5.0 CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This research is a genre-based analysis of hospitality and tourism print advertisements. The sample advertisements were selected from the Malaysian Airline System (MAS) in-flight magazine, Going Places, issues between January and December 2001. The selection of these sample advertisements was executed using a modified random approach.

Chapter 1 gives an introduction to this research, which includes an overview of the tourism industry in Malaysia to give a picture of its importance. It also gives the rationale for carrying out this research and the source for data collection. Most importantly, it lays down four research questions which serve as guidelines to analyse the advertisements.

Chapter 2 gives a review of the related literature. This includes basic, relevant information on advertisements which serves as a foundation for this research. This is followed by discussions on genre analysis and past research on it which are relevant to this study.

Chapter 3 explains the methodology employed in carrying out this research – the process involved from data collection to the analysis itself.

Chapter 4 reports the findings of this research, which answer the research questions listed in Chapter 1.

Finally, this chapter, Chapter 5, sums up the findings and suggests the implications of this research as well as some ideas for future research.
5.2 Summary of Findings Based on Research Questions

Research Question1: What is the move-structure prevalent in advertisements of hospitality and tourism in Malaysia?

This research reveals a 6-move structure prevalent in advertisements of hospitality and tourism:

1. Headline
2. Targeting the Market
3. Appraising the Product
4. Endorsements/Testimonials
5. Additional Information
6. Urging Action

It must be noted, however, that not all advertisements of hospitality and tourism are made up of a 6-move structure, or have the same order of the moves, for that matter. Naturally, this 6-move structure is in line with the AIDA model, the basic principles of advertising. An interesting finding here is that both advertisements and advertorials have basically the same move structure, the difference being in only the length of the body copy, which mostly contains the Appraising the Product move.

Headline is very important in attracting the target market’s attention. This study confirms Kathpalia’s findings that Headline may be realized by more than one move, specifically Targeting the Market, Appraising the Product and Urging Action. This is especially apparent in the SABAH advertisements. In fact, the SABAH advertisements are unique in that it has a continuation of the headline as the last move. The rationale for this is perhaps for a better impact:

(a) the headline is a bit long (consisting of 17 words), thus broken up so it is easier to manage or absorb
(b) the positioning is parallel to its linguistic realization ("sea" is literally below).

The four moves realized in the headline are in line with Roman and Maas' (1976) suggestions that in the headline, the message is conveyed, the prospect is flagged or identified, a benefit is offered and the positive benefits in the product are spelt out. Through Appraising the Product and Urging Action the message is conveyed, through Targeting the Market the prospect is flagged and through Curiosity Headline positive benefits are offered.

Kathpalia's definition of Targeting the Market is quite narrow - only when the target market is mentioned explicitly in the advertisement can it be said to be present. She claims that this move is only peripheral among her corpus. On the contrary, the researcher discovered that this move is actually always present in advertisements. Sometimes the target market may not be explicitly mentioned; instead, it is implied. For example, the headline, "Holidays in the Jungle?" tries to attract the attention of holiday makers, especially nature lovers; with "Holidays" and "jungle" being the suggestive words. This strategy, called Unique Selling Point (USP), which was first introduced by Howe (1995) in her research, plays a role in addressing that special group of people the advertisement is intended for.

The next central move, Appraising the Product, is of course essential because without any description of the places or hotels, the advertisements would be just a waste of time and money. Furthermore, advertisements have an aim - to influence the target market into buying the product. To choose a holiday destination or hotel that suits their needs, the target market needs some information. Morgan (1996:214) says, "... in leisure what people are buying is
an experience. They are therefore more likely to be persuaded by the kind of advertisement which creates an impression of the experience, one that appeals to the emotions rather than one that lists rational reasons to take part.” Some of the sample advertisements do just this – highlighting the activities one could do and the experience one could get. A good example of this is the Tanjung Rhu advertorial where the advertiser cleverly portrays the romantic ambience of the place. And Leo McGivena’s [quoted in Young (1979:34)] rhythmic statement, “the more you tell, the quicker you sell” should be used as a guideline when writing the advertising message. That is why Appraising the Place is a must in all advertisements of hospitality and tourism.

Endorsements/Testimonials is present only in some hotels and resorts advertisements, and only in one state advertisement, making it a peripheral move in advertisements of hospitality and tourism. Endorsements/Testimonials is important for the image of the hotels and resorts because they are the core business.

The move Urging Action is extremely important in this type of advertisements because in the least, potential tourists would need to know any contact numbers or addresses to seek further information on, for example, accommodation, means to get there and food.

There is an additional move in advertisements of hospitality and tourism and that is Additional Information. The information that falls under this category cannot fit into any of the moves in Kathpalia’s framework; therefore, the researcher has adapted the original framework by adding another move. The function of this move is to give certain essential information for the benefit of both the target market as well as the hotels and resorts advertised.
Research Question 2: Is the move-structure the same for all the three categories of advertisements sampled in this research?

The move-structure is basically similar for all the three categories of advertisements of hospitality and tourism sampled in this research. However, the advertisements of states project a 5-move configuration:

**Frequency of Occurrence**

1. Headline 100%
2. Targeting the Market 100%
3. Appraising the Product 100%
4. Endorsements/Testimonials 17%
5. Urging Action 100%

The advertisements of hotels and resorts, on the other hand, project a 6-move configuration:

**Frequency of Occurrence**

1. Headline 100%
2. Targeting the Market 100%
3. Appraising the Product 100%
4. Endorsements/Testimonials 43%
5. Additional Information Hotels-71%, Resorts-57%
6. Urging Action 100%

It is found that the Endorsements/Testimonials move is only peripheral in all the three categories under analysis. The Additional Information move, on the other hand, is a central move in advertisements of hotels and resorts,
and is not present at all in advertisements of states. This move is not applicable to advertisements of states because they are not selling services but promoting the states. Therefore, they do not contain the information found in advertisements of hotels and resorts. Headline, Targeting the Market, Appraising the Product and Urging Action are all central moves in all the three categories analyzed in this research.

The different move configurations between the states and hotels and resorts advertisements suggest flexibility in move structure in advertisements of hospitality and tourism.

**Research Question 3:** What are the strategies employed to realize the communicative purpose of each move in these advertisements?

Although Kathpalia’s framework is applicable for advertisements of hospitality and tourism, the strategies employed for the moves are slightly different from those in Kathpalia’s framework. This is because the contents are different between product advertisements and place and hotel advertisements. Given below are the strategies employed to realize the moves in the sample advertisements of hospitality and tourism.

1. Headline
   - Targeting the Market
   - Appraising the Place
   - Curiosity Headline
   - Urging Action

These strategies are just the same as the findings in Kathpalia’s work. Headline may contain any one or even more than one of these strategies. In
fact, the headlines in the SABAH advertisements contain all the four strategies, apparently not wasting any time in conveying the message to the target market.

2. **Targeting the Market**

   - Stating the market explicitly
   - Making use of the Unique Selling Point (USP) concept

   The first strategy "calls out" the target market by mentioning them clearly. The second strategy was first identified by Howe (1995), followed by other researchers after her. It highlights the special features of the advertised places or hotels that make them different from others. These special features reflect the group of people who would be interested in them, thus the target market.

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

   There are more varieties to the describing strategy for advertisements of hospitality and tourism compared to product advertisements. For product advertisements, the description just centers on the products. As for advertisements of hospitality and tourism, there are many different aspects to describe: the place or state itself, the hotel or resort, the local people, the activities one can do and the experience one can get at the advertised place.
These descriptions are very important to influence the target market into believing that the place advertised is worth a visit.

4. Endorsements/Testimonials
   • Mentioning the awards won
   • Mentioning the standard of hotels
   • Mentioning the testimonials of noted authorities and average customers

   These strategies are important in hotels and resorts advertisements to boost the target market’s confidence in them.

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

   Most of the hotels and resorts advertisements try to outdo each other by:

(i) highlighting some extra special features which may not come in the package, but which the target market can opt to include in their stay.

(ii) informing about their chains of hotels and membership with certain reputable organization.

   Some hotels also include information about tax or any possible changes as a reminder so that the target market will not dispute what they have advertised.
6. Urging Action

- Telling the reader to do 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

These strategies are used to try influence the target market into ‘purchasing the product’ and to ensure that the target market have the means of getting more information about the state, hotel, or resort advertised should they feel interested in them.

Research Question 4: How do advertisers use linguistic means to appeal to their target market so that they (the target market) make the decision intended by the advertisers?

Unlike some advertisements, the advertisements of hospitality and tourism do not contain any jargons or violation of grammar rules as a means to attract attention. Instead, direct language and figurative language are used. Direct language used in the advertisements either uses a formal tone, or is conversational in manner. The sentences range from the simplest to the more complex and both active and passive voices are used. Lexicons are creatively manipulated to provoke the target market’s emotions. Adjectives are massively used, from the simplest single-word to complex adjectival phrases to give a vivid picture of the places of interest and the experience the target market would get there.

Figurative language is especially popular in advertisements of states and resorts. Of the many types of figures of speech, only three are used in these advertisements and they are metaphors, parallelism and personification.
Whether direct language or figurative language, but especially figurative, creativity plays a crucial role in appealing to the target market's emotions.

5.3 Other Findings

There are basically two other findings in this study that are worth mentioning: flexibility in move-structure and embedded moves.

This research confirms Bhatia's (1993) suggestion that there is flexibility in move-structure. The first flexibility is in the number of moves in a paragraph and the number of paragraphs to a move. In some of the sample advertisements, the researcher identified more than one move in a paragraph; for example, the PENANG advertisement. The moves identified in the same paragraph are: Targeting the Market, Appraising the Place and Urging Action. Yet in many others, especially in advertorials, there are many paragraphs to a move – Appraising the Product, in particular.

The second flexibility is that the number of moves used in a specific promotional literature is not fixed. The advertisements selected for this research are those of hospitality and tourism, which are sub-categorized as states, hotels and resorts. States advertisements may be made up of only four moves: Headline, Targeting the Market, Appraising the Place and Urging Action. In contrast, hotels and resorts advertisements may contain five or six moves: Headline, Targeting the Market, Appraising the Product, Endorsements/Testimonials, Additional Information and Urging Action; with Endorsements/Testimonials being the least important.
The third and final flexibility is that the order of the moves is not fixed. For instance, in some of the sample advertisements, Urging Action comes at the beginning and even in the headline, while in some others, Urging Action is present only at the bottom of the advertisements.

The other interesting finding is that there are a lot of moves embedded in one sentence. The moves which could be present together in the same sentence are, among others, Targeting the Market and Urging Action [for example, "Whether for business or for pleasure, stay at the Century Mahkota Hotel Melaka that offers all these and more." (B 6)]. Another example with the presence of two different moves is, "Come and greet the local folks and be charmed with their peaceful, harmonious, natural and colourful lifestyle." (A 1). This sentence contains Urging Action and Appraising the Product moves. This aspect could actually be considered as another flexibility in move-structure.

These findings suggest that there is a lot of room for creativity, and coupled with creativity in the use of language, every single advertisement is special in its own way.

5.4 Implications of Research and Recommendations

Advertisements of different products have different move structure and strategies. Kathpalia identified nine moves in her research while this research identified six, one of which is a new move, not listed in Kathpalia’s framework. One cannot simply pick one framework and apply it on just any type of advertisement. It is recommended that one look at previous research on advertisements of different products and identify the appropriate one for
perusal. With the identification of moves and strategies in advertisements of hospitality and tourism as well as findings on language use, it is hoped that this research would benefit those in the advertising field to be more aggressive in promoting our local places of interest to contribute to the growth of our economy.

This research could also benefit the ESP teacher teaching English for Advertising. The teacher should emphasize on the different types of advertisements and introduce students to different frameworks. The findings of this research could be a useful guideline for writing advertisements of hospitality and tourism.

5.5  **Suggestions for Future Research**

A number of research can be done in this field. For one, sampling can be done from other media like the internet. A comparison can also be done between the local and the foreign advertisements of hospitality and tourism. An interesting research would be approaching the target market who are at the receiving end and conducting a survey on the effectiveness of print advertisements of hospitality and tourism.