

APPENDICES

APPENDIX A

Identification of Moves and Steps on Tourism Homepage Texts

Web No.1	
Description	Communicative purposes
	Move A: Identifying the Attraction
Ko Samet	Step 1: Stating the Name of the Attractions
	Move B: Establishing Credentials
Ko Samet (เกาะเสม็ด in Thai) is a rather small island where you will find some of the most beautiful beaches in Thailand. The water is also normally very clear here. Relaxation is the main activity here, so spoil yourself a little and "refill your batteries". It is a perfect place for hiding away from daily life stress and work. Anyhow, you are still close to Bangkok and it's shopping, night life and attractions.	Step 4: Claiming Outstanding Characteristics
	Move C: Introducing the Offers
Reasons to go to Samet island There are several reasons to choose Samet as your holiday destination. First of all; the island has some of the best beaches found in the whole country. Hat Sai Kaew (Diamond Beach), Ao Vong Duan and Ao Prao is three of them. Second, the short distance to Bangkok. Convenient! And third, the climate is very pleasant. Even though it is raining a little more in July-September, there is often just short and refreshing showers.	Step 1: Giving Factual Details of Services and Facilities in and around city
	Move D: Soliciting Response
More about Samet »	Step 1: Navigating More Detailed Information

'Web No.1, continued'	
Description	Communicative purposes
	Move B: Establishing credentials
Where is Samet Located? The island is located in Rayong province, South-East of Bangkok and Pattaya and West of Trat province and Koh Chang. It is easy to go here from Bangkok, with bus from the Eastern bus terminal. (Ekamai).	Step 1: Indicating and/or describing Locations
	Move C: Introducing the offer
Seasonally Resort Recommendations Below you will find our personal accommodation recommendations: <ul style="list-style-type: none"> - Budget -medium alternative: Samed Club - High class alternative: Ao Prao Resort Five star alternative: Paradee Resort & Spa	Step 1: Giving factual details of facilities and/or services
	Move D: Soliciting response
Kosamet.net - Year 2009 We will not stay in the hammock in 2009, but continue our work on Kosamet.net and our other Thailand related websites. Our motivation is satisfied visitors so we will add more information, new images and more offers during the year. Feel very welcome!	Step 4: Giving contact information Step 2: Calling for Action Step 3: Ending Politely

Web No.2	
Description	Communicative purposes
	Move A: Identifying the Attraction
Railay Beach Thailand Welcome to Railay Thailand!	Step 1: Stating the name of the attraction Step 2: Inviting the readers to visit.
	Move B: Establishing credentials
The coast in the south of Thailand is a luxurious tropical paradise. Towering limestone cliffs shelter incredible beaches, the most beautiful is Railay. Isolated from the mainland, the peninsula of Railay is surrounded by the warm Andaman Sea, lush jungle, and twisted rock	Step2: Claiming superiority Step 1: Indicating and/or describing Locations
	Move C: Introducing the offer
It contains enough activities for the most adventurous while allowing those who just want to chill out in paradise the opportunity to do just that. You can be sure that it will never get uncomfortably crowded in Railay as there are a limited amount of <u>hotel rooms available</u> . Many people chose to stay in Ao Nang, a short boat ride away. Bargains Bargains and Bargains! The Financial crisis seems already to be having it's effect on Railay. Numbers are way down, so the beach is pleasantly tranquil. The second happy effect of this is that there are some real bargins to be had at the moment. In particular check out <u>Diamond Cave</u> and <u>Railay Village</u> - we've not seen prices this low in years.	Step 2: Offering main things to see and do Step 1: Giving factual details of facilities and/or services and Move D: Soliciting response Step 1: Navigating more detailed information

‘Web No.2, continued’	
Description	Communicative purposes
	Move A: Identifying the Attraction
Now would be a great time to go....	Step 2: Inviting Reader to Visit
	Move C: Introducing the offer
<p>For the For the techno savvy, check out our <u>Google Earth file</u> If you have not downloaded <u>Google Earth</u> you are definitely missing out. Better still, have a look at our new <u>Railay Interactive Map</u>.</p> <p>There's new <u>climbing photos</u> from around Railay you may like.</p> <p>We have just finished posting info on <u>Ao Laoliang</u>, an island national parks have recently opened for <u>climbing</u> and lazing....</p> <p>Just put up a flickr slide show of random pics of railay- <u>check it out</u> and post your own.</p> <p>Our first attempt at doing Virtual Reality (VR) movies of Railay are <u>here</u>. <u>Have a play!</u></p> <p>Construction alert: A new hotel is being built behind the Railay Princess Resort. It is tricky to predict how much noise and disturbance this will cause at any given time, but given past experience we would advise against booking the Railay Princess for the next year if you are at all sensitive to noise. At the moment the noise starts around 8am and goes to 5:30pm. We found the noise from within Princess ok, but we may have a different idea to ok then you...</p>	<p>Step 1: Giving factual details of facilities and/or services</p> <p>and</p> <p>Move D: Soliciting response Step 1: Navigating more detailed information</p>
	Move C: Introducing the offer
At the moment the noise starts around 8am and goes to 5:30pm.	Step 3: Giving information on operating time

‘Web No.2, continued’	
Description	Communicative purposes
	Move C: Introducing the offer
<p>What to do? If it's <u>sea kayaking</u>, <u>diving</u>, <u>rock climbing</u>, <u>snorkeling</u>, <u>jungle trekking</u>, <u>cooking</u>, <u>elephant trekking</u>, <u>white water rafting</u> and <u>quad biking</u> or lazing on the beach, you can do it all from here. Our aim is to introduce and get you to participate in the place we love and if you so desire, enable you to book hotels and activities.</p> <p>These pages have been set up by the various businesses which operate on Railay Beach. Railay is a very small place and with only a limited amount of <u>accommodation</u> and facilities, it can be tricky to get what you want.</p>	<p>Step 2: Offering main things to see and do and</p> <p>Move D: Soliciting response Step 1: Navigating more detailed information</p> <p>Step 1: Giving factual details of facilities and/or services and</p> <p>Move D: Soliciting response Step 1: Navigating more detailed information</p>
	Move B: Establishing credentials
Railay is a very small place and with only a limited amount of accommodation and facilities, it can be tricky to get what you want.	Step 4: Claiming Outstanding Characteristics

‘Web No.2, continued’	
Description	Communicative purposes
	Move C: Introducing the offer
<p>Having lived in Railay for the last 20 years, we know all the owners and staff of the hotels. We personally go to each hotel, and make sure that the hotel and your booking are in order. If you do have any problems or questions, we are on hand to help you. If all the main hotels are full, we will do our best to find you something else.</p> <p>Those who have visited Rai Lay before will probably know where they want to stay, and will find this service invaluable as a means of avoiding the hassle of being unable to <u>get a room</u> in high season.</p> <p>Using our site Select the topics which interest you from the menu bar to your left. Booking forms are available under the relevant topics. All booking forms go straight to our office on Railay where they will be processed the same day and sent back.</p>	<p>Step 1: Giving factual details of facilities and/or services</p> <p>and</p> <p>Move D: Soliciting response Step 1: Navigating more detailed information</p>
	Move D: Soliciting response
<p>If you have any questions on any of the material in this site, then please e-mail us at <u>info@railay.com</u> Hope to see you soon!</p> <p>railay.com 194/5 Moo 5, Tambol Saithai, Muang, Krabi, 81000, Thailand Tel: 66 75 662 096 After hours Tel: 66 81 7978 923 Fax: 66 75 662 097</p>	<p>Step2: Calling for action and Step 1: Navigating more detailed information</p> <p>Step 3: Giving contact information</p>

www.railay.com/railay/intro/intro.shtml

Web No.3	
Description	Communicative purposes
	Move A: Identifying the Attraction
Koh Phangan	Step 1: Stating the name of the attraction
	Move B: Establishing Credentials
<p>Koh Phangan is another ideal destination for the travelers who prefer less crowded, more private beaches set in a laid-back atmosphere.</p> <p>However, this is also a very hip place to be as the island hosts the world famous, and perhaps the biggest beach party on this planet <u>The full moon party</u> on Hat Rin.</p> <p>Covering an area of 191 square kilometers, Koh Phangan is located 20 kilometres directly north of <u>Koh Samui</u>, or approximately 100 kilometres from Suratthani mainland. Interesting attractions include secluded and virgin beaches around the island, a hilltop temple called Wat Khao Tham (ideal for meditation), Than Sadet Waterfall, and the Namtok Phaeng National Park.</p>	<p>Step 4: Claiming Outstanding Characteristics</p> <p>Step 2: Claiming Superiority and Move D: Soliciting response Step 1: Navigating more detailed information</p> <p>Step 1: Indicating and/or Describing Locations And Move D: Soliciting response Step 1: Navigating more detailed information</p>
	Move C: Introducing the Offers
Renting a motorcycle to explore the island is recommended as there are a lot of things to see and do.	Step 1: Giving Factual Details of the Services and Facilities in and around city.

‘Web No.3, continued’	
Description	Communicative purposes
	Move B: Establishing Credentials
<p>Koh Phangan was before the backpackers’ destination, Nowadays a 'more mixed range' of visitors arrives here. One thing most of them have in common is they want to find a relaxed and easy going place. One exemption might be the Full moon party when Haad Rin Nok transforms to a dance-floor made of sand. If you don't want to participate or even listen to the music, don't worry. Koh Phangan is a relatively large island, so you can easily find a quiet place here, even when the moon is round.</p> <p>The beaches on Koh Phangan are still some of the best in the Gulf of Thailand, and remain more popular for people wishing to avoid the crowds of Thailand beaches. Not all have been developed, so there are still those quiet deserted beaches which can be very attractive.</p>	<p>Step 4: Claiming Outstanding Characteristics</p> <p>Step 2: Claiming Superiority</p>
	Move C: Introducing the Offers
There is also snorkelling to be done, with many beaches having live-coral formations.	Step 2: Offering Main Thing to see and do

Web No.4	
Description	Communicative purposes
	Move A: Identifying the Attraction
Kanchanaburi.	Step 1: Stating the Name of the Attraction
	Move B: Establishing Credentials
<p>If you're looking for a place in Thailand a little more remote, where nature offers the simple pleasures of sun, beautiful rivers and spectacular waterfalls, look no further than Kanchanaburi.</p> <p>Just little over 150km west of Bangkok, "Muang Kan" is the ideal travel escape from the fast-paced life in the big city!</p> <p>Surrounded by hills and mountains all the way to the Burmese border, Kanchanaburi is blessed with spectacular scenery. With stunning waterfalls, national parks and some of the friendliest people anywhere in Thailand, visitors generally spend more time here than originally planned!</p> <p>Kanchanaburi is also world famous among war historians. From the neighbouring town of Ban Pong (in Ratchaburi Province), the (in) famous "<u>Death Railway</u>" was constructed all the way into Burma via "<u>Three Pagoda Pass</u>".</p> <p>With the help of Sir Alec Guinness & Co, the most celebrated icon of the railway, the "<u>Bridge On The River Kwai</u>" has pride of place in the heart of Kanchanaburi, remembering the tens of thousands of POW's who suffered during construction!</p>	<p>Step 4: Claiming Outstanding Characteristics</p> <p>Step 1: Indicating and/or Describing Locations</p> <p>Step 4: Claiming Outstanding Characteristics</p> <p>Step 3: Informing the Readers about the Background or History</p> <p>and</p> <p>Move D: Soliciting response Step 1: Navigating more detailed information</p>

'Web No.4, continued'	
Description	Communicative purposes
	Move D: Soliciting Response
<p>So take a look around The Kanchanaburi Guide, let us help you explore one of the most beautiful of all the provinces in Thailand....Enjoy!</p> <p>CONTACT US The Kanchanaburi Guide</p>	<p>Step 2: Calling for Action</p> <p>Step 4: Giving Contact Information</p>

www.kanchanaburiguide.com/index.htm

Web No.5	
Description	Communicative purposes
	Move A: Identifying the Attracting
<p>Mae hong son Thailand</p> <p>Welcome to the jungle Mae hong son Thailand Mae hong son Thailand travel information and businesses contact</p>	<p>Step 1: Stating the Name of the Attraction</p> <p>Step 2: Inviting Reader to Visit</p>
	Move B: Establishing Credentials
<p>Maehongson, Thailand's northern border city, hiding itself in between the towering mountains with densely forested slopes, stretching to the Burmese border. Maehongson is known for its charm of scenery and culture. The people of Maehongson consists of the Shans who live in the city and the hilltribe people who live in remote villages on mountain tops where elements of lifestyle have changed little in hundreds of years.</p> <p>The Shans' ancestors came from Shans region in Burma. The hilltribe people consist of Karen, Lisu, Mhong, Lahu, and Lua. Both the Shans and the hilltribemen have their own distinctive cultures. They have their own lilting dialect, their own architectural lifestyles, their own customs and traditions, and their own delicious cuisine.</p> <p>Throughout the year, Maehongson holds many festivals and events. Tourists can observe the distinction cultures from these events. There are different dances, rituals, and ceremonies for different events and festivals. Even the foods are different for each event.</p>	<p>Step 1: Indicating and/or Describing Locations</p> <p>Step 3: Informing the Readers about the Background or History</p> <p>Step 4: Claiming Outstanding Characteristics</p>

‘Web No.5, continued’	
Description	Communicative purposes
	Move B: Establishing Credentials
<p>The most remarkable tradition and also the most important event for the Shans is "Poy Sanglong Festival" which is the ordination ceremony for the Shans' boys. The event is held in March and there is one big celebration throughout the city.</p> <p>The city is covered with the mist all year long. Maehongson gains its nickname of "the City of Three Mists" from the fact that it has dewy mist in the winter, forest fire mist in the summer and rainy mist in the rainy season.</p>	<p>Step 4: Claiming Outstanding Characteristics</p> <p>Step 3: Informing the Readers about the Background or History</p>
	Move C: Introducing the Offers
Mae hong son Weather	Step 1: Giving Factual Details of the Services and Facilities in and around city

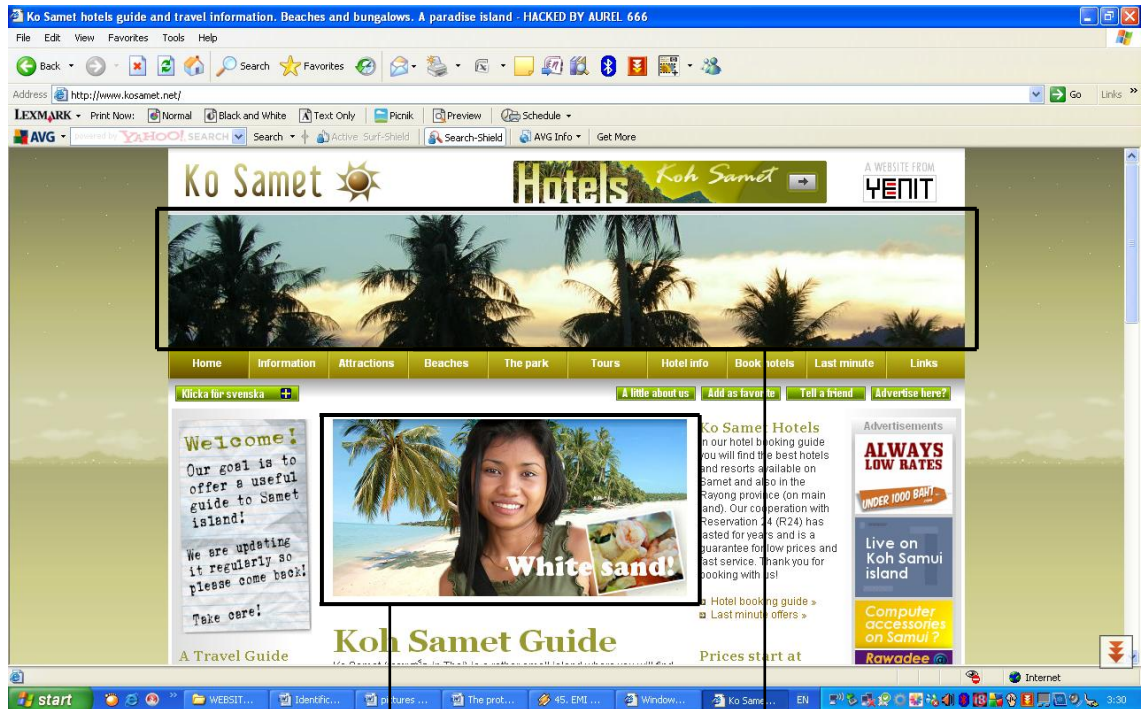
‘Web No.5, continued’	
Description	Communicative purposes
	Move D: Soliciting response
<p>MAE HONG SON TRAVEL LINKs</p> <p>Exchange Rate JustmyPhoto.com</p> <p>SunflowercafeTour Tourist Police</p> <p>TourismThailand TrekkingThailand</p> <p>Chiangrai ThaiAirWays</p> <p>Railway Of Thailand www.PBair.com/</p> <p>NOK Air SGA Airline More..</p> <p><u>MAEHONGSON CITY MAP</u></p> <p><u>A B O U T U S</u></p> <p><u>::: My Guestbook :::</u> <u>::: Contact Us :::</u> <u>:::</u> <u>Advertise :::</u> <u>::: Link exchange :::</u> <u>::: Site</u> <u>Map :::</u></p> <p>Email : Mobile (66) (83) 153 2566 [inside Thailand call 083-153 2566]</p> <p>Last Update Dec - 2006 GMT. +7</p>	<p>Step 1: Navigating more detailed information</p> <p>Step 4: Giving Contact Information</p>

www.maehongsontravel.com/index.html

APPENDIX B

Identification of Moves and Steps on Tourism Homepage Pictures

Web No.1

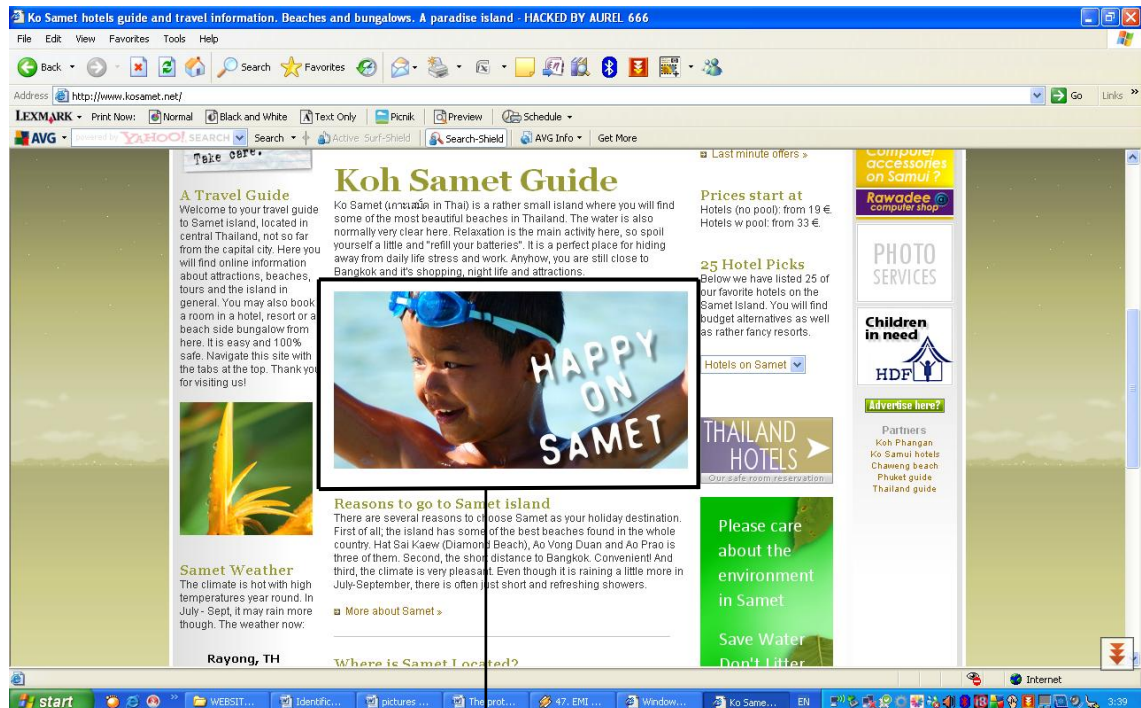


(Animation)

Move B: Step 1: Indicating
and/or Describing Locations

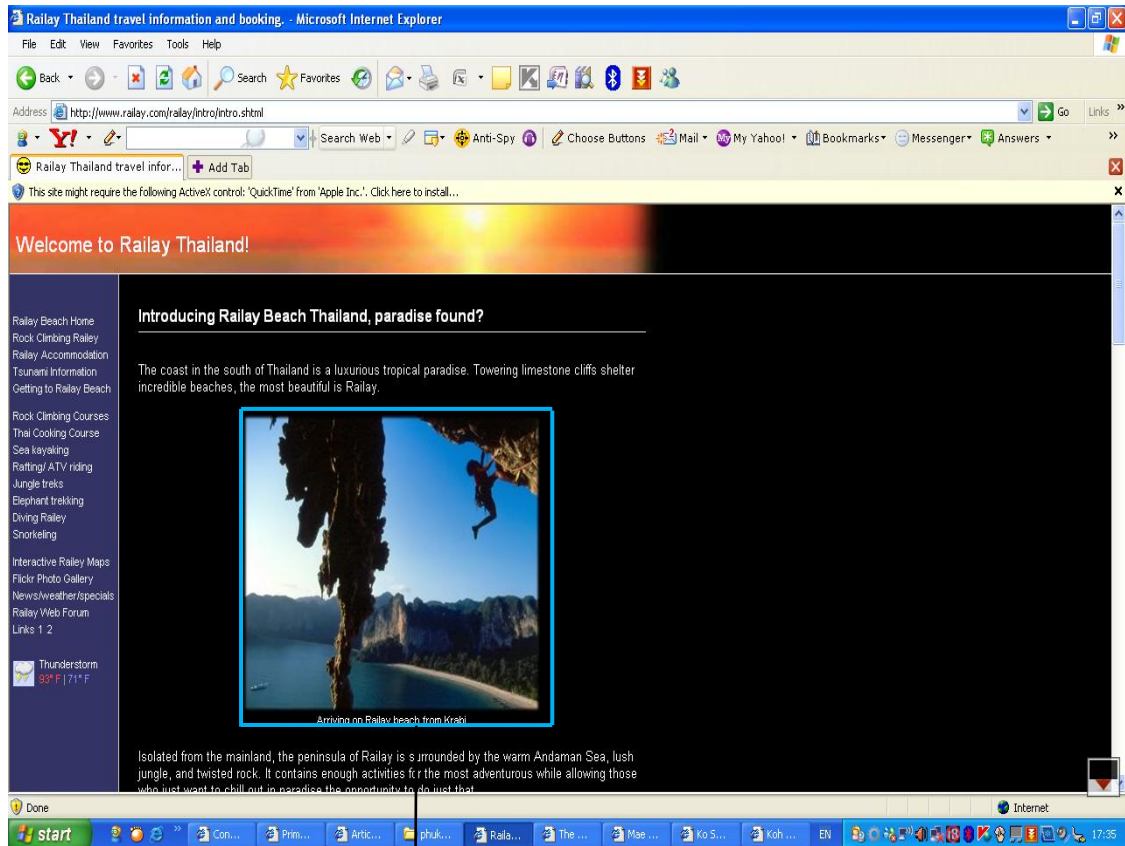
Move B: Step 4: Claiming
Outstanding Characteristics

‘Web No.1, continued’



Move B: Step 4: Claiming
Outstanding Characteristics

Web No.2

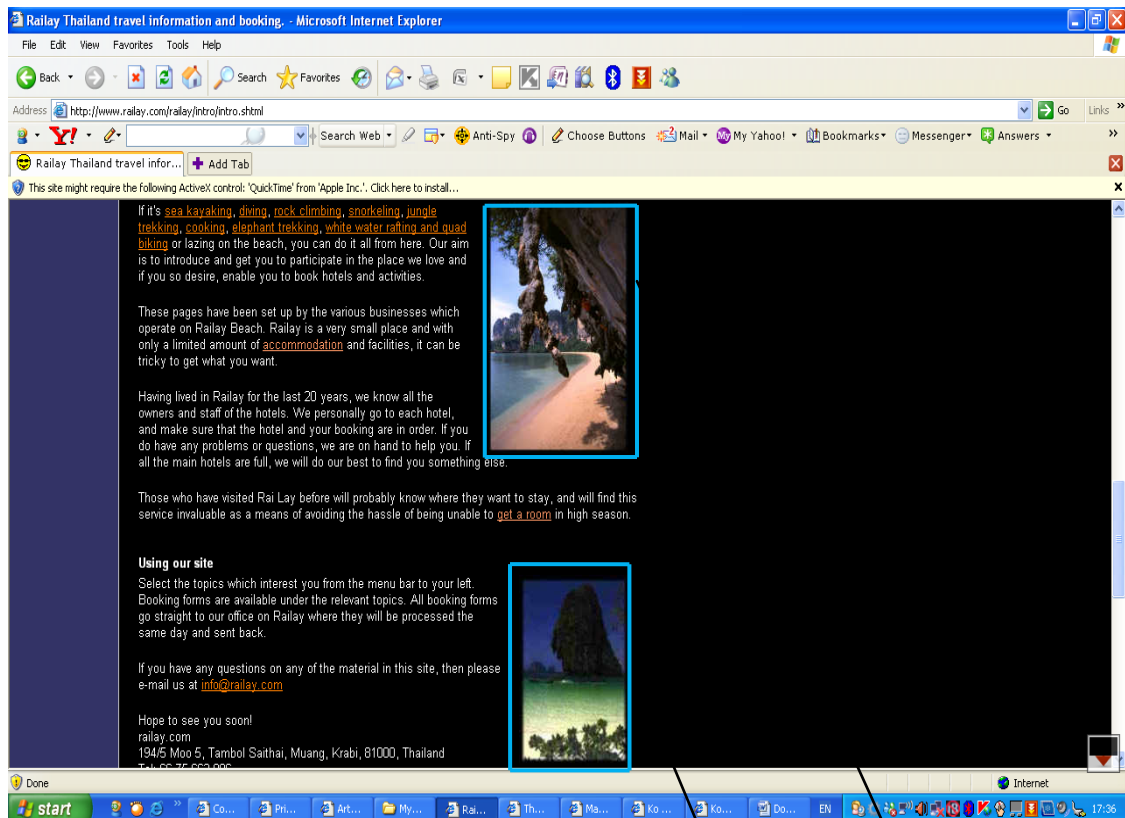


Move B: Step 1: Indicating and/or
Describing Locations

and

Move C: Step 2: Offering Main
Thing to see and do

‘Web No.2, continued’



Move B: Step 1: Indicating
and/or Describing Locations

Web No.3

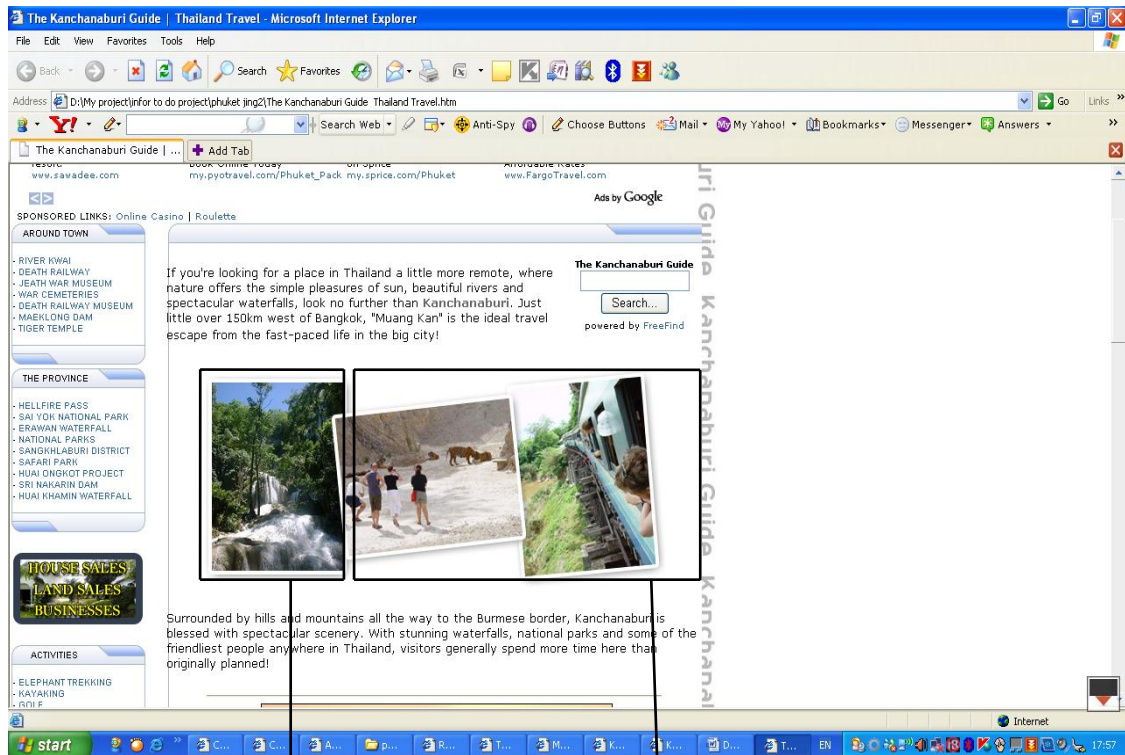


Move B: Step I: Indicating
and/or Describing Locations

Move C: Step 1: Giving
Factual Details of the Services
and Facilities in and around
city

Move C: Step 2: Offering Main
Thing to see and do

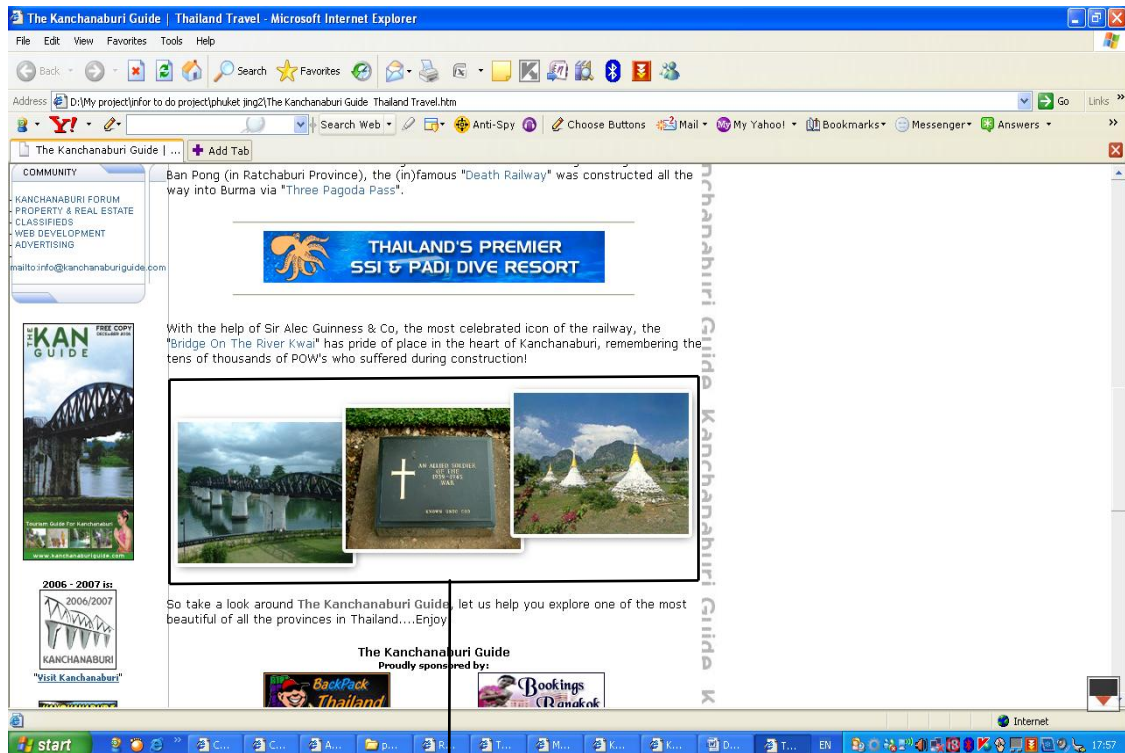
Web No.4



Move B: Step 1: Indicating
and/or Describing Locations

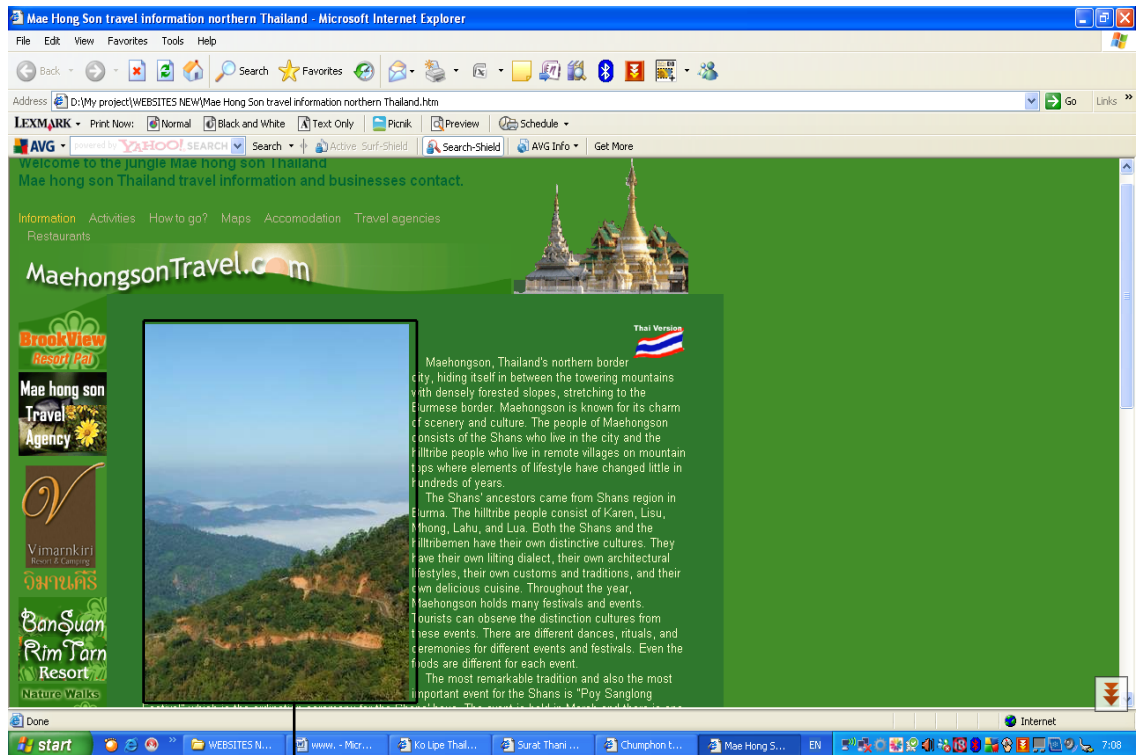
Move C: Step 2: Offering
Main Thing to see and do

‘Web No.4, continued’



Move B: Step 3: Informing the Readers
about the Background or History

Web No.5



Move B: Step I: Indicating
and/or Describing Locations

"All appendices were referred to the CD"