4.0 THE ANALYSIS OF HOSPITALITY AND TOURISM ADVERTISEMENTS IN GOING PLACES

4.1 Introduction

The analysis of the samples in this research followed a number of steps. First, the samples were individually analyzed by identifying the moves present in the different parts of the advertising messages. This also includes analyzing the strategies used to realize each move, also known as sub-moves. Next, the moves that have been listed down were compared across the board to see if there was a recurring pattern, after which a frequency count of the moves was executed to identify central and peripheral moves. A frequency of 50% and above is considered central or prominent in the advertisements in this research. This analysis was done at two levels, the first level being the sub-categories of hospitality and tourism advertisements [states (Category A), hotels (Category B) and resorts (Category C)] while the second level across the three categories, or the overall picture. This was followed by a study on the language used.

4.2 Results of the Analysis of the Moves Prevalent in the Hospitality and Tourism Advertisements in Going Places

To present the results of the analysis, the moves will first be discussed in the order they basically appear across the three sub-categories. However, the headline, which actually always appears first, will be discussed second last because of its complexity. The last move that will be discussed is Additional Information because it is not originally included in Kathpalia’s framework. It is only identified in the sample advertisements in this research. The examples given for each move will be extracted from all the three sub-categories. (The
sample advertisements of hospitality and tourism selected for this research can be found in Appendices A, B and C). Then the frequency of occurrence for each category will be presented in a table form for a clearer presentation of both central and peripheral moves. Lexical items are also discussed in the discussion of the moves.

The moves that are present in the hospitality and tourism sample advertisements taken from Going Places will be discussed in the following sequence:

Targeting the Market
Appraising the Place
Endorsements/ Testimonials
Urging Action
Headline
Additional Information

Since only five of Kathpalia’s (1992) nine moves are identified in the samples, the other four moves in her framework will not be included in the discussion. The researcher has also added another move, which is not listed in Kathpalia’s framework but is present in the sample advertisements in this research.
4.2.1 Targeting the Market

The 'Targeting the Market' move is found in all samples in this study. The targeted market is addressed either directly or indirectly, or implied. In other words, the target market is stated either explicitly or implicitly, with the latter using the method of Unique Selling Point (USP), first invented by Howe (1995). In the samples in this study, this move is realized mostly either in the headline itself or right after it. This encourages the targeted group of people to read further into the body of the advertising message for more information. The following are examples of how this move is realized using different strategies:

(a) By stating the target market explicitly

This strategy is used to call out to a particular group of people to take note and respond to the message advertised. This, however, is done subtly, as illustrated by the following examples:

(i) **Visit Terengganu... your fascinating destination for a truly memorable holiday!** [A 1]

(ii) With the growing interest in nature today such a *holiday proposition* does not sound farfetched at all. [A 2]

(iii) Johor, the southern gateway to Malaysia, *has all to make your holiday an exciting and enjoyable adventure.* [A 3]

In the examples above, the target market is holidaymakers and tourists.
(iv) Immaculately detailed to perfection, our PREMIER Privilege is designed with only one purpose in mind – to meet your hotel needs with an attitude to business that mirrors your own.

(v) An exclusive retreat with special privileges and services that business travelers will appreciate – free internet access... and other essential business equipment.

The two examples above aim at business people, with a specific mention of the word “business” and the hotels’ accountability for this particular group of people.

(vi) For business or pleasure, its convenient access, ... and superb facilities make it the obvious choice.

(vii) Whether for business or for pleasure, stay at the Century Mahkota Hotel Melaka that offers all these and more.

These two advertisements obviously aim at two groups of people – business people and holidaymakers. Similarly, the two examples below clearly spell out the groups of people who are the targets of the advertisements:

(viii) The resort provides an ideal environment for those who seek peace, quiet and tranquility, away from urban noise and pollution.

(ix) Hospitality is a Malay tradition. We even have proverbs about the treatment of visitors... The newly restored Tanjong Jara
Resort includes extensive spa facilities that answer the needs of today's discerning traveler.

(b) By making use of the Unique Selling Point (USP) concept

Another strategy that advertisers use to aim at a certain group of people is by using the Unique Selling Point (USP) concept. By stating the specific features of the advertised place which make it special and different from the rest of its class, the advertisement appeals to the specific group of people who have a liking or desire for it. Thus, the target market is implied here. Below are some examples that use this strategy:

(i) Eco-Treasures from top to bottom

(ii) Situated 300 km off the coast of Sabah, lies a timeless underwater paradise filled with stunning corals, mesmerizing marine life and fish of every imaginable shape, size and colour.

The target market of these two advertisements is surely nature lovers because only those who appreciate nature would want to go for this type of holiday. In fact, the second advertisement would be appealing to those who enjoy scuba diving and snorkeling.

(iii) A private check-in

To your private pool

At your private villa

...For that private moment.

(iv) And romance is what Tanjung Rhu is all about.

A private dinner on the beach... is just one of the countless romantic experiences you can enjoy while staying at this
enchanted resort.

The highlighted features of the advertised places on the previous page would be appealing to romantic couples and newly weds who are deciding on a place for their honeymoon, hence the target market of these advertisements. Words like “private” (present in both examples) and “romantic” portray the special features of these two places where a couple could enjoy each other’s company without any disturbance. In (iii), the word “private” is repeated in every line of what looks like a verse of a poem. In the limited space of an advertisement, perhaps this is the best way to suggest romance. In (iv), on the other hand, the advertiser could afford to spell out romance in complete sentences because of its editorial structure. The pronouns “your” and “you” are used here so that the receivers of the advertising message, or the target market, feel as if the advertiser is speaking to them personally.

(v)  There you’ll find no hotels, no girly bars, and no people hawking trinkets. Just a beach, a small bar and a waiter or two.

The implied target market in the above example is holidaymakers who want a quiet, relaxing holiday with not many people around.

Yet another group of people may be more adventurous and would seek an adventurous type of holiday, who is just the target of the following advertisement:

(vi) Bukit Merah Laketown Resort proudly presents, for the
*first time in the world a unique wildlife adventure.*

The given examples of the ‘Targeting the Market’ move do not include those present in the headlines – they will be discussed in the Headline section. It is appropriate, however, to consider this move as present in the advertisements although they appear in the headline because it is embedded. The frequency of occurrence for this move in each sub-category of hospitality and tourism advertisements is therefore, as tabulated below.

Table 4.1: Frequency of Occurrence for the ‘Targeting the Market’ move.

<table>
<thead>
<tr>
<th>Hospitality and tourism advertisement sub-categories</th>
<th>Frequency of the move</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Quantity</td>
</tr>
<tr>
<td>States</td>
<td>6/6</td>
</tr>
<tr>
<td>Hotels</td>
<td>7/7</td>
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<tr>
<td>Resorts</td>
<td>7/7</td>
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</tbody>
</table>

Table 4.1 shows that the ‘Targeting the Market’ move is important in hospitality and tourism advertisements in *Going Places* as there is a score of 100%. In other words, it is considered a central move in every sub-category of this genre.

### 4.2.2 Appraising the Place

Naturally, advertisements would have this move whereby the product, service or place is mentioned or described to inform the market about it. Kathpalia (1992) identifies three strategies for realizing this move, which are, identifying, describing and indicating the value of the product or service. In
this research, the researcher found that the ‘describing’ strategy comes in four types, namely, describing the place/state, describing the hotel/resort, describing the local people and describing the activities one can do and/or experience one can get at the advertised place. This is especially true for advertorials of hotels and resorts, which offer a lot of information. The following examples illustrate the realization of the move ‘Appraising the Product’ using these strategies:

(a)  *Identifying the Place*

The function of this sub-move is to introduce the state, hotel or resort that is advertised and can be done as simple as naming it:

(i)  *Johor, the southern gateway to Malaysia,* has all to make your holiday an exciting and enjoyable adventure.  

(ii)  *...Bestotel is a brand new prestigious boutique hotel* centrally located with warm friendly staff and great service...

(iii)  Welcome to the *Equator Club Floor.*

(iv)  *Sarawak’s latest inland resort, Bukit Saban* is located approximately 290km, about four (4) hours drive from Kuching city...

(b)  *Describing the Place/State*

This strategy attempts to develop the reader’s interest in the place, which could turn into a desire to visit it. An interesting or captivating picture of the place is given to appeal to the reader of the advertisement. These stages in
influencing the target market are in tandem with the AIDA model discussed in Chapter Two. This strategy can be seen in the following examples:

(i) *Almost entirely covered by forests, harboring oddities such as giant flowers, flying squirrels, tree climbing pigs or gigantic cave systems, Sarawak is a fascinating destination for nature lovers.* [A 2]

(ii) *The many faces of Penang, a charming island, beckon visitors all year round with its many sights, sounds and tastes.* [A 4]

(iii) *Fronting Penang's famed Gurney Drive promenade,* Evergreen Laurel is perfectly poised to host visitors to Penang island. [B 5]

(iv) *Melaka. Fabled historic city that once stood at the crossroads of the shipping trade between east and west. Rich in its own unique culture, the city's history is a colourful tapestry...* [B 6]

(v) *One island paradise. Two special resorts.* [C 2]

(vi) *Situated offshore Peninsular Malaysia's Northwestern coast, where the Andaman Sea meets the Malacca Straits, are a cluster of 99 islands known as Langkawi. Tanjung Rhu or the Cape of Casuarinas is located at the northern tip of the largest island called Langkawi...* [C 5]

In describing the places or states, the advertisers highlight their special features to appeal to their readers. To further influence and charm their readers, modifiers like "giant", "tree climbing", "famed", "unique" and "colourful" are inserted wherever possible. Examples (i), (iv) and (vi) are
extracted from advertorials, which can afford to give a lengthy information on the place advertised. In fact, examples (iv) and (vi) are extracts from advertorials of a hotel and a resort respectively. To influence their readers to stay at their hotel and resort, they make use of the special features of the state and island respectively, so the readers would feel that their visit is really worth it. The following strategy will illustrate the continuation of these two advertorials.

(c) **Describing the Hotel/Resort**

This strategy is used to give useful information about the hotel or resort. Special features are also included to influence the reader into thinking that the hotel or resort is the best choice to stay at. The examples below demonstrate this strategy:

(i) **RM160.00 nett* (approx US$42.00)**

*Single Occupancy with Breakfast in our exclusive Pinnacle Floor Room*

(ii) **An exclusive retreat with special privileges and services that business travelers will appreciate – free internet access, ...and other essential business equipment.**

(iii) **In the very heart of the city is Century Mahkota Hotel**

*Melaka offering the very best in comfort and hospitality at great value for money.*

(iv) **... the resort provides genuine and unique hospitality in the best of Iban traditions.....**
(v) The Sheraton Perdana Resort is sheer elegance and contemporary sophistication. Set amongst 104 acres of lush, green gardens, it offers breathtaking views of the Andaman Sea and a stretch of private beach.

(vi) Nestled between the casuarinas trees is the Tanjung Rhu Resort, a stunning seaside paradise.

This strategy of describing the hotel/resort plays a lot with the psychological factor in human behaviour. Words like “exclusive”, “elegance” and “sophistication” appeal to their self-perception. Those who can afford would certainly go for these types of places as they boost their confidence and pride. After all, this would reflect their lifestyle.

Because people who go on a holiday usually seek a peaceful environment and a retreat from the stressful working life, advertisers do not miss out the chance of giving a picture of serenity and warm ambience whenever possible, using words like “paradise”, “breathtaking views”, “lush, green gardens” and “hospitality”.

The next strategy, describing the local people, is another way of attracting potential tourists to the places of interest.

(d) Describing the Local People

This strategy is an additional method to attract potential tourists who would like to learn about other people’s cultures and lifestyles. In this research, it is found that advertisers also take advantage of the warmth and hospitality of the local people to influence tourists to visit the places of interest. The examples that follow illustrate the use of this strategy:
(i) **Come and greet the local folks and be charmed with their peaceful, harmonious, natural and colourful lifestyle.**

(ii) **Of course, we could also write pages about our people’s diverse cultures and sincere hospitality,** or about the lovely riverine capital of Kuching, or the tranquil beaches...

(iii) **You will find warm hospitality that is challenged only by the tropical sun.**

(iv) **Manned by staff recruited from the nearby longhouses, the resort provides genuine and unique hospitality in the best of Iban traditions.....**

Describing the local people always has a positive light whereby potential tourists are reassured that they are always welcome to the places of interest. For the foreign tourists who are usually interested in other people’s cultures and would like to experience them first hand, this comforting thought would convince them to visit these places. Malaysians, in particular, are well-known for their warmth and friendliness, thus the word “hospitality” is like a name tagged onto them.

(e) **Describing the Activities and/or Experience**

This is also a very important strategy to attract tourists. As mentioned in Chapter Two, one of advertising’s fifteen basic appeals is “the need to escape” where people have the desire to leave behind, for a short period, the stressful kind of life they lead and get some rest or adventure. And, as suggested by Morgan (1996), in the tourism industry, people buy experience. Thus, the
function of this strategy is to influence potential tourists into believing that the place advertised is just the right place they are looking for. This is depicted in the following examples:

(i)  Just picture yourself trekking in timeless rainforests, listening to an elder tribesman recollection of his ancestors’ headhunting days or trying to catch a glimpse of the elusive Orang Utan.

(ii) Bask in the tranquility and the serenity of the countryside, on the casuarina-lined beaches of Desaru or in the crystal clear waters of the islands for jetskiing, scuba diving or even fishing.

(iii) Golf enthusiasts will find the mini golf turfs an interesting change, ...There are even bicycles for hire should you want to go around Melaka town.

(iv) Bukit Merah Laketown Resort invites you, for a unique, exclusive opportunity to dine with our orangutans in their jungle home.

(v)  A private dinner on the beach under a sky richly studded with a thousand glittering stars is just one of the countless romantic experiences you can enjoy while staying at this enchanting resort.

To appeal to the reader’s senses, the advertiser uses the exact and illustrative words to paint the picture of the experience in the reader’s mind. In the last example, for instance, the words are carefully selected to arouse one’s senses to feel the romance in the air, so to speak.
These five strategies – identifying the place, describing the place/state, describing the hotel/resort, describing the local people and describing the activities and/or experience – are found to be used in the sample advertisements of hospitality and tourism selected for this research to realize the ‘Appraising the Place’ move. The frequency of occurrence for this move is tabulated below.

Table 4.2: Frequency of Occurrence for the ‘Appraising the Place’ move

<table>
<thead>
<tr>
<th>Hospitality and tourism advertisement sub-categories</th>
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</thead>
<tbody>
<tr>
<td></td>
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<tr>
<td>States</td>
<td>6/6</td>
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<td>7/7</td>
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<td>Resorts</td>
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</table>

From Table 4.2, it can be concluded that ‘Appraising the Place’ is a central move in the advertisements of hospitality and tourism selected for this research, with a frequency of 100% in all sub-categories. For states, describing the state and experience is more common than describing the local people. For hotels and resorts, although the main selling point is the hotels and resorts themselves, a description of the experience one would gain is also included in some of the sample advertisements.

4.2.3 Endorsements/Testimonials

This move functions to convince the reader of the place advertised by making use of a third person or party to support the idea or statement in the advertisement. In this research, this move is seen present with the mention of
awards won, standard of hotels (for instance, five-star hotel), and testimonials of noted authorities and average consumers. The following are examples of how this move is realized:

(i) Award-winning Hotels and Resorts

(ii) For business or pleasure, its convenient access, outstanding 5-star accommodation, attentive service and superb facilities make it the obvious choice.

(iii) Complemented by efficient, personalized service that the Equatorial is renowned for.

(iv) According to Travel and Leisure (February 2001), Tanjung Rhu Resort is one of the “Top 50 Romantic Places on Earth”.

(v) Emerald Bay – pictured bottom right – is widely regarded as one of the most beautiful beaches in the world.

(vi) Tanjong Jara was Malaysia’s first internationally acclaimed Resort. It won the Aga Khan Award.

The table on the following page presents the frequency of occurrence for the ‘Endorsements/Testimonials’ move in the sample advertisements in this research.
Table 4.3: Frequency of Occurrence for the Endorsements/Testimonials’ move

<table>
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<td></td>
<td>Quantity</td>
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<td>States</td>
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<tr>
<td>Hotels</td>
<td>3/7</td>
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<tr>
<td>Resorts</td>
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</tr>
</tbody>
</table>

Table 4.3 shows that the ‘Endorsements/Testimonials’ move is least important in the advertisements of states with a frequency of occurrence of only 17% while it is not so important in the advertisements of hotels and resorts with a frequency of 43%. Hotels and resorts have a higher frequency of occurrence than states because they themselves are the core business. Endorsements and testimonials are important for image building. In short, this move is only a peripheral move in hospitality and tourism advertisements selected for this research.

4.2.4 Urging Action

This move attempts to urge the reader of the advertisement to take action but it is usually done in a subtle way so as not to hurt his pride. The action that is meant here is “buying” what is advertised. In this research, this move can be realized in three ways as the following examples show:

(a) Telling the reader to do so in a direct manner

Here, the advertiser tells the reader directly what to do:

(i) Visit Terengganu... your fascinating destination for a [A 1]

65
truly memorable holiday!

(ii) You might not have heard of us before, that is why we call Sarawak "The Hidden Paradise of Borneo", and we invite you to share the wonders with us.

(iii) Whether for business or for pleasure, stay at the Century Mahkota Hotel Melaka that offers all these and more.

(iv) Talk to your local Travel Agent about a Bukit Merah Laketown Resort experience or contact us direct.

(v) Come, stay, and come away refreshed.

Although the advertisers in the examples above tell the reader directly what to do, they try to make it sound more subtle by offering some kind of benefit that he would get if he takes action.

(b) Telling the reader to so in an indirect manner

Here, the advertiser tells the reader indirectly to take action through suggestions and a mention of the benefits he would get:

(i) Lots of fond memories to bring home to.

(ii) So the next time you are planning a vacation, you'll find discovering Penang's many secrets an exciting option.

(iii) Add to this, our room rates of just RM75 per night includes complimentary breakfast, and all other possible services. So, why catch the next flight back?

(iv) All a dream? Hardly.

Take advantage of reality today.
(v) *The myriad charms of Langkawi and Tanjung Rhu Resort* will make you wish you never have to leave such a perfect place on earth.

This strategy is less imposing and the tone is friendlier, thus could be more effective.

(c) *Inviting the reader to get in touch by giving contact addresses and numbers*

This is a very popular strategy where it is used in all the sample advertisements in this research, except for the Tanjung Rhu advertorial. The addresses given include office address, e-mail address and website address while the numbers given include office telephone and fax numbers, as well as toll-free number. This goes to show that the state tourism boards, hotels and resorts look forward to hearing from the reader. Examples of this strategy can be seen in the samples in Appendices A, B and C.

The following table presents the frequency of occurrence of the ‘Urging Action’ move in the three sub-categories of the hospitality and tourism advertisements sampled in this research.
Table 4.4: Frequency of Occurrence for the ‘Urging Action’ move

<table>
<thead>
<tr>
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</table>

The table above illustrates that ‘Urging Action’ is a central move in the advertisements of hospitality and tourism sampled in this research with a frequency of occurrence of 100% for all the sub-categories.

4.2.5 Headline

Headline is an extremely important move as it functions as an eye-catcher or attention seeker that carries the responsibility of influencing its reader to read further into the body of the advertising message. The researcher identifies four other moves apparent or embedded in the headlines in the sample advertisements. In fact, some of these headlines contain a combination of moves. These moves are discussed below in the order of the frequency they appear in the headline, from the highest to the lowest.

(a) Appraising the Place

This move appears the most in the samples in this research. The advertisers apparently do not want to waste any time so they quickly indicate and sometimes even describe the place in the headline, as the examples on the following page illustrate:
(i) Find Yourself in Terengganu

(ii) Evergreen Laurel Penang...

...a seafront address so close to the city

(iii) On the island of Pangkor Laut we have 4 beaches and 1 hotel. Not vice versa.

(b) Targeting the Market

This is the second most popular type of headline among the samples whereby the intention of the advertiser is perhaps to make the target market know that the advertisement is for them the minute they read the headline. This move is realized either in a direct or indirect manner as illustrated by the examples that follow.

(i) Fascinating Holidays

PENANG
Malaysia

The Sights.
The Sounds.
The Tastes.

(ii) An Intimate Escapade.

Eastern Pavilion Cherating

(iii) Bukit Saban Resort

Your Dream Retreat in the Interior of Borneo

The target market in the examples above is holidaymakers, while in the second example it could be specifically romantic couples or newly weds deciding on going for a honeymoon.
(c) Curiosity Headline

An almost equally popular type of headline among the samples is the Curiosity Headline. The aim of this type of headline is to encourage the reader to read the advertisement further to find out what is so special about the place advertised and to satisfy their curiosity. This is evident in these examples:

(i) Discover Immeasurable Peaks of Pleasure [A 6]

And Incredible Depths of Adventure


(iii) What took millions of years to form... [C 3]

(iv) Can now be yours to behold for a day.

In (i) and (iii), one would be curious to find out what await them at the places of interest. In (ii), the repetition of the word “new” is a technique used to arouse curiosity – something new always provokes curiosity.

(d) Urging Action

This is the least popular type of headline among the samples perhaps because the advertiser does not want to sound too imposing from the very start. Even the samples that use this method use a soft tone in influencing the reader, as illustrated below:

(i) Laze Away and Indulge in our Haven of Luxury [A 5]

Or Immerse Yourself in a Sea of Pleasures...

(ii) Stay at the Best Hotel & Enjoy an Unforgettable holiday [B 3]
In both examples on the previous page, although the advertisers tell the reader what to do in a direct manner, they are careful to make it subtle by offering some kind of benefits if the reader does take action. In (i) especially, what the advertiser tells the reader to do is actually what the reader is more than willing to do if he plans on going for a holiday, thus the advertiser’s interest meets with the potential tourist’s.

The examples illustrate the different types of headlines identified in the advertisements of hospitality and tourism sampled in this research. The frequency of occurrence for the move ‘Headline’ is tabulated below.

Table 4.5: Frequency of Occurrence for the ‘Headline’ move

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<tr>
<td>Resorts</td>
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The table above shows that ‘Headline’ is a prominent move in all the sub-categories of hospitality and tourism advertisements sampled in this research, with a frequency of occurrence of 100%. This means that ‘Headline’ is a central move in this type of advertisements.
4.2.6 Additional Information

In this research, the researcher identifies some information which cannot fit into any of the moves laid out by Kathpalia (1992). This is additional or side information which is essential and has different functions:

(a) To avoid any possible misunderstandings:

(i) Prices are subject to change without prior notice. [B 2]

(ii) Rates are subject to 10% service charge and 5% government tax. [B 3]

(iii) Rate from RM480.00 nett per night (Malaysia and Singapore residents) [B 7]

The above information is essential because confusion might arise upon arrival at the hotels or when checking out, which could cause misunderstandings.

(b) To highlight a bonus point

(i) Call 04-2269988 to make reservation for a seaview room and you’ll understand why you don’t need to be at Batu Ferringhi to enjoy Penang’s beautiful coastline. [B 5]

(ii) Available on request:

- Traditional Iban wedding package
- Actual longhouse homestay package [C 1]
about the age of the palace as well as the special features that come with the age. Here, the predicative adjective is object complement, with the object being the palace. In (b), the adjectival phrase is broken up into two parts with the noun “hotel” inserted in the middle. The first part of the adjectival phrase contains a succession of adjectives describing the hotel while the second part contains the location and description of staff, service and food at the hotel. The first part is an attributive adjective premodifying the noun hotel. The second part is simultaneously a reduced relative clause (that is, ‘which is centrally located with warm friendly staff...’); thus the adjective here functions postpositively, following the noun ‘hotel’. In (c), what makes the adjectival phrase complex is that it actually contains two parts – vistas of the sea are lovely, and they are so wonderful that they have a certain effect on you – written in such an appealing way. Here, the adjective occurs predicatively as object complement, with the object being the ‘library’.

4.3.2 Figurative Language

Interestingly, none of the sample advertisements contain humour. With regard to this, Kotler et. al (1999) say that humour “might take attention away from the message”. Perhaps due to the limited space and the nature of the advertisements where information about the places should be given as much as possible, the advertisers cannot afford to waste the readers’ time unnecessarily.

Whilst some advertisements we come across today appropriately contain a lot of humour to catch our attention and to sustain interest, advertisements of hospitality and tourism sampled in this research use a
Table 4.6: Frequency of Occurrence for the ‘Additional Information’ move.

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td></td>
<td>Quantity</td>
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<tr>
<td>States</td>
<td>0/6</td>
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<td>Hotels</td>
<td>5/7</td>
</tr>
<tr>
<td>Resorts</td>
<td>4/7</td>
</tr>
</tbody>
</table>

The results shown by the table above suggest that the ‘Additional Information’ move is not important at all in the advertisements of states but is prominent in those of hotels with a frequency of 71%. It is also found in advertisements of resorts with a frequency of 57%. The conclusion that can be made here is that this move is central only in advertisements of hotels and resorts sampled in this research. This is because hotels and resorts are profit-driven for their survival. Since there are a lot of hotels and resorts around, there is a stiff competition and they try to outdo one another. One way of doing this is to project a special feature that is unique to that particular hotel or resort; for example, a particular experience offered or membership with an established reputable organization. To keep their reputation at bay, they also remind their audience of certain conditions like additional charges and tax.

4.3 Linguistic Realization

The previous section had centrally discussed the moves prevalent in advertisements of hospitality and tourism from Going Places as well as the semantic realizations of these moves. Equally important in realizing the moves
to achieve the desired effect is language – the vehicle that transports meaning from the sender (the advertiser) to the receiver (the target market).

Words are crucial in putting meaning across. The selection of just the right words and the manipulation of words require skills because there are a number of ways to string words to get the intended meaning across. With regard to this, Young (1979:34) advocates that, "the one subject [the copywriter] must major in is the use of words". Basically, in advertisements of hospitality and tourism, the use of words is crucial in appealing to the readers' emotions, specifically in appealing to their needs to escape from their daily routines of hard work and busy lifestyle.

The researcher has identified two basic ways words are used in the sample advertisements: direct language and figurative language.

4.3.1 Direct Language

In using direct language, some advertisements use a formal tone and some informal, or conversational.

4.3.1.1 Formal tone

Examples of the use of a formal tone can be seen, among others, in the Equatorial Hotel (B 4), Evergreen Laurel Hotel (B 5), Bukit Saban Resort (C 1), Pangkor Laut Resort (C 6) and Tanjong Jara Resort (C 7) advertisements. These advertisements describe their hotels and resorts matter-of-factly using simple and complex phrases and sentences:

(a) An exclusive retreat to anticipate your every business need. [B 4]

(b) Fronting Penang's famed Gurney Drive promenade, [B 5]
Evergreen Laurel is perfectly poised to host visitors to Penang island.

(c) The area has magnificent belian (ironwood) Iban longhouses in a pleasant setting of rolling farmland with patches of unspoilt rainforest.

To make tourists feel welcomed, the Equatorial Hotel and Tanjong Jara Resort explicitly show their hospitality in words:

(a) Welcome to the Equator Club Floor. [B 4]
(b) Hospitality is a Malay tradition. We even have proverbs [C 7] about the treatment of visitors.

4.3.1.2 Conversational manner

Some advertisements adopt a more conversational manner in addressing their target market. These advertisements use contractions and pronouns to make the target market feel as if the advertisers are personally speaking to them:

(a) So the next time you are planning a vacation, you'll find [A 4] discovering Penang’s many secrets an exciting option.
(b) Of course, we could also writes pages about our people’s [A 2] diverse cultures and sincere hospitality... You might not have heard of us before, that is why we call Sarawak “The Hidden Paradise of Borneo”, and we invite you to share the wonders with us.
(c) Mum and Dad can’t decide where to stay in Langkawi. [C 2]
(a) uses a lot of the second person pronoun “you” while (b) uses a lot of the first person (“we”, “our” and “us”) and second person (“you”) pronouns, giving the impression that there is a two-way communication between the advertiser and the reader. In (c), the colloquial address of “mother” and “father”, “mum” and “dad” respectively, is used apart from using contraction.

4.3.1.3 Active and Passive Voices

In using the direct language, there is a fair mixture of active and passive voices. Some advertisements use only the active voice and some use both:

(a) As part of modern, prosperous and peaceful Malaysia, Sarawak offers a safe, comfortable and unforgettable jungle experience accessible to all. (Active Verb) [A2]

(b) ... and we invite you to share its wonders with us... (Active Verb) [A2]

(c) The resort provides an ideal environment for those who seek peace, quiet and tranquility... (Active Verb + Active Verb) [C 1]

(d) Manned by staff recruited from the nearby longhouses, the resort provides genuine and unique hospitality in the best of Iban traditions... (Passive Verb + Passive Verb + Active Verb) [C 1]

(e) Bukit Merah Laketown Resort proudly presents, for the first time in the world a unique wildlife adventure. (Active Verb) [C4]

(f) ...Bukit Saban is located approximately 290 km, about four (4) hours drive from Kuching city... (Passive Verb, Intransitive) [C1]
The active voice is used to create a sense of direct relationship between the hotel or resort with the client. In building the rapport, a friendly tone is created. This is seen in (a) and (b), "offers" and "invite", respectively. The active voice is also used to portray an active involvement and high commitment of the subject, or doer. This is depicted in (c), (d) and (e): "The resort provides..." and "Bukit Merah Laketown Resort proudly presents..." In (a) and (e), the subject is highlighted and promoted with a specific mention of the name of the subject, suggesting the importance of the subject.

When the products and services are of primary concern, the passive voice is used to describe them.

Although there are active and passive voices in the sample advertisements, because of the nature of the advertisements, which describes places, most of the verbs are intransitive. A popular sentence structure is Subject-Verb-Complement (SVC), as projected by (f).

4.3.1.4 Adjectives

In almost all the sample advertisements, the use of modifiers, or adjectives, is evident. The advertisers apparently make full use of adjectives to give a vivid picture of the places of interest. Exact, illustrative adjectives are used to describe the places and paint the picture of experiences one would get at these places. The adjective usage ranges from the simplest one-word to the complex adjectival phrase. The simpler use of adjectives are illustrated below:

(a) Just picture yourself trekking in timeless rainforests, [A 2] listening to an elder tribesman recollection of his ancestors' headhunting days or trying to catch a glimpse of the elusive
Orang Utan.

(b) Bask in the tranquility and the serenity of the countryside, on the casuarina-lined beaches of Desaru...

Although simple one-word adjectives are used in the examples above, the descriptions given are interesting because exact, strong adjectives are used. In (a), adjectives are inserted wherever possible in an attempt to create “an impression of the experience” (Morgan, 1999). For (b), one can picture casuarinas standing in a line along the stretch of beautiful beaches of Desaru.

In the instances that follow, the descriptions get more detailed with a list of adjectives preceding the noun.

(a) Come and greet the local folks and be charmed with their peaceful, harmonious, natural and colourful lifestyle. [A 1]

(b) As part of modern, prosperous and peaceful Malaysia, Sarawak offers a safe comfortable and unforgettable jungle experience accessible to all. [A 2]

The adjective usage gets more complex with adjectival phrases and clause as illustrated below:

(a) You may also try your best handicap at the many challenging designer golf courses around the city, and in some major towns, by the beach. [A 3]

(b) All of our 617 tastefully furnished rooms and suites... For recreation and sports, take a nice cool dip in any of our two magnificent landscaped dolphin or hibiscus swimming pools. [B 6]
(c) From fine dining to western fare and exotic local cuisine, each restaurant offers its own ambience, décor and cuisine which is a feast for the senses.

In (a), the adjectival phrase begins with the quantity word "many" to describe the golf courses in the city. In (b), the adjectival phrases consist of a cluster of adjectives, some of which include the past participle form of a verb, which function as adjectives in the context. In (c), the adjectival clause begins with a wh-word to describe the ambience, décor and cuisine.

Syntactically, the adjectives are attributive in all the examples above whereby they precede the nouns, or premodify them. Only in (c) above, the adjective is predicative whereby it is object complement, the object being ambience, décor and cuisine.

The examples that follow are even more complex adjectival phrases:

(a) Visit the Sultan Ibrahim Building, the only living Royal Museum and the palace into a time zone of a century of exquisite culture and tradition.

(b) Bestotel is a brand new prestigious boutique hotel centrally located with warm friendly staff and great service and tasty food...

(c) You can visit the Reading Room, a library with lovely vistas of the sea so wonderful they will mesmerize your very being.

The examples above, especially (a) and (b) illustrate long, complex adjectival phrases. In (a), the adjectival phrase, which comes after the noun "palace", begins with the preposition "into" followed by a long description
about the age of the palace as well as the special features that come with the age. Here, the predicative adjective is object complement, with the object being the palace. In (b), the adjectival phrase is broken up into two parts with the noun “hotel” inserted in the middle. The first part of the adjectival phrase contains a succession of adjectives describing the hotel while the second part contains the location and description of staff, service and food at the hotel. The first part is an attributive adjective premodifying the noun hotel. The second part is simultaneously a reduced relative clause (that is, ‘which is centrally located with warm friendly staff...’); thus the adjective here functions postpositively, following the noun ‘hotel’. In (c), what makes the adjectival phrase complex is that it actually contains two parts – vistas of the sea are lovely, and they are so wonderful that they have a certain effect on you – written in such an appealing way. Here, the adjective occurs predicatively as object complement, with the object being the ‘library’.

4.3.2 Figurative Language

Interestingly, none of the sample advertisements contain humour. With regard to this, Kotler et. al (1999) say that humour “might take attention away from the message”. Perhaps due to the limited space and the nature of the advertisements where information about the places should be given as much as possible, the advertisers cannot afford to waste the readers’ time unnecessarily.

Whilst some advertisements we come across today appropriately contain a lot of humour to catch our attention and to sustain interest, advertisements of hospitality and tourism sampled in this research use a
different tactic to appeal to our senses: using figurative language, specifically metaphors, parallelism and personification. It is only appropriate and natural to do so because figurative language could help describe activities and experience in such a way that it could appeal to our emotions. Metaphors are especially popular in states and holiday resorts advertisements, which mostly describe activities and experiences, compared to hotel advertisements, which mainly describe the facilities they offer.

Sabah, which produces two different advertisements within the same year, uses different metaphors although it uses the same layout:

(a) **Laze away and indulge in our haven of luxury** [A 5]  
Or immerse yourself in a sea of pleasures ...

(b) **Discover immeasurable peaks of pleasure** [A 6]  
And incredible depths of adventure

The symbolic use of “sea” and “peaks” to show abundance and ultimate degree respectively imply just how much pleasure one will get out of the place advertised. What is interesting about these advertisements is that the headline is divided into two and separated across the page, with the first part containing the word “peaks” placed at the top of the advertisement and the second part containing the words “sea” and “depths” placed at the bottom. Then, in between the headlines is a sub-headline which says, “Eco-treasures from top to bottom”, complete with arrows pointing up and down. This is a physical illustration of the words to achieve the desired effect. On top of that, “laze away”, “haven” and “immerse”, which reinforce one another, are used to create the feeling effect of relaxation where one can forget all troubles and

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worries. Another interesting fact about Sabah advertisements is that they just give a list of activities and places and things to see, which makes them different from other advertisements. Perhaps the message the advertiser is trying to put across is, "We do not want to say much, just come and experience it for yourself". After all, the metaphors that are used in the headlines have reflected the "luxury", "pleasure" and "adventure" tourists would experience if they visit Sabah.

Another type of figurative language identified in a couple of these advertisements is parallelism [referred to as "repetition" by Nielsen and Nielsen (1978)], where the structural pattern is repeated. The following examples demonstrate this technique.

(a) The Sights. [A 4]
    The Sounds.
    The Tastes.

(b) New economy. New millennium. [B 1]
    New experience in hotel accommodation.

In (a), the word "the" is repeated in the two-word phrases while in (b), the word "new" is repeated in the three phrases, although the third phrase is a bit longer. What is special about parallelism is that if read in a certain way, it gives some rhythm to the lines. Therefore, chances are it will be chanted and thus will stick in the audience's mind.

Finally, the third type of figurative language identified only in the Tanjung Rhu Resort advertorial is personification, which is very persuasive and appealing, as the following sentence demonstrates:
(a) Or rest under the cool shade of casuarinas, watching the tranquil life as it unfolds before you, while the musical tinkling of a piano whispers softly in the wind.

"Life" and "musical tinkling of a piano" are given human attributes whereby the former "unfolds" and the latter "whispers". Perhaps because the layout of an advertorial is as such, the advertiser can afford to write long, complex sentences and be so descriptive in an attempt to provoke the senses and create the mood using personification. Descriptive words and expressions like "rest", "cool shade", "tranquil life", "tinkling" and "whispers softly" all contribute to the feeling of serenity and peace.

The researcher finds that there are no jargons or violation of grammar rules exercised in the sample advertisements, except for a few grammar mistakes, which could pass as unintentional.

4.4 Conclusion

This study reveals that Kathpalia's (1992) framework for advertisements is applicable on advertisements of hospitality and tourism, but the number of moves is found to be reduced to only five: Headline, Targeting the Market, Appraising the Product, Endorsements/Testimonials and Urging Action. In fact, Kathpalia in her study acknowledges that not all the nine moves are present in all print advertisements, with three or four move-structure being more popular among her samples. Indeed, the results of this study suggest the same, with the Headline, Targeting the Market, Appraising the Place and Urging Action being central moves whilst Endorsements/Testimonials just a
peripheral one. The researcher has also identified an extra move which does not fit into any of the moves in Kathpalia’s framework. This move is central in hotels and resorts advertisements, but not important at all in states advertisements, and is classified as “Additional Information”.

The move structure that is apparent in advertisements of hospitality and tourism sampled in this research is given below, in the order they basically appear across the samples. The strategies, or sub-moves, used to realize each move is also included.

1. Headline
   - Appraising the place
   - Targeting the market
   - Curiosity headline
   - Urging action

2. Targeting the Market
   - Stating the market explicitly
   - Making use of the Unique Selling Point (USP) concept

3. Appraising the Place
   - Identifying the place
   - Describing the place/state
   - Describing the hotel/resort
   - Describing the local people
   - Describing the activities and/or experience
4. Endorsements/Testimonials
   - Mentioning the awards won
   - Mentioning the standard of hotels
   - Mentioning the testimonials of noted authorities and average customers

5. Additional Information
   - Avoiding any possible misunderstandings
   - Highlighting a bonus point
   - Informing about hotels of the same group located elsewhere and membership with certain organization

6. Urging Action
   - Telling the reader to so in a direct manner
   - Telling the reader to do so in an indirect manner
   - Inviting the reader to get in touch for further enquiries

The sample advertisements in this research try to appeal to the target market's needs to escape from their daily routines of hard work and busy lifestyle. To do so, both direct language and figurative language (especially metaphors, parallelism and personification) are used. Also, lexical items play a crucial role in provoking feelings and appealing to the senses so the reader would ultimately respond and take action as intended by the advertiser.