A COMPARISON OF RHETORICAL MOVE STRUCTURES OF HOTEL, RESTAURANT, AND TOURIST DESTINATION HOMEPAGES

Issra Pramoolsook[1,*] and Chalita Yaemwannang[2]

Abstract

The worldwide tourism industry in the era of globalization is marked with extremely fierce competition. It is crucial for hoteliers, restauranteurs, and tourist destination owners and operators to advertise their venues, products, and services effectively. A website is an important communication tool for hotel, restaurant, and tourist destination marketing organizations (Law & Hsu, 2006; Law et al., 2010) to attract potential audiences and customers. The content on the website, therefore, needs to be high quality and organized in the way that is most effective. This paper, therefore, aims to analyze the moves, and their structures, as well as the writing strategies used in each move in the content area of popular international hotel, restaurant, and tourist destination homepages, and to compare them across these three tourism products. Twenty four hotel homepages, twenty four restaurant homepages and twenty four tourist destination homepages from eight different countries were selected as the sample for analysis, employing the generic structure of advertisement proposed by Van der Vliet & Redeker (2014) as the analysis framework. The main results revealed that differences existed between the moves reported in the analysis framework and those found in each of the corpora in the present study. Homepages in each of the corpora also exhibited slight differences in terms of moves and their structures, pointing out variations that are caused by different types of products and services in the tourism industry. Moreover, the writing strategies found in each move were varied, yet they all helped to deliver their common communicative purposes.

Keywords: hotel homepages, restaurant homepages, tourist destination homepages, move analysis, promotional discourse, writing strategies

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[1,*] Dr Issra Pramoolsook receives his PhD in Applied Linguistics and English Language Teaching from the University of Warwick, UK. At present, he is an assistant professor at the School of Foreign Languages, Institute of Social Technology, Suranaree University of Technology, Thailand. Email: issra@sut.ac.th

[2] Dr Chalita Yaemwannang obtains her PhD in English Language Studies from Suranaree University of Technology, Thailand. Currently, she is the director of Talk & Walk, the academy that she founds, where she offers a wide range of language and personality development classes. Additionally, she is a guest lecturer for various English courses at Suranaree University of Technology.

1. INTRODUCTION

In the early 1990s, the launch of commercial Internet applications in business significantly impacted on the tourism industry (Burger, 1997). According to Ho & Lee (2007), the Internet has substantially transformed the tourism industry, and it has become an effective marketing tool in tourism (Buhalis & Law, 2008). On the one hand, it allows tourism entrepreneurs to offer information, communicate, and promote their contents globally in a more economical way than traditional promotional tools, such as newspapers or printed brochures. On the other, the Internet is a great source of information for travelers. More than 65% of leisure travelers and 69% of business travelers begin researching destination information online before they make a decision regarding where or how they want to travel. The Internet allows them to gather all the information they need for every step of their journey planning, starting from researching the travel destination to selecting accommodation and booking restaurants. The most common online sources used in travel planning for leisure travelers are search engines, hotel sites, and online travel agencies (MediaCT, 2014). Therefore, maintaining an effective website is crucial for a business, in order to build a strong relationship with customers, persuade potential customers to purchase the product or service, and to access a larger market segment. It is significant for tourism entrepreneurs to provide information to suit the needs of web visitors. Particularly,

the most important page of the website is the homepage (McGovern & Norton, 2001; Kyrnin, 2007; Parker, 2012; Myers, 2012; and Landa, 2013), so it should be able to attract customers' attention, provide useful content to meets visitor expectations, and encourage potential customers to engage with and stay on the website. Therefore, effective and attractive organization of the content on these homepages plays a crucial role in increasing the success of the business. Knowing how successful home-pages organize their content is thus a key for producing and designing an effective and attractive homepage.

There are five services within the travel and tourism industry which have an impact on the economy, namely accommodation services, food and beverage services, retail trade, transportation services, and cultural, sport, and recreational services (World Travel and Tourism Council, 2015). This paper aims to analyze the homepages of three services in the tourism industry. (1) hotel homepages for accommodation services, (2) restaurant homepages for accommodation services, and (3) tourist destination homepages for cultural, sport, and recreational services. These three services were chosen due to being the top three most commonly found information sites on travel websites (eBizMBA, 2016). Additionally, it is not only the uniqueness and remarkableness of the tourist attractions which play a role in the decision-making process of customers, but hotels, restaurants, and shopping facilities also weigh heavily in the process as well

(Law, 1993). This study aims to investigate hotel, restaurant, and tourist destination homepages to achieve its objective, which is to analyze and compare the differences between the rhetorical moves found in the textual elements in the content area of the homepages of popular international hotel, restaurant, and tourist destination websites. As different tourism businesses may employ different rhetorical move structures to present their products on their websites, investigating the differences in this aspect will help tourism entrepreneurs to produce effective homepages suitable for different tourism products. The main research question of the study is:

What are the differences between the rhetorical moves found in the content area of the homepages of popular international hotel, restaurant, and tourist destination websites?

2. LITERATURE REVIEW

2.1 Tourism and the Web

Since the early 1990s there has been a massive growth in e-commerce, with the number of organizations which utilize the web for marketing and merchandising increasing drastically. Buhalis (2004) explained that the impact of information communication technologies has changed the global tourism industry rapidly. This widens the window for many countries to elevate their economy by targeting the global tourism market. The Internet is a vital part of the traveler decision-making process and there is a major trend for online information searches, considering the Internet has become a platform for information and recommendation probing, as well as for making reservations and bookings for travel products (Law & Hsu, 2006; Fesenmaier *et al.*, 2010).

There are many powerful tools for tourism businesses to stay in touch with their potential visitors and communicate their brands, such as social media (Xiang & Gretzel, 2010), mobile applications (Scolari & Fernández-Cavia, 2014), and video sharing platforms (Kahn, 2014). Websites are still the preeminent source of information for travelers when deciding where to travel (Choi *et al*, 2007; Jeong *et al.,* 2012). Gregory *et al.* (2010, cited in Sabaruddin *et al.,* 2015) claimed that information is the main reason for web visitors to visit a website. Therefore, the information displayed on the web is the foremost element of a website) Yaemwannang & Pramoolsook, 2018a).

2.2 Generic Structures in Promotional Materials

Promotional materials such as advertisements, brochures, and job applications, are produced to lure people into making a decision to purchase a product or service. Bhatia (2005) explained that the main communicative purpose of promotional discourse is to sell and to obtain profit. However, Timms (2004, cited in Price, 2007) argued that selling products is not the only purpose of promotional discourse, stating that promotions also

include generating publicity for a cause, for example, sponsorship, charity, and donations. One of the genre based analysis approaches that can be used to investigate rhetorical moves and their structure is move analysis.

The works of John Swales (1981, 1985, 1990, 2004) have become the foundational and significant tools for text analysis, specifically genre analysis. Also, he was the one who pioneered the concept of rhetorical moves and their constituent steps in both academic and professional discourses. Move, as defined by Swales (1990), is a functional unit or segment in a text used for some identifiable purpose, and the notion of move is often used to identify the textual regularities in certain genres of writing as well as to describe the functions which a particular portion of the text realizes in the interrelationship of the overall task. A move can vary in length and size from one sentence to several paragraphs but always contains at least one proposition, or aims to achieve one communicative purpose. Originally, Swales' works on move analysis aimed to help non-native English speakers learn to read and write academic texts in English. However, later on, a number of scholars extended the scope and methodology to conduct rhetorical move analysis on various materials including personal narrative essays, lectures, and advertisement. There are several scholars who have shed light on the possible differences in the textual content that appears in offline and online advertising, for example, Bhatia (2005) who examined the printed advertisements of hotels, Van der Vliet & Redeker (2014) who investigated magazine advertisement, and Yaemwannang & Pramoolsook (2018a, 2018b) who studied online hotel advertisement.

The present research employed Van der Vliet & Redeker's generic structure of advertisement (2014), which was established from Bhatia's (2005) renowned rhetorical structure of printed hotel advertisement, as the analysis framework. From Bhatia's (2005) work, there are ten moves, or rhetorical moves, found in printed hotel advertisements which have their own distinctive communicative purpose, while Van der Vliet & Redeker's (2014) work identified nine moves from magazines, and Yaemwannang & Pramoolsook (2018a) discovered ten moves in online hotel advertisements. Table 1 below compares the rhetorical move structure of advertisement from Bhatia (2005), Van der Vliet & Redeker (2014), and Yaemwannang & Pramoolsook (2018a) in order to place emphasis on certain differences between the three.

Table 1 A comparison between Bhatia (2005), Van der Vliet & Redeker (2014), and
Yaemwannang & Pramoolsook's (2018) generic structures of advertisement

Bhatia's generic structure of printed advertisement (2005)	Van der Vliet & Redeker's generic structure of advertisement (2014)	Yaemwannang & Pramoolsook's generic structure of hotel homepages (2018a)
Move 1: Headlines (to attract attention)	Move 1: Get attention	Move 1: Get attention
Move 2: Targeting the market	Move 2: Establish a niche	Move 2: Detailing the product or service
Move 3: Justifying the product or service by establishing a niche	Move 3: Detailing the product or service	Move 3: Establish the credentials of the hotel
Move 4: Detailing the product or service	Move 4: Establish the credentials of the company	Move 4: Offer incentives
Move 5: Establishing credentials	Move 5: Endorsement or testimonials	Move 5: Endorsement or testimonials
Move 6: Endorsement or testimonials	Move 6: Offer incentives	Move 6: Solicit response
Move 7: Offering incentives	Move 7: Use pressure tactics	Move 7: Reference to external material
Move 8: Using pressure tactics	Move 8: Solicit a response	Move 8: Establish a niche
Move 9: Soliciting a response	Move 9: Reference to external materials	Move 9: Provide details of the tourist attraction*
Move 10: Signature line and logo etc.		Move 10: Use pressure tactics

The results show that the move '*Signature line and logo'* from Bhatia's framework (2005) was excluded from Van der Vliet & Redeker's structure (2014) and the move '*Targeting the market'* from Bhatia (2005) was renamed to '*Establishing a niche'*. However, a new move which did not exist in Bhatia's (2005) framework was found, which is the move '*Reference to external material'*. Interestingly, Yaemwannang & Pramoolsook (2018a) also found a new move that did not exist in either Bhatia's (2005) or Van der Vliet & Redeker's (2014) works, namely the move '*Providing details of the tourist attraction'*. Since the current study employed Van der Vliet & Redeker's structure (2014) as the analysis framework, each of their moves is explained further:

Move 1: Get attention. This move helps to draw customers' attention to the product or service of the website.

Move 2: Establish a niche. This move is used to specify the products or services, refining and targeting the products or service to different buyer groups or a niche market.

Move 3: Detailing the product or service. This move aims to describe the product or service in detail.

Move 4: Establish credentials of the company. This move aims to build customer trust and promote the company's credentials by claiming that a celebrity endorses the company and indicating any successful and long-established service records.

Move 5: Endorsement or testimonials. This move also aims to establish trust and credentials but is done via the presentation of endorse-ment by authorized organizations or customer testimonials.

Move 6: Offer incentives. The communicative purpose of this move is to highlight the special offers or discounts that the company has available for its customers.

Move 7: Use pressure tactics. Similar to Move 6, this move delivers special offers or discounts to customers, but with the main difference that the deals and bargains are offered only if the customers purchase products or services within a specified deadline.

Move 8: Solicit a response. This move aims to provide contact information such as an address, email address, and contact number for the customers to communicate with the company.

Move 9: Reference to external materials. The communicative purpose of this move is to offer other relevant materials to customers that are not contained on the homepage.

3. METHODOLOGY

Van der Vliet & Redeker's generic structure of advertisement (2014) was adopted as the analysis framework to analyze the moves and move structures of hotel, restaurant, and tourist destination homepages due to its relevance to the current study. Moreover, the move structures are based on the generic structure of Bhatia (2005) which was in turn developed from his notable generic structure of print advertisement, proposed in his earlier works.

This research work was conducted as a part of a bigger tourism-related homepage analysis project initiated in early 2016. Therefore, the data for the current study were derived from the webpages in 2015, selected from the online source *TripAdvisor.* There are three reasons for the researchers to select *TripAdvisor* as the main source of data, even though there are several other well-known tourism websites, for example, *Yahoo! Travel,* and *Booking.com.* Firstly, although *Booking.com* was ranked No.1 regarding its monthly website traffic, this website only provides hotel-related information, while *TripAdvisor* which was ranked No. 2 concerning its monthly visitors, offers a wide range of tourism-related products such as hotels, restaurants, and destinations which are the three major focuses of the present research. Secondly, *TripAdvisor* claims to be the largest online travel website in the world with more than 340 million visitors engaged in their sites and over 225 million online reviews posted monthly. Moreover, *TripAdvisor* operates in 45 countries around the world (McGuire, 2015), so it is considered to be a reliable source of tourism-related data. Lastly, the rankings provided by *TripAdvisor* come from guest satisfaction, so the best ranked hotels and restaurants are not only reserved for five-star hotels or fine-dining restaurants. Importantly, *TripAdvisor* provides rankings of the most popular hotels, restaurants, and also tourist attractions which are the focal points of the research.

Overall, the current research combined three sampling methods in the data selection process, namely a purposive sampling method, quota sampling method, and stratified sampling method. The primary data involved in this study came from three different tourism services in order to create an international corpus; namely, hotels, restaurants, and tourist destinations. The samples were purposively selected using the ranking of 'the top ten most visited countries around the world' provided by The World Tourism Organization (2015), which is the world's leading international organization in the field of travel and tourism. Then, the ranking of the top three most visited cities in each country issued by the website *TripAdvisor* was used in this process to choose the most appropriate cities for the study. In the original ranking, China, Macau, and Hong Kong were listed as three separate destinations. However, both Hong Kong and Macau were listed as the top-most visited cities in China. Therefore, these three destinations were merged into one location. As a result, there are 8 countries in total to be analyzed in the current research.

Following the sample selection, quota sampling was applied. From the purposive sampling method, 8 countries were selected. After this, the top three most popular cities in each country were identified as subgroups using their *TripAdvisor* rankings. Overall, 24 cities were included in the analysis. The sample size was pinpointed by previous studies from Van

der Vliet & Redeker (2014) who conducted move analysis on 20 printed advertisements, Kraisak (2012) who carried out move analysis on 30 online tourism homepages, and Maasalmi (2013) who analysed the language of tourism on 101 brochures from three countries. Therefore, the current study proposes that 72 homepages is sufficient for the move analysis.

Finally, the stratified sampling method was used to reduce sampling error. The websites included in the study were filtered to make sure that all websites fit the given criteria. To elaborate, if any official website of the top ranked websites did not contain at least 100 words or did not have an English language version, the succeeding ranking was adopted to be analyzed in its place. The study follows Kraisak (2012) who analyzed texts on tourism websites and relied on

website of the No.1 restaurant in Rome, Italy did not have the English version, therefore, the restaurant ranked No.2 was chosen as the alternative. Altogether, 24 hotel homepages, 24 restaurant homepages, and 24 tourist destination homepages were included as the final corpora of the study.

The screenshots of the 24 hotel homepages, 24 restaurant homepages, and 24 tourist destination homepages were made on October 1, 2016, October 11, 2016, and October 12, 2016, respectively, and were coded as X (hotel), Y (restaurant), or Z (tourist destination) followed by the country codes US01-03, SP01-03, CH01-13, FR01-03, IT01-03, UK01-03, GE01-03, and TH01-03. The names of the 24 hotels, 24 restaurants, and 24 tourist destination organizations selected to be in the current corpus are listed in
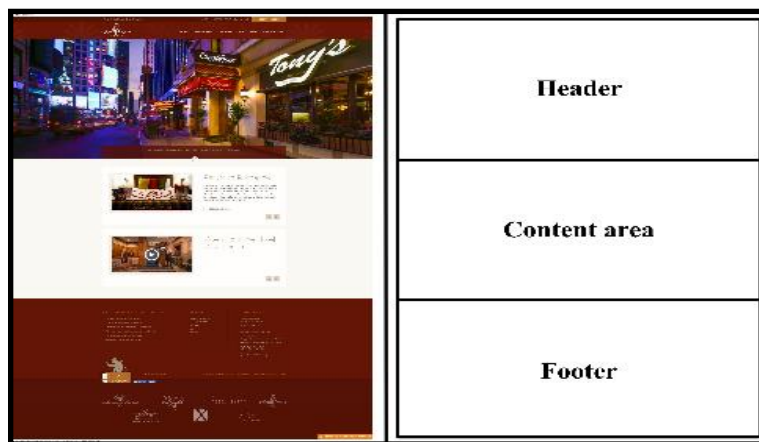
homepages that contain at least 100 words. For example, if the official

Tables 2 to 4.

Figure 1 Example of homepage screenshot and its layout from XUS01

Table 2 The present research's hotel corpus

Destination	Hotel name	Coding
United States		
• New York city	• Casablanca Hotel Times Square	XUS01
• Chicago	• The Langham Chicago	XUS02
• Charleston	• Wentworth Mansion	XUS03
Spain		
• Barcelona	• The Serras Hotel Barcelona	XSP01
• La Olivia	• Avanti Hotel Boutique Fuerte-	XSP02
• Seville	ventura	XSP03
	• Corral del Rey	
China		
• Hongkong	• The Ritz-Carlton Hong Kong	XCH01
• Beijing	• Beijing Double Happiness	XCH02
• Shanghai	Courtyard Hotel	XCH03
	• Mandarin Oriental Pudong	
France		
• Paris	• Tamise Hotel	XFR01
• Nice	• Hyatt Regency Nice Palais de la	XFR02
	Mediterranee	
• Marseille	• Intercontinental Marseille-Hotel	XFR03
	Dieu	
Italy		
• Rome	• Deko Rome	XIT01
• Florence	• Grand Amore Hotel & Spa	XIT02
• Venice	• Hotel Al Ponte Antico	XIT03
United Kingdom		
• London	• Hotel 41	XUK01
• Edinburgh	• The Raeburn	XUK02
• Llandudno	• Elm Tree Hotel	XUK03
Germany		
• Berlin	• Das Stue	XGE01
• Munich	• The Charles Hotel	XGE02
• Hamburg	• Fairmont Hotel Vier	XGE03
	Jahreszeiten	
Thailand		
• Bangkok	• Mandarin Oriental Bangkok	XTH01
• Chiangmai	• The Dhara Dhevi Chiangmai	XTH02
• Pattaya	• Royal Wing Suites & Spa	XTH03

The next corpus is the restaurant homepage corpus. The restaurants chosen to contribute in the current study are in the top rank of each selected city. Table 3 displays the restaurant corpus of the present research.

Table 3 The present research's restaurant corpus

Destination	Restaurant's name	Coding
United States		
• New York city	• Pisillo Italian Panini	YUS01
• Chicago	• Avec	YUS02
• Charleston	• R Kitchen	YUS03
Spain		
• Barcelona	• Acces	YSP01
• La Olivia	• Restaurante Mahoh	YSP02
• Seville	• Eslava	YSP03
China		
• Hongkong	• El Mercado Wan Chai	YCH01
• Beijing	• Bleu Marine	YCH02
• Shanghai	• El Willy	YCH03
France		
• Paris	• Le Cinq	YFR01
• Nice	• Pastry Plaisirs	YFR02
• Marseille	• Le Petit Nice	YFR03
Italy		
• Rome	• Pastasciutta	YIT01
• Florence	• Cacio Vino Trallalla	YIT02
• Venice	• Riviera	YIT03
United Kingdom		
• London	• taNgia	YUK01
• Edinburgh	• Pickles	YUK02
• Llandudno	• Carlo's Restaurant	YUK03
Germany		
• Berlin	• Restaurant Bieberbau	YGE01
• Munich	• Broeding	YGE02
• Hamburg	• Liman Fish Restaurant	YGE03
Thailand		
• Bangkok	• Cocotte Farm Roast & Winery	YTH01
• Chiangmai	• Woo Cafe & Art Gallery	YTH02
• Pattaya	• Cafe des Amis	YTH03

Lastly, Table 4 shows the name of the tourist destinations, the official tourism websites, and the coding that was provided for the analysis. Six out of the 8 countries above have their own official tourism websites which are separated from the country's official website. Nonetheless, Spain and Thailand do not possess official tourism websites for individual cities. Regarding Spain's tourism website, Barcelona is the only city that has its own official tourism website, while La Olivia and Seville do not own one. However, the tourism information of La Olivia and Seville is available in the official tourism website of Spain. Therefore, due to the fact that the data of these 2 cities is limited, the web pages of La Olivia and Seville were selected to be analyzed in the present study. Similarly, in the case of Thailand, the website www.tourismthailand.org is the single tourism website authorized by the Tourism Authority of Thailand. This website consists of all destinations in Thailand. As a result, the web pages of Bangkok, Chiangmai, and Pattaya were selected for analysis due to the limited data source.

Table 4 The present research's tourist destination corpus

Destination	Official Tourism Website	Coding
United States		
• New York city	• www.nycgo.com	ZUS01
• Chicago	• www.choosechicago.com	ZUS02
• Charleston	• www.charlestoncvb.com	ZUS03
	• www.barcelonaturisme.com	
Spain	• www.spain.info/en/que-quieres/ciudades-pueblos/otros-destinos/la_olivia.html	ZSP01
• Barcelona		ZSP02
• La Olivia		
• Seville	• www.spain.info/en/que-quieres/ciudades-pueblos/grandes-ciudades/sevilla.html	ZSP03
China		
• Hongkong	• www.discoverhongkong.com	ZCH01
• Beijing	• www.ebeijing.gov.cn	ZCH02
• Shanghai	• www.meet-in-shanghai.net	ZCH03
France		
• Paris	• en.parisinfo.com	ZFR01
• Nice	• en.nicetourisme.com	ZFR02
• Marseille	• www.marseille-tourisme.com/en/	ZFR03

Italy		
• Rome	• www.turismoroma.it/?lang=en	ZIT01
• Florence	• www.firenzeturismo.it/en/	ZIT02
• Venice	• en.turismovenezia.it	ZIT03
United Kingdom		
• London	• www.visitlondon.com	ZUK01
• Edinburgh	• www.visitscotland.com	ZUK02
• Llandudno	• www.visitllandudno.org.uk	ZUK03
Germany	• www.visitberlin.de/en	ZGE01
• Berlin	• www.muenchen.de/int/en/tour-	ZGE02
• Munich	ism.html	
• Hamburg	• www.hamburg.com/visitors/	ZGE03
	• www.tourismthailand.org/About-	ZTH01
Thailand	Thailand/Destination/Bangkok	
• Bangkok	• www.tourismthailand.org/About-	ZTH02
• Chiangmai	Thailand/Destination/Chiang-	
• Pattaya	Mai	
	• www.tourismthailand.org/About-	ZTH03
	Thailand/Destination/Pattaya	

After the corpora were ready, screenshots of the desktop homepages were collected using the program 'getfireshot'. The data analysis was then conducted manually. Textual elements in the content area of the homepage were copied to Microsoft Word, and printed out for the analysis. To ensure the reliability of the analysis, two experienced PhD-holding professors in English Language Teaching were invited to serve as inter-coders to analyze 30% of the data in each of the three corpora. Relying on the percentage agreement between the coders, the researchers and each of the coders coded the sampled data independently, and then compared their coding results to check that all were in agreement. The comparison indicated 96% of percentage agreement, confirming a sufficient and acceptable agreement rate for the study.

The frequency of occurrence of the moves identified is reported as percentages. Given that N=24 in each corpus, the Move '*Get attention*', for example, appeared in all 24 hotel homepages, it is thus considered as 100% frequency. The Move '*Use pressure tactics*' appeared in 2 homepages out of 24, so the frequency is only 8.3%. The current study also classified all the rhetorical moves into 3 categories based on their frequency of occurrence: obligatory, conventional, and optional, following Rasmeenin (2006). Obligatory moves

are moves that occur in 100% of the homepages, while conventional moves are those that occurred in 66-99% of homepages, and moves that occur less in less than 66% of homepages are considered optional. All in all, moves that have high frequency of occurrence are popular, and it could be implied that they are usually required for writing textual content in tourism materials.

4. RESULTS AND DISCUSSION

The framework for online advertisement from Van der Vliet & Redeker (2014) was used as the analysis framework. However, the move '*Detailing the product or service*' was renamed '*Detailing the attractions and entertainments*' for the tourist destination corpus, while the name remained the same for the hotel and restaurant corpora. This was done due to the variety of information, such as sightseeing, accommodation, dining, and activities found in the tourist destination homepages in addition to the typical information, such as transportation options, opening hours, and closing days. Therefore, the interpretation of tourism products needed to be clarified.

According to Arunmozhi & Panneeerselvam (2014), tourism products include *accommodation, transportation, dining, entertainment, attractions,* and *tours*. In this study, these six tourism products were used as a tool to examine the textual elements displayed on the content area of the homepages across the three corpora. The results revealled that none of the

hotels, restaurants, or tourist destination organizations who owned homepages under investigation integrated all six tourism products onto their homepages. Specifically regarding the hotel and restaurant corpora, even though various products and services were offered on their homepages, for example, some hotels had in-house restaurants or spas, and some restaurants sold olive oil, these businesses were operated under the same ownership and the same property. Thus, they were treated as 1 single move. On the other hand, tourism products offered on tourist destination websites usually belonged to various ownerships due to the fact that there are many tourism business owners who partner with the travel websites (Kolb, 2017). Therefore, each tourism product was treated as a separate move.

However, some tourism products from Arunmozhi & Panneeerselvam's definition (2014) can be grouped into a single move, namely '*Move 2: Detailing the attractions and entertainments*'. Specifically, the tourism products '*attraction*', '*tour*', and '*entertain-ment*' were grouped together as these products hold certain overlapping qualities. According to the Canadian Tourism Commission (1998), tourist attractions refer to "*places whose main purpose is to allow public access for entertainment, interest, or education (*p.3)". From this definition, *entertainment* and *tour* occur in *attraction*. These three products, therefore, were merged into one.

From the research findings, some similarities and differences between the three corpora and the analysis

framework were found. Seven out of nine moves from Van der Vliet & Redeker (2014) can be found commonly in all three corpora; namely, '*Get attention', 'Detailing the product or service', 'Establish credentials', 'Endorsement or testimonials', 'Solicit a response', 'Reference to external materials',* and '*Establish a niche'.* Regarding the frequency of occurrence, the results showed that the move '*Get attention'* was the only move that occurred in 100% of all the corpora, followed by '*Detailing the product or service'* (98.6%) and '*Establish credentials'* (52.77%). Hence, these three particular moves which occurred at a frequency of more than 50% among the three corpora are worth paying attention to. The detail of each move will be elaborated on in the later sections. Table 5 presents a comparison of the moves found in the

hotel, restaurant, and tourist destination corpora, including their frequencies. All the moves found in the study are presented in Table 5 and arranged according to their respective frequencies.

From Table 5, none of the hotel, restaurant, or tourist destination homepages include all of the moves. From the criteria proposed by Rasmeenin (2006), the Move '*Get attention'* is the only move among the three corpora that occurs 100%. Conventional moves or the moves with a frequency of occurrence between 66% and 99% can only be found in the hotel corpus; these are '*Detailing the products or services'* and '*Establish credentials'.* All other moves that occur in the three corpora are optional moves as they occur in less than 66% of the homepages.

Table 5 A comparison of moves found in the hotel, restaurant, and tourist destination corpora

Hotel Corpus	Restaurant Corpus	Tourist Destination Corpus
Move 1: Get attention (100%)	Move 1: Get attention (100%)	Move 1: Get attention (100%)
Move 2: Detail the product/service (95.8%)	Move 2: Detail the product/service (100%)	Move 2: Detail the attractions and entertainments (100%)
Move 3: Establish credentials of the hotel (66.66%)	Move 3: Establish credentials of the restaurant (62.5%)	Move 3: Use pressure tactics (54.16%)
Move 4: Offer incentives (50%)	Move 4: Solicit response (58.33%)	Move 4: Establish a niche (50%)

Hotel Corpus	Restaurant Corpus	Tourist Destination Corpus
Move 5: Endorsement or testimonials (45.8%)	Move 5: Reference to external materials(29.16%)	Move 5: Detail the transport options* (50%)
Move 6: Solicit response (29.1%)	Move 6: Endorsement or testimonials (29.16%)	Move 6: Recommend the dining destinations*(41.66%)
Move 7: Reference to external materials (25%)	Move 7: Establish a niche (16.66%)	Move 7: Offer incentives (37.5%)
Move 8: Establish a niche (25%)	Move 8: Provide detail of tourist attraction* (12.5%)	Move 8: Reference to external materials (37.5%)
Move 9: Provide detail of tourist attraction* (25%)		Move 9: Establish credentials (29.16%)
Move 10: Use pressure tactics (8.3%)		Move 10: Present corporate partners' logos* (25%)
		Move 11: Recommend the accommodations* (25%)
		Move 12: Solicit responses (16.66%)
		Move 13: Endorsement or testimonials (4.16%)

Note: * indicates a new move which does not exist in Van der Vliet & Redeker (2014).

Figure 2 illustrates the commonly found moves across the three corpora and details of the seven moves are shown below.
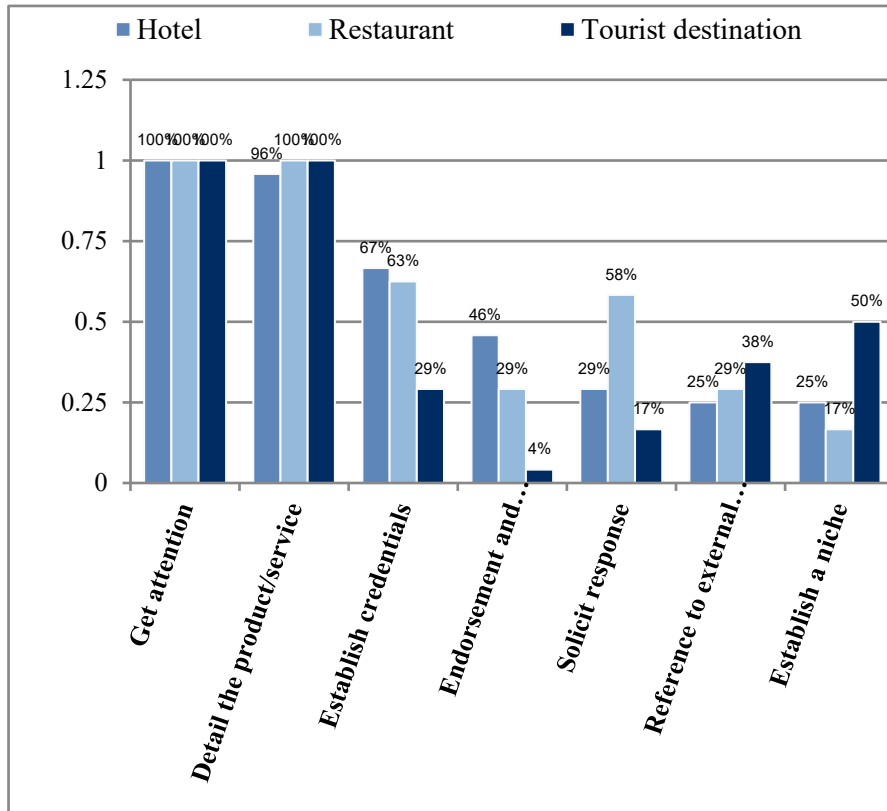

Figure 2 The seven moves that commonly occurred across the three corpora

1. **Get attention.** This move aims to attract customers' attention and generally occurs as a combination of visual images and headlines. These two elements are significant in any advertisements including online advertising in the hotel, restaurant, and tourist destination homepages. Headlines are big, bold, and outstanding texts which can be written in a full sentence or as a nouns or noun phrase, for example, *Welcome to Cocotte* (YTH01) and *Welcome to Scotland*

(ZUK02). In this study, the majority of the hotel, restaurant, and tourist destination homepages were visual-heavy. The images used were usually related to the products and services they were selling and were usually accompanied by the headlines. Mostly, headlines look appealing, and are bright and bold, so that they can grab the readers' attention. Yaemwannang & Pramoolsook (2018a) also added that headlines should complement visual images by adding or enhancing

their meaning. Therefore, the headline should be organized to be close to the associated visuals in order to help deliver a more impact.

2. **Detailing the product or service.** This move provides details about the product and service offerings. For example, in the hotel corpus, details of rooms, spas, and the hotel's location were provided. In the restaurant corpus, details of the food, menu, restaurant atmosphere, location, staff, history of the restau-rant, cooking school, catering service, and opening hours were pinpointed, while in the tourist destination corpus, the town, attractions, and events were promoted in order to encourage the readers to visit the destination or to attend the destinations latest events. Rich (2008) added that it is vital for e-commerce websites to provide product descriptions on their homepages to allow customers to learn about the products they are offering. It is also recommended to provide product photographs to accompany the textual description.

• *Our restaurant with its original features is a perfect choice for smaller wedding receptions, parties, networking events and special occasions* (YUK01)

• *Days of love, peace and relaxation when the family gets together… the Christmas spirit may be universal, but we can't say the same for its traditions. In Catalonia and Barcelona you're sure to be amazed at all our different and unique rituals and customs. Are you ready to find out about them?* (ZSP01)

3. **Establish credentials.** This move is one of the three moves with a frequency of more than 50% in the study's corpora. The communicative purpose is to create a positive image by creating confidence and trust in the organization. For example, in the hotel corpus, celebrity endorsement, hotel star rating, and the achievements of hotel staff were presented. Meanwhile, in the restaurant corpus, employee biographies, staff achievements and experience, and the sources of their ingredients and suppliers were showcased, while in the tourist destination corpus, information regarding the destination's authenticity and superiority was clearly stated. It is unquestionable that one of the most important assets in a hotel and restaurant businesses is its employees (Nestoroska & Petrovska, 2014). Particularly, hotel staff are extremely crucial in order to deliver a quality service and sustain a competitive advantage. Similarly, a chef's reputation, especially Michelin-starred chefs, helps to increase the value of the restaurant they are working for. For this reason, both the hotel and restaurant corpora tend to publicize the experience and achievements of their staff, including biographies to build their reputation and accountability. Regarding the tourist destination corpus, the organizations were found to make claims regarding the authenticity of their destinations and promote their well-known attractions.

• *For a couple of years now we are very happy to have accommodated and satisfied numerous visitors here in Liman Seafood Restaurant. Be*

it Achim Becker and Winfried Bährsch, journalists for the BILD newspaper; the editors of PRINZ Hamburg or the users on the review sites Yelp and TripAdvisor (YGE03)

• *The district of Saint Andreu: Barcelona at its most authentic.* (ZSP01)

4. **Endorsement or testimonials.** This move also aims to establish confidence in the readers by using endorsement or testimonials. In the current study, many hotels and restaurants used third-party endorse-ment from external reviewers or well-known organizations on their home-pages. For example, in the hotel corpus, the endorsement and testimonials from Condé Nast traveler, Forbes Travel Guide, and *TripAdvisor* were included, while in the restaurant corpus, endorsements from Michelin and *TripAdvisor* were given. However, plain folks testimonials were also found to be used in both hotel and restaurant corpora as a part of TripAdvisor reviews. Regarding the tourist destination corpus, tourism awards were indicated, such as the 2017 Seaside Award, Blue Flag Award, and Green Coast Award. All in all, indicating that celebrity endorsement, received awards, and testimonials help to establish the credibility of a business' values and promises in terms of guaranteed service quality.

• *In November 2015 our cuisine has been awarded a Michelin star* (YGE01)

• *Sandy Cove Beach: 2017 Seaside and Green Coast Award Winner-Sandy Cove Beach, Kinmel Bay is a fine north facing…* (ZUK03)

5. **Solicit a response.** The communicative purpose of this move is to provide contact details for the readers to contact the company directly. Rich (2008) suggested that a homepage should contain contact information such as a phone number and email address, so customers can contact the business directly. Additionally, displaying contact information on a company's homepage helps to strengthen the company's credibility and customers' confidence in a business. There are similarities and differences regarding the details of contact information provided across the three corpora. Hotels tend to provide their address, phone number, fax number, and email address on their homepages, while restaurants tend to provide only their address and telephone number, and tourist destination homepages only provided the phone numbers of relevant contact centres which could provide more comprehensive information to the needs of tourists.

• *You can contact us at 0039 333 6503758* (YIT01)

• *Questions about Rome? Head to the Tourist Information Points (PIT) or 060608 Contact Centre* (ZIT01)

6. **Reference to external materials.** This move aims to provide other sources of information for the reader to interact or stay in touch with the business, such as Facebook, Twitter, Instagram, other websites or blogs. These external materials are vital as they give the readers more options to communicate with the business providers. Moreover, social media allows business providers to build intimacy

and establish connections with their customers. A small additional investigation was conducted regarding the social media providers that were integrated on the hotel, restaurant, and tourist destination homepages. It was found that 95.8% of the hotels integrated Facebook on their homepages, followed by Twitter (70.8%), and Instagram (62.5%). Regarding the restaurant corpus, Facebook was the most commonly integrated social media site, appearing on 75% of homepages, while Twitter and Instagram both occurred on 25% of restaurant homepages. Regarding the tourist destination homepages, Facebook (66.66%) and Twitter (66.66%) were the most commonly included on the tourist destination homepages, followed by Instagram (58.3%) and Youtube (54.16%). The results pointed out that each business should consider using social media to attract new customers and keep them engaged. The comparison of social media used in each corpus is presented in Figure 3.

•   *Find our interview of Jeriko in Cocotte's blog:* http://goo.gl/eZV4V8 (YTH01)

•   *Our Blog Charlestonly: Explore the flavors, sights, sounds and traditions found only in Charleston, South Carolina.* (ZUS03)
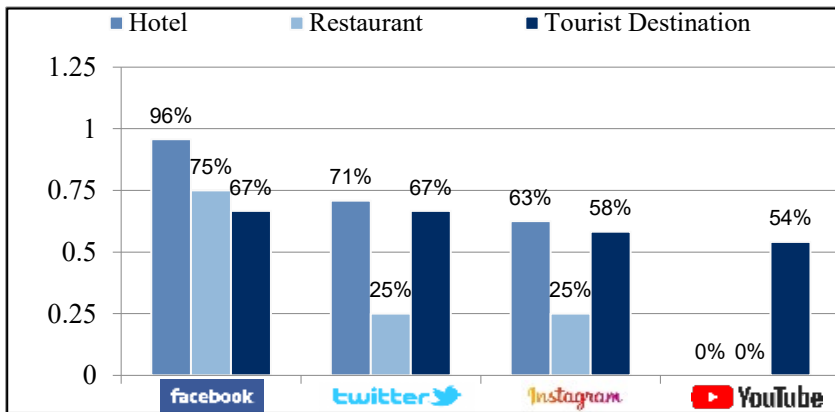

Figure 3 The summary of social media used in the move '*Reference to external materials'* across the three corpora

7. **Establish a niche.** This move helps organizations to pinpoint the importance or the need for their specific products or services, as well as to establish a niche. Covello & Hazelgren (2006) elaborated that niche marketing aims to refine and target products and services to different buyer groups. In other words, targeting a specific niche market serves to differentiate a company from others. If a company can come up with the right segment of the market, it will gain large earnings and profitability to survive in the highly competitive global market. Regarding the hotel, restaurant, and tourist destination corpora used in the present study, certain businesses in each corpus clearly stated their niches on their homepages. For example, an adult hotel targeting only customers older than eighteen years old, a pasta restaurant which claims to serve food within 2-3 minutes, and specific tourist attractions and events that are suitable for certain groups of people such as *Pet-Friendly Hotels* (ZUS01) and *Family-Friendly Broadway* from ZUS01. This move is more common in the tourist destination corpus (50%) than in the hotel (25%) and restaurant corpora (16.66%). The reason for this might be that most of the hotels and restaurants in the corpora are targeting the mass market or these businesses are trying to appeal to the whole market to attract the largest audience possible, which is the opposite of niche marketing. Therefore, it is recommended that the content writers should take their own brand positioning into consideration and employ

moves that are suitable for their own companies.

• *This is a new concept of "Fast Food", we only use fresh and high quality Italian product. The bread we use comes from one of the finest bakeries in Bensonhurst, Brooklyn, which has been in business for 30 years* (YUS01)

Besides the similarities, there are five moves that cannot be found in Van der Vliet & Redeker (2014), which can be claimed to be newly discovered moves in the present research. Specifically, these moves are the Move '*Provide details of the tourist attraction*'* found in the hotel and restaurant corpora; and the moves '*Detailing the transport options*', 'Recommend dining destinations*', 'Present corporate partners' logos*',* and '*Recommend accommodations*'* found in the tourist destination corpus. The reason why these moves were absent from Van der Vliet & Redeker (2014) could be that the present study collected data from three different sources; namely, hotel, restaurant, and tourist destination homepages, while Van der Vliet & Redeker's data (2014) came only from Dutch commercial advertisements in lifestyle and news magazines. Thus, there were some tourism products that could not be found in Van der Vliet & Redeker's corpus (2014), for instance, tourist destinations, transport options, dining destinations, and accommodations.

Additionally, the move '*Present corporate partners' logos*'* was inspired by Bhatia (2005) who proposed that use of a logo could be acknowl-

edged as a move. Therefore, the present study treats corporate partners' logos as a move. Following are the details of these newly found moves and the different writing strategies used in each move in the different corpora.

1. **Provide detail of tourist attractions*.** This move is newly found in the hotel corpus. On the hotel homepages, it is common to see hotels offer details of their rooms and other hotel services on their homepages. However, some hotels employ this move to provide details about their country, city, or the tourist attractions that are located nearby. 'Providing details of tourist attractions*' is considered as a new move rather than embracing it under the move '*Detailing the products and services*' because of the components of the hospitality products provided by Kumar (2010). There are five different components or hospitality product areas: core products or the main feature of the hotel (i.e. the hotel offers a place to sleep), facilitating products or products that must be accompanied by the core product (e.g. a basic room which guest requires), tangible products or physical facilities presented in the hotel room (e.g. TV, telephone, air-conditioner), supporting products or products used to add value and uniqueness to the room (e.g. having a mini bar in the room), and augmented products or products and services that help to enhance the quality of the stay (e.g. the quality of service, decoration, or transportation). From these hospitality components, touristic places or sightseeing businesses nearby are not

regarded as core attributions of the hotel even though it is undeniable to mention that both hotels and tourist attractions belong to the same umbrella which is the tourism industry. Therefore, the move '*Provide details of tourist attractions*' is proposed as a new move. This move was always accompanied by photos of destinations and events aiming to persuade readers to visit a certain attraction. Six hotels or 25% of the corpus employed this move.

• *The neighbourhood of San Lorenzo is a favourite haunt for locals and one of the most memorable discoveries of visitors to the city. Calle Eslava may be a very short street, but nonetheless it is home to two plazas, two churches brimming with history, and two points of reference for great gastronomy in Seville:* (YSP03)

2. **Detailing the transport options*.** Tourist destination organizations use this move to provide logistical information, including information about how to travel to the city and around the city. Moreover, a route planner, maps, timetables, or price comparisons may also be provided. Fifty percent of tourist destination organizations employed this move.

• *Visitors can travel by bus to Bangkok from Thailand's neighboring countries with varying levels of ease. From Malaysia, one can cross by bus into Thailand through various border checkpoints in Songkhla, Yala, and Narathiwat provinces, although most busses will head to the hub of bus travel into, out of, and around southern Thailand, Hat Yai. From Hat Yai*

there are direct busses to Bangkok. (ZTH01)

3. Recommend dining destinations*. This move is used by the tourist destination organizations to provide recommendations on the must-eat menus and must-eat spots in the city. It was found that 35.7% of tourist destination organizations used this move to entice the readers to visit and enjoy their local cuisine.

• *Restaurants: Selection of nice bars, cafés, restaurants.* (ZGE02)

• *Best London Steakhouses* (ZUK01)

4. Present corporate partners' logos*. Six tourist destination homepages include their corporate partnership logos onto the content area of their homepages. However, it was also found that 3 tourist destination homepages employed this move in the footer area of the homepages instead. Specifically, corporate partners are the funders or sponsors of the tourism organization. Therefore, presenting their logos helps enhance their brand awareness and brand visibility among the web users and may lead to higher logo recognition. According to Bhatia (2005), use of a logo is considered as a move because it is always displayed on promotional text. For this reason, the present study would like to propose corporate partners' logos as a move. An example of this move can be seen in Figure 4 below.

5. Recommend accommodations*. This move was also newly found in the tourist destination corpus. Twenty-five percent of tourist destination organizations employ this move which is used to offer some suggestions to visitors about where to stay; these can range from bed and breakfasts, hostels, camp sites, and serviced apartments, to luxury hotels.

• *Shanghai offers a choice of accommodations from boutique and star-rated to budget and serviced apartments. This column can also help you locate your hotel for your meetings and events in Shanghai.* (ZCH03)

Figure 4 An example of the move *Present corporate partners' logos'* from ZUS01

5. CONCLUSION

From the research findings, there are seven moves that occurred commonly across the 3 corpora of hotel, restaurant, and tourist destination homepages. The most commonly found moves, found in more than 50% of all hotel, restaurant, and tourist destination homepages were the move '*Get attention*' (100%), the move '*Detailing the product or service*' (98.6%), and the move '*Establish credentials*' (52.77%). Interestingly, the move '*Detailing the product or service*' is considered as an obligatory move in both the restaurant and tourist destination corpora but as a conventional move in the hotel corpus. The obligatory status of the move '*Get attention*' confirms the major impact of the homepage as a marketing tool to attract the attention of potential customers.

Another interesting detail from the current findings was the frequency of occurrence of the move '*Detailing the product or service*'. There was 1 particular hotel (XUS01) that did not integrate this move on its homepage.

However, this move was presented on another page of its website. Interestingly, this particular case contradicts with the work of many scholars, such as Williams (2007), Entrepreneur Press & Rich (2008), Allen & Chudley (2012), and Schmitz (2013) who strongly recommend that it is extremely vital for businesses to incorporate the details of their products and services on the first page of their website as it is a core element which helps customers to immediately understand what the company does. If the web visitors do not know what products or service the company is trying to present, they may leave the website and will not return.

Regarding the number of moves, the tourist destination corpus contains the highest number of moves at 13 moves, followed by the hotel corpus with 10 moves, and the restaurant corpus with 8 moves. The comparison of the number of moves found across the three corpora can be seen in Figure 5. The present study also identified five new moves that did not exist in Van der Vliet & Redeker (2014), namely the move '*Provide details of tourist attractions**' in the hotel and restaurant corpora; and moves '*Detail the transport options**', '*Recommend dining destinations**', '*Present corporate partners' logs**', and '*Recommend accommodation**' in the tourist destination corpus. Regarding pedagogical implications from the current study, the findings on the moves and writing strategies can be applied as a guideline and teaching material to instruct students in many disciplines, such as marketing, and tourism and hospitality fields in order to write and organize efficient content for hotel, restaurant, and tourist destination homepages, and homepages for other tourism-related products and services.
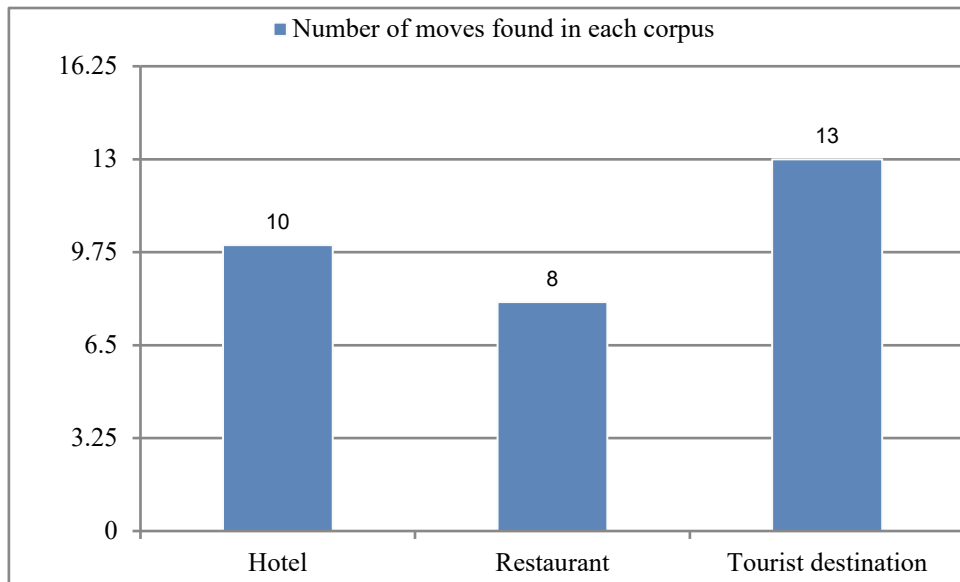
Figure 5 Comparison of the number of moves found across the three corpora

Moreover, it can be beneficial for hoteliers, restauranteurs, tourist destination organizations, and web developers who are in charge of writing and organizing content on these homepages to improve communication with online visitors by catering to them with suitable and effective information for commercial success.

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