

## ABSTRACT

The research is a genre-based analysis of tourism homepages of Thailand. The study mainly aims to explore the move structures and linguistic features of the tourism homepages. Data were collected from 30 Thai-tourism websites using the framework of move analysis developed by Bhatia (1993) and Askehave and Nielson (2005). Only the homepage of each website was used for the analysis. In addition, a computerized concordancing programme named “Concapp Concordance Browser and Editor” by Greaves (1993-2008) was used to identify and analyze prominent linguistic features of the moves. The results reveal that the prototypical move structure consists of 4 moves: 1) Identifying the Attraction; 2) Establishing Credentials; 3) Introducing the Offers; 4) Soliciting Response. Each move comprises various steps which help to accomplish the communicative purpose of the moves. The personal pronoun ‘you’, the modal verb ‘can’, imperatives and adjectival pre-modifiers are prominently used in the texts. In addition, the persuasive communicative purpose tends to be the main purpose of the texts. The moves and linguistic features found in the investigated tourism homepages tend to contribute to the overall persuasive communicative purpose of the texts. The output from the analysis could be used as a model for web writers of tourism homepages. In addition, the findings can be used as guidelines for lecturers in this genre in designing of syllabi, teaching materials and teaching strategies for English tourism courses. This would contribute to improvements in the writing of the tourism homepages particularly in Thailand and other countries where English is not the first language, thus serving as a way to improve communications in marketing the tourism industry.

## ABSTRAK

Kajian ini menganalisis pengaturan isi kandungan dalam homepage pelancongan di negara Thai. Kajian ini bertujuan untuk menganalisis pengaturan isi kandungan dan penggunaan bahasa dalam homepage pelancongan di negara Thai. Maklumat dikumpul daripada 30 laman sesawang pelancongan melalui penerapan teori Bhatia (1993), Askehave dan Nielson (2005) dalam menganalisis homepage atau muka depan website sahaja. Penganalisisan penggunaan bahasa ini dianalisis mengikut program Concapp Concodance Browser and Editor. Hasil penyelidikan menunjukkan bahawa pengaturan homepage pelncongan di negara Thai terbahagi kepada 4 bahagian utama iaitu 1) Maklumat yang menarik perhatian 2) Maklumat yang meyakinkan 3) Pemaparan maklumat dan 4) Meminta respon. Penggunaan bahasa di dalam homepage kebanyakannya terdiri daripada kata ganti nama "you" dan kata bantu "can". Terdapat juga ayat permintaan dan kata adjektif. Manakala tujuan utama yang mendorong penulisan homepage ialah untuk menarik perhatian pembaca. Hasil kajian ini akan membantu penulis homepage yang berkaitan dengan pelancongan dan menjadi rujukan para guru-guru dalam mengolah bahan pembelajaran dan pengajaran termasuk juga teknik-teknik baru dalam bidang pengajaran bahasa Inggeris untuk pelancongan. Selain daripada itu, kajian ini akan membantu penambaikan kepada penulisan homepage pelancongan dalam bahasa Inggeris untuk negara-negara yang tidak menggunakan bahasa Inggeris sebagai bahasa pertama khususnya dan juga membantu dalam pembangunan industri pelancongan pada amnya.

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*Daruni Krairak*  
*Master of English as a Second Language*  
*Faculty of Languages and Linguistics*  
*University of Malaya*  
*Kuala Lumpur*

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