thai tourism brochures in order to describe details within a Thai context. This is not found in foreign tourism brochures. Noun phrases occur in foreign tourism brochures only with a premodifier or postmodifier. This difference seems to be a cultural one.

Comparative and superlative adjectives are used to indicate the quality of the attractions and services, and thus were suitable for analysis in this study. The study showed that comparative and superlative adjectives were used to create comparisons about the quality of attractions or services. This technique is effective in getting the attention of tourists. According to Leech (1966), the comparative and superlative forms can be used to surprise and motivate tourists, and increase their interest in the attraction by making a promise as to its quality. Extreme language such as *most*, *more* and *the best* in this study is a common technique to attract the attention of tourists.

The purpose of using descriptive words is to create strong emotion in tourists. Descriptive words are typically placed before the noun or main adjective in order to create a persuasive message. Therefore, the descriptive information section is concerned with creating a verbal style which persuades tourists to visit attractions.

The purpose of verbs is to describe an action, complete a sentence, and show the intentions of brochure writers. The study showed that brochure writers use verbs in order to convince tourists to pay for goods and services. Verbs in the present and past tense are used to provide details about an attraction. Local history and details of past events become the selling point of the attraction.

The imperative is typically used for commands. However, this study showed that, in tourism brochures, the imperative is used to provide information and to persuade. Brochure writers use the imperative to give information, for example '*tel*' and '*contact*', after briefly describing an attraction. They intend tourists to contact them after reading the information. In contrast, brochure writers employ emotional words such as *enjoy*, *look*, *see*, and *please* in order to catch the eye and inspire the emotion of tourists.

The purpose of pronouns is to avoid repetition of the names of things or places. The main characteristic of pronouns is to replace nouns that have already been mentioned.

The study showed that pronouns are found in the subject, object, and possessive forms, for example, *'it'*, *'its'*, and *'their'*. The results showed that pronouns are slightly different from other linguistic features (Ling Ip, 2008; Boonchayaanant, 2003; Mongkholjuk, 2008). These experts found that pronouns, such as *I*, *you*, *we*, and *our* were used to replace subject or possessive pronouns.

In the descriptive attraction section, brochure writers also use modal verbs to describe the benefits of tourist attractions, and as a promise from brochure writers to tourists. This technique creates trust in, and awareness of, tourism organizations. Moreover, in the section on providing details about attractions, it was revealed that one use of modal verbs is to encourage tourists to follow the rules, regulations, and obligations of the attractions.

Linguistic Features used in the Highlight Shopping Section of Tourism Brochures

Results.

In the section of descriptive attractions, the following linguistic features are found (a) noun phrases, (b) the imperative, (c) choice of descriptive words, (d) pronouns, (e) verbs, (f) comparative and superlative adjectives, and (g) modal verbs. The findings showed that noun phrases played an important role in tourism brochures. Noun phrases were the most commonly used linguistic feature in the shopping highlights section. Noun phrases with premodifiers were found in the highest percentage, followed by noun phrases translated from proper nouns, noun phrases with postmodifiers and noun phrases translated from Thai to English. In frequency of use, noun phrases are followed by the imperative, the choice of descriptive words, pronouns, verbs, comparative and superlative adjectives, and modal verbs.

Discussion.

This shopping highlights section emphasizes product information, souvenirs, and shopping areas. Noun phrases were the linguistic feature employed most frequently in this section, and noun phrases translated from a proper noun were in the highest percentage. Noun phrases translated from proper nouns use loan words for the names of attractions or important people. The data showed that noun phrases translated from proper nouns are used to present the name of local products, shopping areas, and souvenirs, for example, *Muk and Kapi*. Brochure writers use this technique to provide names for the Thai context. Moreover, the purpose of noun phrases with premodifiers is to create persuasive messages by adding descriptive adjectives before nouns such as local products, food, and souvenirs. Brochure writers add descriptive words ‘to create a strong sense in the messages’ to convince tourists to visit tourist attractions (Yui Ling Ip, 2008).

Moreover, noun phrases with postmodifiers were used to give more information to tourists. Some brochures added more information through a postmodifier using a relative clause, participle phrase, past participle phrase, or infinitive phrase. Some tourism brochures showed the names of shopping areas, addresses, and contact information for tourists. Noun phrases translated from Thai to English express the name of famous products in the Thai context. Brochure writers provided more descriptive information through noun phrases like “Its crispy pinned *dried shrimp* or *Kung Siap* is available at the fresh market.” Brochure writers present the meaning of *Kung Siap* in order to persuade tourists to visit the attraction. This section is different from foreign tourism brochures, since brochure writers aim to provide details of Thai culture by, for example, describing the characteristics of products by their appearance. Noun phrases translated from Thai are not found in foreign brochures.

In this section, the imperative was used to provide necessary information and to persuade. The imperatives *tel.* and *contact* were used most frequently. The shopping

highlights and entertainment sections do not provide more details, but brochure writers provide the names of shops, locations, and telephone numbers. On the other hand, brochure writers employ the imperative in a persuasive way, for example, “See a panoramic view” or “Enjoy lifestyle and trade.”

Choice of descriptive words were used for a commercial purpose. Information is intended to persuade tourists or get their attention. Descriptive words, including *various*, *daily*, *local*, and *famous* are used in the shopping highlights and entertainment section, These descriptive words are used to describe local products and souvenirs.

Pronouns were generally used to refer to previously mentioned names of local products, popular souvenirs, and shopping areas. They can be in the form of subject, object, and possessive pronouns.

Verbs were analyzed in this section, and most were concerned with shopping information. The verbs in this section appeared in the present or the past tense. The present form is often used for the verbs *buy* and *consume* to describe general product details, and verbs are used in the past tense in order to talk about the history of an attraction.

Comparative and superlative adjectives are commonly used in commercial texts in the form of extreme words, including *as*, *more*, *most* and *than*. This technique is used to persuade tourists by describing the quality of an attraction. Comparative and superlative adjectives can also be used to make promises.

In this section, modal verbs were the least used linguistic feature. Modal verbs are used to create interest in opportunities for tourists and to describe the benefits of products and souvenirs. If tourists are not convinced about the benefits of products, they can be enticed by local food, products, and souvenirs.

In the shopping highlights section, Hassan, Habil and Nasir confirmed that phrases like “veritable shopping paradise,” and “a wide range of shopping establishments” are very important in persuading tourists. Consistent with this, the data showed that noun phrases, descriptive words, and necessary information such as the contact numbers of tourists, were commonly used to persuade tourists.

Linguistic Features used in the Extra Activities and Entertainment Section of Tourism Brochures

Results.

In the section on descriptive attractions, the following linguistic features were found: (a) noun phrases, (b) comparative and superlative adjectives, (c) verbs, (d) the imperative, (e) descriptive words, (f) modal verbs, and (g) pronouns. The findings revealed that noun phrases played an important role in tourism brochures, and were the most commonly used linguistic feature. In the section on extra activities and entertainment, noun phrases translated from proper nouns were used most frequently, followed by noun phrases with premodifiers, noun phrases with postmodifiers, and noun phrases translated from Thai to English. Moreover, the results revealed that the comparative and the superlative were used second most, followed by verbs, the imperative, descriptive words, modal verbs, and pronouns.

Discussion.

Proper nouns were used to create interesting and eye-catching headlines. The results of this research were consistent with previous studies. The data analysis revealed that a noun phrase with a premodifier is used to describe attractions and add a persuasive messages to sentences. The results study showed that noun phrases with premodifiers were used to describe activities and entertainment. Brochure writers used adjectives to

describe the unique characteristics of attractions. In this section, they also provided details such as opening times, closing times, and entrance fees, which was mostly absent from other sections. Brochure writers provided recent details to attract the attention of tourists. Moreover, noun phrases with postmodifiers add more information after the noun in order to provide more detail. Noun phrases with postmodifiers were employed to describe activities and entertainment. Brochure writers added participle phrases, relative clauses, and infinitive phrases to make messages more persuasive. Additionally, noun phrases translated from Thai to English use translated words to create persuasive messages. The results of the study showed that noun phrases translated from Thai to English were used to translate the names of local activities in the Thai context, for example, “elephant show” and the “Mae Taeng elephant camp.” “Mae Taeng elephant camp” is a noun phrase translated from a proper noun, while “elephant show” is a noun phrase translated from Thai to English. Additionally, in these commercial texts, the comparative and superlative were used to show the quality of attractions or activities. After the data analysis, brochure writers added qualitative words, such as *most* and *more*. The purpose of this technique is to encourage tourists’ in the decision-making process.

The objective of the verbs used in this section were to express the action and intensity of the purpose of brochure writers. In this study, verbs were the most important linguistic feature describing actions and activities. Due to the fact that the extra activities and entertainment section focuses on current information, all verbs are in the present tense. In this section, verbs in the past tense to describe historical activities were rarely found.

The purpose of the imperative is to demonstrate command and provide necessary information. The imperative is used to give directions and necessary information using, for example, *turn*, *take*, and *get*. Additionally, brochure writers used the imperative to

persuade tourists to enjoy an attraction, for example, “enjoy the elephant show” and “visit Ele life.”

Descriptive words are used to create an emotional response in the reader. They can create a message that grabs the reader’s attention and give them a positive memory of an attraction or service. The data showed that brochure writers use descriptive words and sentences in order to stimulate tourists’ imagination. Most of the descriptive words in the study were in the extra activities and entertainment section, including *traditional*, *popular*, and *special*.

This study showed that modal verbs were used to express choice, to persuade tourists to visit an attraction, and to assure them of a unique experience. In this section, they were also used to communicate specific information about regulations and obligations, along with advice about dress codes and entrance fees.

Pronouns are used to avoid repeating the names of people, places, and activities. The data revealed that pronouns were divided into three categories: subject, object, and possessive. Most pronouns were used to refer to activities and attractions. Pronouns that refer to people were seldom found.

Linguistic Features used in the Transportation Section in Tourism Brochures.

Results.

In the section on descriptive attractions, the following linguistic features were found: (a) imperatives, (b) noun phrases, (c) verbs, (d) comparative and superlative adjectives, (e) modal verbs, and (f) pronouns. In this section, the imperative was the most commonly used linguistic feature. It was used in all twenty-five of the tourism brochures analyzed in this study. Most of the imperatives were used to give directions. Noun phrases were the second most common, and also used in all twenty-five of the brochures

in the study. Most noun phrases gave the name of a province, a street, or some form of transportation. Therefore, noun phrases with premodifiers were used most often in this section, followed by noun phrases translated from proper nouns, and noun phrases with postmodifiers. Noun phrases translated from Thai to English were not found in this section. Additionally, modal verbs were the second most commonly used linguistic feature in this section, and were found in all twenty-five of the brochures in this study. Verbs were third most commonly used in this section, followed by the comparative. Modal verbs were ranked fifth in frequency and pronouns sixth. There were no descriptive words in this section because there was no attempt to convince tourists, but only to provide transportation information.

Discussion.

The imperative was the linguistic feature used most frequently in the transportation section. The imperative is typically used to give commands but in this section it is more commonly used to give contact numbers, the names of transportation companies and car rental services, directions, and other useful information. The imperative is rarely used in this section to convince tourists to visit attractions.

The purpose of a noun phrase is to create a brief sentence. In this section, noun phrases with a pre modifier were found the most often, followed by noun phrases with a postmodifier and noun phrases translated from proper nouns. The noun phrase translated from Thai to English was not found in this section because these noun phrases do not focus on providing more meaning. Nouns used for transportation terms are not as complicated as the names of Thai attractions. Noun phrases are commonly used to give street names and the names of transportation companies and airlines.

Moreover, verbs show the actions and intentions of brochure writers. section is important because it provides essential transportation information for tourists. The verbs

found in this section include *leave*, *call*, *take* and *visit*. It is notable that all of the verbs are in the transportation section.

The comparative and superlative adjectives are used to compare the quality of tourist attractions. Brochure writers used qualitative adjectives to compare means of transportation, for example, which coaches are most comfortable, or which routes are most direct.

Finally, modal verbs were used in the tourism brochures to promote the benefits of visiting attractions. In the transportation section, modal verbs were most often used to give directions and other information, such as where tourists can get a bus or what time the bus leaves the station. Modal verbs in this section were typically used with the pronoun *you*. Brochure writers use the modal verb *can* with the pronoun *you* in order to offer choices for tourists. Hence, the possessive pronoun *its* refers to the type of transportation, street, or attraction. Descriptive words were not used in this section because brochure writers focus more on providing necessary information than convincing tourists.

Conclusion of this study

Noun phrases can be used to modify nouns in an economical way. The adjective premodifier initially is placed before nouns. This technique is most frequently found in the enticement section that convinces tourists to visit an attraction. Additionally, noun phrases with postmodifiers were found most often in the descriptive attraction section. The characteristic of this section is to provide appealing details about the attractions. Additionally, noun phrases with post modifiers were used the most, in the form of relative clauses, infinitive phrases, present participle phrases, past participle phrases, and noun phrases translated from proper nouns. Noun phrases translated from Thai proper nouns

were used for the names of attractions, people, provinces, streets, or other specific names. They are used most often in the descriptive attraction section, the extra activities and entertainment section, and the transportation section. In the descriptive attraction section, noun phrases translated from proper nouns are used to provide information about tourist attractions.

Apart from the extra activities and entertainment section, noun phrases translated from proper nouns are used for the names of activities. Noun phrases in the transportation section might express the name of a province, transportation company, or street. Moreover, the noun phrase translated from English to Thai is used only infrequently because brochure writers use loan words in noun phrases translated from a proper noun. Comparative and superlative adjectives were used to compare the quality of tourist attractions.

Moreover, extreme language is used to stimulate decision-making. Descriptive words are used to create a clear image in the minds of the tourists, and are found in every section except the transportation section. The imperative can be used to provide information and attract the attention of tourists, and is mostly used in the transportation section to give directions. Pronouns are used to avoid repetition, while modal verbs describe the benefits and regulations of attractions. Modal verbs also create trust as the descriptions constitute a kind of promise to tourists. Verbs show the actions and the intentions of brochure writers.

The results showed that all these linguistic features are important in tourism brochures. The purpose of each section of a tourism brochure should be specific, and brochure writers should bear in mind the purpose of the section as they write. In order to write commercially effective brochures, brochure writers should increase their understanding and improve their abilities.

To make brochures more commercially effective, brochure writers should use persuasive writing techniques that provide information and attract the attention of tourists. Brochure writers should become skilled in the use of linguistic features to make their brochures more interesting and commercially effective. Students who learn these techniques will also write more creatively and effectively. Instructors may use the results of this study as a model for teaching materials, such as online books or worksheets. Instructors and students may notice that writing strategies can enhance the effectiveness of communication.

Recommendations for Future Study.

Future researchers should consider the use of rhetorical devices and figurative language in tourism brochures because these are effective techniques to create humor in tourism brochures. Additionally, it may be beneficial to further explore the persuasive language used in other types of brochures, such as product sales brochures.

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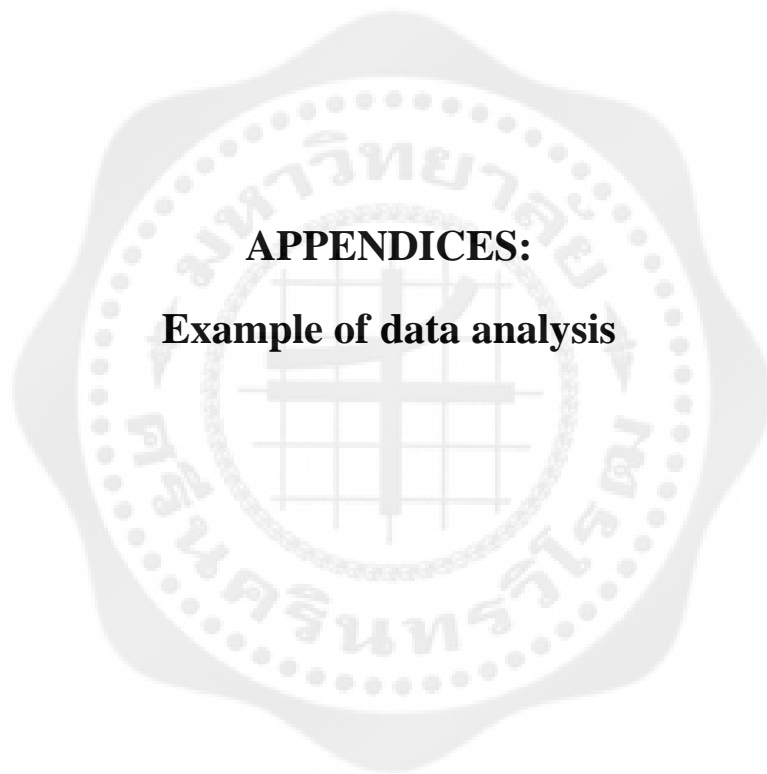


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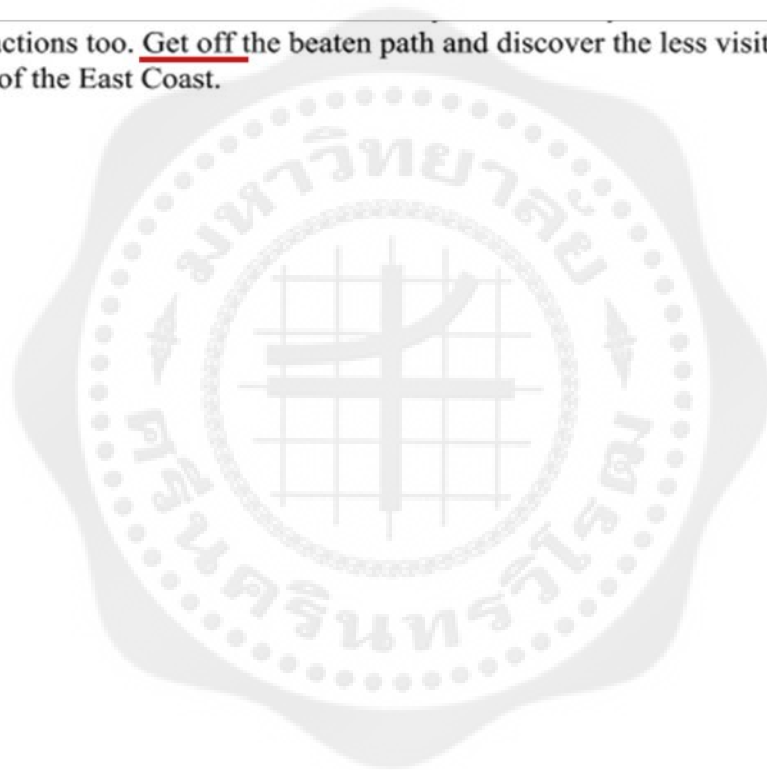
Imperatives

for a week or two, but for anyone spending even a few days here, an opportunity not to be missed is a trip to the emerald islands of the Mu Ko Angthong National Marine Park, which offers another perspective of

challenging, then snorkelling is your second choice. Join a trip to one of the nearby coral reefs, put on a mask, a snorkel and fins, then go floating

can explore the shoreline in perfect peace. For more thrills, try windsurfing, jet-skiing or paragliding, and feel the tropical breeze. For

fine attractions too. Get off the beaten path and discover the less visited delights of the East Coast.

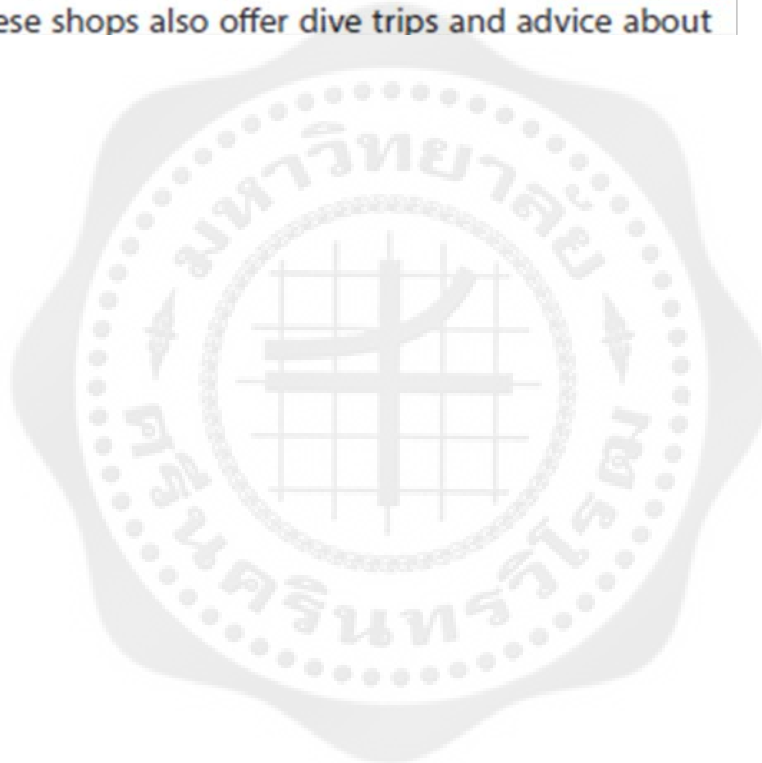


Modal Verbs

them. Once they have mastered how to propel this small light craft, they can explore the shoreline in perfect peace. For more thrills, try

in which tourists can enjoy swimming in these pools. Other attractions in the park include several caves in limestone

Dive shops provide mask, snorkel and fins for hire at around 150 Baht a set per day. A deposit of around 500 Baht may be required. These shops also offer dive trips and advice about



Noun Phrases

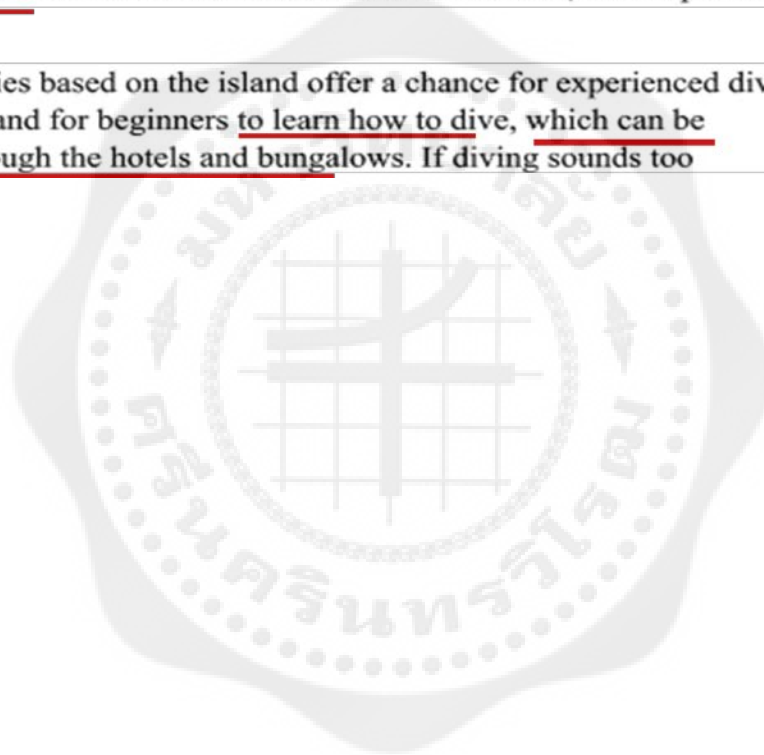
museums that chronicle the building of the infamous "Death Railway" across the River Kwai and on Myanmar during World War II. The hills and

Ko Chang, or Elephant Island, is part of the Mu Ko Chang National Park. This national park is comprised of an archipelago of 52 islands,

Lying about 14 km. west off Pattaya, this small island with a beautiful white sandy beach is located 7 km. away behind Ko Lan. It takes about one hour

With such clear waters and an abundance of marine life, water sports are

dive companies based on the island offer a chance for experienced divers to join them and for beginners to learn how to dive, which can be arranged through the hotels and bungalows. If diving sounds too



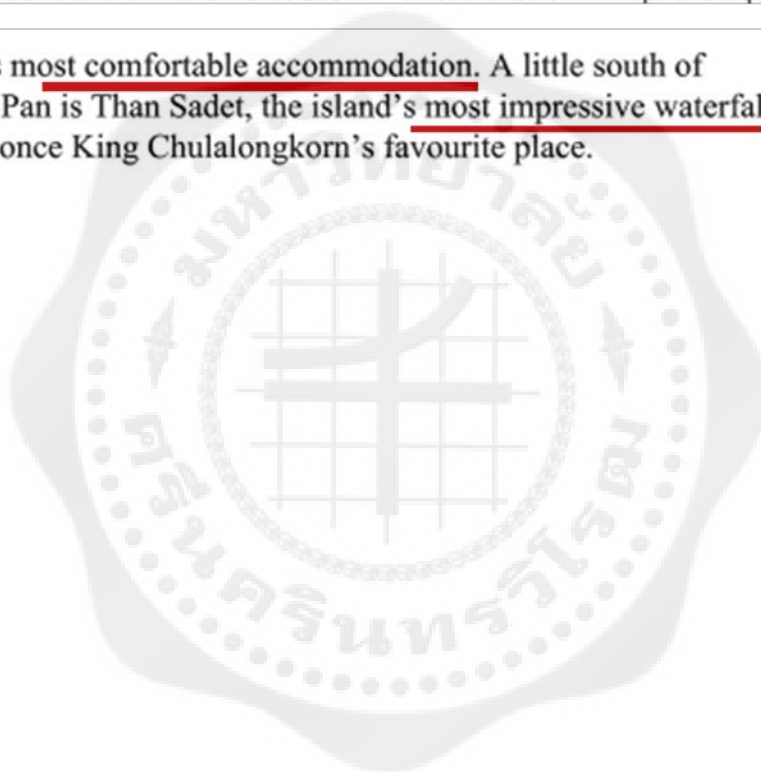
Quality Adjectives

Ko Samui is Thailand's third largest island at 247 sq. km., and during the last decade it has become one of Southeast Asia's premier tourist destinations.

One of the island's most appealing features is the loop road, which makes a 50 km. circuit around the island, giving a glimpse of superb

Phuket's largest settlement of sea gypsies or Baht for children. For more information Tel. Chao Le, can be found on Ko Si-re at Laem 0 7639 1126 or www.phuketaquarium.org

the island's most comfortable accommodation. A little south of Thong Nai Pan is Than Sadet, the island's most impressive waterfall, which was once King Chulalongkorn's favourite place.



Personal Pronouns

Due to its excellent seaports, Chon Buri, the provincial capital just 81 km. southeast of Bangkok, has for generations served as a centre for commercial and cultural exchange. Nowadays, it is becoming appreciated for its tourism potential, with its splendid beaches,

Prachuap Khiri Khan, Thap Sakae. When you reach the intersection to Chumphon town (Pathomphon Intersection at Km. 499), go



Verbs

Situated just to the north of the town, this bridge was made famous by the 1957 film “Bridge over the River Kwai” by David Lean, though in fact the movie portrayed a wooden bridge that was constructed earlier. Both bridges were badly damaged by Allied plane attacks in 1944 and 1945,

from Bangkok. Kanchanaburi has lots of character, and is a great place to stay in raft houses on the river. There are many places worth visiting around town, but top of most people’s list are the bridge and the war



Descriptive Words

Thani, the provincial capital on the mainland. With soft sandy beaches shaded by towering palms, delicious fresh seafood and a vibrant nightlife, Samui has a magical formula that seems to cast its spell on everyone. Many visitors are content to laze their days away on the beach, soaking up the sun and cooling off in the turquoise waters, but for action

This island's status on the world's tourism barometer has risen a few degrees in recent years because of its stunning natural beauty, and the fact that its once-rickety infrastructure has been solidified. More than 70 percent of the mountainous island is still covered in untouched rainforest, and there are many secluded beaches, complete with that vital tropical isle trinity of white sand, palm trees, and warm blue water, where you can really get away from it all and leave your troubles on the mainland.





VITA

VITAE

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