

*Sitthanakul & Dhanesschaiyakupta, 2017*

*Volume 3 Issue 2, pp. 1057-1076*

*Date of Publication: 11<sup>th</sup> October 2017*

*DOI-<https://dx.doi.org/10.20319/pijss.2017.32.10571076>*

*This paper can be cited as: Sitthanakul, K., & Dhanesschaiyakupta, U. (2017). An Analysis of Move and Linguistic Characteristics of Hotel Homepages. PEOPLE: International Journal of Social Sciences, 3(2), 1057-1076.*

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## **AN ANALYSIS OF MOVE AND LINGUISTIC CHARACTERISTICS OF HOTEL HOMEPAGES**

**Kawita Sitthanakul**

*Department of Western Languages, Burapha University, Chonburi, Thailand*  
*[nessy\\_2626@hotmail.com](mailto:nessy_2626@hotmail.com)*

**Ubon Dhanesschaiyakupta**

*Department of Western Languages, Burapha University, Chonburi, Thailand*  
*[ubdst@yahoo.com](mailto:ubdst@yahoo.com)*

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### **Abstract**

*This study's aim is to analyze the move structure and linguistic characteristics of hotel homepages for the three hotel classes: five-star, three-star, and one-star. The study also investigated the similarities and differences among the three classes. Data was collected from 138 hotel homepages in Pattaya, Thailand. The framework of Askehave and Nielsen (2005) and Leech's (1966) were adopted in this study.*

*The results revealed that a total of five moves were found across all homepages; nevertheless, there were some differences in a frequency of occurrence and also the level of linguistic descriptions among the three classes. Moreover, each move and step indicated its remarkable linguistics characteristic.*

*The findings in the study would be beneficial to learners, instructors, practitioners in English for Specific Purposes (ESP) in general and hotel Web site designers in particular. The further study should investigate the move structure in all hotel star ratings in order to provide a typical*

*structure of move analysis. Furthermore, the images appearing on the homepages should be included in the analysis to fulfill the communicative purpose for online hospitality.*

## **Keywords**

Homepage, Move, Step, Linguistic Characteristics

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## **1. Introduction**

The largest and the fastest-growing industries for the world's economy are hospitality and tourism. Tourism Authority of Thailand (2015) has stated that hundreds of thousands of tourists from around the world visit Pattaya, which is one of the most famous beach-resort destinations in Thailand each year. For this reason, it consequently becomes a nice opportunity for the hotel industry to make profits.

As technology develops, the hotel industry has been using online reservations to support their business; furthermore, it is obvious that the Internet has been a worldwide medium for accessing hotel reservations. Therefore, the hotel Web site plays an important role between the customers and the hoteliers for acquiring details and information, also making business transactions (Liang & Law, 2003). To entice the customers and build their confidence, texts and pictures on the hotel homepages are extremely considerable for making the first impression (Maciuba - Kopple, 2002). The content on a hotel Web site has a substantial effect on customers' decision and can also build their credibility. Moreover, the correct and appropriate language used on the hotel homepages has an effect on attracting people's attention (Nielsen, 2002).

Many research studies related to hotel homepages have been examined for functionality and benefits for creating hotel Web sites. However, very few studies have examined the move structure and the language used for hotel homepages. For this reason, the present study attempted to investigate the rhetorical move structure – the moves and steps, and grammatical analysis for hotel homepages. In addition, a comparison of moves, steps and linguistic characteristics used in hotel homepages in each hotel class was conducted to find out the similarities and differences.

### **1.1 Objectives of the Study**

- To examine moves and steps found in hotel homepages for three hotel classes.
- To compare moves and steps found in hotel homepages in each hotel class.
- To investigate linguistic characteristics used in hotel homepages for three hotel classes.

- To compare linguistic characteristics appeared in hotel homepages in each hotel class.

## **1.2 Research Questions**

According to the objectives of the study, the research questions were as follows:

- What moves and steps appear in hotel homepage for the three hotel classes?
- What are the similarities and the differences regarding the moves and steps found in hotel homepages of the three hotel classes?
- What are the linguistic characteristics found in the hotel homepages?
- What are the similarities and the differences regarding linguistic characteristics appeared in hotel homepages of the three hotel classes?

## **1.3 Scope of the Study**

- This study examined the moves and steps found in hotel homepages of the three hotel classes: five-star, three-star, and one-star hotels in Pattaya.
- The hotels in each class were selected from Pattaya's hotel pool through [www.agoda.com](http://www.agoda.com). Thus, only the homepage of the selected hotel classes were focused on in this study.
- Only homepages with text in English were selected to be analyze.
- To determine the sample size of each hotel class, Krejcie and Morgan's table of sample sizes was relied on.

## **2. Literature Review**

In this section, a brief review of the definition of homepage will be first illustrated to conceive the figures of homepage. The advertising definition will be the next issue to be discussed. Then, to obtain the information about moves and steps, definitions of web genre and move analysis will be respectively reviewed. Finally, some of related studies on hotel homepages will be addressed.

### **2.1 Definition of Homepage**

As the study aims to analyze the moves, steps, and linguistic characteristics used in hotel homepages, it is necessary to understand what a homepage is. According to Nielsen and Tahir (2002), the homepage is the most important page of the Web site that is created by people, a company, or an organization on the Internet and also can be made to have connections to other

pages. It is, moreover, a page on the Internet that appears first on the computer when one accesses the Internet.

The characteristics of homepage are illustrated to conceive the figure of a homepage. There is not the best design for a Web site, but some guidelines for a Web site have been accepted such as a creative process. Making the Web page attractive and interactive is a typical usability for a Web site. Moreover, simplicity and clearance make the Web page significant and easy to read. The former basically concerns graphical designs with animations, whereas the latter favors minimal text-based interfaces (Bidgoli, 2004).

## **2.2 Definition of Advertising**

According to Kaptan (2002), the word *advertising* comes from the Latin word *advertere* which means “to turn the mind toward.” Kotler (2000 cited in Kaptan, 2002, p.8) has defined that “advertising can be viewed as any paid form of non-personal presentation and promotion of ideas; goods or services by an identified sponsor.” Furthermore, Belch and Belch (1993 cited in Tyagi & Kumar, 2004, p.3) have stated that “advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor.”

Advertising is aimed to provide information and to persuade audiences. In other words, advertising assists advertisers to sell goods, services, images, and ideas. Thus, it is a powerful marketing tool to convince customers to buy. Since advertising can be both oral and written, the language used must be strong to attract customers’ attention.

Besides, Blake and Bly (1997) have categorized writing persuasion copy for advertisement into eight elements including getting attention, focusing on the customer, stressing benefits, differentiating oneself from the competition, proving the case, establishing credibility, building value, and closing with a call to action.

## **2.3 Genre on the Web - Homepages**

Genre can be described as a category characterized by a particular set of characteristics such as literature, art, music or other forms of entertainment whether written or spoken, audio or visual. There has been a considerable interest in genre-based analysis of different types of texts. Genre analysis has been applied for analyzing texts on the Internet and has begun to become conventionalized (Askehave & Nielsen, 2005). Homepages are considered as an online genre as they have a communicative purpose shared among them.

Bhatia (1997, p.181) has described the definition of genre that “genres are essentially defined in terms of the use of language in conventionalized communicative setting. They are meant to serve the goals of specific discourse stable structural forms and, to some extent, even constrain the use of lexico-grammatical resource in expressing these forms.” In addition, Swale (1990, p.58) has defined one of the most extensive definitions of genre that “a genre comprises a class of communicative events, the members of which share some set of communicative purposes.” He also illustrated the way genres ‘look’ as the three-level genre model.

Askehave and Nielson (2005) reconsidered the Swalesian genre model by remaining the basic structure of the model (the three-level analysis of communication purpose, move structure, and rhetorical strategies) and adding the hyper textual mode which included reading mode and navigating mode to all levels of analysis. It is called the two-dimensional genre model. The reading mode, which the reader zooms in the text, is the written static text - the message cannot be changed. The navigating mode, which the reader zooms out of the text, reflects the characteristics of the Internet where the message can be changed. Both modes have their own communicative purposes.

Employing Swales’s model, Askehave and Neilsen investigated corporate homepages and have suggested the two-dimensional model as a framework for genre analysis of online document. The concept of communicative purpose in traditional genre theory is enlarged to explain communicative purpose in the two modes. Accordingly, the analysis of Askehave and Neilsen (2005) also found nine moves in the reading mode. The components of moves in the reading mode are outlined as follows:

- Move 1: Attracting attention
- Move 2: Greeting
- Move 3: Identifying sender
- Move 4: Indicating content structure
- Move 5: Detailing (selected) content
- Move 6: Establishing credentials
- Move 7: Establishing contact
- Move 8: Establishing a (discourse) community
- Move 9: Promoting an external organization

For online document, Askehave and Nielsen (2005) adapted the framework of Swales (1990) to investigate corporate homepages by adding navigating mode, and their model has been adopted as a guideline for investigating the structure of rhetorical move in various studies. Based on Askehave and Nielsen's (2005) model, the researchers has reconsidered the original move analysis and has proposed some steps into the model in order to have an appropriate criterion to identify the moves and steps for hotel homepages in this study.

#### **2.4 Related Study on Hotel Homepage**

There are many research studies focusing on examining a rhetorical structure of move and linguistic characteristics of research articles, business letters, and newspaper editorials; nevertheless, hotel homepages are rarely found in this kind of study. Related studies about the hotel homepage are presented as follows:

Medina, Medina, Medina, and García (2005) analyzed digital genre as function and functionality in corporate Web sites of computer hardware. The results indicated that photographs of hardware products for the analysis of images occurred most frequently. Images with text were also located at the top, at the bottom, and in the body of the page. For linguistic markers, there were imperatives and present simple tenses found to be dominant. The first plural personal pronoun *we* were often used. Moreover, the internal links were mostly consisted of text, with a high frequency of their text with images which were concentrated in navigation menus at the top of the page.

Klankanna (2007) studied a genre analysis of hotel homepages and aimed to investigate the rhetorical patterns and linguistic features of hotel homepages. The frameworks of Bhatia (1993) and Askehave and Nielson (2005) were adopted in this study. The result indicated that, four moves with various steps found in hotel homepages. For the linguistic features, the research found noun phrase in Move 1 to identify the products, adjectives in Moves 2 and 3 to describe and evaluate facilities and services, superlatives in Move 2 to claim superiority, and imperatives in Move 4 to call for action. The researcher also found the pictures which represent various communicative purposes in Moves 1, 2, and 3.

Suen (2009) studied the generic characteristics and visual images of five star hotel homepages in Hong Kong by using Bhatia's (2004) critical genre analysis model and Kress and Leeuwen (1996) framework of visual images. The findings revealed that there were seven moves found in the texts of the hotel homepages. Besides, the lexical-grammatical features exposed the

frequent use of nouns such as *spa*, qualifiers such as *best*, *top*, and personal pronouns such as *our*, *you* in order to establish the closer relationship between the hotels and the customers. In addition, the hyperlinks found on the twelve hotel homepages were accommodation, dining, Hong Kong information, leisure facilities, meetings and events and reservations. Lastly, the conceptual images conducted the idea of relaxation, prosperity of Hong Kong, grandeur and elegance, and hospitality.

### **3. Methodology**

This section presents a comprehensive description of the research methodology utilized in this study including, sampling procedure, framework of textual analysis, data collection procedures, and validity and reliability of the study. The results of the analysis are illustrated in the next section.

#### **3.1 Sampling Procedure**

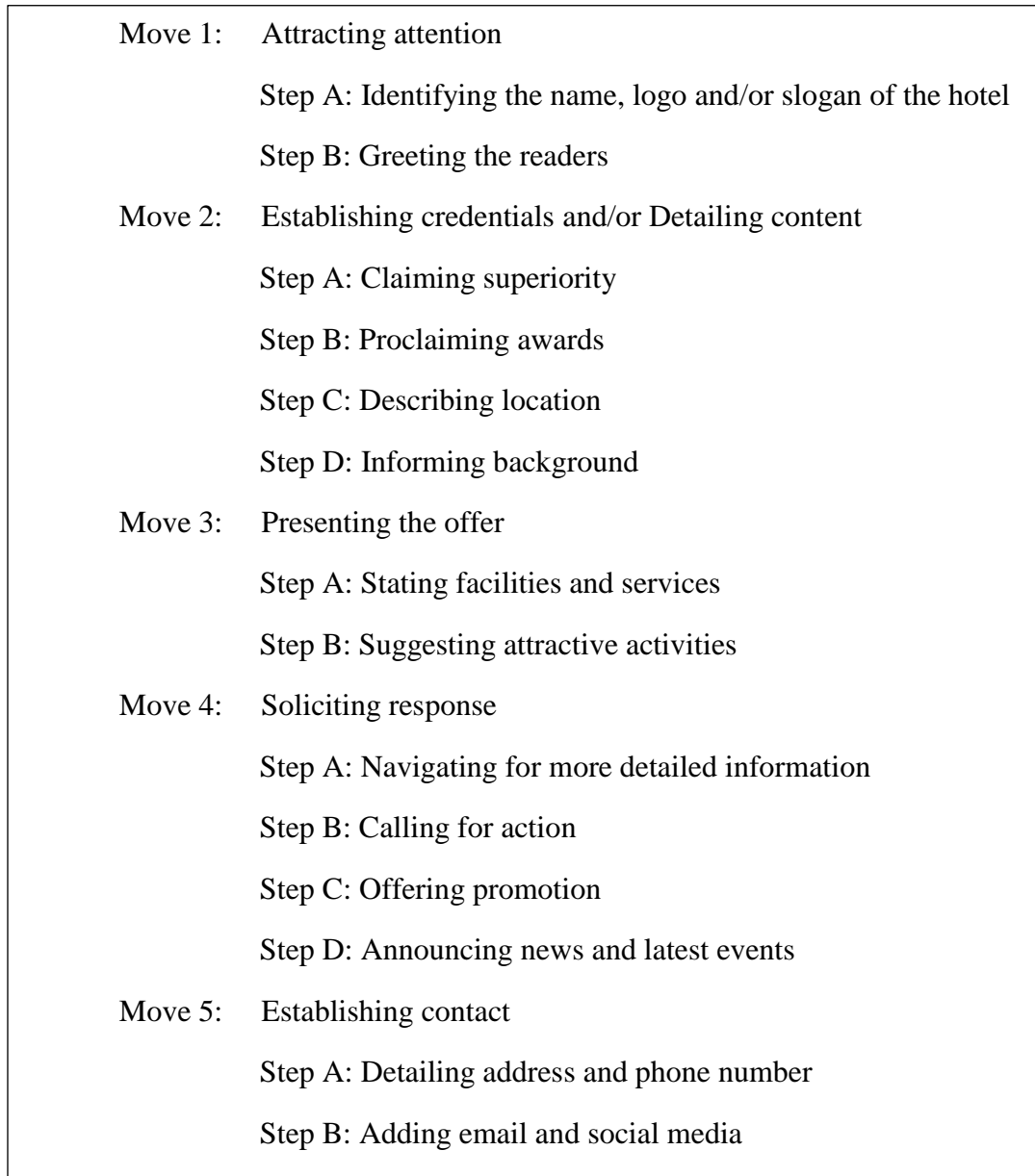
To examine the structure of hotel homepages, the sample sizes were conducted from [www.agoda.com](http://www.agoda.com) which is one of the fastest-growing online hotel booking agencies in the world. The researchers selected only the homepages of five-star, three-star, and one-star hotels that were in line with the criteria for analysis in this study, in order to realize the obvious differences of the move structure and linguistic characteristics. The researchers employed Krejcie and Morgan's table of sample size and Simple Random Sampling (SRS) for determining the sample size. With the small number of five-star and one-star hotel homepages, all of them were analyzed. In sum, the samples consisted of 16 five-star hotels, 108 three-star hotels, and 14 one-star hotels. The total number of the sample size was 138.

#### **3.2 Framework of Textual Analysis**

##### **3.2.1 Move Structure**

To investigate the moves and steps of each hotel homepage for this study, the analysis of Askehave and Nielson (2005) was adopted as the criteria in identifying the moves and steps.

The following figure is adopted framework for this analysis based on Askehave and Neilson's (2005) model.



**Figure 1:** *Model of Move Analysis*

### 3.2.2 Linguistic Characteristics

To examine the linguistic characteristics appearing in homepages of each hotel class, the framework of Leech (1966) in his book *Linguistics in English Advertising* was adopted for this study. The framework was used to examine syntactic, structural, and grammatical features. The units for the analysis to be selected are presented as follows:



1. Clause
  - a) Imperative clause
  - b) Interrogative clause
  - c) Dependent clause (When, If, and Because)
2. Verbal group
  - a) Modal auxiliary
3. Nominal group
  - a) Product name
  - b) Some classes of modifier
4. Vocabulary
  - a) Verb
  - b) Adjective

**Figure 2:** *Analysis of Linguistic Characteristics*

### **3.3 Data Collection Procedure and Analysis**

There are two main sections in data collection procedures and analysis - the move analysis and linguistic characteristics identification.

#### **3.3.1 Analysis of Move and Linguistic Characteristics**

By employing the analysis of Askehave and Neilsen (2005), the homepage of each hotel class was examined for the rhetorical structure - moves and steps. Once the move structure for each hotel class was identified, then they were analyzed and described for their linguistic features by using Leech's (1966) framework. After completing the move analysis and linguistic characteristics identification, the similarities and differences among the three hotel classes were compared and discussed respectively.

#### **3.4 Validity and Reliability of the Study**

To ensure and boost the strength of validity and reliability of the move analysis, inter-coder reliability procedures were conducted in this study. An English instructor in Burapha University Language Institute in Thailand, who had extensive experience and knowledge in the field of academic English, especially in move analysis, was asked to be an inter-coder.

The researchers trained the inter-coder to analyze the moves and steps in the hotel homepages by using the coding scheme based on Askehave and Nielsen's (2005) framework. Following the training, the coder was asked to independently identify the moves and steps from 35 hotel homepages (25% of the entire hotel homepage in this study) which were randomly selected from each hotel class.

As the coding was completed independently by the researcher and the coder, the move identification between the researcher and the coder was measured for the degree of agreement by employing Cohen's kappa value and percentage agreement (Kanoksilapatham, 2003). The results were indicated the satisfactory agreement level as shown in the table below.

**Table 1:** *Summary Table of Inter-Coder Analysis*

<b>Hotel star rating</b>	<b>Coded unit</b>	<b>No. of agreement</b>	<b>No. of disagreement</b>	<b>Percentage</b>	<b>Kappa</b>
5	61	58	3	95.08	0.90
3	250	241	9	96.40	0.89
1	30	30	0	1.00	1.00

#### **4. Results and Discussion**

This section presents the results of this study. The section begins with the discussion of move analysis of hotel homepages regarding the similarities and differences among the three classes, and ends with the linguistic description of each move. The following table presents the summarized comparison results of move occurrence.

**Table 2:** *Percentage of Move Occurrence*

<b>Move/Step</b>	<b>5 star</b> (N = 16)		<b>3 star</b> (N = 108)		<b>1 star</b> (N = 14)	
	<b>F</b>	<b>P</b>	<b>F</b>	<b>P</b>	<b>F</b>	<b>P</b>
<b>Move 1: Attracting attention</b>	16	100	108	100	14	100
Step A: Identifying the name, logo and slogan of the hotels	16	100	108	100	14	100

Step B: Greeting the readers	6	37.50	59	54.62	3	21.42
<b>Move 2: Establishing credentials / or Detailing content</b>	16	100	105	95.22	12	85.71
Step A: Claiming superiority	16	100	94	87.03	11	78.57
Step B: Proclaiming awards	5	31.25	4	3.70	0	0
Step C: Describing location	14	87.50	96	88.88	9	64.28
Step D: Informing background	3	18.75	9	8.33	1	7.14
<b>Move 3: Presenting the offer</b>	16	100	84	77.77	13	92.85
Step A: Stating facilities and services	15	93.75	80	74.07	13	92.85
Step B: Suggesting attractive activities	8	50	22	20.37	4	28.57
<b>Move 4: Soliciting response</b>	16	100	108	100	14	100
Step A: Navigating for more detailed information	16	100	108	100	14	100
Step B: Calling for action	16	100	37	34.25	5	35.71
Step C: Offering promotion	12	75	14	12.96	0	0
Step D: Announcing news and latest events	5	31.25	5	4.62	0	0
<b>Move 5: Establishing contacts</b>	16	100	88	81.48	9	64.28
Step A: Detailing address and phone number	16	100	88	81.48	9	64.28
Step B: Adding email and social media	15	93.75	77	71.29	3	21.42

Note. N = Total number of sample sizes; F = Frequency of occurrence; and P = Percentage

#### 4.1 Analysis of Move Structure in Hotel Homepages

To comprehend the rhetorical structure of hotel homepages - the moves and steps for the three hotel classes, descriptive statistics were mainly used in this study to describe the frequency of occurrences of move identification. The following section describes individual moves and steps found in each hotel homepage class. The examples of each move and step in each hotel class are also illustrated. All examples presented in this study are the original paragraphs which excerpt from hotel homepages. The numbers in brackets (i.e. 5-3, 3-29, 1-6) refer to the hotel star rating and the sequence number of the hotel for all classes which is indicated in front of each

example. For instance, a code 5-3 refers to the third hotel homepage from the five-star hotels. The findings of move identification are presented as follows:

#### **4.1.1 Move 1: Attracting Attention**

The main function of this move is to attract the reader's attention when accessing the homepage. Within this move, two steps are stated namely, Step A: Identifying the name, logo and/or slogan of the hotel and Step B: Greeting the readers. The following examples illustrate the feature of Move 1, Steps A and B.

##### **Step A: Identifying the name, logo and/or slogan of the hotel**

[3-20] *Curve Boutique Pattaya*

##### **Step B: Greeting the readers**

[5-15] *A warm welcome to the Sea Sand Sun Resort and Villas (Pattaya) website.*

The data indicated that Move 1 was found across all homepages. Step A was used at 100% in all three hotel classes, whereas Step B occurred less frequently in the three-star 54.62%, five-star 37.50% and one star 21.42%, respectively.

#### **4.1.2 Move 2: Establishing credentials and/ or Detailing content**

This move provides more detailed information about the hotel homepages in order to establish a trustworthy image of the hotel to the readers, which is characterized by four steps. Step A: Claiming superiority, Step B: Proclaiming awards, Step C: Describing location, and Step D: Informing background. The examples of Move 2 and its four steps are presented below.

##### **Step A: Claiming superiority**

[5-6] *Dusit Thani Pattaya Hotel offers Thai luxury and hospitality in the heart of one of Thailand's prominent beach resort destinations.*

##### **Step B: Proclaiming awards**

[5-4] *TripAdvisor, the world's largest travel site, has named the world's best hotels in its 15th annual Travellers' Choice Awards based on reviews collected in a year from travellers across the globe. We are delighted that Centara Grand Mirage Beach Resort Pattaya took out the No.1 spot in the 2017 Thailand Family Hotels category, and ranked 12th in Asia.*

### **Step C: Describing Location**

[3-100] *The Sun Resort and Spa situated in the heart of Pattaya centrally located for easy access to all business, shopping and popular attractions. Distance of 150 kilometers from Suwannaphum International Airport.*

### **Step D: Informing Background**

[1-8] *Serving Great British Classics for over 10 Years.*

As presented in Table 4.1, all four steps of Move 2 were used in the five-star and three-star hotels, whereas two steps in the one-star hotels. Step A appeared most among the three hotel classes with the highest frequency at 100% in the five-star, followed by 87.03% in the three-star, and 78.57% in the one-star hotels. Step B was used at 31.25% in the five-star and only 3.70% in the three-star, but did not appear at all in the one-star hotels. However, Step C presented in the high frequency in the five-star at 87.50%, the three-star 88.88%, and the one-star 64.28%, respectively. Unlike the final step, Step D was found less than the other steps; it occurred only 18.75% in the five-star, 8.33% in the three-stars, and only 7.14% in the one-star hotels.

In brief, Move 2 was used in the different occurrence of its steps. That is, the five-star hotels always presented their homepages by using four steps of Move 2, whereas the three-star hotels tended to use Steps A and C rather than Steps B and D. Moreover, Step B of Move 2 was not used in the one-star hotels.

#### **4.1.3 Move 3: Presenting the Offer**

This move describes all the facilities and services of hotels, and also suggests things to do or attractive activities to the readers. It comprises of two steps – Step A: Stating accommodation facilities and services and Step B: Suggesting attractive activities. The examples of Move 3, Steps A and B are presented as follows:

#### **Step A: Stating facilities and services**

[3-18] *Our 70 roomed, 5 floored hotel offers 6 spacious types of rooms and family suites: Superior room, Deluxe room, Executive Deluxe Room, Family 2-Bedroom Suite, Family Garden Suite and Penthouse 4-Bedroom Suite Our rooms are intimate with their dark wood panelling with discreet Thai motif patterns.*

### **Step B: Suggesting Attractive Activities**

[5-7] *Situated right by Hilton Pattaya, the CentralFestival Pattaya Beach complex boasts more than 300 shops, a cinema theater and bowling alley. Enjoy many activities like snorkelling, jet skiing and swimming on Koh Larn (Coral Island), off the coast of Pattaya. Take a boat trip to browse Pattaya Floating Market.*

From Table 4.1, Move 3 was found across all three hotel classes. Step A was used quite similar with a high percentage in the five-star at 93.75% and one-star at 92.85%, along with the three-star at 77.77%. Step B occurred at 50% in the five-star but less frequently in the one-star and the three-star at 28.57% and 20.37%, respectively.

#### **4.1.4 Move 4: Soliciting Response**

This move is characterized by four steps. The first step, Step A functions as a navigational tool of the Web site as it enables the readers to access particular contents from a whole Web site. Step B is to encourage readers to take prompt action and immediate response, by using an imperative verb such as *book now*, *click here* or *view all*. Step C offers incentives to the readers and entices them to take action quickly before the offers expire. Step D provides detailed information about latest news or events in the hotel. The following provides an example of Move 4 containing four steps.

##### **Step A: Navigating for more detailed information**

[1-13] [View All](#)

##### **Step B: Calling for action**

[5-15] *So why wait? Take your time, look through our website and just imagine...See you shortly.*

##### **Step C: Offering promotion**

[3-97] *We'll take 10% off your first spa service when you sign up for our e-Newsletter!*

##### **Step D: Announcing news and latest events**

[5-14] **LATEST NEWS**

*Royal Wing Suites Pattaya Has Won the Hearts of Luxury Travellers Again by Conquering the 5th Trip Advisor Travellers' Choice Award.*

The occurrence of Move 4, Step A was outstandingly found with the highest percentage at 100% across the three hotel classes. Also, Step B was extensively used in the five-star at 100%, unlike infrequently used in the three-star at 34.25%, and 35.71% in the one-star. However, Step C was used in the five-star and three-star at 75.00% and 12.96%, but did not appear at all in the one-star hotels. Regarding the last step, Step D was not used in the one-star, nevertheless slightly used at 31.25% in the five-star and 4.62% in the three-star hotels, respectively.

#### **4.1.5 Move 5: Establishing Contact**

This move aims to persuade the readers to communicate with the hotel by providing contact information - address, phone number, fax, email, or social media, which is employed in two steps namely, Step A: Detailing address and phone number and Step B: Adding email and social media. The example of Move 5 and its two steps presents below.

##### **Step A: Detailing address and phone number**

[3-2] *Angel Pool Villa 318/44 Grand Condotel Village, Tappraya RD., Nongprue, Banglamung, Chon buri 20150, Thailand Tel:+66 8 53350 999 Fax: 038-252488*

##### **Step B: Adding email and social media**

[1-6] *www.lordnelson-pattaya.com, E-mail: info@lordnelson-pattaya.com*

Move 5, Step A was used by the five-star at the high frequency of 100%, followed by the three-star 81.48%, and the one-star 64.28%. Step B was recognized at the high frequency in the five-star at 93.75%, along with the three-star 71.29%, and the one-star 21.42%.

#### **4.2 Analysis of Linguistic Characteristics on the Homepages**

This part presents linguistic characteristics that were found in each move and step of the hotel homepages. By analyzing the linguistic characteristics used in hotel homepages, the eight features were investigated and are presented as follows:

##### **4.2.1 Imperative Clause**

The imperative clause was most often used in hotel homepages comparing with other three types of clause. The occurrence of the imperative clause appeared in all three classes of hotel homepages but appeared most frequently in five-star hotel homepages. Regarding linguistics features, the imperative clause was usually found with infinitive verbs which could be

segmented into three certain groups. Beginning with the first and second group of verbal items, the imperative clause was used to support Moves 2 and 3 to show the acquisition and consumption of products.

#### **4.2.2 Interrogative Clause**

The interrogative clause generally begins with WH-question words and it also occurred in the form of imperative clause ending with question mark. The uses of interrogative clause were similar among the three hotel classes. It was comparably found in the content of Moves 2, 3, and 4 without expecting replies in order to express the enthusiasm of hotel stay and convince the customers' agreement.

#### **4.2.3 Dependent Clauses**

Dependent clauses have special functions in advertising especially beginning with *when*, *if*, and *because*. In hotel homepages, dependent clauses mostly appeared in Moves 2 and 3 to get the customers' attention by appealing their interest and satisfaction. One-star hotels most often employed dependent clauses on their homepages whereas the five-star hotels employed the least often. The use of a clause beginning with *when* and *if* was to illustrate the conditions and results that the customers would get. In order to demonstrate the causes and reasons, dependent clauses with the word *because* were used to help the customers make decisions.

#### **4.2.4 Modal Auxiliary**

The modal auxiliary verbs identically used in homepages of three hotel classes were *will* and *can*. In order to support Moves 2 and 3, the word *will* was used the most in expressing the promise followed by the word *can* that was used in telling what the hotel gave to the customers or the hotel's capacity to do something. Additionally, there were some more modal auxiliary verbs found in hotel homepages such as *could*, *should*, *must*, and etc.

#### **4.2.5 Product Name**

The product name was mostly mentioned through a brand name to make customers recognize and remember. For a slightly lengthy name, a product combines the advertiser's name or brand name with a word or phrase designating the product. In terms of linguistic features, the product name was the name of the hotel appearing on the homepages. There were not any important differences between the uses of hotel name among three hotel classes. It always appeared in Move 1 not only to introduce and identify the name but also to make customers



recognize and remember. Furthermore, the use of the hotel name frequently occurred in Moves 2 and 3 and rarely occurred in Move 5.

#### **4.2.6 Classes of Modifier**

The classes of modifiers were frequently used as a trait of advertising language. In hotel homepages, the comparative and superlative adjectives mainly appeared in Move 2 to boost the hotel's reliability and credibility but they infrequently appeared in Move 3. Across the three classes of hotel homepages, comparative adjectives most often occurred in the five-star hotel homepages followed by the three-star and one-star, respectively. In this kind of adjective, *better* and *best* were ordinarily used in the all hotel classes. Moreover, other adjectives which express some desirable quality were also used.

#### **4.2.7 Verbs**

By characterizing the linguistic in hotel homepages, verbs were the secondarily important feature across the eight elements. The frequencies of occurrence in each class of hotel homepage were different sorting by the five-star, three-star, and one-star respectively. The twenty verbs most often found in hotel homepages were different from the twenty most common verbs proposed by Leech (1966) whereas some verbs were similarly used, namely *take*, *make*, *get*, *feel*, *has/have*, and *need*. In four out of the five moves, verbs were used by all hotel classes. Among four moves, verbs were the most frequent used in Move 3 to present the hotel's amenities and services. Move 4 used verbs to entice the customers to carry out an action. In the same way, verbs were also utilized in Move 2 involved with imperative clauses in order to persuade the customers by stating what they would achieve and what they could do. Additionally, the verb *welcome* was primarily used in Move 1, Step B to greet the customers. The following samples illustrate the uses of verbs in each move.

#### **4.2.8 Adjectives**

In terms of linguistic features, adjectives were predominantly found in hotel homepages. The frequency of adjectives using was in the highest rate among eight features. By comparing with Leech (1966), most of the twenty adjectives often found in hotel homepages differed from Leech's mention. However, there were four adjectives, including *free*, *easy*, *great*, and *special* that were used in common. The adjectives were always used in Move 2 especially in Steps A and C to persuade customers by claiming superiority and by describing location of the hotel. It was also used in Move 3 to inform and describe hotel's amenities and services and recommend

attractive activities. However, Move 1, Step A occasionally presented adjectives in the slogan of a hotel to entice attention from the customers. Across the three hotel classes, adjectives occurred most frequently in the five-star hotel homepages and least in the one-star. The differences among the three hotel classes were not only the frequency of occurrence but also the level of description appearing the most in homepages of the five-star hotel.

## **5. Conclusion**

The analysis of the rhetorical move structure of hotel homepages in the three classes – five-star, three-star, and one-star revealed some similarities and differences in the moves and steps, and also the use of linguistic characteristics among the three hotel classes. The analysis of the move structure reveals that a total of five moves were used across the homepages of the three hotel classes. There were, however, some differences regarding the use of steps in some moves among the three classes. The first move, Move 1, was similarly used across all three hotel classes with the same highest number of occurrence at 100%. The use of Moves 2 and 4 were obviously different among the three hotel classes; that is, the five-star tended to use these moves with their steps in the most frequent occurrence whereas the three-star used them with less frequency. Conversely, the one-star hotels did not use some steps within these moves. In addition, Moves 3 and 5 were similarly used across the three hotel classes.

With regard to the analysis of linguistic characteristics, the findings indicated that there are different sets of linguistic features used in the three hotel classes in order to perform a particular communicative purpose for each move. In order to describe and give more detailed information of the hotel, adjectives were obviously used in the highest proportion among the eight elements, especially in the five-star hotel homepages. The other two distinct features that appeared the most were verbs and product names. These three dominant features were particularly found in Moves 1, 2, and 3. On the other hand, dependent clauses and interrogative clauses were used the least used across the three hotel classes.

The study's findings would be beneficial to learners, instructors, practitioners for English for Specific Purposes (ESP) in the teaching and learning of language and particularly for hotel Web site designers, which could be used as guidelines for effective web copywriting for online hospitality. The findings, moreover, can be used for developing writing materials for English for Specific Purposes (ESP) courses.

To summarize, further study should analyze the rhetorical structure and also explore the similarities and differences of all hotel star categories (one star-five star) rather than select only the three classes in order to outline the typical move structure of hotel homepages. Furthermore, the visual images that appear on the homepages should be included in the analysis in order to fulfill the overall communicative purpose of online hospitality. The professional appearance of images may catch the reader's attention and persuade them to venture further into the website.

Additionally, this study focuses on eight linguistic features, so the analysis of other linguistic features would be useful in this area in order to support the functions of each move and step of the hotel homepages. A different set of linguistic features may express some more useful moves of the hotel homepages.

Finally, it would be interesting to analyze the language used and grammatical structure on the content of hotel homepages. This seems to be greatly useful for hotel Web site designers to take into consideration when they perform copywriting for online hospitality.

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