A GENRE-BASED ANALYSIS OF HOTEL ADVERTISEMENTS

IN MALAYSIA

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ABSTRACT

This is a genre-based study on hotel advertisements in Malaysia. The purpose of the study is to use a genre approach to explain the use of advertising language in Malaysia hotel advertisements in attaining their objectives. The study also examines the way the advertisements were written. The Five-Move structure for hotel advertisements proposed by Gu Xiangfen (2008) has been adopted to analyze a sample of 20 Malaysia hotel advertisements. The study also looks into other aspects of the texts, such as the communicative purposes and the linguistic features. Findings from quantitative analysis indicate the following: First, Malaysia hotel advertisements serve as a communicative medium to persuade potential customers to buy their products or services, provide information portals for potential customers on hotel information and act as a marketing instrument to promote good images and services of hotels. Second, the Five-Move structure is found to be suitable for investigating the structure of Malaysia hotel advertisements. Only Move 4 "Internal Philosophy and Guidelines" is not significant in the data. The rhetorical moves of Malaysia hotel advertisements includes Identifying Service (Brand Name and Highlighting), Establishing Credentials (Location and Offering Rating/ Awards & Accolades), Introducing Service & Facilities (Rooms & Services, Function rooms & Facilities and Dining & Bar) and Providing Contact. The Optional Moves or Steps are Expressing General Greetings and Invitation, Background Description and Internal Philosophy & Guidelines. Third, the most common linguistic features are identified in the samples. They are the pronoun 'you' and 'your', Adjectives, Binomial and Multinomial Expressions, Nominal, Ellipsis and Imperatives. The

findings also indicate that some other non-linguistic features are used in the samples, such as colorful and attractive pictures, logos and explicit promotional sub-headings. In all, the findings of this study enrich the promotional genre colony put forward by Bhatia (1993) and add on to the literature in this field for researchers as well as materials for teaching and learning of practical English writing in the field of ESP.

ABSTRAK

Kajian ini adalah mengenai genre iklan hotel di Malaysia Tujuan kajian dengan menggunakan pendekatan genre adalah untuk menerangkan bagaimana iklan hotel di Malaysia menggunakan bahasa untuk mencapai objektif mereka. Kajian ini juga turut mengkaji bagaimana iklan tersebut ditulis. Struktur '5 Move' bagi iklan hotel yang dikemukakan oleh GuXiangfen (2008) telah di gunakan untuk menganalisis 20 sampel iklan hotel Malaysia. Kajian juga melihat kepada aspek teks yang lain seperti tujuan komunikasi dan ciri-ciri linguistik yang lain. Hasil analisis kualitatif kajian adalah seperti berikut: Pertama, iklan hotel di Malaysia merupakan medium komunikasi untuk memujuk pelanggan-pelanggan yang berpotensi untuk membeli produk atau perkhidmatan, memberi informasi terperinci kepada bakal pelanggan tentang Hotel tersebut dan merupakan instrument pemasaran untuk mempromosi imej baik dan perkhidmatan hotel. Kedua, struktur 'Five Move' Gu Xiangfen (2008) didapati sesuai untuk menyiasat struktur iklan hotel Malaysia. Hanya 'Move 4', "Internal Philosophy and Guidelines" adalah tidak signifikan di dalam data. Struktur retorik iklan hotel Malaysia telah mengenal pasti 'Identifying Service' (Brand Name and Highlighting), 'Establishing Credentials' (Location and Offering Rating/ Awards & Accolades), 'Introducing Service & Facilities' (Rooms & Services, Function rooms & Facilities and Dining & Bar) dan 'Providing Contact' . 'Optional Moves' atau 'Steps' pula adalah 'Expressing General Greetings and Invitation', 'Background Description' and 'Internal Philosophy & Guidelines'. Ketiga, ciri-ciri linguistic generik yang telah ditemui dalam sampel adalah kata gantinama 'you' and 'your', 'Adjectives', 'Binomial and Multinomial Expressions', 'Nominal', 'Ellipsis' dan 'Imperatives'. Hasil kajian turut

menunjukkan bahawa terdapat ciri-ciri bukan linguistik yang digunakan di dalam sampel seperti gambar-gambar pelbagai warna yang menarik, juga logo dan 'sub-heading' promosi yang jelas dan nyata. Secara keseluruhannya, dapatan kajian ini memperkayakan lagi koloni genre promosi yang dikemukakan oleh Bhatia (1993) dan menambah literatur serta pengetahuan dalam bidang ini dan menyediakan bahan pengajaran dan pembelajaran penulisan Bahasa Inggeris yang praktikal dalam bidang ESP.

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CHAPTER ONE: INTRODUCTION

1.1 Introduction

The main purpose of the current study is to analyze hotel advertisements in Malaysia by using a genre analysis approach. By analyzing the communicative purposes, rhetorical structures and linguistic features of hotel advertisements, the study aims to explain how the texts of Malaysia hotel advertisements achieve their purposes and why the texts are written in that way. In this chapter, the background of the study and the roles of hotel advertisements are initially described. The researcher explains the reason why Malaysia hotel advertisements are selected and why genre analysis as a proper approach is used in the study. This chapter also includes the purpose of the study, the research questions, finally the significance and the limitations.

1.2 Background of the Study

Debra A. Laverie (2003) explains that people living in modern society have been surrounded by a large number of advertisements. They attempt to understand advertisements from large channels, such as radio, television, newspapers and magazines, etc. Sometimes advertisement even can be heard from the shopping malls through public announcement system, and can be found on the sun umbrellas at the roadside, notice boards at bus stations, facade of the building, highway, neon signs, and overalls and on every corner of the streets. Xia Miao (2001) points out that a promotional advertisement in the newspaper can tell us how we can take advantage of

promotional activities in the shopping malls to save money. A tourist advertisement can widen people's thoughts and adjust our intense pace of life in the modern city. A successful commercial advertisement does not only help businessmen to promote their products or services, but also is able to help them quickly to capture the market as well as to seek more profits for promoting extra economic efficiency. Besides, advertisements also appear in a variety of forms, such as, printed advertising, billboard advertising, and so on. In short, advertisements seem to change our perspectives and influence our vision whenever and wherever we are.

1.3 The Roles of Hotel Advertisements

Hotel advertisement, as a type of useful media for publicity, is endowed with several crucial roles. Firstly, it can help hotels to establish their images, providing the public or potential customers with hotel products or services. Secondly, when new products or services of the hotels enter into the market initially, people usually feel unfamiliar with these new products or services therefore they are accepted slowly. At that time, advertisements are extremely important and hotels need their own initiatives to provide information on new products or services in order to stimulate the needs of potential customers. Thirdly, it is impossible for a hotel to get equal revenue each day, each month or each year. An appropriate hotel advertisement is able to adjust the operation of the hotel in the peak season and the off season. To sum up, hotels can come up with a few advertisements to avoid excessive demand of the market during the peak seasons. But in the off-seasons when people have a low demand of the hotel, the advertisement

will play an important role in promoting hotels at this time. A good hotel advertisement inform the customers that they can obtain better products or services which are normally extremely expensive during the peak season or during normal time. Thus, to enjoy hotel promotions, customers can adjust their time to stay at the hotels and at the same time the hotels can also ensure its business during the off-seasons.

1.4 The Rationale of Doing a Research on Hotel Advertisements in Malaysia

As it is known to everyone, Malaysia is blessed with unsurpassed natural resources and favorable conditions thus becoming one of the highly developing countries for tourism in the world. As an indispensable part of Malaysia's economy, hotel industry is obviously in momentum and booming. Firstly, with the strong economic growth, Kuala Lumpur has already become the center of trade and commercial region. Therefore, the needs for hotels, exhibition halls, and conference halls are gradually increasing. Secondly, The World Travel Organization has predicted that Asia, especially the Asia-pacific region is one of the most favorable places selected by tourists in the world in the past decade and the trend will continue to the next century (Tomson, 2010). Hence, the thriving development of Malaysia tourism will undoubtedly stimulate the needs of the hotel industry. Recently, the Malaysia government is doing its best to develop the domestic tourism (Jason, 2008). Finally, with long coastlines and a large variety of fascinating islands, Malaysia has been a mecca for vacation destinations in the world. In recent years, Malaysia tourism industry has climed up to the third place in the proportion of gross national product (GNP). Sin Chew Daily (2010), a famous

newspaper in Malaysia, indicates that the revenue of Malaysia tourism has reached RM 56.5 billion (U.S. $ 19 billion) in 2010, an increase of 5.8 percent compared with RM 53.4 billion in 2009. The number of tourists has reached 24.6 million, an increase of 4.2 percent compared with 23.6 million in 2009. Ng Yen Yen (2011), the Malaysian Tourism Minister, says that they would expect the total number of visitors to reach 36.00 million in 2020, trying to accomplish the revenue target of RM 168 billion. Generally speaking, the development and operation of Malaysia hotel industries are relatively essential for the whole national economy.

Therefore, as an introductory publicity genre, printed hotel advertisement in Malaysia aims to attract and maintain customers' attention thus eliciting the expected response. It is safe to say that hotel profiles establish the preliminary image of the hotel in the readers' mind and serve as an essential channel of communication to the public. The importance of hotel advertisements should not therefore be underestimated. Meanwhile, the different words and structures are utilized in hotel advertisements to indicate their different potential purposes. In all, the research on Malaysia hotels advertisements is extremely important and significant.

1.5 Genre Analysis as a Theoretical Framework in the Study

Bhatia (1993) takes hotel advertisement as a type of sub-genre in promotion genre. So the hotel advertisement is by nature a particular genre type of English for special

purposes (ESP). Hence, genre analysis as an appropriate approach aims to explain how and why the hotel advertisement can be written in ways which are easily recognizable for special communities, and which may set them apart from other outsiders. A genre-based analysis of hotel advertisement recognizes the importance of the business context within which a particular ESP text occurs. Meanwhile, the deep-level explanation aims to explain why the specific discourse-genre are written and used in hotel advertisements the way they are.

For the above reasons, the study attempts to offer a genre analysis of hotel advertisement for macroscopic perspectives. Based on the theoretical frameworks of Bhatia's (1993) four communicative purposes for promotional genres, Gu Xiangfen's (2008) five-move structure of hotel profiles texts and the commonly linguistic features of advertisements discussed by Bhatia (1993) and Cook (2004), the texts of Malaysia hotel advertisements will be discussed to analyze how the hotel advertisements accomplish their communicative purposes and why they are organized in that way.

1.6 The Purposes of the Study

The current study intends to analyze the rhetorical structure of Malaysia hotel advertisements which is considered as a vital type of promotional genre. It also aims to explore the special move structures existed in Malaysia hotel advertisements selected for this study. Hotel Industry as an extremely important resource of economy can

provide a large revenue for Malaysians each year. In Hotel Industry, the advertisement seems to take an important part in that it helps to advertise their products or services.

The study provides some useful information about the ESP teaching, especially for the students learning business or business English writing and translation. Xia Miao (2006) indicates that English business writing has shifted from the previous words-translation and the communicative theories-stage to genre-based period. The reason why the ESP learners are not able to write appropriately for a specific purpose is that writing to serve a specific purpose involves the choice of appropriate forms and elements. By studying the genre of hotel advertisements, the study aims at gathering the special characteristics that the hotel advertisements contain, getting them to know how to write a good hotel advertisement in English and helping them to easily find and use the proper words in a particular business situation. In addition, the study also teaches the students how to use English accurately and appropriately in other types of writing in different situations.

The study focuses on the texts of hotel advertisements such as the rhetorical structures and linguistic features. However, many hotels advertisements not only put words in different font, size and color but also insert a number of colorful pictures. Hence the study will briefly analyze the purpose of other non-linguistic features such as colorful visuals and logos, which are adopted in Malaysia hotel advertisements.

1.7 Research Questions

This research report is conducted to take hotel advertisement in Malaysia as its researching subject by answering the following research questions:

1. What are the communicative purposes of Malaysia hotel advertisements?

2. What are the rhetorical structures of Malaysia hotel advertisements?

3. Which move is obligatory and which move is optional in Malaysia Hotel advertisements?

4. What are the common linguistics features of Malaysia hotel advertisements?

1.8 Significance of the Study

The study provides a detailed and comprehensive description of texts of the genre, which offers rhetorical structures and linguistics features used by the discourse community to achieve their communicative purposes. The current study is also significant for several aspects:

Firstly, it helps to resolve the research gap. Although hotel advertisement is considered as one member of the "colony of promotional genres", sharing their individual communicative purposes of promoting, genre analysis of hotel advertisement has not received enough attention from researchers, especially for Malaysia hotel advertisement.

Therefore, the current study on Malaysia hotel advertisement as a sub category of promotional genre colony is a worthy research area.

Secondly, from the pedagogical perspective, the study will provide some insights into the teaching and learning of business writing. The teachers will make use of the materials as a tool of teaching English as a second language. The students, especially for English or business English as their majors, can utilize this study to enhance English communicative abilities and improve their English writing skills in a particular social context.

Thirdly, from promoting the tourism perspective, by analyzing hotel advertisements, we will know what information is effective in attracting attention, what strategies should be emphasized to help the hotel dealers to find an appropriate writing mode to manage advertisement, which helps them to better promote their products or services and obtain more considerable interests.

1.9 Limitations of the Study

It should be noted that the current study is still an initial stage and there are rooms for further improvement. The limitations are summarized as below:

The number of samples selected in the study is not large enough to represent the whole hotel advertisements in Malaysia. Malaysia has many different types of hotels. Therefore, it is impossible to collect all of the hotel advertisements for the study. Hence the number of the selected data is not representative. 20 hotel advertisements were only chosen for this study from Kuala Lumpur City Centre and surrounding areas, such as Bukit Bintang, Mid Valley, KL Sentral, Petaling Jaya and Sunway. If there are more data in the research, the result of the study will be more comprehensive and conducive.

Also, the study focuses on the hotel textual content. Advertisements use not only the texts but also non-verbal language to promote their products or services, such as visuals, font size and colors, and so on. However, due to time constrain and the limited length of the article, the texts of the hotel advertisements are only analyzed by using a genre approach to analyze the rhetorical structure, the communicative purposes and the linguistic features.

1.10 Conclusion

The chapter has proposed the background of the study and explained the role of hotel advertisements in people's life. The study enhances the reason why genre analysis as an appropriate approach is used in this study. The purpose of the study has been clarified and the research questions are included. The significance and limitation of the study have also been justified.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter will briefly review advertising theory, genre theory and the relevant studies in the area. Firstly, the definition, the functions and the characters of advertisement will be separately introduced. Secondly, the existing definitions of genre will be mentioned and the approaches to genre analysis are elaborated, such as Swales' Move Structure Analysis, and Hasan's Generic Structure Potential. Then the move analysis in ESP will be described. Afterwards, the specific promotional genre colony will be presented here. Finally, related studies on hotel advertisements and the framework of this study are discussed.

2.2 Advertising

With the intensification of social market competitiveness and diversifiable growth of people's needs, companies not only try to accelerate the speed of product upgrading, but also continue developing their consumer market and promoting goods by advertising. In this way, advertisement becomes a bridge connecting buyers and sellers. A successful advertisement can speculate the psychology and value of consumers to actively create an atmosphere which is able to interest and persuade them to purchase their products or services. To sum up, one advertisement not only conveys new information on new and suitable products to the consumers, but also attributes the merchants to accelerate the circulation of the products.

2.2.1 The Definition of the Advertisement

Cook (2001) indicates advertising is defined with several perceptions by different people. Firstly, some of them think advertising is a tool generally utilized to persuade people to buy goods unwillingly and unhappily. Secondly, some people regard advertising as a type of media which provides useful information and description of products or services, giving the customers suggestions and guidance.

Albert Lasher (Crouch, 2004), the father of modern advertising in the United States, defines that advertising is a mean of marketing in the form of printing, that is, "salesmanship in print, driven by a reason why." The definition explains the ads trying to persuade person to buy.

The Committee on the Definitions of the American Marketing Association (AMA) (Bennett & Petter, 1995) further explains that advertising can help advertisers explain and promote their thoughts, products or services. The significance of the definition proposed by AMA is to explain that the payer of advertising is mass media and its final purpose is to give people information and change their attitudes in order to make commercial actions, which benefits the advertisers.

Landau & Sidney (1996) defines that advertisement is extensively used to sell products, broadcast ideologies and information and carry out activities. Landau & Sidney (1999) further claims advertising as a form is widely used to spread information on purposes. On one hand, it contributes to evoke people's needs for provided-products or services

and then persuade them to buy. On the other hand, it helps the companies to establish goodwill and reputation.

Rosster.J.R (1997) claims that if someone wants to know the meaning of the advertisement, he must take a look at how it works in our daily lives. He interprets that the advertisement is an individual or organization which conveys information on some certain purposes; and the purposes include image establishing, product promoting, students enrolling, and job hunting and so on. Based on the operational disciplines and procedures of advertising, he further explains that advertisement is a type of communicative activities used by an organization or an individual for a certain purpose, relying on reasonable expenses, prescribed time, and appointed media. In his review, his definition reflects the essential attributes of the ads, but the definition also makes a difference between commercial ads and the others, such as government notices, advertisements for a life partner and public-interest ads which have nothing to do with economy.

Crystal (2000) explains that advertising is a mean of disseminating information, and its purposes are to sell goods or services, to obtain political supports, to advocate some certain careers and so on. The advertisement utilizes a variety of promotional tools to convey information and attract viewers and listeners. It must be paid by advertisers to the media.

2.2.2 The Functions of the Advertisement

David G. Tuerck (1978) elaborates that the main task of an advertisement must express information accurately. He illustrates two types of advertisements: printed and two-dimensional advertising. The former as a traditional advertisement type uses text, colors, and graphics to express information. The later as a modern advertisement type uses sound and dynamic effects. Meanwhile, with a large number of different factors, such as cultural levels, personal experiences, educational levels, understanding abilities, the emotions of customs and so on, the advertisers need to design the advertisements carefully.

Bolen (1984) points out that the function of the advertisement is to provide information to buyer and inform them what product is available and where to buy it. The contents of information on products or services are transmitted by a large number of media portals. The special features are also explained, such as which color and size belongs to and where the consumers can get them. An advertisement intends to compel customers to purchase products or services. As a main task of advertisement, persuasion will explain to one how the products or services they provided can change and improve one's common life.

Cook (1992) proposes that a good quality advertisement increases consumer loyalty for a product or service. It maintains the current customer trust by reinforcing their purchasing behaviors with additional information about the benefits obtained from the brands. In other words, the function of advertisement is to establish and reinforce the

relationship with customers, prospects, retailers and important stakeholders.

Bovee & Arens (1992) indicate that the advertisement helps to provide the buyer goods with competitive cost compared with the current market. Therefore, it will tell you what competition is on, when the next sale is, and how you can receive the latest coupon or rebate and aims to assure you that you are receiving the best value for your money.

Bovee and Arens (1992) put forward that the images and brands of the companies determine their status in the heart of the consumers. In other words, the status is always maintained and shaped by companies' powers and advertising strategies. The print advertisements, especially in newspaper and magazine with the features of large circulation, broad audience and high reliability, help one company to shape their images and status strongly. Debra A. Laverie (2003) proposes that the advertisement can be directly sent to the consumers and the information contained in the ads with shopping guide, estate advertisement and goods promotion can also guide them to buy the products or services.

J.V.Vilanilam & A.K. Varghese (2004) exclaim that a colorful, vivid advertisement is not only always diverse to suit everyone's needs, but also present the sense of beauty and allow the consumers to immerse themselves in pleasure. Therefore, through exaggeration, imagination, symbol, metaphor, and humor, the design of the advertising could meet the aesthetic needs for consumers, stimulate their aesthetic tastes and then effectively guide their consumers' attitudes and lifestyles.

In Moya Guijarro's (1998) view, the advertisement helps to describe the features of new products or services and take the potential customers to upcoming trends and modern market. Rebates and vouchers are provided for them to try new things, aiming to appeal their sense of wanting to know about the leading edge trends.

2.2.3 The Characters of the Advertisement

Richard J. Semenik (2002) claims that the target of the advertisement is the public. Hence, the ads information does not just transmit to one person but to a group of people or the public. Moreover, advertising information must be valuable with disseminating information, guiding consumption and meeting their needs. Wells (2005) explains that advertising must have specific and regular advertisers. The advertiser can be an individual or organization who pays money for them.

Monle Lee & Carla Johnson (2005) clarifies that the advertisers need to pay money for advertisements. Its cost consists of advertising investment, design, media, staff salaries, and so on. Some people may believe that advertisements will increase the cost of the goods or services. In fact, the costs will not be changed at the beginning of the period. Later, with the increase of products and their services widely accepted, the expenses will be decreased. Hence, many advertisers choose ads as one of the most effective and economic ways to promote their products or services. They must use the least amount of money to design the most effective advertising.

Cook (1990) predicts that the advertisement is a communicative process and the purpose of communication is to convey information and exchange ideas between the sender and the receiver by some certain media as to achieve some kind of consensus. He considers communication as a two-way process rather than one-way process. If the information accepted by the potential consumers is real and credible as well as the concepts and ideas mentioned in advertising are acceptable, the advertisements will play an essential role and eventually achieve the process of communication.

Richard J. Semenik (2002) demonstrates that information in advertisements must use some certain media to convey. The world's oldest advertising is carried out by sound, called verbal advertisements and it can be seen in the fairs. However, in modern society, the channels change to television, radio, newspapers, magazines, books, flyers, and so on. Cook (1990) claims that the advertisement must convey a set of information. All advertisements aim to introduce certain information to the public purposely. For instance, the main content of the advertising contains goods, services, and ideas, etc. The information on products consists of their performance, quality, usage, time, warranty, and place as well as price. Bovee & Arens (1992) also point out the information on ideas is to advocate some kind of awareness and establish consumers' attitudes, which help the advertisers promote their products or services. They say: "the feature of tourism advertisement is not to concentrate on discussing and operating projects but to introduce beautiful landscapes, monuments, and customs on the purpose of inspiring people's desires for travel."

2.3 The Definition of Genre

Gu XiangFen (2008) explains that the term genre is from the Latin word 'genus', meaning 'kind' or 'class'. It dates back to classical philosophy in Aristotelian times. The word "genre" constrains and inhibits authorial creativity by dividing literary works into static genres, afterwards, genre as a concept has been widely used in the field of literature, rhetoric and sociology for a long time. However, its importance in linguistics has only been found in recent years. Swales (1990) explains that genre in English originally means a type of small pictures representing a scene from everyday life.

Martin (1985) defines that genre is a staged, goal oriented, purposeful activity, in which speakers engage as members of our culture. In fact, everything you do refers you participating in some certain genres. Martin explains that the speakers apply language to fulfill goal-orientated tasks from the cultural perspective and in so doing must use genres.

Swales (1993) defines genre as a recognizable communicative event with a set of communicative purpose(s). It is identified and commonly understood by the group of the professional or academic community in which it regularly occurs. Commonly, Genre is highly structured and conventionalized with constraint on allowable contributions according to their purposes, positioning, form and functional value. However, the constraints are generally used by the expert and scholars of the discourse community to achieve their own purposes.

Martin explains that the speakers apply language to fulfill culturally goal-oriented tasks. Swales considers genre as a social and communicative event to claim that there is link between the three: the purposes accomplished by the genre, the schematic structure of the genre and the text of language employed. Bhatia (1993) has further expanded Swales' definition, he explains:

> *"One, genres are cognizable communicative events, characterized by a set of communicative purposes identified and mutually understood by members of the professional or academic community in which they regularly occur.*
>
> *Two, genre are highly structured and conventionalized constructs, with constraints on allowable contributions not only in terms of the intentions one would like to give expression to and the shape they often take, but also in terms of lexico-grammatical resources on can employ to give discourse values to such formal features.*
>
> *Three, established members of a particular professional community will have a much greater knowledge and understanding of the use and exploitation of genres than those who are apprentices, new members or outsiders.*
>
> *Four, although genres are viewed as conventionalized constructs, expert members of the disciplinary and professional communities often exploit generic resources to express not only 'private' but also organizational intentions within the constructs of 'socially recognized communicative purposes'.*
>
> *Five, genres are reflections of disciplinary and organizational cultures, and in that sense, they focus on social actions embedded within disciplinary, professional and other institutional practices. Six, all disciplinary and professional genres have integrity of their own, which is often identified with reference to a combination of textual, discursive and contextual factors."*
>
> (Bhatia, 1993)

In short, Bhatia (1993) explains that genre is a communicative event with a certain structure and it is distinguished by the communicative purposes. The conventions of a genre are both enabling and restricting to the production of the genre. Bhatia (1997)

further expounds that each genre is to successfully achieve a set of specific communicative purposes, for the purposes, it has conventionalized language and the model of discourse structure.

The similarity of these two definitions is that Swales and Bhatia identifies the relationship between the communicative purpose and genre. However, Bhatia's definition on genre differs from Swales in that it gives prominences to the cognitive level of genre construction, which made it a more successful and complete definition. (Xia Miao, 2006)

2.4 Genre Analysis

Huang (2001) explains that up to now, discourse analysis has gradually transformed from a surface-level description to a deep-level analysis in language use. That is, it has moved from a pure surface description to a large number of texts, which led to the emergence and generation of the genre analysis. The difference of discourse analysis and genre analysis is that the former mainly concentrates on the linguistics aspects of text construction and interpretation, but the later as an explanation beyond the description to rationalize conventional aspects of genre construction and interpretation.

2.4.1 Swales' Move Structure Analysis

Swales (1981) investigates that the academic research papers written by some writers in different fields have several similarities when they organize the section of article introduction. Based on forty-eight research articles in different research fields, he finally

explains a four-move structure and claims that the three of the identifiable moves always occur on most of the research article introductions. Afterwards, Swales continues to explain that each move includes several optional strategies called 'steps' in his CARs model.

In fact, the term 'move' is similar to 'element' mentioned by Hasan (1979). The approach used by Swales more or less refers to move-structure. Swales (1990) supplements his 'Introduction-Method-Research-Discussion' pattern (IMRD) by analyzing move structure in introductions of research articles. The reason is that texts can be organized into hierarchical structures or moves as to achieve the communicative purposes in specific areas. Subsequently, the CARs model has been employed to the move analysis of articles in the field of social science. His study enables the reader to understand that the writer can use different rhetorical strategies to accomplish a specific communicative purpose at the level of "move" and choose to take different steps. The choice of the steps within a move can exercise creativity. In fact, his analytic approach is so instructive that most genre analysis in several fields has applied his former work on the introductions of academic articles to achieve similar researches on the section of a text.

2.4.2 Hasan's Generic Structure Potential (GSP)

Hasan (1989) presents a relative explicit approach on describing textual structures of a genre. The notion of GSP aims to identify optional and obligatory moves in the texts as well as sequence and repletion of textual structures. The procedure of approaching GSP

model mainly consists of two steps: to describe the existent generic structure of each text in the genre type; to create a metalanguage to describe all the generic structure of the genre.

Hasan (1996) combines discourse and context in her definition of GSP and thinks that typical situations or contexts may be systemically correlated with the linguistics' system. According to Halliday (1985), "field", "tenor" and "mode" are three variables that constitute the social situation. Hasan (1989) uses the term "contextual configuration" (CC) to refer to "field", "tenor" and "mode" in a particular community. She points out that CC not only can be used to predict the obligatory and optional move in a text structure, but also detect their orders and the number of repetitions. However, Xiao Miao (2005) points out that Hasan does not give us a standard to distinguish obligatory and optional elements. Because Hasan explains that the purpose of the obligatory elements in text is to be considered as an instance of a particular genre, and a text needs to contain the obligatory elements identified in the analysis. Her view has been questioned by some linguists (e.g. Bex, 1996; Hyon, 1996). They claim that a genre probably has a certain conventional characteristic structure, but it does not mean every instance of the genre must have a certain textual structure to be considered an instance of a particular genre. (Paltridge, 2000:114) In fact, it is the communicative purposes of writers in a certain discourse community that determine a genre, which in turn determines obligatory elements.

2.5 Move Analysis in ESP

There is a notion we must be concerned when we talk about genre, that is, move. It is extremely important and necessary to describe genre, and it is easier to identify rather than to define. The concept of move has been used by much genre analysis without any unambiguous definition. Coulthard (1976) has used the term 'genre' to replace the 'unit' in the class when they make an analysis of classroom interaction. Subsequently, although Swales does not define the term clearly in his research on research article introductions, the term of 'move' has also been used in his analysis to identity a set of purposes of information. Thus, move is important in describing genres.

Bhatia (1993) describes move as a unit which has particular communicative functions: "each move helps to complete a small portion of a particular communicative intention, then all moves add up to serve overall communicative purpose of the genre. The generic structure of a genre consists of obligatory moves and optional steps. Each move contributes to a part of the overall purpose, while each step designed as a strategy to achieve the intention of each move.

Compared with most of the definitions given by the preceding scholars, Mirador (2000) proposes that 'move' is the logical strategy adopted by the communicators in written and spoken discourse. Such strategy is obvious in the unified functional meaning of a sentence or group of sentences in a written or spoken text. The sentence or group of sentences has a single purpose in relation to the context in which it occurs. The communicative purpose as the criteria to identify moves is achieved by all the sentences

or part of sentences within a move.

The concept of moves and steps adopted in this research paper is mainly practiced by Swales (1990) and defined by Bhatia (1993). Swales (1990) shows that "move" and "steps or sub steps" as analytical units in his research on articles introductions. He points out that the "moves" and "steps" as a regular pattern appear in a certain order in the section of introduction in the academic papers he invested. "Move" as a unit refers to the author's purpose and the content s/he want to express. A "step" is lower than 'move' in the text unit and it assists the move to provide a more detailed perspective. A 'move' in the text is a functional unit for a set of identifiable rhetorical purpose. Move can vary in size, but usually contain at least one proposition. In addition, move and step usually exhibit some certain internal coherence. Moves embody a number of steps that combine information in the move.

Swales' work expands some similar researches into other sections of the research papers. Move analysts have achieved considerable researches in the field of academic and professional discourses. A number of researchers have applied the move analysis to describe patterns in genre texts. Mitchell (2004) has talked about shop transactions. Hopkins and Dudley-Evans (1998) have studied the discussion section of natural science and matter of science dissertations. Connor & Mauranen (1999) have probed into grant proposals. Henry &Roseberry (2001) have studied application letters. In the area of EOP (English for Occupational Purposes), Bhatia (1993) indicates that genre analysis can be applied into the sales promotion letters and the job application letters

called promotional genres. He concludes that they use a very similar pattern of moves.

Based on previous reviews, it seems that the research in move analysis had been very much text-based, and mostly aims at offering guidelines to teaching ESL writing. Hotel advertising accounts for an important part in ESP and it would be of great interest in analyzing these specific genres.

2.6 Promotional Genre Colonies

The definition of "super genres" or "genre colony" has been brought out by Bhatia (2004). "Most of these super genres can be more appropriately regarded as 'colonies' of related genres, with members not necessarily following rigid boundaries." The concept "genre colony" consists of two kinds of meanings. Firstly, the concept categorizes the closely related genres within and across the disciplinary domains into a group. All the genres share the communicative purposes that each of the them tend to carry and therefore they are to be called as members of 'colony' although majority of them will be different in some aspects, such as their disciplinary and professional affiliations, contexts and exploitations, participant relationships, audience constraints etc. In this case, the concept "genre colony" is close to the concept of 'discourse colony' proposed by Hoey (1983). Subsequently, the concept also consists of the process 'colonization' which involves the exploitation and conformation of generic resources. This sometimes creates hybrid forms, which may be named as the secondary members of the colony.

The group of genres such as advertisements, product promotion, job application, marketing, business promotion, and RA introductions and so on are considered as the "colony of promotional genres". This is because they basically share their individual communicative purposes of promotion, even though most of them will be different in terms of other aspects. "Genre colony" has the meaning of "a degree of versatility to genre identification and description" (Bhatia, 2004:59). According to Bhatia (2004), the primary members of the promotional genre colony consists of the advertisements, sales promotion letters, book blurbs and job applications. The secondary members of the promotional genre are film reviews, travel brochures, grant proposals and academic introductions, and so on. Compared with the primary members of this colony, the later has plenty of common promotional concerns in book reviews, film reviews, company brochures, or what is frequent regarded as advertorials, many of which are mixing genres, partly promotional, partly information giving or opinion giving, which may frequently be the members of other colonies as well. Most of the secondary members of this colony could be the primary members of some other genre colony.

2.7 Theoretical Framework of Advertising

2.7.1 The AIDA Model

The AIDA model, as the original and famous framework of advertising, is developed in the late 1800's by E. St Elmo Lewis. His work is regarded as revolutionary for the reason that he identifies that the buyer goes through 4 clearly defined phases when deciding to buy a new products, and the four stages are presented by four words:

Attention, Interest, Desire, and Action. Colley (1984) argues that it is possible to pick the model to the communication process and use it to define advertising objects. He indicates that AIDA is even more relevant today for research advertising. If you remember just one sales or selling model, remember AIDA.

The AIDA process applies to advertisements, aiming to generate a response and provide a reliable model for the design of all sorts of marketing material. Generally speaking, when we buy or sell something, we must go through the AIDA stages. Because something should get our attention first, then if it is good for us, we will be interested to learn or hear more about it. If the product or service is closely matched with our needs and aspirations, we begin to desire it. If we are promoted or stimulated to overcome our natural caution, we may become motivated to taking action to buy them. Hence, the Model of AIDA is shown below:

Attention

The function is to attract the eyes of the potential customers for their products or services. The step refers to the first impression, smile, even on the phone in that the potential customers can hear it in the promoter's voice.

Interest

The function of the step in advertisement is to arouse consumers' interest by describing detail information of products or services being promoted.

Desire

The function of the step is to stimulate the potential customers to buy their products or services and enable them to realize the products or services are just what they want.

Action

The advertisement enables consumer to response to the advertising information and evokes them to take the action of purchasing.

The AIDA model is not suitable for this study with the reason that its system gives one a general understanding of how to target a market effectively. Moving from step to step, one loses some percent of prospects. However, AIDA is a historical model, rather than representing current thinking in the methods of advertising effectiveness. (Wikipedia, 2013)

2.7.2 Bhatia's Framework for Promotional Genre

Bhatia (1993) demonstrates the efficiency of such a multi-level analysis by looking at two types of promotional genres, one is the promotion letter, and the other one is the job application letter. He explains that not only do they use the same medium, but also their participants play a similar role. The Hotel advertisement as a primary member of promotional genre colony, may share similar communicative purposes, which are adequately reflected in the structural interpretations. Hence, it is necessary to go further

to interpret the seven moves in sales promotion letter.

1 Establishing Credentials

The function of the move is to establish one company's credentials. The company always represents their well-establishment reputations and their achievements, aiming to tell customers that the company's specialties and their long experiences can meet the needs of the customers.

2 Introducing the Offer

As one of the most essential part of the promotion letter, the function of the move is to give the detail information and value of the product or service they are providing, like what it consist of, what is the price, where one can take it, and when it can be offered. In business terminology, it is called product-detailing. It is considered essential for the reason that the potential customers are not familiar with the products or services, and it will not sell no matter how good and necessary it is.

3 Offering Incentives

The function of the move is to give a discount to persuade the potential customers to consider seriously the products or services being offered.

4 Enclosing Documents

The function of the move is to supplement necessary details information of products or services when the length of the promotion letters is kept within reasonable limits. The

writers find that enclosing detailed descriptions of products or services can be appeared in the form of leaflets, CDs, and brochures, and so on.

5 Soliciting Response

The function of the move is to encourage the reader to continue further communication. During this move, the contact numbers, the name of the person who takes responsibility in answering and addresses are often included.

6 Using Pressure Tactics

The function of the move is to prompt the already half-inclined customer to make an immediate decision to buy the product or service. The move is commonly realized by offering some additional gains if the customers buy their products or use their services before a deadline. Or additional products or services will be given if you buy more products or services.

7 Ending Politely

The function of the move is to create and maintain a friendly, pleasant relation between the buyer and the seller.

2.7.3 Gu Xiangfen's Five-Move Structure

Based on 40 Chinese hotel advertisements and 40 English hotel advertisements, Gu Xiangfen (2008)'s study applies the genre approach to analyze the move structures and linguistic features. He formulates a consistent generic structure with five moves on both

of two types of hotel advertisements in his finding which is considered to be suitable for the current study. The structure consists of five moves and several steps. The detailed description of each move or step is shown below:

Move 1. Identifying Services

The function of the move is to attract readers' attention and arouse the interest from the addressee. The task of this move can be realized by three strategic steps. They are being shown below:

Step 1. Brand Name

The brand name of the hotel is a very obvious signal. As the topic of the text, it always tells the reader what the text is about. It is obvious that from the name of hotel, the reader could identify the type of hotel, such as city hotel, resorts or residence, in spite of the fact that they are maybe unfamiliar with the hotel.

Step 2. Expressing General Greetings and Invitation

The step delivers general greetings and welcoming messages. It can reduce and differentiate between copywriter and potential readers and make readers feel comfortable.

Step 3. Highlighting

The function of the step is to provide the customers with "the best or most or most exciting, entertaining or interesting part" (Ding, 2007:75) of the hotel. The name of the

hotel is followed by a slogan, which highlights the most prominent features for the hotel. The slogan, in fact, is highlighting. In some cases it appears as a word, a phrase or even a statement, for readers this step is not only to attract readers, but also to quickly realize the selling point of the hotel products or services. This step is often full of superlatives and adjectives to embody the hotel's reputation. These provoking words can raise their interest to read the rest of the text and stimulate their desire, so this step can strengthen the image of the hotel in customers' minds, and lead them to have certain expectations, which satisfies them by staying at the hotels.

Move 2. Establishing Credentials

The function of this move is to provide the customers with some useful information, including regarding the credentials the hotel is stated. The contents included in this move generally consist of location of hotel, background description, environmental characteristics, accomplishments and developments, and influences of the hotel. "Image-building advertisements rely on establishing credential as the main source of persuasion" (Bhatia, 2004). The general purpose of the move is persuading by means of establishing credentials.

Step 1. Location

This step refers to the hotel's geographic advantages that are provided to the guests. Sometimes the transportation conditions around the hotel or the excellent sightseeing destinations nearby are also described. In a word, location mostly indicates reachability and quietness, which commonly are the main concerns for customers choosing

accommodation in higher-star graded hotels.

Step 2. Background/ Setting Description

The step commonly starts with the definition of the hotel, the year of establishment, and the history of the hotel, and so on. General speaking, the longer history the hotel has, the more credible and reputed it is. The hotel with a longer history pays more attention to the description at this point, which aims to attract the readers' attention.

Step 3. Offering Rating/ Awards and Accolades

The function of the step is to capture the attentions of potential customers and impress them by highlighting the standing identity. Using identification statement, such as a well-established reputation or standing status of the hotel to establish credentials can impress prospective customers, and can also create hotel differentiation in the minds of the consumers. Hence customers should be concerned by the rating and awards of the hotels. It does not only mean the status of the hotel, but also hint the standards of fee to stay in the hotel to some extent.

Move 3. Introducing Service and Facilities

The function of the move is to introduce the features and benefits provided by hotels. Gu Xiangfen(2008) explains Move 3 commonly appears in samples selected for the study. Three steps are included in Move 3 in order to complete parts of communicative purposes. The detailed information is shown below:

Step 1. Rooms and Services

The function of the step is to describe the basic room information in hotels, such as the sizes and quantities of rooms and suits, the environment around the outside of the hotel, or the hotel's architectural style or internal decoration and atmosphere. In addition, guests will also look at the services and amenities provided by hotel such as parking service, laundry services, and baby-sitting, etc.

Step 2. Function Rooms and Facilities

The function of the step is to introduce hotel's equipment and available facilities for business travelers and guests, such as, executive floor, lobby description and leisure facilities are mentioned. The step mainly refers to the following facilities: guest rooms, meeting rooms, business centers, fitness centers, and swimming pool, etc. The aim of this step is to provide the information on entertainment facilities, business facilities and other hotel facilities.

Step 3. Dining & Bar

This step contains the food, beverage outlets and the type of cuisine available for guests, their conditions of dining and bar, such as for award-winning chief or cook, for chief specials, and types of dishes they provided or skilled personal recommended. This step is to only attract interest the readers' attention.

Move 4. Internal Philosophy/ Guidelines

The function of the Move is to introduce the management principles or operation guidelines of the hotel they firmly believed, and rules and policies of the hotel observed. Strategic planning, results-oriented marketing, containing internal philosophy not only enable the customers to perceive highly of the hotel, but also take advantage of promoting the hotel itself.

Move 5. Providing Contact

The communicative purpose of the hotel profiles is to publicize the hotel itself and in turn attracts customers to communicate and reserve, and finally stay in the hotel. After the description of all the parts, the hotel profiles ends with the most important information that contains the address, the telephone number, the fax number, the reservations number, the e-mail and website.

As mentioned above, the previous theories on advertisements bring substantial effects in to the field of genre. However, compared with Gu Xiangfen's five-move structure, the AIDA model and Bhatia's theory on promotional genre are not quite applicable for the current study. The AIDA model focuses on the relationship of advertisements and philosophy of customers. It states how one advertisement approach the potential customers step by step. But the current study aims at investigating the special rhetorical structure and linguistics features through texts of advertisement. Bhatia's framework for promotional genre is also not quite suitable for the study for the reason of different type of samples. Job application letters and promotion letters are for Bhatia and Malaysia

hotel advertisements are for the current study. The samples in Gu xiangfen's study referring to printed hotel advertisements for both Western and Chinese are similar to the current study on Malaysia hotel advertisement. Hence Gu xiangfen's five-move structure is observed as an effective theoretical framework and has been adopted in this study.

2.8 Bhatia's Four Communicative Purposes

Bhatia (1993) points out that the promotion letter as an unsolicited letter aims to persuade the potential customers to buy their products or services. Since most of them are not immediately interested in those products or services they provided, the writers of the letters will face challenges. Their tasks are not only to find a way to attract the eyes of potential customers, but also to sustain their interest and eventually convince them of their needs for the provided products or services. Therefore, Bhatia exclaims a promotional letter should include four communicative purposes below:

To persuade

To capture the attention

To offer an appraisal of the product or services

To encourage further communication

Bhatia's framework for promotional genre has been found useful where hotel advertisements are considered as a type of promotion genre that may share the similar communicative purposes of other types.

2.9 Linguistic Features of Advertisement

Widdowson (2003) explains that the language used in the advertisement has the same function as the use of genre and both of them are for communicating purposes. Hence, it is extremely important to analyze how each move is realized by language. Different words and structures have been used in different genres to achieve different communicative purposes. Myers (1994) describes the advertisements have a number of forms, but the language choice is a relatively crucial element to emphasize. The language style expressed by the advertisement includes direct impact and rapid persuasion. Micheal (1892) explains that different types of writing indicate different purposes. In order to solicit more customers, promote higher sales of goods and saving cost, the words used in advertising need to provide customers with greatest possible quantity of information in the shortest possible passage. Vestergaad.T & Schroder.K (1985) claims that words used in advertising are generally concise, vivid and terse. Nida. G (1994) claims that, whatever the forms of advertising are, language is the main carrier of information. Advertising language is different from other ordinary language. Its language style not only directly affects the speed of accepting product or services, but also decides whether the consumer is successfully persuaded.

In this study, the researcher will apply the common linguistic features of hotel advertisements according to the point of views of Bhatia (1993) on promotional genres and Cook (2001) on the common features of advertisements.

2.9.1 The Use of Pronoun 'you' or 'your'

Cook (2001) points out that all three person pronouns are adopted in advertisements. However, the use of 'you' or 'your' is most striking and most frequent. On one hand, the usage of 'you' or 'your' creates a direct or indirect dialogue between advertisers and potential customers and allows both parties to enter into an equal, intimate, and harmonious interpersonal situation. This creates face-to-face and more personal conversations. On the other hand, the advertisement is simultaneously facing to millions of consumers, and the second person pronoun 'you' or 'your' should refer to anyone. However, for the sake of emphasizing the great importance and respect to the customers, the pronoun 'you' or 'your' has been used to make every consumer inadvertently feel that the advertisement is designed for him personally and the consumer is also regarded as 'you' or 'your' as described on advertisements. The examples of the use of pronoun 'you' and 'your' are shown below:

1. *Discover a place where **you** can be at your best.*

2. ***You** have found **your** place to relax, revive and experience renewal.*

3. *Whether **you** desire world-class cultural attractions, top-notch dining or a blissful night of sleep in our Heavenly Bed, you will find it all here at The Westin Kuala Lumpur.*

2.9.2 The Use of Adjective

The essence of advertising is a two-way communication between the buyer and the seller, and its main purpose is to persuade the potential customers to buy their products

or services. Hence the advertisement must be strongly persuasive. Therefore, the use of adjective is an indispensable strategy. The advertisement utilizes plenty of adjectives and most of them serve the function of description. The main purpose of the adjectives is to describe several characters of products or services and convey more information at emotional level. The adjectives help to form a pleasant picture in readers' minds, which convince them of choosing the particular promoting products or services. The examples of the use of adjective are shown below:

- *Featuring a **tasteful contemporary** Asian design, our 418 guestrooms and suites come with a broad range of amenities...our Pergola Poolside Terrace, featuring a **unique semi-covered** poolside area, is **perfect** for a barbecue or your themed events.*

2.9.3 The Use of Binomial and Multinomial Expressions

Bhatia(1993) points out that binominal and multinomial expressions, as a series of two or more words or phrases accompanying the same grammatical category having some semantic relationship and joined by some syntactic device such as 'and' or 'or'. He continues to explain that it is easy to see why binominal and multinomial expression appears in legal draftsmen. This is a rather effective linguistic device to ensure the legal document is precise as well as comprehensive. The advertisement has been paid by space and pages. The function of the binominal and multinomial expressions can also been found in the language of advertising which is constrained by various contextual factors such as spatial limitation. The examples of the use of binomial and multinomial

expressions are shown below:

1. *The Royale Bintang Kuala Lumpur is unparalleled in **convenience, comfort and accessibility.***

2. *The Gardens Hotel & Residences is nestled within the prestigiously upscale location of The Gardens at mid Valley City, Kuala Lumpur, one of the most compelling **leisure**, **hospitality, retail and office destinations** in South East Asia*

2.9.4 The Use of Nominal

Bhatia (1993) claims that the nominal expressions adopted in legal documents are considered as an extremely formal language. The extensive use of nomination provides the legal documents with the features of grammatical simplification and lexical density. Therefore, in the case of the same amount of information, the nominal expressions are relatively simple and precise. He points out that the nomination used in scientific academic writing has a significant impact. It contributes to accurately express the truth and facts of object. Bhatia (1994) explains that nominal expression as a kind of language that serves for persuasion which is considered as the main purpose of advertisement. The examples of the use of nominal are shown below:

1. *Whether it is a board meeting for ten persons or an impressive wedding dinner for 350 persons, let the hotel's **experienced, dedicated and capable events** and Banquet team plan and transform your special events into seamless successes at the Grand Millennium Kuala Lumpur.*

2. *A **smart, chic** and **contemporary 235-room boutique hotel…***

3. ***Data Port broadband internet access***

4. ***24-hour room service***

5. ***Interactive in-room information system***

2.9.5 The Use of Ellipsis

Cook (2001) points out that ellipsis is a scenario where relatively unimportant words or phrases are eliminated. The purpose of ellipsis is to avoid duplication, highlight of main information and coherent context. Ellipsis is one of the most striking and repetitive expressions in advertisement. It can utilize the space efficiently to pass out the most important information or features of the products or services. Bhatia (2004) claims that constrains of time, space and advertising cost, advertisements should consider the use of ellipsis and make the text simple and lively. The examples of the use of ellips are shown below:

1. *Unlimited broadband internet access and Wi-Fi in the privacy of guests' own room.*

2. *Work station with enhanced lighting, dual-line telephone and international power outlets.*

3. *Full equipped with in-house trainers.*

4. *Radio with five channels and piped-in music with bedside controls.*

2.9.6 Imperative

Cook (2001) defines that imperatives as a type of expression show the meaning of commanding, requesting, advising, warning and suggesting, and so on. The expression starts with the base of the verb with no tense and the subject of the imperatives is the second person pronoun 'you' which is usually omitted. The punctuation used in the imperatives is commonly an exclamation. The examples of the imperatives are shown below:

1. Command: *Go and wash your hands.*

2. Request: *Be quiet, please.*

3. Persuade: *Be kind to our friends.*

4. Warning: *Watch your steps.*

5. Suggestions: *Let us go to the party.*

6. Directions: *Turn right and go straight.*

7. Invitations: *Come here.*

8. Threats: *Shut up!*

9. Wishes: *Happy near year!*

The functions of the imperatives are to express commands, suggestions, persuasions, invitations and wishes, etc. The Imperatives can also be used in texts of advertisements to accomplish several communicative purposes. From the samples in the current study, the large number of imperatives with different purposes has been found in texts of hotel advertisements. Hence it will be discussed in detail in this study.

2.10 Related Studies on Genre Analysis

The purpose of Teh's (1986) work is about the pedagogical business English teaching and learning. Her corpus is from multinational sales promotion letters from companies of many countries and local sales promotion letters from Singapore companies. Seven moves have been found in her analysis: Establishing Self, Offering Product/ Service, Referring to Enclosed Material, Offering Incentives, Inviting Further Communication, Goodwill Ending, and Using Pressure Tactics. She claims that differences and similarities are found between the multinational letters and the local Singapore letters. For instance, Move 1 is only obligatory in multinational letters. Move 2, Move 5 and Move 6 are obligatory in both of them. Besides that, each move of the multinational sales promotion letters is elaborated in great detail, not only is the functional values and the common realizing forms illustrated, but also the formulaic expressions and grammatical features like tenses, connectives are calculated and explained. Her research explains that the sales promotion letters display a consistent structure and some lexio-grammar features aims to realize the specific aspects of particular move.

In Bhatia's (1993) view, the job application letter and the sales promotion letter are categorized into promotional genres as they share common communicative purposes which commonly induce them to purchase the products or services. Bhatia finds that the two genres use a virtually identical pattern of moves, as demonstrated in the following table 2.1.

Table 2.1: The moves of sales promotion letter and job application letter (Bhatia, 1993)

	Sales Promotion letter	Job application letter
Move 1	Establish credentials	Establish credentials
Move 2	Introducing the offer	Introducing the candidature
Move 3	Offering incentives	Offering incentives
Move 4	Enclosing documents	Enclosing documents
Move 5	Soliciting response	Using pressure tactics
Move 6	Using pressure tactics	Soliciting response
Move 7	Ending politely	Ending politely

He also expresses that it is not always obligatory for the writer to use all the seven moves. For instance, the obligatory moves of job application letters are Move 1, Move 2, Move 5 and the others are optional.

Wong Hongli & Guo Jirong (2005) investigates 30 printed ads including 20 commercial ads and 10 noncommercial ads. The general move structure and their appearance percentage of printed advertisements are summarized in the following table below:

Table 2.2 The moves and percentages in printed advertisement. (Wang & Guo, 2005)

Move 1	Headlines	100%
Move 2	Establishing credentials	60%
Move 3	Introducing the offer	100%
Move 4	Endorsements	13.3%
Move 5	Offering incentives	13.3%
Move 6	Using pressure tactics	13.3%
Move 7	Soliciting response	93.3%

The study indicates that Move 1, Move 3 and Move 7 are considered as obligatory moves in this research and the others are optional. Move 1 is used to attract the public attention. Move 2 assists to provide the background information of the product, because many advertisers employ it as a "buffer move" to illustrate how popular their products are in the market. Move 3 as a core move used in many coordinated noun phrases, complex noun phrases and simple verbs to introduce the companies' products or services. The paper also conducts a statistical analysis of the moves of the advertisements and then discovers that four-move ad is the most frequent.

Xia Miao (2006) attempts to analyze English tourism ads (TAs) and his study focuses on both lexio-grammatical features of sample discourses and the functional and rhetorical moves of their general structure. By analyzing 50 samples of ads selected from British travel agencies randomly, the paper formulates the generic structure of British TAs:

Table 2.3 The moves of English tourism advertisements

Move 1 Arousing attention and awareness
Move 2 Establishing credentials/ Stating position
Move 3 Introducing the offer
Move 4 Celebrity endorsement/ Testimonial from satisfied customers
Move 5 Directive information
Move 6 Soliciting responses

The researcher explains that the moves or steps in the paper could fulfill the communicative purposes of the TAs. He shows that Move 1, Move 3 and Move 6 are considered as obligatory moves in the main structure of all the TAs. Move 5 is more or

less obligatory, while Move 2 and Move 4 are optional moves that can be selectively used in accordance with specific situations. His study further probes into the linguistics features of tourism advertising by employing the appraisal theory. The study shows that tourism advertising discourses foreground appreciation over effect to deliver and negotiate advertisers' attitude, while judgment is seldom employed. Authorial effect is hardly used and non-authorial affect is sparingly resorted.

Ting (2006) makes a tentative analysis of the rhetorical structure of English medical inserts (EMIs) by integrating the theoretical framework proposed by Hasan, Swales and Bhatia. The study indicates EMIs have their own rhetorical structure, some Moves are obligatory while some others are optional. The structure is also based on its communicative purposes and is in itself genre defining. That is to say, in order to be considered as an instance of EMIs, a text is usually required to contain each of the obligatory moves in EMIs, i.e. Drug Names, Indications and Usage, Special Notes, Dosage and Administration. On the other hand, the optional moves mainly cater to manufacturers' specific needs when necessary. The research points out the structure and linguistic features of EMIs are function related. As a genre, a medical insert has its own specific communicative purpose in medical community, which is accomplished through the rhetorical structure: Moves and Steps and the linguistics features. Just as a medical insert has its communicative purposes that it is supposed to serve, each move and step also serves a typical communicative function that is always subservient to the overall communicative purposes of EMIs.

Li Junru (2007) discusses the similarities and differences between e-mail and ordinary e-mail/business letters. He does not study the moves but the language strategies by investigating the linguistics features in letters, such as the use of abbreviation, punctuation, etc. He perceives business e-mail as an organic integration of e-mail, business letters, oral discourse and written discourse. When writing this kind of discourse, the writer should not only follow the rules of the special industry, but also adopt the certain strategies to correspond situations.

Daniel (2008) intends to provide a macro structure of company introduction in an online a job advertisement. By doing genre analysis of the 40 samples randomly selected from Fortune 500 in 2007, she points out that as a promotional genre, company introduction in a job advertisement serves other communicative purposes apart from the basic persuasive purposes. These communicative purposes include: to persuade for further reading, to deliver corporate power, to enhance the appropriate readers' interest, to expand reputation, etc. The communicative purposes determine the structural pattern of this genre largely, which can be typically classified into five moves below: Move 1: Headlines. Move 2: Establishing credentials: Move 3: Describing business. Move 4: Listing advantage. Move 5: Confirming invitations. In her research, Move 1 and Move 2 are obligatory, i.e., they are essential for the generation of this genre text. The other three optional moves are responsible for the variety of the texts and assist writers to meet different needs in different situations.

Zhang (2010) aims to identify the generic structures of the travel brochures by using genre approach. A comparative study of British Travel Brochures (BTBs) and Chinese Travel Brochures (CTBs) is also conducted to explore why there are differences and similarities between them. Based on 70 samples, including 35BTBs and 35CTBs, the researcher finds out that there are nine Moves together in both BTBs and CTBs. Through a comparative analysis, the study indicates the two types of data have similar obligatory moves. Hence they belong to the same genre. However, some differences also exist in both of them. For instance, the BTBs utilize some innovative optional moves and steps to strive for more promotional and persuasive communicative purposes, while the CTBs tend to emphasize on providing information by using some traditional moves and steps. The researcher also explains more and more picture in both BTBs and CTBs take the place of texts to realize the functions of certain moves. Kress & Van Leeuwen's visual grammatical theory is adopted to analyze the interactive meanings of the pictures by means of the contact, the distance, the attitude, and the modality. Most of the pictures in both travel brochures display such features: The pictures interact with the readers through offering the information rather than demanding their response; the distance between the pictures and the readers is "closely social" type, and generally the readers' attitudes towards the pictures are "dominant" or "equal". His study perceives the travel brochures as a genre are social-culturally dependent communication events. Similarities and differences of rhetorical structures and symbolic meanings between the BTBs and the CTBs are mainly caused by such background differences as social systems, cultures, ways of thinking and living.

Though there are many researches on sale letters, few people has laid interest on genre analysis of hotel advertising, not to mention the hotel advertising in Malaysia. Therefore, it is a very new area of genre analysis and deserves a further research.

2.11 Conclusion

This chapter has reviewed several terms related to advertisement, genre, and genre analysis. The framework of analysis has also been discussed, including Bhatia's four communicative purpose for sale promotion letters, Gu Xiangfen's five-move structures and several linguistic features. Finally, a number of related studies of genre analysis have also been included in this chapter. The methods adopted in the study will be discussed in next chapter.

CHAPTER THREE: METHODOLOGY AND DATA COLLECTION

3.1 Introduction

In this chapter, the methodology and data collection will be discussed. The resources of data will be explained. The theoretical frameworks adopted in the study are also included. Data analysis is mentioned at the end of the chapter to explain the procedure of the study and how the results are quantified and presented.

3.2 Data Collection

The data adopted in the current study is based on the following principles: Firstly, for better presentation of the insightful structural features of hotel advertisements, the writer will not choose samples from the hotel agencies or hotel promotion websites but pick up from the hotel directly. Secondly, aiming to keep the reliability and validity of the corpora, the renowned or world-class hotels are selected in accordance to the four-star rating and above. Thirdly, for the reason of ensuring findings are representative and authoritative, the chain hotels are avoided in that the chains may apply the same move structure and similar linguistic features to design all the hotel advertisements.

With these principles in mind, 20 appropriate hotel advertisements are randomly selected for the study, including 5 from Kuala Lumpur City Centre (KLCC), 9 from Bukit Bintang, 2 from Petaling Jaya, 2 from Mid Valley, 1 from KL Central, and 1 from Sunway. As mentioned before, all of them belong to 4-star rating and above. The hotel

advertisements have been selected from the hotel directly and some of the hotels are under the list of "World hotels deluxe collection" which is regarded as a premiere group of unique upscale hotels. These samples selected for the current study will be listed in the Appendix.

3.3 The Theoretical Frameworks in the Study

The theoretical frameworks in the study contains three major parts: Bhatia's communicative purpose for sales promotion letters, Gu Xiangfen's five-move structure, and Bhatia's and Cook's point of views on linguistics features. The detailed explanations are shown below.

3.3.1 Bhatia's Communicative Purpose for Sales Promotion Letters

Bhatia (1993) points out the communicative purposes of a sales promotion letter should include four functions: one, the main function is to persuade the potential customers to buy a product or service. Two, the potential customers may not be interested at the first time or they have no immediate need for the products being promoted. Hence, the advertisers meet the difficult tasks and try their best to capture their attention and sustain their interest, and eventually convince them of the benefits of the products or services. Three, a sales promotion letter should introduce detail information on products or services they are promoting to the potential customers, which let them understand that the products or services are needed. Four, a sales promotion letter should create a

business relationship between a potential seller and a prospective customer. The products or services will be promoted successfully when further communication of all sales promotion letters between two parties is finished. Hence, the current study will make use of Bhatia's four principles of communicative purposes on sales promotion letters to explain whether the hotel advertisement as a sub-genre of promotion genre colony share the some similar communicative purpose of 'promoting' a product or service to potential customers.

3.3.2 Gu Xiangfen's Five-Move Structure

As discussed in Chapter 2, Gu xiangfen's (2008) five-move structure as a quite competent theory is adopted to analyze the rhetorical structure of hotel advertisements selected for the current study because his study indicates the special move structure of Western hotels and Chinese hotels, which is extremely similar with the current study in the way of the resource of data. Hence Gu Xiangfen's (2008) five-move structure as a suitable structure will be utilized in the study and the detailed contents of Gu's five-move structure is listed below:

Table3.1 Gu Xiangfen's five-move structure of hotel advertisements texts

Move1： **Identifying services**	Step 1: Brand name
	Step 2: Expressing general greeting and invitation
	Step 3 Highlighting
Move 2： **Establishing** **credentials**	Step 1: Location
	Step 2: Background/ Setting description
	Step 3: Offering rating/ Awards & accolades
Move 3： **Introducing service &** **Facilities**	Step 1: Rooms
	Step 2: Function rooms and facilities
	Step 3: Dining & Bar
Move 4: Internal Philosophy/Guidelines	
Move 5: Providing contact	

The structure consists of five moves and several steps. From Move 1 to Move 3, each of them has three steps as each move implies one or a set of communicative purposes and each step helps to complete parts of the communicative purposes of one move. Therefore, the moves or steps in the structure will be crucially discussed in greater details to ensure the understanding of how the printed hotel advertisements accomplish their communicative purposes through the five-move structure.

3.3.3 Linguistic Features of Advertisement Discourse

The researcher will look at the common linguistic features on the basis of Bhatia (1993)'s theories and in those studies on advertisements by Cook (2001). Six common linguistic features will be adopted in the current study.

Table 3.2 The common linguistic features in advertisements

1 The use of pronoun 'you' or 'your'
2 The use of adjective
3 The use of binomial and multinomial expressions
4 The use of nominal
5 The use of ellipsis
6 Imperative

3.4 Data Analysis

Mix-method research methods will be adopted in this study. That is the combination of qualitative and quantitative research. The procedure of the research consists of three steps. Firstly, the communicative purposes of Malaysia hotel advertisements will be tested first according to the point of view of "Bhatia's four Communicative purpose for promotional genre" mentioned in the theoretical framework of the study. Secondly, based on Gu Xiangfen's five-move structure, a statistical analysis of the occurrence of each move or step will be identified. The number and percentage of each move or step appeared in each hotel advertisements are also recorded and then each of them will be interpreted in detailed. The cut-off frequency of 60% of occurrence is also established to determine obligatory and optional moves or steps (Teo, 2008; Mousenzadeh, H, 2013). In order to eliminate analyst bias and to establish inter-coder agreement and make the result of study more reliable, 30% of the data are randomly chosen to verify occurrence and analyzed by a second coder. The method of calculating the occurrence of a particular move or step is shown below:

$$\frac{\text{Number of hotel advertisement containg a particular move or step}}{\text{The total Number of hotel advertisement}} \times 100$$

Thus, both Question 2 and Question 3 of the study can be answered in that the frequency of occurrence of moves or steps and the obligatory and optional moves or steps in Malaysia hotel advertisements will be coinstantaneously found after the analysis of the data.

Thirdly, the linguistic features of hotel advertisements texts are also analyzed in this study in order to explore the specific features, such as the use of pronouns, the use of adjectives, and so on. Examples and the occurrence of each linguistic feature is recorded and displayed in a table and the detail explanation will be given as well.

3.5 Research Procedures

This study aims to take Malaysia hotel advertisements as its researching subject and adopts a genre-based approach to study the relationship between its communicative purposes and "move" structure. Guided by its researching purposes, the task of each procedure is shown below:

Table 3.3 The procedures of the research questions in the study

The Number of research Question	Objectives of the current study	Supported Theory
Question 1	Communicative purpose of hotel advertisements	Bhatia's (2003) Communicative purpose for sales promotion letters
Question 2	Move structures of hotel advertisements	Gu Xiangfen's (2008) five-move structure
Question 3	Obligatory moves and Optional moves of hotel advertisements	
Question 4	Linguistic features of hotel advertisements	The theories of Bhatia (1993) and in those studies on advertisements by Cook (2001).

3.6 Conclusion

In this chapter, four main contents are clearly explained: data collection, the theoretical frameworks, and data analysis and research procedures. The detailed explanation of data analysis will be fully discussed in the next chapter.

CHAPTER 4:   DATA   ANALYSIS

4.1 Introduction

This Chapter explains the communicative purposes of Malaysia hotel advertisements.

The move structure of the texts of hotel advertisements has been studied and the

detailed analyses of moves or steps are discussed. The six linguistic features of

Malaysia hotel advertisements are also mentioned here.

4.2 Communicative Purposes of Malaysia Hotel Advertisements

From the definition of genre, the communicative purposes are the most crucial criteria

for the identification of genres. Bhatia (1993) explains that hotel advertisements share

the characteristics of promotional genre, that is, hotel advertisements are identified and

characterized by a set of communicative purposes identified by the member of the

professional community in which they regularly occur. Hotel advertisements aim to

persuade prospective customers to buy their products or services. Some customers may

not be interested in the products or services the hotel is offering, thus the creator of

hotel advertisements will try their best to capture the customers' attention and also to

sustain their interest to purchase their products or services.

Generally, there are two groups of readers that may become potential customers of

hotels: One group is the holiday planners and business travelers who want to obtain

more hotel information such as the room rates, services, etc. Hotel advertisement is a

very useful tool to provide quick overview of the hotel to customers despite the fact that

whether the customers are looking for accommodation or business relation, where they

need the ballroom to organize meeting or product launching or any other purposes. The

other group includes those who read the hotel advertisements for an overview of the hotel's performance and development or for a better understanding of its services, e.g. their potential rival of the same industry, the potential partner, the presses as well as the public. Therefore, a typical hotel advertisement may have three following communicative purposes:

1. To inform its readers

2. To persuade customers

3. To promote good images and services

The detailed explanations for each communicative purpose adopted in Malaysia hotel advertisements have been analyzed below:

4.2.1 To Inform Its Reader

This is the first vital communicative purpose of the texts of hotel advertisements. As to readers and hotel customers, the knowledge and image of one hotel largely come from the text in the hotel advertisement where hotel information always shows and attracts customers' first impression. The basic contents of a hotel consists of several information, such as the type of the hotel, the advantages of its location, the rating and reviews it receives in the market, the facilities the hotel provided, the services they extend to the potential customer, the benefits the customers will receive, the contact information, etc. All the above should confirm the facts for readers and elicit the reasons why the readers are recommended to purchase their products or services. For instance:

> *"45 minutes' drive from the KL International Airport. 30 minutes on the Express Rail Link (ERL) vis Kuala Lumpur Sentral. 3 minutes' walk from the KL Monorail's Bukit Bingtang Station (**Location**)…This 20-storey, stylish downtown city hotel boasts 225 rooms and suites, and is equipped with modern amenities including Satellite TV and Internet Broadband access. (**Facilities and services**)…Jalan Walter Grenier, 55100 Kuala Lumpur, Malaysia. Tel:+603 2148 6888, Fax: +603 2141 4881(**Contact Information**)"*
> *[Hotel Royal]*

> *"Sunway Resort Hotel & Spa (**Type**), a 5-star (**Rating**) address within the spectacular 800-acre Sunway Intergrated Resort City, is located merely 35 minutes from the Kuala Lumpur International Airport and 25 minutes from Kuala Lumpur's city centre. (**Location & transportation**)…The 441-room, a collection of well-appointed renovated guestrooms and suites. The portfolio of rooms includes a selection of creatively decorated Arabian, Tranquility and Honeymoon theme suites (**Facilities**)… For more information, call:+60 37492 8000, email:Enquirysrhs@sunwayhotel.com (**Contact information**)"*
> *[Sunway Resort Hotel & Spa]*

In addition, as a form of advertising, hotel advertisements should keep the communication very simple, presenting information in a friendly and pleasant way, which is to convince customers that the products or services the hotels are offering or promoting are beneficial to them. The texts of advertisements should be clear to provide the people the most interesting and compelling purchasing reasons for people to consider. For instance:

> *"Welcome to Mandarin Oriental, Kuala Lumpur one of Asia's most luxurious hotels, renowned for it's gracious hospitality.*
> - *643 elegantly appointed guestrooms, including 41 luxury suites and 51 executive apartments.*
> - *State-of-the-art Business Centre*
> - *The spa at Mandarin Oriental, Kula Lumpur*
> - *Restaurants and bars*
> - *Extensive meeting and banqueting facilities with advanced technology."*
> *[Mandarin Oriental Kuala Lumpur]*

4.2.2 To Persuade Customers

As a promotional genre in nature, the important function of hotel advertisement is persuasive, in a sense that writer aims to elicit specific responses from the readers, that is, purchasing services. Many people may not realize the benefits the hotel offered until the benefits are being briefed to them, hotel advertisements also try to turn the general readers and potential customers into their guests by persuading them to buy products or services that the hotels are selling. However, the completion of this goal requires the efforts in social cultural, psychological factors and advertising strategies and some readers may not have aspirations of taking actions though some strategies are well informed. People's desire mostly comes from the inner needs and external stimulations: the former refers the products or services provided are within their expectations and conditions; the latter is the comfort and pleasure they would gain. Therefore, the hotel advertisement writer tries all means to boast the advantages rather than mentioning its disadvantages to attract readers' attention and convince readers that it is worth staying in the hotel. For example:

> *"You are committed to fitness…we are too. Recharge your mind and body at Westin WORKOUT with state-of-the-art equipment. Special Westin Workout rooms are also available so you can energize while away from home, in the privacy of your own room. Refresh at our tranquil pool to revitalize your senses. Alternatively, be adventurous and join our RunWESTIIN programme for a three-mile run led by our dedicated Running Concierge. Our hotel will restore your mind and body." [The Westin Kula Lumpur]*

In this example, the advertisement indicates the advantages of staying at the hotel by introducing hotel activities which provide the potential customers with comfortable conditions.

However, it is also important that a hotel advertisement provides customers with information and helps customers to set certain expectations. If the advertisement can positively and justly project the hotel's unique features without exaggerating them, then it can also help to create high post purchase evaluation. Consequently, the guests will return. However, if the hotel advertisement cannot give a fair and clear description of its facilities and services, the customers will probably tend not to trust the advertisement whenever they want to make similar purchase in the future. Therefore, it is very important that while trying to be tempting enough to appeal to the readers' emotion and ego, the content of a hotel profile should be kept rational. For instance:

> *"Complete with all the essential creature comforts, the hotel's luxurious 468 guestrooms，including 16 suites are tastefully furnished and boast floor-to-ceiling windows that accord panoramic vistas of the city's skyline. For Executive Club guests, a personalized service team is at hand to help expedited the check-in/ checks out process and assist with other services. They also enjoy exclusive access to the plush Club Lounge where breakfast, refreshments and evening cocktails are served." [Grand Millennium]*

4.2.3 To Promote Good Images and Services

As mentioned earlier, with the development of business and tourism, more and more hotels have been built and spread to all corners of the world. As a result, promoting hotel's image or its services has become the most important assignment in terms of the hotel itself. As customers may have many choices, creators of these hotel advertisements must try different kind of strategies which refer to not only writing skills but also other different aspects. For instance, the advertisements should make use of the limited space to emphasize the items to be promoted and to creatively make use of the printed words to attract customers to look into the hotel advertisements and etc. For

examples:

>*"Benefits and Privileges:*
>- *Complimentary one return transfer from KLIA / LCCT to hotel and vice versa*
>- *Floor butler service on call*
>- *Free pressing up to 5 pieces upon arrival*
>- *All rates are inclusive of daily buffer breakfast at the Maya Brasserie*
>- *Unlimited free local calls excluding mobile phones*
>- *Daily fruit platter and freshly cut fruit in the evening"*
>
>   *[Hotel Maya]*

>*Facilities & Services*
>- *Live CNN news broadcast*
>- *4 features bathroom with rain shower*
>- *3 telephones with IP phone on the writing desk*
>- *Wired internet access*
>- *Coffee and tea making facilities*
>- *Personal safe*
>- *Bathrobes and slippers*
>- *Hair dryer*
>
>   *[One World Hotel]*

In addition, nowadays the advertisements generally make use of colorful paper to promote a positive image of the hotel to the public. Almost all of the hotels promote their services by posting pictures of the guest rooms, suites, food & beverage and of course the other various quality facilities. The pictures and photos are normally impressive and catchy.

4.3 Move Analysis of Malaysia Hotel Advertisements

4.3.1 The Move Structure of Malaysia Hotel Advertisements

By using the theoretical framework discussed in Chapter 3, Gu Xiangfen (2008)'s five-move structure has been proposed and the communicative purposes of the hotel

advertisements are accomplished through rhetorical moves, which give this sub-genre

its typical cognitive structure. His five-move structure is displayed below:

Table 4.1: The five- move structure of hotel advertisement

Move 1 Identifying Service
Step 1. Brand Name
Step 2. Expressing General Greetings and Invitation
Step 3. Highlighting
Move 2.Establishing Credentials
Step1. Location
Step2. Background Description
Step3. Offering Rating/ Awards & Accolades
Move 3. Introducing Service & Facilities
Step1. Rooms and Services
Step2. Function Rooms and Facilities
Step3. Dining & Bar
Move 4. Internal Philosophy/ Guidelines
Move 5. Providing Contact

4.3.2 Analysis of the Occurrence of the Move and Steps in Hotel Advertisements

From the selected samples in the current study, the occurrence frequency of moves or

steps in Malaysia hotel advertisements is shown in the table below:

Table 4.2 The occurrence of the moves and steps in Hotel advertisements in Malaysia

Move	Step	Malaysia Hotel Advertisements Text	
		Frequency	**Percentage**
Move 1	Step 1	20	100%
	Step 2	6	25%
	Step 3	9	60%
Move 2	Step 1	19	95%
	Step 2	1	5%
	Step 3	12	60%
Move 3	Step 1	20	100%
	Step 2	20	100%
	Step 3	19	95%
Move 4		2	10%
Move 5		20	100%

From the quantitative analysis of the 20 samples of Malaysia hotel advertisements, the occurrence frequency of each move or step is formulated and summarized. In Table 4.2, we can see Step 1 in Move 1 "Brand name", Step 1 and Step 2 in Move 3 "Rooms and services, Function rooms and facilities", and Move 5 "Providing contact" share a 100% occurrence, Step 1 in Move 1 "Location " and Step 3 in Move 3 "Dining and Bar" are up to 95%. Step 3 in Move 1 "Highlighting" is 60%. The Moves or steps mentioned above are obligatory ones, which structure the paramount part of the hotel advertisements in Malaysia. Step 1 in Move 2 "Offering rating and awards and accolades" accounts for 60% and it is obligatory as well. Step 2 in Move 1 "Expressing general greetings and invitation" is low with 25%, appears to be an optional move that can be selectively used in accordance with specific situations. Move 4 "providing contact" and Step 2 in Move 2 "Background description" account for 10 % and 5% respectively, they are seldom selected for accomplishing the communicative purposes in Malaysia hotel advertisements, which are adopted as optional moves. Hence, the rhetorical structures of Malaysia hotel advertisements are shown below:

Table 4.3 the Obligatory and Optional move or step in Malaysia Hotel advertisements

Move	Step	Status
Move 1	Step 1	**Obligatory**
	Step 2	Optional
	Step 3	**Obligatory**
Move 2	Step 1	**Obligatory**
	Step 2	Optional
	Step 3	**Obligatory**
Move 3	Step 1	**Obligatory**
	Step 2	**Obligatory**
	Step 3	**Obligatory**
Move 4		Optional
Move 5		**Obligatory**

4.4 A detailed analysis of Moves and Steps

4.4.1 Move 1. Identifying Service

The samples indicate that Move 1 is a vital move which communicative purpose is to attract readers' attention and arouse the interest from the addressee. Malaysia hotel advertisements start with three strategic steps which are shown below:

4.4.4.1 Step 1. Brand Name

Gu Xiangfen (2008) explains that the name of the hotel is a very obvious symbol. From the hotel name itself, it can tell the reader roughly what kind of hotel it is. The samples show the occurrence rate of step 1 in Move 1 is 100%, which means the Malaysia hotel begins with this move. For instance, *"Sunway Resort Hotel & Spa Kuala Lumpur, Malaysia" [Sunway Hotel] "Hotel Istana, Kuala Lumpur City Centre" [Hotel Istana]*, both of them aim to express respectively the name of the hotel, the type of the hotel and the location of the hotel. For examples, *"Kuala Lumpur City Centre"* and *"Kuala Lumpur, Malaysia"* shows the place where the hotels are located; "Hotel" and "Resort Hotel & Spa" denotes what type of hotels is. Hence Move 1 as the obligatory step in Malaysia hotel advertisements intends to introduce themselves to the potential customers, such as their names, types, places and characters.

Table 4.4 Examples of Brand Name in Move 1

Number	Name of hotel	Examples
1	Traders Hotel	**Name + Hotel:** Traders / Hotel
2	Westin Hotel	**Name + Hotel +City + Country:** Westin Hotel / Kuala Lumpur / Malaysia
3	Hilton	**Name + City + Logo:** Hiltion / Petaling Jaya/
4	Mandarin Oriental	**Name +City + Logo:** Mandarin Oriental / Kuala Lumpur /
5	Hotel Royal	**Name + Hotel + City+ Logo:** Hotel / Royal / Kuala Lumpur /
6	Piccolo Hotel	**Name + Hotel + City:** Piccolo / Hotel / Kuala Lumpur
7	The Gardens Hotel	**Name + Hotel + Shopping mall+ City + Logo:** The Gardens / Hotel & Residences / Mid Valley / Kuala Lumpur /
8	Cititel Hotel	**Name + Shopping mall +City + Country + Logo:** Cititel / Mid Valley / Mid Valley / Kuala Lumpur / Malaysia /
9	Maya Hotel	**Name + Hotel + City:** Maya / Hotel / Kuala Lumpur
10	Hotel Royale Bintang	**Name + City:** The Royale Bintang / Kuala Lumpur
11	One World Hotel	**Name + Hotel:** One World / Hotel
12	Le Meridien	**Name:** Le Meridien
13	Grand Hyatt	**Name + City:** Grand Hyatt / Kuala Lumpur
14	Grand Millennium	**Name + City + Logo:** Grand Millennium / Kuala Lumpur /
15	Sunway Resort Hotel	**Name + Hotel + City + Country + Logo** Sunway / Resort Hotel & Spa / Kuala Lumpur / Malaysia /
16	Hotel Istana	**Name + Hotel + City + Logo:**

		Hotel / Istana / Kuala Lumpur City Centre /
17	Price Hotel	**Name + Hotel + City + Logo:** Prince / Hotel & Residence / Kuala Lumpur /
18	Royale Chulan	**Name +City + Logo:** The Royale Chulan / Kuala Lumpur /
19	Hotel Capital	**Name +Hotel + City:** Hotel / Capital / Bukit Bintang / Kuala Lumpur
20	The Federal	**Name +City + Logo:** The Federal / Kuala Lumpur /

4.4.1.2 Step 2 Expressing General Greetings and Invitation

The function of this step is to deliver general greetings and welcome to the customers. It also creates a closer relationship between copywriter and the potential readers and allows the readers to feel comfortable during their first visit or consecutive visits. 50 percent of the hotel advertisements start with the word "welcome".   But Step 2 is not included in the rest of them. As previously indicated, some components in the move structure are optional, in the researcher's idea, the writer of the text thinks it is unnecessary to give greetings because the main task of hotel advertisements is to highlight the excellent hotel location, beautiful hotel design and exceptional service to interest guests.

Table 4.5 Examples of Expressing general greetings and invitation in Move 1

Number	Name	Examples
1	**Traders Hotel**	not available
2	**Westin Hotel**	not available
3	**Hilton**	**Welcome**
4	**Mandarin Oriental**	**Welcome to Mandarin Oriental**

5	**Hotel Royal**	not available
6	**Piccolo Hotel**	**Where a warm welcome awaits you and…**
7	**The Gardens Hotel**	not available
8	**Cititel Hotel**	not available
9	**Maya Hotel**	not available
10	**Hotel Royale Bintang**	**We are where you want us to be…**
11	**One World Hotel**	**not available**
12	**Le Meridien**	…We invite you to discovery. **Welcome to Kl Meridien** Kuala Lumpur…
13	**Grand Hyatt**	not available
14	**Grand Millennium**	not available
15	**Sunway Resort Hotel**	not available
16	**Hotel Istana**	not available
17	**Price Hotel**	not available
18	**Royale Chulan**	not available
19	**Hotel Capital**	not available
20	**The Federal**	The Federal is a **welcome** home away from for those who values and appreciates a tradition of excellence in hospitality…

4.4.1.3 Step 3 Highlighting

Ding (2007) describes the function of the move is to provide the potential customers with the best or most exciting, entertaining or interesting part of the hotel. The Brand name of the hotel is followed by a slogan, which highlights the most prominent features for the hotel. The study shows that the step accounts for 9 %. Although Step 3 is less frequent than step 1 in the same move, it gives prospective customers a stunning glimpse involving the hotel's charm. For instance,

"…Kuala Lumpur one of Asia's most luxurious hotels, renowned for its gracious hospitality…" [Mandarin Oriental]

"Whether you desire world-class cultural attractions, or a blissful night of sleep in our heavenly bed, you'll find it all here at The Westin Kuala Lumpur…" [Westin Hotel]

Highlighting is the most glamorous feature which differentiates it from other hotels, as well as epitomizes the overall features in the hotel. A big number of superlatives and adjectives such as, *"most luxurious"*, *"gracious"*, and *"world-class cultural"* are used to embody their reputation. These provoking words are enough to go further to raise the customers' interest to read the rest of the text. Therefore, the function of the step is to create readers' awareness and strengthen the image conjured up in customers' minds, which leads them to have certain expectations that will be satisfied by their stay in the hotels & resorts.

Table 4.6 Example of Highlighting in Move 1

Number	Name	Examples
1	**Traders Hotel**	Traders in the heart of the capital…
2	**Westin Hotel**	Whether you desire world-class cultural attractions, top-notch dining or a blissful night of sleep in our heavenly bed, you'll find it all here at The Westin Kuala Lumpur…
3	**Hilton**	not available
4	**Mandarin Oriental**	…Kuala Lumpur one of Asia's most luxurious hotels, renowned for its gracious hospitality…
5	**Hotel Royal**	not available
6	**Piccolo Hotel**	not available
7	**The Gardens Hotel**	…The Gardens at Mid Valley City, Kuala Lumpur, one of the most compelling leisure, hospitality, retail and office destination…
8	**Cititel Hotel**	not available
9	**Maya Hotel**	Creative, comfortable, healthy, delicious indulge at hotel Maya…
10	**Hotel Royale Bintang**	not available
11	**One World Hotel**	not available
12	**Le Meridien**	Room Keys that open more than doors. They can open minds. Cuisine that explores your palate. A hotel that can offer you a new perspective on your destination and on the way that you see the things around you.
13	**Grand Hyatt**	not available
14	**Grand Millennium**	not available

15	**Sunway Resort Hotel**	not available
16	**Hotel Istana**	not available
17	**Price Hotel**	… in the heart of Kuala Lumpur…
18	**Royale Chulan**	The special occasions that deserve the Royale touch…
19	**Hotel Capital**	not available
20	**The Federal**	Discover the heartbeat of Bukit Bintang…

4.4.2 Move 2 Establishing Credentials

Move 2 as an essential move, aims to urge potential customers and provide them with some useful information regarding the credentials of the hotel. It generally touches upon the hotel's location, background, environmental, accomplishments, developments and influences of the hotel. Bhatia (2004) describes that image-building advertisement rely on establishing credentials as the main source of persuasion.

4.4.2.1 Step 1. Location

Ellsworth Milton Statler (Zhang, 2006), is known as a father of American hotels, mentions that three most important elements of any hotel's success are location, location and location. Gu Xiangfen (2008) describes the location with accessibility and quietness is most important factor for potential customers to choose one hotel. The features of location in Malaysia hotel advertisement are shown at in table 4.7. From the data selected for the study, most of the Malaysia hotel advertisements emphasize that it is very convenient to get transportation near the hotel. Convenient transportation not only saves customers' time by allowing customers to easily travel to the next destination, but also allows them to quickly return to hotel to rest after travelling or meeting. For

examples:

> *"Kuala Lumpur International Airport is 45 minutes away by car, while the centre of the capital is just a 15-minute drive away. It is a short walk from The Light Rail Transit (LRT) station…"[Hilton Hotel]*

> *"The hotel is a mere 45 minutes from Kuala Lumpur international Airport (KLIA) by road and 15 minutes away from KL Sentral which is the ERL link station to KLIA that takes 28 minutes." [One World Hotel]*

Most of the hotel advertisements commonly describe the surrounding environment such as business center, city center, shopping center or tourist attractions, where most of other types of advertisements are only promoting their own products or services. Different from other hotel advertisements, Malaysia hotel advertisements do not promote their own products or services at the beginning but start with the surrounding environments. (See Table 4.7) By taking the advantages of surrounding environments, the hotel advertisements aim to inform the potential customers that the location's benefits of the hotels not only provide a comfortable internal environment for them, but also utilize the external advantages of the hotels to meet the customers' needs. The examples of location are shown below in the text and in table 4.7:

> *"**In the heart of Kuala Lumpur** and a **landmark** in the **Golden Triangle**, Prince Hotel & Residence Kuala Lumpur is surrounded by **the city's most sophisticated shopping, exciting entertainment, fine dining and business hub."** [Price Hotel]*

> *"A smart, chic & contemporary 235-rooms boutique hotel perfectly located in Bukit Bintang or popularly known as **KL's finest shopping, dining and entertainment hub**…with its excellent location in **Kuala Lumpur's CBD Adjacent** to Hotel Capital is park; the destination for outdoor dining… [Hotel*

Table 4.7 Example of Location in Move 1

Number	Name	Example
1	**Traders Hotel**	Traders Hotel, Kuala Lumpur, is **perfectly situated within** the Kuala Lumpur City Centre (KLCC) **with direct access to** the world-class Kuala Lumpur Convention Centre…
2	**Westin Hotel**	The Westin Kuala Lumpur **is located in** the heart of the city along the pulsating streets of Jalan Bukit Bintang…
3	**Hilton**	**A central location close to** business and entertainment facilities. Conveniently **situated in** the hub of the business and commercial districts, Hilton Petaling Jaya is also within easy reach of shopping malls…
4	**Mandarin Oriental**	**Located in** Kuala Lumpur City Centre (KLCC), a prime residential, business, commercial and entertainment district… **Adjacent to** the world's famed buildings…
5	**Hotel Royal**	Hotel Royal Kuala Lumpur **is located at** the heart of Kuala Lumpur's Golden Triangle, a haven for shopping, and entertainment.
6	**Piccolo Hotel**	
7	**The Gardens Hotel**	The Garden Hotel & Residences is nestled within the prestigiously **upscale location** of the Gardens at Mid Valley City, Kuala Lumpur…
8	**Cititel Hotel**	**With its great location** within the business and shopping district of Mid Valley City, Cititel Mid Valley is the preferred choice of accommodation…
9	**Maya Hotel**	**In the heart of** the city's business and commercial districts, our neighbor include the PETRONAS Twin Tower with the city's premier shopping centre, Suria KLCC.
10	**Hotel Royale Bintang**	**Located at the very heart of** the vibrant Bukit Bintang district in Malaysia's capital city. The Royale Bintang Kala Lumpur is unparalleled in convenience, comfort and accessibility….
11	**One World Hotel**	**Strategically located in the heart of** Petaling Jaya's Business and commercial district, One World Hotel is adjoined to the award winning 1 Utama shopping centers…
12	**Le Meridien**	**Set in the finest location** in the Kuala Lumpur Sentral precinct, Le Meridien Kuala Lumpur is a perfect gateway to the contemporary marvels and historic charm of the city…

13	Grand Hyatt	…**Situated in** the Kuala Lumpur Convention Centre and right next to Kuala Lumpur Convention Centre, the hotel is within walking distance to the iconic PETRONAS Twin Towers, …
14	Grand Millennium	**Centrally located in the heart of** Kuala Lumpur's Golden Triangle with key financial and business hubs conveniently steps away… **Its strategic location makes the understatedly elegant** Grand millennium Kuala Lumpur the preferred hotel of choice for many discerning business and leisure…
15	Sunway Resort Hotel	Sumway integrated resort city, **is located merely** 35 mins from the Kuala Lumpur international Airport and 25 minutes from Kuala Lumpur's city centre…
16	Hotel Istana	**Located strategically** within Kuala Lumpur's Goldern Triangle of business and commercial centre, Hotel Istana **is Situated on** four acres of prime real estate at the cross junction of Jalan Raja Chlan and jalan Sultan Ismail. It is also **within walking distance to** shopping havens like Suria KLCC…
17	Price Hotel	**In the heart of Kuala Lumpur** and a landmark in the Golden triangle, prince hotel & residence Kuala Lumpur **is surrounded by** the city's most sophisticated shopping, exciting entertainment, fine dining…**Strategically located in the heart of** Kuala Lumpur along the picturesque Jalan Conlay, ideal location for
18	Royale Chulan	…Five-star hotel centrally **located in** Kuala Lumpur's downtown business district…The Royale Chulan **is conveniently located** just 45 mins by car from the Kuala Lumpur international Airport…
19	Hotel Capital	A smart, chic & contemporary 235-rooms boutique hotel **perfectly located in** Bukit Bintang or popularly known as KL's finest shopping, dining and entertainment hub… with its excellent location in Kuala Lumpur's CBD… **Adjacent to** Hotel Capital is bbpark; the destination for outdoor dining…
20	The Federal	The Federal **is located in** the City's Central Business District (CBD) with a fascinating variety of shopping, dining & entertainment opportunities within walking distance…

4.4.2.2 Step 2 Backgrounds/ Setting Description

The main function of the step is to establish the part of credentials. As to the potential customers, they prefer to choose hotels with a good reputation and they believe this type of hotels have a lot of experiences in the field of products or services as well as facilities. Hence, the review and introduction of the hotel initially mentioned in the hotel advertisements have the function of establishing credentials. However, in the corpus, only 5 percent of hotel advertisements propose the step (See Table 4.8), such as：

> *"The federal, modern Malaysia's first international-class hotel-was built for the Independence Day celebration in 1957. Today, the hotel is a Kuala Lumpur landmark, the gateway to the City's Golden Triangle, and the byword for warm Malaysian Hospitality and fine dining. The Federal offers quests a unique blend of charming nostalgia and all the comforts and facilities of a modern hotel."* *[The Federal Hotel]*

In the researcher's opinion, the improvement of hotel facilities or services attributes to the success of the development of science and technology which do not exist in the beginning of the hotel establishment. Most of the hotels prefer to focus on their current development and inform the potential customers that the products or services that come with the latest technology are able to bring convenient and comfortable environment to the customers. The example of Background Description in Move 2 is indicated in Table 4.8 below:

Table 4.8 Example of Background Description in Move 2

Number	Name	Examples
20	**The Federal**	The federal, modern Malaysia's first international-class hotel-**was built for the independence day celebrations in 1957.** Today, the hotel is a Kuala Lumpur landmark, the gateway to the city's Golden triangle…

4.4.2.3 Step 3 Offering Rating / Awards & Accolades

60 % of Malaysia hotel advertisements choose "Offering rating/ awards & accolades" as a mean to establish credentials. By showing the honors and awards conferred by prestigious person or authorized traveling organizations and magazines, the potential customers will fully believe that the hotel can provide them with good quality of products or services. The awards or prizes are symbols of affirmation and trust. By investigating the samples in the study, the features of Step 3 are provided in Table 4.9 and in the following texts. 60 percent of Malaysia hotel advertisements list the prizes or awards they received, such as *" Member of world hotels Deluxe collection" [Maya Hotel, One World Hotel], "luxurious Hotel 5-star hotel" [Grand Hyatt, Grand millennium, Sunway Resort Hotel, Hotel Istana] and "Winner of the Malaysia interior design award" [Hotel Capital].* Some hotels specially highlight the years of awarding to tell the potential customers that they have obtained their achievements for so many years and the achievements are not short-term but long-term. For instance, *"The Taj-Recipient of the prestigious Malaysia Tourism best Indian Cuisine Restaurant Award for 1992, 1993, 1994/95 and 1995/96 & 1996/97 ... "[The Federal]* The examples of offering rating / awards & accolades are shown in table 4.9:

Table 4.9 Examples of Offering Rating / Awards & Accolades

Number	Name	Examples
1	**Traders Hotel**	Not available
2	**Westin Hotel**	**2010 Starwood Hotel & Resorts Worldwide**…Westin and Heavenly are the trademarks of Starwood Hotel & Resorts worldwide, Inc…
3	**Hilton**	Not available
4	**Mandarin Oriental**	**Mandarin Oriental hotel Group is a member of the following frequent flyer programs**
5	**Hotel Royal**	Not available
6	**Piccolo Hotel**	Not available
7	**The Gardens Hotel**	Not available
8	**Cititel Hotel**	Not available
9	**Maya Hotel**	**Member of world hotels Deluxe collection**
10	**Hotel Royale Bintang**	Not available
11	**One World Hotel**	**Member of world hotel deluxe collection…**
12	**Le Meridien**	Not available
13	**Grand Hyatt**	**The elegant and contemporary five-star luxury hotel…**
14	**Grand Millennium**	**A Member of Millennium Hotels and Resorts**…You are the centre of our world…
15	**Sunway Resort Hotel**	Its international portfolio of hospitality products and services ranges from the management and development **of 5-star hotels…**
16	**Hotel Istana**	Not available
17	**Price Hotel**	**Beyond 5 star accommodation,** facilities and services, price hotel & residence Kuala Lumpur is dedicated to indulging all the senses of the discerning traveler…
18	**Royale Chulan**	It has set out to offer its guests gracious Malaysian hospitality as one of the hallmark features of this **luxurious 5 star hotel** centrally located in Kuala Lumpur's downtown business district…
19	**Hotel Capital**	Winner of the 2011 Kuala Lumpur Mayor's Tourism **Award** for excellence in the 3 star hotel categories… Recipient of the minister of human resources awards 2002 & 2007… **Listed as one of the best hotels** on the formula 1 circuit in condenast traveller may 2001, UK

		edition… **Winner** of the Malaysia interior design **award** 1999 for excellence in the hotels & hospitality category…
20	**The Federal**	The Taj-finalist of the time out KL food **awards** 2009 best Indian restaurant category… Mandarin palace- listed as one of Malaysia's most beautiful restaurants in flavors' magazine may-June 2007, Malaysia Edition…

4.4.3 Move 3 Introducing Service & Facilities

As an obligatory move in Malaysia hotel advertisements, the function is to allow the potential customers to further understand the features and benefits in details. As the main move in all the samples, data in this move function of a position statement can alternatively be achieved by the following three steps.

4.4.3.1 Step 1 Rooms and Services

The features of introducing hotel rooms and services in Malaysia hotel advertisements mainly include the following four aspects.

Firstly, most of the samples pose categories, numbers and sizes of rooms, which allow the customers to select the type of rooms in favor to their need such as privacy, comfortable, scenery and etc. For instance:

"420 well-appointed rooms + suites including: 81 Classic Rooms, 206 Deluxe Rooms, 50 Premier Rooms, 51 Le Meridien Club Romms, 23 Le Meridien Club Suites, 2 Terrace Suites and Penthouse Suite. Suits measure from 68 to 138 square metres and include a living room, bedroom, spacious bathroom, working area and sofa." [Le Meridien Hotel]

"As to comfortable and stylish rooms with extensive facilities, all 555 rooms and suites are tastefully decorated and feature a wide range of amenities for the need of all guests." [Hilton Hotel]

"Our 443 guest rooms including 23 suites and 63 Executive Residences are designed to provide ultimate comfort. Spacious in design, all rooms offer the Westin Heavenly Bed, Luxurious bathrooms featuring a separate bath and shower and High Speed Internet Access." [Westin Hotel]"

Secondly, the detailed descriptions of rooms and services can also be found in Malaysia hotel advertisements. Most of the hotels have listed the facilities and services of the rooms aiming to allow the customers to have a brief idea of their living conditions before they see the rooms. Hotel advertisements have also utilized plenty of beautiful sentences to describe how comfortable facilities or services that can be expected by the customers, such as *"comfortable", "beautiful", and "quiet"*, which not only introduces hotel facilities and services of the rooms, but also it ensures that the hotel can provide a good environment. For instance:

"Guest Room Features: Electronic keycard, High-speed broadband internet access, In-room electronic personal safe-box, Mini-bar, Voice-mail system, In-room iron and ironing board, Long bath with separate shower area, Full-length mirror and shaving mirror, Luxurious toiletries and Complimentary coffee and tea making facilities." [Hotel Istana]

"For Superior Room, Light and airy with contemporary uncultured fell, the Superior rooms are pleasantly designed. Tasteful natural art is cleverly deployed, giving it a soothing and inviting feel. For Deluxe Room, with an option for king or twin-sized bed, the Deluxe rooms are lavishly spaced, & offers a clean natural ambiance." [Piccolo hotel]

Also, the hotel advertisements always show comparison between different facilities or services of hotel rooms provided among the hotels around the area. For example:

> "...for Junior Suite, Premier suite and Executive Suite Category, guests enjoy the comfort of spacious living and Peridot Club benefits that includes:
> - *Discreet and efficient check-in and check-out by Club Purser.*
> - *Usage of Club meeting rooms.*
> - *Purser service.*
> - *Computer workstations*
>
> For guests staying in the Superior, Deluxe or Executive Deluxe rooms, peridot Club benefits are available at a nominal fee." [One World Hotel]

> "Each guestroom and suite has a TV, High-Speed Internet Access, separate sofa seating, individually controlled air conditioning, IDD telephone lines, hair dryer and in-room safe...All rooms and suites are equipped with LCD TVs and fitted DVD players. Premier rooms will enjoy Le Meridien Club bathrooms feature floor-to-ceiling glass windows which overlook the city's skyline." [Le Meridien]

In addition, the data indicates that 95 percent of Malaysia hotel advertisements do not mention the price of the room because the price always fluctuates during festive seasons or holidays. Some of them even show local temperatures and currency through hotel advertisements, which aims to tell the potential customers what the current weather or the currency rate is. Some examples are provided in Table 4.10 and in the texts below:

> "For visitor Information:
> Climate: Tropical with average temperature ranging between 24-32
> Voltage: 220 – 240 volts AC [One World hotel]
> Currency: Ringgit Malaysia (RM). " [One world Hotel]

Table 4.10 Examples of Rooms and Services in Move 3

Number	Name	Examples
1	**Traders Hotel**	**There are 571 well-appointed rooms and suites** that features complete 24-hour business services. Guestroom facilities and services include: Data port…Mini bar and refrigerator…
2	**Westin Hotel**	**Our 443 guest rooms, including 23 suits and 63 Executive residences** are designed to provide to provide ultimate comfort...
3	**Hilton**	**All 554 rooms and suites are tastefully decorated** and feature a wide range of amenities for the needs of all guests...
4	**Mandarin Oriental**	**643 elegantly appointed guestrooms**, including 41 luxury suites and 51 executive apartments…
5	**Hotel Royal**	**This 20-storey, stylish downtown city hotel boasts 225 rooms and suites,** and is equipped with modern amenities including Satellite TV and Internet broadband access…**Ranging from Deluxe Rooms, Executive Deluxe rooms and Family rooms**, each room is designed to make you feel right at home…
6	**Piccolo Hotel**	**Superior room,** light and airy with contemporary uncultured feel, the superior rooms are pleasantly designed…**Deluxe Room,** with an option for king or twin-sized bed, the Deluxe rooms are lavishly spaced, & offers a clean natural ambience…
7	**The Gardens Hotel**	**The hotel's 448 elegant** guestrooms and **the Residences' 199 custom**-designed fully-serviced accommodations are appointed with modern amenities, an inviting ambience, contemporary décor and offering only the best in comfort. **Executive club rooms** located on each corner and inclusive of those on the top floors of this lavish hotel in Valley…
8	**Cititel Hotel**	…Cititel Mid Valley is the preferred choice of accommodation for both and leisure travelers, with its **646 well-appointed rooms. .** **The Superior rooms** offer a warm and refreshing stay, complemented with modern amenities… Along with Deluxe category, Cititel caters to a wide range of quests with different preference and expectations.
9	**Maya Hotel**	**All 207 spacious rooms including 107 suites** feature rustic timber flooring, contemporary furnishing and floor-to-ceiling glass panel overlooking the breathtaking view of the Twin Tower or the skyline of the KL tower.

		Guestroom features and services… In-room check-in….
10	**Hotel Royale Bintang**	Featuring a tasteful contemporary Asian design, our **418 guestrooms** and suites come with a broad range of amenities including Satellite TV… in-room safe, tea and coffee…
11	**One World Hotel**	**Accommodation…Room type… Superior… Deluxe… Executive Deluxe… Junior Suite…**
12	**Le Meridien**	**420 well-appointed rooms + Suites including: 87 classic rooms, 206 deluxe rooms…Suites measure from 68 to 138 square meters and include a living room, bedroom, bedroom…**
13	**Grand Hyatt**	**412 spacious guestrooms, including 42 opulent suites ranging from 47 to 340 sqm (505 to 3660 sqft) in size…**
14	**Grand Millennium**	Complete with all the essential creature comforts, **the hotel's luxurious 468 guestrooms** including 16 suites are tastefully furnished and boast floor-to-ceiling windows that accord panoramic vistas of the city's skyline…
15	**Sunway Resort Hotel**	**The 441-room, 5-star premier Sunway Resort Hotel & Spa** offers a collection of well-appointed renovated guestrooms and suites… All quest rooms are equipped with conveniences for the modern business and leisure traveler, including broadband facilities, in-room infotainment services…
16	**Hotel Istana**	**Type of rooms…515 guestrooms…23 floors…** Club Floors… Ladies Rooms… Guest Room Features... In-room electronic personal safe-box…Room amenities include bathrobes and slippers…
17	**Price Hotel**	A generous amount of distinctive features are incorporated into each room including broadband internet access, multi-feature phones…**category...Deluxe…Superior Deluxe… Grand Deluxe… Prince Suite…**
18	**Royale Chulan**	**Guests can relax in one of the 300 guest rooms** and suites- or, for longer staying guests, in one of **the 102 well-appointed apartment or studio suites.** Each room is tastefully furnished with a décor mélange of Malaysian culture...
19	**Hotel Capital**	**225 sleek and very comfortable rooms** including the spacious corner rooms which come with dazzling views of KL City's skyline. **All rooms** are fully air-conditioned with individual temperature control and...
20	**The Federal**	**450 fully air-conditional rooms and suites** are

		luxuriously furnished and equipped to make your stay more enjoyable and memorable…high speed internet access… mini bar… in-room safe…

4.4.3.2 Step 2 Function Rooms and Facilities

The function of Step 2 is to introduce the hotel's facilities for business travelers and guests about the executive floor, lobby description and other leisure facilities. This step mainly includes the following facilities: Meeting rooms, Conference rooms, Café, Swimming Pool, Business Facilities, and Leisure facilities, etc. Similar to the method used to introduce the rooms and services, this step is completed by the following aspects.

The sizes and numbers of the function rooms are listed by hotel advertisements, which aim to inform the customers that the hotels have enough capacity for holding huge conferences or other entertainments. Such as:

"Coupled with state-of-the-art facilities, Grand Millennium Kuala Lumpur's spacious 1,500 square meters meeting space comprising a ballroom and 12 function rooms are ideal for training and workshops, incentive theme parties, corporate conventions or sophisticated soirees." [Grand Millennium Hotel]

"Over 5,000 square metres of convention and meeting facilities with a grand ballroom that can be sub-divided into 3 separate rooms, and 15 function rooms… 3 individual holding rooms for dignitaries and a secretariat room and outside catering services are also available." [One World Hotel]

The categories of the function rooms listed in the advertisements intend to show the hotels not only can provide the customers with better rooms but also include additional facilities to make their stays in the hotels more comfortable and relaxed. The conference facilities mentioned are to tell the potential customers that all their facilities are high-technology equipped and to ensure smooth running of the conferences and the hotels strongly believe that their facilities are mainly designed according to humans' need. Some examples are provided in Table 4.11 and in the texts below:

> *"All function rooms have a spacious foyer for delegates to enjoy their coffee/tea break and are featured state of the art equipment, telecommunications & business support systems as well as a dedicative professional service team."* *[The Royale Chulan]*

> *"Technology Concierge for meeting technology, High-Speed wireless and broadband internet access in all event spaces and Modern technology, in-house expertise and access to technology partners provide tailor-made solutions to all technology needs, resulting in highly successful meetings."* *[Grand HYATT]*

Table 4.11 Examples of Function Rooms and Facilities in Move 3

Number	Name	Description
1	**Traders Hotel**	**Business centre and meeting facilities**…the business centre provides 24-hour secretarial support, including computer workstations, broadband internet and email access…**Traders club facilities and privileges**… other services and facilities… widely considered the most stunning in the country, the hotel's chic rooftop pool with sundeck commands panoramic views of the city skyline… Other recreation facilities…
2	**Westin Hotel**	…Business and leisure melt together effortlessly at the Westin Kuala Lumpur. Our contemporary architecture and sophisticated interior design complement each other. **Combined with a host of modern facilities and little touches from signature scents to music,** we carefully tailor the ideal ambience for any occasion, be it an intimate

		wedding or a grand corporate affair.
3	**Hilton**	**Our facilities…fitness and recreation**…soak up the sun by the landscaped outdoor pool or indulge in the sauna and massage at the Balinese-themed life spa. Guests looking for more active pursuits can make use of the 24-hour fully-equipped fitness centre or enjoy a leisurely stroll through the nearby park…Executive floor guests have private use of this facility, which provide high speed internet access and all-day refreshment…
4	**Mandarin Oriental**	Mandarin oriental club, offering **the city's finest executive business facilities**…extensive meeting and banqueting facilities with advanced technology…
5	**Hotel Royal**	**Meeting & conferences**…The hotel gives you choice of function and meeting rooms of various sizes, which can be configured to your needs…wither it's meetings, weddings, annul dinners, or other events, our well trained banquet…
6	**Piccolo Hotel**	**Meeting/ Banquet facilities…**
7	**The Gardens Hotel**	**Recreational and supporting facilities** include the infinity pool and fully equipped gym. Complementing the popular Mid Valley Megamall. The garden is an interweave of business and leisure spaces for seamless accessibility from a deluxe accommodation address to two iconic commercial north…
8	**Cititel Hotel**	Ideal venues for meetings, product launches and workshops are the newly renovated Bintang Ballroom and four supporting Matahari function rooms. The smart meeting planner can take advantage of **the latest state-of-the art facilities,** flexible to accommodate all types of event needs…
9	**Maya Hotel**	Facilities…parking..Swimming pool with hydrotherapy features…banquet and meeting room features & services…capacity for **meetings and functions** of up to 250 persons…
10	**Hotel Royale Bingtang**	...including satellite TV, mini bar, in-room safe, tea and coffee making **facilities as well as hi-speed internet access…** At the Royale Bintang, your meeting needs are anticipated and met well before you step in. Whether it is a full day conference or half day meeting…

		For the discerning executives, our business center is at your service **with email and internet facilities…**
11	**One World Hotel**	Over 5000 square meters of convention and meeting facilities with a grand ballroom that can be sub-divided into 3 separate rooms, and 15 function rooms… An array of cuisine with a wide select of menus encompassing specialty dishes prepared by skilled chefs… **Recreation facilities**…sauna and steam rooms… facilities & services… bathrobes and slippers…dedicated bedside reading lamps…
12	**Le Meridien**	For meetings, incentive, conventions and exhibition planners, the pillarless Clarke ballroom can accommodate up to 600 guests… **Eight other function rooms** are available, including the grand salon and petit salon, which open onto the pool terrace. All function rooms offer state-of-the-art facilities including wireless internet…
13	**Grand Hyatt**	**Services and facilities**…24 hours laundry and valet services… **Meeting facilities**…over 3300 sqm of dedicated meeting and event space includes a 1045 sqm pillar-less grand ballroom with a clear ceiling height of 6.7…recreational facilities…Freeform outdoor swimming pool with children's pool area and changing rooms…
14	**Grand Millennium**	**Service & Facilities**… baby-sitting…high-speed internet access... indoor squash court Convene with success…whether it is a board meeting for ten persons or an impressive wedding dinner for 350 persons…coupled with state-of-the-art facilities, Grand Millennium Kuala Lumpur's spacious 1500-metre meeting space comprising a ballroom and 12 function rooms are ideal for training and workshops…
15	**Sunway Resort Hotel**	**Facilities…** Fitness centre, landscaped swimming pool…the club… Sunway resort hotel combined with the adjacent Sumway Pyramid Convention Centre offers a total of over 10000 sqm of function space featuring 55 meeting rooms, a classically, pillarless ballroom with a capacity of up to 2200 persons, 25 state-of-the-art, column-free meeting and boardrooms measuring 84 to 192 sqm…

16	Hotel Istana	**Guest services & Facilities…** 24-hour room service… Medical services… **Recreation Facilities…** Fitness centre… sompoton spa… swimming pool…
17	Price Hotel	**Facilities** include high-speed wireless broadband internet access and high-tech audio visual equipment. At hand to ensure a smooth, successful event is a team of meeting and banquet specialists…
18	Royale Chulan	The Royale chulan's entertainment and conference **facilities** are unrivalled, with a choice ranging from Taman Masui… There are additional 17 function rooms, to meet different requirements… All function rooms have a spacious foyer for delegates to enjoy their coffee/tea break and are featured state of the art equipment… Facilities… warisan café… highlights the flavours of the world…business centre…
19	Hotel Capital	**Facilities:** safe deposit boxes, car park, booking of sight-seeing tours including KL hop-on hop-off city tour. Meetings and conferences, whether you are planning a small, exclusive, top-level meeting or function for about 10 to 100 of people, the hotel service team of dedicated professionals is ready to assist you to organize a memorable event… There are 4 well-designed meeting rooms for seminars and conferences…
20	The Federal	**Facilities,** outdoor swimming pool in tropical garden setting, private limousine & taxi Tailor shop…Meeting and Conferences…it is easy to see why the federal Kuala Lumpur is one of KL City's popular meeting & conference destination… There are 5 well-designed function rooms with natural light for meetings & seminars… high speed internet access…

4.4.3.3 Step 3 Dining & Bar

This step introduces the food and beverage outlets and the types of cuisine available for guests. In Malaysia hotel advertisements, most of the hotels provide different varieties of food, which aims to inform that both the local and international foods are available in these hotels while some hotels emphasize on local delicacies. For examples, *"Come choose any food your heart desire from a variety of international and local delicacies right here at Hotel Royal Kuala Lumpur."* [Hotel Royal] Some hotels list all of their restaurants in the advertisements for the purpose of informing customers that they can have different choices of delicious foods provided in the hotel to satisfy different customers' diet. Such as *"Cinnamon Coffee House, Zuan Yuan Chinese Restaurant, Kura Japanese Restaurant, The Sphere Lounge, Pool bar & Grill, Long Bar and Havana Club"* [One Word Hotel] Some of them mention the hotel has the most award-winning chef, which intends to promote that they have the best quality food services in the town. For examples:

> *"Dining at Price is a love affair for the discerning palate. From continental fare to eastern feasts and every menu in between, dishes have been created by master chefs to tantalize and delight one's taste buds. Each restaurant also has its own distinctive décor and ambiance that add to the dining pleasure."* [Price Hotel]

> *"Malaysia's first revolving restaurant, offers an evening of fine dining and live entertainment with a spectacular view of the KL City's skyline. The multi-award winning restaurant serving Northern Indian cuisine in a cosy setting. Opendaily for lunch and dinner."* [The Federal Hotel]

Table 4.12 Examples of Offering Rating and Awards and Accolades in Move 3

Number	Name	Examples
1	**Traders Hotel**	Stylish all-day dining venue with **a sushi bar**, **Thai appetizer buffet**, **open noodle kitchen** and **a bakery**. A kaleidoscope of animated light illuminates a curved…
2	**Westin Hotel**	Replenish at one of our **six innovative dinning venues**. Your selection includes **Chinese cuisine** at EEST, **Latin American flavors** at Qba, authentic Italian at Prego to **al-fresco dining** at Splash and international fare at the living room. Indulge in the aroma of **roasting gourmet coffee, baking breads and pastries at daily treats**…
3	**Hilton**	Eat & Drink… An extensive range of quality dining venues… **Caffecino**…the relaxed atmosphere at his lobby café makes it an ideal spot to enjoy a freshly brewed coffee and light snacks… Famous for its local specialties and international cuisine, this contemporary restaurant has an open kitchen where diners can watch chefs prepare their meals… **This vibrant bar and restaurant** hosts live bands and shows the latest sporting action on a big screen...
4	**Mandarin Oriental**	Lounge on the park, a tranquil meeting place for **afternoon tea and light snacks**… Mandarin Grill, an exclusive and contemporary modern grill **restaurant** that provides a range of classic dishes with a modern twist… Lai Po Heen, elegant Chinese restaurant specializing in classic Cantonese delicacies and sumptuous dim sum…
5	**Hotel Royal**	From our Makan **Coffee house** to the Lobby Lounge…we are sure that you will find something that meets your taste-buds fancy… Come choose any food your heart desire from a variety of international and local delicacies right here …
6	**Piccolo Hotel**	not available
7	**The Gardens Hotel**	Dining and entertaining choices include The spread, an open kitchen, all day dining restaurant serving fresh local and international buffet-style specialties, the intimate award **winning sage restaurant& wine bar offering contemporary French cuisine with Japanese influence…**
8	**Cititel Hotel**	**For dining and relaxation**, the 24-hour Citi café at

		the lobby level, is the ideal place to spend time with family and friends…The exuding warm earthy tones set the mood for a unique dining experience with its regular themed lunches and weekend buffet dinners…
9	**Maya Hotel**	**Dining and Entertainment**…Maya brasserie…still waters…
10	**Hotel Royale Bintang**	A delicious selection of temptations for lunch, afternoon tea and evening cocktails await you at our café Royale and bar. We promise you a refreshing array of beverages with daily happy hours…
11	**One World Hotel**	Cinnamon is a restaurant of vibrant taste, sight and sound, embodying local and international cuisine experiences in a single venue. **The restaurant features** an open kitchen concept which also includes a garden terrace for al fresco dinning surrounded by water feature in a contemporary setting… Specializing in authentic Cantonese cuisine and a selection of Teo Chew dishes…Master chefs are on band to deliver dishes that will simply enthrall…
12	**Le Meridien**	Prime relish steaks from Australia complemented with an extensive wine selection. .. FAVOLA Discover the passion of **Italian dining** where bold simple flavors of regional cuisines and great stories are shared… Gastro SENTRAL a new restaurant and bar that delivers quality, freshness and innovation with relaxed but attentive services at a great price…
13	**Grand Hyatt**	**Restaurant and bars…** The restaurant offers Malaysian cuisine prepared in show kitchens such as satay grills, tandoor ovens, roti hot plates and wok stations that serve up freshly prepared a la carte all day menu… The restaurant has an extensive bar dispensing fresh juices, smoothies and signature specialty iced teas…
14	**Grand Millennium**	**A modern all-day dining restaurant** with spacious open show kitchen, serving up tempting a la carte options and lavish buffets of Asian and continental specialties that leave dinner completely spoilt for choice… **Refined Cantonese delicacies** take Centre stage at the opulent restaurant. Savor signature dishes by its acclaimed chefs such as roast sucking piglet, assorted meat, delicate dim sum… A top draw with night owls and trendy clubbers,

		KL's first Ultra club and party spot is a perennial hit for this dynamic live bands and celebrity DJs. Those wishing to refuel and refresh themselves will find sustenance in tapas and cocktails…
15	**Sunway Resort Hotel**	…with **10 distinct restaurants, cafes and bars** in Sunway Resort hotel & spa and pyramid tower hotel plus over 50 al fresco dining and entertainment facilities at the resort's trendy oasis boulevard, there's always something to suit everyone's taste buds…
16	**Hotel Istana**	**Restaurant, bars & lounges**…Buffet breakfast 6.00 am-10.30 am (Monday-Friday)…Songket lounge… club lunge… sports bar…
17	**Price Hotel**	**Dining** at Prince is a love affair for the discerning palate… From continental fare to eastern feasts and every menu in Between, dishes have been created by master chefs to delight one's taste buds. Each restaurant also has its own distinctive décor and ambiance that add to the dining pleasure…
18	**Royale Chulan**	…**Meals** can be served at **either the Warisan Café for** a worldwide variety of cuisines in a single buffet spread or perhaps for a change, have the meals arranged at one of our signature fine dining outlets with **a choice of Malay, Chinese or French cuisine…**
19	**Hotel Capital**	**Restaurants and Bars…**Hotel capital Kuala Lumpur has two restaurants and bar including… Be Be's Kitchen & Bar…Great food, cosy ambience and innovative cuisine, serves breakfast and weekend hi-tea… For a quick bite, a cup f cappuccino or chill out with a beer at this sidewalk café overlooking the boulevard of Plaze Low Yat shopping centre…
20	**The Federal**	The Federal Kuala Lumpur **has four restaurants including**: Bingtang Revolving Restaurant, Malaysia's first revolving restaurant, offers an evening of fine dining and live entertainment with a spectacular view of the KL City's skyline… Mandarin Place… The Taj…Other good & Beverage and Entertainment outlets…Enjoy fine lrish beer on draught, cocktails, wines and delicious Irish& continental dishes…

4.4.4 Move 4 Internal Philosophy / Guidelines

Gu Xiangfen (2008) explains the function of the Move is to broadcast the management

principles and to implement good operation guidelines of the hotel in bringing more

benefits to the customers. The contents are composed of hotel strategic planning,

results-oriented marketing and internal philosophy. The move not only allows the

customers to feel that they are staying in the first class hotel, but also takes the

opportunity of promoting the hotel itself. Hence, it would be a good way for the hotel to

create a positive impression by highlighting the hotel' goal and the ideological strategy.

Such as *"The concept of our service is to create and retain every customer, your needs*

are our pursuit. The spirit of our hotel is serving your with our emotions and feelings."

[Westin Hotel] In Malaysia hotel advertisements, the move 4 is an optional move. Only

10 percent out of the advertisements has used Move 4. As previously indicated, some

components in the move structure are optional. In the researcher's opinion, most of the

Malaysia hotels are managed under a chain hotel concept, it is not necessary for the

hotel to deliver separate information in the advertisement, even in separate link. Famous

chain hotels have their own official websites, which it has clearly stated their overall

philosophy.

Table 4.13 Examples of Internal Philosophy and Guidelines in Move 4

Number	Name	Description
2	**Westin Hotel**	…Leave the outside world behind and allow your senses to be elevated. You have found your place to relax, revive and experience renewal…
18	**Royale Chulan**	…Relax and leave the city's noise and bustle behind as you enter the hotel gates. Here you will find sanctuary. The Royale Chulan is an oasis of calm and serenity, where old-world charm and

Number	Name	Description
5		modern comforts hark back to the traditions of service and hospitality of a golden age…

4.4.5 Move 5 Providing Contact

The main communicative purpose of hotel advertisements is to attract potential customers to believe in their products or services, and eventually stay in the hotel. 100 percent of Malaysia hotels selected in this study ends with the most important information, including address, the telephone number, the fax number, and reservation number, the e-mail and website.

4.14 Examples of Providing Contacts in Move 5

Number	Name	Description
1	**Traders Hotel**	**Address:** Kuala Lumpur City Centre, 50088, Malaysia **Tel:** (603) 2322 9888 **Fax:** (603) 2332 2666 **Email:** thkl@tradershotels.com **Website:** www.tradershotels.com
2	**Westin Hotel**	**Address:** The Westin Kuala Lumpur 199 Jalan Bukit Bingtang, 55100 Kuala Lumpur, Malaysia. **Tel:** 603.2731.8333 **Email:** westin.com/kualalumpur
3	**Hilton**	**Address:** No 2 Jalan Barat, 46200 Petaling Jaya, Selangor Darul Ehsan, Malaysia **Tel:** 603 7955 9122 **Fax:** 603 7955 3909 **Email:** pertalingjaya.info@hiton.com
4	**Mandarin Oriental**	**Address:** Mandarin Oriental, Kuala Lumpur, Kuala Lumpur City Centre, PO Box 10905, 50088 Kuala Lumpur **Tel:** 603 2380 8888 **Fax:** 603 2380 8833 **Email:** mokul-reservations@mogh.com
5	**Hotel Royal**	**Address:** Jalan Walter Grenier, 55100 Kuala Lumpur, Malaysia

		Tel: 603 2148 6888 **Fax:** 603 2141 4881 Website: www.hotelroyalkl.com
6	**Piccolo Hotel**	**Address:** Piccolo Hotel, 101, Jalan Bukit Bingtang, 55100 Kuala Lumpur, Malaysia **Tel:** 603 2146 5000 **Tex:** 603 2146 5001 **Email:** reservation@piccolohotel.com.my **Website:** www.piccolohotel.com.my
7	**The Gardens Hotel**	**Address:** The Gardens, Mid Valley City, Lingkaran Syed Putra, 59200 Kuala Lumpur, Malaysia **Tel:** 603 2268 1188 **Fax:** 603 2284 8998 **Email:** infokul@gardenshtlres.com **Website:** www.gardenshtlres.com
8	**Cititel Hotel**	**Address:** Mid Valley City, Lingkaran Syed Putra, 59200 Kuala Lumpur, Malaysia. **Tel:** 603 2292 1188 **Tex:** 603 2283 5551 **Email:** info@cititelmidvalley.com **Website:** www.cititelmidvalley.com
9	**Maya hotel**	**Address:** 138 Jalan Ampang, 50450 Kuala Lumpur, Malaysia **Tel:** 603 2711 8866 **Tex:** 603 2711 9966 **Email:** info@hotelmaya.com.my **Website:** www.hotelmaya.com.my
10	**Hotel Royal**	**Address:** 17-21, Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia **Tel:** 603 2143 9898 **Fax:** 603 2142 1807 **Email:** enquiries@yoyale-hintang-hotel.com.my **Website:** www.royalebintang.com.my
11	**One world Hotel**	**Address:** First avenue, Bandar utama city centre, 47800 petalingjaya, Selangor, Malaysia. **Tel:** 603 7681 1111 **Fax:** 603 7681 1188 **Email:** sales@oneworldhotel.com.my **Website:** www.oneworldhotel.com.my
12	**Le Meridien**	**Address:** 2 Jalan Stesen Sentral, Kuala Lumpur Sentral, Kuala Lumpur 50470 Malaysia **Tel:** 603 2263 7888 **Fax:** 603 2263 7222 **Website:** lemeridien.com/kualalumpur

13	**Grand Hyatt**	**Address:** Grand hyatt Kuala Lumpur, 12 jalan Pinang, 50450 Kuala Lumpur, Malaysia **Tel:** 603 2182 1234 **Fax:** 603 22812 1288 **Website:** kualalumpur.grand.hyatt.com
14	**Grand Millennium**	**Address:** Grand Millennium Kuala Lumpur 160 Jalan Bukit Bintang, 55100 Kuala Lumpur **Tel:** 603 2117 4888 **Fax:** 603 2142 1441 **Email:** sales@grandmillenniumkl.com **Website:**www.grandmillenniumkl.com
15	**Sunway Resort Hotel**	**Tel:** 603 37492 8000 **Email:** enquirysrhs@sunwayhotels.com **Website:** Kualalumpur.sunwayhotels.com
16	**Hotel Istana**	**Address:** 73, Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia. **Tel:** 603 2141 9988 **Fax:** 603 2144 0111 **Email:** general@hotelistana.com.my **Website:** www.hotelistana.com.my
17	**Price Hotel**	**Address:** Jalan Conlay, 50450 Kuala Lumpur, Malaysia. **Tel:** 603 2170 8888 **Fax:** 603 2170 8999 **Email:** enquiry@princehotelkl.com.my **Website:** www.princehotelkl.com
18	**Royale Chulan**	**Address:** No.5, JalanConalay, 50450 Kuala Lumpur, Malaysia. **Tel:** 603 2688 9688 **Fax:** 60 2688 9788 **Email:** grpsales@theroyalechunlan.com.my
19	**Hotel Capital**	**Address:** Hotel Capital Kuala Lumpur, Jalan Bulon, Off Jalan Bukit Bintang. 55100 Kuala Lumpur, Malaysia. **Tel:** 603 2143 7000 **Fax:** 603 2143 0000 **Email:** reservations@capitaol.com.my
20	**The Federal**	**Address:** 35 Jalan Bukit Bintang, 55100 Kuala Lumpur Malaysia. **Tel:** 603 2148 9166 **Fax:** 603 2148 2877 **Email:** reservations@federal.com.my

According to the descriptive explanation of each move or step in Malaysia hotel advertisements, the obligatory and optional moves or steps have been discovered as the generic structure of Malaysia hotel advertisements displaying a five move structure below:

Move 1. Identifying Service

    Step 1. Brand Name

    Step 2. Highlighting

Move 2. Establishing Credentials

    Step 1. Location

    Step 2. Offering Rating/ Awards & Accolades

Move 3. Introducing Service & Facilities

    Step 1. Rooms and Services

    Step 2. Function Rooms and Facilities

    Step 3. Dining & Bar

Move 4. Internal Philosophy/ Guidelines

Move 5. Providing Contact

4.5 Linguistics Features of Malaysia Hotel Advertisements

Simple words have been used in Malaysia hotel advertisements in order for the advertised information to be easily understood and remembered. Such words as "can, find, allow, see, give, make, have, take, try, go, come, need" are frequently found in the corpus. Although the main purpose of advertisements is to persuade the potential customers to buy their products or services, the word "Buy" is rarely used in Malaysia hotel advertisements. This is because the word "buy" has the meaning of "to obtain something by giving money". Hence, most of the Malaysia hotel advertisements change the word "buy" into other words, for example "bring, give, help, offer, provide, save, solve". According to the data selected for the study, Malaysia hotel advertisements have the same common linguistic features as other advertisements. As mentioned in Chapter Three, six common linguistic features of Malaysia hotel advertisements are analyzed as below.

4.5.1 The Use of Pronoun "you" or "your"

In Malaysia hotel advertisements that are selected in the study, the use of pronoun "you" or "your" are extremely common with a number of 85 %. Such pronouns enable the language to sound warm and friendly. The gap between the advertiser and the reader is reduced, which allow the hotel advertisements to be more appealing. For example:

*"Discover a place where **you** can be at **your** best. Upon entering Westin hotel, we welcome **you** with sights, sounds and scents to soothe **your** soul and replenish **your** spirit. Leave the outside world behind and allow **you**r senses to be elevated. **You** have found **your** place to relax, revive and experience renewal." [Westin Hotel]*

In the example, the use of pronoun of "you" or "your" prompts the potential customer to feel that he/she is the particular person the advertisers care about. The advertisement gives them the impression that they can fully enjoy the comfort and leisure, and leave the work to the advertisers. Through the use of second pronouns, the advertisements try to convince the customers that all of the products or services they offered are crafted for their particular needs and benefits, and hence persuading the potential customers to do the purchase.

Table 4.15 Examples of the Use of Pronoun 'you' or 'your'

Linguistic features	Examples
Pronoun "you" or "your"	1. Discover a place where **you** can be at your best..., you have found your place to relax... 2. ...**You** will be greeted by the hotel's representatives who will direct **you** to your limousine... 3. ...delight **your** senses with a delectable array of local and international specialties... 4. ...Hotel Royal Kuala Lumpur is **your** ideal choice of abode as we will make your stay here memorable... 5. ...we offer **you** unparalleled comfort and convenience...is perfect for a barbecue of **your** themed events... 6. ...Hotel Istana is situated on **your** acres of prime real estate... 7. ...luxuriously furnished and equipped to make **your** stay more enjoyable and memorable... 8. ...cuisine that explores new pairings while expanding your palate. A hotel that can offer **you** a new perspective on **your** destination...

Table 4.16 The frequency occurrence of the use of pronoun 'you' or 'your'

Number of the Hotel ads	Frequency	Percentage
20	17	85 %

4.5.2 The Use of Adjectives

100 percent of Malaysia hotel advertisements employ the use of adjectives, especially positive adjectives, such as emotive adjectives and evaluative adjectives which are frequently used for the creation of hotel advertisements, as Leech (Zhu, 2006) explains that advertising language is marked by a wealth of adjective vocabulary. For example:

> *In the heart of Kuala Lumpur and a landmark in the Golden Triangle, Prince Hotel & Residence Kuala Lumpur is surrounded by the city's most sophisticated shopping, exciting entertainment, fine dining and business hub. [Price Hotel]*

The adjectives used in Malaysia hotel advertisements aim to show that their products or services are of the best quality. Favorable adjectives confirm the desirable qualities the products have. The use of adjectives also helps the potential customers to establish an affirmative attitude towards the products.

Table 4.17 Examples of the use of Adjectives

Linguistic Features	Examples
The use of Adjectives	1....the city skyline creates an **impressive** setting... ...Gaze at the **illuminated** twin wonders of the Petronas Towers while listening to **chill** and **upbeat** music... 2....you can see the city transform from a **bustling** metropolitan by day into an **exuberant** entertainment hub by night. ...the **awe-inspiring** 88-storey Petronas Twin Towers loom proudly, guarding the city likes a **precious** gem... 3....**comfortable** and stylish rooms with **extensive** facilities... ...an **extensive** range of quality dining venues... 4....one of Asia's **most luxurious** hotels, renowed for its **gracious** hospitality...Elegantly **appointed** rooms with scenic views of the city and **lush** KLCC park... 5....**light** and **qiry** with contemporary **uncultured** feel, the superior rooms are pleasantly designed. **Tasteful natural** art is cleverly displayed, giving it a **soothing** and **inviting** feel... 6...one of the **most compelling** leisure...

	...Executive club rooms located on each corner and inclusive of those on the top floors of this **lavish** hotel in Mid Valley... .7..the Superior rooms offer a **warm** and **refreshing** stay, complemented with **modern** amenities, including **broadband** internet access and in-room lockers... 8. Featuring a **tasteful contemporary** Asian design, our 418 guestrooms and suites come with a **broad** range of amenities...our Pergola Poolside Terrace, featuring a **unique** semi-covered poolside area, is **perfect** for a barbecue or your themed events...

Table 4.18 The frequency occurrence of the use of Adjectives

Number of the Hotel ads	Frequency	Percentage
20	100	100 %

4.5.3 The Use of Binominal and Multinomial Expressions

As previously mentioned in the study, binomial or multinomial expression is a sequence of two or more words or phrases belonging to the same grammatical category. Bhatia (1993) explains "Binomial and Multinomial expressions" as an effective linguistic device which allows the legal document to be precise and all-inclusive. The function of the use of binominal and multinomial expression in 80 percent of Malaysia hotel advertisements is to highlight the benefits/ positive qualities of the products or services that are being promoted.

Table 4.19 Examples of the use of binominal and multinomial expressions

Linguistic Features	Examples
The use of Binominal and Multinomial Expressions	1. Leave the outside world behind and allow your senses to be elevated. You have found your place to **relax, revive and renewal.** 2. The Royale Bintang Kuala Lumpur is unparalleled in **convenience**, **comfort** and **accessibility.** 3. The Gardens Hotel & Residences is nestled within the prestigiously

	upscale location of The Gardens at mid Valley City, Kuala Lumpur, one of the most compelling **leisure, hospitality, retail** and **office destinations** in South East Asia.

Table 4.20 The frequency occurrence in the use of binominal and multinomial expressions

Number of the Hotel ads	Frequency	Percentage
20	16	80 %

4.5.4 The Use of Nominal

Three major types of nominal expressions, the complex nominal phrases, the nominal compound and nominalization, are found 100 percent in Malaysia hotel advertisements. However, the use of complex nominal phrases has been found to be more frequent than the two others, just like Bhatia's (1993) statement that the complex nominal phrases is largely used in advertisements. Nominal expression can also provide sufficient slots for the insertion of adjectives.

The most typical characteristic of a complex nominal phrase is a noun head modified by several adjectives. Most of Malaysia hotel advertisements commonly use complex nominal phrases to give a detailed and attractive description of the products or services they are promoting. (See Table 4.20)

The Compound nominal phrase as the second type of nominal expression has been widely used in Malaysia hotel advertisements. The characteristic of this type is realized by a series of linearly arranged nouns, occasionally the corporation of adjectives. Bhatia

(1994) explains that the type of nominal expression is conventionally used in scientific writings for the reason of introducing the ingredients of science-based formulations. Compound nominal phrases are commonly adopted in Step 1 and Step 2 in Move 3 which refer to the facilities or services the hotels provided. Hence Malaysia hotel advertisements share some common linguistic features with the genre of scientific writing.

The third type of nominal expression is called nominalization. The aim of the type of expression is to describe something precisely and comprehensively. It is not frequently used in Malaysia hotel advertisements but can be found in some of the hotels. For examples, 'quietness thoughtfulness' describe 'the degree of being quiet and thoughtful' In Malaysia hotel advertisements, the nominalization has been used to avoid mentioning the doer and thus help to save space and avoiding boredom.

Table 4.21 Examples of the use of Nominal

Linguistic Features	Examples
	1. **Discreet and efficient check-in and check-out**. (Complex nominal phrases)
	2. **Contemporary uncultured feel** (Complex nominal phrases), the Superior rooms are pleasantly designed. **Tasteful natural** art is cleverly deployed, giving it a **soothing** and **inviting feel** (Complex nominal phrases).
	3. Whether it is a board meeting for ten persons or an impressive wedding dinner for 350 persons, let the hotel's **experienced**, **dedicated** and **capable events** (Complex nominal phrases) and Banquet team plan and transform your special events into seamless successes at the Grand Millennium Kuala Lumpur.
	4. **A smart, chic and contemporary 235-room boutique hotel** (Complex nominal phrases)
	5. **Data Port broadband internet access** (Nominal Compound phrase)
	6. **24-hour room service** (Nominal Compound phrase)
	7. **Interactive in-room information system** (Nominal Compound phrase)
	8. **High-speed Internet access & Foreign Currency Exchange** (Nominal Compound phrase)
	9. **Quietness, thoughtfulness, and wellness** (Nominalization)

Table 4.22 The frequency occurrence of the use of Nominal

Number of the Hotel ads	Frequency	Percentage
20	20	100 %

4.5.5 The Use of Ellipsis

The ellipsis means that the relatively unimportant words or phrases can be eliminated on the premise that the meaning of the whole sentence is not affected. As an important language writing skill, it frequently occurs in Malaysia hotel advertisements, especially in Step 1 of Move 2 and Step1 and Step 2 of Move 3. In Step 1 of Move 2- Location, a series of places of interests or attractions around the hotels are introduced. In Step 1 and Step 2 of Move 3, the detailed information of rooms, function rooms, hotel facilities and services are provided. Complete sentences could have been used to express this information, but 100 percent of Malaysia hotel advertisements use ellipsis. It is not only to avoid duplication, highlighting main information and coherent context, but also to save time, space and advertising cost.

Table 4.23 Examples of the use of Ellipsis

Linguistic features	Examples
The use of Ellipsis	1. Unlimited broadband internet access and Wi-Fi in the privacy of guests' own room. 2. Work station with enhanced lighting, dual-line telephone and international power outlets. 3. Full equipped with in-house trainers. 4. Radio with five channels and piped-in music with bedside controls. 5. Outdoor swimming pool in tropical garden setting.

Table 4.24 The frequency occurrence of the use of Ellipsis

Number of the Hotel ads	Frequency	Percentage
20	19	95 %

4.5.6 The Use of Imperative

The function of using imperatives is to express the meaning of command, requests, demands and advices. Hence, it is frequently used in advertisements to stimulate the desires of the potential customers and persuade them to buy the products or services. The data in the study indicates that 80 percent of hotels advertisements use imperatives and the functions are to suggest and request the customers to take actions. The meaning of commands is not found in hotel advertisements. There is no affiliate relationship between the hotels and the potential customers. Hence the advertisements do not have the right to command their customers and it is also impossible to command consumers to buy hotel products or services of hotels as well.

Table 4.25 Example of the use of Imperatives

Linguistic features	Examples
The use of Imperatives	1. **Choose** what suits you needs best and ask our front desk about on-going promotions. Stay and have a good night's sleep at Hotel Royal Kuala Lumpur. Come to where 'Every Room's A Home' 2. **Be** spoilt for choice! 3. **Please** contact us and we will do our best to accommodate you. 4. **Discover** a place where you can be at your best. 5. **Stay** with us just one, and we know you will want to return. 6. **Relax** and **leave** the city's noise and bustle behind as you enter the hotel gates. 7. **Enjoy** fine Irish Beer on Draught, cocktails, wines and delicious dishes. 8. **Catch** the live TV sports coverage on big screen & be

	entertained with live music.

Table 4.26 The frequency occurrence of the use of Imperatives

Number of the Hotel ads	Frequency	Percentage
20	18	80 %

The frequency of occurrence of six common linguistic features in Malaysia hotel

advertisements are show below:

Table 4.27 The frequency of occurrence of common linguistic features in Malaysia
hotel advertisements

Linguistic Features	Frequency	Percentage
Pronoun "you" or "your"	17	85%
Adjectives	20	100%
Binominal and Multinomial	19	95%
Nominal	20	100%
Ellipsis	19	95%
Imperative	16	80%

4.6 Other Findings

Bhatia (2004) explains that some other non-linguistics strategies are adopted in the

promotional genre, such as colorful and attractive pictures, a logo, an explicitly

promotional sub-heading, accompanying music, video or flash used in the hotel

advertisements, can also be seen in Malaysia hotel advertisements.

Illustrating pictures or photos is also one image-building factor. Basically, two kinds of

illustrations have been found in Malaysia hotel advertisements. The first category of

pictures can be used to illustrate those entities related to the hotel, for instance, pictures

of lobby, the guest rooms, suites, food, beverage, coffee, and the various facilities and

so on. The second category of pictures illustrates scenery and landscape, such as scenery of hotel surrounding nearby, the appearance of hotel, the city where the hotels are located. Different types of trick-photography combining different pictures and other possibilities offered by modern technology are also seemed to be popularly used. In short, the illustration of photographs poses an essential part of the hotel advertisements texts. These factors, which show the several aspects of the hotel to the readers, enable the whole advertisements to become more vivid, and prompt the readers to feel more relaxed and enjoyable. The occurrence frequency of different types of pictures in Malaysia is shown below:

Table 4.28 The Occurrence of different types of images in Malaysia hotel advertisements

	Appearance	L&S	Facilities	Lobby	Rooms	Dining	Map
Frequency	19	15	19	19	20	19	16
Percentage	95%	75%	95%	95%	100%	95%	80%

In the samples, 19 percent of the advertisements show that the appearance of pictures is to give the potential customers the outline of hotels. 15 percent of them have the pictures of places of interest and attractions around the hotels. 95 percent of the advertisements illustrate the pictures of facilities, rooms and dining, which aim to introduce their hotel vividly. For the rooms, all of the hotels use pictures to show their inner display and the number reaches 100 percent. 80 percent of them have a map to mark their location, which help the potential customers to find their hotels easily.

In Malaysia hotel advertisements, the leading information is bolded and italicized, such as the hotel name and the promotional products or services, which intends to catch the reader's eyes more easily than the words in plain format. Another conspicuous tactics is the use of sub-heading. Most hotel advertisements in the study are composed of several paragraphs with a blank line separating each of them at most. Some of them use sub-headings in capital letters, in bolds or in italics for each section. The sub-heading summarizes the content of each section so that the readers are able to seize the important points without being misled. The sub-heading enables the readers to capture the necessary information at the first glance. Moreover, there is also a noticeable strategy, i.e. the use of logo. From the data, eleven Malaysia hotels advertisements have their own logos which represent the design of the most trusted hospitality and the hotel rating organization or hotel brand name. The logo not only reflects the culture of the hotel or hotel rating but also allows it to be remembered easily. This definitely helps the potential customers to retain a deeper impression of the organization.

4.7 Conclusion

This chapter provides an explanation of Malaysia hotel advertisements by thoroughly analyzing their communicative purposes, move structures and linguistic features. The conclusion will be given in the next chapter.

CHAPTER 5:   CONCLUSION

5.1 Introduction

In this chapter, the major findings of the current study will be discussed by answering the three research questions. The significance of the study is also included. This chapter ends with the limitation of the current study and provides suggestions for future studies.

5.2 Summary of Findings

The findings of the study will go to the following three aspects, the communicative purposes, move structure and linguistic features:

For the perspective of communicative purposes, the current study indicates that the framework of Bhatia (1993)'s four communicative purposes are quite applicable in the study of Malaysia hotel advertisements. The first communicative purposes of Malaysia hotel advertisements is to inform the readers of the basic information of the hotels, such as the name, type, advantages of its location, rating and reviews, rooms, function rooms, services, facilities, and contact numbers of hotel advertisements. The second communicative purpose is to persuade the potential customers to buy the products or services that the hotels are offering. The third communicative purpose is to promote good images and services by posting some pictures of guest rooms, suites, food, beverage, coffee, and facilities and etc.

For the perspective of rhetorical structure, the current study points out that Gu Xiangfen's five-move structure is most suitable in this current study. Four moves of Gu Xiangfen's five-move structure of hotel advertisements are obligatory moves in Malaysia hotel advertisements. They are Identifying service (Move1), Establishing Credentials (Move 2), Introducing Service and Facilities (Move 3) and Providing Contact (Move 5). Internal Philosophy and Guidelines (Move 4) is an optional move. Some moves are completed by several steps, hence some steps are still considered as the obligatory steps in Malaysia hotel advertisements. They are Brand Name (100%), Highlighting (60%), Location (95%), Offering Rating / Awards & Accolades (60%). Rooms and Services (100%), Function Rooms and Facilities (100%), Dining and Bar (95%) and Providing Contact (100%). The optional steps are Expressing General Greetings and Invitation (25%), and Background Description (5%). Hence the rhetorical structures of Malaysia hotel advertisements not only follow Gu Xiangfen's five-move structure, but also have their own characters. The rhetorical structure of Malaysia hotel advertisements includes four moves and several steps: Move 1. Identifying Service, Move 2. Establishing Credentials, Move 3. Introducing Service & Facilities, and Move 4. Providing Contact. In addition, Move 1 has been completed by two steps: Step 1. Brand Name and Step 2. Highlighting. Move 2 has two Steps: Step 1. Location and Step 2. Offering Rating/Awards & Accolades. Move 3 is realized by three steps: Step1. Rooms and Services, Step 2. Function Rooms and Facilities and Step. 3. Dining & Bar.

In terms of the linguistic features, the current study explains the theoretical frameworks of the Bhatia (1993) and Cook (2001) on common linguistic features applicable in the genre study. The common linguistics features of Malaysia hotel advertisements are the use of pronoun 'you' or 'your' (85%), the use of Adjectives (100%), the use of Binominal and Multinomial (95%), the use of Nominal (100%), the use of Ellipsis (95%) and the use of Imperatives (80%).

5.3 The Significance of the Study

The current study is significant because it explains how the advertisements use language to complete their communicative purposes and why they are written in that way. The main purpose of hotel advertisement is to persuade the potential customers to pay for products or services. Hotel advertisements do not force the readers and the potential customers directly but use several special move structures and lexico-grammatical features to gradually accomplish their communicative purposes.

The clear presentation of the move structure of hotel advertisements in the study enables the ESP teachers and learners to recognize and utilize the different moves of the text structure. The ESP teachers can teach the learners how to compose a relatively standard organization advertisement. The findings on the function of each move in the study assist the learners be aware of how the communicative purpose is achieved.

Consequently, this study combines move analysis with the application of linguistic features in hotel advertisements. The findings of the study will benefit hotel advertisement writers to adapt their writings to their potential customers, and exploit genre conventions and constraints to achieve effectiveness and originality in their specific writing. It also provides suggestions for the teaching of ESP, especially for students learning business or business English writing and translation. The current study provides students with guidelines and allows them not only to use English accurately and appropriately in other types of writing in different situations, but also to write a good hotel advertisement in English and use the proper words in a particular business situation to accomplish communicative purposes better.

5.4 Limitation and Suggestions for Further Research

Despite great efforts given in the current study, it is noted that the study is just an initial one and there are much rooms for further improvements. The limitations are summarized as follows:

Firstly, the size of the corpus is limited since only 20 hotel advertisements are analyzed, which might weaken the reliability of the results. If there are more data in the research, the result of the study would be more comprehensive and more persuasive.

Secondly, it points out that genre analysis is a multi-disciplinary theory involving various subjects and study fields. The current study cannot deal with all the problems in this field, as it only focuses on the three aspects to try to explore the application of

communicative purpose, move structures and linguistic features of hotel advertisements. Genre analysis of hotel advertisements in Malaysia in other aspects can be carried out in future studies.

Thirdly, due to time constraint, the research domain is not fully explored, such as the feature of using logos and maps, which can be considered as separate moves in Malaysia hotel advertisements. A multimodal discourse analysis needs to take into account of the logo and map of hotel advertisements. Hence this can be added to the scope of the analysis of hotel advertisements in future research.

Last but not least, since the resources are limited, the study did not consult the copywriters and the professionals' advice in the Malaysia tourism industry to test and confirm the findings further. This may weaken the reliability of the findings. It would be helpful to enlist the advice of practical copywriters of Malaysia tourism advertisements.

5.5 Conclusion

In this chapter, the findings of the study are discussed firstly to indicate that the theories of Bhatia's, Cook's and Gu Xiangfen's are applicable in analyzing the samples. The chapter also covers the significance of the study. The limitations and suggestions are included to note that more genre studies in field of the hotel advertisement will be carried out in the future.

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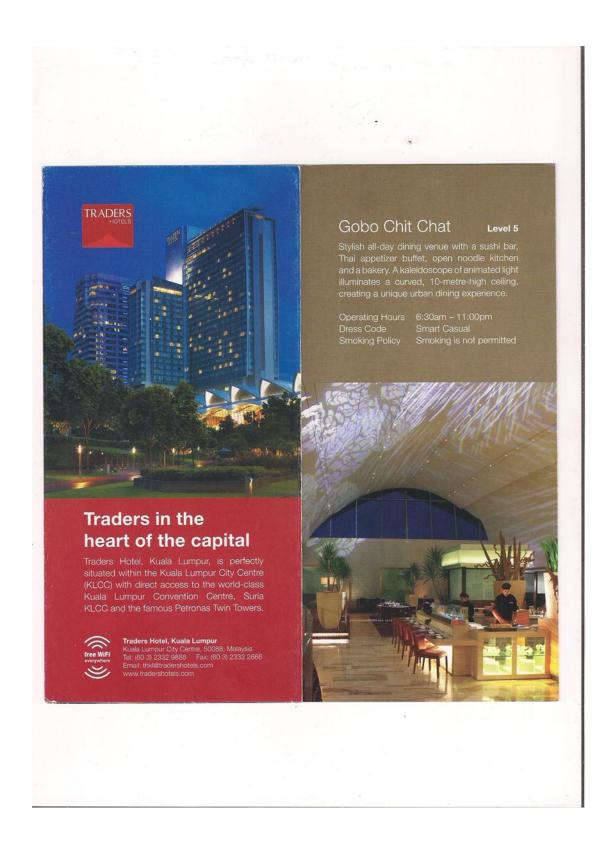
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APPENDIX

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SkyBar

Level 33

SkyBar offers guests the ultimate in refreshing drinks and intoxicating views, all in a chic and cosmopolitan ambience. Gaze at the illuminated twin wonders of the Petronas Towers while listening to chill and upbeat music. SkyBar was named "Best Malaysian Bar" by *Malaysia Tatler*.

Operating Hours	10:00am – 1:00am (Sunday to Thursday) 10:00am – 3:00am (Friday, Saturday and eve of Public Holidays)
Dress Code	Smart Casual

Gobo Upstairs Lounge & Grill

Level 6

At the lounge, the view of the iconic Petronas Twin Towers and the city skyline creates an impressive setting. Order from a beverage menu with cocktails being the speciality – conducive for before and after dinner drinks.

The Grill offers arguably the best steaks in town with different fine cuts. Gobo Upstairs' team of fine chefs maintains that the best way to enjoy a piece of steak is to have it grilled and that is exactly how they will prepare it for their guests and to their preference. Sauces and accompaniments are available as side orders.

Operating Hours	Lunch: 12noon – 2:30pm (Monday to Friday) Dinner: 6:30pm – 10:30pm (Daily)
Dress Code	Smart Casual
Smoking Policy	Gobo Upstairs Grill does not permit smoking, however, smoking is permissible at Gobo Upstairs Lounge.

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Accommodation

There are 571 well-appointed rooms and suites that feature complete 24-hour business services. Guestroom facilities and services include:

- Data port / broadband Internet access
- Coffee and tea making facilities
- LCD TV
- Electronic safe
- Hairdryer
- IDD dual direct line with voice mail
- Iron and ironing board
- In-house movie channels
- Mini bar and refrigerator
- 24-hour room service
- Interactive in-room information system
- Complimentary wireless Internet access
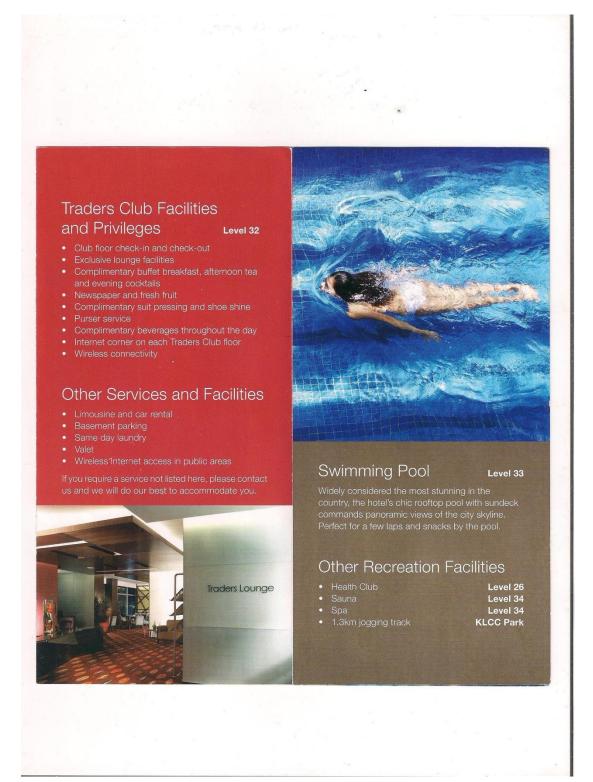
Business Centre and Meeting Facilities Level 8, 9 & 32

The business centre provides 24-hour secretarial support, including computer workstations, broadband Internet and email access, printers, scanners, photocopying, facsimile and courier services.

A number of private meeting rooms at the business centre and Traders Lounge are available for small boardroom meetings. Serviced Offices within the hotel are also available for rental on an hourly, weekly or monthly basis.

Traders Hotel, Kuala Lumpur is also fully integrated with the Kuala Lumpur Convention Centre that features over 20,000 square metres of function space. The convention centre includes two plenary halls, four exhibition halls, a conference hall, a banquet hall, a grand ballroom and 20 smaller meeting rooms.

Traders Club Facilities and Privileges

Level 32

- Club floor check-in and check-out
- Exclusive lounge facilities
- Complimentary buffet breakfast, afternoon tea and evening cocktails
- Newspaper and fresh fruit
- Complimentary suit pressing and shoe shine
- Purser service
- Complimentary beverages throughout the day
- Internet corner on each Traders Club floor
- Wireless connectivity

Other Services and Facilities

- Limousine and car rental
- Basement parking
- Same day laundry
- Valet
- Wireless Internet access in public areas

If you require a service not listed here, please contact us and we will do our best to accommodate you.

Traders Lounge

Swimming Pool

Level 33

Widely considered the most stunning in the country, the hotel's chic rooftop pool with sundeck commands panoramic views of the city skyline. Perfect for a few laps and snacks by the pool.

Other Recreation Facilities

Health Club	**Level 26**
Sauna	**Level 34**
Spa	**Level 34**
1.3km jogging track	**KLCC Park**

peridot lounge

executive suite

junior suite

executive deluxe king

deluxe twin

one world hotel

LOCATION

Strategically located in the heart of Petaling Jaya's business and commercial district, One World Hotel is adjoined to the award winning 1 Utama Shopping Centre - one of Malaysia's most successful shopping centres. Exuding luxury and grandeur, the 20-storey hotel, embellishes in numerous Asian cultures in the midst of spectacular chandeliers and opulent quality marble finishing which displays a warm welcome.

ACCESSIBILITY

The hotel is a mere 45 minutes drive from Kuala Lumpur International Airport (KLIA) by road and 15 minutes away from KL Sentral which is the ERL link station to KLIA that takes 28 minutes.

NEARBY ATTRACTIONS

- 1 Utama Shopping Centre
- Petronas Twin Towers
- National Science Centre
- Lake Gardens
- Kuala Lumpur Bird Park
- National Monument
- Orchid Farm
- Batu Caves
- Central Market
- Chinatown
- Bukit Utama Golf Club and numerous other golf courses

VISITOR INFORMATION

- Climate : Tropical with average temperature ranging between 24 - 32°C
- Voltage : 220 - 240 volts AC
- Currency : Ringgit Malaysia (RM)

CINNAMON COFFEE HOUSE

Cinnamon is a restaurant of vibrant taste, sight and sound, embodying local and international cuisine experiences in a single venue. The restaurant features an open kitchen concept which also includes a garden terrace for al fresco dining surrounded by water feature in a contemporary setting.

ZUAN YUAN CHINESE RESTAURANT

Specialising in authentic Cantonese cuisine and a selection of Teo Chew dishes, Zuan Yuan bids you welcome with an aura of Oriental exuberance. Master chefs are on hand to deliver dishes that will simply enthrall, as well as a splendid choice of set menus for lunch and dinner. Tantalising dim sum are also served for lunch daily.

KURA JAPANESE RESTAURANT

Enjoy exquisite Japanese delicacies, artistically prepared and presented by the chefs at Kura. From sushi, sashimi, tempura to set menus, each dish is skilfully prepared using ingredients of the highest quality to deliver a unique and satisfying taste to satiate your palate.

THE SPHERE LOUNGE

Situated in the lobby, The Sphere is the perfect setting for business or social gatherings with its sleek, modern design, yet cosy atmosphere. While away the hours with business associates over a tempting selection of our special English afternoon tea, snacks and desserts.

POOLBAR & GRILL

Relax and unwind while enjoying refreshing tropical cocktails or just soak in the sun at the Poolbar & Grill. Light meals are also served as well as barbecue dinner under the stars.

LONG BAR

Enjoy nights of fun and entertainment in the urban, trendy and chic ambience of Long Bar. In addition to the slick bar, a wide variety of mocktails, cocktails and alcoholic beverages as well as light snacks are served.

HAVANA CLUB

For a quiet discussion over evening drinks and divine Cuban cigars, make way to the exclusive Havana Club bestowed with a contemporary wooden setting.

CONVENTION & MEETING FACILITIES

- Over 5,000 square metres of convention and meeting facilities with a grand ballroom that can be sub-divided into 3 separate rooms, and 15 function rooms

- Professional convention & events personnel offering personalised services

- An array of cuisine with a wide selection of menus encompassing specialty dishes prepared by skilled chefs

- State-of-the-art audio visual equipment including internet access, simultaneous interpretation systems and live feed facility

- 3 individual holding rooms for dignitaries and a secretariat room

- Outside catering services are also available

WEDDINGS

Be it a Malay, Chinese, Indian, Western or a garden wedding, let our dedicated convention services professionals make it the most unique and memorable celebration.

All wedding packages include a complimentary pre-wedding dinner menu tasting, one-night stay in the luxurious Deluxe room with honeymoon amenities and a bottle of sparkling wine, buffet breakfast and personalised bathrobe for the wedding couple, VIP parking for the bridal car, complimentary invitation cards, special floral centerpiece for the bridal table, five tier ceremonial wedding cake, elegant backdrop and a host of other perks and privileges.

RECREATION FACILITIES

- 25-metre swimming pool and a children's pool with resort feel landscape and water feature
- 4 tennis courts
- Sauna and steam rooms
- Fully equipped gymnasium
- THANN Sanctuary Spa offering rejuvenating retreats from the rigours of daily urban living

FACILITIES & SERVICES

- 32" LCD television in all rooms plus 42" LCD television in every suite
- Live CNN news broadcast
- 4 feature bathroom with rain shower
- 3 telephones with IP phone on the writing desk
- Wired internet access
- Coffee and tea making facilities
- Personal safe
- Bathrobes and slippers
- Complimentary newspaper
- Hair dryer
- In-room iron and ironing board
- Dedicated bedside reading lamps
- Private bar
- 24 hours in-room dining service
- Business Centre
- Laundry
- Valet parking
- Concierge
- Limousine service
- Flight confirmation
- ONE Service Centre
- Complimentary shuttle service

BANQUET CAPACITY CHART

ROOMS	LEVEL	SIZE (sq m)	HEIGHT (m)	BANQUET	COCKTAIL	THEATRE	BOARDROOM	U-SHAPE	CLASSROOM
Imperial Ballroom	G	2243	9	2000	2500	3500	-	-	1100
Citrine Ballroom	G	715	9	550	800	950	-	-	300
Ruby Ballroom	G	813	9	600	1000	1050	-	-	330
Topaz Ballroom	G	715	9	550	800	950	-	-	300
Ballroom Foyer	G	1163	4	-	-	-	-	-	-
Jasmine Junior Ballroom	C	416	4	210	270	350	-	-	180
Jasmine Room	C	139	4	70	90	110	55	48	54
Orchid Room	C	139	4	70	90	110	55	48	54
Olive Room	C	139	4	70	90	110	55	48	54
Maple Junior Ballroom	C	416	4	210	270	350	-	-	180
Maple Room	C	139	4	70	90	110	55	48	54
Cypress Room	C	139	4	70	90	110	55	48	54
Tulip Room	C	139	4	70	90	110	55	48	54
Function Room Foyer	C	537	4	-	-	-	-	-	-
Iris Room	2M	68	3	50	80	100	20	30	45
Hibiscus Room	2M	64	3	40	60	80	20	24	45
Hazel Room	2M	65	3	40	60	80	20	24	45
Ivy Room	2M	63	3	40	60	80	20	24	45
Oak Room	2M	63	3	40	60	80	20	24	45
Violet Room	2M	63	3	40	60	80	20	24	45
Function Room Foyer	2M	360	3	-	-	-	-	-	-
Greater Lavender	C	101	3	80	-	120	45	42	84
Sunflower Room	C	56	3	40	-	50	20	20	36
Lavender Room	C	55	3	40	-	50	20	20	36
Lily Room	C	38	3	20	-	40	12	15	27

premier suite

ACCOMMODATION

ROOM TYPE	SIZE (sq m)	NO. OF UNITS
Superior	40	96
Deluxe	40	144
Executive Deluxe	40	128
Junior Suite	70	52
Premier Suite	70	14
Executive Suite	100	4

PERIDOT CLUB

For Junior Suite, Premier Suite and Executive Suite category, guests enjoy the comfort of spacious living and Peridot Club benefits that includes:

- Discreet and efficient check-in and check-out by Club Purser
- Exclusive use of Club Lounge, elegantly furnished with plush fabrics and artworks
- Welcome drinks and fruit bowl
- Complimentary lavish spread of breakfast, evening cocktails and hors d'oeuvres
- Complimentary pressing of 1 suit upon arrival
- Usage of Club meeting rooms
- Purser service
- Wired and wireless internet access
- Computer workstations

For guests staying in the Superior, Deluxe or Executive Deluxe rooms, Peridot Club benefits are available at a nominal fee.

GRAND HYATT KUALA LUMPUR

12 Jalan Pinang, 50450 Kuala Lumpur, Malaysia
TELEPHONE +60 3 2182 1234 FACSIMILE +60 3 2182 1288
kualalumpur.grand.hyatt.com

GRAND
MILLENNIUM
KUALA LUMPUR

A Member of Millennium Hotels and Resorts

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THE PULSE OF KUALA LUMPUR

Stay in the heart of the action at the five-star Grand Millennium Kuala Lumpur. Centrally located in the heart of Kuala Lumpur's Golden Triangle with key financial and business hubs conveniently steps away. The city's premier shopping and entertainment havens, Pavilion Kuala Lumpur and Bintang Walk, are literally at the hotel's doorstep while major tourist hot spots such as the Petronas Twin Towers, Kuala Lumpur Tower and Chinatown are easily accessible via monorail and light rail transit nearby.

Its strategic location makes the understatedly elegant Grand Millennium Kuala Lumpur the preferred hotel of choice for many discerning business and leisure travellers, foreign dignitaries and corporate clients.

AMPLE SERENITY

Complete with all the essential creature comforts, the hotel's luxurious 468 guestrooms including 16 suites are tastefully furnished and boast floor-to-ceiling windows that accord panoramic vistas of the city's skyline.

For Executive Club guests, a personalised service team is at hand to help expedite the check-in/check-out process and assist with other services. They also enjoy exclusive access to the plush Club Lounge where breakfast, refreshments and evening cocktails are served.

Accommodation	Number of Rooms	Size
Deluxe Room (Twin/King)	347	40 sq metres
Executive Club Room	91	40 sq metres
Executive Club Plus	14	55 sq metres
Executive Suite	12	80 sq metres
Presidential Suite	3	150 sq metres
Imperial Suite	1	250 sq metres

WINE & DINE

- **The Mill Cafe** - A modern all-day dining restaurant with spacious open show kitchen; serving up tempting a la carte options and lavish buffets of Asian and Continental specialities that leave dinner completely spoilt for choice.
- **Lai Ching Yuen** - Refined Cantonese delicacies take centre stage at the opulent restaurant. Savour signature dishes by its acclaimed chefs such as roast suckling piglet, assorted meat, delicate dim sum, exotic live seafood and abalone for lunch or dinner.
- **Bistro 160** - Relish delicious cakes and pastries, gourmet sandwiches and salads complemented by a choice selection of premium coffee and tea, your favourite and cigars, at this contemporary yet cosy Café cum Lobby Lounge.
- **Pulse Ultra Club** - A top draw with night owls and trendy clubbers, KL's first Ultra Club and party spot is a perenniah hit for its dynamic live bands and celebrity DJs. Those wishing to refuel and refresh themselves will find sustenance in tapas and cocktails.
- **Tenjin** - a delectable Japanese tradition has taken shape at the heart of Bukit Bintang. Drawing upon Tokyo Japanese cuisine influence, under Chef Kunio Kuwabara showcases traditional Japanese dishes, as well as contemporary creations using only the freshest imported ingredients. Tenjin is operated and managed independently.

SERVICE & FACILITIES

- Baby-sitting
- Concierge
- High-speed Internet access
- Multi-lingual personnel
- Car Rental
- Secure Covered Parking
- Valet

- Spa & Fitness Centre
- Outdoor Swimming Pool
- Express Laundry/Dry Clean
- Foreign Currency Exchange
- Hair & beauty salon
- Indoor squash court
- Facilities for wheelchair users

CONVENE WITH SUCCESS

Whether it is a board meeting for ten persons or an impressive wedding dinner for 350 persons, let the hotel's experienced, dedicated and capable Events and Banquet team plan and transform your special events into seamless successes at the Grand Millennium Kuala Lumpur.

Coupled with state-of-the-art facilities, Grand Millennium Kuala Lumpur's spacious 1,500-metre^2 meeting space comprising a Ballroom and 12 function rooms are ideal for training and workshops, incentive theme parties, corporate conventions or sophisticated soirées. Outside catering options are available upon request.

	Area in sqm	Theatre-style	Cocktail	Banquet
Ballroom	329	350	350	250
Millennium I and II	169 to 203	120	150	60
Millennium III to X	53 to 203	40 to 120	20 to 150	20 to 80
Boardroom	55	-	-	-

UNRIVALLED CONVENIENCE & COMFORT

Grand Millennium Kuala Lumpur's convenient and central location is simply unmatched; establishing it as a perfect refuge for itinerant travellers be it for business or pleasure.

A quick gateway to the city's thriving commercial and recreational hubs, the hotel's superior comfort, top-notch facilities and gracious Malaysian hospitality are bound to leave every guest that step through its doors with indelible impressions of cosmopolitan Kuala Lumpur and Malaysia.

GRAND MILLENNIUM KUALA LUMPUR
160 Jalan Bukit Bintang
55100 Kuala Lumpur
For sales enquiries:
Tel: +60 3 2117 4888
Fax: +60 3 2142 1441
Website: www.grandmillenniumkl.com
Email: sales@grandmillenniumkl.com
GDS Access Code: MU
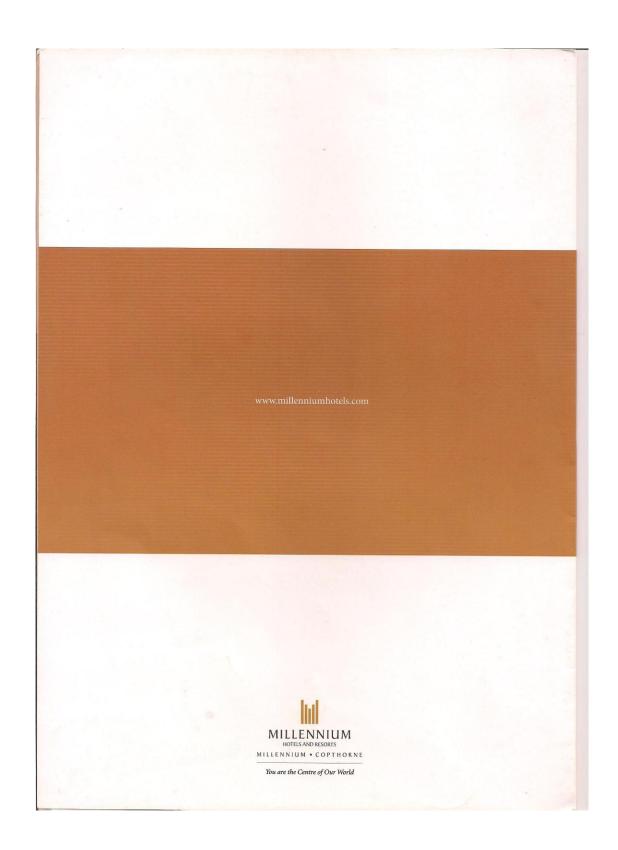
The Istana
Redefining Refinement

HOTEL ISTANA
KUALA LUMPUR CITY CENTRE

LOCATION

Located strategically within Kuala Lumpur's Golden Triangle of business and commercial centre, Hotel Istana is situated on four acres of prime real estate at the cross junction of Jalan Raja Chulan and Jalan Sultan Ismail. It is also within walking distance to shopping havens like Suria KLCC, Pavilion; and entertainment hubs located at Changkat Bukit Bintang and Bukit Bintang. The Hotel is supported by an efficient road and rail transport system with a terminal-stop located adjacent to Hotel Istana, complemented by private limousine service and the availability of buses and taxies.

GUEST SERVICES & FACILITIES

- **BUSINESS CENTRE**
  Opening Hours
  7.00am - 9.00pm (Monday - Friday)
  7.00am - 5.00pm (Saturday)
  Closed on Sunday / Public Holidays

- 24-hour Room Service
- Medical services (doctor on-call)
- Laundry services
- Baby-sitting
- Valet services
- Limousine services
- Surau (male and female)

- Ballroom & Meeting Rooms
- Shopping arcade
- Florist
- Luggage room
- 4 Floors basement parking

RECREATION FACILITIES

FITNESS CENTRE
Opening Hours
6:00am – 10:00pm (Monday – Friday)
6:30am – 7:00pm (Saturday/Sunday/Public Holidays)

SOMPOTON SPA
Opening Hours
10.30am – 11.00pm (Daily)

SWIMMING POOL
Opening Hours
7.00am – 8.30pm (Daily)

GUESTROOMS

Type of Rooms	No. of Rooms	Size
Deluxe Rooms	368	38sqm
Ladies Rooms	20	38sqm
Ladies Suites	5	79sqm
Club Rooms	50	38sqm
Club Suites	68	79sqm
Stateroom	4	313sqm
TOTAL	**515**	

- 515 guestrooms • 23 floors • Club Floors (18th – 20th Floor)
- Ladies Rooms (11th Floor)

GUEST ROOM FEATURES

- Electronic keycard
- High-speed broadband internet access
- Remote-controlled television with BBC and in-house movie channels
- In-room electronic personal safe-box
- Radio with five channels and piped-in music with bedside controls
- International direct-dial telephones with bathroom extension
- Individually-controlled air-conditioning
- Mini-bar (Upon request)
- Voice-mail system
- In-room iron and ironing board
- Long bath with separate shower area
- Full-length mirror and shaving mirror
- Room amenities include bathrobes and slippers
- Luxurious toiletries
- Hairdryer
- Shaving adaptor with 115 – 230 V/AV cycles
- Complimentary coffee and tea making facilities

CLUB ROOM FEATURES

- Exclusive Club Lounge serving complimentary breakfast, snacks and pre-dinner cocktails daily
- Complimentary broadband and WiFi internet connectivity
- Express check-in and check-out
- Complimentary pressing of one suit daily
- 20% discount on dry-cleaning and laundry charges

RESTAURANTS, BARS & LOUNGES

TAMAN SARI BRASSERIE (Lobby Level, East Wing)

Opening Hours
Buffet Breakfast	: 6.00am – 10.30am (Monday - Friday)
	6.00am – 11.00am (Saturday/Sunday/Public Holidays)
Buffet Lunch	: 12.00nn – 2.30pm (Daily)
Buffet Hi-Tea	: 12.30pm – 3.30pm (Saturday/Sunday/Public Holidays)
Dinner	: 6.30pm – 10.30pm (Daily)
Seating Capacity	: 180 persons

URBAN (Lobby Level, East Wing)

Opening Hours
Lunch	: 12.00nn – 2.30pm (Except on Saturdays)
Dinner	: 6.30pm – 10.30pm
	Closed on Sundays and Public Holidays
Seating Capacity	: 140 persons

SONGKET LOUNGE (Lobby Level)

Opening Hours	: 10.00am – 1.00am (Daily)
Seating Capacity	: 160 persons

CLUB LOUNGE (20th Floor)

Exclusively for Club Floor guests only.

Opening Hours
Breakfast	: 7.00am – 10.30pm (Monday - Friday)
	6.30am – 11.00am (Saturday/Sunday/Public Holidays)
Tea-Time	: 11.00am – 4.30pm (Daily)
Cocktail	: 5.30pm – 7.30pm (Daily)

SPORTS BAR (Lobby Level, East Wing)

Opening Hours	: 5.00pm – 1.00am (Daily)
Seating Capacity	: 65 persons
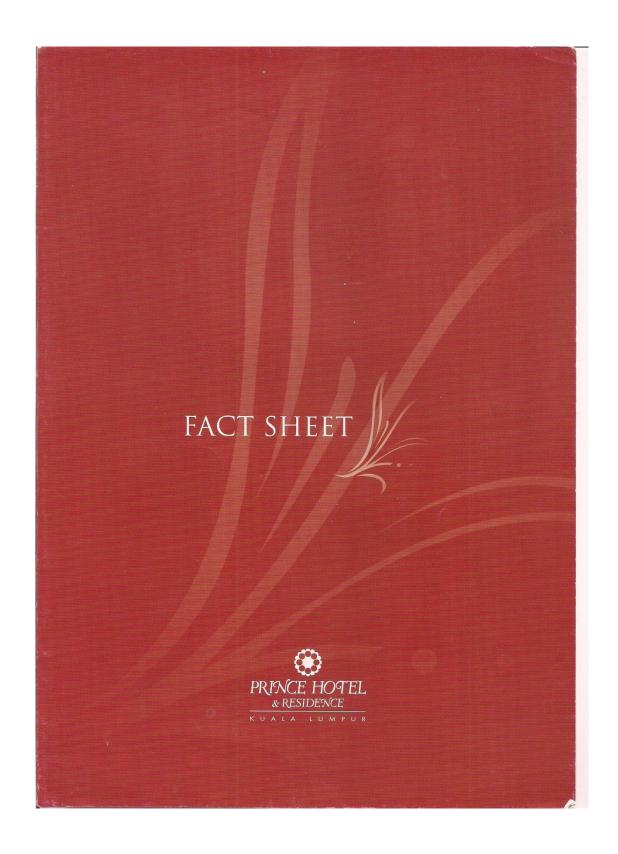
TRISHNA, NORTHERN INDIAN RESTAURANT (Level B1, West Wing)

Opening Hours
Lunch	: 11.00am – 3.00pm (Daily)
Dinner	: 6.00pm to 1.00am (Daily)
Seating Capacity	: 150 persons

73, Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia.
T: 603 2141 9988   **E** : general@hotelistana.com.my
F : 603 2144 0111   **W** : www.hotelistana.com.my

FACT SHEET

PRINCE HOTEL
& RESIDENCE
KUALA LUMPUR

A Princely Sojourn in the Heart of Kuala Lumpur

Beyond 5-star accommodation, facilities and service, Prince Hotel & Residence Kuala Lumpur is dedicated to indulging all the senses of the discerning traveller. An elegant style, luxurious comfort and award-winning service come together to delight business and leisure guests alike.

In the heart of Kuala Lumpur and a landmark in the Golden Triangle, Prince Hotel & Residence Kuala Lumpur is surrounded by the city's most sophisticated shopping, exciting entertainment, fine dining and business hub.

HOTEL ROOMS

A generous amount of distintive features are incorporated into each room including broadband internet access, multi-feature phones, conveniently located power switches at table top level and much more.

Category	Units
Deluxe	172
Superior Deluxe	122
Superior Deluxe KLCC	49
Grand Deluxe	35
Premier Executive	44
Executive Suite	6
Deluxe Executive Suite	14
Junior Prince Suite	2
Prince Suite	1
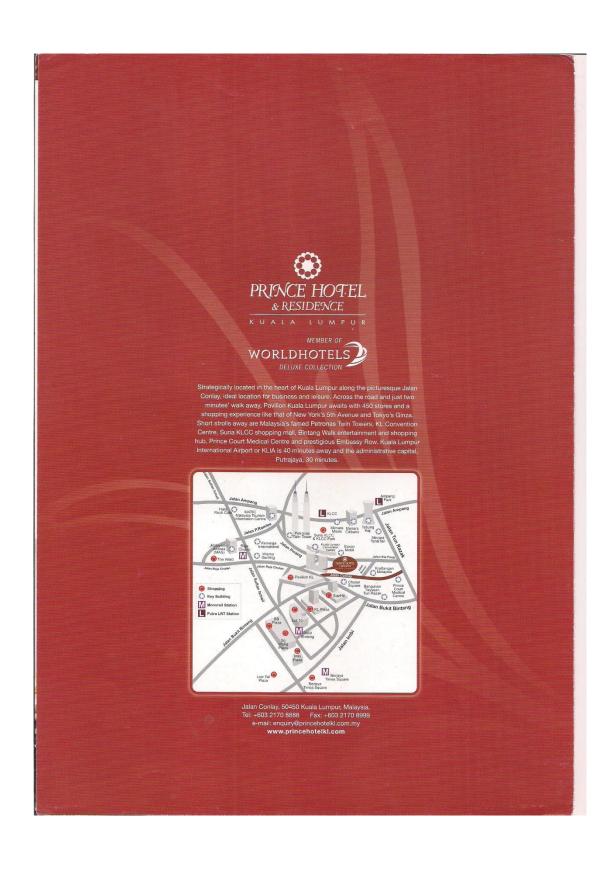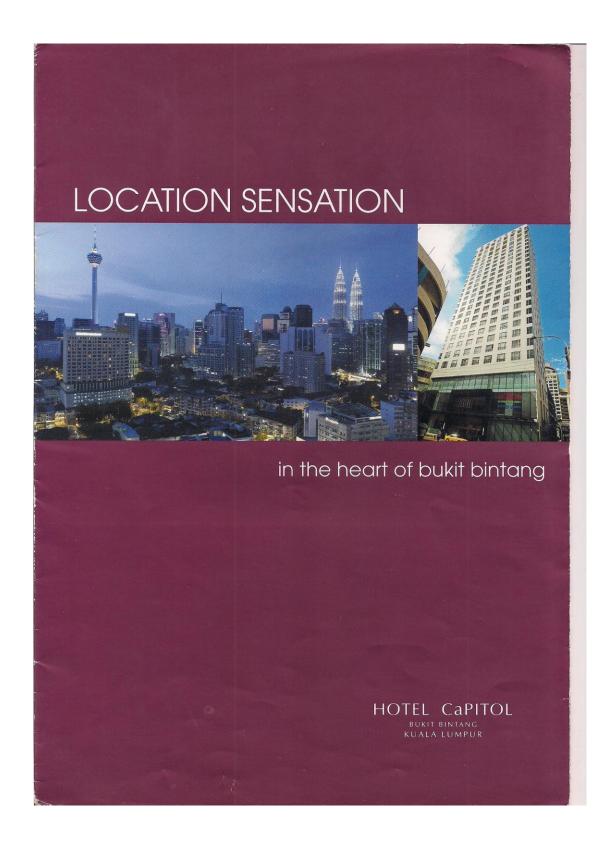
SERVICED APARTMENTS

Staying true to Prince's concept of a home away from home, its serviced apartments incorporate the convenience and luxury of 5 star international hotel stay with the priceless comfort of home. Short and long-term guests can choose from 160-well appointed apartments ranging from one-bedroom units to three-bedroom family units.

Category	Units
1-Bedroom Superior	31
1-Bedroom Deluxe	62
2-Bedroom Superior	16
2-Bedroom Deluxe	33
2+1-Bedroom Deluxe	14
2-Bedroom Penthouse	1

Big conferences or small seminars, lavish weddings or cosy celebrations, each one will be an affair to remember at The Prince Hotel & Residence Kuala Lumpur. There is space area that is just right for the occasion, with state-of-the-art facilities and impeccable service to match.

A whole floor with 1500 sq. metres of banquet area is dedicated for conferences, meetings and banqueting. An enormous, high-ceiling, pillar-less Grand Prince Ballroom, nine versatile function rooms, an exceptionally huge foyer and a VIP waiting room, richly and elegantly furnished, accommodate every conceivable event.

Facilities include high-speed wireless broadband internet access and high-tech audio visual equipment. At hand to ensure a smooth, successful event is a team of meeting and banquet specialists.

DINING IN AT PRINCE

Dining at Prince is a love affair for the discerning palate. From continental fare to eastern feasts and every menu in between, dishes have been created by master chefs to tantalise and delight one's taste buds. Each restaurant also has its own distinctive décor and ambiance that add to the dining pleasure.

Eccucino

Award Winning
Tai Zi Heen Chinese
Restaurant
太子軒
TAI ZI HEEN

ENJU Japanese
Restaurant
ENJU

Mezzanine Bar &
Lounge

Fidel's Cigar Room
FIDEL'S

Terrace Poolside
Bar & Grill
TERRACE
POOLSIDE BAR & GRILL

24-hour In Room Dining

LEISURE

It is so easy to indulge body, mind and soul at The Prince Hotel & Residence Kuala Lumpur. A range of world-class leisure and recreational facilities at the hotel refresh, reinvigorate, relax tired, tense muscles and stressed souls. From spa, gym to landscaped garden, pool area and kids club, each environment is all about feeling good.

MANDARA
SPA

Landscaped Swimming Pool
Tropical Garden

FITNESS
CENTRE

KID'S
CLUB

www.princehotelkl.com

For further information, please call our Sales Department at
t : 03-2170 8888 ext. 8668, 8669, 8860, 8674 and 8667
e : enquiry@princehotelkl.com.my
sales@princehotelkl.com.my

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LOCATION SENSATION

in the heart of bukit bintang

HOTEL CaPITOL
BUKIT BINTANG
KUALA LUMPUR

rooms - premium corner room

- Winner of the 2011 Kuala Lumpur Mayor's Tourism Award for Excellence in the 3-Star Hotel category

- Recipient of the Minister of Human Resources Awards 2002 & 2007

- Listed as one of the Best Hotels on the Formula 1 Circuit in Condé Nast Traveller May 2001, UK Edition

- Winner of the Malaysian Interior Design Award 1999 for Excellence in the Hotels & Hospitality category

HOTEL CaPITOL
BUKIT BINTANG
KUALA LUMPUR

rooms - premium room

rooms - deluxe room

rooms - studio suite

rooms - premium corner

rooms

- It is the epitome of loft living-style suites. Located on levels 19 and 20, comprising 1 studio suite, 4 premium rooms and 5 deluxe rooms with ensuite bathrooms.

- Panoramic view of either the Golden Triangle, Bukit Bintang or the lofty Petronas Twin Towers.

- The comfortable bed, with pocket spring mattress topped with plush top and 300 counts cotton linen provide supreme comfort. A choice of 5 types of pillows.

- LCD TV with satellite TV channels and state-of-the-art facilities with DVD player, as well as cordless telephone for your total convenience and free unlimited high speed internet access.

- Gym facility is available (for guests of 10rooms only).

GUEST ROOMS

- 225 sleek and very comfortable rooms including the spacious corner rooms which come with dazzling views of KL City's skyline.

- All rooms are fully air-conditioned with individual temperature control and complete with colour TV, in-house movies and satellite TV channels.

- IDD telephones with bathroom extension

- High speed internet access

- Mini bar

- Tea and coffee making facilities

- In-room safe

- Hair dryer

- Wake-up call service

- Room service

- Ironing facilities

capitol deluxe room

premium twin room

café rasa

- Laundry and valet service
- Added security feature - provides guests with an electronic key to access the floor
- All floors are equipped with CCTV surveillance
- ONE STOP - Hotel Capitol convenience at the touch of a button

RESTAURANTS AND BARS

Hotel Capitol Kuala Lumpur has two restaurants and bars including:

Be Be's Kitchen & Bar
(Mezzanine level)

Great food, cosy ambience and innovative cuisine, serves breakfast and weekend hi-tea.

Open daily.

Café Rasa
(Ground level)

For a quick bite, a cup of cappuccino or chill out with a beer at this sidewalk café overlooking the boulevard of Plaza Low Yat shopping centre.

Open daily.

FACILITIES

- Safe deposit boxes
- Car park available (at Plaza Low Yat)
- Private limousine and taxi
- Booking of sight-seeing tours including KL Hop-On Hop-Off City Tour
- Car rental and travel agencies
- Medical service upon request
- Golfing at Tasik Puteri Golf and Country Club can be arranged

premium corner room

café rasa

capitol deluxe twin room

deluxe room

be be's kitchen & bar

LOCATION

Hotel Capitol Kuala Lumpur is ideally located along Jalan Bukit Bintang, right in the heart of KL City's major business, gourmet and shopping destination. Ten of KL City's most popular shopping malls are in the vicinity or right next door.

TRANSPORTATION

- 5 minutes walk to Bukit Bintang and Imbi monorail stations
- 10 minutes walk to Hang Tuah LRT interchange station
- 10 minutes walk to Pudu Sentral
- 5 minutes drive to Kuala Lumpur Convention Centre
- 10 minutes drive to Putra World Trade Centre (PWTC)
- 15 minutes drive to Kuala Lumpur City Air Terminal (KLCAT) at the KL Sentral

- 45 minutes drive to Kuala Lumpur International Airport (KLIA)
- 45 minutes drive to Low Cost Carrier Terminal (LCCT)
- 30 minutes drive to Subang Skypark Terminal

NEARBY ATTRACTIONS AND LANDMARKS

- Plaza Low Yat, Malaysia's largest IT Lifestyle Shopping Mall and bbpark
- Hawker Food Street (Jalan Alor)
- Chinatown (Jalan Petaling) and Central Market
- Pavilion Kuala Lumpur Shopping Centre
- The Actors Studio @ Lot 10
- KL Craft Complex (Karyaneka)
- KL Tower (Menara KL)
- Petronas Twin Towers, Petronas Philharmonic Hall, Petrosains and Petronas Art Gallery @ KLCC

In the heart of Bukit Bintang

premium room

deluxe twin room

superior room

- Suria KLCC Shopping Centre and sprawling KLCC Park
- Aquaria KLCC @ Kuala Lumpur Convention Centre
- Istana Negara
- Royal Selangor Golf Club
- National Theatre (Istana Budaya)
- National Art Gallery
- Kuala Lumpur Performing Arts Centre (KLPac)
- Parliament House
- National Monument
- Lake Garden (Taman Tasik Perdana)
- KTM Kuala Lumpur Railway Station
- Merdeka Square (Dataran Merdeka)
- Sultan Abdul Samad Building
- Little India @ Brickfields
- The Temple of Fine Arts

MEETINGS AND CONFERENCES

Whether you are planning a small, exclusive, top-level meeting or function for about 10 to 100 of people, the hotel's service team of dedicated professionals is ready to assist you to organise a memorable event.

Quality, efficiency and flexibility are trademarks of our team.

- There are 4 well-designed meeting rooms for seminars and conferences, catering up to various seating styles (80 banquet, 100 reception, 90 theatre and 60 classroom)
- Offers cosy-style meeting and entertaining venue
- High speed internet access
- Video conferencing available

A smart, chic & contemporary 235-room boutique hotel perfectly located in Bukit Bintang or popularly known as KL's finest shopping, dining and entertainment hub.

With its excellent location in Kuala Lumpur's Central Business District, Hotel Capitol provides easy access to the Bukit Bintang high street experience.
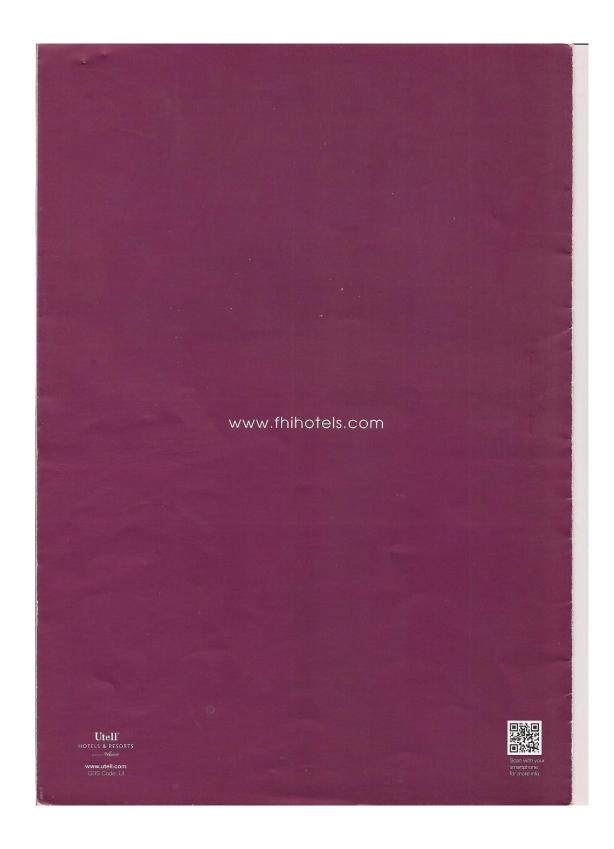
Hotel Capitol Kuala Lumpur has won over many fans with its refreshing innovative concept & service for the discerning business and leisure travellers.
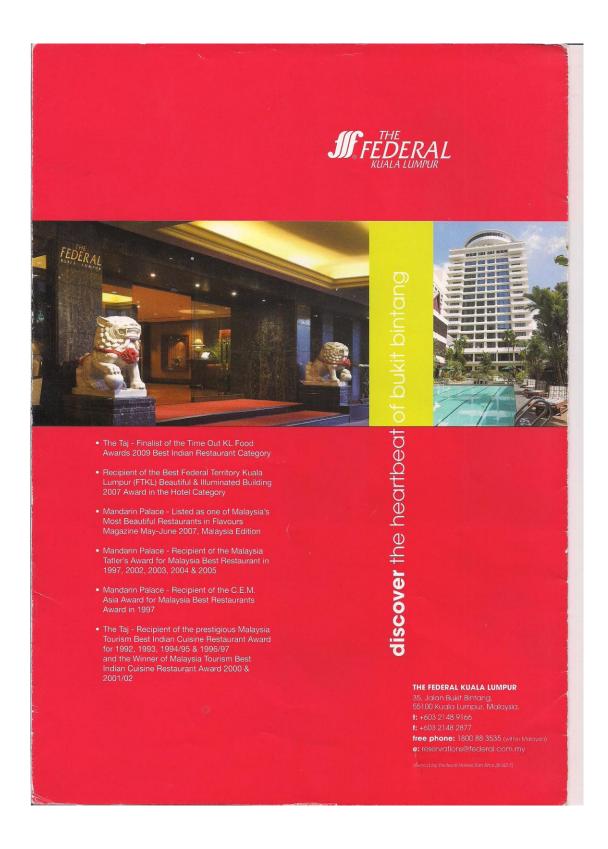
Adjacent to Hotel Capitol is bbpark; the destination for outdoor dining, entertainment as well as shopping for souvenirs, art & handicraft. Plaza Low Yat, popularly known as Malaysia's largest IT lifestyle mall, is located just right next door. Ten of KL City's most popular shopping malls are within walking distance.
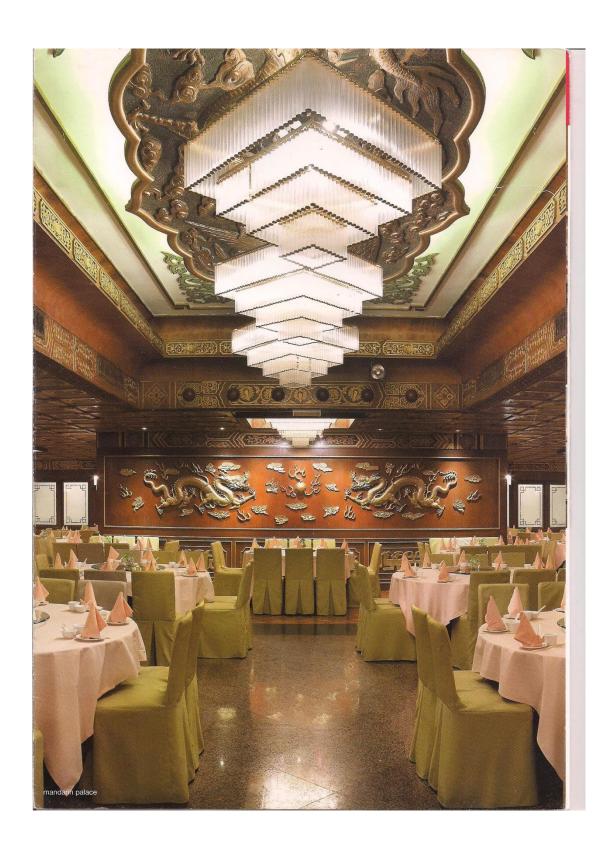
Visit us @ **www.fhihotels.com**
　　　　@ **www.ten-rooms.com**

rooms - premium corner room

www.fhihotels.com

mandarin palace

THE FEDERAL
KUALA LUMPUR

deluxe studio

deluxe family room (double double)

merdeka deluxe twin room

superior king room

GUEST ROOMS

- 450 fully air-conditioned rooms and suites are luxuriously furnished and equipped to make your stay more enjoyable and memorable
- Complete with colour TV, in-house movies & satellite TV channels
- IDD telephones with bathroom extension
- High speed internet access
- Mini bar
- Tea & coffee making facilities
- In-room safe
- Hair dryer
- Wake-up call service
- Room service
- Ironing facilities
- Laundry & valet service
- 220 volt electrical points
- All floors are equipped with CCTV surveillance
- Connecting rooms available
- Baby cot & extra bed available

Merdeka Premier Room

- The Merdeka Premier Room is located on Level 7 of the hotel with contemporary & stylish furnishing with high speed internet access
- 32" LCD TV with satellite TV channels & in-house movies

Deluxe Studio

- A luxurious pool view room with a private balcony
- 32" LCD TV with satellite TV channels & in-house movies

Family Room

- This spacious deluxe pool view room with either double double beds or 1 king bed + inter-connecting room with 3 single beds, is suitable for a family of 3 to 5 persons

RESTAURANTS

The Federal Kuala Lumpur has four restaurants including:

Bintang Revolving Restaurant
(Level 18)
Malaysia's first revolving restaurant, offers an evening of fine dining and live entertainment with a spectacular view of the KL City's skyline.
Open nightly.
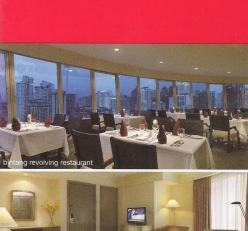
Mandarin Palace
(Level 2)
Renowned for its Hong Kong dim sum, Cantonese, Hunanese and Szechuan cuisines, served in settings reminiscent of the grandeur of an imperial court, surrounded by detailed wood-carved picture panels depicting classical fables.
Open daily for lunch & dinner.

The Taj
(Level 1)
The multi-award winning restaurant serving Northern Indian cuisine in a cosy setting.
Open daily for lunch & dinner.

bintang revolving restaurant

merdeka deluxe room

the taj

mandarin palace

superior twin room

The Verandah
(Level 1)

For breakfast, lunch or dinner, enjoy superb buffet & ala carte selections overlooking the swimming pool set amidst a tranquil tropical garden.
Open daily, from breakfast to supper.
Hi-tea on weekends.

OTHER FOOD & BEVERAGE AND ENTERTAINMENT OUTLETS

Delaney's Kuala Lumpur
(Ground level)

Enjoy fine Irish Beer on draught, cocktails, wines and delicious Irish & Continental dishes. Catch the live TV sports coverage on big screen & be entertained with live music.
Open daily.

Minnal Fun Club
(Mezzanine level)

An exclusive Indian fun pub, with live band entertainment & karaoke facilities.
Open nightly.

G-Point Club
(Level 1)

A R&B 'n' retro music bar with live band entertainment, a pool table and a big screen for the sports enthusiast.
Open nightly.

Kaihomaru
(Lobby Level)

Kaihomaru is a modern premium fine-dining Japanese restaurant featuring authentic Japanese cuisine with freshly-prepared ingredients, fresh sushi and a wide variety of sake available for selection and enjoyment.
Open daily.

@Live
(Federal Arcade)

@Live is truly the life of the city, attracting the party and fun seekers like bees to honey, for nights of back to back, vibrant and pulsating entertainment from local and regional live acts.
Open nightly.

FACILITIES

- Outdoor swimming pool in tropical garden setting
- Safe deposit boxes
- Car park available (at Plaza Low Yat)
- Private limousine & taxi
- Booking of sight-seeing tours
- Car rental & travel agencies
- Medical service upon request
- Baby-sitting service upon request
- Florist
- Gents hair salon
- Tailor shop
- Golfing at Tasik Puteri Golf & Country Club can be arranged

145

deluxe pool view family room

the verandah

merdeka premier twin room

LOCATION

The Federal Kuala Lumpur is located along Jalan Bukit Bintang, right in the heart of KL City's major business, gourmet and shopping destination. Ten of KL City's most popular shopping malls are in the vicinity or right next door.

TRANSPORTATION

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- 15 minutes drive to Kuala Lumpur City Air Terminal (KLCAT) at the KL Sentral
- 50 minutes drive to Kuala Lumpur International Airport (KLIA)
- 55 minutes drive to Low Cost Carrier Terminal (LCCT)
- 30 minutes drive to Subang Skypark Terminal

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- Chinatown & Central Market
- Pavilion Kuala Lumpur Shopping Centre
- The Actors Studio @ Lot 10
- KL Craft Complex (Karyaneka)
- KL Tower (Menara KL)
- Petronas Twin Towers, Petronas Philharmonic Hall, Petrosains and Petronas Art Gallery @ KLCC
- Suria KLCC Shopping Centre & sprawling KLCC Park
- Aquaria KLCC @ Kuala Lumpur Convention Centre
- Istana Negara
- Royal Selangor Golf Club
- National Theatre (Istana Budaya)
- National Art Gallery
- Kuala Lumpur Performing Arts Centre (KLPac)
- Little India @ Brickfields
- The Temple of Fine Arts

MEETINGS AND CONFERENCES
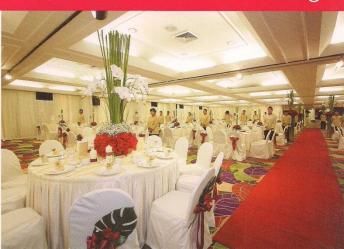
It's easy to see why The Federal Kuala Lumpur is one of KL City's popular meeting & conference destination.

Whether it's a seminar, product launch, exhibition, conference, annual dinner & dance, incentive parties, themed parties, birthday celebrations, wedding reception or anniversaries celebrations, we can offer you everything you need to run a successful and memorable event!

- There is a banquet hall, ballroom, skyroom & penthouse for receptions & conferences, catering up to various seating styles (430 banquet, 430 reception, 680 theatre and 230 classroom)
- There are 5 well-designed function rooms with natural light for meetings & seminars
- High speed internet access
- Video conferencing available

merdeka premier corner room

ROOM DIMENSIONS AND CAPACITIES

Room	DIMENSIONS Metres (L x W x H)	m²	CAPACITIES Banquet	Buffet	Reception	Theatre	Classroom	Boardroom	U-shape
LEVEL 2									
Banquet Hall	26.5 x 16.8 x 3.0	445	430	260	500	680	240	120	100
Ballroom	26.5 x 16.8 x 3.2	445	430	260	430	680	240	120	100
Penang Suite	7.8 x 5.3 x 2.8	41	20	-	20	40	20	20	18
Selangor Suite	7.8 x 8.1 x 2.8	63	40	-	40	60	33	26	22
Melaka Suite	7.8 x 5.3 x 2.8	41	20	-	20	40	20	20	18
Pahang Suite	12.1 x 5.2 x 2.8	63	40	-	40	40	35	25	20
Sarawak Suite	7.8 x 5.8 x 2.8	45	20	-	20	40	20	20	18
LEVEL 15									
Skyroom	31.2 x 10.0 x 2.5	312	260	250	250	120	80	50	35
LEVEL 16									
Penthouse	18.2 x 8.1 x 2.8	147	50	40	60	80	40	30	40

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merdeka premier room
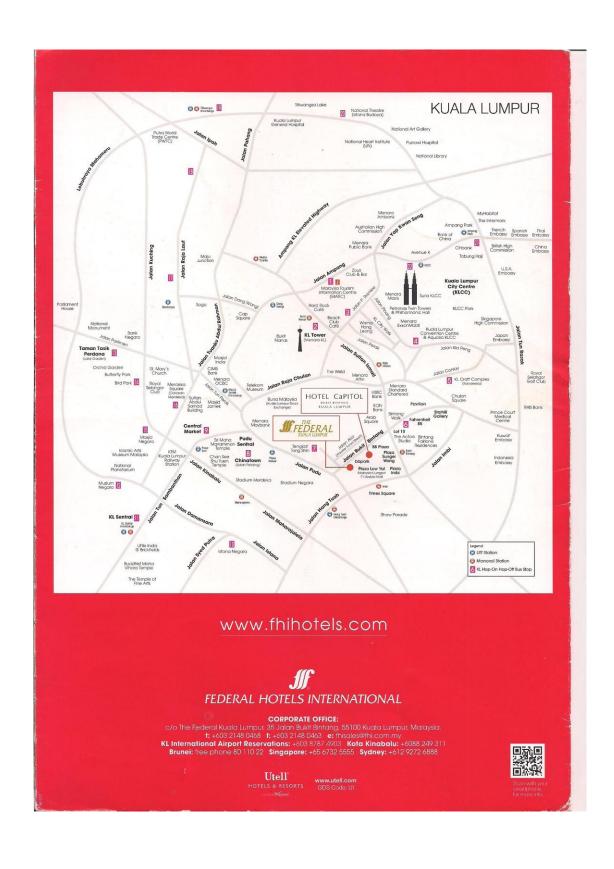
The Federal, modern Malaya's first international-class hotel - was built for the Independence Day celebrations in 1957. Today, the hotel is a Kuala Lumpur landmark, the gateway to the City's Golden Triangle, and the byword for warm Malaysian hospitality and fine dining. The Federal offers guests a unique blend of charming nostalgia and all the comforts and facilities of a modern hotel.
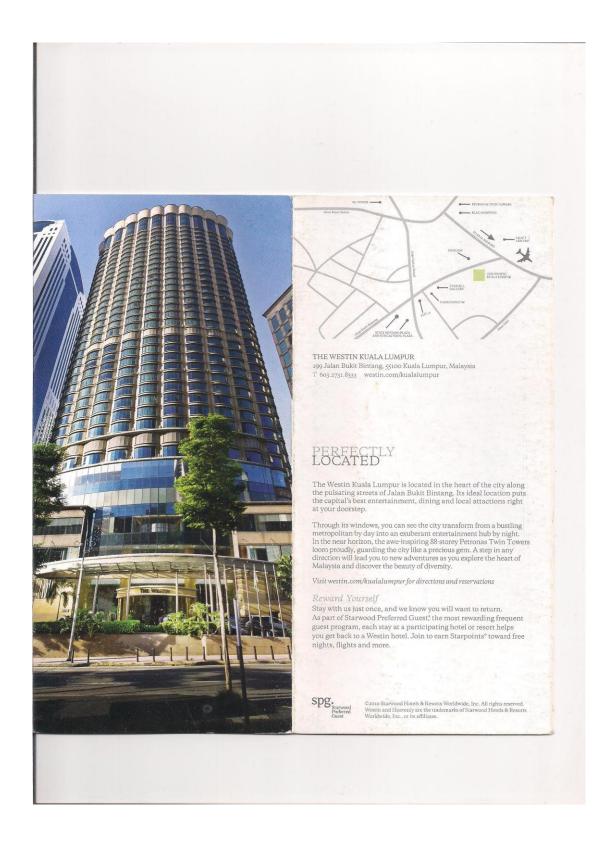
The Federal is located in the City's Central Business District (CBD) with a fascinating variety of shopping, dining & entertainment opportunities within walking distance. These include bbpark, an open-air bazaar with excellent dining and shopping options; and Plaza Low Yat, popularly known as Malaysia's largest IT lifestyle mall. A few minutes' walk away are diverse offerings such as Jalan Alor, the famed street food haven. Furthermore, ten of KL City's most popular shopping malls are in the vicinity or right next door.

The Federal is a welcome home away from home for those who values and appreciates a tradition of excellence in hospitality.

THE WESTIN
KUALA LUMPUR

MALAYSIA

WESTIN®
HOTELS & RESORTS

WELCOME
STAY WELL

Discover a place where you can be at your best. Upon entering Westin® hotel, we welcome you with sights, sounds and scents to soothe your soul and replenish your spirit. Leave the outside world behind and allow your senses to be elevated. You have found your place to relax, revive and experience renewal.

Whether you desire world-class cultural attractions, top-notch dining or a blissful night of sleep in our Heavenly® Bed, you'll find it all here at The Westin Kuala Lumpur.

THE WESTIN KUALA LUMPUR
199 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia
T 603.2731.8333   westin.com/kualalumpur

PERFECTLY
LOCATED

The Westin Kuala Lumpur is located in the heart of the city along the pulsating streets of Jalan Bukit Bintang. Its ideal location puts the capital's best entertainment, dining and local attactions right at your doorstep.

Through its windows, you can see the city transform from a bustling metropolitan by day into an exuberant entertainment hub by night. In the near horizon, the awe-inspiring 88-storey Petronas Twin Towers loom proudly, guarding the city like a precious gem. A step in any direction will lead you to new adventures as you explore the heart of Malaysia and discover the beauty of diversity.

Visit westin.com/kualalumpur for directions and reservations

Reward Yourself

Stay with us just once, and we know you will want to return. As part of Starwood Preferred Guest, the most rewarding frequent guest program, each stay at a participating hotel or resort helps you get back to a Westin hotel. Join to earn Starpoints® toward free nights, flights and more.

ENDLESS
POSSIBILITIES

Rest Assured

Our 443 guest rooms, including 23 suites and 63 Executive Residences are designed to provide ultimate comfort. Spacious in design, all rooms offer the Westin Heavenly Bed®, luxurious bathrooms featuring a seperate bath and shower and High Speed Internet Access. The Heavenly Shower®, available exclusively at our Executive Residences, will restore your mind and body.

Fitness and Free Time

You are committed to fitness... we are too. Recharge your mind and body at WestinWORKOUT® with state-of-the-art equipment. Special WestinWORKOUT® rooms are also available so you can energize while away from home, in the privacy of your own room. Refresh at our tranquil pool to revitalize your senses. Alternatively, be adventurous and join our RunWESTIN™ programme for a three-mile run led by our dedicated Running Concierge.

Facilities and services

Business and leisure melt together effortlessly at The Westin Kuala Lumpur. Our contemporary architecture and sophisticated interior design complement each other. Combined with a host of modern facilities and little touches from signature scents to music, we carefully tailor the ideal ambience for any occasion, be it an intimate wedding or a grand corporate affair.

Thoughtful Extras

Westin Kids Club® is a programme that provides for children's safety and security as well as conveniences to make your experience more enjoyable. Experience services, amenities, and meals all geared toward the needs of our most special guests - kids!
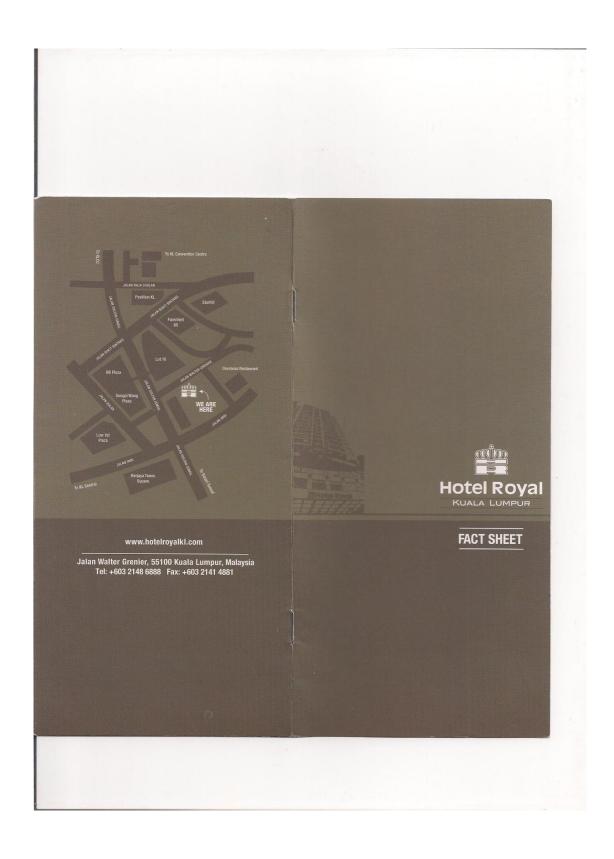
Eat and Drink Well
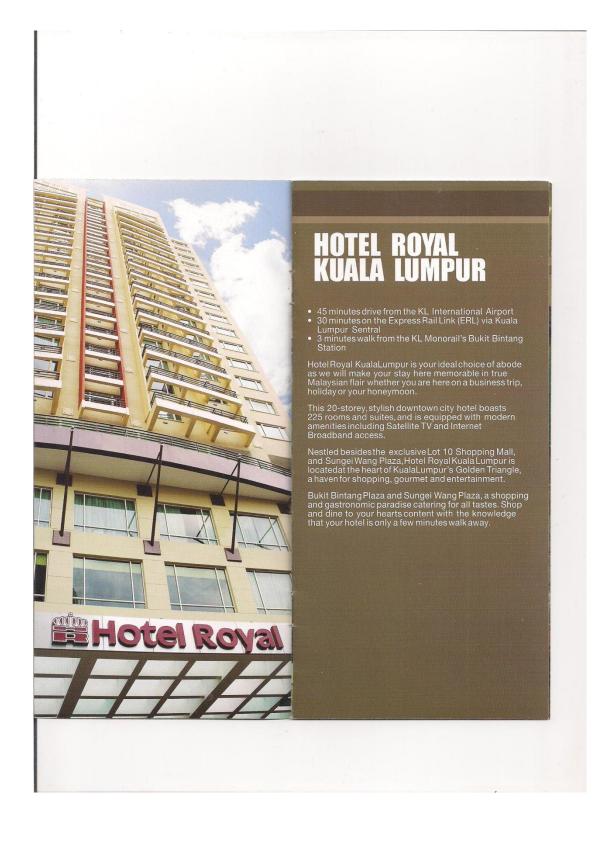
Replenish at one of our six innovative dining venues. Your selection includes Chinese cuisine at EEST, Latin American flavours at Qba, authentic Italian at Prego to al-fresco dining at Splash and international fare at The Living Room. Indulge in the aroma of roasting gourmet coffee, baking breads and pastries at Daily Treats.
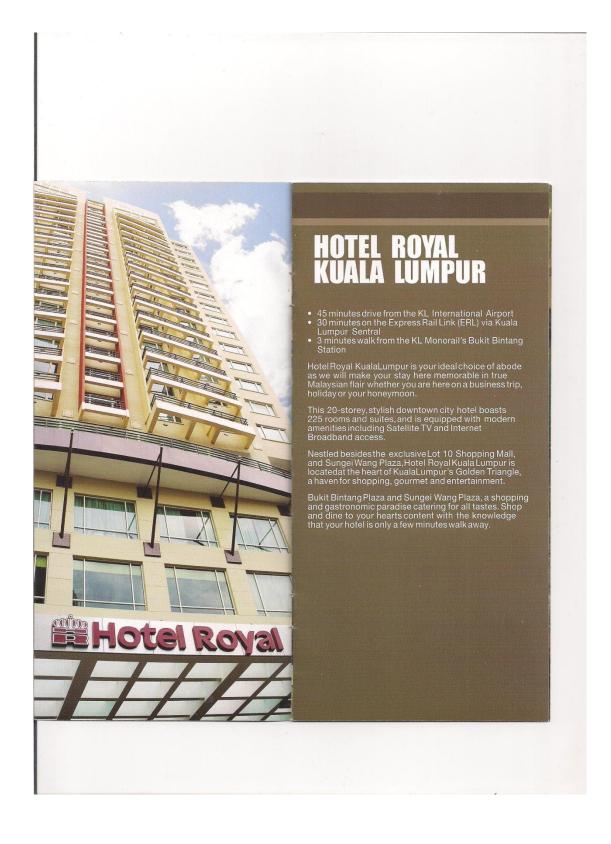
Delight in the Details

The hotel offers a total of 21 meeting rooms and conference facilities that provide the ideal location for events and special occasions. All meeting rooms are equipped with the latest state-of-the-art audiovisual equipment and broadband facilities with seating capabilities that range from 880 theatre-style seating to 10 persons boardroom seating. The Westin Grand Ballroom is equipped with the latest Martin Architectural Lighting that creates a pin point projection on each table to logo to projections that fills up the entire ballroom. Meeting rooms set in natural daylight are also great for intense power pack meetings; and our foyer with a high atrium gives all our function rooms the essence of elegance.

To KLCC

To KL Convention Centre

JALAN RAJA CHULAN

Pavillion KL

Starhill

JALAN BUKIT BINTANG

JALAN SULTAN ISMAIL

Farenheit 88

Lot 10

JALAN BUKIT BINTANG

BB Plaza

Overseas Restaurant

JALAN WALTER GRENIER

JALAN SULTAN ISMAIL

Sungai Wang Plaza

WE ARE HERE

JALAN SULTAN

JALAN IMBI

Low Yat Plaza

JALAN SULTAN ISMAIL

JALAN IMBI

To KL Sentral

Berjaya Times Square

To Smart Tunnel

Hotel Royal
KUALA LUMPUR

FACT SHEET

www.hotelroyalkl.com

Jalan Walter Grenier, 55100 Kuala Lumpur, Malaysia
Tel: +603 2148 6888 Fax: +603 2141 4881

HOTEL ROYAL KUALA LUMPUR

- 45 minutes drive from the KL International Airport
- 30 minutes on the Express Rail Link (ERL) via Kuala Lumpur Sentral
- 3 minutes walk from the KL Monorail's Bukit Bintang Station

Hotel Royal KualaLumpur is your ideal choice of abode as we will make your stay here memorable in true Malaysian flair whether you are here on a business trip, holiday or your honeymoon.

This 20-storey, stylish downtown city hotel boasts 225 rooms and suites, and is equipped with modern amenities including Satellite TV and Internet Broadband access.

Nestled besides the exclusive Lot 10 Shopping Mall, and Sungei Wang Plaza, Hotel Royal Kuala Lumpur is located at the heart of KualaLumpur's Golden Triangle, a haven for shopping, gourmet and entertainment.

Bukit Bintang Plaza and Sungei Wang Plaza, a shopping and gastronomic paradise catering for all tastes. Shop and dine to your hearts content with the knowledge that your hotel is only a few minutes walk away.

HOTEL ROYAL KUALA LUMPUR

- 45 minutes drive from the KL International Airport
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- 3 minutes walk from the KL Monorail's Bukit Bintang Station

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Bukit Bintang Plaza and Sungei Wang Plaza, a shopping and gastronomic paradise catering for all tastes. Shop and dine to your hearts content with the knowledge that your hotel is only a few minutes walk away.

MEETING & CONFERENCES

The Hotel gives you choice of function and meeting rooms of various sizes, which can be configured to your needs. All function rooms have internet access.

Whether it's meetings, weddings, annual dinners, or other events, our well trained banquet team are on hand to ensure that your function a success.

CONFERENCE, MEETING & BANQUET CAPACITY CHART

ROOMS	SIZE (sq m)	COCKTAIL	THEATRE	CLASSROOM	DINNER / BANQUET
Melur	52	40 paxs	30 paxs	18 paxs	30 paxs
Melati	87	60 paxs	60 paxs	36 paxs	50 paxs
Mawar	52	40 paxs	30 paxs	18 paxs	30 paxs
Melur + Melati + Mawar	191	200 paxs	200 paxs	110 paxs	160 paxs
Kenanga	80	50 paxs	60 paxs	30 paxs	50 paxs
Dahlia	59	30 paxs	30 paxs	18 paxs	30 paxs

TERMS & CONDITIONS:
- A minimum of 10 persons per seminar / group.
- Confirmation is subject to availability of function room.
- No refund will be made for any package entitlement not used.
- Content and price of the package are subject to change without prior notice.
- Hotel Royal Kuala Lumpur reserves the right to amend, add, delete or cancel this package without prior notice and without assigning any reason whatsoever.
- Rates are subject to 10% service charge and applicable government tax.

FULL DAY SEMINAR PACKAGE

PACKAGE A
From RM90++ per person
(2 Coffee / Tea Breaks with 3 Snacks & 1 Lunch)

- Welcome Coffee / Tea
- Complimentary use of function room
- Complimentary use of one overhead or slide projector with screen
- Flipchart or whiteboard with markers
- Writing material
- PA System with 2 microphones
- Backdrop lettering (maximum 50 letters only)
- Bottled drinking water and mints
- Special rates for accommodation

PACKAGE B
From RM70++ per person
(2 Coffee / Tea Breaks with 3 Snacks)

HALF DAY SEMINAR PACKAGE
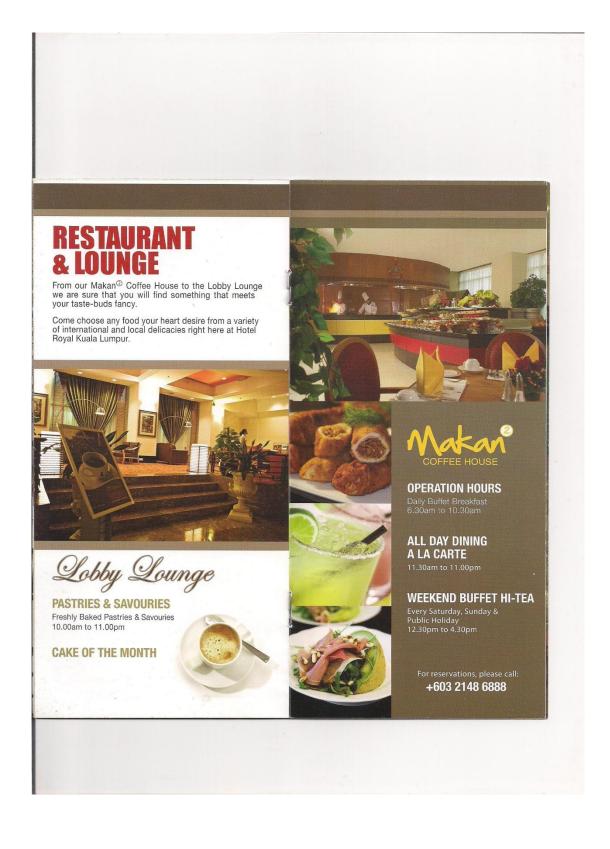
PACKAGE A
From RM80++ per person
(1 Coffee / Tea Breaks with 3 Snacks & 1 Lunch)

- Welcome Coffee / Tea
- Complimentary use of function room
- Complimentary use of one overhead or slide projector with screen
- Flipchart or whiteboard with markers
- Writing material
- PA System with 2 microphones
- Backdrop lettering (maximum 50 letters only)
- Bottled drinking water and mints
- Special rates for accommodation

PACKAGE B
From RM60++ per person
(1 Coffee / Tea Breaks with 3 Snacks)

For reservations, please call: **+603 2148 6888**

RESTAURANT & LOUNGE

From our Makan© Coffee House to the Lobby Lounge we are sure that you will find something that meets your taste-buds fancy.

Come choose any food your heart desire from a variety of international and local delicacies right here at Hotel Royal Kuala Lumpur.

Lobby Lounge

PASTRIES & SAVOURIES
Freshly Baked Pastries & Savouries
10.00am to 11.00pm

CAKE OF THE MONTH

Makan²
COFFEE HOUSE

OPERATION HOURS
Daily Buffet Breakfast
6.30am to 10.30am

ALL DAY DINING
A LA CARTE
11.30am to 11.00pm

WEEKEND BUFFET HI-TEA
Every Saturday, Sunday &
Public Holiday
12.30pm to 4.30pm

For reservations, please call:
+603 2148 6888

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ROOMS

Ranging from Deluxe Rooms, Executive Deluxe rooms and Family rooms, each room is designed to make you feel right at home.

Choose what suits your needs best and ask our front desk about on-going promotions. Stay and have a good night's sleep at Hotel Royal Kuala Lumpur. Come to where 'Every Room's A Home'.

HOTEL FACILITIES & SERVICES
- BBC and in-house movie
- Hair Dryer
- IDD telephone
- Laundry service
- Mini bar, Tea and Coffee making facilities
- Broadband Internet available
- Inter-connecting room
- In-room safe
- Satellite TV (ASTRO)
- Valet service

24-HOUR FRONT DESK RECEPTION

FITNESS CENTRE
Covered Swimming Pool, Steam Bath and Gymnasium

LIMOUSINE SERVICE, VALET PARKING AND TRAVEL & TOUR SERVICE

Deluxe Room

Executive Deluxe Room

Family Room

Summit Suite