

**A GENRE – BASED APPROACH TO
‘DESCRIBING THE ATTRACTION’ MOVE
IN TOURIST LEAFLETS OF TAT**

A MASTER’S PROJECT

BY

DHITTHITA SINRAKSA

**Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in English
at Srinakharinwirot University**

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Abstract

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Dhitthita Sinraksa. (2009). *A Genre-Based Approach to 'Describing the Attraction' Move in Tourist Leaflets of TAT*. Master's Project, M.A. (English). Bangkok: Graduate School, Srinakharinwirot University. Project Advisor:
Dr. U-maporn Kardkarnklai.

The purpose of this study was to analyze the linguistic features in 'Describing the Attraction' move of ten tourist leaflets of the Tourism Authority of Thailand (TAT) based on a genre approach proposed by Swales (1990) and Bhatia (1993). A concordance computer program named Oxford Wordsmith Tools 5.0 was used to find out the frequency, language form, communicative function, surrounding co-text, and collocation of four linguistic features that are modal verbs, imperatives, personal pronouns, and adjectival pre-modifiers. The results of the study were as follows: 1) The modal verbs 'can' and 'will' were mostly used in tourist leaflets. The most used imperatives were 'turn', 'take', 'contact', 'call', and 'get'. The top five personal pronouns which were 'it', 'its', 'their', 'his', and 'they' were third personal pronouns. The adjectival pre-modifiers with positive meanings were prominently used. 2) The modal verbs 'can' and 'will' were used to express possibility and provide necessary information to tourists. The imperatives were used for providing information on tourist attractions, persuading, suggesting, and encouraging tourists to visit places. The third personal pronouns were used to function as a text reference, a cohesive device representing the preceding noun, and a reference to the location, place, or person. 3) The attributive adjectives were used to create positive and vivid images of tourist attractions for the purpose of inviting the potential tourists to visit tourist attractions and join activities there. Furthermore, descriptive adjectives were prominently used in the texts to describe the characteristics of tourist attractions.

แนวการศึกษารูปแบบการเขียนเอกสารการท่องเที่ยว
ในส่วนที่เกี่ยวกับสถานที่ท่องเที่ยว ของการท่องเที่ยวแห่งประเทศไทย

บทคัดย่อ
ของ
ทิตลิตา สิ้นรักษา

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษ
ตุลาคม 2552

จิตติตา สีนรักษา. (2552). *แนวทางการศึกษารูปแบบการเขียนเอกสารการท่องเที่ยวในส่วนที่เกี่ยวข้องสถานที่ท่องเที่ยว ของการท่องเที่ยวแห่งประเทศไทย*. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษ).
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อาจารย์ที่ปรึกษาสารนิพนธ์: ดร. อุมพร คาคการณ์ไกล.

วัตถุประสงค์ของงานวิจัยนี้เพื่อวิเคราะห์ลักษณะภาษาที่ใช้ในเนื้อหาที่ว่าด้วยสถานที่ท่องเที่ยวในเอกสารการท่องเที่ยวของการท่องเที่ยวแห่งประเทศไทยจำนวน 10 ฉบับ ตามแนวทางการศึกษารูปแบบการเขียน (Genre approach) ของ Swales (1990) และ Bhatia (1993) งานวิจัยนี้มุ่งศึกษาความรู้รูปแบบและ หน้าที่ของภาษาที่ใช้สื่อสาร ข้อความแวดล้อม รวมทั้ง คำปรากฏร่วมของลักษณะภาษา 4 ชนิด ได้แก่ คำกริยาช่วย ประโยคคำสั่ง บุรุษสรรพนาม และคำคุณศัพท์ที่ใช้นำหน้าคำนาม ผลการศึกษาพบว่า 1) คำกริยาช่วยที่พบมากในเอกสารการท่องเที่ยว คือ can และ will ประโยคคำสั่งที่พบมากคือ turn, take, contact, call และ get บุรุษสรรพนามที่พบมากคือสรรพนามบุรุษที่ 3 ได้แก่ it, its, their, his และ they คำคุณศัพท์ประเภทนำหน้าคำนามที่พบมากมักมีความหมายในเชิงบวก 2) คำกริยาช่วย can และ will นำมาใช้เพื่อแสดงความเป็นไปได้และให้ข้อมูลที่จำเป็นแก่นักท่องเที่ยว รูปแบบประโยคคำสั่งนำมาใช้เพื่อให้ข้อมูลด้านสถานที่ท่องเที่ยว อีกทั้งโน้มน้าว แนะนำ และส่งเสริมให้นักท่องเที่ยวมาเที่ยวชมสถานที่ท่องเที่ยว สรรพนามบุรุษที่ 3 นำมาใช้เพื่อทำหน้าที่เป็นคำอ้างอิง คำเชื่อมโยงความไปยังคำนามที่มีการกล่าวถึงมาก่อน และใช้แทนคำนามเพื่อบอกตำแหน่งที่ตั้ง สถานที่ หรือ บุคคล 3) คำคุณศัพท์ประเภทนำหน้าคำนาม นำมาใช้เพื่อสร้างภาพลักษณ์ในเชิงบวกที่มีความชัดเจนสำหรับนักท่องเที่ยว เพื่อวัตถุประสงค์ในการจูงใจให้มาเที่ยวและร่วมทำกิจกรรมเพื่อการท่องเที่ยว นอกจากนี้พบว่า ในเอกสารการท่องเที่ยวเน้นใช้คำคุณศัพท์บอกลักษณะ เพื่อบรรยายลักษณะของสถานที่ท่องเที่ยว

The Master's Project Advisor, Chair of the English Program, and Oral Defense Committee have approved this master's project *A Genre-Based Approach to 'Describing the Attraction' Move in Tourist Leaflets of TAT* by "Dhitthita Sinraksa" as partial fulfillment of the requirements for the Master of Arts degree in English of Srinakharinwirot University.

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This Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts degree in English of Srinakharinwirot University.

..... Dean of the Faculty of Humanities

(Associate Professor Chaleosri Pibulchol)

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CHAPTER I

INTRODUCTION

Rationale of the Study

Nowadays, many countries including Thailand are facing the economic crisis. A great number of organizations including the public and private sectors are collaborating to solve such economic crisis. In Thailand, the government has tried all means and created various effective strategies and policies to solve it. One of the measures used in solving this serious situation is promoting tourism industry, an effective and beneficial industry leading to create job opportunities and increase local income to both people and the country, as Thailand has a high potential for tourism, with a variety of historical, cultural and natural tourist attractions in the country.

The Thai government realizes the importance of the tourism industry. Therefore, the government puts a special emphasis on the Tourism Authority of Thailand (TAT) which is a national organization performing important functions in tourism. TAT is responsible for providing information on tourism areas, promoting Thailand in order to encourage both local and foreign visitors to travel in Thailand, developing tourist attractions, as well as creating and launching several tourism promotion campaigns and activities to attract more tourists to travel in the country.

In promoting tourism, various forms of marketing communication, e.g. the internet, newspapers, public media, and printed media are employed by tourism organizations to transmit important information to tourists. The Tourism Authority of Thailand also produces a lot of promotional materials to distribute the accurate, reliable and important information, influence and arouse interest, create a favorable image and stimulate tourists' desire for traveling.

In the tourism industry, printed media including folders, posters, brochures and leaflets are favorable instruments used. According to Moriarty (1991), the printed media are the media that deliver messages one topic at a time. Because of the structured nature of print message delivery, people tend to trust print more than broadcast and absorb it more carefully. Printed media also target audiences selectively. As can be seen, printed media are popular because they can effectively convey a specific topic to a particular group of readers.

Among an abundance of the printed promotional materials, many tourism organizations select and use a leaflet to promote tourist sightseeing places since its design is prominent and the cost is low (Middleton, 1988). According to Sangkham (1995), the media used in the tourism industry are different from the ones used in other businesses. Many businesses usually promote the products which are physical goods in the forms of advertisement, sales - promotion or direct - sale whereas a leaflet is normally used in the tourism industry. We can assume that a leaflet tends to play an important role in the tourism industry.

The Tourism Authority of Thailand (TAT) is one of many tourism organizations that produces a leaflet in the form of a free printed brochure. To serve the communicative objectives of the tourist leaflet, the language conveyed must be persuasive and effective. However, to write a tourist leaflet is not an easy task, especially for non-native speakers of English who have to create an effective English leaflet. It is necessary that they require not only an excellent command of English but also a special training on how to create the text persuasively and effectively. They have to know the purpose, the organization, and the prominent linguistic features of the text.

The above mentioned issues concern the concept of genre analysis. Genre analysis has been widely recognized. It involves the analysis of language used in the text, the

context in which the language is used, and the analysis of move and the linguistic features of a text (e.g. the use of modal verbs and adjectives that appear frequently in the text). According to Bhatia (1993, p.181), “genres are meant to serve the goals of specific discourse communities, and in so doing, they tend to establish relatively stable structural forms and even constrain the use of lexico-grammatical resources in expressing these forms.” Moreover, the genre-based approach used to analyze the text emphasizes the notion of moves. As stated by Swales (1990), a text can be viewed as comprising a series of moves (i.e. segments of a text). Bhatia also mentioned that each move of a genre serves a communicative intention that helps to fulfill the overall communicative purpose of the genre. Therefore, knowledge of a genre provides writers and learners the models or guidelines of how to produce the genre.

In teaching English for Tourism, most of the writing exercises contain only general guidelines of how to write tourist leaflets (e.g. the structure of tourist leaflets) but do not provide specific knowledge of linguistic features of the text. Accordingly, a genre analysis that involves the study of authentic texts will be useful in giving a better understanding of the nature of language used in this specific genre and can be applied to the design of English for tourism courses and materials for teaching how to write tourist leaflets.

Since the research concerning genre analysis seems to provide the great benefits to the tourism industry which is demanding a high percentage of professional people trained to be leaflet writers or tourism staffs, there are some researchers applying the genre analysis to the studies on tourist leaflets. Nonetheless, most of the researchers put a special emphasis on the leaflets produced in the countries where English is used as the official language. For instance, Iborra and Garrido (2001) conducted a genre analysis of the tourist leaflets found in countries where English is the first language. Furthermore,

Boonchayaanant (2003) studied the tourist leaflets produced and distributed in the United States of America. Consequently, a study on the text organization of the tourist leaflets produced in a country where English is used as a Foreign Language (EFL) should be focused as a way to help the non-native English writers and learners produce the tourist leaflets effectively.

Research Objectives

The objectives of the research are as follows:

1. To analyze the number of occurrences of the prominent linguistic features, particularly focusing on modal verbs, imperatives, personal pronouns, and adjectival pre-modifiers in 'Describing the Attraction' move which is the major move in the tourist leaflets.
2. To identify the language form, communicative function, and surrounding co-text of modal verbs, imperatives, and personal pronouns.
3. To investigate the collocation of adjectival pre-modifiers.

Research Questions

The study focused on the following questions:

1. What is the frequency of modal verbs, imperatives, personal pronouns, and adjectival pre-modifiers found in 'Describing the Attraction' move?
2. What are the language form, communicative function, and surrounding co-text of modal verbs, imperatives, and personal pronouns found in 'Describing the Attraction' move?
3. What is the collocation of adjectival pre-modifiers found in 'Describing the Attraction' move?

Scope of the Study

This study focused on the prominent linguistic features in tourist leaflets of the Tourism Authority of Thailand (TAT). The corpus of this study was limited to ten English leaflets taken from TAT. All of them were published between 2007 and 2008. The leaflets were selected based on the statistics of tourists traveling to Thailand in 2008 presented by the Office of Tourism Development. The leaflets of the top two provinces in five regions of Thailand were examined and analyzed: North (Chiang Mai, Phitsanulok), Northeast (Nakhon Ratchasima, Khon Kaen), Central (Bangkok, Kanchanaburi), East (Chonburi, Rayong), and South (Phuket and Krabi).

Significance of the Study

This study will be beneficial as follows:

1. The findings on text organization and linguistic features can be applied as a model for the writers of the genre (e.g. leaflet or brochure writers, or tourism staffs) to create the effective tourist text.
2. The findings will benefit teachers and learners of the genre, especially to the teaching and learning of English for tourism. Teachers can utilize the findings as guidelines for teaching writing tourist text. These guidelines will be useful in preparing teaching materials and designing English for tourism courses. In addition, the students taking a writing course on the English for tourism will gain useful information and ideas to improve their writing skills and to create effective tourist leaflets.
3. This study will be useful for further studies concerned with other genres or other aspects of genre analysis.

Definition of Terms

The terms used in this research are defined as follows:

Tourist leaflet refers to the document provided by TAT. It includes all important information such as the way to get there, attractions, events, festivals, local products, interesting activities, accommodation, restaurants, travel agents, etc. of each province in Thailand to tourists.

Genre is an instance of a successful achievement of a specific communicative purpose using conventionalized knowledge of linguistic and discoursal resources (Bhatia, 1993).

Genre analysis is a study of the language of academic and professional texts that provides explanation of socio-cultural, institutional and organizational constraints and expectations that influence the nature of a particular discourse-genre (Bhatia, 1993).

Communicative purpose is the copywriter's intention to communicate to readers via the language in the tourist leaflets.

Move is segments of a text. Each move aims to accomplish a particular intention of the writer which can contribute to the overall communicative purpose of the genre.

Prototypical is the exemplar having a high possibility of exhibiting similarity in terms of communicative goal, structure, style, content, and intended audience. These characters are accepted by parent discourse community (Swales, 1990).

Collocation is the combination of words which are often used together such as bitterly cold, rich imagination, and crystal clear. In this study, collocation is particularly focused on an attributive adjective used to modify a noun.

Surrounding co-text is the word, phrase, or sentence that comes before and after the investigated words.

Summary

In short, this study aimed to analyze the prominent linguistic features of tourist leaflets, which are written in English and produced and distributed by the Tourism Authority of Thailand (TAT). The corpus of ten English leaflets from TAT were published between 2007 and 2008, and selected based on the statistics of tourists traveling to Thailand in 2008 presented by the Office of Tourism Development. The leaflets of the top two provinces in five regions of Thailand were examined and analyzed: North (Chiang Mai, Phitsanulok), Northeast (Nakhon Ratchasima, Khon Kaen), Central (Bangkok, Kanchanaburi), East (Chonburi, Rayong), and South (Phuket and Krabi).

CHAPTER II

REVIEW OF THE RELATED LITERATURE

This chapter provides five main sections discussing the following topics: the concept of genre and move structure, the characteristics of leaflets in tourism, the characteristics of a tourist leaflet as a promotional genre, the language form and communicative function, and the related research.

The Concept of Genre

This section discusses the concept of genre analysis and move.

The concept of genre has widely been discussed by several genre analysts, including Hopkins (1988), Dudley-Evans (1994) and Holmes (1997), but the most well-known genre approach is proposed by Swales (1990). He provided a definition of genre as “a class of communicative events, the members of which share some set of communicative purposes. These purposes are recognized by the expert members of the discourse community, and thereby constitute the rationale for the genre. This rationale shapes the schematic structure of the discourse and influences and constrains choice of content and style.” (p.58). From this definition, the communicative purpose is used as the first criteria to identify genre. Communicative purpose, as defined by Swales (1990), “is both a privileged criterion and one that operates to keep the scope of a genre as here conceived narrowly focused on comparable rhetorical action.” (p.58). It can be concluded that genre analysis is mainly concerned with the study of language and the context or situation in which it occurs. In short, it is the study of how language is used within a particular setting to achieve the communicative goal.

Genre analysis has become of benefit to discourse or text analysis. As stated by Dudley-Evans (1994), genre analysis has become an important approach to text analysis. Genre analysis situates texts within textual and social contexts, underlining the social nature of the production and reading of texts. The aim of a genre analysis is to identify the moves and strategies of a genre, the allowable order of the moves, and the key linguistic features. This reveals that genre analysis is mostly concerned with the analysis of moves and the most common linguistic features associated with the moves.

The move analysis is considered as a way to explore the overall structure of a text. It is the analysis of a sequence of structural elements in text of which each element or segment serves a particular intention of the overall purpose of the genre. According to Swales (1990), a move is defined as the smallest functional free unit or element of discourse and schematic structure. A text can be viewed as comprising a series of moves or segments of a text, which contribute to an overall communicative purpose of the text. In brief, a move is a unit that reflects the writer's purpose and the content that he/she wishes to communicate. Swales also suggested that each move contains a number of component steps characterized by specific linguistic features to realize its particular intention. That is to say a step is a lower level text unit than the move that provides a detailed perspective.

Swales (1990) investigated the rhetorical structure of the research article introductions and offered the original model of an identification of moves and steps called "Create-A-Research-Space (CARS)" model. The model is shown in Figure 1 below:

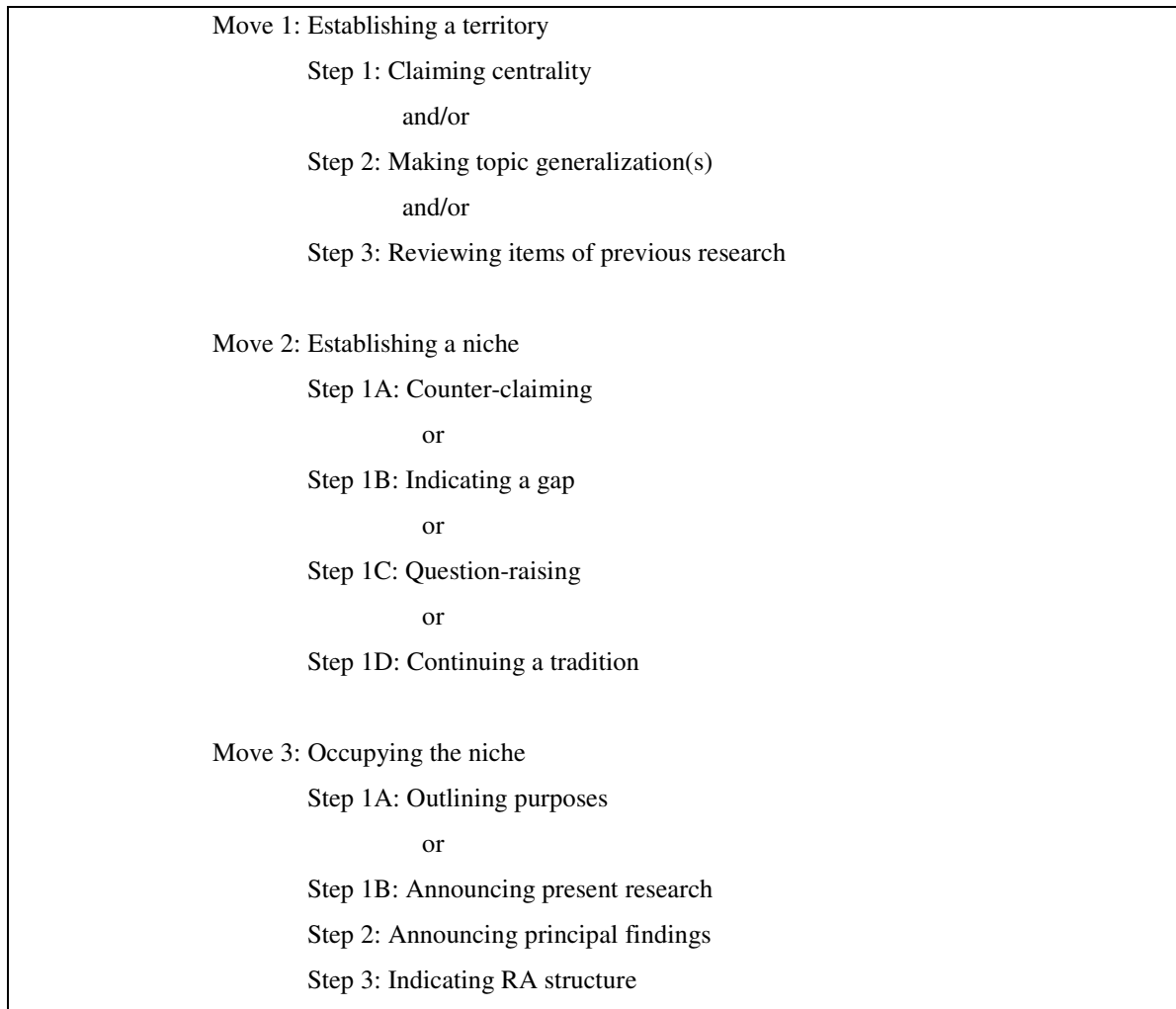


Figure 1 A CARS Model for Research Article Introductions

Source: Swales (1990: 141)

This model is very useful and has a great influence on research and the teaching of writing in English for Academic Purposes (EAP). However, it cannot be directly used in other genres because the movement in each genre may be different depending on the specific communicative purposes and the discourse community.

In genre-based approach analysis, some genre analysts emphasize the analysis on lexico-grammatical usage. Dudley-Evans (1994) stated that:

Genre analysis is not always concerned with the analysis of ‘moves’; it also embraces, for example, studies of tense usage, lexical frequency and classification of reporting verbs used in academic text. These analyses, when placed within the context of the study of writers’ communicative purpose and rhetorical strategies, play an important role in the higher-level analysis of the conventions of genres. (p.220)

Apart from the analysis of move in the text, linguistic features can also be used to investigate the rhetorical structure of the text. It can be concluded that genre analysis involves three main stages: communicative purpose, moves and steps, and linguistic features.

The genre-based approach is applied not only to research on academic genres, but to other non-academic genres also. The first and best-known analyst of a non-academic genre is Bhatia. Bhatia (1993) showed that this approach developed originally for the study of academic texts can be applied to different communicative events in the business world. He studied two types of business letters which he called promotional genre- the sales promotion letters and the job application letters. These two business documents are instances of the same genre. They serve similar communicative purpose that is to persuade customers to take an action and reflect this in their move structure. Bhatia also pointed out that business letters, advertisements, and brochures or leaflets are members of promotional genres since they seem to share the same communicative purpose.

Following Bhatia’s pioneering work on the sales promotion letters and the job application letters, other scholars applied genre analysis to other types of moves in different genres.

In conclusion, this section presents the definition of genre and concepts of genre analysis. The best known definition of genre seems to be that of Swales (1990). He emphasizes that communicative purpose is used as a way to distinguish genres. The analysis of move and step is considered as a way to explore the overall structure of a text. In this study; therefore, genre analysis is used to identify the move and the main linguistic features associated with the move to explore the communicative purpose of the text.

Characteristics of Leaflets in Tourism

This section discusses the definition of leaflet, types of leaflet and the characteristics of a good leaflet.

A brochure is a small magazine or book containing pictures and information. It is used to inform customers important information or advertise products or services. A leaflet is a printed sheet of paper or a few printed pages that are given free to advertise or give information about something. (Oxford Advanced Learner's Dictionary of Current English, 2005) The difference between leaflet and brochure is that a leaflet is a free printed document and presents information to persuade people whereas a brochure presents products or services for sale.

A leaflet is the good communication tool used by various industries to create image for company or organization, promote an event and advertise products and services. It plays a crucial role to get and keep customers because it can persuade and convince customers to use the products and the provided services. In the tourism industry, a leaflet is an important tool used to promote and persuade visitors to visit places or use provided services.

According to Coltman (1989), a leaflet can be classified into two types depending on its publisher. The first type is the leaflet produced by organizations such as

government tourist offices, tourist associations, resort destinations, chamber of commerce, etc. This type of leaflet is used to attract visitors to an area or destination and provide general information about accommodation, restaurant, tourist attraction, climate and maps of the area. The second type is the leaflet produced by individual suppliers such as hotels, car rental companies, travel agencies, etc. It is employed to advertise and persuade potential customers to buy or use the suppliers' products.

In creating a leaflet, the language used should be emphasized. A good leaflet should be straightforward, easy to read and easy to understand. It should contain complete, accurate and thorough information. Moreover, the information presented in the leaflet is discussed in www.brigidine.qld.edu.ac. It suggests that long words and jargon should be avoided. For a business leaflet, advertisers should use the collective first person such as 'us', 'we', 'our' to make people realize that their organizations have the same goals and think the same way. For a persuasive leaflet, copywriters need to use persuasive language with action verbs to motivate people to do something including persuasive adjectives to describe products and services.

Burke and Resnick (2000) further pointed out that the content of leaflet should be written in a persuasive style because persuasive communication can capture potential customers' attention, raise customers' interest in products or services, create customers' purchase desire, and initiate customers' consumption.

In sum, this section shows the background knowledge and the characteristics of leaflets used in the tourism industry. Most of the leaflets are produced by government organizations while some leaflets are produced by individual suppliers. Both kinds of them are used to inform, attract, and persuade people to visit places, purchase products, or consume services. The content of the leaflet should be written in persuasive and

informative styles to capture the attention, raise the interest, create the purchase desire, and initiate the consumption of the potential customers.

Tourist Leaflet as a Promotional Genre

This section discusses a characteristic of a tourist leaflet as a promotional genre and the grammatical features of advertising language.

A promotional genre as defined by Bhatia (1993) is characterized by its communicative purposes as follows:

1. To persuade the customers to take an action
2. To capture the attention of potential customers
3. To offer an appraisal such as the interests and needs of the potential customers
4. To offer short and effective letters for businesspersons
5. To encourage further communication

Based on the definition given by Bhatia (1993), a text containing a persuasive communicative purpose is considered as a promotional genre. In tourism industry, a leaflet is one of the promotional prints used for promoting tourist attractions. It is mainly used to stimulate potential tourists and motivate them to visit the places. Therefore, a tourist leaflet can be regarded as a sub-genre of promotional genre since it shares the same communicative purpose.

Ashworth and Goodall (1990) suggested that the purpose of tour operators' leaflets is not simply to inform but to persuade potential customers to purchase. They pointed out that "their persuasive role is usually more important than their informative one". Henry and Roseberry (2001) also suggested that the move 'location', 'facilities/activities' and 'description' found in their study of the tourist texts all contribute towards the promotion of the promotional purpose. Iborra and Garrido (2001)

pointed out that an informative purpose seems to be the major communicative purpose of the genre ‘Tourist Leaflet’ rather than a persuasive or promotional one. Their opinions on the communicative purpose of a tourist leaflet indicate that a tourist leaflet contains two main communicative functions: the persuasive and the informative.

According to Morgan (2003), leaflets are considered as a type of advertisement. He stated that the three principal goals of promotion are similar to that of advertising in the sense that they aim to inform, persuade, and remind customers. Therefore, a tourist leaflet as a promotional genre is likely to compose one of these goals or the combination of these. This reflects that a leaflet is comparable to an advertisement. A similar view is also given by Middleton (1998). He said that the role of leaflets to “identify needs, demonstrate in pictures and words the image and positioning of products and organizations, and carry the key messages” could be viewed as acting “in the same way as advertising”. Bhatia (1993) also indicated that texts in promotional genres including brochures and leaflets tend to share certain linguistic features in much the same way as advertisements. Therefore, it will be useful to discuss the aspects of advertising language which can be found in the tourist leaflets as well. A well-known study on advertising language is proposed by Leech (1966). His analysis on grammatical features of advertising is as follows:

Modal Verbs

The modal verb (e.g. ‘will’, ‘would’, ‘shall’, ‘should’, ‘can’, ‘could’, ‘may’, ‘might’) is one of the distinguished features in advertising (Iborra and Garrido, 2001). The modal verb is used for various purposes depending on the intention of writers to communicate to readers. In case of advertisement, Leech (1966) stated that the modal verbs ‘will’ and ‘can’ are common words in advertising language. They are used to show

promise and opportunity. The modal verb ‘will’ usually appears in the form of conditional sentences with the imperatives performing the function of the conditional clause (e.g. ‘Choose Thai Airways, and you will have the best flying experience’). The modal verb ‘can’ is usually employed in informing customers about the possibilities or the benefits that the product offers.

In tourism context, several researchers, Henry and Roseberry (1996) Iborra and Garrido (2001) and Boonchayaanant (2003), investigated the modal verbs and found that the modal verbs in tourist texts convey the same meaning as those in advertisements. They agreed that ‘will’ and ‘can’ are commonly found in tourist leaflets to show promise and opportunity. The modal verb ‘will’ is used to indicate value or benefit which visitors would obtain if they visited the attraction. The modal verb ‘can’ is employed to indicate possibilities that the destination offers visitors. Some examples of the modal verbs found in the tourist leaflets in the corpus are presented below (See Table 4):

On each route, visitors *can* enjoy nature as well as beautiful (leaflet #8)
view points.

Visitors *can* experience real Thai village culture as well as (leaflet #1)
enjoy several activities.

If you go up a tower built by the station over the treetops, you (leaflet #3)
will see a vast green jungle around you.

Climbing up to the higher levels, tourists *will* find a sight-seeing (leaflet #6)
point at the top of the waterfall.

Imperatives

According to Myers (1994), the most common generic sentence type for the advertisement is the imperative because all advertisements have a purpose to urge readers

to some action. Normally, an imperative sentence is used to direct someone to do something. However, it can also be used in a persuasive way to suggest or invite someone to do something. As stated by Fuch and Bonner (2001) (as cited in Boonchayaanant, 2003), the imperative is used to give directions, give orders or commands, make requests, give advice or make suggestions, give warnings, and invite someone.

In addition, Boonchayaanant (2003) pointed out that the imperative is often used by copywriters to create a personal effect, a sense of one person talking to another. It can be said that the copywriters use the imperative not only to exhort customers to do something but to create a face-to-face conversation with customers also.

In tourism context, Iborra and Garrido (2001) said that the imperative found in the tourist leaflet is not primarily interpreted as commands in the usual sense. It mainly functions as a device to directly encourage travelers to visit a place of particular interest. In the following examples, the italic words represent imperatives.

Stop to visit Tamnak Thong and the old Ho Klong – a drum tower – of Ayutthayan architecture at Wat Sai. (leaflet #5)

View a snake-catching show at a snake farm on the bank of Khlong Dan. (leaflet #5)

Enjoy mostly at Nai Han, Patong and Kata beaches. (leaflet #9)

In these sentences, the imperatives are used to invite travelers to visit the attraction or join activities there.

Personal Pronouns

According to Leech (1966), the use of the first and second personal pronouns is one of the characteristics of advertising language. One of the findings was that the first personal pronouns ‘I’ and ‘we’ (and the corresponding ‘me’, ‘my’, ‘mine’, ‘us’, ‘our’ and

'ours') are used to refer to advertisers or manufacturers. Leech also said that the second personal pronoun 'you' and 'your' are used as a direct way to address customers. Cook (1992, p. 157) also noted that "most striking and most frequent, even in narrative, and also most divergent from the uses of other genres, is the ubiquitous use of 'you'". Cook pointed out that 'you' is a part of a high involvement strategy which is employed to win customers over by addressing them directly and enable advertisers to avoid identifying their own voice. It can be said that the use of 'you' creates the sense of involvement. Anyone reading the advertisements can feel that advertisers talk to him/her directly and s/he is not excluded from the communication.

While the pronouns 'I', 'we' and 'you' are used to create the basic communication relation between advertisers and customers, the third personal pronouns 'he', 'she', 'it' and 'they' are used to refer to someone known to customers. As suggested by Myers (1994, p.87), the third personal pronouns 'he' and 'she' can function in "referring to someone known to the reader, either through the ad, as with the person in the picture, or being taken for granted as part of the reader's life." In addition, Fuertes-Olivera *et al.* (2000 as cited in Boonchayaanant, 2003) said that "the third person pronouns imply shared knowledge between the addresser and the addressee and are used for suggesting a personal bond between the two or the presence of a referent, which is not mentioned".

In tourist text, the use of personal pronouns is agreed with the function of the pronouns in advertisements because it seems to convey the meaning in persuading visitors to visit tourist attractions. In the studies of Boonchayaanant (2003) and Iborra and Garrido (2001), the pronouns 'you', 'your', 'we' and 'our' are generally used in the tourist leaflets. They found that 'you' is used to address visitors and attract visitors' interests, while 'we' generally refers to the tourist organization. In addition, Henry and Roseberry (1996) said that 'you' is used in addressing visitors to create a friendly

personal tone. However, the third person pronoun ‘he’, ‘she’, ‘it’ and ‘they’ is also used as a cohesive device to represent the preceding noun. The following examples show the personal pronouns used in the tourist leaflets.

You can still see evidence of city moats and some earth walls. (leaflet #3)

We can take advantage of this multi-purpose dam in irrigation, (leaflet #10)
flood damage relief in the Mae Klong Basin, electricity generation, and fishery.

Bang Thao is a large open bay with one of Phuket’s longest (leaflet #9)
beaches. *It* was once used for tin mining.

Adjectival Pre-modifiers

Quirk and Greenbaum (1990) classified noun phrases into two main types: basic noun phrases and complex noun phrases. Basic noun phrases are used to refer to the “noun phrases that consist of pronouns and numerals, and of nouns with articles or other closed-system items that can occur before the noun head”. Complex noun phrases are used to refer to the noun head with pre-modifier or post-modifier or both. According to Quirk and Greenbaum (1990, p.376), pre-modifiers are “some word classes placed before the head- notably adjectives and noun”. Post-modifiers are “the items placed after the head and used to modify the head- notably prepositional phrases, non-finite clauses and relative clauses”.

In advertising, adjectives are frequently used to describe products or services. As Goddard (1998) said that adjectives occur frequently in advertisements and tend to be the most striking component of advertising language. With reference to Leech (1966), the interesting position of adjectives used in advertisements is the pre-modifying position. He stated that much of the pre-modification is used to give information and attractive description about products. In addition, Bhatia (1993) found that the use of complex noun

phrases full of adjectives describing the product being promoted seems to be dominant in product or service advertising because the complex noun phrases enable advertisers to add suitable modifiers to achieve their purposes in describing the products or services.

In this research, the adjectival pre-modifiers refer to the adjectives that are used to modify a noun phrase. They are as follows:

1. Attributive adjectives refer to adjectives which precede the noun they modify.

They include general descriptive adjectives. For example:

A *peaceful* and *shady* atmosphere surrounded by *scenic* (leaflet #1)
mountains and forests.

Namtok Siriphum is a *splendid* waterfall that falls from (leaflet #1)
a *steep* cliff.

Op Luang National Park is an *amazing natural* attraction (leaflet #1)
comprising both *splendid natural* charms as well as *mysterious* scenery.

2. The comparative and superlative degrees of adjectives

For example:

One of *the most interesting* historical attractions in this temple (leaflet #1)
compound is the Water Chapel.

Nai Han is not Phuket's *longest* beach, but it borders *the most* (leaflet #9)
gorgeous lagoon on the island.

In brief, the four linguistic features are normally found in advertising language. The modal verbs, especially 'will' and 'can' are used to show the promise and opportunity or benefits which products offer. Imperatives are employed in advertising in a persuasive way to suggest or invite someone to do something. In addition, personal

pronouns are used as part of an involvement strategy. The pronouns 'I', 'we' and 'you' are used to create the basic communication relation between advertisers and customers, while the third personal pronouns 'he', 'she', 'it' and 'they' are used to refer to someone known to customers. Finally, adjectives are frequently used in the advertisements to describe products or services. In particular, adjectives in the pre-modifying position in complex noun phrases are often used by advertisers to add suitable modifiers to achieve their purposes in describing the products or services.

Language Form and Communicative Function

This section discusses the form and communicative function of language.

Discourse analysis is the examination of language use by members of a speech community. It involves looking at both language form and language function and includes the study of both spoken interaction and written texts. It identifies linguistic features that characterize different genres as well as social and cultural factors that aid in our interpretation and understanding of different texts and types of talk. In sum, much linguistic investigation has emphasized language use in terms of function to see how language operates as an instrument of communication.

According to McCarthy (1993), language form is defined as a grammatical form which can be interpreted variously depending on linguistic and situational factors (e.g. intonation, role relationships, or settings). Traditionally, language form has three major functions, or contextual types which are identified as statement, question, and command. They have their typical realizations in declarative, interrogative, and imperative forms (Sinclair and Coulthard, 1978). However, the relationship between these functions and forms in actual language use is more flexible. For instance, we can use a declarative form to give a command or make a request.

Wilkins (1972) emphasized the relation between grammatical forms and functions. He illustrated the use of imperative form which is used for many functions other than commanding and in the same way, commanding can be expressed through many forms as follows:

- Find a seat and I'll get the drinks. (suggestion)
- Do that and I'll knock your teeth in. (threat)
- Connect the hose to the water supply. (instruction)
- Turn left at the traffic lights and take the third turning on the left.
(direction)
- Watch your glass. (Warning)
- Have a drink. (invitation)

The above examples illustrate that the imperatives can be used for many functions. In the same way, in the following examples, other language forms are used for giving orders or commanding:

- If you don't shut the window, you'll get a good hiding.
- I insist that you do it.
- You pay the bill.
- You're not going out in that dress.

Furthermore, Yalden (1983) gave a clear illustration of how the same function of a language interrelates with the form and produces different realizations in any given instance. The examples are given below:

Table 1 Function to Form

Function	Sentence Forms	Realization
Ordering	(a) Imperative	-Please finish that letter, Miss Potter.
	(b) Conditional	- Perhaps it would be best if you finish that letter.
	(c) Infinitive	- We do expect you to finish that letter.
	(d) Modal	- You must finish that letter, I'm afraid.
	(e) Participial	- You should have no difficulty in finishing that letter.

Table 2 Form to Function

Sentence Form	Realization	Function
Imperative	(a) Give me some water.	Ordering
	(b) Release me now.	Pleading
	(c) Buy Canada Saving Bonds.	Advising
	(d) Don't go in there.	Warning
	(e) Try this one on.	Suggestion

Tables 1 and 2 reveal that one function can be realized through several grammatical forms and one form can give rise to various functions. It can be concluded that the functions of linguistic items are not predictable simply from a consideration of their forms. This is because the functions of any grammatical forms in any piece of speech or writing are to be found to establish what it is a person intends to communicate to the person or people addressed.

Furthermore, McCarthy (1993) added that in order to truly understand and accurately evaluate the function of particular linguistic items, readers must carefully consider the key situational features and surrounding text they appear in.

It is to say that which function a particular grammatical form realizes can be determined on the basis of its place in the overall discourse and the intention of writers.

Previous Research

There are some previous studies which are related to this study. They focus on the analysis of move structure, linguistic features, and the style of language used in tourist texts.

Iborra and Garrido (2001) studied the move and linguistic features such as pronouns, verbs, imperatives, adjectives, nouns and linking words in tourist leaflets. The data from this study were collected from tourist information centers of the countries where English was the first language. The results of the study showed that the order of the moves relied on the relevance of the information within the whole text and had a great influence on achieving the communicative purpose. The results also revealed that a typical linguistic feature of tourist texts was complex noun phrase. The pre-modification and post-modification which are the parts of complex noun phrase could be used to provide concise detail of the products or services. In addition, the frequently used adjectives in the tourist leaflets were used to describe age, size or origin, but few superlatives were used. The researcher concluded that 'its' was the most frequently used possessive adjective to refer to the destination itself or the places to visit. The mostly used personal pronoun was 'you' to address the readers directly and to attract the visitors' interests. The results also showed that the modal 'can' is used to indicate possibilities that the destination offers the visitors. The researcher concluded that the lexico-grammatical

features reflected the communicative purpose of the tourist leaflets. The primary communicative purpose of the tourist leaflets is informative-descriptive whereas the persuasive promotional purpose is the secondary.

In addition, Henry and Roseberry (1996) also studied the move structure and linguistic features of tourist texts. The corpuses of their studies were written English texts from airline magazines, newspapers, tourist information leaflets and guidebooks throughout the world. The results of the study showed that the personal pronoun ‘you’ was frequently used in addressing readers to create a friendly personal tone. The results also revealed that the modal verb ‘can’ and ‘will’ were mostly used to show promise and opportunity. The researcher concluded that there was a frequent use of adjectives, especially the superlative forms in both pre- and post-modifying positions.

Another study on the genre of tourist leaflets is Boonchayaanant’s study (2003). The samples of this study were the tourist leaflets produced and distributed in the United States of America. They were gathered from travel agencies and car rental services in San Francisco in a month. The results of the study showed that the main communicative purpose of the genre in this study was persuasion. The researcher concluded that the modal verbs ‘will’ and ‘can’ were frequently used together with the personal pronoun ‘you’ to indicate value or benefit which tourists would obtain if they visit tourist attractions. The researcher also concluded that complex noun phrases with pre-modifiers were most frequently used, whereas complex noun phrases with post-modifiers and the ones with both pre-modifiers and post-modifiers were less frequent. The results also showed that adjectives with positive meanings such as classic, unique, glorious and famous were used as pre-modifiers. It can be seen that complex noun phrases were applied as they provide a way for writers to add modifiers in the products’ information and make it more convincing.

In terms of the style of language, Sangkham (1995) analyzed a small scale of the tourist brochures in English published in Thailand which were distributed to foreign visitors. The researcher emphasized the language employed by copywriters to create persuasive communication with their readers. One of the aspects that the researcher noted related to the use of the rational and emotional language. The results of the study showed that emotional language was frequently used through the use of metaphor to appeal to tourists. The researcher concluded that metaphor could attract and direct readers to create vivid images as copywriters intended. The results also revealed that adjectives were another linguistic choice used as metaphors to make readers achieve the emotion and image of the scenery described in the brochures. These adjectives (e.g. exotic, spectacular, fascinating, refreshing, and enchanting) provided a great impact on readers' emotions. The results also showed that nouns and adjectives which were used as metaphors were considered as a characteristic of the language of advertising used in English brochures in Thailand. The researcher concluded that one great advantage of the metaphor was to create an effective persuasive communication among copywriters and their readers because readers could achieve the text described in the brochures.

The findings of the move structures of the previous studies concerning tourist leaflets are presented in Table 3.

Table 3 Move Structure of Tourist Leaflets

Iborra and Garrido (2001)	Henry and Roseberry (1996)	Boonchayaanant (2003)
Move 1: General Description (Image of the destination, location, main attractions, main historical events)	Move 1: Motivation (Emotional enticement to visit a place)	Move 1: Identifying the Attraction Step 1: Stating the Name of the Attraction and/or
	Move 2: Identification (Name of place)	Step 2: Inviting Readers to Visit
Move 2: Places to Visit (Museums and art galleries, well-known buildings, historic sites, excursions to the surroundings, shopping centers)	Move 3: Location (Where it is)	Move 2: Attracting Readers Step 1: Highlighting Outstanding Points and/or
	Move 4: Explanation (What it is)	Step 2: Claiming Superiority and/or
Move 3: Historical Background (Important past events which took place in the destination)	Move 5: Short History (Brief historical background)	Step 3: Offering Main Things to See and Do and/or
	Move 6: Description (What it contains that makes it an example of its kind)	Step 4: Giving Location Information and/or
Move 4: Summary/Conclusion (A final call for visitors)	Move 7: Facilities/Activities (Conveniences)	Step 5: Giving Information on Operating Time and/or
	Move 8: Directions (How to get there)	Step 6: Giving Contact Information
Move 5: How to Get There (Means of transport, communication networks)		Move 3: Describing the Attraction Sub-Move 1: Motivating Readers to Visit the Attraction
		Step 1: Inviting Readers to Visit and/or
Move 6: For Further Information (Telephone or address to make inquiries)		Step 2: Claiming Outstanding Characteristics and/or
		Step 3: Claiming Superiority/ Achievement and/or
Move 7: Accommodation (Recommendation to stay in the destination)		Step 4: Claiming a Short Distance to the Attraction
		Sub-Move 2: Describing Things to See and Do
Move 8: Location within the Area		Sub-Move 3: Describing Background/ History
Move 9: Landscape Description of the Area		
		Move 4: Giving Visiting Information
Move 10: The Newest Attraction (Detailed explanation of one attraction in particular)		Move 5: Giving Contact Information
		Move 6: Giving Other Information

In conclusion, the previous studies focused on the analysis of the move and linguistic features of tourist texts. The move structures of tourist texts are not exactly the same. Some moves such as 'Historical Background', 'How to Get There' and 'Describing Attraction' are normally found in tourist leaflets. This is because they have the same communicative purposes that are to give information and to promote tourist attractions. Other moves such as 'Landscape Description of the Area' and 'The Newest Attraction' are optional depending on a particular intention of copywriters. Most of tourist texts share some similarities in terms of linguistic features that are the frequent use of personal pronouns 'you' and its family (e.g. 'your', and 'yours'), the frequent use of the modal verbs (e.g. 'can' and 'will'), adjectives (e.g. pre- and post-modifying positions) and the imperatives.

The next chapter presents the methodology used in this study.

CHAPTER III

METHODOLOGY

This chapter presents the methodological procedures employed in this study. It is divided into three main parts: data collection, procedure, and data analysis.

Data Collection

The Tourism Authority of Thailand (TAT) publicizes a total of 34 English tourist leaflets. The corpus of this study was limited to ten English leaflets. All of the leaflets in the corpus were published between 2007 and 2008. They were selected based on the statistics of international tourists traveling to Thailand in 2008 presented by the Office of Tourism Development (www.tourism.go.th). The leaflets of the top two provinces in five regions of Thailand were examined and analyzed: North (Chiang Mai, Phitsanulok), Northeast (Nakhon Ratchasima, Khon Kaen), Central (Bangkok, Kanchanaburi), East (Chonburi, Rayong), and South (Phuket and Krabi). The corpus used in this study was presented below.

Table 4 The Corpus of Ten Tourist Information Leaflets

Number of Leaflet	Region	Provinces
1 , 2	North	Chiang Mai, Phitsanulok
3 , 4	Northeast	Nakhon Ratchasima, Khon Kaen
5 , 6	Central	Bangkok, Kanchanaburi
7 , 8	East	Chonburi, Rayong
9 , 10	South	Phuket, Krabi

Procedures

The procedures of the study were divided into two stages.

1. The data in ‘Describing the Attractions’ move which is the major move containing main information about the description of an attraction and covering most of the content in the tourist leaflets in the corpus was transcribed into computer readable forms by using the scanning process. It was saved into a picture file - “.jpg” file. Then this file was converted into a text file by Omnipage program. After that, it was saved into “.txt” file.

2. A concordance computer program, a program providing access to any electronic text such as a text available on the computer or from a CD-ROM, was used to investigate the text file by focusing on the percentage of occurrences, the surrounding context, and the collocation of the linguistic features in ‘Describing the Attractions’ move.

Data Analysis

The data was analyzed as follows:

In the investigation of the linguistic features of ‘Describing the Attractions’ move, the framework applied in the analysis was mainly based on the theory of language of advertising proposed by Leech (1966) and the approaches in analyzing linguistic features in tourist leaflets mentioned in the research by Henry and Roseberry (1996), Iborra and Garrido (2001) and Boonchayaanant (2003). The language form and communicative function were also applied to investigate the communicative purpose of the text presented through the use of each linguistic feature. Firstly, a corpus of ‘Describing the Attractions’ move was created in the form of a computer readable text by using the scanning process. Next, a computerized concordance program named Oxford Wordsmith Tools Version 5.0

which is a software program examining how words behave in texts was used to conduct two main types of analysis as follows:

1. The WordList tool shows the absolute number of occurrences of each word in the text files. It also provides statistics, such as total number of words, length of words, and number of sentences. In this research, the WordList tool was used to calculate the frequency of words found in ‘Describing the Attractions’ move. Table 5 presented the example of using the Wordlist tool to calculate the frequency of words found in the leaflet of Khon Kaen.

Table 5 Example of the Wordlist Tool

Word	Frequency	%
THE	352	6.61
AND	140	2.63
OF	134	2.52
A	111	2.08
TO	103	1.93
IN	95	1.78
IS	91	1.71
FROM	65	1.22
KAEN	56	1.05
FOR	51	0.96
KHON	51	0.96
AMPHOE	47	0.88
AS	46	0.86
KILOMETRES	46	0.86
ON	43	0.81

2. The Concord tool can create concordances (lists of words in context), find collocates of the word, identify common phrases, and display a graphical map showing where the word occurs in the corpus. This analysis was performed by inputting the investigated word into the program and the program identified all the occurrences of the investigated word in the documents and displayed the surrounding co-text. In this research, the Concord tool was employed to investigate two main aspects. Firstly, it was

used to investigate the surrounding co-text of modal verbs, personal pronouns, and imperatives. For example, the Concord tool can list all occurrences of the modal verb ‘can’ with its co-text as shown in Figure 2.

areas in Bangkok where you can buy just about everything
 Bangkok landmark where you can buy just about everything
 Sharks Program' where you can scuba dive in our
 in the sun. The temple can be reached either by Arun
 Sirindhorn's Biography can be viewed. Open: Mon -
 study route. Tourists can visit the mangrove where
 Chedi District. Visitors can get there using Suksawat
 inventions that visitors can use for conducting
 on the history of Thailand can study this at the Ancient

Figure 2 Example of the Concord Tool Used to Investigate the Surrounding Co-Text

Secondly, the Concord tool was used to extract the nominal collocations of the adjectival pre-modifiers. For example, ‘ancient’ tends to occur with place, time, or thing but not person, or service as shown in Figure 3.

and portraits, old clocks, ancient cloth, and royal
 system - the foundation of ancient Thai society -
 rocks, fossils as well as ancient tools made from
 with stained glass into an ancient map. The decoration
 Viriyapant, owner of the Ancient City or Muang Boran
 Floor 1 houses rooms of ancient coins, the Phot Duang
 equipment, and different ancient silk textiles various
 Lai Thaeng whose wall has ancient paintings on some
 Non Mueang Acient Town The ancient town is located at
 there are also traces of ancient civilizations in this
 of Khon Kaen city since ancient times. Phrathat Kham

Figure 3 Example of the Concord Tool Used to Investigate the Collocation

In conclusion, the corpus of ten tourist leaflets of Tourism Authority of Thailand (TAT) is used to analyze the prominent linguistic features of 'Describing the Attractions' move by using a concordance program named Oxford Wordsmith Tools Version 5.0. The frequency of words, the surrounding co-text and the collocation are focused. The results of the study are presented and discussed in the following chapter.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the findings of the analysis corresponding to the following research questions:

1. What is the frequency of modal verbs, imperatives, personal pronouns, and adjectival pre-modifiers found in 'Describing the Attraction' move?
2. What are the language form, communicative function, and surrounding co-text of modal verbs, imperatives, and personal pronouns found in 'Describing the Attraction' move?
3. What is the collocation of adjectival pre-modifiers found in 'Describing the Attraction' move?

The findings are presented in three main sections. The first section briefly discusses and analyzes the move structure of the tourist leaflets. The second section reveals the number of occurrences, language form, communicative function, and surrounding co-text of the prominent linguistic features which are modal verbs, imperatives, personal pronouns, and adjectival pre-modifiers in 'Describing the Attraction' move. Then, the collocation of adjectival pre-modifiers is presented in the last section.

Analysis of Move Structure of the Tourist Leaflets

This section discusses the move structure of the tourist leaflets in the corpus.

The samples of this study comprise ten English leaflets from the Tourism Authority of Thailand (TAT) which were published between 2007 and 2008. The collected tourist leaflets are used as an instrument giving information about tourist spots to visitors. For this reason, the tourist leaflets in this study share the same communicative purpose to provide information about tourist attractions to tourists. A genre-based approach, provided by Swales (1990) and Bhatia (1993), which puts an emphasis on move analysis and linguistic features, was applied in this study to investigate the overall structure and communicative purpose of the tourist leaflets. The frequencies of occurrence of all moves found in the tourist leaflets are investigated and presented in Table 6.

Table 6 Frequency of All Moves in the Tourist Leaflets in the Corpus

Move	Leaflet No.	Frequency of Occurrence	Percentage
Identifying the Name of the Tourist Attraction	1,2,3,4,5,6,7,8,9,10	10	100%
Providing the Background of the Province*	2	1	10%
Describing the Attraction	1,2,3,4,5,6,7,8,9,10	10	100%
Providing Miscellaneous Information	1,2,3,4,5,6,7,8,9,10	10	100%
Providing Instruction to Tourists*	5,6,7	3	30%
Providing Service Information	1,2,3,4,5,6,7,8,9,10	10	100%
Providing Further Contact Information	1,2,4,5,6,7,8,9,10	9	90%

Table 6 shows that there are five moves categorized as prototypical moves since they are found in the majority of the tourist leaflets, whereas the other two moves are

optional. However, only ‘Describing the Attraction’ move is also found in the work of Iborra and Garrido (2001), and Boonchayaanant (2003). Therefore, only this move was selected to analyze the prominent linguistic features: modal verbs, imperatives, personal pronouns, and adjectival pre-modifiers.

Frequency, Language Form, Communicative Function, and Surrounding Co-Text of the Prominent Linguistic Features

This section presents the frequency, language form, communicative function, and surrounding co-text of modal verbs, imperatives, personal pronouns, and adjectival pre-modifiers found in ‘Describing the Attraction’ move.

Modal Verbs

Modal verb was the common linguistic feature found in ‘Describing the Attraction’ move. The most used modal verbs in the tourist leaflets are presented in Table 7.

Table 7 Frequency of Modal Verbs Found in ‘Describing the Attraction’ Move

Modal Verbs	Frequency	Percentage
Can	199	64%
Will	49	16%
Should	20	6.5%
Must	13	4%
May	12	4%
Others	17	5.5%
Total	310	100%

Table 7 shows that the modal verb *can* (64%) was used at the highest level, followed by *will* (16%), *should* (6.5%), *must* (4%), and *may* (4%). In ‘Describing the Attraction’ move, *can* generally occurred more often than *will*. The result is consistent with those of the results of some researchers (e.g. Henry and Roseberry (1996), Iborra and Garrido (2001), and Boonchayaanant (2003)) who also explored the tourist leaflets and noted that *will* and *can* are prominently found. In this study, these two modal verbs, *will* and *can* are employed for different functions. They are found to show possibility and promise. An example is given as follows.

- (1) Inside the building displays an exhibition of science through modern technology and inventions that visitors *can* use for conducting research, an experiment or self-learning so that they *will* see the connection of science and daily life and obtain knowledge with fun. (Brochure #5)

The use of modal verb conveys the writer’s attitude towards what is being described. Various modal verbs are mainly used to express the modal functions of certainty, doubt, commitment, detachment, necessity, obligation, possibility, permission, and intention. In example 1, *can* and *will* are used to express the possible benefit that the building offers. In this case, *can* and *will* are used together with the word ‘visitors’ and ‘they’ to express and emphasize the writer’s intention that it is readers or tourists themselves who experience value, obtain scientific knowledge, or gain personal satisfaction from visiting this building.

Moreover, these two modal verbs are purposively used to suggest or provide important information to tourists. The following example is extracted to illustrate the use of *can* and *will*.

- (2) After that, visitors can choose to return by foot and take a jungle trek through the fertile virgin forest instead of the one they depart from. During the journey, they will pass fascinating fern forest, Rakam (zalacca) forest, lichi and Mafai forest. (Brochure #6)

In example 2, the writer suggests the potential tourists what to do when they take a trip to this tourist attraction. Moreover, the writer provides some background information for tourists which way they can take for their journey and what they can experience if they pass the forest. It should be noted that *can* and *will* in this example are also preceded by the words ‘visitors’ and ‘they’. This is to show that the writer just suggests tourists have an alternative choice. The tourists still have the opportunity to make their own decision.

Additionally, other modal verbs found in the tourist leaflets are also worth noticing since they are intentionally employed to serve other functions.

- (3) There are no tourist facilities on Chiang Dao Mountain. Visitors must bring their own sleeping bags, food, and water. (Brochure #1)
 (4) It takes 6 hours to get through the hill evergreen forest trail and a guide is required. Visitors should start the trip to the fall before 10.00 a.m. (Brochure #2)
 (5) Guided tours in various languages may be available on prior arrangement. (Brochure #5)
 (6) Those not wishing to stay overnight may take a daytime excursion organised by tour agencies. (Brochure #9)

The modal verbs *must* and *should* in examples 3 and 4 are obviously used for the purpose of recommendation. The writer uses *must* in example 3 as a strong recommendation to encourage tourists what to do or prepare themselves before going to Chiang Dao Mountain. The modal verb *should* in example 4 is used for the same purpose. It is used to suggest tourists what time they should set off. In this example, the writer also provides the information about travel duration to emphasize what he/she suggests is important and tourists should follow his/her suggestion. In examples 5 and 6, *may* is used for different purposes. *May* in example 5 is used to express the prediction of the writer

that the guided tours may be provided for tourists if they make a prior arrangement. In example 6, *may* is used to show the suggestion of the writer. It is used to tell tourists what choice they have if they do not want to stay overnight.

The findings in terms of surrounding co-text are also noted. Most of the modal verbs are found in high occurrence with the word ‘visitors’ to show the emphasis of the writer’s intention that he/she wants to share the interpersonal relation with whoever as visitors. Moreover, the occurrence of these modal verbs in various functions reveals that the grammatical form of modal verb can be used for different purposes depending on the writer’s intention and the text’s communicative goal. This supports Wilkins (1983), who said that functions in any piece of speech or writing are to be found to establish what it is a person intends to communicate to the person or people addressed.

The findings on modal verbs in this study are similar to those of Leech (1966) in advertising language. He noted that the modal verbs are usually used to show promise or benefits that the product offers. Similarly, in the work of Cheung (1993), the modal verbs *can* and *will* are often used with the pronoun ‘you’ and frequently found in the move that describes the products or benefits in the direct mail sales letters.

The use of these two verbs is derived from the main communicative purpose of the tourist leaflets that is to provide tourists the information of the attraction. Therefore, the findings of the present study reveal the similarity of communicative purpose of the studied leaflets with those in Henry and Roseberry (1996), and Iborra and Garrido (2001) but are different to that of Boonchayaanant (2003) who indicated the main communicative purpose is to promote the tourist attractions and persuade potential tourists to visit the attractions.

Imperatives

Another feature investigated in this research was an imperative which is one of the most commonly used linguistic features in the tourist leaflets. In tourist documents, imperatives are used for two main purposes: persuasive and informative. For the persuasive purpose, the use of imperatives is for the purpose of inviting. The act of suggesting or informing is used for the informative purpose. In this case, tourist documents not only suggest a variety of actions to tourists, from visiting a certain place to trying a fascinating activity, but also inform tourists of necessary information (e.g. giving direction and giving instruction). The occurrences of imperatives are presented in Table 8.

Table 8 Frequency of Imperatives Found in ‘Describing the Attraction’ Move

Imperatives	Frequency	Percentage
Turn	107	17%
Take	95	15%
Contact	86	13%
Call	53	8%
Get	53	8%
Others	252	39%
Total	646	100%

Table 8 shows that the imperative *turn* (17%) was used most, followed by the imperatives *take* (15%), *contact* (13%), *call* (8%) and *get* (8%) subsequently. In this study on tourist leaflets, imperatives were often found. They were not used to give orders as usual but were purposively employed to urge or invite tourists to avail him/herself of the opportunities which are offered. An example is provided as follows.

- (7) Either route, tourists will ***experience*** the beauty of flora and fauna, caves, cliffs, waterfalls, streams, sea of fog, panoramic view of Krabi, and cool weather all year-round. (Brochure #10)

The use of *experience* in example 7 conveys the meaning of “traveling to Krabi to feel the beautiful scenery and impressive natural surroundings”. In this case, the imperative is used to invite tourists to visit Krabi by focusing on the benefits and experience that tourists would obtain (i.e. natural surroundings to see and pleasant atmospheric condition to feel), to help tourists imagine they are now experiencing the beauty of nature, and assure tourists that the place is worth visiting. The findings on imperatives are used for a similar function as those found in advertising language. As suggested by Leech (1966), imperatives are usually used in advertising language to suggest or invite customers to buy or use the product. It is evident from the use of some imperatives that the tourist leaflets also contain a persuasive communicative purpose.

In the tourist documents, imperatives are used to serve an informative function. They are mainly used to serve the act of informing by providing necessary information such as giving direction, and giving instruction to tourists.

Concordance

- (8) ***Turn*** right to get on Highway 1220 and head for Ban Na Kham for 8 kilometres. Drive on and ***turn*** into the rear area of Wat Thung Samo School. ***Turn*** into the intersection on the laterite road for 9 km. to the car park.
- (9) Please ***contact*** tour agencies in Kanchanaburi in advance. Visitors should ***contact*** forestry officials at the office on the foothill. ***Contact*** tour operators, resorts, or bungalows on Ko Lanta Yai.

As shown in example 8, *turn* is usually at the beginning of the sentence. It is used to give directions to tourists so that they would know how to go to tourist attractions.

Example 9 illustrates the imperative *contact* used to provide more details to tourists. This

is just to inform tourists what to do if they would like to go to tourist attractions. It is often co-occurred with the modal verbs *can* and *should* and found at the end of brief content. Moreover, to soften the sentence, ‘please’ is used together with the word *contact*.

The findings on imperatives support those of Henry and Roseberry (1996), Iborra and Garrido (2001), and Boonchayaanant (2003) that imperatives are usually employed in promotional genres and also in tourist documents. However, the function of the most used imperatives in this study is quite different from the previous studies. As suggested by Leech (1966) and Myers (1994), imperatives are usually used in advertising to suggest or invite customers to buy or use the product. Furthermore, Iborra and Garrido (2001), and Boonchayaanant (2003) similarly suggested that imperatives are mainly used to encourage or persuade tourists to visit an attraction. In this study, the imperatives are mostly and obviously found to function in providing information to tourists rather than persuading.

Personal Pronouns

Personal pronoun was found to be the prominent linguistic feature in ‘Describing the Attraction’ move. The findings are presented below:

Table 9 Frequency of Personal Pronouns Found in ‘Describing the Attraction’ Move

Personal Pronouns	Frequency	Percentage
It	307	44%
Its	105	15%
Their	51	7%
His	49	7%
They	42	6%
Others	143	21%
Total	697	100%

As shown in Table 9, the pronoun *it* (44%) was used at the highest level, followed by *its* (15%), *their* (7%), *his* (7%), and *they* (6%) respectively. All of the top five personal pronouns are third personal pronouns which are used as a subjective pronoun or possessive adjective. These pronouns are used to inform tourists important information about tourist attractions or the mentioned issues. Moreover, they are also used as a cohesive device to represent the preceding noun.

Concordance

- (10) than Chiang Dao cave, but it offers the unique charm of
 These wild orchids always fill the whole area with their mild fragrance.
 The king is portrayed with his right hand holding a sword, measuring
 The buildings were later restored to their good condition as they appear

In example 10, the third personal pronouns are employed to refer to the location, place, or person. As can be seen, the reference of *it* refers to ‘Chiang Dao cave’, *their* refers to ‘wild orchids’, *his* reveals the possession of ‘king’, and *they* refers to ‘buildings’ respectively. These third personal pronouns are widely used in the tourist leaflets as an

anaphoric reference because all of them can be assumed by linking back to the previous sentence in the text.

The results from the analysis are surprisingly different from previous studies. Regarding the occurrences of personal pronouns, Iborra and Garrido (2001), and Boonchayaanant (2003) pointed out that *you* and *we* are mostly used in the tourist texts to address readers and the writer. These pronouns are hardly found in the present study, while in the two previous studies, *you* and *we* are concluded as the most commonly used personal pronouns. Additionally, *you* and *we* are not found to be used in attracting tourists' interests, persuading tourists to visit tourist attractions, or creating a friendly personal tone which contrast with the findings of Boonchayaanant (2003).

In contrast, the most frequently used personal pronouns in this study were the third personal pronouns and the corresponding (i.e. *it*, *its*, *they*, *theirs*, and *his*). One plausible explanation is that the use of personal pronoun depends on the main communicative purpose of the text. If the main communicative purpose is persuasive, the first and second personal pronouns are mainly used to create the sense of involvement and persuade visitors to visit tourist attractions. On the contrary, the third personal pronouns are mostly found if the main communicative purpose is informative. They are employed to function as a text reference, a cohesive device representing the preceding noun, or a reference to the location, place, or person. According to the findings on personal pronouns in this study, it can be concluded that the main communicative purpose of the tourist leaflets was to provide information about a tourist attraction to tourists.

Adjectival Pre-modifiers

Adjectival pre-modifier was one of the prominent linguistic features found in ‘Describing the Attraction’ move. It seems to play an important role in the tourist leaflets since it is used to provide tourists with clear and vivid images of tourist attractions. More than a thousand adjectives used as pre-modifiers were found in the tourist leaflets. However, only 70 adjectives which were mentioned in the tourist leaflets over 10 times were analyzed. The rest of the adjectives with the use of less than 10 times were excluded. The adjectival pre-modifiers found are presented below:

Table 10 70 Most Frequently Found Adjectives in ‘Describing the Attraction’ Move

Adjective	Frequency	Adjective	Frequency	Adjective	Frequency
various	92	wild	21	huge	13
large	81	long	20	lush	13
local	69	scenic	19	evergreen	13
ancient	61	fine	19	steep	12
beautiful	60	nearby	18	colorful	12
small	50	largest	18	unique	12
natural	40	important	17	numerous	12
old	40	rare	17	advance	12
national	36	former	17	architectural	12
royal	35	traditional	16	chartered	11
different	35	historical	16	clear	11
further	27	best	16	cool	11
main	27	prehistoric	15	shady	11
total	27	religious	15	verdant	10
provincial	26	foreign	15	spectacular	10
rainy	26	new	15	typical	10
interesting	23	private	14	lovely	10
marine	23	picturesque	14	low	10
high	23	popular	14	great	10
famous	23	highest	14	sandy	10
modern	22	wooden	14	principal	10
public	21	special	13	nice	10
major	21	cultural	13	panoramic	10
good	21				

The extensive use of attributive adjectives is evident in the present study. Table 10 shows that attributive adjectives appeared in great numbers in the tourist leaflets. It is

worth noticing that the attributive adjectives with positive meanings tend to be found quite frequently as pre-modifiers (e.g. beautiful, interesting, famous, modern, picturesque, good, fine, popular, and special). They are particularly used to present positive images and aspects of tourist attractions. The examples are given as follows.

- (11) These two hills, roughly 100 metres high, flank the Krabi River running between them to form a distinctive vista and the town's most prominent landmark. It is accessible within 15 minutes by long-tail boat from Chao Fa Pier. Khao Khanap Nam has a beautiful cave with amazing stalactites and stalagmites worth exploring. From the boat, one climbs the stairs leading up to the cave. This is an ideal place for canoeing lovers because it is fringed by mangrove forests and the water is quite still. (Brochure #10)
- (12) Op Luang National Park is an amazing natural attraction comprising both splendid natural charms as well as mysterious scenery. A zigzagging river flows in front of a picturesque gorge. The area is a high, steep cliff with a narrow passage, creating strong currents and powerful echoes. An area in the north of this stream is teeming with various kinds of plants that provide a pleasant ambience all year round. Magnificent views of Op Luang National Park can be seen from the bridge that links with the gorge. An interesting prehistoric archaeological site is also located in the park. (Brochure #1)

The writer uses positive attributive adjectives to modify and beautify nouns in order to persuade the potential tourists to visit tourist attractions. In example 11, *distinctive*, *most prominent*, *beautiful*, *amazing*, and *ideal* are positive attributive adjectives used to modify the noun 'hills'. They are employed to present the impressive characteristics of the hills. In example 12, the writer utilizes 7 attributive adjectives to evaluate Op Luang National Park in Chiang Mai positively, thus convincing tourists that Chiang Mai is worth a visit. From these examples, in order to achieve the persuasive communicative purpose, the writer tends to evaluate the places or sights positively.

Furthermore, the writer attempts to use adjectives in the superlative form (e.g. *largest*, *highest*, and *best*) to accentuate the highlights of tourist attractions and emphasize the significance of the place.

- (13) Wat Phra That Doi Suthep is Chiang Mai's ***most important*** and visible landmark, and overlooks the city from its forested mountain backdrop. (Brochure #1)

In example 13, *most important* is superlative that the writer uses to emphasize the significance and stress the prestigious status of Wat Phra That Doi Suthep. Using superlatives to emphasize the highlights is one of the ways to persuade the potential tourists to visit the places.

This supports Leech's idea (1966) that comparative and superlative adjectives are frequently used in the sense of desirable quality. Moreover, as mentioned by Marco (www.docstoc.com), the superlative adjectives are usually found in the tourism text because the language of tourism is a kind of extreme language in which superlatives abound.

Although positive attributive adjectives and superlative adjectives are commonly used in the tourist leaflets, the descriptive adjectives are used more often. They are mainly employed to describe the characteristics of tourist attractions.

- (14) Gapum was adapted as the wall around the sanctuary and the four entering porches. There is a ***large*** corridor connecting between the ***outer*** and ***inner*** area of the ***main*** sanctuary. Above each porch is a lintel of ***various*** designs. (Brochure #3)

In example 14, *large*, *outer*, *inner*, *main*, and *various* are descriptive adjectives merely used to describe the characteristics of Gapum to tourists, but they are not used to evaluate this place. From this example, it indicates that these descriptive adjectives are used to serve the informative communicative purpose of the text.

The findings on adjectival pre-modifiers are consistent with the studies by Henry and Roseberry (1996), Iborra and Garrido (2001), and Boonchayaanant (2003), who said that attributive adjectives with positive meanings are abundantly used in tourist documents to present positive images and create vivid image of tourist attractions.

Similarly, in advertising language, Leech (1966) said that adjectival pre-modifiers are normally used to give information about the product and to describe the attractive aspects of it. Furthermore, Bhatia (1993) suggested that adjectives in pre-modifying position are used to promote and describe a product or service to potential customers. To effectively persuade people to buy the product or use the service, an attractive description of the product or service must be used. It should be noted that although positive attributive adjectives are commonly used, there is a predominance of descriptive adjectives in the tourist leaflets.

Collocation of Adjectival Pre-modifiers

This section presents the collocation of adjectival pre-modifiers found in the movie 'Describing the Attraction'. The findings of the analysis are presented below.

Table 11 Collocation of the 70 Most Frequent Adjectival Pre-modifiers

Adjectival Pre-modifiers	Collocates
various	groups, kinds, races, activities, streams, medias and techniques, etc...
large	amount, splashes, cave, reservoir, waterfall, tunnel, chamber, etc...
local	lifestyle, beliefs, products, guides, wisdom, income, occupation, etc...
ancient	textiles, city, remains, civilization, times, monument, utensils, etc...
beautiful	scenery, picture, cascade, atmosphere, designs, statue, view, etc...
small	community, buildings, fall, pagoda, shrine, waterfall, port town, etc...
natural	surroundings, mountain ranges, environment, beauty, landmark, etc...
old	symbol, city gate, temple, town, convocation hall, religious relic, etc...
national	holidays, artist, park, museum, sovereignty, institution, army, etc...
royal	visit, pavilion, temple, ceremonies, residences, family, reception, etc...
different	kinds, sources, sections, stones, areas, series, silk textiles, aspects, etc...
further	information, details, etc...
main	statue, sanctuary, pagoda, objective, sections, thoroughfares, parts, etc...
total	height, area, distance, drop, length, etc...
provincial	hall, city, town, areas, capital, etc...
rainy	season, etc...
interesting	attractions, sites, structures, sanctuary, artifact, evidence, things, etc...
marine	life, animals, park, plants, species, science museum, etc...
high	quality, cliff, level, content, base, angle, water, ceiling, relief, etc...
famous	artists, images, waterfall, temple, fruit, monk, silk, night market, etc...
modern	rest area, display, patterns, weapons, architecture, special effects, etc.
public	holidays, hours, telephone, park, education, project, facilities, etc...
major	attraction, role, source, transitional period, feature, throne halls, etc...

Continued

Adjectival Pre-modifiers	Collocates
good	condition, ventilation, experience, time, opportunities, spot, etc...
wild	flowers, animals, elephants, orchids, life, etc...
long	line, period, cave, road, beach, bay, way, tail boat, etc...
scenic	view, landscape, valleys, lake, mountains, enclave, islands, gem, etc...
fine	collection, murals, arts, beaches, art corridor, sand, coral reef, etc...
nearby	provinces, sanctuaries, place, area, shops, community, islands, etc...
largest	centre, waterfall, dairy farms, education centre, aquarium, dam, cave, etc...
important	landmark, tributaries, stronghold, sites, artifact, achievement, guests, etc...
rare	equipment, sandstone, species, stones, collection, animals, textiles, etc...
former	residence, style, route, governor, capitals, location, office, site, etc...
traditional	style, shopping places, medicine, arts, houses, lifestyle, ceremony, etc...
historical	data, background, sites, landmark, attractions, period, community, etc...
best	location, period, time, spots, religious building, etc...
prehistoric	period, era, site, drawings, civilization, human habitation, paintings, etc...
religious	ceremony, site, purposes, supplies, paintings, truth, rituals, etc...
foreign	lotuses, guest, countries, stamps, languages, currency, officers, etc...
new	species, roof, road, land, city, generation, ideas, pillar, building, etc...
private	museum, collection, tent, resorts, bungalows, accommodation, etc...
picturesque	paddy fields, sunset view, frescoes, scenes, stalagmites and stalactites, etc...
popular	dish, species, attraction, touristic site, mammals, beaches, location, etc...
highest	peak, waterfall, mount, level, elevation, seats, etc...
wooden	doors, halo, house, structure, boardwalk, pavilion, Sala Kan Parian, etc...
special	ceremonies, effects, system, zone, pond, interest, features, etc...
cultural	performances, influence, prosperity, conservation, heritage, centre, etc...
huge	Buddha image, stone, curtain, sculpture, buttresses, number, etc...
lush	green trees, valley, forest, jungle, etc...
evergreen	forest, mountains, trees, etc...
steep	route, road, headlands, incline, cliffs, mountains, staircase, etc...
colorful	glasses, pieces, crockery, patterns, marine species, coral reefs, etc
unique	cascade, charm, identity, culture, style, items, feature, antique, form, etc...
numerous	waterfalls, leisure, rarities, species, tools, seashells, flora, islands, etc...
advance	contact, arrangement, bookings, etc...
architectural	style, heritage, remains, features, art, etc...
chartered	service, transfers, local truck, bus, boat, etc...
clear	water, pool, freshwater, waters, day, etc...
cool	climate, seasons, water, streams, weather, etc...
shady	atmosphere, surroundings, crown, footpaths, forest, pine trees, etc...
verdant	forests, hills, surroundings, mangrove, etc...
spectacular	stalagmites and stalactites, cultural show, views, coral, folk dance, etc...
typical	style, costumes, culture, Thai lunch, house, shape, Thai settings, etc...
lovely	flowers, view, beaches, cascades, breeze, divine, cave, waterfall, etc...
low	water, oxygen, structure, waterfall, cost, tide, etc...
great	king, taste, variety, volume, view, numbers, broken sheets, etc...
sandy	beach, etc...
principal	shopping areas, buildings, temples, throne halls, tower, centre, etc...
nice	place, scenery, pool, area, beach, etc...
panoramic	view, sightseeing point, etc...

Adjectival pre-modifiers seem to play a prominent part in the tourist leaflets. They can be used to modify a noun and give extra information about the noun. However, some specific nouns need to be used together with a particular adjective; for example, 'picturesque' tends to co-occur with place, or thing but not person. Table 8 reveals that the meaning of a word depending on how the word combined in context with other words (i.e. its collocations). It should be noted that collocations are not absolutely fixed, but are the probabilistic outcomes of repeated combinations in specific context.

Summary

Based on the 10 tourist leaflets of the Tourism Authority of Thailand (TAT), the results for the three research questions of this study were as follows. Firstly, the most frequently found of modal verbs, imperatives, personal pronouns and adjectival pre-modifiers in 'Describing the Attraction' move were presented respectively. The results revealed that the modal verb 'can', the imperative 'turn', the personal pronoun 'it', and the attributive adjectives with positive meanings were prominently used in the tourist leaflets. Secondly, the language form, communicative function, and surrounding co-text of each linguistic feature revealed the communicative function of the text. Finally, the attributive adjectives which function as pre-modifiers were extensively used. The particular adjectives co-occurred with the particular nominal collocation were exemplified.

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

This chapter presents the conclusion of the findings in this study, limitations, and recommendations for further study.

Conclusion

Ten English tourist leaflets of the Tourism Authority of Thailand (TAT) were selected and examined based on the genre approach proposed by Swales (1990), and Bhatia (1993) to analyze the move structure of the tourist leaflets. A total of seven moves were found. However, only 'Describing the Attraction' move was emphasized to find out the number of occurrences, language form and communicative purpose, surrounding co-text, and collocation of the prominent linguistic features particularly focusing on modal verbs, imperatives, personal pronouns, and adjectival pre-modifiers.

Regarding the first research question, to investigate the frequency of modal verbs, imperatives, personal pronouns, and adjectival pre-modifiers, a concordance computer program named Oxford WordSmith Tools 5.0 was used. The results showed that the modal verbs 'can' and 'will' were mostly used in the tourist leaflets to show possibility and provide necessary information. The most used imperatives were *turn*, *take*, *contact*, *call* and *get* to inform some important information to tourists and also to suggest tourists to visit attraction or join activities there. All of the top five personal pronouns which were *it*, *its*, *their*, *his*, and *they* were third personal pronouns. They were used as a cohesive device to represent the preceding noun. In terms of adjectival pre-modifiers, the attributive adjectives with positive meanings were prominently used.

Based on the second research question, to investigate the language form, communicative function, and surrounding co-text of modal verbs, imperatives, and personal pronouns, the top five words of each linguistic feature were exemplified and analyzed. It was found that modal verbs can be used for many functions in the tourist leaflets depending on the intention of the writer and the communicative purpose of the text. The use of imperative form in the tourist leaflets also reflects the importance of communicative function that imperatives can be used for many functions other than commanding. It can be used to persuade, suggest, encourage readers to take an action, and provide more details. The most used personal pronouns in the tourist leaflets were third personal pronouns. All of them were utilized to serve the main communicative purpose of the text to describe tourist attractions, people or activities.

Finally, to answer the third research question, the collocation of adjectival pre-modifiers was analyzed. Plenty of attributive adjectives were used to attract tourists' attention and to create vivid images of tourist attractions. However, writers should be careful with the use of adjectival pre-modifiers. This is because some specific adjectives need to be used with particular nouns.

Limitations of the Study

The study had a number of limitations as follows:

1. The study focused on a relatively small sampling, consisting of 10 samples from one organization- the Tourism Authority of Thailand (TAT). Therefore, the findings may not be applicable to other kinds of tourist leaflet such as the hotel services or rental services. Additionally, the results might not be representative of tourist leaflets of other sources.

2. The study focused on a limited number of linguistic features: modal verbs, imperatives, personal pronouns, and adjectival pre-modifiers. There are other kinds of linguistic features, such as tense, voice, and clause which are useful for learners of the genre to improve their writing, to use each linguistic feature accurately, and to create the text effectively.

Recommendations for Further Study

There are three suggestions for further study.

1. This study focuses only on four main linguistic features: modal verbs, imperatives, personal pronouns, and adjectival pre-modifiers. Further research on other linguistic features (e.g. tense, voice, and various types of phrases) would be useful. The pedagogical implication of the linguistic features found can be used for both teachers and learners of the genre. Teachers can utilize the findings to prepare teaching materials (e.g. English textbook and on-line materials) and activities, while learners can see the authentic usage of each linguistic feature to improve their writing.
2. Future research could also explore other types of promotional leaflets including in the tourism businesses such as tour agencies and hotels. Apart from tourist leaflets, other types of text in the tourism industry (e.g. magazine and newspaper) would also be beneficial to teachers and learners of the genre to gain a better understanding of the genre.
3. Further study could compare and contrast the text organization and the prominent linguistic features of various tourist leaflets. This will be of great benefit for better understanding the differences and the similarities of this genre.

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APPENDIX

A Tourist Leaflet of Chiang Mai



San Sai	12	kilometres
San Kamphaeng	13	kilometres
Hang Dong	15	kilometres
Doi Saket	18	kilometres
San Pa Tong	22	kilometres
Mae On	29	kilometres
Mae Wang	35	kilometres
Mae Taeng	40	kilometres
Samoeng	54	kilometres
Chom Thong	58	kilometres
Chiang Dao	68	kilometres
Hot	88	kilometres
Phrao	103	kilometres
Doi Tao	121	kilometres
Chai Prakan	131	kilometres
Wiang Haeng	150	kilometres
Fang	154	kilometres
Mae Chaem	156	kilometres
Mae Ai	174	kilometres
Omko	179	kilometres

Distances from Chiang Mai to other provinces

Lamphun	21	kilometres
Lampang	92	kilometres
Chiang Rai	182	kilometres
Phayao	222	kilometres
Mae Hong son	349	kilometres

Attractions

Amphoe Mueang Chiang Mai

Wat Suan Dok (วัดสวนดอก) is on Suthep Road. The temple was built in 14th century Lanna Thai monarch's pleasure gardens and is a favourite spot for photographers, particularly for striking sunset. Several of the white chedis contain ashes of Chiang Mai's former royal family. The 500-year-old bronze Buddha image in a secondary chapel is one of Thailand's largest metal images.

Wat Chiang Man (วัดช้างม่้น) is Chiang Mai's oldest temple and probably dates from 1296. King Mengrai allegedly lived here while the new city of Chiang Mai was constructed. The temple is located within the

walled city on Ratchaphakhinai Road. It is noteworthy for a beautiful chapel and a chedi supported by rows of elephantine buttresses. Enshrined in the temple are a tiny crystal Buddha image called Phra Kaeo Khao, which is thought to have the power to bring rain. Another image, called Phra Sila Khao, reflects the fine workmanship of Indian craftsmen from thousands of years ago.

Wat Phra Sing (วัดพระสิงห์วิหาร), located on Sam Lan Road, houses the revered Phra Phutthasihing Buddha image cast in Subduing Mara. The Buddha image is now enshrined in Viharn Lai Kham. During the Songkran festival, each April 13-15, people process the most sacred Buddha image around Chiang Mai town for traditional bathing. Formerly, this area was a Wat Li Chiang Market until 1345, King Pa Yu, the fifth king of Mengrai Dynasty commanded to build this temple and a 24-foot chedi containing his father's ashes. The temple compound includes the lovely Viharn Lai Kham featuring exquisite woodcarvings and northern-style murals paintings, a magnificent scriptural repository with striking bas relief, and a circular stupa (in Lankan bell shape).

Wat Prasat (วัดปราสาท), located on Inthawarorot Road near Wat Phra Sing. The temple houses traditional Lanna architecture chapel, the chapel roof is decorated in colourful glasses and wooden carved lions. Wat Prasat houses one of the rare Lanna arts' Buddha image.

Wat Chedi Luang (วัดเจดีย์หลวงวิหาร) houses the largest chedi in Chiang Mai. The temple is located right in the middle of the city and was built in the reign of King Saen Mueang Mak, the seventh king of Mengrai Dynasty. The 98-metre tall and 54-metre wide chedi was built in the reign of King Tilokkarat. The construction was completed in 1481. In 1545 the chedi was collapsed due to an earthquake during the reign of King Jiraprapa. The chapel in the front was built by Chao Khun Uba Lee Poramacharn (Sirichantathera) and Chao Kaeo Navarat in 1928. The magnificent methodological serpents ramble from the entrance of the chapel to its door on both sides. It is believed that they are the most beautiful man-made

serpents in the northern Thailand.

Sao Inthakin or Sao Lak Mueang (เสาอินทขิลหรือเสาหลักเมือง), the city pillar was built when the founder of Chiang Mai, King Mengrai governed the city in 1296. It is located in front of Wat Chedi Luang and enshrined in a small Thai chapel. The pillar is made of log and kept underground. The Sao Inthakin or city pillar celebration is held annually in May.

Wat Phan Tao (วัดพันตา), located on Phra Pok Kiao Road beside Wat Chedi Luang. The temple was a throne hall for King Mahotara Prateth, thus the peacock shaped doors were built. It is believed that peacock is a symbol of king.

Wat Ku Tao (วัดคูเต่า), it was formerly called Wat Veru Vanaram. The temple is located in Tambon Sri Phum near Chiang Mai Stadium. It is noteworthy for an unusual watermelon shaped pagoda, thus giving such name by the locals. An exact period of its establishment is somewhat unknown, but from a legend, the Ku Tao chedi contains ashes of Prince Saravadee, the son of King Bureng Nong who ruled Chiang Mai from 1579 to 1607.

Wat Saen Fang (วัดแสนปาง) is located on Tha Phae Road. This is the old temple, built in the Burmese architecture. The residence of the abbot dating from more than 100 years is an interesting attraction in the temple compound. King Intavitchayanontha, the seventh king who governed Chiang Mai commanded to destroy the residence of Phra Chao Gavirorossurivongs (Chao Chevit Ao), the sixth ruler of Chiang Mai. 1877, later his former residence was rebuilt in this temple. The celebration was held in 1878.

Wat Buppharam (วัดบุปผาราม), located on Tha Phae Road. The interesting attractions include the Burmese architectural chedi, the local style woodcarving in some part of the main chapel and viham.

Wiang Kum Kam (เวียงกุมกาม) is an ancient city that was built in the reign of King Mengrai in 1286. The city was surrounded by ditches in every corner and they were used as reservoirs. From the discoveries, there are 20 ancient remains in and around Wiang Kum Kam

include buildings and temples of *Wat Chedi Liam*, *Wat Chang Kham*, *Wat Noi*, *Wat Pu Pia*, *Wat Ku Khao*, *Wat E Kang*, *Wat Hua Nong*, and *Wat Pu Song*. The remains are dating from 21st -22nd Buddhist centuries.

Wiang Kum Kam is located in the southeast of Chiang Mai, between Km.3-4 along Chiang Mai-Lamphun route, Tambon Wang Tan, Saraphi district. It is situated near the east of the Mae Ping River.

Getting there by taking the road at Nong Hoi Police box to the Ko Klang Pa Kluai intersection and en route to Chedi Liam Police box.

Wat Chedi Liam or Chedi Ku Kham (วัดเจดีย์เหลี่ยมหรือเจดีย์คู์ก๊ำ) was built in 1288 in the reign of King Mengrai after he had authorised an administrative responsibility of Lamphun town to his minister, Aey Fah. King Mengrai established a town in the northeast of Chiang Mai for 5 years and then resettled a town near the Mae Ping River in 1277 and renamed it "Wiang Kum Kam". In 1287, the stupa of Wat Jamthewi, Lamphun was rebuilt in Wiang Kum Kam for the locals to worship.

After that for hundreds years, the temple was left abandoned. In 1908, a Burmese tycoon renovated it, thus the temple has influences of Burmese architecture instead of its former Khmer style. Only some parts were rebuilt in Khmer architecture.

Wat Chedi Chet Yot (วัดเจดีย์เจ็ดยอด) or Wat Photaram Mahaviharn, located on the Super Highway (Chiang Mai-Lampang), 4 kilometres from Chiang Mai town. It is one of the oldest temples in Chiang Mai and was recently renovated. The interesting attraction of this temple is the seven tapering finial stupa, which is supported by lovely divine sculptures at its base. The most interesting is the stupa possesses architecture of the Phuttakaya stupa in India. Besides, the stupa contains ashes of King Tilokkarat, Mengrai Dynasty, who built this temple. It is a worth to visit.

Chiang Mai National Museum (พิพิธภัณฑสถานแห่งชาติเชียงใหม่) is located on the Chiang Mai-Lampang Super Highway near Wat Chet Yot. The distinctive building was built in modern Lanna Thai architecture and

features northern arts and culture. The area is peaceful and refreshing. It is open from Wednesday to Sunday, 9.00 a.m.-4.00 p.m. and closed on Mondays, Tuesdays and the national holidays. Contact Tel: 0 5322 1308 for more information.

Wat U-Mong (วัดอุโมงค์), located on Suthep Road in the town. The spacious temple was found in the reign in King Mengrai around 1296. The renovation was done in the reign of King Kue Na. The large wall like building with a connected tunnel inside is a remarkable piece of art located in the temple compound. A large stupa is located near the temple's wall. Wat U-Mong is teemed with various kinds of trees, thus making it an ideal meditation place.

Kad Suan Kao Art & Cultural Centre (ศูนย์ศิลปะการแสดงภาคสวนแก้ว), located in Kad Suan Kao Shopping Mall. As the name indicates, it is a centre of art and cultural performances. The Kad Suan Kao theatre is equipped with advanced technology where numerous Thai and foreign shows are performed. For more information, contact Tel: 0 5322 4333 ext. Kad Silpa.

Insect and Natural's Wonders Museum (พิพิธภัณฑ์แมลงและสิ่งมีชีวิตธรรมชาติ) has fascinating collection of domestic and foreign insects including animal fossils. It is located at 72 Nimmanhemmin, Soi 12 (Sirimangkhalachan Soi 3), Huai Kao, Mueang Chiang Mai, Tel: 0 5321 1891, Fax: 0 5341 0916, E-mail: insects_museum@hotmail.com

Sbun-Nga Textile Museum (พิพิธภัณฑ์ผ้าโบราณสมัยนาง) at the old Chiang Mai Cultural Center 185/20 Wua Lai Road, Mueang Chiang Mai. There are more than a thousand ancient and rare textiles revealing the elaborate weaving skills of both local and royal ancestors in Southeast Asia. Open daily (Except Wednesday) from 10.30 a.m.-06.30 p.m. Tel: 0 5320 0655, 08 1883 6713

Walking Street (ถนนคนเดินเชียงใหม่) starts from Tha Phae Gate through Ratchadamnoen Road every Sunday from 7.00 p.m. until midnight. There are variety kinds of local products on a reasonable price along both side of the street where Thai and foreign tourists are enjoy walking & shopping without exhaustion.

Out-of-City Attractions Western Route (Highway No. 1004)

Huai Kao Arboretum (สวนรุกขชาติห้วยแก้ว) is next to Chiang Mai University. The attractively landscaped garden contains many kinds of tropical trees and lovely flowers. It is best for recreation, exercise, and plants study.

Chiang Mai Zoo (สวนสัตว์เชียงใหม่) is located next to Huai Kao Arboretum. It is a well-managed large zoo, which occupies the lower forested slopes of Doi Suthep Mountain. The zoo contains more than 200 types of Asian and African mammals and birds. It is open everyday from 8.00 a.m. to 7.00 p.m. Admission fee for adult is 100 baht, and children fee is 20 baht. Restaurants and a camping site are available. For advance booking contact Tel: 0 5322 1179, 0 5322 2283.

Doi Suthep-Doi Pui National Park (อุทยานแห่งชาติดอยสุเทพ-ปุย), the superb landscaped national park covers an area of 262 square kilometres of Amphoe Mae Rim, Amphoe Hang Dong, and Amphoe Mueang Chiang Mai. The park consists of verdant forests and mountain ranges. Major mountains include Doi Suthep, Doi Buak Ha, and Doi Pui. This is a main source of tributaries and streams in Chiang Mai. Sacred places, religious attractions and historical sites are located in the park complex. To get to the park office, drive from Chiang Mai town for 5 kilometres on the Huai Kao-Chiang Mai University-Chiang Mai Zoo route to Wat Phra That Doi Suthep en route to the intersection on the right, the Doi Suthep-Pui National Park road sign will be seen. For more information, Tel: 0 5329 5117-8

Attractions in the Doi Suthep-Pui National Park

Huai Kao Waterfall (น้ำตกห้วยแก้ว) is located 6 kilometres from Chiang Mai town. The 10-metre cascade provides a delightful ambiance of scenic views and various plants.

Khru Ba Siwichai Monument (อนุสาวรีย์ครูบาศรีวิชัย) is situated at the foot of Doi Suthep Mountain. The monument honours the devoted Buddhist monk whose followers built the first 10 kilometre road to Wat Phra That

Doi Suthep in 1935.

Wat Phra That Doi Suthep (วัดพระธาตุดอยสุเทพ) is Chiang Mai's most important and visible landmark, and overlooks the city from its forested mountain backdrop. This temple is 15 kilometres from town, 3,520 feet above sea level, and dates from 1383. The temple is approached on foot by climbing a steep Naga staircase comprising 290 steps. The less energetic may ascend by railcars. The temple's pagoda contains holy Buddha relics, and attracts Buddhist pilgrims from all over the world throughout the year. The temple compound offers an exhilarating view of Chiang Mai city and surrounding countryside.

Bhubing Palace (พระตำหนักภูพิงคราชนิเวศน์) is located on the same road, 4 kilometres beyond Wat Phra That Doi Suthep, on Doi Buak Ha. The royal winter palace was built in 1961. The palace is also the royal guesthouse for prominent State visitors from abroad. The lavishly landscaped gardens and grounds are open to the general public everyday from 8.30 a.m.-4.30 p.m. Tickets are sold until 3.30 p.m. The palace is closed when the Royal Family is in residence, January to early March. Call 0 5322 3065 www.bhubingpalace.org

Doi Pui Tribal Village (หมู่บ้านชาวเผ่าม้ง) is a Hmong tribal village some 3 kilometres on an asphalt road from Bhubing Palace. The village presents the typical lifestyle of the Hmong as well as a scenic view of Doi Inthanon, the highest peak of Thailand. The trip takes only an hour from Chiang Mai town and the village is easily accessible.

Chiang Mai Night Safari (เขียงใหม่ไนท์ซาฟารี) is located in Doi Suthep - Doi Pui National Park, Tambon Mae Hia and Tambon Suthep, Amphoe Mueang Chiang Mai and Tambon Nong Khwai, Amphoe Hang Dong, covering an overall area of approximately 819 rai. This is an abundant night safari. Visitors can see various kinds of animals such as elephants, giraffes, zebras, lions, Asiatic black bears, tigers, hyenas, crocodiles, etc. by open-air tram. There is also a trekking route to see the wild animals surrounded by a beautiful atmosphere on the lake's bank that is full of various trees.



Wat Phra That Doi Suthep

To get there: It is 10 kilometres from Chiang Mai. Go along Huai Kao Road, turn left into Highway No. 121 toward Amphoe Hang Dong for around 10 kilometres, then turn right and continue for 2 kilometres. Operation hours: *day time* from Mon.-Fri. between 1.00 p.m.-4.00 p.m. and Sat.-Sun. between 10.00 a.m.-4.00 p.m., *night time* daily between 6.00 p.m.-11.30 p.m. Tickets for adults are 500 baht and 300 baht for children. For more information, please contact Tel: 0 5399 9050, 0 5399 9000 or www.chiangmainightsafari.com.

Southwestern Route (Highway No. 108)

Chiang Mai Cultural Centre (ศูนย์วัฒนธรรมเชียงใหม่) at the beginning of Chiang Mai-Hang Dong road has an excellent collection of Lanna Thai art, and displays of traditional northern culture. A spectacular folk dance is performed while the typical northern dinner "Khan Tok" is served. The Khan Tok comprises Kaeng Hang Le, a gingery pork curry; the chilli-tomato-minced pork dip called Nam Phrik Ong; and the crunchy pieces of pork scratching, or Kaep Mu, for dipping into the rich gravy. Enjoyable tribal shows of Karen, Hmong, Lahu, Akha, Mien and Lisu are performed after dinner from 7.00 p.m.-10.00 p.m. For more information, contact Tel: 0 5327 4540, 0 5327 5097 or www.oldchiangmai.com

Wiang Tha Kan (เวียงท่ากาน) is an ancient city wall dated back to the Hariphunchai period, built before the advent of King Mengrai. During excavations, sandstone and earthen Buddha images including earthen amulets, brown jars with bones and Chinese porcelains from the Yuan Dynasty (1280-1368) were found in the area of Tha Kan village. The best preserved of the ruins are the pagoda and the foundations of the vihar, constructed from bricks and laterite. Wiang Tha Kan is located about 34 kilometres to the south of Chiang Mai along Highway No.108.

Wat Phra That Si Chom Thong (วัดพระธาตุศรีจอมทอง) is 58 kilometres from the town in Chom Thong district and dated from the mid-1400s. The temple houses a collection of bronze Buddha images, and the secondary

chapel contains a holy Buddha relic.

Ban Roi An Phan Yang (บ้าน ร้อย อัน ร้อย อย่าง)

This creative handicraft is the exhibition center of antiques and woodcarving masterpieces for those who love the beauty of art. The place where rare and fine art are collected to be the everlasting priceless heritage of Lanna. Open daily 8.30 a.m.-16.30 p.m. For more information, call 0 5335 5819, 0 5382 2649, 0 5382 2664

Wat Phra That Doi Noi (วัดพระธาตุดอยน้อย) is in Tambon Doi Lo, Amphoe Chom Thong along Highway No.108 between Km. 43-44. The temple was built by Queen Jamathewi in 658 AD. During excavations, numerous marble Buddha images, Buddha image containers, and a chapel were discovered. The hilltop temple allows visitors to glance the scenic beauty of the Mae Ping River and surrounding hills and valleys. The temple is approachable on foot by climbing 241 steps.

Doi Inthanon National Park (อุทยานแห่งชาติดอยอินทนนท์) is Thailand's highest mountain, 2,599 metres above sea level. Doi Inthanon is a part of the Himalayas, which ranges across Nepal, Bhutan, Myanmar, and ends at Northern Thailand. Complex mountain ranges and a mild climate characterise an area with a moist and dense summit forest. Doi Inthanon is very interesting for ornithologists. Summit forest is the source of important tributaries of the Mae Ping River. Meo and Karen hilltribes inhabit the park.

Visiting Doi Inthanon is possible throughout the year. The best period for viewing waterfalls is May through November. The best period for viewing wild flowers is December through February. The best period for ornithologists is November through March.

Getting there: Travel 58 kilometres west of Chiang Mai via Highway No. 108 to Chom Thong, then turn right into Highway No. 1009 and continue a further distance of 48 kilometres along Highway No. 1009 to the summit. A good asphalt road takes visitors up but is rather steep, thus the vehicle must be in a good condition. Visitors could pay for the entrance fee at Km. 8.

Doi Inthanon can be reached by a local truck



Ban Rot An Phan Yang

(Song Thaeo) from Phra That Chom Thong or Mae Klang Waterfall. The Song Thaeo runs to Doi Inthanon National Park Office (Km. 31) and neighbouring villages. A chartered Song Thaeo costing around 800 baht can make stops at other attractions around the area.

Accommodation, restaurants, and camping sites are available at the park headquarters at Km. 31. Tel: 0 5335 5728, Bangkok Tel: 0 2562 0760 or www.dnp.go.th

Attractions in Doi Inthanon National Park

Namtok Mae Ya (น้ำตกแม่ยะ) is one of the most beautiful cascades in Chiang Mai. Water flows from a 280-metre steep cliff onto different rock formations in a lower basin like drapes. The well-managed waterfall is teeming with verdant forests and is best for recreation. It is located 1 kilometre from Highway No. 1009 junction, turn left for 14 kilometres and then take a 200-metre walk.

Namtok Mae Klang (น้ำตกแม่กลาง) is a 100-metre one-level waterfall located 8 kilometres from Highway No. 1009 junction and turn left onto an asphalt road for 500 metres.

Tham Bori Chinda (ถ้ำบริจินดา) is a large cave located near Namtok Mae Klang at Km. 8.5 of Highway No. 1009. The road sign to Tham Bori Chinda will be seen at the junction on the right. The deep cave has stalactite and stalagmite formations, Buddha images and a rocky stream. The surface of the water glitters like diamonds flake when light reflects the stream. Sunlight in the cave allows visitors to see the entire cave.

The Tourist Centre (ศูนย์บริการนักท่องเที่ยว) at Km. 9 has exhibits on nature and animals that inhabit the area.

Namtok Wachirathan (น้ำตกวชิรธาร) is a large waterfall which plummets over the edge of a high cliff into a deep pool below. When there is a large amount of water, there are large splashes in the basin, creating a cool and refreshing environment. The delightful ambience can be felt by walking on a slippery bridge that leads to the waterfall. To get there, turn right off Highway No.1009 at Km. 21, then follow the signpost to the waterfall a further 350 metres on foot. At Km.20 a new road is built to reduce the walk to the waterfall.

Namtok Siriphum (น้ำตกสิริภูมิ) is a splendid waterfall that falls from a steep cliff in two lines and can be seen en route to Doi Inthanon. The attractive waterfall is located at Km. 31 of Highway No. 1009, take a right turn for 2 kilometres and is approachable only on foot from the base of the waterfall.

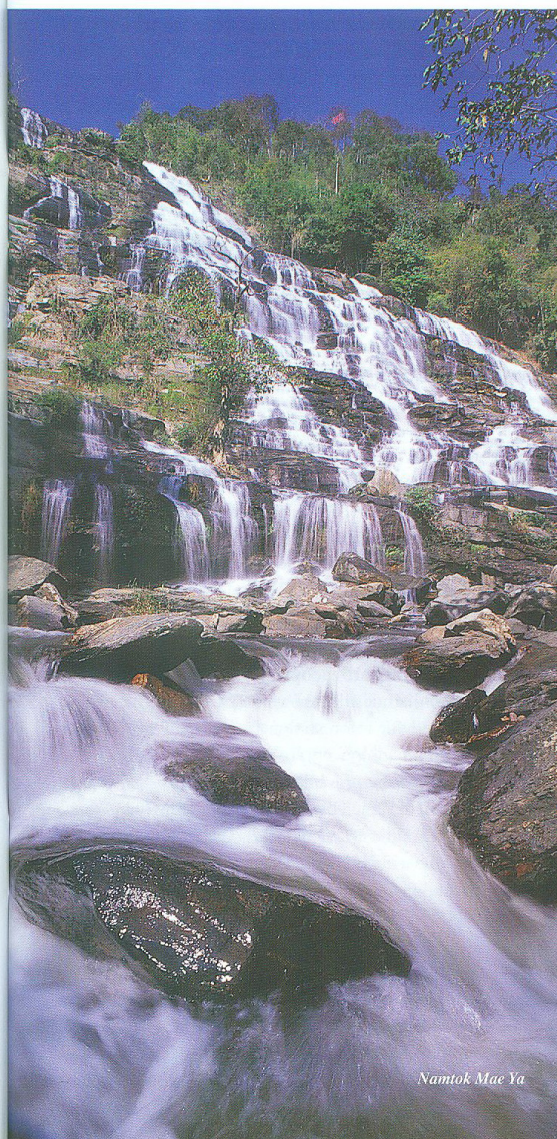
Doi Inthanon Royal Project (โครงการหลวงดอยอินทนนท์) is in Khun Klang village close to the park headquarters. The project was initiated in 1979 to help the hill tribes to cultivate cash crops other than opium and train them on modern agricultural practices. Most produces are temperate zone plants. Flower plantations, a plant breeding research lab and flower plantations of hill tribes (Hmong) are open to visitors.

Phra Mahathat Napha Methanidon and Phra Mahathat Naphaphon Phumisiri (พระมหาธาตุพนมเมธาธิบดีและพระมหาธาตุพนมสิริ), twin pagodas located at Km. 41.5, were built to commemorate the fifth cycle birthdays of King Bhumibol Adulyadej and Queen Sirikit. Both pagodas share the similar bases as well as a two-level walking path that surrounds them. The pagodas enshrine Lord Buddha's ashes and Buddha images, and overlook the magnificent scenery of Doi Inthanon.

Doi Inthanon Peak (ยอดดอยอินทนนท์) has a cool climate all year round. The Air Force Radar Station and King Inthawichayanon's stupa located on the mountaintop. King Inthawichayanon, the last king of Chiang Mai, was concerned about the importance of forests and wanted to preserve the forests for future generations. He was so familiar with Doi Inthanon that he asked that part of his ashes be kept here.

The Tourist Information Centre, near the top of Doi Inthanon, exhibits a chronological background of the mountain, including its geography, biology, forests, and animals.

Namtok Mae Pan (น้ำตกแม่ปาน) is the longest waterfall in Chiang Mai, which flows from a 100-metre cliff. Its charm can be enjoyed by standing some distance from the falls. From afar, the white water and the green forests around the falls make a beautiful picture. From



Namtok Mae Ya

Km. 38 of Highway No. 1009, drive along the Doi Inthanon-Mae Chaem road (Highway No. 1192) for 6 kilometres and a sign to the waterfall will be seen, then drive on an unpaved road for 9 kilometres. The lovely waterfall can be reached by a ten-minute walk from a parking lot. In the rainy season, the road to Namtok Mae Phan is in a poor condition; only a four-wheel vehicle could make the journey.

Namtok Huai Sai Lueang (น้ำตกห้วยทรายเหลือง) is beyond Namtok Mae Pan, about 21 kilometres from Doi Inthanon-Mae Chaem Road. Turn left to an unpaved road where only a four-wheel vehicle could make a trip in the rainy season. The medium-size cascade has water all year round and flows from a cliff to each level.

Natural Study trek on Doi Inthanon

Kiu Mae Pan (กิ่วแม่ปาน) starts from Km. 42. This short trail, winding through pristine forest for about 2.5 kilometres, a 3-hour walk, allows the hiker to experience the natural beauty of the forest at first hand. The Rhododendrons, commonly found in the Himalayas, are found along the trail and they are in full bloom during December-February.

Trekkers on this route should seek permission from the park headquarters at Km. 31 for safety reasons. A group of not more than 15 people is recommended. Food consumption is not allowed while trekking. This nature trail is closed for reforestation from June 1 to October 30 annually.

Ang Ka Luang Nature Trail (อ่างกาหลวง) was surveyed and designed by Mr. Michael MacMillan Walls, a Canadian volunteer biologist who devoted to his work and died from a heart attack on this mountain. This trail is 360 metres long, passing through wet and cold areas in a lush valley. Forest above 2,000 metres is covered with lichens and wild orchids. Indigenous plants that needs a high level of nutrition, organic deposits, and rare species of birds are seen along the trail.

There are more nature trails on Doi Inthanon, each providing different views of the diversity of plants, reforestation, the importance of tributaries, the origin of

caves, hilltribe agriculture, and birdwatching. Walking trails range from 1 to 8 kilometres. Each trip needs approval from the Chief of the National Park and a trekking leader is needed. The service is obtained at the Park Office at Km. 31.

Birdwatching on Doi Inthanon

Inthanon Birdwatching Information Centre (Uncle Daeng's Shop) is located at Km. 31. This is a bird information exchange centre among birdwatchers, nature students and the general public. The information details the habitat and food of birds and animals living on Doi Inthanon. The aim is to pass on this knowledge to the next generation. It also provides the Doi Inthanon Birdwatching Diary, bird sketches by various bird watching experts, birdwatching trails, bird pictures, and slides.

Winter is the best time for birdwatching when indigenous and migrant birds are found including Eurasian Woodcock, White Wagtail, Grey Wagtail, Yellow Wagtail, Citrine Wagtail, Forest Wagtail, Chestnut Thrush, Scarlet Finch, Little Bunting, and Crested Bunting.

Traditional Cotton Woven Village (หมู่บ้านทอผ้าจีนตีนจก) is located 3 kilometres from Mae Chaem District Office in Tambon Tha Pha. The weaving of northern unique style Sarong is made in this tambon. Around 150 households produce this distinctive cotton. Nowadays, the unique weaving style fabric is in a great demand because of its striking colour and indigenous style. It can be purchased at a low cost for a token of souvenir.

Getting there: Take Chom Thong-Mae Chaem line local truck (Song Thaeo) from Amphoe Chom Thong Market at Wat Phra That Si Chom Thong and terminates at Mae Chaem Hospital. Operating time: 9.00 a.m.-5.00 p.m.

Wat Phutha Oen (วัดพุทธเอิ้น) is located in Tambon Chang Khoeng, Amphoe Mae Chaem. According to a legend, this temple was built in an early Ratanakosin period or dating from more than 200 years. One of the most interesting historical attractions in this temple

compound is the Water Chapel. The Chapel is surrounded by water battlement instead of the ordinary cement battlements. The viham is located behind this water chapel and houses artistic mural painting, but its colour has been faded over time.

Ban Rai Phai Ngam (บ้านไร่ไผ่งาม) is renowned for its high quality traditional cotton woven. The village is located between km.69 to 70 along Chiang Mai-Hot route, turn left for 1 kilometre to the village. The bamboo shadow along the entrance to this village makes pleasant environment. Presently, villagers who were trained on the natural dyed cotton by the late National Artist, Pa (Aunt) Sang Da Bansit exhibit their artistic cotton woven at her house, which is located beside Mae Ping River. The house has been transformed to a museum show traditional local life style including the works of the founder. For more information, contact Tel: 0 5336 1231, Fax: 0 5336 1230 and Mueang Chiang Mai office Tel: 0 5327 3625.

Op Luang National Park (อุทยานแห่งชาติออบหลวง) is an amazing natural attraction comprising both splendid natural charms as well as mysterious scenery. A zigzagging river flows in front of a picturesque gorge. The area is a high, steep cliff with a narrow passage, creating strong currents and powerful echoes. An area in the north of this stream is teeming with various kinds of plants that provide a pleasant ambience all year round. Magnificent views of Op Luang National Park can be seen from the bridge that links with the gorge. An interesting prehistoric archaeological site is also located in the park.

Getting there: The Op Luang National Park is located 105 kilometres from Chiang Mai town along Highway No. 108 (Chiang Mai-Hot-Mae Saring) at Km.17 on your right. The road stretches alongside the Mae Chaem River and zigzags along mountain ranges. Bus from Chiang Mai town starts from Chiang Mai Gate, catch Chiang Mai-Hot-Omkoi route. Or from Amphoe Hot, there are 3 lines of buses: Hot-Mae Saring, Hot-Mae Chaem, Hot-Omkoi from the Hot roundabout. All of them stop at Op Luang National Park.

Bo Kaeo Botanic Research Station (สถานีวนวัฒนวิจัยบ่อแก้ว) is a station that plants pine and eucalyptus on an area of 828 acres. It has a cool and moist climate throughout the year.

Mae Tho National Park (อุทยานแห่งชาติแม่ท้อ) is 160 kilometres from Chiang Mai town. Drive along the Hot-Mae Saring road and en route to Mae Tho for 16 kilometres at Km. 55, drive onto asphalt and unpaved roads which are steep and curved. Only vehicles in good condition are recommended. The Mae Tho National Park Office overlooks Karen highland paddy fields that resemble a flowing stream. The picturesque green paddy fields are most splendid in the rainy season. On a clear day, the peak of Doi Inthanon can be seen from here. The area is cool and foggy in the morning throughout the year. Camping and trekking are also possible.

Doi Tao Lake (ทะเลสาบต๋อยเต่า) is located 133 kilometres from Chiang Mai town along the Chiang Mai-Hot-Doi Tao route. The large reservoir with lush green trees is situated beyond the Bhumibol Dam in Tak province. It was used for agriculture and fishery irrigation. This great body of water offers many recreational opportunities during the rainy and cool seasons, from July to December. Rafting lodge prices range from 1,000 to 1,500 baht. Cruise services to Bhumibol Dam is available during this period.

Hang Dong-Samoeng Route (Highway No. 1269 off Highway No.108)

Huai Phak Phai Royal Project (โครงการหลวงห้วยผักไผ่) is at Ban Mae Ha, Tambon Ban Pong, Amphoe Hang Dong along the Samoeng-Hang Dong route. It is some 300 metres from Km. 17. From Chiang Mai, it can be reached via 2 routes: Chiang Mai-Mae Rim-Samoeng-Hang Dong route which is 32 kilometres and Chiang Mai-Hang Dong-Samoeng route that is 43 kilometres. The project is responsible for collecting, researching, and breeding roses. One of the highlighted attractions in this project is the Royal Rose Garden, which covers an area of 8.4 acres. Roses have been planted along

mountain ranges. This is where various kinds of roses are found. The best time to visit is from October to February.

A number of pretty resorts that are decorated with highland flowers are located along Hang Dong-Samoeng route. See the accommodation list for details.

Northern Route (Highway No. 107, Chiang Mai-Fang)

Tribal Museum (พิพิธภัณฑ์ชาวเขา) is in King Rama IX Lanna Garden on Chotana Road. This is an ethnology museum featuring the indigenous culture of 9 hilltribes including Karen (Kariang), Hmong (Meo), Mien (Yao), Lisu (Liso), Akha (Iko), Lahu (Musoe), Lau, Thin, and Khamu including the minority tribe of Malabri. Each tribe possesses unique identity and culture. The museum exhibits ways of life, culture, beliefs, and local wisdom of those tribes, which have been intellectually conveyed through artistic objects displayed in the museum. It is open daily to the public from 9.00 a.m.-4.00 p.m. For more information, contact Tel: 0 5321 0872.

Tham Chiang Dao (ถ้ำเชียงดาว) is a charming cave located in Amphoe Chiang Dao. It is situated 72 kilometres from Chiang Mai town, turn left at the entrance route and proceed for 5 kilometres on an asphalt road. Convenient parking is available. Climb a staircase with a zinc roof to reach the cave. The lovely cave greets visitors with various kinds of fish in a stream in front of the cave. Touring in and around Tham Chiang Dao with a local guide is possible by contacting local guides in front of the cave. A service fee is charged.

Doi Luang Chiang Dao (ดอยหลวงเชียงดาว) is a limestone mountain in the Chiang Dao Wildlife Reserve area, Amphoe Chiang Dao. This cone-shaped mountain is 2,195 metres from sea level, which makes it the third highest mountain in Thailand after Doi Inthanon and Doi Pha Hom Pok. Narrow plains on top of the mountain overlook spectacular views that include a sea of fog on the Amphoe Chiang Dao side, Doi Sam Phi Nong, the Chiang Dao mountain range, and the far end of Doi Inthanon. The peak is cool and windy. It is full of rare

highland flowers, birds, and butterflies. Visiting Doi Chiang Dao needs an approval letter from the Director of Wildlife Reserve Division, Royal Forest Department. It must be arranged at least 2 weeks before travelling. Call 0 2561 2947 for more information.

Getting there: The peak is accessible on foot. At Chiang Dao cave, guides, porters, and chartered transfers to the starting point of the trail are available. Rented local truck costs around 900 baht and, a porter is 400 baht per person. There are no tourist facilities on Chiang Dao Mountain. Visitors must bring their own sleeping bags, food, and water.

Descending the mountain is possible on the trail near Ban Tham, which is located near Chiang Dao cave. The trail is rather steep; nevertheless, it could shorten the walking distance upon descending. It is quite difficult to climb up.

Huai Luk Royal Project (โครงการหลวงห้วยลึก) is located along the Chiang Mai-Fang route. Take a right turn at Km. 95 for around 500 metres. The project provides farming area to Hmong, Karen and lowland farmers. It promotes, researches, and plants flowers, fruits, and vegetables for farmers. Products of this project range from vegetables and flowers such as cantaloupe, chrysanthemum, peacock flower to fruits like guava and pomegranate. The best time to visit is during November to March as agricultural products are plentiful.

Wat Tham Tap Tao (วัดถ้ำตมเต่า) is in Amphoe Chai Prakan on the Chiang Mai-Fang route. Take a left turn at an intersection for 3 kilometres. The temple is situated between Km.120 and Km.121. The peaceful temple compound comprises a mid-pond scripture hall and Tap Tao cave, which is the beauty highlight. The cave is somewhat smaller than Chiang Dao cave, but it offers the unique charm of Buddha images inside.

Doi Ang Khang (ดอยอ่างขาง) is on Highway No. 107 (Chiang Mai-Fang). Turn left at an intersection around Km. 137 (at Mae Kha Market) and proceed to Doi Ang Khang for a further distance of 25 kilometres. It is a steep zigzagging asphalt road. Therefore, only vehicles

in good condition and experienced drivers can make the trip. The local truck (Song Thaeo) from Mae Kha Market offers chartered service to the splendid mountain. The area has a cool climate all year round, particularly from December to January, when much of the area is frosty. During that period, visitors should be prepared to cope with cold weather. Accommodation is available.

Attractions on Doi Ang Khang

Ang Khang Royal Agricultural Station (สถานีเกษตรหลวงอ่างขาง) is a demonstration site for planting and researching flowering plants, temperate fruit trees, vegetables and other crop under the patronage of His Majesty King Bhumibol Adulyadej.

Bonsai Garden (สวนบอนไซ) is located in front of the station. The garden comprises temperate and winter plants of Thailand and overseas, all of which are decorated, cut and planted with the Bonsai technique. Touring around Bonsai garden, visitors can also see herbal plantations. The best time to visit is from November to January.

Mu Ban Khum (หมู่บ้านคุ้ม) is a village located near the Royal Agricultural Station. It is a small community comprising people of various races such as Burmese, Hwa, and Thai Yai. They settled in the area and run souvenir shops and restaurants.

Klu Lom Viewpoint (จุดชมวิวกิ่วลม) is a scenic spot to watch sunrise and sunset including a sea of clouds. It overlooks the delightful ambience of the mountains. On a clear day, the Ang Khang Royal Agricultural Station can be seen from here.

Mu Ban No Lae (หมู่บ้านนอละ) is on the Thai-Burmese border. The people of No Lae migrated from Myanmar about 15 years ago. They speak their own language and are Buddhists. On every Buddhist day, they stay home to practice the Buddhist precepts. No Lae village offers a magnificent view of natural scenery of the Thai-Burmese border.

Mu Ban Khop Dong (หมู่บ้านขอบด้ง) is home to Musoes. The tribe believe in ghosts and spirits and still hold on to simple ways of life. The Royal Project has

supported this village in promoting agriculture and handicrafts. The Young Local Guide project is underway to guide visitors on the local lifestyle and beliefs, as well as to create a non-migration awareness in local youths.

Mu Ban Luang (หมู่บ้านหลวง) comprises of Yunnan Chinese who migrated here during World War II. They earn a living from agriculture.

Activities on Doi Ang Khang are varied. Presently, Ang Khang Natural Resort offers the following activities:

- Natural Study Trek, a 2-kilometre trek showing small but beautiful waterfalls and Rhododendron.
- Mountain biking: Ban Khum-No Lae, Ban Luang-Ban Pha Daeng.
- Birdwatching - More than 1,000 species of birds can be seen. The best spots are Mae Phoe forest station and around Ang Khang Natural Resort.
- Mule riding - This is best done by sitting facing sideways because the wide saddle will not allow a horseback-riding style. Booking must be done at least one day in advance with the resort as mules are normally used to carry agricultural produces.

Fang Hot Springs (บ่อน้ำร้อนฝาง) is at Ban Pin, which is 8 kilometres northwest of Fang. The 50 hot springs originate from simmering granite with temperatures from 90 to 100 degrees Celsius. The largest spring one spews out consistent steam with a strong scent of sulphur.

Tha Ton (ท่าตอน) is a village in Amphoe Mae Ai where the Kok River flows to Chiang Rai town. The lifestyle of the locals living along the river as well as hilltribal villages can be seen during the river trip. Long-tail boat departs Tha Ton daily at 12.30 p.m., reaching Chiang Rai around 5.00 p.m. Travelling by bamboo raft takes 3 days. Activities which are available such as rafting to hot springs, visiting Lahu (Musoe) village and elephant riding around the village are available.

Wat Tha Ton (วัดท่าตอน) occupies an area of more than 160 acres and spreads over several rolling hills. The temple is situated on the bank of the Mae Kok river and offers beautiful scenery. The temple also houses a

school for monks, novices, and youths as well as a drug rehabilitation centre and a hilltribe support unit.

**Mae Rim-Samoeng route
(Highway No. 1096 off Highway No. 107)**

Orchid and Butterfly Farms (สวนกล้วยไม้และสวนผีเสื้อ) are along the route. Visitors can enjoy exotic year-round blooms. These farms also have special butterfly enclosures where tropical species can be seen in a natural environment. Sai Nam Phung Farm, located 2 kilometres along the Mae Rim-Samoeng route, and turn left for 1 kilometre. For more information, contact Tel: 0 5329 7152, 0 5329 8771-2. Mountain Orchid is situated opposite Sai Nam Phung Farm, contact Tel: 0 5329 7343 for more information. Mae Ram Orchid is located around km. 5.5. For more information, contact Tel: 0 5329 8801-2.

Mae Sa Snake Farm (ฟาร์มงูเห่า) is around Km. 3 along the Mae Rim-Samoeng route. It is home to various kinds of snakes of Thailand and conducts snake breeding. It features daily snake shows. Each show takes around 30 minutes. For more information, contact Tel: 0 5386 0719.

Mae Sa Waterfall (น้ำตกแม่สา) is at Km. 7, then take an access road on the left. The famous 8-tiered waterfall in Amphoe Mae Rim occupies a natural setting among towering trees, covered with a lovely breeze all year round. It is best for recreation for both the locals and visitors.

Queen Sirikit Botanical Garden (สวนพฤกษศาสตร์สมเด็จพระนางเจ้าสิริกิติ์) covers a mountainous area of 560 acres. It is located around Km. 12 along the Mae Rim-Samoeng route. This international botanical garden was established to honor Queen Sirikit in 1992. It has a fine collection of Thai and foreign plants. The garden is set up to exhibit plants according to species and climate. Visitors can drive around the area. Places to see include the Tourist Information Centre, the Thai Orchid Breeding Centre, Herbs Museum and Research Centre. The garden offers 3 walking trails:

1) Rock Garden-Thai Orchid Nursery, takes around 30-60 minutes on foot;



Orchid and Butterfly Farms

2) Arboreta (plant study trail), showing more than 10 species of plants including banana, palm, fern, and ginger. This trail takes around 45-60 minutes;

3) Climb takes around 1-2 hours to climb the mountain.

It is open daily to the public from 8.30 a.m.-4.00 p.m. For more information, contact Tel: 0 5329 8171-5 ext. 4736, 4739 Fax: 0 5329 9754

Ban Hmong Mae Sa Mai (บ้านม้งแม่สาใหม่) is a Hmong village where unchanged traditions and ways of life can be seen. It can be reached by taking a left turn at Km.12 for 7 kilometres on a steep dirt road. Only four-wheel vehicles in good condition can make the trip.

Along the route, there are several pretty resorts decorated with flowers, which are open to visitors.

**Mae Malai-Pai route
(Highway No. 1095 off Highway No. 107)**

Pong Duat Pa Pae (โป่งเดือดป่าแป๋) is located in Amphoe Mae Taeng, some 40 kilometres from Chiang Mai town. The hot spring spurts out steam 4 metres above ground and is situated amid a forest that has a strong

sulphuric scent. To get there, drive on Mae Malai-Pai Road, at Km. 42 then turn right for 6.5 kilometres.

Namtok Mok Fa (น้ำตกหมอกฟ้า) is a one-level cascade located on the Mae Malai-Pai road. Take a left turn at Km. 20 onto a dirt road for 2 kilometers. It is teeming with lush green trees and full of water all year round. The delightful ambience of the waterfall makes it an ideal place for recreation.

Huai Nam Dang National Park (อุทยานแห่งชาติห้วยน้ำดัง) covers an area of 180 square kilometres of Amphoe Mae Taeng, Chiang Mai and Amphoe Pai, Mae Hong Son. Most of the areas are ranged highlands. The mountain has a verdant forest, which is the source of tributaries and various streams. Attractions include:

Huai Nam Dang Viewpoint or Doi Kiu Lom (จุดชมวิวห้วยน้ำดัง หรือ ดอยกิ่วลม) overlooks Doi Chiang Dao and is a superb spot to see sunrise amid cloudy valleys in the early morning. To get there, drive along Mae Malai-Pai Road to between Km. 65-66, and then take a 6-kilometre access road to the park office.

Doi Chang Viewpoint (จุดชมวิวดอยช้าง) is located 20 kilometres beyond the Huai Nam Dang Viewpoint. Only a four-wheel vehicle can make the trip. The scenic views of natural mountain ranges and early morning sea

Huai Nam Dang National Park



of cloud can be seen from here.

Camping is possible, visitors must bring their own tents and food. For more information, Tel: 0 5324 8491, 0 5322 9636, 0 2562 0760 or www.dnp.go.th. Nearby attractions in Mae Hong Son province such as Pong Nam Ron Tha Pai (hot spring) and Namtok Mae Yen (waterfall) are worth visiting.

Mueang Ngai-Wiang Haeng Route (Highway No. 1322 off Highway No. 107)

King Naresuan Stupa (พระสถูปเจดีย์สมเด็จพระนเรศวรมหาราชานุสรณ์) is located at Mueang Ngai Village. The locals built the stupa to mark the stay of King Naresuan the Great before he led his troop to invade Angwa in Myanmar in 1604.

Amphoe Wiang Haeng (อำเภอเวียงแหง), a district that borders to Myanmar. The area is home to various groups of northern Thais including hilltribes, Shan (Thai Yai), and Haw. Each possesses indigenous traditional ways of life and is mainly engaged in farming. Villagers lead a simple life. It can be reached via a winding road that runs through various mountains. At present, an asphalt road is available as a means to open the district to the outside world. Attractions in Amphoe Wiang Haeng are as followings;

Phra Borom That Saen Hai (พระบรมธาตุแสนไห) in Amphoe Wiang Haeng dates from the early Buddhist times and was renovated in 1914. The pagoda is an architectural blend of Myanmar and Lanna Thai styles. It is believed that King Naresuan rested here and built a pool at the foot of the hill for his troops.

Wat Fa Wiang In (วัดฟ้าเวียงอินทร์) is a temple of Shan architecture located in Ban Lak Taeng right on the Thai-Myanmar border. In the past, Khun Sa, a drug warlord, once governed the area, but after he surrendered to the Myanmar government, the temple was divided into 2 parts. A golden pagoda is located on the Thai side, while the chapel's red roof can be clearly seen on the Myanmar side.

Ban Piang Luang (บ้านปึงหลวง), located on the Thai-Myanmar border, is a temporary checkpoint where border trading operated by people of the two nations can be seen. Villagers living in the area are of Haw and Shan descents. The Haw migrated from China during Chiang Kai Shek period. They still preserve their traditional lifestyle and study Chinese every evening with support from the Taiwanese government.

Getting to Wiang Haeng: Drive on Highway No.107, take a left turn at Mueang Ngai to Highway No. 1322 for 72 kilometres or get on a Wiang Haeng-Piang Luang local truck (Song Thaeo) from Chiang Mai. The truck leaves Chang Phueak Road, Chaing Mai at 8.00 a.m., 12.00 p.m. and 3.00 p.m. and from Wiang Haeng Market at 7.00 a.m., 8.00 a.m., and 3.00 p.m. The trip takes 4 hours.

Northeastern Route (Highway No.1001, Chiang Mai-Phrao)

Si Lanna National Park (อุทยานแห่งชาติศรีลานนา) is full of wildlife and verdant forests, which are the source of various tributaries of the Mae Ping River. The park covers a mountainous area of 260,800 acres in Phrao, Mae Taeng, and Chiang Dao districts. For more information, please call 0 2562 0760 or www.dnp.go.th

Attractions in Si Lanna National Park

Mon Hin Lai Waterfall (น้ำตกม่อนหินไหล), the 9-tiered waterfall is located in Mae Ngat Forest, Amphoe Phrao. It is full of water all year round and falls straight down off a mountain. The unique cascade has many outstanding tiers. The top tier, in particular, is an ideal viewpoint to observe the splendid landscape of Phrao district. *To get there*, drive on the Chiang Mai-Phrao road for 85 kilometres, turn left for 4 kilometres onto a dirt road. Only four-wheel vehicles can make the trip.

Mae Ngat Sombun Chon Dam (เขื่อนแม่งัดสมบูรณ์ชล) is located at Km. 41 on the Chiang Mai-Fang route and then turn right for 11 kilometres. The area has a very

scenic forest. Privately-run rafts and restaurants are available throughout the year.

Other interesting sites in the area include Huai Mae Rangong Waterfall, Huai Pa Phlu Waterfall, Pha Daeng Cave, and Doi Mae Wa Hang Natural Study Trail (it is located around 4 kilometres from the National Park office).

Getting to the park office: Drive along Highway No. 107 (Chiang Mai-Fang route), and then turn right to Sombun Chon Reservoir for 12 kilometres (on the way, there are stalls selling scented lime). No accommodation is available, but camping can be done at Huai Kum camping area, which is located near the So Ro 6 Conservation Unit, Huai Kum around Km. 260 along Chiang Mai-Fang route.

Eastern Route (Highway No. 118 and 1006)

San Kamphaeng (สันกำแพง), located 13 kilometres east of Chiang Mai town, is famous for silk and a cotton-weaving village. Most of the visitors to Chiang Mai visit San Kamphaeng for souvenirs that are high quality but inexpensive. The village showcases a weaving factory as well as a weaving process. On the way from Chiang Mai to San Kamphaeng, there are factories and souvenir shops that sell woodcarving, silverware, earthenware, lacquerware, and cotton fabrics.

San Kamphaeng Hot Springs (บ่อน้ำพุร้อน) are located 36 kilometres from town amid natural surroundings of trees and verdant hills. The water has a high sulphur content and possesses curative and restorative properties. Accommodation, a swimming pool, dining facilities and segregated mineral water bathing rooms are available. Nearby is Roong Arun Hot Spring Resort which offers bungalows, mineral baths and a sumptuous park setting. Public transport operates from Chang Phuak bus terminal, get off at San Kamphaeng, and then ride a chartered local truck (Song Thaeo).

VITAE

VITAE

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