

Persuasive Linguistic Features Used in the Consequence of Setting in Tourism Brochures Produced by a Tourism Organization in Thailand

Benjamas Phongphon
Saiwaroon Chumpavan
U-maporn Kardkarnklai

Abstract

This study was conducted to investigate what linguistic features were used in English tourism brochures published by a tourism organization in Thailand. Linguistic features were analyzed using Leech (1966) and Yui Ling Ip (2008). The linguistic features analyzed were: (a) imperative, (b) modal verb, (c) quality adjective, (d) descriptive word, (e) noun phrase, (f) pronoun, and (g) verb. The linguistic features were analyzed in the consequence of setting by Hassan, Habil, and Nasir (2008). The characteristic of the consequence of setting is divided into sections including (a) enticement, (b) descriptive place, (c) highlight shopping, (d) extra activity and entertainment, and (e) transportation. Findings from the analysis of linguistic features revealed that each section uses different linguistic features depending on the intention of the tourism brochure.

The following linguistic features found in tourism brochure. Firstly, in the section of enticement, it was revealed that noun phrases with pre modifier were most frequently used to provide positive details and to evoke emotion in limited space. Also, pronouns were found to replace the repetition of attractions in order to avoid long sentences. Secondly, the findings in the section of descriptive places showed that a noun phrase with a post modifier is used the most to provide information in the body of each section in tourism brochures. It can be observed that using persuasive language, such as quality adjectives and a choice of descriptive words were used to attract the attraction of tourists whereas various verbs were used to show the offerings available from tourist attraction. Thirdly, in the section of shopping highlights, noun phrases translated from proper nouns referring to the name of a product or a shopping area are used most frequently. The choice of descriptive words is used to describe the characteristics of these local products and providing information such as telephone numbers that can be used to offer necessary information to tourists. Forth, in the section of extra activities and entertainment, noun phrase translated from the proper noun are employed the most to represent the name of activities. The quality adjectives and imperative words are used to grab the attraction of tourists. Various verbs are found to describe the characteristic of activities and entertainment. Lastly, in the section of transportation, the imperative is used the most in order to provide directions. Noun phrase with proper noun is used to employ the names of attractions, streets, and provinces. Verbs are employed to describe the directions that usually accompany with the pronoun 'you'. It can be observed that there are few descriptive words in this section.

Keywords : Genre, Linguistic features, the Consequence of Setting, Tourism brochure,

Introduction

The tourism industry is one of the most important sectors of the Thai economy. The number of foreign tourists increased in 2015 by 23.54% from the previous year (The Minister of Tourism and Sport, 2015). Most foreign tourists in Thailand come from China, Malaysia, South Korea, Japan, Russia, Germany, England, Laos, France, and India.

The Pacific Asia Travel Association (PATA) conducted a research survey with 5,000 tourists coming from different countries and found that the factors that make Thailand one of the most popular destinations include (a) beautiful beaches, (b) traditional Thai culture and cuisine, and (c) the friendliness and hospitality of Thai people. In order to welcome the many foreign tourists, tourism organizations have to cooperate with other businesses such as hotels, restaurants, resorts, and airlines. The increase in the number of foreign tourists is a huge source of profit and also plays a primary role in the creation of jobs and income. Therefore, tourism organizations need to produce materials to give information about attractions, accommodations, and services for tourists.

Language offers different modes of giving information, and has become an important instrument in providing tourism information. Language conveys messages through techniques such as complaints and refusals, and employs various means of capturing readers' attention. Advertisements lead tourists to appreciate the interest in a given tourist attraction, or to make them curious. The language of a tourism brochure reflects the experience of the brochure's writer, who must express the unique characteristics of each culture in a way that captures tourists' attention.

Objectives of the Study

The main purpose of this study is to investigate linguistic features used as strategies of persuasion and the consequence of setting used by brochure writers to describe tourist attractions in brochures produced by a target organization in Thailand. The aim of investigating linguistic features and the consequence of setting is to improve the effectiveness of tourist brochures in order to attract readers' attention. High quality tourist brochures will meet the needs of the target customers and may convince them to pay for products and services.

Research Question

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

Significance of the study

This study concerns the persuasive strategies in terms of linguistic features and the consequence of setting in English tourist attraction brochures. The findings of this study may be beneficial to tourists in several ways. Brochure writers can provide information in a persuasive way to help tourists make decisions. In addition, this study will be beneficial for learners in the field of tourism, and instructors may use this research as a model to make more effective teacher materials and design more successful classes for tourism students.

Scope of the Study

Print and visual task in tourism brochure.

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

In the tourism industry, print media can be an important tool to influence the opinions of the public because text is best expressed through print media (Salim, Ibrahim & Hassan, 2012). Print media can be classified into

brochures, posters, magazines, and leaflets. These types of print media are the main channel to provide information and images of tourist destinations. However, according to Wicks and Schuett (1991), the brochure is the most influential in the decision to visit a destination because brochures usually contain textual descriptions and photographs, including accommodations, activities, and attractions. These elements directly influence the decision of customers to pay for products and services. Similarly, according to Blaevi and Stoji (2006) “the physical value of an attractive brochure cannot be replaced by other forms of communication such as posters and magazines” (p. 59). Therefore, brochures are widely accepted as an integral and influential part of the decision-making process of travelers (Salim, Ibrahim, & Hassan, 2012).

Writing techniques in tourism brochure.

In order to make tourists’ decision, brochure writers use both verbal and non-verbal techniques to express their ideas and influence customers to pay for products and services. Non-verbal techniques include rich and creative composition, illustrations, typography, and color, including logos and colorful photographs to catch tourists’ attention. (Sangkham, 1995). Verbal techniques express information with the purpose of influencing tourists’ decisions. They play a vital role in advertising text, especially intangible products, and convincing text to customers (Cook, 1998). Brochure writers use text to express their intention and offer details about attractions. In general, text can give information, however it is also an instrument to convince tourists to pay for products and services.

Persuasion is a technique found in tourist brochure give details about a tourist attraction through informative and persuasive messages (Terkan, 2014). Persuasive leaflets and brochures promote a particular viewpoint or particular products. Persuasive advertising stimulates the emotions of readers, appeals to the heart, and changes the feeling level of readers. Persuasive techniques are used in travel brochures, newspapers, and magazine articles (Hurley, 2014). In tourism texts, writers usually describe their experiences to capture tourists’ attention. These techniques are not found in science reports, argumentative reports, or newspapers because non-persuasive texts appeal to the brain, sense of reason, and logic (Terkan, 2014).

Persuasive writing techniques

Persuasive Rhetorical devices.

In tourism texts, persuasive language can be found in the form of both linguistic devices and rhetorical devices (Vaicenoniene, 2006). Linguistic devices include (a) adjectives and adverbs (b) adjectives pre modifier and post modifier, (c) verbs, (d) pronouns, and (f) imperatives. Additionally, rhetorical devices are used in tourism brochures. Rhetorical device create a strong imaginative response in readers by providing artful and creative messages. Rhetorical devices can be divided into two categories: schemes and tropes.

Schemes are categorized into three vital functions including (a) repetition, (b) omission, (c) and composition. Firstly, repetition can include sounds and key words. Secondly, omission can be expressed through ellipsis and preterition. Preterition shows informal information while ellipsis expresses incomplete sentences by ending the sentence with dots. Thirdly, composition includes pun and wordplay. Puns consist in the use of the same words and sounds, but with different meanings. The use of rhyme makes wordplay more playful and memorable.

Tropes make language more persuasive by stimulating the imagination of tourists. Kinds of tropes include metaphor, personification, rhetorical function, simile, and overstatement. Firstly, metaphor emphasizes the aesthetics of key words in messages. Secondly, personification gives language a human quality to attract tourists’ attention.

Thirdly, rhetorical techniques enhance the problem solutions. Fourthly, simile, which emphasizes the advertised object, and lastly, overstatement employs adjectival and adverbial modification to create appeal.

In conclusion, linguistic and rhetorical devices can make tourism brochures more persuasive. Writers choose techniques depending on their intention. Grammatical devices can be used in order to create a positive impression and capture tourists' attention. Rhetorical devices focus on informal, playful, and artful techniques to create persuasive messages.

Persuasive Linguistic features.

Linguistic features have played an important role in creating attractive written brochures worldwide. Several experts (Emilia, Bolyai & Cantemir, 2014; Kang & Yu, 2011; Yui Ling Ip, 2008) have studied various linguistic features used in English tourist attraction brochures. Linguistic features influence the perception of readers, whether or not the communication was successful. Tourist leaflets perform two primary communicative functions: the persuasive and the informative (Sinraksa, 2009). Leech (1966) categories linguistic elements usually found in advertising into six categories, including (a) imperatives, (b) modal verbs, (c) noun phrases, (d) quality adjectives, (e) personal pronouns, (f) verbs, and (g) descriptive words added to motivate tourists (Yui Ling Ip, 2008).

1. Imperative

The imperative can be modified with other nouns in order to persuade (Hurley, 2014). The individual imperative is employed to express commands but it can be modified to persuade. The imperative as a persuasive device can be used to give directions, advice or warnings to customers. According to Leech (1966), the imperative can be used to persuade readers by making suggestions or inviting someone to do something.

2. Modal verb

Modal verbs can be used to convey possibility or obligation to tourists. In advertising, modal verbs can't capture tourists' attention because they can't express the writer's intention. Modal verbs modify phrases and clauses in order to show attraction, obligation, and regulation.

3. Noun phrase

A noun phrase is a word or group of words containing a noun and functioning in a sentence as a subject, object, or object of a preposition (Oxford learner's dictionaries p. 115). Several experts (Henry & Roseberry, 1966; Leech, 1966; Sinraksa, 2009) have stated that noun phrases are divided into pre modifier and post modifier. The characteristic of pre modifier is a descriptive adjective placed before a noun in order to attract the reader. A post modifier is a clause placed after a noun to provide more detail. Moreover, noun phrases translated from proper nouns translate the name of the attraction, person, city, or street. Loan words are also used to appeal to tourists such as Namtok Khlong Nonsi, which is situated in the north of Koh Chang. Additionally, a noun phrase translated from Thai to English can be used to translate the name of an attraction in Thai context. These usually give the name of the attraction or a personal name, for example, Elephant Island is so named because of its elephant shaped headland, and the name Turtle Island reflects the abundance of turtles there.

4. The quality adjective

Comparative adjectives show the difference between two things. Superlative adjectives suggest superior quality and exceptional features (Romanenko, 2014). These compare two nouns, adjectives, or adverbs. In tourism brochures, Leech (1966) investigated comparative and superlative adjectives, the most effective and frequent adjectives used to describe attractive places.

5. Personal pronoun

In tourism brochures, personal pronouns are used to build a good relationship between tourist organizations and customers. According to Sternkopf, as cited in Romanenko (2014), “the heavy use of the pronoun ‘you’ cannot be seen in isolation from the appellative character of adverts.” In the study of Burns (2006), writers use personal pronouns to build a relationship with readers. Other experts, for example Boonchayaanant (2003), and Iborra & Garrido (2001), also stated that the pronouns ‘you’, ‘your’, and ‘we’ are generally used in building relationships with readers. Leech (1966) stated that the personal pronoun ‘you’ and ‘your’ is a direct address to readers. It shows a warm relationship and the care from tourism organizations to readers and customers.

6. Verb

Verbs are the most important part of speech, working with adjectives and adverbs to persuade the reader through emotion and action. Without verbs, there can be no assertion or statement of fact and condition in a sentence (Opdycke, 1987). Verbs have the aspects of mood and tense. The present tense is used to present facts and information. It is vital to describe the general information and the regulations of tourist attractions. Verbs are used in the past tense in order to describe historical events and cultural details to catch tourists’ interest, for example, constructed, built, established etc. The goal is to show action and create emotion in the reader.

7. Descriptive Word

The purpose of a tourism brochure is to capture tourists’ attention, and induce them to pay for products and services. In a tourism brochure, the choice of descriptive words can create a strong sense of glamour and energy, which is highly appealing to tourists (Yui Ling IP, 2008). Similarly, Kang & Yu (2011) confirmed that the following adjectives beautiful, spectacular, famous, and natural convey positive emotions as opposed to derogatory meanings with negative emotions. Descriptive words create visual imagery to make places more attractive (Voss & Keene, 1992).

In short, language features are the most important factors in transmitting persuasive messages and creating effective tourism brochures. The appropriate linguistic features appeal to the tourists’ hearts, creating successful sentences and helping organizations achieve their communications goals.

The Consequence of Setting Used in Tourism Brochure.

According to Fairclough as cited in Hassan, Habil, and Nasir (2008), “Linguistic analysis is not cover only the traditional levels within linguistics but also analysis of textual organization above the sentence”. The consequence of setting is a common strategy found in tourist brochure. These strategies are necessary information used for persuading tourists to visit. The consequence of setting of the text exposes information of destinations presents information about the destination to the ear and the eye. (Hassan, Habil, and Nasir, 2008) This gains the attention of readers. The consequence of setting includes the following elements: (a) enticement, (b) descriptive places, (c) shopping highlights, (d) extra activities and entertainment, and (e) transportation.

1. The Section of Enticement

Enticement is located at the top of tourist brochures. It is presenting information in a way that motivates customers. Several experts (Hassan, Habil & Nasir, 2008; Mocini, 2009; Ozturk & Safak, 2010) suggest that the way to convince a customer is through a diversity of languages. They claim that enticing words create excitement in readers. Similarly, according to Mocini (2009) “the language provides the customers with the information and means for overcoming his deficiency” p. (153) For example, showing a contrast to routine activities motivates tourists to pay for products and services. For example, “Not your every day journey” or “discover paradise in the Indian

2. The Section of Descriptive places

Descriptive places may be the most important factor in motivating tourists because of the promotion of new places and various activities used as a way to convince customers. In describing destinations, brochure writers should describe new places and activities in a reasonable, realistic, and relevant way. Based on promoting new places and a variety of activities, customers will want to have for themselves the unforgettable experiences described in these brochures

3. The Section of Shopping Highlights

Shopping highlights and events are essential for the tourism organizations to consider. According to Hassan, Habil and Nasir (2008), particular words and phrases are strongly believed to entice shoppers. Interesting words and phrases, such as 'veritable shopping paradise' and 'a wide array of products and souvenirs' are effective and often used by brochure writers

4. The Section of Extra Activity and Entertainment

Exciting choices of extra activities and entertainment are potential means to persuade tourists to pay for products. The extra activities should include cultural performances, eco-adventures, environmental trips, and recreational activities of which tourists are unaware. Adding exciting choices of activities and entertainment will entice more tourists to visit. Brief information on each activity and interesting photographs can build them up emotionally and motivate them to visit.

5. The Section of Transportation

This sections includes transportation details of how to get to destinations or nearby attractions, because tourists are not familiar with the country they are visiting. Here readers can get information and direction about transportation (Proborini, 2013).

Linguistic features analyzed in the section of consequence of setting because they are a priority for tourist brochures which customers use to find attraction. Persuasive language can have effective outcomes and convince tourists to pay for products and services. It is hard to convince tourists to be interested in tourist attractions or get them to spend money simply through a brochure. Therefore, it is more interesting to explore how tourists can be persuaded by using effective language. The purpose of writing persuasive brochures is to gain more income, increase the national revenue, correct errors and misunderstanding, and put the tourism organization in a positive and credible light. Moreover, Thai tourism brochures use a unique style of persuasive language.

Research Methodology

Selection of the company.

The data was collected from a tourism organization in Thailand. There are three major reasons why the target organization was selected. Firstly, the target company is accepted by Thai and foreign customers as providing tourism information. This tourism organization is very popular because there are many tourists from around the world, including Europe, the Middle East, and the Asia- Pacific region, who use this tourism service, and it has more English brochures than any other organization in Thailand. Secondly, the target company has a department of advertising and public relations that produces tourism information for foreign tourists. The target organization provides attraction information for both native and non-native English-speaking tourists. Thirdly, all 25 selected tourism brochures were published in English.

Data collection.

Tourism brochures from the target company in Thailand from the years 2012-2016 provided the data of this study. 25 English tourism brochures in the top five regions of Thailand were chosen for detailed analysis because these were the most well-known tourism brochures in Thailand. These tourism brochures use a variety of techniques. The text was analyzed in order to find out which linguistic features were considered most persuasive by the brochure writers.

Data analysis.

The theoretical framework used to analyze linguistic features in this study was Leech (1966). Linguistic features were divided into six categories: (a) imperatives, (b) modal verbs, (c) noun phrases, (d) quality adjectives, (e) personal pronouns, and (f) verbs. Yui ling Ip (2008) also provided the choice of descriptive words in order to analyze in tourism brochure. The imperative is a persuasive technique used not only to order someone to do something, but also to give directions, advice, or warnings to customers. It represents a promise, creating trust and loyalty between brochure writers and tourists. Modal verbs are used to express what is being offered to customers, to make recommendations, to create a sense of mild obligation, and to form the conditional. A noun phrase is a word or group of words containing a noun and functioning in a sentence as a subject, object, or object of a preposition. Noun phrases are divided into three categories: (a) noun phrases with a pre modifier, (b) noun phrases with a post modifier, (c) noun phrases translated from a proper noun, and (d) noun phrases translated from Thai to English. They are employed to catch tourists' attention. Moreover, noun phrases are used in listing opening and closing times and entrance fees. Personal pronouns are used to build a good relationship between tourism organizations and customers, to show a warm relationship and the care from tourism organizations to tourists, especially with the use of the pronouns I and you. Moreover, the subjective and possessive pronouns are used to refer to the attractions' setting, to important people, and to activities. The purpose of comparative and superlative adjectives is to compare the quality of products and services. It is a useful technique to describe attractive places or activities in order to catch tourists' attention and encourage them to make a decision. Verbs are used to provide information, suggest actions customers can take, and encourage an emotional response from customers. Additionally, choice of descriptive words is highly appealing to tourists. This technique is used to make the place sound appealing, and convince tourists to pay to visit.

Additionally, the consequence of setting was analyzed using these linguistic features. Significant elements are added to the brochure because they get the attention of readers. Consequence of setting is divided into six main categories: (a) enticement, (b) descriptive places, (c) highlighted shopping, (d) extra activities and entertainments, and (e) transportation (Hassan, Habil & Nasir, 2008). With respect to enticement, several experts (Hassan, Habil & Nasir, 2008; Mocini, 2009; Ozturk & Safak, 2010) suggested that the way to convince a customer is through a diversity of languages. The section of descriptive attraction may be the most important factor in motivating tourists because it provides information about new places and activities as a way to convince customers. Highlighting shopping activities also plays a significant role in brand building and is one of the more interesting activities for tourists. Additionally, giving brief information on each activity, and using interesting and vivid photographs in the activities and entertainment section, can build tourists up emotionally and motivate them to visit. Transportation information conveys the necessary information for tourists such as how to get to their destination or to nearby attractions.

Results and Discussions

The following sections are divided into five parts a) enticement, (b) descriptive places, (c) highlighted shopping, (d) extra activities and entertainments, and (e) transportation. The results found the data analysis will be persuaded based on the first part to the last part as follows.

Enticement.

In the first section of any tourism brochure, readers are enticed through persuasive messages. Brochure writers give persuasive details in short, it is beneficial in commercial style in order to grab tourists' attention. Writing in commercial style is easy to understand, and helps tourists generate a long-term memories about an attraction. The following linguistic features are found: (a) noun phrases, (b) pronouns, (c) comparative and superlative adjectives, (d) choice of descriptive words, (e) verbs, (f) imperatives, and (g) modal verbs. Noun phrases can be divided into four categories including noun phrases with a pre modifier (50.69%), noun phrases translated from a proper noun (17.53%), noun phrases with a post modifier (27.77%), and noun phrases translated from Thai to English (3.99%).

1. Noun Phrases

The purpose of a noun phrase with a pre modifier is to group details, serve the positive characteristic, and describe the positive qualities of products and attractions. The data shows that the descriptive words are placed before the noun in order to create a strong motivation as in, charming sandy beaches, The beauty of the island of white beaches. Moreover, noun phrases translated from proper nouns is the second most important type of noun phrase, and is used to make strong headlines. This study shows that noun phrases translated from proper nouns are used to give the names of attractions. For example, "Mu Koh Chang," and "Krung Thep." Moreover, noun phrase with post modifier are typically used to provide more information about attractions by adding information after the noun. However, this type of noun phrase is hardly found in this section because it focuses on providing short details and grabs tourists' attention at first glance rather than providing information. Noun phrases translated from Thai to English are found least often since they are used mainly to give the meaning of loanwords in a Thai context. For example, "Elephant Island, Turtle Island, " and "Thai-Lao Friendship Bridge."

2. Pronouns

Pronouns are used in place of a noun that has already been mentioned. The data shows that pronouns are used to avoid repeating the name of the attraction, keeping business communications brief in order to get readers' attention. For purposes of enticement, subject, object, and possessive pronouns are typically used. For example, "XXX is in its relaxed atmosphere and lifestyle" and "King Ramkhamhaeng was proud of the religious piety of his people. "This tradition. It was mentioned in the famous stone inscription".

3. Quality adjectives

Comparative and superlative adjectives were third-ranked in the section of enticement. The purpose of comparative and superlative adjectives is to describe the selling points of an attraction and to motivate tourists' interest. The data shows that comparatives and superlatives in this section such as most, more, as and than are used to compare the differing levels of quality of various attractions. The phrases providing the best quality, excellent local food, and the worthiest experience, and words like beneficial are used to pique tourists' interest. For example, "XXX arguably the single most fascinating temple," and "XXX is one of the oldest communities in Thailand dating from the prehistoric period," and "A great view of XXX can be obtained by going to the top of Khao Rang Hill."

4. Descriptive words

Descriptive words are a significant linguistic feature in the section of enticement because it aims to create a clear image in tourists' minds in order to catch tourists' attention and motivate their interest. The data shows that the use of descriptive words and vivid photos can create a powerful image in tourists' minds at first glance. Descriptive words are normally located before nouns in order to create humor and persuade tourists, for example, "Elegant Jacaranda flowers and wonderful waterfalls," and customs and cuisine in a host of ancient temples are fascinating for their northern Thai architectural styles and rich, decorative details."

5. Verbs

Verbs were the fifth most commonly found linguistic form in this study. Verbs describe an action and make a sentence complete. Verbs are the primary tools used to express the brochure writers' intention. In the section of enticement, brochure writers employed verbs in the present form in order to give general information about attractions. Moreover, some tourism brochures use verbs in the past tense, to provide historical information. For example, "XXX's major attractions are located largely along its extensive coastline, and from December to April, it is known as the pearl of the Andaman Sea."

6. The imperatives

The imperative is the sixth-ranked linguistic feature in this section. The imperative is typically used for commands, but in the brochures in this study, the imperative is used to offer tourists necessary information such as telephone numbers. Since there is not much space in this section, brochure writers offer the telephone number as a command in order to request tourists to call in a soft manner. For example, "Contact XXX Park ,and Tel.: xxxxx"

7. Modal verbs

Moreover, the general purpose of modal verbs is to offer tourists choices. In the section of enticement, modal verbs were ranked last because this section doesn't need a lot details. Therefore, the benefit or advantage of attractions is not available in this section. For example, "visitors can see demonstrations of forestry skills," and "visitors can hire vehicles to tour places like markets and traditional houses along the river bank."

In sum, noun phrases with pre modifier provide positive details and create positive emotions in order to capture the interest of potential tourists. Descriptive adjectives and careful word choice create appeal and interest. Additionally, pronouns allow the writer to avoid repeating the names of attractions and leisure opportunities, allowing for shorter sentences in the limited available space.

Descriptive places.

In the section of descriptive attraction, the following linguistic features are found: (a) noun phrases, (b) comparative and superlative adjectives, (c) descriptive words, (d) verbs, (e) imperatives, (f) pronouns, and (g) modal verbs.

1. Noun phrases

The section of descriptive attraction provides information about the attraction. Analysis of this section showed that noun phrases with a post modifier were the most commonly used linguistic form. They are usually placed after the noun as a prepositional phrase, infinitive phrase, relative clause, or participial phrase in order to provide more information. For example, "In Marine national park, where most of the area is sea water, tourists will be delighted also to see a few World War II era machines." Additionally, noun phrases with a pre modifier were the second most common. Descriptive adjectives create a clear image in the tourists' mind. For example, "XXX just the northern portion of XXX, is a long white sandy beach", and "XXX park with amusing performances of well-trained dolphins and seals, a Bird Park and a Games Corner." The noun phrase with a pre modifier and a post modifier are highest-

ranked because this part focuses on the main information. A noun phrase translated from a proper noun refers to the use of loan words. Noun phrases translated from a proper noun replaces the names of attractions, important people, and the names of provinces or streets. For example, “King Ramkhamhaeng the Great during the official declaration as a national park. The former name coincides with the Khao Luang National Park.” Noun phrases translated from Thai to English offer the meaning from translation in Thai context, for example, “For establishing a temple and named Wat Kai or Chicken Temple.”

2. Quality adjectives

Comparative and superlative adjectives are used to describe and compare the qualities of attractions and services. Persuasive writing interests and motivates tourists by making promises about the qualities of attractions. Comparatives and superlatives such as most, more, and the best were used to catch tourists’ attention. For example, “The park as a whole is one of the top attractions and well worth visiting,” and “This temple is the second most important temple.”

3. Choice of descriptive words

The purpose of using descriptive words is to create a strong emotional reaction in the potential tourist. Analysis of the data in the main section of providing details shows that descriptive words are placed before the noun or the main adjective in order to create a persuasive message. To meet the object of giving descriptive information, this verbal style can inspire tourists’ interest. For example, “This beautiful Kata is a scenic gem, clear water flanked by hills, and picturesque XXX sits offshore.”

4. Verbs

The purpose of verbs is to describe an action, complete the sentence, and show the brochure writer’s intention. Analysis of the data shows that brochure writers use verbs as a technique to inspire tourists’ interest through a commercial style of language. Verbs are employed in present and past tense to provide details about the attractions. The local style and history of attractions can inspire tourists’ interest. For example, “The Island offers a chance for experienced divers to join them,” and “The headquarters also provides accommodations and other facilities,” and “the structure is decorated with colored porcelain chips.”

5. The imperatives

Normally, the imperative functions as a command, however, this study found that imperatives can be used to provide exact information and gain tourists’ attention. Brochure writers use imperatives such as tel. , or contact to provide more information, but also use imperatives that express feeling, such as enjoy, look, see, and please in order to catch tourists’ attention. For example, “Turn left to XXX,” “Follow the direction signs,” “Look for signs,” and “Enjoy a long-tail boat.”

6. Pronouns

The purpose of pronouns in this section is to avoid the repetition of names by replacing nouns that have already been mentioned. The data includes examples of subject, object, and possessive pronouns. Avoiding repetition makes the sentence easy to understand and remember as part of the reader’s long-term memory that makes pronouns especially effective in commercial communication. For example, “The chamber of the Chedi housing its core is decorated by stucco relief,” and “On the other side of it you see a wonderful waterfall.”

7. Modal verbs

Modal verbs are another linguistic feature used to show the information, the benefits and opportunities for tourists visiting a given attraction. Brochure writers use modal verbs to show the benefits of attractions or services.

It is also a kind of promise brochure writers make to tourists, and to inspire tourists' trust. Moreover, modal verbs are used to explain the rules, regulations, suggestion and obligations of attractions. For example, "Visitors can look through the holes to see the fishing boat damaged by the tsunami," and "ruins of the Old Celadon Factory, which may have been founded in the late thirteenth century," and "swimmers should be alert for the red flag which warns of dangerous currents during the monsoon season."

In conclusion, noun phrases with a post modifier are used to provide more information through prepositional phrases, infinitive phrases, relative clauses, and participle phrases. Persuasive words such as quality adjectives and other descriptive words are used to motivate tourists' attention. The various verbs show the offering from attractions.

Shopping Highlights.

In the section of shopping highlights, the following linguistic features are found: (a) noun phrases, (b) imperatives, (c) descriptive words, (d) pronouns, (e) verbs, (f) comparative and superlative adjectives, and (g) modal verbs.

1. Noun phrases

The section of shopping highlights gives information about products, souvenirs, and shopping areas. Noun phrases are employed the most, especially noun phrases translated from proper nouns. Noun phrases translated from proper nouns express loanwords of attractions, names of important people, local products, and names of shopping areas and souvenirs, for example, Muk and Kapi. Brochure writers use this technique to give names Thai readers would recognize. Moreover, the purpose of a noun phrase with a pre modifier is to be persuasive by adding a descriptive adjective before the noun to describe as in; local products, food, and souvenirs. For example, "it offers quality woven products like mats, baskets, bags, vases," and "many villages producing hand-woven cotton textiles."

Brochure writers add descriptive words to create convincing messages that catch tourists' attention. Moreover, a noun phrase with a post modifier is used to give more information to tourists, as part of a relative clause, participial phrase, or infinitive phrase. For example, "art shops selling reproductions of famous works of art at very reasonable prices," and "Khanom Kliao made from our wheat and eggs." Lastly, in this context, noun phrases translated from Thai to English give the names of products familiar to Thai readers. For example, a brochure might say Kapi, or Kung Siap, is available at a fresh market, instead of saying dried shrimp. Therefore, in Thai tourism brochures, the names of local products or shopping places are hardly found in the aspect of noun phrases translated from Thai to English

2. Imperative

In addition, the imperative aims to present commands in a persuasive way. The occurrences of the imperative in this study focus on providing necessary information. For providing information, the study showed that the imperative tel. , contact is used the most. The section of shopping highlights and entertainment does not use the imperative to provide more details, except to give the names of shops, locations, and telephone numbers. On the other hand, brochure writers use the imperative to be persuasive, for example, "See a panoramic view" and "take Asiatique Sky," and "enjoy the lifestyle, trade and atmosphere of an indoor floating market."

3. Choice of descriptive words

Descriptive words are used in a short, simple commercial style, adding information to the sentence to capture tourists' attention. The section of shopping highlights and entertainment frequently uses descriptive words like various, daily, local, and famous to describe local products, souvenirs, and convey the scope of the shopping

highlights. For example, “Local Products” and “Souvenirs including Khanom Kliao Famous snacks,” and “the pancake made from fermented rice (“uor”) has become famous for its unique taste.

4. Pronouns

Pronouns are used to describe the name of local products, famous souvenirs, and shopping places that have already been mentioned in the text. Subject, object, and possessive pronouns are all used. For example, “the pancake made from fermented rice (“uor”) has become famous for its unique taste.”

5. Verbs

Verbs are also analyzed in this section. Most verbs are used to convey shopping information. Analysis showed that verbs can be used in both present and past tense. In terms of present form, brochure writers express verbs such as buy and consume in describing the general details of products. On the other hand, verbs are used in the past tense in order to talk about their original. For example, “the finest Thai silverware is made in Chiang Mai,” and “Hand-crafted products are located near Charoen Krung and Yaowarat Roads.”

6. Quality adjectives

Comparative and superlative adjectives, such as more, most, as, and than are commonly used in simple, commercial style to persuade tourists of the quality of an attraction, and to imply a promise to tourists. For example, “there are so many options, ranging from colorful carved soaps to chopsticks,” and “the best buys include souvenirs, gems and jewelry, silk, cotton, and handicrafts.”

7. Modal verbs

In this section, modal verbs were last-ranked in terms of frequency. Modal verbs create interest in messages that describe opportunities and benefits for tourists, with an emphasis, in the brochures studied, on local food, products, and souvenirs. For example, “Tourists can buy from city markets or production centers,” and “Thai barb is an auspicious fish that would help to attract wealth.”

In the section of shopping highlights, the data indicates that the name of local products or shopping places are hardly found in Thai tourism brochure as noun phrases translated from Thai to English, while noun phrases translated from proper nouns are used the most in describing the names of products and shopping areas. The choice of descriptive words is employed to describe the characteristics of these local products. Hassan, Habil and Nasir confirmed that the phrases like “a veritable shopping paradise” and “a wide range of shopping” are very important in persuading tourists. Telephone numbers and contact information offer necessary information about shopping areas to tourists.

Extra activities and Entertainment.

In the section of Extra activities and Entertainment, the following linguistic features are found: (a) noun phrases, (b) comparative and superlative adjectives, (c) verbs, (d) imperatives, (e) descriptive words, (f) modal verbs, and (g) pronouns.

1. Noun phrase

In the section of Extra activities and Entertainment, noun phrases translated from proper nouns were used the most, followed by noun phrases with a pre modifier, noun phrases with a post modifier, and noun phrases translated from Thai to English.

Proper nouns are used to create interesting and noticeable headlines. The data showed that the names of activities are used the most. Noun phrases with proper nouns in the section of extra activities are used to indicate historical sites or well-known attractions. For example,

“Thao Suranari Memorial Fair is an annual event of the province.” Noun phrases with a pre modifier describe activities and entertainment in persuasive terms. Brochure writers use adjectives to describe the unique characteristics of an attraction. For example, “this gigantic architectural structure, located on the shore.” This section also provides details such as opening time, closing time, and entrance fee, which is hardly found in the other sections. Moreover, noun phrases with a post modifier add more information after the noun in order to give more details and descriptions of activities and entertainment. Brochure writers used relative clauses, and participial and infinitive phrases to make the messages more persuasive. For example, “it offers the best way to experience both the natural environment and to see the culture of the region’s various hill tribes.” Additionally, noun phrases translated from Thai to English are used to give names of local activities Thai people would recognize, for example “the elephant show and Mae Taeng elephant camp,” in which Mae Taeng is a noun phrase translated from a proper noun while elephant shows is a noun phrase translated from Thai to English.

2. Quality adjectives

Comparative and superlative adjectives use extreme words and compare the quality of attractions or activities in a commercial style. The data shows that brochure writers added qualitative adjectives such as most and more in the sentences. This technique helps tourists choose among the available attractions. For example, “It offers the best way to experience the natural environment.”

3. Verbs

The purpose of verbs is to express action and to present the intentions of the brochure writers. This study shows that verbs are the most linguistic features most commonly used to describe actions and activities. Because the purpose of the extra activities and entertainment section is to give information about current activities, all verbs are employed in the present tense. In this section, verbs in the past tense for describing historical activities are rarely found. For example, “the sport is accessible to beginners, since operators offer training at the start of the trip,” and “Songkran Festival April 13 held annually in front of Wihan.”

4. The imperatives

The purpose of the imperative is to give commands and necessary information like, “turn right at the intersection and get off at the station.” Brochure writers also use the imperative to convince tourists to try an attraction, for example, “Enjoy the elephant show,” “Avoid the height of the rainy season in August,” and “Visit Ele life.”

5. Choice of descriptive words

The purpose of choice of descriptive words is to create emotion and give tourists a lasting memory of attractions and services by inspiring their imagination. The section of extra activities and entertainment typically include the descriptive words traditional, popular, and special. For example, “Most particularly around the enduringly popular Phi Phi Islands,” and “the rocky outcrops with the serene beauty of beaches and crystal-clear water.”

6. Modal verbs

Modal verbs convey the possibility of choice to tourists. This study shows that modal verbs are used to inspire tourists’ interest by suggesting that the visit will be a unique experience. Moreover, this section provides more special information about regulations, obligations, and some advice, for example, giving general facts, entrance fees, and appropriate attire. For example, “Visitors *should* remember to: respect Hilltribe beliefs and religious symbols and structures and dress modestly. A deposit of around 500 Baht *may* be required.”

7. Pronouns

Pronouns, including subject, object, and possessive pronouns, are used to avoid repeating the names of people, attractions, and activities. However, most of the pronouns refer to activities and attractions. Pronouns that refer to people are rarely found in this section. For example, “Touch *their* slithery skin,” and “Monkey Shows: *their* famed ability as coconut collectors.”

Noun phrases translated from proper nouns represent the names of activities, and extreme adjectives and imperative words are used to get tourists’ attention. A variety of verbs are used to describe the activities and entertainment.

Transportation.

In the section of Transportation, the following linguistic features were found: (a) imperatives, (b) noun phrases, (c) verbs, (d) comparative and superlative adjectives, (e) modal verbs, and (f) pronouns

1. Imperatives

The purpose of the imperative, first-ranked in this section, is to persuade tourists through commands. Analysis of this section shows that necessary details are also given through the imperative, including contact numbers, the names of transportation companies, and car rental services. The imperative is mostly used to give directions and other useful information. The imperative is rarely used to make tourists attracted to a place. For example,

“*Turn* right at the intersection and *go* straight ahead,” and “*Take* the MRT Subway and *get off* at Chatuchak Park Station”

2. Noun phrases

Noun phrases are generally used in brief sentences. Analysis of the data shows that noun phrases with a pre modifier occur most frequently, followed by noun phrases with a post modifier, and then noun phrases translated from a proper noun. Noun phrases translated from Thai to English were not found in this section because they do not focus on providing more meaning. Nouns used for transportation information are not as complicated as the name of Thai attractions. Noun phrases are most commonly used to give street names, the names of transportation companies, and airlines. For example, “*The State Railway* of Thailand has a train service,” and “The *second-class air conditioned* bus.”

3. Verbs

Verbs show the action and intention of brochure writers. This section aims to provide important transportation information for tourists. The results show that the following verbs are found in this section: *leave*, *call*, *take*, and *visit*. Notice that all of these verbs are in the scope of the section of transportation. For example, “mini-buses regularly *leave* Chao Prom Market,” and “One can *travel* from Bangkok to Chiang Mai by rail.”

4. Quality adjectives

Comparative and superlative adjectives are used to compare the quality of attractions. Data analysis shows that brochure writers use qualitative adjectives to compare different modes of transportation, offer comfortable choices to tourists, and give directions. For example, “The whole journey is a total of 862 km. This is the most *comfortable* route,” and “Getting around the province is quite *convenient* as various kinds of vehicles are available.”

5. Modal verbs

Modal verbs in tourism brochures are given to describe the benefits of visiting an attraction. This study shows that modal verbs are mostly used to give directions. Brochure writers use modal verbs especially to provide important information, for example, where they can get on the bus, or what time the bus leaves the station. Therefore, in this section, modal verbs are initially placed with the pronoun *you* in order to offer tourists choices. Hence, the possessive

pronoun *its* refers to types of transportation, street names, and attractions. For example, “You *can* take 3 routes. The most popular one is from Bangkok...” and “Visitors *can* use car rental services operated by many tour companies.”

6. Pronouns

The purpose of the pronouns refers to the means of transportation, the name of the bus company, the street and the directions. In this section, the general pronouns are found whereas, brochure writers focus on communicating information directly to tourists. Therefore, it specifically found in the frequency of the pronoun ‘*you*’ in this section. It is hardly found in other section. For example, “If *you*’re going independently, there is a daily ferry,” and “The Bus Terminal also provides *its* service on other routes.”

7. Descriptive words

Descriptive words are not found in this section because brochure writers focus on providing necessary information rather than convincing tourists.

In Thai tourism brochures, imperative words are used the most in order to provide direction. Noun phrases are employed to express the names of attractions, streets, and provinces. Verbs are employed to give directions, and they are usually accompanied by the pronoun *you*. In this section, brochure writers provide facts and information so there are not many descriptive words used in this section.

Conclusion

The results of this study revealed a variety of uses of linguistic features in tourism brochures. Noun phrases are commonly used to modify nouns in a brief but effective way. Noun phrases with a pre modifier typically have a descriptive adjective before the noun. This technique is most frequently found in the section of enticement, in an effort to attract tourists’ interest. Additionally, noun phrases with a post modifier are found most often in the section of descriptive attraction. The section of descriptive attraction focuses on providing attractive details. Therefore, noun phrases with a post modifier occur the most in this section. The information is added using relative clauses, and participial and infinitive phrases. Analysis of the data shows that noun phrases translated from proper nouns are used to express the names of attractions, the names of important people, the names of provinces and streets, and other specific names. Noun phrases translated from proper nouns are used the most in the sections of descriptive attraction, extra activities and entertainment, and transportation. In the section of descriptive attraction, the occurrence of noun phrases translated from a proper noun is employed to generate tourists’ interest. In the section Extra Activities and Entertainment, the occurrence of noun phrases translated from proper nouns is found in the names of activities. Noun phrases in the section of Transportation expressed the names of provinces, streets, and the name of transportation companies. Moreover, noun phrases translated from English to Thai are hardly found because brochure writers choose the technique of loanwords, that is, noun phrases translated from proper nouns. Comparative and superlative adjectives are used to compare the quality of various tourist destinations and attractions. Moreover, extreme language is used to encourage a decision. The choice of descriptive words is used to create a clear image for the reader. They are found in every section except the section of transportation. The imperative can be used to provide information and get tourists’ attention. It is used most in the section of Transportation in giving directions. Pronouns are used to avoid repetition of nouns. Modal verbs are used to describe benefits, and the rules and regulation of the various attractions, as well as to create trust and suggest a kind of promise to tourists. Verbs show the action and the intention of brochure writers. They are found in every section of the tourism brochures.

Recommendation

Suggestions for future study include focusing on both linguistic analysis and confirming those results through responses from tourists. Future researchers should survey tourists as to which linguistic features persuaded them most effectively. Moreover, future researchers should consider rhetorical devices and figurative language in tourism brochures. Finally, it will be beneficial to explore further the persuasive language used in other types of brochures, including those for accommodations, restaurants, and weddings.

References

- Blaevi, N., & Stoji, A. (2006). **Pragmalinguistic elements in tourist destination image formation.** *Tourism and Hospitality Management*, 12(1), 57-66.
- Boonchayanant, V. (2003). **A genre-based analysis of tourist leaflets produced and distributed in The United States of America.** (Master's thesis). Kasetsart University, Thailand
- Emilia, R., Bolyai, B., & Cantemir, D. (2014). **Tourism destination slogans-persuasive or manipulative?.** The university of Tirgu Mures.
- Hassan, H., Habil, H., & Nasir, M. Z. (2008). **New perspectives in language and communication research.** Malaysia: Univision Press.
- Henry, A., & Roseberry, L. R. (1996). **A corpus-based investigation of the language and linguistic patterns of one genre and the implications for language teaching.** *Research in the Teaching of English*, 30(4), 472-489.
- Hurley, C. (2014). **Persuasive writing (adverts and leaflets).** Retrieved from <http://www.eal.britishcouncil.org>.
- Iborra, S. A., & Garrido, R. M. (2001). **The genre of tourist leaflet.** (Master's thesis). Universitat Jaume I Castellon
- Kang, N., & Yu, Q. (2011). **Corpus-based stylistic analysis of tourism English.** *Journal of Language Teaching and Research*, 2(1), 129-136.
- Leech, G. (1966). **English in advertising: A linguistic study of advertising in Great Britain.** Great Britain: Longmans.
- Mocini, R. (2009). **The verbal discourse of tourist brochures.** *AnnualSS*, 153-163.
- Opdycke, J. B. (1987). **Harper's English grammar.** New York: Warner Books.
- Ozturk, B., & Safak, Z. (2010). **Genre analysis of a Turkish tourism brochure.** (Master's thesis). Kocaeli University, Igdirdir University.
- Proborini, R. (2013). **Genre Analysis Of Tourism Brochures .** (Master's thesis). Dian Nuswantoro University.
- Romanenko, E. (2014). **Linguistic Analysis of On-line Advertising in English** (Master's thesis). Charles University in Prague, Prague
- Retrieved July 14, 2015 from
<http://goldenemperor.com/thailand/news/20150714eng1/>
- Retrieved Jan 23, 2016 from
<http://www.tatnews.org/?s=5%2C000+people+from+10+countries>
- Salim, B. A. M., Ibrahim, B. A. N., & Hassan, H. (2012). **Language for tourism: A review of literature.** *Social and behavioral Science*, 66, 136-143.

- Sangkham, P. (1995). ***Persuasive Communication for Tourists Through Advertising in Brochure: a look at national tourist organization.*** Unpublished master's thesis. Chulalongkorn University.
- Sinraksa, D. (2009). ***A Genre –Based Approach to Describing the Attraction' Move in Tourism Leaflets of TAT*** (Master's thesis). Srinakharinwirot University, Thailand
- Terkan, R. (2014). ***Importance of Creative Advertising and Marketing According to University Students' Perspective*** (Master's thesis). Girne American University, Northern Cyprus.
- Vaicenoniene, J. (2006). ***The Language of Advertising: Analysis of English and Lithuanian Advertising Texts.*** Vytautas Magnus University.
- Wicks, E. B., & Scuettt, A. M. (1991). ***Examining the role of tourism promotion through the use of brochures.*** *Tourism Management*. Doi:10.1016/0261-5177(91)90043-s
- Yui Ling Ip (2008). ***Analyzing tourism discourse: A case study of a Hong Kong travel brochure.*** *LCOM Papers*, 1-18.