

**THE LANGUAGE OF TOURISM ADVERTISING  
IN FIVE COUNTRIES WORST AFFECTED BY  
THE ASIAN TSUNAMI: BEFORE AND AFTER  
FOCUSSING ON THAILAND**

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A thesis submitted in partial fulfilment of the  
requirements of Liverpool John Moores University for  
the degree of Doctor of Philosophy



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## **Declaration**

I hereby declare that the research entitled “The Language of Tourism Advertising in Five Countries Worst Affected by the Asian Tsunami: Before and After Focussing on Thailand” submitted to the Liverpool John Moore University, is a record of an original work done by me, and this project work has not performed the basis for the award of any Degree or Diploma and similar project if any.

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**224088**

## **Dedication**

I would like to dedicate this Doctoral dissertation to honour my beloved  
parents

***Cheowchan and Lamai Konglim***

The two persons in this world who have always been such a great support throughout my whole life, there is no doubt in my mind that I could have never achieved this far without their unconditional love and inspirational support.

## **Acknowledgement**

I would like to thank my director of study, Dr. Jarmila Hickman for her kindness and hard work on supervising me throughout my years of studies on this research. I also would like to thanks my parents for supporting me emotionally and financially funding my study, and Dr. Leila Luukko-Vinchenzo for helping and making the start of this research possible, without her help none of this would be possible.

## **Abstract**

This research investigated the use of language in the texts of the promotional brochures created for the tourist industry. The selected printed materials for the study were used in advertising the five countries most severely affected by the Asian Tsunami in 2004 (Thailand, Indonesia, Sri Lanka, India and the Maldives).

The focus of the analysis was on the two sets of brochures of the five selected countries published by the UK's leading travel agencies - Thomas Cook, Thomson and Kuoni before and after the disaster. The contrastive discourse analysis was applied in order to investigate the similarities and differences of linguistic features within the texts both between the two sets for each country as well as between the five selected countries.

The overall results of the text analysis from the five selected countries have shown significant changes in language use. The investigation revealed that in the post-disaster set of brochures the number of destinations was broadened and their descriptions were made more vivid. The post-disaster texts represented more efforts in developing a wider range of tourism attractions and activities in order to expand the markets and increase the number as well as type of potential future tourists.

The information derived from the questionnaire has revealed the potential tourists' sensitivity to language used in promotional brochures. The results demonstrated that most respondents were aware of the change of language used before and after the Tsunami. The findings validated the hypothesis that the role of language within tourism advertising is as significant as the role of images. This has a major impact on individuals' choosing their next holiday destination since many potential tourists still base their holiday decision- making on the ~~use~~ of holiday brochures.

The research has found that the role of language plays a significant role in ~~creating~~ tourism advertising representations and also has a major part as one of the marketing tools in tourism promotional strategy. Finally, it can be developed to enhance the tourism disaster recovery management plans by increasing the successful persuasion of the potential tourists' buying behaviour.

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# **Chapter 1**

## **Introduction**

### **1.1 Chapter Overview**

This chapter is divided into several sections. Section 1.2 provides the background to the study and outlines the severity and impact of the 2004 Tsunami on the tourist destinations in the five countries that were most severely affected by the disaster: Thailand, Indonesia, Sri Lanka, India and the Maldives. Section 1.3 sets out the scope of the study and provides the research question and objectives: the significance of the research is explained and linked with the related areas of study in section 1.4. The main areas covered by literature review are presented in section 1.5. Then in section 1.6 the methods selected for the study are outlined. Section 1.7 illustrates the dissertation format. The chapter is summarized in section 1.8.

### **1.2 Background of the Study**

The world in the 21<sup>st</sup> century is one of global travel because of the rapid developments of the aeronautical industry in recent years. It has enabled today's traveller to consider 'over the horizon' destinations. There are over 400 million potential tourists in the world and therefore the tourism industry has become one of world's biggest industries. As a result, the tourism industry has become a vital contributor to the economies of many countries and regions around the world. This is especially true of South-East Asia, an area of the world that has seen a steady increase in visitor numbers over the last decade. Consequently, there has also been a commensurate growth of the many businesses that comprise the industry such as hotels, restaurants and tour operators. There has also been a similar rise in competition between countries in the different regions.

On December 26, 2004, the most powerful undersea earthquake ever recorded occurred in the Indian Ocean and generated a Tsunami. As a result of this undersea earthquake, the world's largest in 40 years, gigantic waves of up to 50 feet high devastated the shores of Indonesia, Sri Lanka, South India, Thailand and Sumatra. This led to a series of catastrophic events whose human toll would reach into the hundreds of thousands.

The world natural disasters are a common fact of life in many countries. Regrettably, more often than not, the higher percentage of these affects the poorer nations of the world. On December 26, 2004, the most powerful undersea earthquake ever recorded occurred in the Indian Ocean and generated a Tsunami. As a result of this undersea earthquake, the world's largest in 40 years; gigantic waves of up to 50 feet high devastated the shores of Indonesia, Sri Lanka, South India, Thailand and Sumatra. The tidal wave reached as far as the Maldives as well as some countries in east Africa. This incident was considered one of the largest natural catastrophes that struck the Asian continent. As a result, it led to a series of catastrophic events whose human toll would reach into the hundreds of thousands. Moreover, an attendance of the international donations and pledges plus the immediate relief response was the biggest ever aid effort in the world (UN, 2005).

The sheer scale of the disaster and the relief effort can be seen in Sri Lanka. It is estimated that 30,196 people were killed, 16,665 people injured, 5,540 missing and 834,849 displaced as a result of the tsunami. In addition to this, 113,759 houses were destroyed outright and a further 24,942 damaged making roughly 1.5 million people homeless. This is approximately 7.5 percent of the total population (Zubair, 2005).

Similarly in Thailand, the Tsunami devastated the six provinces on the Andaman coast in the southern region. These were Phangnga, Krabi, Phuket, Ranong, Trang and Satun, the most important tourist destinations of Thailand.

Phuket is the most popular province for tourism in the area. It has the largest economy accounted for 34 percent of the total Gross Regional Product of these affected six provinces combined in the year 2000 (Alpha Research, 2004).

According to the Phuket Provincial Governor's official statement, around 90 percent of the population in this province is estimated to be directly or indirectly engaged in tourism related business (MLIT Japan, 2005). A fall of such magnitude in the economy of the Phuket Province will be mirrored by a similar fall in Thailand's economy. The Thai government's official report and statistics show the death toll in these provinces to be 5,395. A further 8,457 people were injured and 2,932 listed as missing. It should also be noted that these figures reflect only confirmed casualties, travellers are still missing but without any confirmation of identities or locations are not included in these figures. In the Krabi province the Tsunami destroyed most of the resorts, hotels and guest houses in Khaolak Beach and Phipi Island (the location used for the film 'The Beach'). Consequently, a very few tourists can now be accepted and accommodated in these locations. In Patong Beach on Phuket Island the death toll reached 279 which, considering the areas considerably large population and great number of tourists, is surprisingly small (Ichinosawa, 2006). In contrast to the affected resorts in Krabi, Phuket's tourism infrastructure has almost recovered and even in Karma Beach which was the most damaged area in Phuket the hotels, bars, shops and restaurants have been rebuilt.

Though Phuket and Krabi are more well-known and popular tourist destinations in the region and out of the six provinces affected by Tsunami, Phangnga was the most severely damaged province. There were 4,224 people dead, 5,597 people injured, and 1,773 people missing (Ichinosawa, 2006). Of these casualties the percentage of the total fatalities was 39 percent foreign tourists compared with 29% for Thai nationals. The remaining 31 percent are as of yet still unidentified (Ichinosawa, 2006).

Throughout southern Thailand, there are many resorts and holiday destinations that are solely dependent upon the tourist industry. The number of foreign travellers killed, injured or merely displaced from hotels has a direct impact and long lasting impact towards the well-being of many sectors within the tourism industry in the region. Despite the scale of the devastation to the tourism infrastructure buildings may be replaced within a few years but it may take a generation to rebuild the confidence in the area from a tourist's points of view.

Despite the effort and ability of the locals to rebuild their livelihoods is inextricably dependent upon the inflow of tourists as initial post-disaster recovery management. Understandably, the number of tourists has greatly declined and their absence is causing severe hardship to the local population. According to the Tourism Authority of Thailand, the occupancy rate of hotels fell to 5%-10% instantly for months after the disaster where it was 80 % in previous years. Additionally, figures released by the Immigration Bureau of Phuket Province showed that overall numbers of international visitor arrivals at Phuket airport had dropped by 68 % from 487,423 to 156,735 from January-May 2004 compared to January-May 2005. This decline in international visitors has reduced the revenue of the Phuket Provisional Administration Organisation by approximately 2.5 million US\$ or around 20% off the expected revenue (Phuket Gazette, April 11 2005). In recent years the tourist industry has brought Thailand an annual income of over 30,000,000 Bahts (4,109,589 pounds) per year.

However, the World Tourism Organisation (WTO, 2003) has predicted that Thailand's tourism has the potential to grow by over 7 percent at the end of 2019, which means the amount of tourists from all over the world will be increasing by over 37 million or five fold the average rate at the present. Though, it seems that the recovery of the tourism infrastructure will take quite some time after the destruction of natural disaster, Thailand still stands a chance getting the normality back to their affected areas.

### **1.3 The Scope of the Study, Research Question, Aims and Objectives**

This research investigates the use of language and in the advertising texts of the promotional brochures used throughout the tourist industry. The brochures are, generally 'follow ups' to the specialized media exposure such as advertisements and public relations articles. These specialised materials are usually published by the UK's leading travel agencies. Most notable of these agencies are Thomas Cook, Thomson and Kuoni. As well as studying the role of language and its similarities and differences between the before and after Tsunami advertising. This method also enabled the researcher to evaluate whether the language used within the printed promotional discourse of travel brochures had been affected by the disaster. In addition, this study aims to investigate the relationship between tourism advertising and language within the tourism advertising discourse. In order to understanding

tourism advertising and its behaviours, development and creations may stem in part from the examination and comprehension of the inter-relationship of linguistics structures. There are many establishments and organisations involved in advertising, either to promote their business or working in the promotion industries themselves. The use of mass media advertising has a wonderful power to get the 'message' across to everyone everywhere.

Therefore, research will study the published materials, of the five selected countries, from the travel and tourism promotional brochures within the UK market. The market was chosen due to the nature of this study which focuses on the analysis of the use of the English language as English is the official language for the promotion of international tourism of these five selected countries. For instance, the majority of tourists visiting these countries especially, Thailand were mainly from Europe. Moreover, Tsunami victims in 2004 were mostly European tourists. Therefore, it is crucial for this study to specifically analyse and investigate the use of written English in the printed promotional brochures of these affected countries' target market.

The competitive nature of travel and tourism is reflected in the advertising. The new media advertising methods have been applied in many tourism advertising campaigns. The use of mass media advertising means tourism advertising is all around us. Although, many people seek for holiday information in the press, and some of them plan their holiday by searching destination online, there are many who still many who choose to visit the local travel agencies and collect the traditional brochures. This is why printed holiday brochures were chosen as to be studied for the current research.

It is undeniable that advertising facing us on a daily basis, language is also not limited to just conversational communication, person to person, anymore. Briggs (2001) mentioned that the power of the retailer is one of the main reasons to account for a rise in the sale promotion in order to continuously develop tourism industry within this field. Many methods have been implemented to promote the destinations to tourists around the world, and the language of advertising is one of the critical tools of sales promotion that can be used in order to communicate with the potential visitors. Especially after the catastrophes that have happened within the regions in recent years.

As a result, it is crucial to undertake a serious study on how language has helped to recreate and regain the normality for the image of tourism in Southeast Asia. This study is directed at the identification of, and comparison to, the main language features and characteristics used in the construction of travel promotion written texts. This will highlight the crucial role of language in the written tourism advertising.

The research question is to investigate the importance of language in the printed promotional materials of the five countries that were most severely affected by the Asian Tsunami in 2004 whether it can be used as one of tourism marketing tools in order to regain the positive images for the future potential visitors. The approach of the contrastive discourse analysis will focus on the features such as; lexical, syntactic, and semantic characteristics in the tourism advertising texts. The analysis includes the comparative study of the use of language in tourism advertising both from before and after the Tsunami in each country's promotional brochures separately in order to evaluate the similarities and differences. The analysis also codifies the keywords and expressions categories used within the written discourse. Another approach of the study is to compare the use of language both in sets of printed promotional discourse in and between the five selected countries. This will permit an evaluation of the effects of the tsunami on the language of advertising in the most affected areas.

Lastly, in order to be able to see whether any changes in the written discourse might influence the prospective tourists, a questionnaire was prepared to test people's sensitivity to the wording found in the pre- and post- Tsunami brochures.

## **1.4 The Research Significance**

Tourism is known for its distinctive character of being an intangible product that can be expressed and marketed through the creative prose of the travellers themselves. The success of the tourism writer is *hooking* the readers into buying and indeed making continuing visits to the medium. Their form ignites a longing or curiosity to explore global destinations even if it is just from an armchair. A destination is far more than a tangible product that can be validated through use. For instance, it can be anticipated eagerly with the reader's imagination sparked and then fuelled by the skilful use of the writer's prose. It can also be

remembered fondly from the writing's of fellow travellers. It can, of course, be enjoyed as a result of an invitation; either from a travel agent or the self-fulfilment of a dream.

The role of language can contribute to, and be adapted by, many areas of study. The strategy of developing the promotional printed materials such as written advertising texts can be benefit from the application of linguistic approach. This, of course, applies not only to the tourism industry but all types of markets. The application of the valid comparative analysis of tourism brochures could be developed in a number of ways. Initially minor changes to the brochure design could increase the success of converting a potential tourist to an actual traveler. Further applications could determine how language can affect the buying behavior of the tourist with regard to holiday making decisions. Moreover, this research has highlighted the impact language makes on people's perceptions. In this way it can be developed into a practical implication of tourism disaster recovery management and development.

## **1.5 Literature Review**

The literature review concentrates on two areas of academic theories. The first area considered are those theories which focus on aspects of tourism management. These include the nature of the tourism industry and its important contributions to the world economy. Another aspect considered is the role that marketing plays in travel and tourism as well as tourism in the affected areas. Divergent approaches to marketing are also studied. Amongst these are; tourism marketing, communication mix, with a particular focus on the role a promotional strategy for tourism advertising of published materials such as brochures and leaflets. Secondly, it focuses on the linguistic theoretical aspect including language of tourism, language of advertising and the discourse analysis as well as critical discourse analysis.

## 1.6 Methodology

This research has been carried out on a cross-disciplinary basis, practically as well as theoretically working across the areas of linguistics, tourism marketing as well as an extent of tourism disaster recovery management. Potentially, this research may contribute to academic and practical knowledge in the field of language for tourism advertising.

The materials (brochures advertising for the selected countries tourism) collected from the UK leading travel agencies such as Thomas Cook, Kuoni, Thomson, Delta and Co-operative around Liverpool city centre and Allerton Road, Liverpool. The first paragraphs of the advertising brochures were selected for analysis which focuses on a number of features especially lexical, and semantic, in the tourism advertising texts. The analysis includes the comparative study of the use of language in tourism advertising both from before and after the Tsunami in each country's promotional brochures in order to evaluate the similarities and differences. Following the tourism practice of using keywords and expression which will be identified in different categories based upon tourist interests on making holiday purchase such as *beach or landscape attractions, activities, food and accommodations and local people's hospitality*. The keywords and expressions will be codified in every piece of selected texts and presented in visible charts with the help of NVivo software programme. The study also compares the use of language across the five selected countries to permit an evaluation of the effected of the Tsunami on the language of advertising overall.

Lastly, a questionnaire has been constructed to reveal the potential tourists' sensitivity to language used within the two sets of printed brochures. This method helps to investigate whether the potential customers are aware of the change of language used in brochures from before compared to after Tsunami set, and therefore validate the premiss that advertising language plays a significant role in individuals' choosing their holiday destination. The finding of questionnaires have been analysed with the implication of SPSS. This presents the effectiveness of tourism discourse in promotional brochures used to advertise tourism throughout the five chosen countries after the disaster.

## **1.7Dissertation Format**

This study consists of six chapters. In the introductory chapter the researcher provides an overview of the background to the study, describes the impact and severity of the Tsunami, presents the research question, its aims and objectives as well as the research significance. Chapter 2 contains literature review. Methodology and data collection methods are described in chapter 3. Findings from both the discourse analysis of the tourism advertising texts and from the questionnaires are reported in chapter 4 and supported by tables and charts. In chapter 5 the major findings are discussed and evaluated. They are also compared and contrasted with existing literature. The conclusion summaries the overall discussion and outlined the significance and the innovative aspect of the present day. It also presents contribution to knowledge and proposes a possible future programme of related work.

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## **1.8Chapter Summary**

This chapter has provided the background to the study and outlined the severity and impact of the 2004 Tsunami on the tourist destinations in the five countries that were most seriously affected by the catastrophe. It set out the scope of the study and introduced the research question and objectives; the significance of the research was explained and linked with the related areas of study. The main areas covered by literature review and the methods selected for the study were summarised. Finally, the dissertation format was shown.

# **Chapter 2**

## **Literature Review**

### **2.1 Chapter Overview**

This chapter reviews two fields of academic studies. Firstly, section 2.2 defines tourism and focuses on describing the nature of the tourism industry. It also has two subsections; 2.2.1 shows the distinctive characteristics of tourism, while 2.2.2 defines the two major types of tourist. Section 2.3 mentions the importance of the tourism industry to the world economy. Section 2.4 presents tourism in Southeast Asia, the economic importance of the industry and some background of the industry in the region. Section 2.5 is about understanding crisis and risk in tourism, and includes subsections 2.5.1, which explains the risk in tourism industry, and 2.5.2, which explains the crisis and risk management and strategy. Section 2.6 provides information about tourism before and after the tsunami in the affected region. This section is divided into subsections 2.6.1–2.6.4, which explain the impact of the tsunami on tourism in four countries, namely, Indonesia, Sri Lanka, India and the Maldives, respectively. The case of Thailand is demonstrated in section 2.7, wherein the contributions of tourism to the Thai economy, the background of the affected tourist destination as well as the damage caused by the tsunami disaster on the most popular tourist areas of the country are discussed. Marketing tourism studies and definition as well as its key factors are all included in section 2.8. Thanatourism, or dark tourism, is introduced in section 2.9. The marketing mix for tourism promotion and promotional evaluation of the tourism decision-making process are described in sections 2.10 and 2.11, respectively.

Secondly, this chapter shows the scope of the linguistic theoretical aspect, by which language is comparable to tourism advertising; the principles of language are examined via tourism advertising discourse analysis. Section 2.12 shows the discourse phenomenon, and the differences and similarities between written and spoken discourse are listed in subsection 2.12.1. Section 2.12.2 clarifies the nature of written discourse while discussing its traditions and formats. In section 2.12, the relationship between discourse and text is described. Section 2.14 introduces discourse analysis and presents its definition and approaches. Section 2.15 is about the linguistic approaches on discourse analysis. Section 2.16 is concerned with its theory and methods, and subsection 2.16.1 discusses the cohesion ties theory of discourse. The narrative nature of discourse has been described in section 2.17, and the sociolinguistic approach of discourse analysis is discussed in section 2.18. Section 2.19 examines discourse interaction and expectation. The next two sections are literature reviews about advertising as discourse and the language of tourism advertising, respectively. The final section 2.22 summarises the chapter.

## **2.2 Nature of Travel and Tourism**

The tourism industry has often been described as being multifaceted because it cuts across conventional sectors in the economy and requires input from various economic, social, cultural and environmental resources. However, the problem with describing tourism as an industry is that it does not have the typical function of production or an output that can be physically measured like manufacturing or retail does. There is no universally recognised structure for the travel sector, which is representative of the industry. This amorphous nature has been a serious problem for analysts of tourism because it is difficult to evaluate its impact on the economy in relation to the quantifiable sectors of the economy. The components of the tourism industry vary between countries, but there are critical subsectors that are clearly

identified as vital components of tourism activity. The accommodation sector is one, which comprises not only formal accommodations such as hotels and guest houses but also camping sites and bed and breakfast type arrangements. Other key sectors are airlines, shipping, rail and rental cars.

### **2.2.1 Tourism Characteristics**

According to Vellas and Becherel (1999), tourism products are distinctive in that they are not physical goods and therefore they cannot be seen, felt or sampled beforehand. Thus, it is imperative that the advertising of the product, e.g. a destination package, can both explain the product in detail and create desire among potential customers. It is undeniable that language plays a crucial role within the advertising process, and due to the perishable nature of the tourism industry, the message alone must be enough to convince potential customers to part with their money. It is only when we reflect on these verbal descriptions and their accompanying displays of glossy photographs and film footage that we begin to appreciate how this type of language differs from other forms of communication.

The travel and tourism industry has become a major contributor to the gross national product of many nations, with marketing tourist destinations and their products becoming a widely recognised practice for both public and private sector organisations. In addition, travel and tourism is a market that reflects the demand of a wide range of travel-related products. This market is of interest in most countries because of its size, growth and potential for further growth in the near future. Interest in travel and tourism has increased over the last five years as have global travel and tourism. Moreover, the tourism industry is now seen as a major contributor to the economic development of some countries. However, there is also a growing concern about the environmental impact of global travel and tourism because the use of

energy and water supplies contribute to global warming and environmental damage. This damage has great impact on the marine environments and ecosystems of the host communities that have been developed as major tourist destinations. Similar to any other markets, travel and tourism is subject to supply, e.g. tour operator, and demand, e.g. tourists. The demand or consumer part of the market can be categorised into the following submarkets:

1. International visitors who are residents of other countries and are travelling to a foreign country (inbound tourism).
  2. Residents of a country visiting other countries (outbound).
  3. Residents visiting destinations within their own country (domestic tourism)
- (Middleton 1994).

In order to understand the market scope of the tourism business, the visitors or the main customers of the industry are crucial to its target market. Middleton (1994) noted that visitors can be categorised into two main types, if 'visitor' describes all travellers who fall within agreed tourism traditions. The first type is a staying visitor, who can be described as a traveller who stays overnight at a destination. The second type is the same day visitor or excursionist who arrives and departs on the same day. Same day visitors are mostly people who leave and return home on the same day, but they may also be tourists who make a day visit to another destination from the place at which they are staying overnight. Although the description of the two types of visitors may seem quite straightforward, achieving precise statistical information on the number of each type of visitor at a destination is extremely complex in practice. Even though various international guidelines exist, there is no universal method of measurement used.

The terms 'travel and tourism' and 'tourism' are similar in their definitions as both terms refer to the same target market. However, the term 'travel and tourism' tends to be frequently used by managers who work within the industry because of its convenience and practicality. In contrast, the term 'tourism' is used to refer to the industry in marketing aspects. It has become necessary to outline the definitions of the term 'tourism' in order to enable an understanding of its nature. In an earlier work (1998) Middleton proposed that the nature of tourism can be encompassed by the three main elements of travel and tourism: (1) visitor activity is concerned only with aspects of life outside normal routines of work and social commitments and outside the locations of those routines; the activity necessitates travel and in nearly every case, some form of transport to the destination; and the destination is the focus for a range of activities, and a range of facilities are required to support those activities.

As mentioned above, tourism is one of the major industries in the world today. Over 400 million engage in tourism annually. Tourism refers to temporary short-term movements of people to destinations outside the places where they normally live and work (Medlik 2003). Hannam & Knox (2010) proposed that tourism normally involves three major sub-industries: tour operators and travel agencies, accommodation sectors and passenger transportations. The structure of the tourism industry is highly fragmented in terms of size, style, geographical location and the ownership pattern of the operating unit. The four main characteristics of tourism can be defined as follows:

- **Inflexibility of supply:** The number of bedrooms in a hotel or the size of a restaurant dining room cannot be adjusted to fluctuations in demand. They also cannot be stored in periods of off-peak demand.

- **Perishable services:** Any unoccupied bed in a hotel or seat on a plane represents a loss that affects the industry's profitability and ability to compete.
- **Fixed location:** Advertising and sales promotions strive to bring the customer to tourist destinations where the services can be consumed.
- **Relatively large financial investment:** The level of risk and return on tourist investments are of critical importance in tourism management.

Lockwood & Medlik (2001) stated that the difference between goods and services is that goods are products that can be perceived by touch, and services are products that cannot be perceived by touch. Some products are a mixture of both a good and a service, like a dinner in a restaurant. The meal is a tangible item, but the accompanying service is intangible. Other products fit more easily into one of the two categories. For instance, travel fits neatly into the service category. It is not possible to touch a holiday; we cannot pick it up and take it home for other people to admire, and no matter how much we may want to, we cannot keep a holiday. The only way to pass on the experience is with a spoken or written narrative such as feedback articles and ratings or word of mouth.

The differences between a goods-based industry and a services-based industry cannot be defined precisely, nor are the differences universally agreed upon by marketing experts and economists. However, in the marketing of any service, including travel, it is important to consider not only each element of the modern marketing system but also the special characteristics of the services.

### **2.2.2 Types of Tourism**

Visitors, who are the main target customers in the tourism industry, can be divided into different types. Similarly, the tourism industry can also be divided into two major groups: international and domestic tourism.

#### **2.2.2a International Tourism**

International tourism is when people travel to and stay in countries other than their country of residence. Globally, the numbers of international tourists and their expenditures have increased rapidly since the 1950s and continue to grow in the twenty-first century. Gee et al. (1999) predicted an annual growth rate of around four per cent per year over the period of 1992 to 2005. Same day visits between countries that share a land border, such as the Netherlands and Germany, or even same day visits across a channel, made possible by the speed and efficiency of cross-channel ferries and channel travel, as in the case of Great Britain and France or Belgium, are also seen as an important market sector.

#### **2.2.3b Domestic Tourism**

Middleton (2001) defines people who travel and stay overnight within the boundaries of their own country as domestic tourists. The estimated size of the market of domestic tourism varies among countries as many countries do not currently have adequate means of measuring the number of domestic tourists. It is these domestic same day visits that are the most difficult to quantify accurately. This difficulty is because of the frequency of day visits in nearly all developed countries. Results of traditional survey techniques often do not present a complete picture, as many people find it either hard or impossible to recall the number of day trips they have undertaken over a period of weeks or months.

Generally, there are three main elements that make up the market of travel and tourism. These are inbound international visits to another country, outbound visits made to foreign destinations and domestic visits, which include day trips. The overall market has increased rapidly in recent years and has been an expanding economy in many developed countries such as those in Europe. Although the exact figures are open to dispute, one point that cannot be argued is that travel and tourism is already the largest sector of international trade in developed countries, contributing to five to ten per cent of gross domestic product (GDP), a figure that is expected to increase in the years ahead.

### **2.3 The Important Role of Tourism**

As Julio & Butler stated, tourism has been one of the global economic success stories in the last 40 years. It is arguably the world's largest industry, one of the driving forces of economic development in industrialised, less developed and developing countries. This industry has contributed substantially to support economic growth, create skilled and semi-skilled jobs, receive greater export returns and boost foreign investments and currencies, economic wellbeing and social stability. It is associated with the world's other large industries such as transport, accommodation, catering, recreation and other tourist services. It has also stimulated the development of various allied infrastructures and facilities such as hotels, lodges, camps and airports. Therefore, this industry has helped to break the vicious cycle of poverty by enhancing human capital and creating new prospects for future generations. The consequent development of small- and medium-sized enterprises had created work for unskilled and skilled workers in both urban and rural areas.

Since the tourism and travel industry is a significant contributor to the economy of both industrialised and developing countries, any reduction in the level of activity in the industry is a cause for concern. The repercussions of this reduction would extend beyond activities directly associated with tourism, like airlines, hotels and catering, to sectors that supply intermediate or final goods that are purchased by the industry; this, all sectors of the economy will be affected to a greater or lesser extent. However, tourism demand is particularly sensitive to security and health concerns. The list of cases where tourism demand has taken a sudden and unexpected downturn is long. It includes the effects of incidents like the Gulf War in the Middle East, the Mediterranean and European countries; terrorist attacks at Luxor in Egypt in 1997; the Kosovo conflict in 1999; the foot and mouth disease outbreak in the UK in 2001; the September 11 terrorist attacks in the United States; and natural disasters like the tsunami in the Asia and Pacific region in 2005.

## **2.4 Tourism in Southeast Asia**

Travel and tourism is a global industry that is considered to be one of the fastest, if not the fastest-growing industry in the world today. Nowhere is this rapid expansion more apparent, in terms of tourism development and increasing visitor numbers, or more important, for sustaining both the economic growth of countries and peoples' livelihoods, than in Southeast Asia. In many third world countries, the tourism industry and its various subsidiaries are vital life lines to both local people and the country as a whole, and for countries with many popular tourist destinations, such as Thailand, India, Indonesia, Malaysia, Sri Lanka and the Maldives, this dependency on tourism is especially vital.

In fact, there has been a tourism boom in Southeast Asia since the 1990s. Among the members of the Association of Southeast Asian Nations (ASEAN); like Thailand, Philippines, Singapore and Indonesia, tourism has become one of the largest industries, and it has brought these countries a major source of income and foreign exchange. Hitchcock et al. (2009) stated that the factors underlying the phenomenal growth in tourism in Southeast Asia, as elsewhere in the developing world, could be linked related to the increasing ability of people to afford travel to this region as well as the steadily falling cost in real terms of travel to the region. Before the late 1960s, international tourism in the Far East was limited because of the cost of travel. Only a small number of people from wealthy industrialised countries in Western Europe, North America and Australia travelled to Southeast Asia.

As tourism has become the most prosperous industry in Southeast Asia, the region gets visitors from around the world, and tourism is the leading source of income in many countries in this region. The amazing growth of tourism in Southeast Asia has been linked to many possible factors and processes. First, the region allows people to relax and escape from the hustle and bustle of working life. The shift from travel for business to leisure in tourism took place gradually, and Southeast Asia has now undeniably become a famous destination to travel to for leisure. The key factors for its rise in popularity include the increased ability of people to afford travel to the region. According to Hitchcock et al. (2009), this may be due to the rising level of prosperity in the main areas and the falling cost of travel to the region. Cheap charter flights and package holidays are a perfect means of saving money for a number of tourists around the world. These facilities have also gradually created larger opportunities for mass travel and enabled the development of both the domestic and international tourism markets. This has led to phenomenal tourism growth in different areas around the world. The gradual improvements in the infrastructure increased the economic stability of Southeast

Asia, created new demands for the type of tourism experience available and allowed greater circulation of information about the region to potential tourists.

Lickorish and Jenkins (1997) state that developing countries account for most of the world's nations, except those in Europe, Australia and North America, and can therefore mostly be found in Africa, Asia, South and Central America, the Pacific and the Caribbean regions. However, that is not to say that all countries in these regions are underdeveloped. For example, Asian countries like South Korea, Taiwan and Singapore have some of the highest rates of economic growth in the world, while Japan is one of the world's richest nations. At the same time, Asian countries like India, Bangladesh and Nepal are extremely poor. The contrasting levels of development among the countries make the concept of 'developing countries' a varied subject. In the Far East, tourism is the main source of the country's income and it helps develop the economy. The biggest contributor to the economies of developing countries in the Far East is undeniably the tourism industry.

According to many authors throughout decade such as; Oppermann and Chon (1997), Teo et al. (2003) and Glasson et al. (2007)), tourism research related to developing countries mostly focuses on the sociocultural impacts of tourism in these countries. The studies are based on the interaction between the host, or local, people and the guests, or tourists, and the changes in the everyday quality of life of both these groups.

This limitation in research is also recognised by Cooper et al. (2008), who state that much of the literature on the sociocultural impact of tourism is biased, in that it focuses on the detrimental impact of tourism on the host population. Little attention has been paid to the fact that there can also be a sociocultural impact on the tourist population, either positive or

negative. As a result, although some researchers regard sociocultural change as one of the evils of tourism development, any form of economic development will, by definition, carry with it implications for the social structure and cultural aspects of the host population (Cooper et al. 2008). Crandall (1994) also presents a broad overview of the various negative and positive social impacts in a country with a developed tourism industry.

## **2.5 Understanding Crisis and Risk in Tourism**

The word 'crisis' has been defined by many crisis management authors. Glaesser (2003) noted in his book that crisis came from the Greek word *krisis*. The word itself originally means differentiation or decision; however, the definition of crisis can vary in different spheres and contexts. For example, it is often used in medical terminology to describe the break in a development that had been continuous thus far. However, in the tourism industry the word 'crisis' has a slightly different definition. The Pacific Asia Travel Association (PATA) defined a 'crisis' as any situation that has the potential to affect long-term confidence in an organisation or a product, or that may interfere with its ability to continue operating normally. Evidently, the linguistic use of the term 'crisis' has been increasing. The term may be accompanied by a scientific discussion regarding the phenomenon involved, but the word 'crisis' is now widely in different spheres to define a critical change in significant variables that endangers or destroys either parts of or an entire system.

It is very difficult to set up boundaries on the scope of a crisis. Any incident, issue or circumstance could transform into a crisis. Crisis management experts would recommend the fundamental method of managing the crisis by initially identifying the cause. Most of all, small episodes or minor incidents should be assumed to have the ability to escalate quickly and unexpectedly into a crisis, so they must be dealt with immediately. The likelihood of

risks is also significant and should not be neglected. There are a few critical issues indicating crisis possibilities, and one is related to the people involved in the situation. The issue can be further divided into different aspects. The first is the number of people involved in the situation, as the larger the number of people involved, the bigger is the crisis (Lepp et al. 2003). The second aspect is the age of the people involved in the situation. This factor could negatively affect how people perceive the information provided by the media. Another factor is the prominence of the people involved as media interest varies depending on this factor. The last factor is the level of media interest and access to the story, because the media could wrongly portray the scale of the situation to be worse than it actually is. For example, attention-grabbing headlines in the news can sometimes immediately create a negative impact. The purpose of headlines is to grab the reader/viewers' attention, but they can also attract interest to situations for the wrong reasons. The use of industry publications is worth highlighting because the coverage of a certain destination can be very influential. Additionally, if there was any recorded footage of an incident, it could be broadcasted around the globe within minutes and instantly create negativity and fear in the audience. Nevertheless, an incident of any level can escalate into a crisis, and the consequences can be devastating. The results are far more severe in tourist destinations where a crisis has escalated into a disaster. Zamecka and Buchanan (2000) describe disaster as a catastrophic event that severely disrupts the fabric of a community and requires the intervention of the various levels of government to return the community to normality.

### **2.5.1 Risk in the Tourism Industry**

Zamecka and Buchanan (2002) stated that risk can be measured by its consequences and likelihood of happening. Risk is the chance of something happening and the impact this occurrence will have on the objectives. The escalation of events can be outlined in three

stages. The first is the risk that an incident may occur. The second is the change from an event to a crisis. The last stage is the change from a crisis to a disaster.

The World Tourism Organisation (WTO) (2003) identified four areas as the sources of risk to the safety and security of tourists, host communities and tourism employees:

1. The human and institutional environment outside the tourism sector
2. The tourism sector and related commercial sectors
3. The individual traveller or personal risks
4. Physical or environmental risks such as natural, climatic and epidemic

(Wilks & Moore 2004)

Several other factors could be sources of risk in the tourism industry, since even the smallest indirect effects could have a major impact on the stability of the industry. For instance, the rise in petrol and transportation costs across the globe can threaten and substantially affect the competitiveness of long-haul tourism destinations specifically. The tourism industry is sensitive, and the impact of this business feature on the general public and individual consumers is extensive.

The events that can affect the tourism industry and its development are fundamentally of two types: natural and human-made events. PATA (2003) introduced an approach to identify the sources of risk from natural events, which have major impact on tourism businesses and destinations. Examples of natural events include avalanches, earthquakes, fires, floods, hurricanes, mudslides, medical epidemics and storms. Many of these often occur unexpectedly and usually cause large-scale damage and devastation. Moreover, they tend to escalate quickly from crisis to disaster. Man-made events include terrorism, civil war and

health issues. The effects of these events can sometimes do more harm to the image of a destination than to the infrastructure.

Another fundamental factor that affects tourism development can be divided into two parts. First, the environmental conditions have become more complex for tourism business and have an impact on increasing competition pressure within the industry. Second, the vast choices of transport facilities have decreased the duration of stay and affected customer decision making and booking behaviour.

Every continent on the globe has been affected by some catastrophic event. Effective, proactive plans are required globally to return the communities and the regions to normalcy. Different types of preventive and corrective plans have been designed and applied. Risk management is an approach that helps prevent crises or disasters. As the definition of risk has been illustrated earlier in this section, the definition of risk management is outlined here as follows: a systematic process of effective decision making and well-defined steps, which must be taken in sequence by contributing a greater insight into risks and their impacts. Moreover, the process of risk management should be designed effectively such that it is applicable in any circumstances, since the outcome is important. Opportunities must also be identified. However, not all unpleasant situations can always be avoided or prevented. As Mitroff (2003) argued, there is no such thing as a pre-formulated crisis plan or procedure that can be pulled off the shelf. Institutions, their circumstances and their problems, are far too varied and complex to use a single universal plan or procedure, especially for the most critical problems. Therefore, risk management must be effectively implemented in order to at least lessen the outcome of any sudden negative situations as quickly as possible.

### **2.5.2 Tourism Crisis and Risk Management**

A series of shocks and natural catastrophes have hit the global tourism industry in recent times. Both direct and indirect events have affected the number of visitors at the world's key tourist destinations and threatened the economic foundations of many countries and communities that are increasingly reliant on tourism for income. Governments, organisations, tourism industry representatives and even individual businesses are all engaged in the quest of strategic approaches to manage any possible risks of crisis and disaster. Reputation management has been introduced and emphasised in order to handle the unexpected situations that may occur and affect the wellbeing of the tourism economy. In times of crisis, for any important tourist destination, the first concern is always the visitors. Being in a total different surrounding from what they are used to at home, they are easily and quickly unsettled and become greatly reliant on their host communities. Adequate planning for unexpected situations or any crises can turn the table around from a human and economic disaster to a well-managed problem. The media plays a role in reporting updates and presenting ideas of situations when disasters strike. A destination will be judged according how it deals with and manages a crisis, and the pressure to speed up recovery, recreate normality, and provide for business continuity determined whether a destination maintains its image and reputation in the international marketplace. Visitors and residents alike need leadership and direction in times of crisis. They are not well served by alarmist reporting, which creates fear and confusion. Developing effective relationships with the media and sharing information in a transparent way are very critical issues.

From the events of crisis and disaster in the past several years in many areas around the world such as the Pacific and Southeast Asia, there have been many studies on and implementation strategies for how to manage and recover from crises. Three key issues have been learned

from studying previous events. These points have been described as the nature of risk and crisis management, and they detail how it can be implemented.

First, crises are either caused by terrorism or natural events. The strategies for managing and recovering from both are very similar. Tourism professionals need to be prepared and react quickly to unexpected circumstances. They also need to have well-prepared, fast and effective plans in place so that the normality of the affected area can be recovered within a short time. Therefore, the damage can be lessened and the reputation of the affected region can be recovered immediately. The contribution of publication has been considered as one of the most important tools to create the global understanding to make sure that every potential visitor around the world are well informed. In the case of the Asia Pacific Economic Cooperation (APEC) has recently employed this strategy by bringing together the public relations and tourism marketing experts from throughout the area to manage the recent crises within the region for any unexpected catastrophic events.

Second, as the financial contribution of the tourism industry to the world economy is exceptional, the awareness of the need to nurture and protect the tourism industry has been introduced in many recent publications and works. It cannot be denied that the tourism industry has encouraged foreign investment and facilitated trade opportunities. Nowadays, the importance and the vulnerability of the industry have begun to be recognised by the public and government officials. If anything were to happen with the tourism industry, many people would be severely affected, so

Thirdly, even though crisis devastates lives, it also has a spiritual ability to bring people together to collaborate and perform the rescue acts to help each other rise from a horrifying

incident. This is something that is often missing in normal times. That is why many related global organisations within the industry have gotten together to discuss and produce many valid implementations of strategies to help minimise the impact of the next unexpected crisis and shorten the recovery time.

In conclusion, tourism plays a very significant part in world’s economic wellbeing. It is a valuable industry, which is worth protecting. In addition, tourism creates and generates income, sustains jobs, encourages investments and creates opportunities worldwide

**2.6 Tourism in the Tsunami Affected Region**

For decades now, Asia has become a massively popular continent as a tourist destination. There are countless countries in the region that are known for their stunning environments and landscapes as well as their exquisite cultural charms. The region has a variety of travel experiences to offer to its visitors. Many regions in Asia rely on tourism income for economic growth. South Asia and Southeast Asia are the most famous tourist destinations, with the spectacular coasts of the Indian Ocean, warm hospitality and relaxing atmospheres.

When the tsunami disaster caused by the earthquake off the coast of Sumatra hit the region on Boxing Day in 2004, the devastation to its tourism was significant. The catastrophe hit five countries in the South and Southeast Asia regions, with the worst damage being to their tourism industry. The five most affected countries were Indonesia, Sri Lanka, India, Thailand and the Maldives. The table below shows the contribution of the tourism industry in each of these five countries.

<b>Countries</b>	<b>Tourism as % of GDP</b>	<b>% Population Employed in Tourism</b>	<b>Travel and Tourism Jobs (000)</b>
Indonesia	10.3%	8.5%	8,520
Sri Lanka	10.8%	8.8%	720
India	4.9%	5.6%	24,457
Thailand	12.2%	8.9%	3,051
Maldives	74.1%	64.4%	70

**Table 2.1** Source: Tsunami Wave-an Economic Tourist Disaster-Saturday, 8 January 2005 at 4 Hoteliers

Since the tourism industry plays a significant economic role in these countries, recovery plans were immediately implemented after the disaster. However, many tourists were frightened by the incident because over 7,000 victims are believed to be European tourists.

This region has suffered a number of crises that affected the wellbeing of its tourism industry, such as terrorist bombings in Bali, Indonesia, the Iraq invasion and the health threats created by severe acute respiratory syndrome (SARS). Just as these countries were recovering from the affects of the abovementioned calamities, the sudden tsunami disaster brought a larger-scale threat to the region. According to the escalation events measurement, the case of a tsunami meets almost all the criteria for a crisis to become a catastrophic disaster for tourist destinations. First, the media attention worldwide was mainly focused on the international tourists in the affected countries. Further, the scope of the media's attention was even larger than normal since tourists had come from all around the world and because there were several prominent people involved.

### **2.6.1 Impact of Tsunami on Tourism in Indonesia**

Indonesia was the country most devastated by the tsunami because it is situated nearest to the earthquake's epicentre. However, the affected areas were not popular tourist hot spots, most of its land was undamaged by the disaster and the tsunami victims were more locals than tourists. However, the number of tourists dropped by sixteen per cent a month after the disaster. Indonesia depends on tourism income to bring in about five billion USD per year (<http://www.forbes.com>). Even though Bali, the country's most popular tourist destination, was not severely damaged by the tsunami, it has been indirectly having an impact on its economic wellbeing instead.

### **2.6.2 Tsunami Impact on Sri Lanka Tourism**

In Sri Lanka, the tsunami struck hardest in the southern region, and most of the victims were indigenous workers. According to the Sri Lanka Tourism Promotion Bureau, tourism is country's fourth biggest industry, which has over 700,000 people employed, and the country depends on the tourism industry. After the tsunami, the Tourism Ministry began a new massive marketing campaign to entice visitors back to the country. Although eighty per cent of the hotels across the country have not been damaged by the disaster, they only have an average of twenty per cent capacity, so they are still directly affected because there is an impact on visitor numbers (Devries 2005).

### **2.6.3 Tsunami Impact on India Tourism**

Tourism in India was not greatly affected by the tsunami disaster as compared to Indonesia or Sri Lanka. This is because the tourist areas of the country are mostly along the Arabian Sea. Devries (2005) added that the Bay of Bengal is involved with local fisheries and is not situated near popular tourist destinations of the country. India's west coast has the country's tourist areas such as Goa, which is especially popular and has been heavily advertised to British tourists, and the south coast of the country has also introduced new tourist destinations.

The east coast, which had one of the country's largest commercial destinations, experienced the most destruction from the tsunami. Approximately 650,000 people were displaced. The islands located on the tip of India, situated near Sri Lanka and also close to the epicentre, also experienced considerable devastation from the tsunami. One island, measuring 100 square kilometres of Indira Point, which is located on India's southern-most tip, has been totally reclaimed by the ocean. The island was an up and coming tourist resort with its sights set on becoming the next Maldives. As a result of the tsunami, the marine life and coral formations, as well as the hotels and environmental surroundings, in the area have been damaged and will need some time to recover

### **2.6.4 Tsunami Impact on Maldives**

Tourism is the largest economic industry for the Maldives as well. The tourism industry plays a crucial role in earning foreign exchange revenue and generating income and employments for the indigenous people. The archipelago of the Maldives is known for its source of exceptional tropical islands of beauty. Many tourists worldwide come to the destination for the ideal holiday getaway. The tourism industry in the Maldives was launched in the 1960s

despite many criticisms that the country's geography was not suitable for a tourism destination because of the geological uncertainty of the islands, as they could possibly subside into the ocean. Against the odds, the Maldives have been attracting a number of tourists to visit the country over the past few decades. The amount of visitors has risen continuously, with nearly half a million tourists visiting the Maldives each year.

There were approximately 100 casualties from the tsunami. Although the number of casualties from the tsunami disaster in the Maldives is comparatively smaller compared to the rest of the countries, it is still considered one of the most affected countries because of the great devastation to the tourism industries. Nineteen of eighty-seven resorts on the islands were destroyed beyond repair and had to be closed down, while fourteen others suffered only partial destruction. In fact, the tourist economy of the country undeniably relies on the coastlines and does not have any other alternative attractions to offer to visitors. Therefore, the economic damage of the country is far greater than the other countries despite the low mortality rate. According to tsunami summaries in the Asian Development Bank (ADB), the Maldives lost the equivalent of sixty-two per cent GDP. Moreover, the country is now facing a slow recovery process compared to the rest of affected countries around the region.

## **2.7 Tourism in the Most Affected Areas of Thailand**

Tourism industry has always been a main contributor to Thai economy. According to the Thailand Outlook in 2005, almost six per cent of GDP in 2002 was contributed by the tourism industry only. In addition, this industry employed 3.9 million workers or 8.3 per cent of the work force within Thailand alone. Of the most popular and world-renowned tourist destinations in Thailand, Phuket and Krabi among other famous islands and attractions are in the southern part of the country. Phuket, located approximately 862 kilometres south of

Bangkok, is Thailand's largest island, which is often dubbed as the pearl of the Andaman, or the pearl of the south. Its natural resources of a rocky peninsula, limestone cliffs, white powdery beaches, tranquil broad bays and tropical inland forests contribute to making it the southern Thailand's wealthiest, busiest, most visited and most popular island and province ([www.Tourismofthailand.org](http://www.Tourismofthailand.org)). The economy of Phuket is vital to the national income as the hotel and restaurant sectors alone account for 3.8 per cent of Thailand's GDP. Therefore, Phuket has become the province that accounts for the highest gross provincial tourism products compared to any other province in southern Thailand. It is also the most tourist-dependent Thai province as well as the second region to Bangkok, where it significantly contributes most to Thai tourism economy (Kontogeorgopoulos 1998). Another famous tourist destination of southern Thailand is Khoa Lak Beach in the Phang Nga province. There have been many levels of tourism development in this area in order to emulate Phuket. The destination is renowned for unspoiled beaches and spectacular underwater scenery with the stunning attractions such as beautiful coastal park full of birds and scenic waterfalls.

Unfortunately, the tsunami disaster on Boxing Day 2004, which arose from the earthquake that occurred off the coast of Sumatra, hit at the peak of tourist season and caused a major impact on the economy of Thai tourism. The tsunami of 26 December 2004 was believed to be one of the largest catastrophes to have a serious impact on the tourism industry. It caused an unimaginable trail of destruction leading to an enormous loss of life and damage to property that left around 300,000 either dead or missing, and affected a further 1.2 million people with the impact reaching as far as Kenya. Thailand is one of the eight Asia Pacific countries that were most affected by this catastrophe, with the majorly affected areas being in the most popular tourist destination of southern Thailand. Among the islands that were adversely affected are Phi Phi, Lanta, Ya and Panyi. Most of the casualties and injuries were

concentrated in two areas of Khoa Lak and a group of islands in Krabi not far from Phuket. These are direct results of their geographic locations and undersea contours as well as the tourism sector.

In many countries around the world, natural disasters are a common fact of life and more often than not, the higher percentage of these occur in the poorer nations of the world, and as such these countries may frequently request international assistance.

In Thailand, the tsunami hit six provinces on the Andaman coast in the southern region such as Phangnga, Krabi, Phuket, Ranong, Trang and Satun. The Thai government reported an official statistics death toll of 5,395, with 8,457 people injured and 2,932 listed as missing in these provinces. It should be noted that numerous as yet still missing victims may not have been taken into account. Phangnga was the most severely damaged province with 4,224 people dead; 5,597 people were injured, and 1,773 people are still missing (Ichinosawa 2006), and it seems that the recovery of the tourism infrastructure will take quite some time.

Phuket is the largest island of Thailand, covering 543 square kilometres (TAT 2005). It is widely known as one of the best world-class tropical beaches, crystal clear blue sea, and mountain greenery. It provides tourists with a variety of international standard accommodations with different price ranges. As a result, the number of tourist arrivals to Phuket decreased by 50.4 per cent from 1,200,522 in 2004 to 594,825 in 2005 (Tourism Authority of Thailand 2005a). Nonetheless, Phuket recovered very fast. Within six months after the disaster, almost all hotels were ready to accommodate tourists. The attractions and infrastructure were once again fully prepared to facilitate tourist arrivals. Further, intense marketing promotions persuading tourists to help the local people, offering good value for

money package tours and an opportunity to experience the changes that the tsunami had created in the natural surroundings motivated tourists to come to the destination. According to the information from the Tourism Authority of Thailand, Thailand contributed the largest total number of tourist arrivals in Phuket in 2006, with 1,616,545 Thai tourists out of 4,499,324 total tourists (Tourism Authority of Thailand). This number has shown that the tourism of Thailand within the affected areas like Phuket is getting back on track with the rise of inbound tourism.

Although the impact on tourism in Thailand generally may not be large because there are other unaffected areas within the country, like the resorts and islands off the Gulf of Thailand coasts and mountain trekking in the northern part of the country, that could still attract tourists to Thailand. With the help of effective tourist promotion campaigns, the effect on Phuket tourism could possibly be mitigated. This shows the importance of the role of promotion and advertising campaigns that have major impact on getting the destination back to normal and improve the tourism industry within the six southern Thai provinces. However, the number of tourists visiting the affected provinces overall decreased by at least 1.2 million tourists compared with the estimated number of visitors before the tsunami (Israngkiura 2005). Many marketing strategies and crisis managements policies have been investigated and applied in order to create a positive image and optimistic marketing approach to attract tourists back to the affected areas. The immediate key objectives of Tourism Authority of Thailand for reacting towards the post-tsunami strategy include focusing on the new markets of China and Russia, promoting new products like medical tourism and spa holidays and developing new tourism attractions of Tsunami Trail Tours. The Miss Universe pageant was hastily organised in Bangkok and Phuket in May 2005. Only those first-time visitors and bargain hunters were enjoying the excellent value vacations. Tourism experts were confident that the travel would

recover from the tsunami impact faster than the SARS episode since these areas are now used to 'constant shock syndrome'. In short, it remained to be seen how Thai tourism would regain its prominent popular beach and sandal destination status again.

The sensitivity character of tourism industry has been describing for decades. It is the outstanding feature of the industry that cannot be overlooked. Ritcher (1984) firstly introduced the phrase about the sensitive nature of tourism that '*tourism is like fire. It can cook your food or burn your house down*'. Needless to say, this catastrophe had also caused equally devastating economic impact upon the affected areas of the countries mentioned above. Aside from natural disasters, there is also a history of events that have had an impact on the tourism industry of Southeast Asia, like the economic crisis in Thailand that caused the currency to drop by more than twenty per cent a month and had an effect on many of the surrounding countries. As a result, there was a noticeable drop in tourist numbers visiting Thailand. Another event was the bird flu scare that hit the region several years back. However, no event had anywhere near the impact on either the country or the tourism industry of that country as the 2004 tsunami. Before these events it was believed that Asia was one of the most active tourism areas in the world. The hospitality industry in this region had been growing significantly. As the matter of fact, it was even predicted by the WTO that the number of tourist arrivals in Southeast Asia would increase by 50 per cent by 2010. Considering these facts it becomes clear that apart from the obvious physical clean up and recovery operation, there would also have to be an extensive effort to rebuild not only the tourism infrastructure, but also to make sure that the tourists kept coming. One way of doing this is by advertising campaigns and one of the most vital methods in order to create a successful advertisement or sales promotion is the use of language within these campaigns.

## **2.8 Marketing Tourism**

Tourism marketing has been defined by many authors, with the recent inclusion of a societal and environmental aspect that has been introduced to the definition. Godfrey (2000) suggested that tourism marketing needs to absorb underlying social and environmental considerations at a faster pace than hitherto. The traditional emphasis placed on satisfying the consumer is giving way to a revised principle that states that consumer satisfaction can only be achieved within a framework of societal and environment responsibilities. Lumsdon (1997) and Badan (2007) similarly explained tourism marketing as the managerial process of anticipating and satisfying existing and potential visitor wants more effectively than competitive suppliers or destinations, the management of exchange is driven by profit, community gain, or both, either way long-term success depends on an interaction between customer and supplier needs as well as core consumer satisfaction. They can no longer be regarded as mutually exclusive. Additionally, Seaton and Bannett (1996) proposed five critical features of tourism marketing as follows:

1. A philosophy of consumer orientation
2. Analytical procedures and concepts
3. Data-gathering techniques
4. Organisational structure
5. Strategic decision areas and planning function

There are certain key factors that distinguish tourism marketing from the other forms of marketing. It is said that tourism marketing must present an overall vision of the complete tourism product including peripheral services from other sectors. There is no doubt that within the tourism industry, marketers have to take into account the characteristics of services and their implications. Pender (1999) mentioned that tourism products are considered as high-risk

products, as they cannot be seen or tested in advance. This is why the implications of marketing approaches play a critical role in the tourism industry in order to reduce such risks. Vellas and Becherel (1999) noted that the tourism products are distinctive. It is established with some specificity features:

- **Intangibility:** Tourism products are not physical goods, so they cannot be checked by the customer before purchase.
- **Perishability:** Tourism products such as hotels, package tours or airplane seats cannot be stored for future use.
- **Inelasticity of supply:** Tourism does not adapt well to changes in short- or long-term demand.
- **Elasticity of demand for tourism products:** Demand in tourism reacts quickly to various events, e.g. terrorism or war.
- **Complementarity:** Tourism products are composed of several interacting subproducts; they are not a single service.
- **Inseparability:** The production and consumption take place simultaneously in the tourism industry, as the tourists consume the service while it is being performed.
- **Heterogeneity:** Tourism products are heterogeneous because it is virtually impossible to produce two identical tourism services.
- **High fixed cost:** The basic elements of tourism products such as transport and accommodation require an initial investment.
- **Labour Intensity:** Tourism is a people industry, and the quality of the service is important for the travel experience. The products must be performed with a high ratio of staff to clients.

It has been noted by several authors like Buhalis et al. (2006), Burns (2008) and Kotler (2010) that there is a lack of detailed work related to strategies involved in travel and tourism and to distribution processes, which often needs greater, more figurative analysis of the underlying contextual factors. The idea has been argued by other authors that the marketing concept is based on a long-term commitment to traveller's satisfaction, and for more strategic approach to marketing rather than having a reliance on marketing communication and other operational measure. However, Kotler et al. (2006) confirmed that winning companies are those that meet customer needs economically and conveniently and with effective communication. Moreover, Middleton (2001) has pointed to seasonality as an important reason for marketing in travel and tourism. When the market for tourism is increasing in demand, an appropriate application of marketing strategies and techniques becomes increasingly crucial in order to satisfy the consumer needs and raise expectations in the competitive market. The higher the number of people travelling, the more are the developments that extend on the supply side of the destinations, such as hotels, resorts and tourist attractions. This means that the tourism industry is growing larger as an investment, which involves risk in meeting standard of customer needs. Therefore, the needs for marketing in contemporary travel and tourism are very important indeed.

## **2.9 Marketing Crisis into Thanatourism**

Dark tourism, or thanatourism, has become the new trend in the world of tourism. It is a type of tourism that markets and promotes the places involved in horror or disaster. Many have commented on this continuing growth of this type of tourism, some even called it special interest tourism. This approach is to turn a crisis into opportunity. Many marketing strategies and policies have been invented, and in this case, the tourism markets have expanded into many diverse niches away from more standardised products for homogeneous consumers.

Normally, tourism as an industry involves indulgence in pleasure and leisure or even fun and relaxation. Dark tourism is different from other types of pleasure travel because of the negativity associated with death. It is associated with disasters and is often associated with victims and distress. However, thanatourism could have either direct or indirect impact to engage with the visitors.

One effective marketing instrument from the thanatourism destinations is to evoke the human emotion by recalling the memory of those certain destinations and what happened there. According to Seaton and Lennon (2004), thanatourism motivation is linked to *schadenfreude* and *thanatopsis*. Schadenfreude refers to an aspect of ulterior fascination with representations of violence and death and misfortunes of others, whereas thanatopsis is contemplation on death, such as through visits to disaster sites (Seaton 1996). The major motivations for thanatourism are to witness enactments of death or to visit internment sites and memorials, to view memorial evidence or symbolic representations of death like museums and exhibitions for re-enactments or stimulations of death (Lennon & Foley, 2000), to go on pilgrimage or as part of an itinerary or to have emotional involvement with the place (Poria et al. 2006). Further, Lennon (2004) added that thanatourism is not a primary motivation for travel or a major activity at a destination, but is part of a vacation or business trip and is to satisfy human curiosity.

Curiosity is an important motivation for thanatourism. According to Crompton (2002), curiosity is a synonym of novelty, and a search for new experience, which results from actually seeing something rather than simply vicariously knowing about it. Strange and Kempa (2003) also suggested curiosity about the hidden features of punishment and extraordinary disasters pushes people to travel and pulls the curious from around the world to

dark sites. Moreover, the media stimulates curiosity for thanatourism (Seaton and Lennon 2004). Ashworth and Hartman (2005) also pointed out those unusual natural phenomena, such as hurricanes, floods and tsunamis pull tourists to experience the unusual event and satisfy human curiosity because people are born with a sense of curiosity to explore the world around them.

## **2.9 Marketing Mix Strategy in Tourism**

Marketing mix has been described by Kotler et al. (2002) as a set of controllable tactical marketing tools that the firm blends to produce the response to the target market. The marketing mix is based upon the elements of Kotler's classic strategy of the four P's: product, price, place and promotion. Product is known as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organisations, and ideas. Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service. Place or distribution is all the companies' activities that make the product or service available to target consumer. Promotion is the activities that communicate the product or service and its merits to target customers and persuade them to buy. Each of four elements is made up of a mix of variables that need to be optimised in order to create a successful marketing mix.

EXCLUDED  
UNDER  
INSTRUCTION  
FROM  
UNIVERSITY

**Figure 1: Seller's View of the Marketing Mix** (Source: Kotler et al. 2002)

The figure above represents the elements of the marketing mix from the seller's view of the marketing tools available for influencing buyers. In addition, Kotler also introduced the customer's four C's, which are strategies developed by Robert Lauterborn (2006).

The suggested four C's are transformed by the main four elements in marketing as follows:

1. **Product** becomes **Customer needs and wants**
2. **Price** becomes **Cost to the user**

### **3. Place becomes Convenience**

### **4. Promotion becomes Communication**

From a tourism aspect, Briggs (2001) stated that in the tourism industry the product is often a complex mix of different services and products, which it might be better to refer to as being an experience. However, in practice, there are key differences between marketing mix and tourism and the traditional marketing mix for products, and these differences stem from the fact that successful tourism marketing operations must combine the selection of destinations with the accessibility and delivery of the destination chosen (MaCabe, 2009).

Tourism development, promotion and growth in any one country or destination relies on many and varied factors. First of all, the main factors consist of a good infrastructure and the extensiveness and diversity of the tourism product. Secondly, an effective and adaptable marketing and promotion strategy are crucially involved. Good management as well as good information systems are also vital. Lastly competitive prices, a safe environment and magnificent service cannot be left out. In many countries, these factors have been adopted as the key concept to the success of their tourism industry development. Wilks and Moore (2004) stated in their tourism risk management journal that this approach is not only widely implemented for just the theoretical conceptualisation but actually has been operating for tourism development and promotion schemes in various tourist destinations worldwide. This approach involves the nature of tourism, which is an unusual product and must be treated in a specific way. Tourism integrates all life activities of a nation and is interministerial and multidisciplinary in nature, and it should therefore be integrated into policies and be given national priority status. It is undeniable that tourism is basically a service- and people-oriented industry whose success depends on the democratic involvement of all. Especially in

all developing countries, tourism development and promotion seem to be working best when there are collaborations between governments, the private sector and the community, wherein all stakeholders are involved in a partnership for mobilisation and joint application of resources to make tourism policy successful.

## **2.10 The Marketing Mix for Tourism Promotion**

Promotion has often been mistakenly referred to as marketing. Even though it is often more visible and likely to attract more attention than other marketing mix elements, it is only a subsection of the overall constituents of marketing. When referring to the promotional and communications mix, it is best to note that the term promotional mix is used to refer to external promotional activity, and the term communications mix is used to encompass an organisations external and internal promotional activity. External marketing communications are often described as being the promotional interface between the company and its suppliers, retailers, stakeholders and customers. This is a two-way process involving the flow of messages between customers and mediators as well as with the company itself. This is not simply formalised communication, because it can be transferred with the word of mouth, and as such can be a complex process. McCabe (2009) stated that marketing communications that take place within an organisation should also be included as this forms part of the internal marketing process, which is one that companies are coming to recognise as allowing them to gain a competitive edge.

The message is prepared for the prospective audience or market by a process known as encoding. This involves the use of a combination of visual and textual representations and references that presents a selective set of positive intangibles about the product in question, in this case travel packages. This message is then transmitted by a suitable medium such as

travel brochures or radio and television advertising, which are then seen and heard by the receiver or the potential consumers.

At this stage of the process, the main concern for the marketer is that the message is not distorted by what is referred to as noise when it comes to decoding. For example, a television advertisement promoting Thailand during a news broadcast referring to the tsunami disaster in Thailand would fail to convey a convincing message to the target audience. Ideally, the potential holiday maker will see the positive images of a pictorial paradise with its sandy beaches and friendly people, and be persuaded to make an inquiry about the destination.

The communications mix is also vital in terms of its relationship to the establishment and development of brands. Lumsdon (1997) introduced branding offers as a tried and tested route to securing repeat purchases through some degree of brand security. It allows the services of one supplier from another to be recognised by the use of name, logo, and from the customers perspective, reputation.

The objectives, strategy and nature of any communications campaign depend upon a number of various factors. All the communication strategies must not only take account of the service offerings or brands, but also determine the best way to promote those brands to the appropriate market sectors. This involves an examination of all the different range of brands, and sees how they are placed in relation to the demands of other segments of the market. The aim of this examination is to evaluate the best way to distinguish their products in term of benefits and possible features from their close competitors. A certain degree of pre-consumption priming is also required to be taken into account of planning the direction of any strategies. For example, if there is any new tourism service on offer, it needs to be explained to the visitors so they know how to obtain the most enjoyment out of their trip.

Given the significant impact of the word of mouth, it is necessary to assess the post-consumption evaluation in order to gain the feedbacks from the customer to improve the better of the service quality as well as to ensure the positive experience sharing to the future customers.

## **2.11 Promotional Evaluation on the Tourism Decision-making Process**

The travel decision model is based upon motivational levels, needs and desires of the individual as well as tourists expectations when facing a travel decision. According to the level of travel desire, tourists would be more or less receptive to travel stimuli such as advertising and promotion, travel reports and brochures. The decision process will be shaped according to social and personal determinants of travel behaviour including personality, socioeconomic status, attitudes, values and reference groups. Moreover, the travel assessment of different alternatives includes the analysis of various factors such as cost and value relations, attractions, amenities, travel opportunity and arrangements. Other external variables are the confidence in travel agencies whether they are trustworthy or the overall image of the alternative destinations and services. In addition, the tourist's previous travel experience, and travel constraints (time, cost, etc.) are equally important determinants in the travel decision model (Swarbrooke & Horner 2001).

Rittichanuwat (2008) suggested that another factor of tourist decision making could be related to culture. The previous cross-cultural studies have found that people from different cultures have different push and pull travel motivations that result in distinct tourist behaviour. Further, other authors like Pizam and Sussman (1995) and Dann et al. (1993) claimed that nationality should not be the only variable in predicting variation in tourist

behaviour, but that lifestyle, demographics and motivation all influence tourist behaviour, and that a variety of motivational factors must be taken in consideration.

Push and pull travel motivations play an important role for individuals in determining when and where to travel. Push factors are more likely to be an internal drive that motivates people to make a trip to places. There are general and non-destination-specific attributes. Moreover, push factors are not only responsible for establishing a desire to travel, but also determine when and where to travel as well. Pearce and Lee (2005) noted that escapism, relaxation, relation enhancement and self-development are other push motivations that do not change during travel career patterns.

In contrast, pull factors refer to the attractiveness and specific features of the destination perceived by potential tourists that would attract people to travel to a specific place once the decision to travel has been made. For example, some specific attributes of a tropical beach destination are warm tropical weather, crystal clear sea, relaxing atmosphere and a friendly hospitality of the local people. Klenosky (2002) noted that a single pull factor of a particular destination can be driven by multiple push motivational forces. However, tourists with different demographic profiles have different push and pull travel motivations in visiting a particular destination.

## **2.12 Discourse Phenomenon**

Language has been seen as one of the most elaborate semiotic systems that have been designed for use among human communities in order to develop the social needs for communication. When we take a proper look at the language functions and how they operate, you would see that linguistically the communication cannot be achieved by just one

individual unit of language features such as sounds, words or even sentences. Communication through language can only be completed with the combined usage of all the above language units. In other words, the constitution of these language units produces another distinct unit of language called expression. Discourse is actually being engaged in numerous roles in everyone's life on a daily basis, whether it is in the written forms of writing an essay for coursework or reading newspapers, or the spoken forms of speaking on the phone or having a conversation with friends. Language and discourse have been actively used among us. As the language user, we are automatically engaged either in the role of speaker or listener, and as writer and reader at some points. It is essential to study the aspects of language in order to produce and interpret the discourse. An everyday human act that involves language necessarily makes use of texts in context, and using language is the process of discourse engagement. The use of language is common on a daily basis; therefore, it is basically a pervasive phenomenon of everyday life. It deserves to be a systematic study on just that basis alone.

The phenomenon of discourse is considered a new linguistic area of study. Van Dijk is one of the linguists, who primarily introduced the perspectives of humanities and social sciences to be applied in the investigation of discourse dimension in language use and communication. He gradually discovered the cross-discipline nature of discourse analysis. From then on, the scope of the analysis of discourse has been broadened and discourse has become the subject of various domains of study such as anthropology, history, sociology and semiotics. It is undeniable to say that the discourse cooperates with numerous aspects and approaches from various areas of other authorities. The scope has been covered and appeared in many evidences because of its wide use of the term, which mainly related to texts. Discourse can otherwise be seen as a strategy within language mechanisms focusing mainly on the contexts

of text. It is not an idea, thought or plan, it is concerned more on what has been said and done within the pieces of texts.

### **2.12.1 The Written Versus the Spoken Discourse**

Discourse has only been introduced in linguistic study in the past several years. It is important to understand its notion. The most well-known forms of discourse are divided in two different: spoken and written. From the clear point of view, the spoken and the written texts are evidently different forms of language productions. The spoken language has been studied by many modern linguists. The explanation of this matter is that the sheer quantity or bulk of words, sentences and utterances that is spoken is enormously greater than the quantity that is written. The spoken discourse has been studied in the form of speech and conversational discourse. The written form of discourse, especially in our community, can be found everywhere in our daily life. However, it was not quantity within the discourse alone that directed the work of the linguists, but most of their works basically are an attempt to describe the language. The attempt has been to establish patterns in the use of words and grammar, which express the variations of meanings and exceptions.

The differences between the spoken and the written discourse are firstly, the phonology of language, which is clearly of much less relevance in the written than the spoken language. Secondly, a lexicon is the total number of words of the language, and there are many words that are seldom spoken at all, but which occur regularly enough in written texts. Firth (2001) added that the study of spoken language within conversation leads to a better understanding of what language is and how it works. The study of language is a subject that has been undertaken not only by linguists but also sociologists, anthropologists and philosophers. Most linguists would suggest that there are at least three levels to describe human communication,

meaning, form and substance. In contrast, these features can also be called discourse, lexical grammar and phonology.

Then in the grammatical aspect, it is quite common for native speakers to forget the rules of the language. The big transition of the language study in the past years is to focus on the investigation of the nature of written discourse as well as the realisation of the differences between the spoken and the written discourse. The interaction perspective of written texts has been considered more complex. It has been a fascinating issue among many modern linguists, who have been studying the relationship between the writer and the reader as the way to examine how humans use language to communicate, and how the language itself is formed to use as communication tool.

The writing form of language has also been divided into systematic recipes for the organisation and development sources of human knowledge. For instance, the spoken language has been used in daily life as a communicative process, which is a transmission of information. Then, the recipients write down the message and messages in the form of classification lists in order to keep the information for the usage of future references. Moreover, in many cases people write things down not just so they do not forget the certain information they want to remember, but to allow themselves enough time and ideas to produce the better speech. For example, the written texts have been produced for the presentation speech or even newsreaders make speech from reading the pre-written texts in the papers. Despite the crucial relationship between the written and the spoken language, the major differences between them is the fact that the spoken discourse has significant transitory and the written texts has been designed to be permanent (Coulthard 2001).

### **2.12.2 The Nature of Written Discourse**

Written text takes the form of a printed record. The study of literature has been presented in various editions, papers and columns. According to Fairclough (2003) writing is a special, careful, elaborate, pruned and tidy form of language. In most cases, people do not always speak as they write. Hoey (2001) suggested that written discourse has different functions. Firstly, is the storage ability that allows communication over time and space. Secondly, it provides the language to shift from the oral to the visual domain, which permits words and sentences to be examined out of their original context. Many linguists supported his claim and pointed out the crucial manner of written text is that writing allows writers to reflect upon their thoughts and creativity to develop into cognitive structures. This manner cannot be implied with non-literate works. The distinctive quality of the written discourse has met the aim of this research, and it has been chosen to focus on as the analysis of written form of discourse in order to investigate the communication process between the form of written texts and readers.

Sentences are the major component of written language. However, sometimes the written discourse must be designed to convey the message to the reader in the form of an utterance. As the nature of the written discourse has been characterised in sentences, and utterance has been considered to be the nature of the spoken language. In order to understand the behaviour of the written text, the analysis of the syntactic structure must be essentially studied as well as other aspects of writing. This is because the syntax is more complicated and structured in writing than it is in speech. It is not always necessary to finish speaking a whole sentence for the listeners to understand what is being said. Sinclair et al. (2004) stated that the syntax in speech is usually contained with sequences of phrases and incomplete sentences. In contrast, the context of the written syntax must be read and observed in order to understand the message that is being conveyed from the writers to the readers. Coulthard

(2002) pointed out that in written texts it is obvious to have an extensive set of metalingual markers such as the words *when* and *while*, or logical connectors like the words *however*, *moreover* and *besides*. These markers exist to join clauses, and they organise the sentences.

In conclusion, the written discourse could be variable and to study any varieties of the written texts should not be seen as an attempt to isolate one particular type of language. In fact, it is better to conduct it as an investigation of how it is related to speech, and most important of all how it achieves its effect.

### **2.13 The Relationship between Discourse and Text**

The form of writing can convey the exact message to the readers that writers wish to express. It allows time for the creativity to be applied into the number of written sentences. If the writers choose to read the text to listeners, then the same message can be delivered in a completely different manner. The delivery of messages can be affected in a number of ways such as the number of sentences can be altered, but this may alter the meaning of the texts being spoken as well. The largest changes to the message can be achieved through the tones used by the speaker, usually in combination with facial expressions. The combination of speech and method of delivery in conjunction with the manner in which the speech has been heard allow the message to be delivered completely. However, the reader of a text does not have this luxury. In view of the above, therefore, text can only be described as something to be received by only one of our senses, whereas discourse must be defined by the fact that it requires a number of senses combined with both transmitters and receivers for this occur.

Discourse analysis is one of the most widely used terms in linguistics but is also quite ambiguous. This is because of the definitions of the word *text* and *discourse* can be

confusing. Words, text and discourse have all been employed in many works on linguistics. The ambiguities can be found in everyday life between written texts and spoken texts. Cornbleet (2001) illustrated one problem that may occur of how difficult it can be to identify the spoken texts, when it was being read out from the written discourse. Other linguists such as Halliday (2004) proposed another possible distinction between the discourse and text, that discourse could be a longer piece of literature, while text can be implied as being very short. There are many more researchers who have been trying to classify the distinctiveness between these two terms at the higher linguistics and stylistics level.

It is clear to see that discourse and text have been implemented in various manners in the literature. Some linguist even have considered these two terms as synonyms, whereas in others the distinction between them has been separated to apply to different units of spoken and written communication respectively. As a result, discourse analysis has been included in the accounts concerned with spoken texts, while a different approach of text-linguistic has mainly been connected with written discourse. Some linguists like Georgakopoulou et al. (1997) suppose that these two terms do not refer to different domains, but focus on different edges. They stated the word of discourse is such an extended term, which has covered the scope of both spoken and written communication beyond the sentence, but text is the term associated with the basic purpose of communication. It can be used either in spoken or written, or a monologue or an interaction. In other words, discourse is a term related to style more than linguistics. It has a wider scope and contains various elements use of language style particularly in contexts. However, other linguists such as Brown and Yule (1994) and Johnstone (2002) claimed that text is not just the product of discourse as many would assume. It is the fundamental of discourse, with its absence discourse would not be a complete linguistic activity.

## **2.14 Introduction to Discourse Analysis**

There have been large terminological issues of no real importance about the term of discourse analysis. However, the main confusion does exist on the prospect of which one is more important. Discourse analysis can be used to refer to the study of language beyond the sentence as well as to the study of natural language occurrences.

It is reasonable to take a look on the description of written discourse not only on syntactic construction but also semantic and pragmatic approach. Discourse has become the new term used for describing the general idea of language. There are many discourses in various fields. Therefore, it is acceptable to assume that the study of discourse is in different sphere of social life. First, we should take a look at the definition of the word discourse. Basically, the word discourse can be concluded in various perspectives. The preliminary definitions of discourse and discourse analysis were suggested as a particular way of talking about and understanding aspect of the world by Phillips and Jorgensen (2002). Their studies have chosen to focus on the framework of discourse analysis as the path leading to the key area of study to understand the relationship between language and subject. The social practise is considered to have a crucial impact on the study of discourse. For example, the application of mass media has constructed the competitive knowledge between different discourses from different identities of speakers. Though discourse analysis is an applied method in all fields of study, it does not necessarily mean that it can be used in any manner of theoretical framework. In other words, discourse analysis is mostly useful to be applied as a method of analysis that included the package of theoretical premises as a whole.

There have been a number of researches and studies regarding methods of discourse analysis. The methods have been developed inspired by different approaches such as humanities and sociolinguistic in order to analyse and understand the nature of discourse. The linguistic method of analysis is widely known to be one of the prominent methods to study the discourse character. This is because the discourse is preliminary form of language use. Therefore, it is undeniable that the linguistic approach has a major role in the textual study of either written or spoken discourse. In order to describe and characterise the notion of verbal expressions and sentences, the variety of grammatical structures and functions must be applied. Additionally, the word formations and choice of vocabularies are similarly developed in the semantic account to identify the meaning of the speech. Once the semantic feature of the text has been interpreted, then the pragmatic approach is applied to study the concept of utterances in the context. In the 1970s and 1980s, pragmatically oriented linguists and linguistically minded literature scholars produced a substantial body of analyses of literary texts, particularly in the English language. There have also been many studies in the past several decades regarding the application of theoretical grammar construction in the attempts of exploring the description of discourse structure. Nevertheless, many linguists argued that the limitation of theoretical grammar alone could restrict the analysis of discourse. Firth (2001) initially proposed his debate on the fact that language is fundamentally a way of behaving and making others behave. He ultimately introduced the phrase 'verbal process in the context of situation'. The interests towards the notion of verbal utterances in the sentences and discourse have later led to the studies under the banner of stylistics. This approach has often been studied in the areas of sociolinguistics or ethnography, which usually focus on the wider language scope of context variations than just the application of grammatical rules. The sociolinguistic aspect frequently conducts the

studies on the selective style and the relationship between context of written and spoken discourse and certain circumstances.

## **2.15 Linguistic Approach to Discourse Analysis**

Language units within written discourse are significant combinations to be taken on board for the analysis of texts. We can say language is the key of the communicative procedure, since people has been using textual form of language as the way to communicate with others. In other words, discourse and text are considered to be the units of linguistic communication. However, in most cases, the study of discourse analysis cannot be applied by only evaluating just an abstract of linguistic units in the text, but the intention and situation within the contexts must be implemented as well. These whole approaches can define texts with the combination of speech, writing, gesture and posture as well as the integration of linguistic organisation and action. If the notion of text has been evaluated earlier in the previous section as a basic means in the scope of discourse of analysis, therefore, it can be involved with semiotic aspect of communication in order to complete the communicative process to the maximum level of context with the combination of sounds with meanings materials. As a result, the chosen linguistic choices and their organisation can turn into meaningful context combination.

Many linguists such as Firth, Malinowski and Halliday introduced the context of situation to the discourse study. Firth (2001) added his suggestion on the context of conversation and how conversation starts. He said that, on the spot that a conversation has begun, whatever maybe said during this conversation is a determining condition for what, in most practical expectations may follow. What a person says in a conversation can raise the threshold against most of the language of your accompanying person. This will only leave a limited

opportunity for a certain likely range of response. The meaning of an utterance depends on its context of use, including its co-text. There are many linguists who disagree with this logic and whether this phenomenon could be counted in properly in the scope of linguistics as well as the linguistic semantics and metaphorical meaning and irony. The disagreement is based upon whether such phenomena could be classed as linguistic-semantic category or as pragmatic approach. Nevertheless, despite all the views towards these theoretical consequences, it still could be very difficult to restrict and examine the scope of linguistics. There is some ambiguity between the extent of competence and performance: sentences and utterances: semantic and pragmatic, which have no distinguishing borderline.

Apart from the debates on linguistic aspects and language units of discourse referred above, there are an issue of grammatical items selection within texts such as conjunction, pronouns and verb tenses. These items are significant in order to compose the written discourse. This is because the written discourse is organised through the lexical vocabulary resources. Lexical vocabulary plays a major role in the written form of discourse. Grammatical relations indicate the manner of word functions. As a result, the notion of lexical formation can be divided into two distinctive sets: grammatical and lexical words. The grammatical words are included pronouns, articles, preposition and conjunction, whilst nouns, adjectives, verbs and adverbs are considered to be in category of lexical words. Grammatical words are the vocabulary dealing with the significant point of view within the discourse, and they are in the closed category with the additional limitation within texts. For example, it is impossible to add or use a number of new articles. But in the case of lexical, words are unlimited since it is supposed to be an open set of items, which can be used and added to the text for the purpose of context development. However, both sets of words are undeniably connected to each other under the syntactical rule.

Halliday (2004) pointed out the argumentative issue of the amount of lexical density use between the written and the spoken language. The issue has been raised that there is a higher degree of lexical words compared to grammatical words in the written form of text when compared to the spoken form. Moreover, Youmans (1990) stated that a more sophisticated measure is the notion of vocabulary flow. His suggestion involves the expression of the distribution of old and new vocabulary in successive segments. This distribution involves counting the number of new vocabulary words types that was introduced into text over interval of specified number of words. As a result, we found another way of measuring lexical density within texts. The reflected picture has shown the alternation of new and repeated vocabulary.

The relations between lexical and grammatical items as discussed so far in this work make it possible to draw one conclusion, that they are not binding items. They can be linked freely wherever they might be in a text and their occurrence does not predict to anticipate a link with another item later in the text. This could be a reason why these links are susceptible to statistical analysis, which is not sensitive to their position in the text. In contrast, there is a degree of prediction in the use of certain descriptive discourse conjunction markers such as firstly, first of all and on the one hand. These markers clearly have been selected to anticipate a subsequent part of the text. They show strong similarities with another type of signal, namely metadiscourse items. Metadiscourse items are lexical units of expressions, phrases and sentences. According to Schiffrin (1987) and Fleischman (1991), metalinguistic expressions are generally favoured in non-narrative written texts but are not absent in spoken non-narrative texts or from narratives either. This is because their functions are also easily adaptable to the specific requirements of the text. Additionally, by contrast to discourse

markers, metalinguistic expressions are on an open class: there is freedom to create new ones for a wide range of purposes. Although there is a broad scope of creativity, Fleischman (1991) has observed that speech favours expression of time, whereas written discourse prefers expressions of space.

## **2.16 Theory and Method of Discourse Analysis**

The nature of discourse analysis, either in the form of written or spoken texts cannot be studied in just one dimension, but the whole context of the language organisation. Phillips and Jorgensen (2002) famously introduced the theoretical framework of discourse analysis as three theories to discourse analysis, which is based on social constructionism. These three strategies have drawn the analysis of discourse on structuralist and poststructuralist theory of language. They are the three different approaches of how discourse can be seen. Firstly, *Ernesto Laclau and Chantal Mouffe's discourse theory*, which offers a poststructuralist idea of how discourse constructed in meaning of the social world. This approach has suggested instability of meaning in language that it can never be permanently fixed. It suggested that different discourse has represented a certain way of message conveying. Phillips and Jorgensen (2002) explained that the general idea of this first strategy is the meaning of discourse contexts that were affected by social phenomena. There is no decisive fix in the term of meaning. It can be broaden and stretched by the changes of society and identity.

The second key premise of the discourse analysis is critical discourse analysis. This theory is based on the study of intertextuality that was introduced by Fairclough (1995). He suggested the theory of social and cultural domains and their effects on critical discourse analysis. His approach consists of various methods, premises and guidelines as the technique in linguistic analysis. There are many linguistic scholars who have shared the same common view of this

theory. Many modern linguists such as Chouliaraki, Van Dijk and Wodak have shed some light on the aim of critical discourse analysis. They have adopted the dimension of social and cultural phenomena such as the areas of mass communication, politics and economy to reflect the semantic flexibility within discourse. The critical discourse analysis is suitable approach for this research as it has been used to analyse not only the written or the spoken discourse but also visual images. Flairclough (1995) and Macdonald (2003) agreed that there is a crucial link between language and images within media discourse. Therefore, this theory has been adapted as a preferably method to analyse discourse in many different areas especially advertising.

The last approach is discursive psychology. The aim of this domain is different from the above two approaches since it no longer focuses on the social effects and changes. It has seen the language as a more specific concrete domain. This approach initiated the discourse flexibility and put it down on the factor of negotiated representations. The analysis of the discourse has been a result of thinking process. Edward and Potter (1992) stated that the approach is social constructionist of psychology, which has transformed discourse into the product of mental representations of this world. In other words, the approach aim is to focus on social cognition rather than changes.

Moreover, the use of grammatical constructions alone has not been considered to be an adequate method for discourse analysis. The variable of the grammatical descriptions is more significant. These descriptions focus on the features of grammatical expression, choice of words and semantic aspect. Despite two main approaches of stylistics and grammatical descriptions has been introduced as the crucial methods to study the variable perspectives of texts. Another theory of the analysis of discourse has been introduced by Hoey (2001). He

extended the broad picture of textual formation by proposing a fundamental hypothesis of the study of lexical patterning. According to this theory, the connection has been brought up between the significant words of text for the text as a whole. This is because they define an amount of relationship between sentences. Hoey's approach has supported earlier study of Phillips et al. (2002), whose finding harmonised with this theory of lexical patterning. He developed a refined statistical method to identify collocation of words within a text in order to find a network of connection. This method has a similarity to one of the features in Halliday (2004) theory of cohesive ties, which will be illustrated in the following section. In addition, Phillips' method has found that collocation is text-sensitive, and words that appear at a specific point on the text then to reappear in other parts of the text. Therefore, the lexical networks of collocation interact to bigger divisions in the content of text. Its network then correlates with the large scale of language organisation of subject matter.

#### **2.16.1 Cohesion Tie Theory of Discourse**

Apart from some distinctive features between the two sets of words that were outlined above, the relationship between lexical and grammatical words and their representations in texts can be taken on another linguistic aspect of cohesive tie within discourse. Widdowson (1990) distinguished textual cohesion, recognisable in surface lexis, grammar and propositional development, from discourse coherence that operates between underlying purposeful coherence is an important one, but clearly they both can operate the same given text or discourse. The fundamental problem is to account for the recognisable unity of language scope, whether this union is structural, or semantic or functional. The term text usually refers to a theoretical abstract constructed within discourse. In other words, text is to discourse as sentence is to utterance.

Cohesive ties have been an applied semantic relation theory, and it was proposed by Halliday (2004) in his study of Cohesion in English. Their theory suggested that cohesive ties are the forces that connect the text together in the original. It is also a factor manipulated to regain the meaning of the text after the sentences have been processed. This phenomenon can be distinctively identified into category of the written English cohesion as following: First characteristic of cohesion to be introduced is reference; it is the set of grammatical vocabulary being use for semantic identity of the text such as pronouns, demonstratives, comparative and definite articles. Second feature is substitution; it is the case of different referent, when an item is employed for another. Thirdly, ellipsis is the type, in which a zero element has the connection to the previous part of text. The fourth type is conjunction where the application of connective form items like such as, and because and though are being used in order to make relevant semantic consequences within text. Lastly, collocation is the lexical ties existence such as repetition, synonym and antonym, which are used for establishing a connection flow of the text.

In conclusion, the implementation of cohesive ties in the written discourse has enabled the boundaries of the sentence to be extended to their maximum semantic level of context. The above theory of Halliday and Hasan's has given the great opportunity to investigate the quality of texture within text, and its property of being a text.

## **2.18 The Narrative Nature of Discourse**

The narratives nature of discourse has been discussing in the widely-referenced works. Some narrative pieces of texts may perform like non-narrative texts, in commencing in such a way that the reader is able to create logical precise expectations. This is carried out in two ways; firstly, texts contain preview statements that work as signals to the reader telling them about

the nature of the text to come. Secondly, the intertextuality is the shaping of texts, the connection of the meaning of texts form by previous texts such as that production of the later text is in some respects affected—also the understanding that a reader makes of it is equally affected by these earlier texts.

There have been many studies on the narrative nature of discourse including Halliday (2004). They proposed that the method of analysing textual cohesion as stated in the previous section. Another technique of making sure more observations more systematic is to analyse the narrative in ways proposed by Labov (2001). His structural analysis of narratives of personal experience allows the drawing together of several points of logic on narrative nature of discourse. He also defined a minimal narrative as a sequence of two clauses that are temporally ordered; a change in their sequence results in a change in the sequence of the narrative events.

Wortham (2001) added in very general terms of narrative and experiences. Narrative is the encoding of previous experiences that took place at a specific point or over a specific interval in a past time story world. The domains of narrative, experiences are segmented into sequence of discrete events that are temporally ordered. In other word, narratives are generally associated with events that happened in the past. In consequence, grammatically speaking, they are associated with the past tense or with narrative (historic) present, which is present that refers to the past events. This is by no means an unexceptional rule. Narratives events do not have to be real, if we take into account a major category of narratives, namely fictional narratives, which may recount events that have no existence prior to and independent of the narrative. Taylor (2002) added that the linguistic item of adjectives can modify nouns and may trigger a complex interaction between the semantic structures of the

two items. Descriptive adjectives are frequently used within the narrative type of discourse. Moreover, Brinton (2000) stated that most nouns have complex semantic structure, and the semantics reside in what is being profiled. The encoding of subjectivity is a central concern of narrative discourse. Narratives are generally treated as high in affectivity and expressivity. Therefore, the study of these linguistic items can lead to the understanding of the semantic of the narrative context of discourse.

## **2.18 Sociolinguistic Approach of Discourse Analysis**

Many linguists have believed that in order to study every dimension of discourse, it is essential to combine various different linguistic theories as well as take social aspect in account. It has been said that discourse in this perspective has been studied since the mid1970s. The discourse has been looked at not just the verbal utterances, but in a form of social interaction in this perspective. As to the written discourse, some established linguistic disciplines may have been criticised to be narrowly focused on limited dimension of language. The sociological has been applied in order to broaden the scope of discourse study and analysis.

The phenomenon of discourse has become a new linguistic area of study in the past 30 years. Van Dijk is one of the linguists, who preliminary introduced other perspective areas of study to be applied in discourse analysis outside linguistic scope. The humanities and social sciences have been employed in the investigation of discourse dimensions of language use and communication. He gradually discovered the cross-discipline nature of discourse analysis. Since then the scope of the analysis of discourse has been broadened and discourse has become the subject in various domains of study such as anthropology, history, sociology and semiotics. It is undeniable to say that discourse cooperates with numerous aspects and

approaches from a various areas of other authorities. The scope has been covered and appeared in many evidences because of the widen use of the term. Discourse can otherwise be seen as a strategy within language mechanism focuses mainly on the contexts of text. It is not an idea thoughts or plans, it concerns more on what has been said and done within the pieces of texts.

However, since the study of language has been undertaken by specialists in many fields the boundaries of linguistics are exceptionally broaden. The exploration of the relation between form and meaning can be investigated through description of specific discourse as the way to explain how the sentences are meaningful in their contexts. The collection of discourse set contextually defines homogenous texts. In another word, the language is meaningful only when it is in its context of situation.

Many of the attractions surrounding discourse analysis have come from the realisation that language, action and knowledge are such inseparable domains. The theory of speech act stated that some of actions can only be performed through the use language. For example, people can express their sincere apology through the communication of words. In contrast, other actions can be performed either verbally or non-verbally, for instance, the threatening manner of anger. In addition, as soon as we start to study how language works and how it is being used in social interaction, it has become obvious that communication is impossible without shared knowledge and assumptions between speakers and hearers.

Given a social situation, it is more than possible to predict a great deal about the content, functions and style of language used. Further, situations can be transformed by using language in different ways. Whichever choice of words that are being used can create a mini-

world or universe of discourse, and makes predictions about what is also more likely to occur in the same context. It is apparent in a common sense way that much of the language is not to be taken literally; language is used to achieve actions, and that different social situations produce different type of language. There are examples where the linguistic forms would have been suitable to a formal written form, rather than to spoken interaction. There are different logical points of view that bring to different background assumption on different type of language discourse.

Therefore, the social interaction has been used as a sociolinguistic method to inspect how language is formed and influenced in some particular circumstances of social life as well as how it reflects on the different structures of meaning. This method has been included in one of the six key methodologies that were affected by main different aspects in language study identified by Schiffrin (2003). The sociolinguistic aspect has been implemented not only to examine the written discourse but also the conversational discourse analysis. This analysis would allow investigating the discourse as communicative type and its distribution and variation form across the texts. The discourse analysis notion has been confirmed by many linguists such as Tannen, Coulthard and Van Dijk in their works that it is interdisciplinary by its nature. Despite the complexity of its nature, the discourse analysis is still very important in linguistic studies as the guide way to the better language understanding. According to Johnstone (2002) the goal of understanding the language comes from understanding the texts. In addition, Tannen (1989) concluded that discourse analysis as the term that describes the object of the study that developed into the valid categories of linguistic disciplines.

It is worthwhile to make an explicit of the implications of discourse analysis for sociolinguistic theory. This is because sociolinguistics is at the end of the day must base at least partly, on analysis of how people actually can talk to each other in everyday

circumstances. For that reason, sociolinguistics will have to integrate analyses of how conversation works. Certainly, sociolinguistics may also require other different kinds of analysis. For instance, the correlation studies that are related to linguistic features of large scale socioeconomic variables, and also general ethnographic description of cultural norm of speech behaviour in as wide scale range of situations and cultures as possible (Hymes, 2003). There is not much use of language that is not embedded in the culture. At the same time, we can conclude that there are also no large scale associations between language and society that have not been realised, at least partly, through verbal interaction.

## **2.19 Discourse Interaction and Expectation**

The written texts usually can be defined as observable evidence of self-contained meaningful interaction between unlimited number of writers and readers. Within the property of text, the writers have a priority in control the direction of communication, and produce the specific interaction with the readers through the use of language. This explanation is believed not to be applicable with spoken language, though there is an obvious possibility of manipulate the context of speech. The entire interaction can be referred as discourse. It is predictable that the overlap with speech happens completely naturally, and in some cases, the written discourse is infrequently referred to the use of spoken data. Since we are dealing with predictions and expectations, there is an evident that resulting model of discourse will involve considerable abstraction away from particular conversational data. What is involved is a model of norms, rather than merely the analysis of particular texts; although the description will have to be controlled by naturally occurring data. Clearly, also we are not dealing with patterns in the sense of statistical frequencies: the number of times a particular category or sequence occurs. Predictability is sometimes reformulated in terms of redundancy, but this can be misleading. The standard information theory view is that if a piece of language is totally predictable, then

it is redundant, has no surprise value and communicates nothing. However, if we are looking at language in use, this view has to be modified, since even repetition has various discourse functions.

There have been many authors who have referred to the relationship between discourse analysis and interaction. Gotti (2008) stated the use of markers of involvement. Evidently, language and communication are by no means parallel concepts. This means that discourse analysis must be concerned with ways in which information is selected, formulated and conveyed between speakers: or alternatively assumed to be known and shared knowledge, taken for granted and not chosen at all. It is as a result concerned, not just with whether statements are true and false, but with states of information and differential access to information. Part of a speaker's task is to understand his hearers, what they know already and what they expect and want to hear. Either speech or written discourse, it comes with purpose and expectation. The expectations within discourse are way greater than just one function level. According to Goodman (1967), the relations of expectations and hypotheses in texts are classed in the aspect of psycho-linguistic. The most important goal of all in communication is that our understanding of text has been met by our ability to generate sensible hypothesis and idea of what is more likely to happen next in the text. While we were reading the text, the hypotheses should be established at the same time. This quality is crucial because it is also a strategy to create a firm grip of the reader's attention.

One analogy that can best describe the relationship between the reader and the writer is that of a couple dancing. The reader must tire to follow the steps of the writer and guess correctly what is going to happen next. This can be greatly enhanced if the writer takes the trouble to foresee what the reader might be expecting to happen next; this is the main reason for the

regularity of patterning in genre. The writer already knows that the reader will expect certain things on the basis of preceding texts of the same kind that the reader would have already of read and so takes the trouble to conform to those expectations; the act of conforming to these expectations confirms the reader's righteousness of their original expectations and makes it even more likely that the reader will expect the same thing next time they come across a text of this type. In contrast, in a narrative text genre, occasionally it is unlikely that the reader will have the same capability to predict the course of the text. At the present most of the narrative discourse can be found in the media and it is usually difficult to foresee the development of a story.

For many purposes, we can think of a written text as the location of an interaction between a writer and a reader, which the writer has complete control over. The interactions amongst the author, writer, audience and the readers are multifaceted. For example fictional work, seem to fit the model of interaction very well. In the case of fictional works the writer has a specific reader in mind and that kind of reader then comes to the fictional texts and fully accepts what the writer has to offer. In this case, the reader and of the interaction that operates in the text is very limiting if one looks at a much wider range of texts. According to Hoey (2004) writing purpose and style can differ, depending on the genre of articles. For example, writing in advertising texts, the writer was not only responsible for the wording but also they would be responsible for the effect the advertisement would have on the reader (potential customer). Writers have difficult job to perform, in this respect, they must remember that the reader has power too and can drop the text that they are consuming at any time if it does not meet their requirements, and the reader can also attack the writer if they disagree with content of the text. The writer must not only fulfil their own needs but they must also meet the needs of their audience too.

## 2.20 Advertising as Discourse

The same pattern applies within the advertising tradition. Firstly the terminology of advertising must be outlined. Goddard (2002) pointed out that the term 'advertisement' or 'advertising' has a Latin root equivalent to the word *advertere*, meaning turn towards. The main strategy of advertising is to capture our attention. There are several promotional tools and strategies, which has been used and created to grab the readers' attention. One of them is the starting image. It is one of the attention-seeking strategies, which has developed within the past years in order to increase the levels of sophistication in the world of advertising. Practically, the starting image approach is the strategy of deliberately upsetting, outraging or otherwise irritating the general public in order to draw some extra attention.

The key implications of language used in advertising texts are that the reader must interact to the text with expectations about, how the text will develop and these expectations help the reader to understand and interpret the text as they carry on reading through it. When it comes to advertising written texts the expectation that the reader may have might be affected by the experiences. The process of decoding the texts may not have that much to do with the implications of grammar and guesswork. The lexical recognition is more than likely to directly create the writers expectation to the mind of the reader. The only expectation advertising texts writers are responsible for is the choice of words that are used in the texts, trying to use words that will give the maximum effect on the reader's creativity.

Goddard (2002) also added advertisements as forms of discourse that make a powerful contribution to the tourism industry. This powerful construction is based on how we construct out identities. In contrast, the use of commonly shared resources of language must be used in order to create the pieced of advertisement that give out the right messages, which affect and mean something to the readers. When it comes to tourism advertising, it is so commonplace

in today's multi-media world, that the messages within these countless advertisements can sometimes be overlooked. The key aspect of the language phenomenon in the tourism industry is that it is a two-way process where tourists contribute and feed back into the discourse by becoming promoters themselves. As Dann (2001) described it, the language of the tourism industry is a discourse of publicity, and as such it is a phenomenon in its own right.

The object of study of advertising texts has considerably broadened to other types of texts, many of which are, moreover, no longer exclusively verbal. An amount that has attracted steadily more attention is advertising. There are numbers of books and studies regarding the language of advertising such as Cook (2001), Myers (1994), Messaris (1997), and Goddard (2001), the issue of how language is constructed and formed within the advertising text still has not often been examined in details.

Additionally, Smith (2003) proposed to examine the various manifestations of advertising. Especially, the focus is a verbal nature, and more particularly on its status as a genre and to investigate the persuasive strategies used in advertising. He substantiated his claim that advertising constitutes a genre by exploring the crucial characteristics in order to recognise and label advertising types. Five features used to collate various notions of advertising were introduced. Firstly, it contains information relating to a product or service. Secondly, it intends to persuade an audience to do or believe something. Thirdly, it originates from a specific source. Fourthly, it is paid for and lastly, it is communicated via a medium.

Although the importance of the visual element has been increasing considerably in recent years, the basic means of advertising message still have been the verbal side, which cannot

and should not be neglected. The effects of modern advertisements and billboards depend so profoundly on the interrelations of word and image that an almost exclusively verbal approach remains somewhat unsatisfactory. It is undeniable that advertising is all around us nowadays. Many advertisements are in the form of written texts such as magazines and newspapers. These sources of advertising are very recognisable to every modern reader. In order to examine how the system of language has formed within the discourse of advertising or draw some conclusions how to define the role of communication, which we call 'advertising, the word text is needed to be looked at in its widest sense (Goddard 2002). It is essential to analyse the written text by identifying the signals that activate recognition of the pattern and subsequently confirm its existence, since they are a direct linguistic reflection of the pattern. The rate of recurrence of the signals that will be found may fluctuate somewhat according to genre, with some signals being rarer in academic scientific writing than in more popular science reporting. The reasons for this are related to the general knowledge the reader may already be expected to bring to the text. The more of the knowledge reader has in common with the writer, the less need there is for the writer to make unambiguous linguistic references to the pattern being followed, since the implications of the information being provided will be to an extent apparent to the reader. In the matter of advertising written discourse, sometimes the message is being indicated in the form of a question that seeks the response from the reader as the interact connection between the advertiser and their customer. The sentence can include a positive evaluation and results within the sentence. The analysis of a signal in this genre of texts, one possibly deserves to have a little more attention than the others, since it could show the subtlety and complexity of the lexical signalling system, another word is the word control. The patterns of advertising texts are totally different from other genre. In most advertisements the products on offer are described in terms suitable for objects of desire. Nevertheless advertisements are not only the type of text that makes use of

the pattern to describe desire for products; narrative routinely does this too.

## **2.21 The Language of Tourism Advertising**

Language is being used in everyday life. It has been referred as human capacity for acquiring and using complex system of communication. Language is known as the way to communicate with specialised area of expressions. It is consisted with the use of the same grammatical structure of sentences with some certain vocabularies, which convey message to clarify specific semantic contents. The same approach applies in the language of tourism. It can be mostly found in the form of descriptive written course of travel brochures or newspapers along with the picturesque snapshots of the holiday destination, or even in the form of spoken discourse on the television or radio. The use of mass media has been making the language of tourism surround us everywhere in daily basis. According to Dann (2001), the preliminary purpose of language is to communicate or send out messages. They operate through conventional system of symbols and codes with the additional of equivalent dialects. In tourism industry, linguistic approach has a crucial role in the act of promotional strategy. Therefore, the written texts of tourism language must have distinctively characteristic of persuasiveness to lure the reader's attention and turn them into potential holiday makers.

Given the severity of the tsunami caused disaster and the fact that what remained of the tourism industries in the affected countries had to compete with news broadcasts of the devastation from the tsunami. It has become imperative for advertisements to convey a convincing message to the target audience, one ideally where the potential holiday maker will see the positive images of a pictorial paradise with its sandy beaches and friendly people, and be persuaded to make an enquiry about the destination. According to Morgan and Pritchard (2000), advertising plays a critical role within the process of marketing. The message is

prepared for the prospective audience or market by a process known as encoding. This involves the use of a combination of visual and textual representations and references that present a selective set of positive intangibles about the specific product in utilising various media formats from commercials on television and radio to advertising on billboards, in brochures, leaflets and on the internet to create a desire for the product, in this case travel packages. This message is then transmitted by a suitable medium such as printed promotion material, radio and television adverts, which are then seen and heard by the receiver, (potential consumers). At this stage of the process, the main concern for the marketer is that the message is not distorted by what is referred to as noise when it comes to the decoding of it, the noise in this case being the news reports of the devastation. For countries like Thailand, Sri Lanka, India, Malaysia and the Maldives, which are heavily reliant on tourism as a main contributor to their economy, it is vital that steps are taken to dispel any negative ideas that may have been formed in the mind of potential customers and to replace them with a vision of a previous normality. It is obvious to learn that within the worst affected countries the recovery plans had to be drawn up almost immediately, and the reconstruction of holiday complexes, attractions and the general tourism infrastructure must be carried out in order to keep the tourists coming back. The market has become more competitive within the affected countries regarding the efficient of recovery plans. Another significant aspect that should be taken into the consideration is that the promotional strategy of the newly rebuilt resorts and those were not badly damaged by the tsunami, but still felt the subsequent economic impact.

According to Morgan and Pritchard (2000), we now live in a world of marketing where media driven advertising is essential for almost every business in almost every market, and tourism is therefore no different. As mentioned earlier, one of the key tools of advertising is language, which is usually combined with visual images. Language of tourism advertising

has been approached from several angles in previous research. Cook (2001) suggested that the analysis of advertising as discourse should not always have the main focus on language alone; the context of communication should be examined, too. This involves verbal and non-verbal communication. Although visual images are as important as verbal language and have the ability to present certain ideas to the readers, it is the written text that suggests particular qualities and fully uses a variety of language, inviting creative and subtle readings from their users in a form of image making to create its own paralanguage, and plays a major part in making an advertisement both eye-catching and enable it to send out message to different target markets. This is considered as one of the ways that the language of advertising can play a significant role in tourism disaster recovery of those selected countries worst affected by the tsunami.

Buzard (1993) adjoined the idea that it is undeniable that artistic representation, especially literature is strongly related and has a main impact on tourism. It has been said the there is a strong connection between tourism and writing. They evidently have been reciprocally related in many tourism advertising pieces of work. Tourism's resourceful appropriation has complemented in literary texts by boosting and enhancing the reputation of the industry. The nature of linguistic items within the advertising texts has given the excitement texture to the texts and shape up cultural aspiration within the discourse. Due to the competitive nature within the industry of travel and tourism as well as advertising markets, there have been many creations of new markets, new products and new media to advertise tourism products and attractions. Cultural and literary motivations are still one of the most important factors that help in the development of several tourist attractions around the world. When the word advertising is mentioned, people often focus on the marketing strategy like commercial promotion of branded products or places. However, the idea of texts that enhance the images

especially within tourism products has an equally major impact on the target customers. Therefore, it can be said that language within advertising texts is one of the most successful promotional tools, which can be developed into various levels in order to send out the messages or grab an instant attention from the potential readers. There is a great deal of related evidence pertaining to the role of language and its impact on tourism advertising. Since the tourist attractions mostly affected in disastrous events are the likes of landscape and natural environment. The way to represent the landscapes could be included literary and artistic ways of seeing.

It has been mentioned that the influences of novelists and poets effectively created a language for describing landscapes that have become famous natural tourist attractions. Meethan et al. (2006) introduced the link between landscape and human ideas of beauty. He suggested that it is inherent. On another point of view, Clark's perspective could explain why tourism advertising can easily create a successful image with their customers, and become of the world's successful industry. The role of language within tourism advertising is to create the positive image and create the image of landscape beauty where everyone would want to escape to on their purchased holidays. Since the tourism advertising is irrevocably bound to the vivid ideas of tourism representations, such as the vivid images of an earthly paradise, bright blue skies, crystal clear waters and sparkling soft white sands. These representations are further brought to life in the world of advertising by the visual imagery of beautiful glossy colour photographs, commonly used in travel magazines and brochures. These images in tourism representations have powerful influence and are extremely pervasive. The illustrations in travel brochures or tourism printed promotional materials have a powerful foundation in literature, which help to create a distinct idea in the minds of readers and persuade them in their holiday decision making. Aitchison et al. (2002) stated that the

everyday natural environments language used in appreciating natural environment, we talk of picturesque areas, of scenery and of places being picture-postcard perfect. This very same kind of language also often used in tourism advertising within brochure texts or leaflets and even on media advertisements.

## **2.22 Chapter Summary**

The purpose of this chapter was to give extensive literature reviews on the two academic areas of study of tourism marketing and linguistic aspects of advertising discourse. In this research, language has been considered as one of the promotional tools advertising tourism represents. The nature of travel and tourism was initially illustrated as well as its importance role to the world's economy. Kotler et al. (2002) imparted the understanding of marketing mix strategy of tourism promotion. The risk and crisis management has been outlined by Zamecka and Buchanan (2002).

The linguistic reviews are included the discourse phenomenon. Halliday and Hasan (1976) gave in the distinction between the discourse and text. The theory and method of the discourse analysis has been illustrated by Phillips and Jorgensen (2002) general idea of three social phenomena related approaches. Different dimensions of discourse have been portrayed in the studies of Coulthard (1977) and Van Dijk (1985). As Dann (1999) noted that tourism has its own distinctive language, while Goddard (2002) proposed some major characteristics of advertising language. The language of tourism advertising contains the descriptive words, verbal and non-verbal communications to the reader and the self-perspective of a tourist. The combination of visual and textual representations is the main construction of tourism advertising. Our understanding of the role of language, marketing strategy and the power of advertising within the tourism industry may benefit a better creation of tourism

representations to any destination suffering a massive destruction from an unexpected disaster to continue to maintain a positive image and reputation to attract tourists.

## **Chapter 3**

### **Research Methodology**

#### **3.1 Chapter Overview**

This chapter illustrates ten main sections. The first section is 3.2. Research Philosophy where the general research approaches and theories have been explained. Section 3.3 is Research Methodology. The two main methods of qualitative and quantitative research approaches were illustrated and separated into two sub-sections of 3.3.1 for The Quantitative Research Approach and 3.3.2 for The Qualitative Research Approach. The section 3.4 is Data Collection Method which expresses the collection methods and sources of data into two sub-divided sections of 3.4.1 Secondary Data where the source of data used for this study comes from the literatures materials, whereas 3.4.2 is Primary Data including the data from the two stages of data collection method. The first stage is from the texts analysing of tourism printed promotional brochures and another stage has been gathered from the questionnaire survey. Then section 3.5 is the section of the Qualitative Method of Analysing Discourse, the approach of qualitative research method used for discourse analysis has been outlined as well as the use of computer software programme NVivo for the analysis included in the sub-section section of 3.5.1. On the other hand, section 3.6 explains the Quantitative Method of Questionnaire Survey and it has been broken down into five sub-divided sections of how to conduct the questionnaire survey in quantitative research method. The five sub-sections are; 3.6.1 Respondents and Sampling Procedures, 3.6.2 Target Population and Sampling Base, 3.6.3 Sampling Method, 3.6.4 determining a Suitable Sample Size and 3.6.5 Pre- Testing the Questionnaire. The section of 3.7 describes the Research Aim and Objectives; this has included the research questions and hypotheses of this investigation. In 3.8 section, The Method of Analysis has been explicated about some discussions and comparison of the

analysis methodology as well as the reasons why they are suitable for this research objectives.

From section 3.9 of the Chosen Method onwards the researcher has talked more specifically about the chosen method, the materials collections and coding of materials for the analysis for this research. In 3.9, the Chosen Method of this study has been presented with the explanation of how it would benefit the study. In section 3.10 Material Collections have been talked about and categorised into several sub-sectioned categories. Section 3.10.1 portrays the collection of brochure materials and the method of collection, while 3.10.2 says about the subject of the analysis from the brochure materials. 3.10.3 section represents the coding system for the brochure materials which has been put into another sub-sections of 3.10.3a where the coding for keywords have been explained in the analysis process of advertising texts from the tourism brochures. Another sub-section is 3.10.3b; the coding for adjectives has been explained here. The next section is 3.10.4, coding linguistic items as nodes is the sub-divided section of the material collection part where the process of NVivo analytical programme has been applied to assist the analysis of the linguistic items within the chosen tourism advertising texts. The other sub-sections of 3.10.5 and 3.10.6 illustrate the questionnaires design used for the survey of this research and its coding process of the constructions. The last section is the chapter summary where the chapter has concluded within the section of 3.11.

### 3.2 Research Philosophy

There are different perspectives in regards to the research approaches. For example, Saunders et al., (2003) have stated that there are three main views in relation to the process of research, which are positivism, interpretivism and realism. Though they are different, they are all as equally important in regards to the way in which knowledge is developed. Burns (2000) added that this approach that scientific knowledge is the only valid form of knowledge, a belief that is often associated with the French philosopher Comte and one which emphasizes on the use of quantifiable observations and a highly structured methodology to facilitate replication (Gill and Johnson, 1997). Different versions of positivism can be found, and there has been many debates regarding the term 'positivism'. In fact, the fundamental point of term varies and rarely can be agreed precisely on its essential components. However, at the same time, it is widely accepted that positivism is a suitable philosophy approach to scientific method entails of knowledge. It is believed to be procedures of the natural science which are appropriate to the social sciences method. The aspect of positivism has frequently been classed as the principle of empiricism. The conceptualisation is an important feature in order to start conducting the quantitative research. The social sciences concepts are often seem to be in the form of an abstract. First the practitioners of the research must conceptualise a logical structure in which theories determine the problems to which researchers address themselves in the form of hypotheses. This form of hypotheses often has been derived from general theories. Many accounts of positivism have suggested that scientific knowledge is arrived at through the gathering of verified facts, while the hypotheses are consistently assumed to take the form of expectations about likely connections between the concepts which are the constituent elements of the hypotheses.

Moreover, in quantitative research, positivism has been considered as the products of the facts emphasis from the observation process. Particularly, the method itself has been portrayed as regularity nature of causation within the method. However, positivism has been challenged by some social sciences authors regarding its influence on quantitative research. Some has suggested that the influence of positivism can be separated in its tendency towards inductive and deductive processes. The affinity of inductivism is when the form of the addition of research findings simply meets the theory. The deductive account of the research process is the beginning of hypotheses from previous theoretical proposal. As a matter of fact, quantitative research can be linked partly to positivism and partly to a diffuse and general commitment to the practices of the natural sciences. Although some main characteristics can be classed as positivism and also can be categorised and somewhat benefit in quantitative research, not all of its structure can be directly endorsed to positivism. This is because there are some views towards positivism which may be considered as an inadequate domain in order to allow a complete conception of its main components in quantitative research. Nevertheless, positivism and its broad commitment evidently appear to the natural sciences. Therefore, it seems more reasonable to see some of its characteristics as a revelation of an indistinguishable obligation to the ways of the nature of social sciences.

### **3.3 Research Methodology**

In the past several years, there have been many studies dealing with research methodology, the discussion focussed on the method process of qualitative and quantitative methodology. Bryman (2004) provided a brief outline of both the methods, quantitative method in his view is the research approach which is dealt with and amplified by the social process and experimental investigations. On the other hand, qualitative research tends to be associated with participant observation and unstructured in-depth interviews.

The two research methods have distinctively different nature. In social science research, quantitative and qualitative methods are based on a different format of social process. For example, quantitative methods deals with the social survey process whereas participant observation is a method in qualitative research. There have been several debates throughout decades whether which is the best method to conduct the research with. Despite the certain distinctive differences between the two methodologies, the combined method has been introduced as an alternative approach for research conduction.

The combined method of the two research approaches have been believed to reflect better views and results of how social science research can be conducted. Consequently, the framework of social survey capacity in quantitative method can be extended and be followed up with relatively marginal context of the observation of participants as another data collection technique procedure. However, the traditions of both methods must be outlined and understood in order to see how the combined method is an appropriated methodology for this research.

### **3.3.1. The quantitative research approach**

The quantitative research encompasses different approaches to data collection. It is used in the analysis of social research data, and is sometimes called statistical analysis. The most common quantitative approach in data collection which has been widely used, especially in sociology, is social survey. When research needs to capture a wide population scope of the investigation to answer the hypotheses, the social survey is an efficient and suitable tool. This is because it can cope easily with a large number of participants. Moreover, the cross-sectional base nature of quantitative research is the most suitable for this type of survey. This is a design which is based on collecting cross-sectional data of the participants at a single

point in time in order to be able to investigate the ways and degrees in which variables relate to each other. In other words, the main features of quantitative research are surveys. The traditions of quantitative research have been discussed for several decades, as far back as in the 50s where in the work of Durkheim (1952) innovatively proposed that the analysis of collected data in quantitative research method survey should be subsumed into statistical descriptions. Many later authors have also suggested other traditions of quantitative features which are related with similar domain such as structure observation and interpretation of resulting data in many different kinds of representation.

In addition, quantitative method is also suitable for communication of content analysis research. Many quantitative research studies have been mentioning content analysis as one of its major traditions. The communicative based analysis of content has been introduced to systematically analyse documents and texts in order to quantify content rather than just identifying the data means. Beardworth (1980) was one of the authors initially stated the content analysis use for the study of communication content of media. He identified quantitative research as a genre relating the implementation of special language which occurs to demonstrate some similarity to the links of the scientists' communicative behaviour and how they investigate their experiments. As the matter of fact, the communicative approach of media content analysis in quantitative research has been concerned for years. Evidently, since in the 50s, the communication research was found in the study of newspapers and television messages (Berelson, 1952). Then in the 90s, the wider forms of information and documents rather than media discourse have been included in the study of content analysis as well. For example, Bryman (1996) applied the content analysis in transcript of interviews, while the visual documents in magazines have been analysed in the work of Malkin et al. (1999).

Therefore, it is fair to say that the approach to the analysis of the media documents and texts can be implemented in both of printed or visual forms. Moreover, Bryman (2004) also added content analysis can become more efficient and apparent when contrasted with the other approaches to the analysis of communication.

As stated in research philosophy, the logic of quantitative research is conventionally believed to be positivist in conception and orientation. The research hypotheses as mentioned above can be verified with the fact with the application of social survey methods or other quantitative methods. . The quantitative tradition reflects an epistemological view of the natural sciences which must necessarily be evaluated under the foundation of an empirical nature of social sciences before it can be classified as a valid knowledge. The collected data get analysed into the interpreted results so the expectation or hypothesis can be either verified or rejected. Then the result findings can be theoretically evaluated and the quantitative approach is likely to be a rational and linear practice of the process. This is the view of most commonly idealised social science research process in accounts of the quantitative research logic.

Moreover, in quantitative research, positivism has been considered as the products of the facts emphasis from the observation process. Particularly, the method itself has been portrayed as regularity nature of causation within the method. However, positivism has been challenged by some social sciences authors regarding its influence on quantitative research. Some has suggested that the influence of positivism can be separated in its tendency towards inductive and deductive processes. The affinity of inductivism is when the form of the addition of research findings simply meets the theory. The deductive account of the research process is the beginning of hypotheses from previous theoretical proposal.

As a matter of fact, quantitative research can be linked partly to positivism and partly to a diffuse and general commitment to the practices of the natural sciences. Although some main characteristics can be classed as positivism and also can be categorised and somewhat benefit in quantitative research, not all of its structure can be directly endorsed to positivism. This is because there are some views towards positivism which may be considered as an inadequate domain in order to allow a complete conception of its main components in quantitative research. Nevertheless, positivism and its broad commitment evidently appear to the natural sciences. Therefore, it seems more reasonable to see some of its characteristics as a revelation of an indistinguishable obligation to the ways of the nature of social sciences.

### **3.3.2. The qualitative research approach**

Qualitative research method has also been used for data collection in social sciences. The nature of the qualitative research is best explained as participant observation. Three research strategies are inductivist, constructionist and interpretivist. However, these strategies have not often been featured in the conduction of qualitative research. The major distinctive differences between quantitative and qualitative methods are firstly, qualitative research strategy concentrates on the words emphasis rather than quantification in the data collection analysis. Secondly, qualitative research contains less codification in the process of research progression compared to quantitative method. Moreover, qualitative research usually suitable for the research which seeks to investigate a rounded and in-depth of groups or organization such as interview.

The strategy of qualitative research method was made renowned by Malinowski's introduction of the relation of *Ethnography* perspective of the approach. Additionally, many authors of social science research have later gradually developed numerous specifications of the qualitative research such as qualitative sociology, qualitative research ethnography and anthropology (Silverman, 2000 and Seale, 1999). These specifications have been adopted in

order to crucially illustrate the understanding within the relationship and communication between human groups in this method. Though, the strategies of its approach may have been developed throughout the past several years. It has been claimed as a better method for conducting a research involving social studies.

The tradition of qualitative research has been adopted for decades, and its notion is not considered as a new approach. According to Gubrium and Holstein (1997), there are four main traditions of qualitative research. These features are *Naturalism*, *Ethnomethodology*, *Emotionalism*, and *Postmodernism*. All of the four traditions of qualitative method are related to the social reality. On the other hand, Denzin and Lincoln (2008) recently claimed that the field of qualitative research is the cross-disciplines of various subjects. Its traditions can be associated with *Foundationalism*, *Positivism*, *Postfoundationalism* and *Poststructuralism*. In other words, qualitative research may have variety of perspectives and traditions, but they are all connected to social and cultural link in society.

The nature of data collection method in qualitative research involves participants or subjects observation and interview. This method of data collection is believed to allow the researchers to conduct the research in whichever they would like in order to seek the finding. The researchers tend to give the participants or the interviewees the minimal guidance in somewhat, unstructured interview or observation, so they can obtain considerable latitude for interviewees. This is considered a well-known favour technique of the qualitative method tradition. However, this data collection method is a total opposite to the survey method in quantitative research. The aims between these two methods are different in terms of seeking for the research results. Firstly, data collecting method in qualitative research operates with unstructured and loose collection of themes, while the quantitative method often obtains the data through the structured questions in its survey approach. Consequently, the subject is given unlimited scope of the interviewing in qualitative method than the survey method in quantitative research.

As referred earlier in this section, the research methodology of qualitative approach has been adopted throughout several decades. However, many of the studies on qualitative research

has been concentrated on the process of the research which involves the dynamic system of procedure to join the problems, hypotheses, theories and methods together with the possible of various data analysis methods. The qualitative research itself cannot be considered as just some certain techniques or to set stages. The reason that qualitative approach in data analysis method of observation is suitable for this research because the chosen collected data must be analysed and observed with the application of the contrastive analysis. Accordingly, while the hypotheses of the research are being unfolded, the critical examination of qualitative data analysis is handled in practice by moving between the related aspects of the research process and qualitative data analysis. However, Babbie (2007) proposed sometimes the analysis of qualitative data cannot be done through ‘coding’ and the generation of theory from data alone. In many cases, qualitative research requires the testing of theories in the course of research process as well as generation of theories as one of the two preferred approach.

The main concept of qualitative data analysis has been described as the two best known strategies of analytic *induction* and *grounded theory* as found in the work of Burgess since 1984. In fact, Grounded theory was firstly introduced in 1967 by Glaser and Struass, and it has become a popular methodology among education and health research. It concerns theoretical discovery of the data. They noted some data collection generally generates categories which fit the data. . The two methods of focus groups and interviews are considered to be the preferred data collection method, along with comprehensive theoretical reflections of literature review which could link to the hypotheses of the research. The key part of the process is to represent categories in coding, which would summarise and make observations out of data into conceptualised objectives. This process can be used in order to compare, examine, sort and conceptualise data. Additionally, Bryman and Burgess (1994) also clarified that *analytic induction* as a method which deals with social problems studies

where the explanation of problems can be examined in the data to establish the data collection methods to fit the hypothetical results. Many computer software programmes for qualitative data analysis used this '*grounded theory*' approach to entail continuous comparison of information and data in the whole of research project. This method has also been developed and supported by existing literature in its framework, which grounded into evidence of findings. Grounded theory is, therefore a chosen method process in qualitative research approach which is flexible and enables new findings to emerge that the researcher may not have comprehended before.

Bryman and Burgess (1994) also stated that there are three attributes of discourse analysis. All features of the analysis has been adapted suitably to used as a part of data analysis in this research, which is social practices classed as linguistic content, which concerns meaning and topics of grammar and word cohesion as well as identify the construction of discourse in a range of writing styles. Nevertheless, Potter et al. (1991) pointed out that the study of published version discourse can enable the researcher to examine the performance of text analysis to clarify its persuasiveness as a critical investigation of quantification. Moreover, it is important for the readers of the discourse to be able to represent the evaluation of the analytic conclusion as well.

### **3.4 Data Collection Method**

This research is based upon both primary data and secondary data. Firstly, contrastive analysis has been applied in order to focus on and analyse the type of written discourse from brochures and leaflets used before and after the Tsunami. The material was collected from the UK leading travel agencies. The first paragraph of the five selected tourism advertising texts in five different countries were chosen to be studied rather than the whole piece of

advertising texts of travel brochures. The main focus of study was on the communication of how vocabularies like keywords and adjectives or even phrases and expressions have been used to convey message to potential customers. The first investigate of the written discourse of tourism advertising in printed promotional materials of five countries that were worst affected by the Asian Tsunami in 2004 (Thailand, Indonesia, Sri Lanka, India and the Maldives) has started with the approach of the contrastive text analysis. There were seventy advertising texts in total of all five countries chosen from the first paragraph pieces of printed brochure texts. Thailand was the main focus; therefore it had fifteen pieces of texts in the pre-set and another fifteen in the post- set. In total, Thailand had thirty pieces of advertising texts to study. The other four countries had ten pieces of texts to be studied, which each of the country has five texts in the pre- set and five texts in the post- set. There are ten different categories, which have been created for the analysis with NVIVO analytical programme. This programme has been implemented to facilitate the comparative study on lexical, semantic aspects between the two sets of advertising discourse as well as organise them into various categories for evaluation. This has assisted to investigate and compare the number and the choice of vocabularies in the advertising texts. The categories were consisted with five keywords and expressions categories of beaches related, other type attractions, food and accommodations and people descriptions and another group of categories are their descriptive adjectives.

### **3.4.1 Secondary data**

The term secondary data is used to describe the second-hand nature of the data that is collected, that is to say that the data was not taken individually in conjunction with the context of the research at hand, but taken from various sources such as textbooks, journals

and web sites. The data can then be used to justify the hypothesis in question. Examples of secondary data used for this research are:

- Textbooks: concerning text on discourse analysis, language of tourism, language of advertising, social research and statistics and so on.
- Journals: journals within the field of tourism, tourism marketing, linguistics analysis, sociolinguistic etc.

The data that is derived from the sources mentioned all help the researcher to conceptualize and can be used as a basis for further investigation into this particular topic of research.

### **3.4.2 Primary data**

Primary data will be related with the help of questionnaires. The reason for choosing the survey method is because it allows the collection of significant amounts of data in economical and efficient manner, but at the same time it allows for expansion. Moreover, it enables the researcher to set questionnaire within the studied topic. As Davis (1996) stated surveys usually use a well-constructed or standardized questionnaire to collect data from the relevant units of analysis under the study, usually individual.

In this study, the primary data collection is carried out in two different manners. The first approach is in linguistic aspect of written discourse analysis. As Fairclough (2003) mentioned one productive way of undertaking social research is through a focus on language, which could be done with the form of discourse analysis. The source material for analysis was collected in the form of printed tourism advertising such as brochures and leaflets from the UK's leading travel operators. The set of brochures published from pre- and post- the

Tsunami disaster of the five selected countries that were severely affected was used for the study. The materials for the analysis are the texts from the first paragraphs of the printed brochures of each country. The purpose of this analysis is to investigate the written texts and to focus on what changes have occurred in the use of language in both sets of materials with contrastive analysis method.

The second approach involves the collection of information through the use of self – administered questionnaires. According to Saunders et al. (2003), there are several types of questionnaires that can be divided into two main categories. These are self-administered questionnaires and interviewer administered questionnaires. Questionnaires consist of a structured question. A structured question is a question that imposes a limit on the number of allowable response. Structured questionnaires are essential to most directly associated with survey research and are often used in connection with many modes of social research observation. Therefore, the construction and format of questionnaires can be important for seeking the answers for the particular research. Consequently, the format of a questionnaire is just as important as the nature wording of questions within. There are two types of questionnaire questions. They are opened-ended questionnaires and closed ended questionnaires. The questionnaire with the opened questions allows the respondents to freely answer the question with the minimum guidelines. While the closed question questionnaires are designed to give more guidance to the respondents so that the researchers can obtain specific answers of what they are particular looking for. In this study, the latter type of questionnaires has been chosen with basic instructions for completing it.

The purpose of the questionnaire distribution is to investigate whether the potential future tourists are aware of the change within the use of language of tourism promotional brochures. According to Dawson (2009), there are open questions and closed questions, which are designed for different purposes. Each has its advantages and disadvantages and most surveys will deploy a mixture of the two. The questionnaire was designed with closed questions for this study. This is because it is easier to process for specific hypothesis of the investigation.

The questionnaires distributed to the respondents are classified as self-administered questionnaire. They are filled by the respondents rather than an interviewer. The aim of the use of questionnaire is to ask the respondents who have just visited their local travel agencies to fill in the questionnaires. The method aims to find out whether the changes within tourism advertising texts from before and after Tsunami can be recognised by the potential tourists. Moreover, the questionnaires aim to seek which set of the advertising texts in the brochures are more likely to have an impact on the customers buying decisions.

This technique is easy to be provided and interpreted by computer application; the SPSS programme (Zikmund, 1997). However, there are three types of self-administered questionnaire that gets completed by respondents as following:

On-line questionnaire is delivered and returned electronically by using either e-mail or the internet.

- Postal or mail questionnaire is probably the best known kind of survey, posted to the respondents who return them by post after completion. This usually requires large scale mailing over a large area
- Delivery and collection questionnaires that are delivered by hand to each respondent and collected later.

Interviewer administered questionnaires: are recorded by the interviewer on the basis of each respondent's answer. This type of questionnaire consists of two sub-types, which are:

- Telephone questionnaires mostly used in the area of marketing research. This method has the advantage of being cheaper than face to face research as the questionnaires are administered to respondents over the phone. However, there have been doubts cast about the reliability and quality of the data that is received.
- Structured interview refers to those questionnaires where interviewers physically meet respondents and ask the question face to face, usually in a town centre or by calling at people's homes. This kind of research can often be more expensive, but can make sure that the researcher can gain access to specific target groups such as particular age bands or ethnic groups.

For this study, the researcher used delivery and collection questionnaire in order to collect some of the primary data, and has chosen to deliver the questionnaire by hand randomly to each respondent. The total amount of 150 copies of questionnaires has been handed out. The respondents must be 18 years old or above with no specific gender or occupation and collect the questionnaire right after it had been completed.

After collecting the data from the questionnaires, the data itself has been analysed and evaluated by using Statistical Package for Social Science programme (SPSS). The collected data has been transformed and represented in an accurate readable form of results.

### **3.5 Qualitative Method of Analysing Discourse**

The term of 'discourse analysis' has been applied in the social sciences as the methods of data collection just like any other types of issues in analysis approaches of the qualitative research methodology. It is important to have a clear view of its traditions before we can explicate the analysis as a valid method in qualitative research. The traditions of qualitative research method of discourse analysis can be set into four different types of work. The first manner has appeared in the works of Coulthard and Montgomery (1981) which suggested the discourse being influenced by speech act theory. In other words, it is the study of the discourse of spoken settings within the systematic account organisation of conversational exchange. The second type is psychologically orientated, focussing on the effect of discourse structure and understanding processes. This type of discourse analysis can be found within the studies since the 1980s of the likes of discourse analysis pioneer such as Van Dijk and Kintch (1983). In the third type of discourse analysis is the method which has been developed by the effect of the sociological scientific knowledge. Gilbert and Mulkay (1984) first proposed this approach partly as a response to methodological difficulties with other ways of studying social sciences. It was concerned less with the traditional sociological question of how 'social factors' influence acts such as theory. The final manner has involved a very different tradition of continental social philosophy and cultural aspects of analysis. This approach has introduced the term of post-structuralism as a crucial component to work with the discourse. Henriques et al. (1984) have tried to show how institutions, practices and even the individual human subject itself can be understood as produced through the workings of a set of discourse.

Furthermore, there are three main features which make discourse analysis are particularly applicable for a method in research practice as well as the case of investigation within this research. Bryman and Burgess (1994) stated in their book of the analysing qualitative data

that firstly, it is concerned with talk and texts as social practices; and as such it pay close attention to features which would traditionally be classed as linguistic content, meaning and topics. This also has been included the features of linguistic form such as grammar and cohesion. The discourse analysis approach can allow the distinction between content and form become problematic. The research in this type of work must be conducted in order to seek the answers to sociological questions rather than linguistic ones. Second, Potter and Wetherell (1987) suggested discourse analysis has concern with action, construction and variability. People perform actions of different kinds through their talk and writing, and they accomplish the nature of these actions partly through constructing their discourse out of a range of styles, linguistic resources and rhetorical devices. The aim of discourse studies is to reveal the operation of these constructive processes. Once discourse is conceptualised in this way it becomes clear that there will be significant variation in descriptions of a phenomenon. A third feature is its concern with the rhetorical or argumentative organisation of talk and texts.

Nevertheless, it usefully marks out some shades of emphasis in analysis as a method in research and in this study will be concentrating on the tendency of the analysis of interpretative repertoires in the discourse of tourism advertising printed texts. In this particular project, the next two chapters will illustrate how the research being conducted with the help of NVivo computer analytical programmes as the method of qualitative data analysis. Throughout his method of analysis will be applied to the data collected in the form written discourse of tourism advertising and thus will have as a primary and secondary goals to explication of our research findings and conclusions.

### **3.5.1 NVivo Analytical Programme**

Qualitative approach has been suggested by many methodologists including Maxwell (2005), and Richards & Morse (2007), that it is the way-forward method suitable for research involving the pattern analysis of description, comparison and exploration. It is more suitable to be used to analyse text or visual data in particular. Since the nature of this type of data requires interpretation of either intensive or extensive of unstructured information (Bazeley, 2007), which is the characteristic of the main data of this research. NVivo is analytical computer programmed designed to assist researcher with various ways in order to conduct the project involved qualitative data analysis.

As Gilbert (2002) suggested that human capabilities can be changed with tools extension and qualitatively method. NVivo programme is highly supportive this idea with the various ranges of tools within the software designed for specific purposes, power and functions in order to analyse the qualitative database. The programme has a major impact on how the research is done (Bazeley, 2007). This computer software was initially used to facilitate some particular coding in texts. Eventually, it has been developed as an advance technology to assist research process.

NVivo is a computer analytical programme with a set of tools, which assists data analysis in qualitative approach. With the ability of the computer capacity for sorting, matching and linking combined with the implementation of ground theories, the researcher can work around the saved data and get back to it anytime possible, and eventually answer the research questions from the data. According to Bazeley (2007), using NVivo computer programme has five significant principal abilities to benefit the researcher of qualitative analysis project. Firstly, managing data enables to organise data, records and files into sets easy for project

evaluation. Secondly, it helps to manage ideas providing a quick access to produce theoretical and conceptual frameworks into files. Thirdly, the principle is to query data, which was designed to assist the database related to interrogation. The programme allows all information regarding questions and answers to be retrieved as an ongoing enquiry process. The fourth way of the programme is to deal with graphically model. It represents the ideas of cases and concepts into visual displays. Lastly, the programme supports qualitative information of all data sources to be processed when the findings were found. Any of these five principle approaches can be beneficial tools support in a wider range of qualitative research projects. In this study, four of the above principles were applied to manage data and ideas. The data and ideas in this study are organised into coding categories, and then graphically model of charts and tables were used to represent the findings of qualitative textual information of this research.

### **3.6 Quantitative Method of Questionnaire Survey**

The method of quantitative approach in the survey data analysis is known best its capacity of large scale of subjects. The technique is to transform the gathered data to a numerical form and subject it to statistical form of analysis. This procedure can be done by converting data into the numerical format with the application of computer software programmes. The well-known software programmes for quantitative research is SPSS or Statistical Package for the Social Sciences. The programme enables the social science data to be translated into a readable form of numerical and percentage results. In order to conduct a quantitative analysis, the research must be employed with coding process of questionnaire survey. The attributes of composing the questionnaire survey involves the following steps.

### **3.6.1 Respondents and Sampling Procedures**

According to Bryman (2004) sampling enhances the researcher's chances to design a better questionnaire within the limited scope of the issues involved. Moreover, Saunders et al., (2003) also states why sampling plays a critical part in research. This is because sampling is a method which provides a valid alternative to a whole population when;

- It is impossible to survey the whole population
- Budget constraint
- Time limited
- an urgently results finding process

### **3.6.2. Target Population and Sampling Base**

As Zikmund (1997) stated, the term respondent refers to the person who provides answers to those written questions in a self-administered survey. Therefore, the target respondents for this research is designed to be a mixture of male and female above the age of 18 who have just visited the travel agencies around Liverpool city centre. The purpose of selecting this type of respondents is because they tend to have an interest in travelling or even have experienced holidays for several times. Moreover, they are the group of potential tourists who use tourism published promotional brochures as one of the methods to base their next holiday buying decisions on. Therefore, they are suitable choice for the investigation of this research.

### **3.6.3. Sampling Method**

According to Bryman (2004), there are two techniques of sampling which are:

- Probability sampling, where by the chances or probability of certain groups of people being selected is specified,
- Non-probability sampling, where the probability of each case being selected from the population is random, and therefore the chances are more equal.

Moreover, Saunders et al. (2004) also mentioned that there are five different methods of non-probability sampling. These are; quota samples, purposive samples, snowball samples, self-selection samples and convenience samples. Convenience sampling has been described as being a sample that is drawn at the convenience of the interviewer (Burns and Bush, 2000), and is the technique of non-probability sampling that has been chosen for this research along with purposive sampling.

### **3.6.4 Determining a suitable sample size**

When determining what is a suitable size for a sample it is best to remember that it is not the relative size that is important, but the absolute size (Bryman 2004,). For example a national survey of 1'000 individuals in the U.K would be as valid as the same survey of 1'000 individuals in the USA, even though there is a sizable population difference. Researchers usually work to 95% level of certainty, which means that there is a 5% ratio for error. Therefore that means that if the sample was selected 100 times at least 95 of them would be certain to represent the characteristics of the population (Saunders et al., 2003). In this sample it would then be safe to say that there is a 95% certainty in the results of this survey.

### **3.6.5 Pre-testing the questionnaire**

In this research, the researcher would pre-test the questionnaire by handing out 20 copies of the questionnaire to the respondents outside the well-renowned travel agencies in Liverpool city centre for the purpose of a pilot study. The pilot study is believed to refine the questionnaire, i.e. to allow for any re-phrasing, or alterations to the sequencing of the questions. This is to ensure that the respondents will not have any problems which could affect their understanding in those designed questions that will assist data collecting process in this research. The amount of questionnaire distributed for pilot study is approximately equal to 20 percent of the whole number of sampling questionnaire.

### **3.7 Research Aim and Objectives**

The overall aim of the research is to investigate the written discourse of tourism advertising in printed promotional brochures of the five selected countries where have been worst affected by the Asian Tsunami in 2004. Five countries were chosen to be studied on their tourism advertising printed materials. These five selected countries are Thailand, Indonesia, Sri Lanka, India and Maldives. The research has mainly focussed on Thailand as the main case study of this work. This is because Thailand is the most popular destination within South-East Asia. Tourism is the industry which brings the main national income to the country and Tsunami disaster has hit the most popular tourist destination areas of Thailand with the major devastated impact. Moreover, the amount of casualties and victims from the disaster in Thailand were mainly tourists rather than the locals. Therefore, the destruction in Thailand on the aspect of tourism may be considered greater than the other four. These are the reasons why the main focus of the case study is in Thailand. The larger and longer pieces of advertising texts have been taken from the tourism printed brochures of Thailand from both before and after the catastrophe in order to see some great development within the

tourism advertising contexts and writing constructions. The other four countries have been chosen to study in order to compare and evaluate the results of the tourism advertising texts in their printed brochures between the pre- Tsunami and the post- set as well as between the five countries to illustrate overall findings within the affected region.

There are three major hypotheses of this research. First hypothesis is to investigate whether or not there are any changes of the use of language in tourism advertising texts between pre- and post- Tsunami sets in each country as well as between the five countries. This investigation would also identify the changes of the type of attractions within the context of the advertising texts. Second hypothesis is to find out if the language in tourism advertising texts has any impacts on decision-making of the potential tourists. The last hypothesis is that can language create the positive image within the tourism printed materials of the affected destinations to their potential visitors as well as improve the tourism development in respect of recovering the normality back to the affected countries and in the region.

The method discourse analysis in this study has concentrated on the choice of lexical in the advertising texts which reflects the semantic, syntactic and pragmatic characteristics in the tourism written form of discourse. The analysis and comparison of language in tourism advertising in each country would evaluate the similarities and differences of the written texts to answer the hypotheses of this study. Furthermore, comparing the use of language in promotional texts in and between the five selected countries would also allow researcher to investigate the effects of the Tsunami disaster on any changes occurring within the use of language of tourism advertising in the most affected areas. Although, the level of destructions varied among these countries, the use of comparative nature analysis has expected to draw a

bigger picture of the development in language of tourism advertising and promotional strategy.

### **3.8 The Methods of Analysis**

The mix methods of Quantitative and Qualitative approaches are implemented in this study in order to investigate the language content of discourse analysis and evaluate the effectiveness of the tourism advertising discourse. The above positivism approach is applied for the questionnaire analysis features to examine whether the respondents can tell the differences between pre- and post- texts taken from tourism promotional brochures, and provide the statistical data to the effectiveness of the language of tourism advertising on the potential holiday makers. Therefore, the use of the positivism method is considerably appropriate for this research. Moreover, the use of questionnaire and observation may also enhance the scope and breadth of the participant observation research.

There are two approaches that can be chosen when conducting research. These are known as the Deductive and inductive approaches. The Deductive approach or testing theory as it is also known is a method in which a theory and hypothesis are developed and followed by the design of a research strategy to test that hypothesis. The Inductive method requires the data to be collected first, and then the theory is developed as a result of the data analysis. However, Saunders et al. (2003) stated that it is useful to attach the approaches to different research philosophies, and since the deductive approach is more in line with the values of positivism, the researcher has decided to use this method as the approach to the research.

The quantitative research and qualitative research in some ways have shared competitive views on their social aspects. Some other writers have claimed that they have different ways of conducting in social research. Most problems of the quantitative research are the affinity between functionalism and social survey, and the idealised model derives from its apparent linearity and orderliness (Creswell, 2007). The likely problem of quantitative research is that the methods are often selected for reasons that have little to do with theoretical considerations. The impact of general commitment to the scientific method, and to positivism is particular, on quantitative research has been to create a cluster of preoccupations which can be gleaned from both reports of investigations and various writings on matters of method. The objections and disagreements have fuelled an alternative strategy for the examination of social research methodology.

The recent analysis of social research in quantitative approach has seemed to be focussing particularly on quantitative data analysis techniques. In other words, the quantitative data analysis is known as *statistical analysis*. However, this technique often obscures some rational aspects of social observation whereas qualitative analysis method has an opposite effect. The analysis method in qualitative research allows the researcher to examine social research data without switching them to only numerical format unlike in quantitative method. Sometimes, the statistical analysis may intimidate some researcher with a growing mass of numerical data. The approach qualitative analysis, on the other hand can deal with the non-numerical examination and interpretation of observation for the purpose of discovering underlying meanings and patterns of content analysis. Qualitative research methods involve a continuing relationship between data collection and theory. In quantitative research, it is sometimes easy to get caught up in the logistics of data collection and in the statistical

analysis of data, thereby losing sight of theory for a time. This is less likely in qualitative research, where data collection, analysis and theory are more intimately tangled.

The qualitative and quantitative methods have both been chosen to analyse the data collected in this research. The researcher has used the NVivo analytical programme to compare and analyse the structure of the written texts that is used in printed promotional materials from pre- and post- Tsunami period. In order to study the use of language within the printed promotion texts from the two sets of collected material, the qualitative approach will be implemented. Various linguistic features will be analysed in order to trace the differences in lexical, syntactic, semantic and pragmatic aspects of the texts in and between both pre- and post Tsunami disaster sets of written advertising discourse. The analysis of the linguistic characteristics will broaden our knowledge and understanding of the use of written language in this research. As Bussmann (1996) also stated that syntactic functions have associated with other semantic or pragmatic notions.

The semantic and pragmatic characteristics are the two linguistic approaches that this research should be most likely to concentrate on. This is because both semantic and pragmatics investigate different aspects of meaning in linguistics expressions. The semantic approach concerns various aspects of meaning from the internal semantic structure to the whole meaning of sentence whereas pragmatics is a sub-discipline of linguistics developed from different studies that examine the relationship between natural language expressions and their uses in specific situations (Gawson & Peters, 1990). Lexis and syntax are equally important. This is because the choice of vocabularies and the form of sentence not only can help to create a positive evaluation, but also convey an appealing image in the minds of the recipients. Additionally, the discussion of the language's significance within the area of

tourism marketing and the analysis of tourism as discourse will be undertaken. For the quantitative method, the collected questionnaire will be analysed and interpreted with the help of the computer application of the Statistical Package for Social Science programme (SPSS) in order to analyse the data from different groups of consumers and establish if there are any significant differences between the pre- and post- set of materials.

### **3.9 The Chosen Research Method**

The mix methods of Quantitative and Qualitative approaches are the chosen research methodology to be implemented in this study. They were selected in order to investigate the language content of discourse analysis and evaluate the effectiveness of the tourism advertising discourse. The positivism is the philosophy chosen to examine the results of questionnaire analysis. The enquiry was conducted to investigate whether the respondents can tell the difference between the pre- and the post- Tsunami advertising texts taken from tourism promotional brochures of the five selected countries as well as providing the statistical data findings to assess the effectiveness of the language of tourism advertising on the holiday makers. Therefore, the use of the positivism method is considered to be appropriate for this research.

### **3.10 Materials Collections**

To carry out an objective study of the effectiveness of language in tourism advertising promotional brochures from five countries worst affected by Tsunami in 2004 were connected to provide material-written advertising discourse. This allowed the investigation to identify any differences that may have occurred. This enabled the distinct analysis of this research to focus on verbal communication of tourism advertising rather than nonverbal communication by means of images and semiotics. Additional information was collected with

the aid of questionnaires so that social aspects of positivism could enhance the findings along with linguistic features of analysis to evaluate the effectiveness of language in the role of tourism development as well as assess the relationship between the linguistic and advertising approaches.

### **3.10.1 The brochure materials**

The materials for the analysis have been collected in two different stages. First the total number of thirty-five tourism printed promotional brochures has been collected altogether. Second stage consisted of distribution, collection and analysis of the questionnaire. The holiday brochures advertising five selected countries includes Thailand, Indonesian, Sri Lanka, India and Maldives were collected from the UK leading travel agencies. The materials are written in English and they are the tourism advertising brochures for the UK residential customers. The travel agencies where the researcher collected the materials from are Thomas Cook, Thomson, Kuoni, Delta, and Co-operative travel in Liverpool City Branches. The collected brochures were printed by tour operators such as Tradewinds Worldwide Holidays, Gold Medal, Virgin Holiday Thomas Cook Signature and Airtours.

The travel brochures have been collected in two sets; the before set were picked up from before the Tsunami of 2004 and included brochure published 2004-2005 and 2005-2006. The after set was from the years 2006-2007, 2007-2008 and 2008-2009. These two sets of materials have allowed the study to compare the written advertising texts between before the Tsunami catastrophe and after in the affected regions. The Tsunami disaster happened on the 26<sup>th</sup> December 2004, but the advertising materials for 2005-2006 were published beforehand. This is because holiday brochures are generally published well in advance. They usually get published at least a year ahead in most of all travel companies. This is due to potential

tourists buying behaviour of tourism products in the UK. The holiday package is often purchased well in advance of the actual holiday. This explains why the tradition of brochures publishing tends to be produced in the same manner. Therefore, the set of brochures published for these years was included in the before Tsunami set of texts. On the other hand, a larger number and a longer period of the after set of tourism advertising brochures have been taken to study in order to enable the comparative analysis of the study to evaluate the major changes at more recent scale as well as allow time for the publishers to develop the advertising discourse of the promotional materials for the study.

### **3.10.2 The subjects**

Initially, Thailand is the country on which the research is focussed on because it has the most popular tourist attractions in South-East Asia as compared to the other selected countries. Moreover, among the five selected countries, Thailand is in the top three of the most devastated countries from the catastrophic incident Tsunami in 2004 and the Tsunami hit at the most popular areas of tourist destination in the country. Moreover, the researcher is from Thailand, therefore, her interest is centred on her home country more than the rest. The pieces of texts chosen for the analysis of discourse were gathered from the first paragraph of the advertising brochures in all the countries.

Thirty texts were selected from Thailand Tourism advertising printed materials, fifteen each from the pre- Tsunami and the post- Tsunami brochures. From brochures advertising of the other four countries, twenty texts from each were collected, ten texts from before disaster and ten texts from after disaster set of texts. Altogether, the total of seventy pieces of text was gathered for the discourse analysis of tourism advertising texts.

The aim was to study these texts by comparing the before and after disaster sets in order to investigate any changes in language use as well as the semantic context of advertising brochures in order to identify the type of tourism products and attractions in respect of each country. Then, the same process has been applied in the findings to be compared and evaluate the changes between the five different countries. Thus the findings provide information for a potential change of focus in the individual countries as well as in the affected region.

### **3.10.3 Coding for brochure materials**

As explained above, the total number of seventy pieces of first paragraph texts from printed promotional brochures for the five chosen countries was used for discourse analysis with the NVivo analytical programme. NVivo is a software tool which facilitates textual analysis as well as numerical analysis. NVivo has its own terms regarding the procedure for organising the data such as internal files, nodes and free nodes. For the analysis of this study, the data collection from tourism advertising texts have been imported to separate internal files of the pre- set and the post- set in order to identify the linguistic features within the texts. Each file has been identified with two main linguistic items of keywords and adjectives. The linguistic items were coded into different nodes which represent the number of words repetition, references and frequency percentage of their usage coverage in the texts from each file. The two main chosen linguistic items which this research has focussed on the texts analysis are keywords and adjectives. The keywords found in the advertising texts are included in various forms: keywords, expressions and phrases. The keywords were divided in five marketing tourism features in the advertising brochures as follow; beach related, other attractions, activities, food and accommodation and local people descriptions. The examples of most frequently used beach related keywords are *islands* and *sand*. Moreover, there are also beach related expression keywords found in the texts such as *Barefoot Paradise* and *Robinson*

*Crusoe's Island*. Keywords are the linguistic items to be identified because the use of these keywords could indicate the messages of the advertising texts. Keywords can portray particular type of tourism experience that those destinations provide for their target customer via representations in the tourism advertising texts. Moreover, the investigation of keywords usage and number of various keywords used within the texts would lead to understanding the type of destinations which are being advertised in the texts. Any changes revealed by the data would provide information about the ways in which the disaster-affected areas, both individual countries and connectively attempted to combat the potentially negative impact of the Tsunami; such as beach related keywords being replaced by keywords describing inland attractions.

### **3.10.3a. Coding for keywords**

The coding process of keywords was categorized into five sub-divided groups .The five sub-divided groups are as follows;

Beach Related keywords are the keywords found in the tourism texts such as *Palm trees* and *wave*. The second group is Other Attraction keywords of *Forest* and *Hill*. Activity keyword is the third type of keyword group containing words such as *diving* and *nightlife*. The fourth category of keyword is Food and Accommodation, which includes the keywords *restaurant* and *resorts*. Lastly, the People Description group has the keywords as *Hospitality* and *land of smiles*.

The keyword coding has been applied for the purpose of the language investigation in order to seek for the type of marketing places and group of target markets within the advertising messages. Firstly, it could imply that the advertising piece of text could be taken from before Tsunami disaster which hit the coastal lines of all the selected countries. Secondly, the tourism representation of that particular country has not have

any impact by the disaster on their tourism advertising by not trying to divert the tourism experience away from the beachfront in their advertising pieces.

### **3.10.3b. Coding for adjectives**

Similarly, another important linguistic feature to be investigated in the analysis of tourism advertising discourse is descriptive adjectives. They also illustrate the same five concepts as the keywords. For instance, *breathtaking* and *fascinating* are the descriptive adjectives illustrating the beauty of landscape attractions. Studying the use of the choice of adjectives is important in the production of persuasive narration pieces of tourism advertising discourse. They provide the vivid imagery and help create a distinct idea of the destinations. Most of tourism advertising involves glossy images; the narrative discourse consisting with various choices of descriptive adjectives the advertising enhance the effectiveness and make that advertising become highly influential.

Moreover, the choice of descriptive adjectives used within the tourism advertising texts can also imply the type of target customers the advertising is aiming at. For example, *luxury* is a descriptive adjective which strives to entice high end target customers; *intimate* is an adjective describing the location or accommodation which is suitable for honeymoon couples. As the representations of tourism attractions are crucial for generating the interests of potential customers to the region, these narrative adjectives play a key role in the composing of tourism advertising texts and convincing and persuading the readers.

**3.10.4. Coding linguistic items as nodes**

All the seventy pieces of tourism advertising texts have been imported to internal files of NVivo as the data ready for the analysis. Two files have been made for each category in total five. These two files are the before Tsunami advertising texts versus the after set texts. There are ten NVivo projects created for the different types of groups where the two major linguistic items have been included.

Project 1	Beach Related Keywords
Project 2	Other Type of Attraction Keywords
Project 3	Activity Keywords
Project 4	Food and Accommodation Keywords
Project 5	People Description keywords

**Figure 3.1    *Keywords Projects***

Figure 1	Beach Related Adjectives
Figure 2	Other Attraction Adjectives
Figure 3	Activity Adjectives
Figure 4	Food and Accommodation Adjectives
Figure 5	People Description Adjectives

**Figure 3.2    *Descriptive Adjectives Projects***

The existence of two main linguistic items has been observed in each file. Using software of NVivo for the data analysis helps to deal with the multiple repetition and existence of keywords and adjectives by organising them into different sub-divided files called Nodes. The researcher created the nodes by manually coding the observed keywords and adjectives. This method allows the programme to create new node and then filling the words into the sub-divided files of free nodes. Once the free nodes of all the existing keywords and adjectives describing different attractions and services in the advertising texts have been created, the repetition of these linguistic items would be added and organised into the existing free nodes files. This process allows the observations and analysis of the materials to become faster and more organised. Coding linguistic items in NVivo does not only categorise the group of words and their number of multiple usage within the texts, but also identifies the source of references indicating where in the texts these items have been used as well as the percentage of their usage coverage in the texts.

NVivo programme has provided accuracy and facilitated the observation of coded free nodes in the internal files. When the data was completed, two indications of the main internal files of pre- and post- Tsunami in each country were established. These indications are the amount of nodes which have been added from the analysed texts. Another indication is reference; it stands for the source of where the nodes existed within the texts. The results of coding nodes have been represented in chart document coding indicate the number of words found and the percentage of their frequency usage in the texts. The tables have been represented in the following chapter where the major findings are being described and evaluated.

**3.10.5. The Questionnaires**

The questionnaires have been constructed for the respondents to identify only one of the two multiple choices of whether the chosen texts have been taken from the pre- or the post-Tsunami set of brochures. Therefore, the closed question enables the respondents to only answer in a predefined way. Unlike, the open questions constructed questionnaires where it is a lot more difficult to code the responses.

In Part 1, the choices of the closed questions were designed to investigate whether the respondents can identify which chosen tourism advertising texts have been taken from before or after the Tsunami. The introductory lines of the advertising texts from the five selected countries were chosen to design the first part of questionnaire. The questionnaire respondents were asked to indentify fragments of texts as written before or after the Tsunami. The aim of this part of questionnaires is to discover whether the respondents were able to tell which text was taken from a text published before or after the catastrophe. The texts were collected from various publishers and travel operators from both pre- and post- Tsunami sets.

The tables below indicate the selected texts and the source of publishers. They are also divided into two different categories of pre- and post- disaster set.

<b>Pre- Tsunami Texts</b>	<b>Source</b>	<b>Post- Tsunami Texts</b>	<b>Source</b>
<b>1.2</b> Culture and relaxing tropical holidays set in coconut groves and attractive resorts	Thomas Cook Worldwide	<b>1.1</b> The wonderful disorder of its geography, the constant mix of old and new, the heavy nightlife and the amazing culinary scene	Thomas Cook Signature
<b>1.3</b> Castaway to a romantic sandy beach lapped by a warm lagoon and watch the sun set over the Indian Ocean as you sip a cocktail	Thomas cook Signature	<b>1.6</b> Gleaming palaces and great temples can be found along with dusty remnants of some of the world's oldest civilizations	Tradewinds
<b>1.4</b> The archetypal paradise island, with magnificent beaches lapped by crystal clear waters, colourful reefs and gently swaying palm trees	Kuoni	<b>1.8</b> Colourful, exotic and exuberant, this multi-faceted nation is shaped by numerous religions and cultures	Thomson
<b>1.5</b> Far away in the Indian Ocean rests a tropical destination like no other	Delta	<b>1.12</b> A giant necklace of 1,192 tiny coral islands with limpid turquoise lagoons, beaches of soft white sand	Thomson
<b>1.7</b> Blue lagoons encircle the islands gentle waves lap soft sand shores and cool sea breezes whisper through palm trees	Co-operative travel	<b>1.14</b> The land of temples and palaces, colourful market and fragrant spice stalls	Thomas cook worldwide

<b>Pre- Tsunami Texts</b>	<b>Source</b>	<b>Post- Tsunami Texts</b>	<b>Source</b>
<b>1.9</b> Plaited baskets filled with flowers and herbs are placed on pavements, on the prows of fishing boats	Virgin Holiday	<b>1.16</b> Imagine long golden sandy beaches, plodding elephants and colourfully dressed women picking tea, while sharing the day's gossip	Virgin Holiday
<b>1.10</b> Explore glorious beaches, pretty towns, volcanoes and Hindu temples	Co-operative	<b>1.19</b> Unique cultural heritage making it a fascinating holiday destination	Kuoni
<b>1.11</b> Stunning scenery ranges from volcanic peaks and sparkling lakes to emerald rice terraces and beaches of silvery sand	Thomson	<b>1.21</b> Think desert island and barefoot paradise	Thomson
<b>1.13</b> Feel the romance in the air, beneath the waves, between your toes with amazing palm-fringes beaches	Airtours	<b>1.22</b> Rice paddies, patchwork, hillside terraces and beautiful sand beaches characterize this idyllic island	Airtours
<b>1.15</b> Ornate golden temples, saffron robed monks, floating market, exquisite costumes and bustling nightlife	Virgin Holidays	<b>1.25</b> If you take one lasting memory from Thailand, it has to be the hospitality of its people	Kuoni
<b>1.17</b> The little wonder of its 2 coastlines offer miles of white sand beaches and coral reefs	Virgin Holidays		

Pre- Tsunami Texts	Source
1.18 The 'resplendent isle' of early legend is fringed by 1,000 miles of coastline, with soft golden sands	Thomas cook signature
1.20 This lush tropical island is the coconut capital of the world	Gold medal holiday
1.23 An island of fun, linked to the mainland by a causeway	Thomas cook worldwide
1.24 A land of hilltop temples and ancient traditions	Airtours

**Table 3.1** Questionnaire texts and sources

In Part 2, a similar format of questions were used in order to seek which texts are more likely to influence the respondents' holiday decision-making. The selected texts from promotional printed materials were taken from again both sets. In this part, the sentences have been chosen from the introductory headlines of each country advertising printed brochures. These sections can usually be found in the brochures printed over or along the image. The questions were designed into five set of countries. Each question in each country aims to ask the respondents which text they would prefer and are more likely to persuade them to make a holiday purchase to those destinations. There are two texts of A and B set in one question for the respondent to choose from, A texts are from before and B texts are from after disaster sets. This part of the questionnaire tends to seek the more preferred advertising texts which have the better effect on respondent decision-making. This process was designed to evaluate

whether the texts taken from before or after the Tsunami disaster would have more impact on persuading the potential customers to purchase the holiday package.

In part 3 or the last part of the questionnaire required the respondents to fill in their personal data (gender, age and occupation) in order to gain an impression of the background of the respondents involved. Additional, questions were included to find out how often they go on holiday and what source of advertising is likely to be most influential on their holiday decision-making. Some information from the personal data part such as occupation and gender could have an effect on the questionnaire result on some particular respondents their holiday frequency and abilities of telling the difference of tourism advertising texts from before and after the Tsunami catastrophe. Furthermore, the categorization of two groups of gender could possibly be useful to specify significant value of the analysis. Finally, the distribution of a larger amount of final questionnaire is also required. The sampling size is set to be double of the original amount to gain more distribution from more expanding age group of respondents. The aim of questions in part 3 is to gain the general background data of the respondents such as age, occupation and their travel habits in order to evaluate whether gender and travel habits of the respondents affect their awareness of changes within the tourism advertising texts from the select brochures of five chosen countries.

In conclusion, the questionnaires have been specifically designed into three parts conducted to gain three sets of information in the term of seeking awareness from the readers or potential customers in changes of language used in advertising texts as well as how effective the language can be in tourism advertising. Moreover, the questionnaires aim to investigate which set of texts is more preferred choice to respondents' buying-decision. Third is to obtain some background information of the respondents.

### 3.10.6. Coding questionnaires survey

The preliminary examination of the returned questionnaire has shown both positive and negative results of the use of designed questionnaire. First of all, from the preliminary SPSS analysis has shown that the number of the sampled questionnaire which was used for pilot questionnaire is too small, and the age group of the respondents did not equally distributed. Most of the returned questionnaires were only completed and equally divided by two age groups which are 18-25 and 26-35. Therefore, it is not possible for the results to specify the significance of analysis value, and the result tends to be bias. After collecting the data from the questionnaires, the data itself was analysed and evaluated by the help of Statistical Package for Social Science programme (SPSS). All statistical procedures were performed by computer software package in order to ensure the accuracy and the cost of research. There are three methods of analysis chosen for analyzing the data collected from the 150 sets of questionnaires in order to answer some of hypotheses in this research. They are as following:

- **Descriptive analysis:** aim to provide the details of the respondents and their ability to define which tourism advertising has been taken from the set of pre- or post- Tsunami.
- **Frequency distribution:** aim to find the personal data of the respondents and their holiday habits.
- **One sample T-test:** aim to investigate whether printed advertising exposure like brochures and leaflets from the UK leading agencies have any affects on their travel decision-making, and even whether the ability of language used within the printed advertising materials able to help create the positive attitude on the potential holiday makers for the holiday destinations of five selected countries after the massive natural catastrophe.

From the rough preliminary examination of the returned pilot questionnaires, the result has shown that the respondents were able to tell the difference between tourism promotional texts taken before and after the disaster. There has been an occurred in the pilot questionnaire. The same text was chosen for two different questions within the questionnaire. Surprisingly, somehow some of the respondents had given different answered to those two questions within the same set of questionnaire. From this mistake, it could possibly has an effect on the pilot study examination results to be likely uncertain and unreliable. However, an error of repeated chosen sentence was eliminated in the final set of questionnaires conducted for the main final survey.

### **3.11 Chapter Summary**

An explanation of methodology and data selection used in this research as well as the selected tools used for the analysis of findings has been represented in this chapter. In addition, the research aim and objectives have also been illustrated in order to outline an appropriate chosen method. The choice of publications from which the texts were collected is explained alongside the discussions of the method of analysis as well as the descriptions of analytical tools conducted the investigation to seek for the findings of this research. The result of findings will be represented and clarified in the following chapter.

## **Chapter 4**

### **Research Findings**

#### **4.1. Chapter Overview**

This chapter presents the results of NVivo analysis of tourism advertising texts from two sets: from before and after the Tsunami disaster in Asia in 2004. The findings of all five selected countries will be shown in the forms of two comparative sets. Discourse analysis was used to deal with identifying the number of linguistic items usage from the texts analysis in order to find major changes, if any between the pre- and the post- disaster of advertising discourse. The chapter contains six main division, thirty sub-divisions as well as thirty findings figures as following; section 4.2 is preliminary commentary where a brief format of the investigation results and the management of findings have been explained. 4.3 is the main case study of Thailand tourism advertising findings. Thailand findings are being shown in ten different sub-divisions of analysis findings. Section 4.4 is where the five selected major findings of Indonesia tourism advertising texts have been represented. Section 4.5 points out another five major sub-sections results of the text analysis from Sri Lanka tourism promotional printed materials. Section 4.6 shows the five sets of significant linguistic items findings from brochures advertising Indian tourism. Division 4.7 is where five main tourism text analysis results of Maldives advertising brochures are illustrated. Then in section 4.8 are the questionnaires survey findings in the Statistic Package for Social Science analysis results. In 4.8.1, the results of the part 1 from the questionnaire are shown while section 4.8.2 has displayed the results of findings from part 2 of the questionnaires. Section 4.8.3 is where the descriptions of part 3 results of the questionnaires are being described. Finally, 4.9 section, provides the conclusion of the whole chapter.

#### **4.2. Preliminary Commentary**

The source material for discourse analysis was collected from printed tourism advertising such as brochures and leaflets from the pre- and the post Tsunami disaster. Five countries that were worst affected by the catastrophe are studied in this research. The investigation was conducted in order to focus on the changes in language used to advertise the promotional tourism texts. The NVivo analytical programme has been chosen to assist in the analysis of

the selected texts from the holiday advertising brochures. With the help of NVivo programme, the data has been grouped into five main criteria from the tourism advertising texts. The five main categories are inspired by the major interests often included within tourism advertising. The interests are being used as main attractions aimed at enticing different ranges of target customers. From the evaluation of the advertising discourse in tourism promotional brochures of both before and after sets, the research has concentrated on five different main categories of the two main linguistic features of keywords and adjectives in respect of: *Beach related, Other attractions, Activities, Food and Accommodations and People descriptions*. Then each category is sub-divided into two types of linguistic items which can be found repeatedly within the texts. These linguistic items are keywords and descriptive adjectives. The choice of vocabularies in the advertising texts is the key of the analysis. The nature of tourism promotional discourse is usually formed with descriptive sources of specific types of attractions. For example, the descriptions of beaches related and landscape attractions in the representation of tourism advertising discourse can be crucial elements in order to see whether or not the impact of the Tsunami disaster has affected the frequency of these descriptions in the advertising contexts. Through the investigation of this study, the descriptions such as these came to characterise the five countries' destinations. Other than these attractions, the description of activities, food and accommodation and local people can also be evaluated as either the positive and negative aspects of a greater emphasis on promotional tourism representations. The main five criteria and two major sub-divided linguistic items of the analysis of tourism advertising discourse are as following;

	<b>Beaches related</b>	<b>Other Attraction</b>	<b>Activity</b>	<b>Food &amp; Accommodation</b>	<b>People Description</b>
Sub 1	Keywords	Keywords	Keywords	Keywords	Keywords
Sub 2	Descriptive Adjectives	Descriptive Adjectives	Descriptive Adjectives	Descriptive Adjectives	Descriptive Adjectives

**Table 4.1** The criteria of analysis

The results have been coded and are represented in two sets of graphs showing all the criteria. Comparative results of the pre- and the post- Tsunami catastrophe are presented in the term of word selection, frequency and repetition. Although the research has chosen five different countries, the main focus has been on Thailand. However, the results of the other four countries' analysis help to broaden the scope of the study within the region. Moreover, though all the tests were carried out, only the tables showing significant findings between the pre- and the post-Tsunami set are in this chapter. The significant findings are the results of the categories which have shown the major differences of the increasing or decreasing changes between the two sets of results. The tables are shown with two sets of graphs along with the descriptions of and speculation about the findings. The rest of the results tables which have shown minor differences are all included in the appendix.

### **4.3. Thailand Advertising Texts Analysis**

Thailand is the main case study of this research. The analysis of Thailand tourism advertising texts findings are shown in every main category. As referred above, the findings are separated into ten major groups. With NVivo analysis, the findings from before Tsunami disaster and after have been divided into two: figure A and figure B in each main category. 4.3.1 is the first category showing beach related keywords findings with two figures of pre- set texts of figure 4.1a while figure 4.1b contains the post- set texts result. Section 4.3.2 is beach descriptive adjectives. Then 4.3.3 section shows the results of other attraction keywords while section 4.3.4 indicates other attraction adjective items. Section 4.3.5 shows the results of finding in category of activity keywords whereas section 4.3.6 shows activity descriptive adjectives found in the advertising texts. The next section is 4.3.7 showing the results of food and accommodation keywords findings. Food and accommodation descriptive adjectives findings are presented in section 4.3.8. Finally, the last two main categories of people description keywords and people descriptive adjectives are in section 4.3.9 and section 4.3.10.

4.3.1 Beach Related Keywords

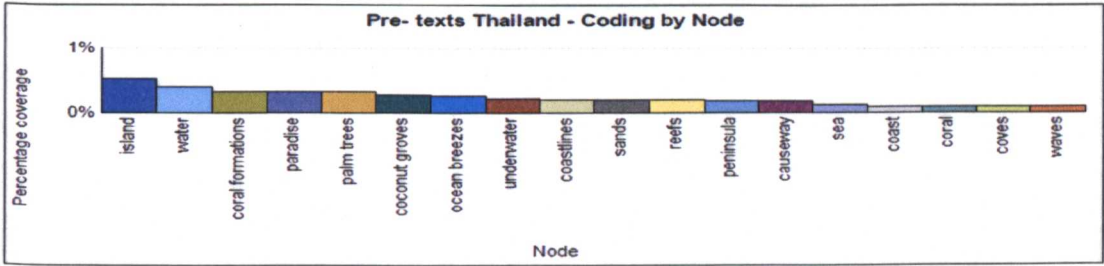


Figure 4.1a

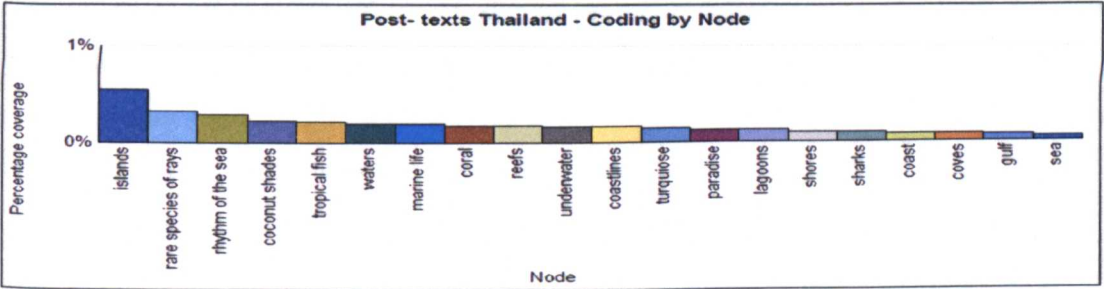


Figure 4.1b

In this section, all five criteria and sub-divided items of Thailand tourism advertising printed texts are represented with the evaluated results of explanations. The two figures above are the first criteria of beaches related keywords findings. These keywords descriptions in figure 4.1a have been taken from Thailand tourism advertising brochures before the Tsunami disaster in 2004 while figure 4.2b represents beach related keywords from the after set of promotional texts. There are eighteen beach related keywords in the pre-Tsunami advertising texts, while the post-Tsunami set has two more keywords making the total of twenty. The two figures have a few similarities between them. Firstly, the two sets of texts share eight identical keywords: these are *islands*, *waters*, *coral*, *reefs*, *paradise*, *coast*, *coves* and *sea*. Secondly, they have the same number of the keyword *island* on both the charts. Despite the fact that the keyword *island* has appeared on the top rank in both figures, it has been found more frequently used in the post- disaster set of figure 4.1a when compared to the pre-disaster set of figure 4.1b. Lastly, there is a pair of similar semantic keywords related to *coconut* such as *coconut groves*, which has been found in the pre- set and *coconut shades* in the post- set of texts. *Coconut* and *Palm trees* are the most regularly employed words in order to describe beach front features as can be seen from the two figures above. There are also three major differences noted between the two sets of texts. The first concerns the keywords related descriptions of marine life. According to the figure 4.1b, the post- set is more specific about what type of marine life is in the area. It mentions four keywords in the set describing sea life and the native species of fishes including *rare species of rays*, *tropical fish*, *marine life*

and *sharks*. The pre- set only has more of keywords describing coral reefs such as; *coral formations*, *reefs* and *coral* rather than the specific marine life descriptions. The second difference relates to coastal keywords between the two sets. There are more descriptive coastal keywords in the post- set of advertising texts than in the set from before the Tsunami. For instance, the keywords *coastlines*, *lagoons*, *shores*, *coast*, *gulf* and *sea* are all included within the post- tourism advertising brochures whilst the pre- set has only three keywords: *causeway*, *coast* and *coves*. Additionally, another similarity between these two tables is the keyword of *sea* in the pre- set and *rhythm of the sea* in the post- set. The third difference is that there are three keywords in the pre-Tsunami figure as opposed to five keywords in the post- Tsunami figure which are made up of two or more words: *coral formations*, *coconut groves* and *ocean breezes* in the figure 4.1a, and *rare species of rays*, *rhythm of the sea*, *coconut shades*, *tropical fish* and *marine life* in the other.

### 4.3.2. Beaches Descriptive Adjectives

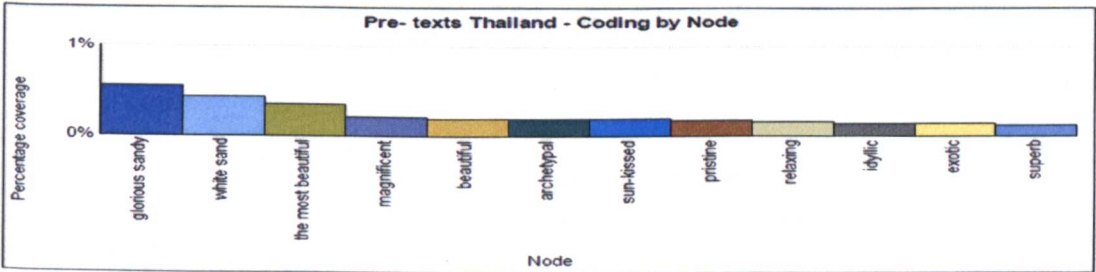


Figure 4.2a

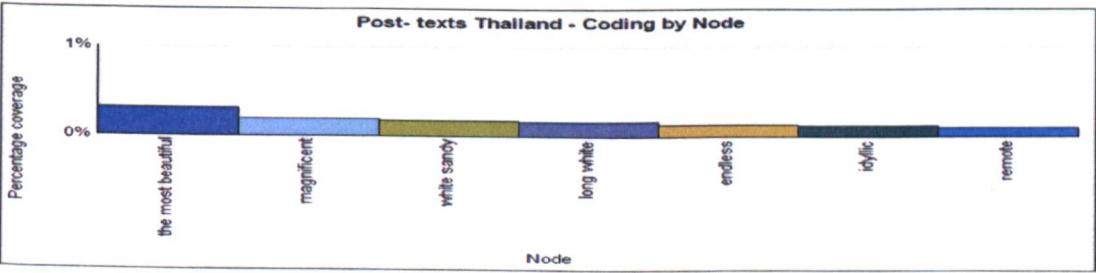


Figure 4.2b

Figure 4.2a above shows twelve beaches descriptive adjectives within the pre- set of tourism advertising texts of Thailand. In contrast, the post- set of the printed materials has reduced the number to only seven adjectives as seen in figure 4.2b. This means the pre-Tsunami set texts have just over fifty percent more. Both sets of texts have chosen to use three identical adjectives; *the most beautiful*, *idyllic* and *magnificent*. As can be seen in figure 4.2a, the adjective *beautiful* has been used in its positive form as well as in the superlative form

describing the beach as *the most beautiful*. This form has also been the most frequently used one in the post- set as it sits on the top rank of percentage coverage. Furthermore, there is a group of adjectives which gives sand descriptions. Their usage has been spread equally between the two sets. In figure 4.2a, the two adjectives used to describe sand quality are *glorious sandy* and *white sand*. The latter is the colour descriptive adjective of *white*, complete with a noun form of the word sand. They were used frequently and have been classified respectively into number one and two of the word frequency coding in figure 4.2a. The sand descriptive adjectives in the post- set texts are *white sandy* and *long white*.

### 4.3.3. Other Attractions Keywords

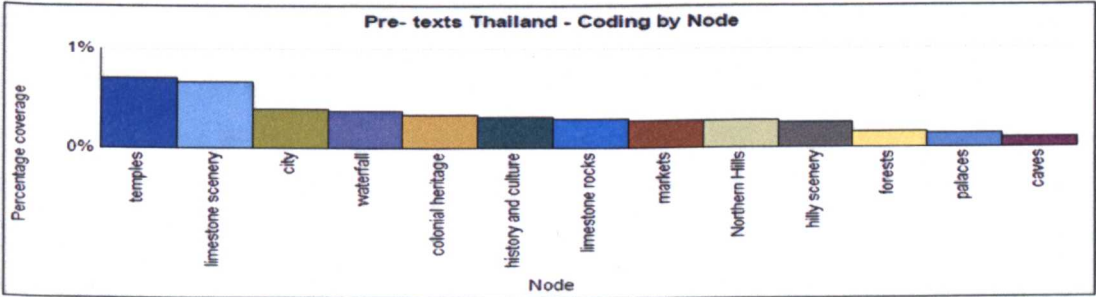


Figure 4.3a

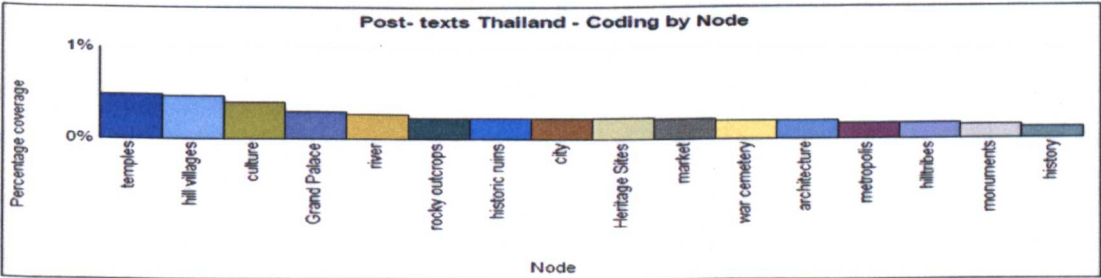


Figure 4.3b

In the pre- set of tourism advertising texts from Thailand, there are thirteen keywords related to attractions other than beach destination as seen in figure 4.3a above. There are sixteen attractions keywords in figure 4.2b which are used to describe landscape and country popular landmarks. Three identical keywords have been found in both figures. First of these keywords is *temples*. It is not only used in both sets of keywords but it also shares the highest frequency usage within the both sets. However, within the set a, the percentage of its usage is higher compared to the post- set. The other two matching keywords are *markets* and *city*. In addition, there are a couple of similar semantic pairs between the two set. Firstly, in the set a, an equivalent semantic keyword to the *city* from set b was found to be *metropolis*.

Secondly, the similar keyword of limestone attraction was found in both sets. In figure A, *limestone scenery* and *limestone rocks* were used whilst *rocky outcrops* was found within figure B. Thirdly, there is a group of keywords advertising the Northern region destination of Thailand which is closely related to the hill descriptions. For instance, *hilly scenery* and *Northern Hills* have been found in figure 4.3a whereas *hill villages* and *hill tribes* have been recorded in the figure 4.3b. The post- set texts have advertised more other attractions keywords than the pre- set texts in Thailand tourism advertising printed brochures. These included keywords such as *monuments* and *war cemetery*. Other attractions keywords can be divided into five categories as follows: first of all, a group of religious attractions which consisted of keywords like *temples* and has been found in both sets of texts. Second is a group of nature made attractions such as: *limestone scenery*, *waterfall*, *limestone rocks*, *Northern Hills*, *hilly scenery forests* and *caves* in the pre- set of advertising texts. The post-set also includes nature made attractions such as *river* and *rocky outcrops*. However, it is noticeable that the number of keywords in this nature made group has been reduced dramatically in the post- set. The third category is man-made attractions such as; *city*, *markets* and *palaces*, which can be found in the both sets of advertising texts. There are, however, 50% more man-made attractions related keywords in the post- set than the pre- set including words as *Grand Palace*, *city*, *market*, *architecture*, *metropolis* and *monuments*. The fourth category is history and culture related attractions or locations and has only two keywords in the pre- set; *colonial heritage* and *history and culture*. There is a major difference in the usage of the keyword *history and culture* between the two figures. In figure a, *history and culture* was used together as a phrase to describe the attraction site. However, they were found separately in the texts from figure B. Moreover, *culture* was more frequently employed than *history* which was used once in the post- advertising texts and it was ranked as the bottom place of the chart. The post-set has been expanded by adding keywords *historic ruins*, *heritage sites* and *war cemetery*. The last category is the native community related attractions, which only appeared in the post-set texts with the total number of two keywords including *hill villages* and *hill tribes*.

4.3.4 Other Attractions Descriptive Adjectives

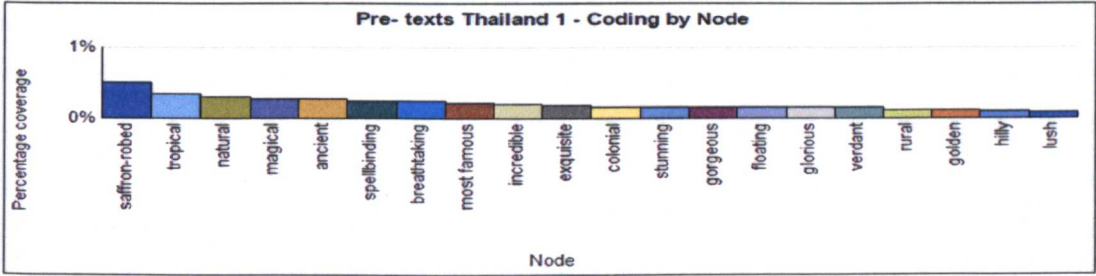


Figure 4.4a

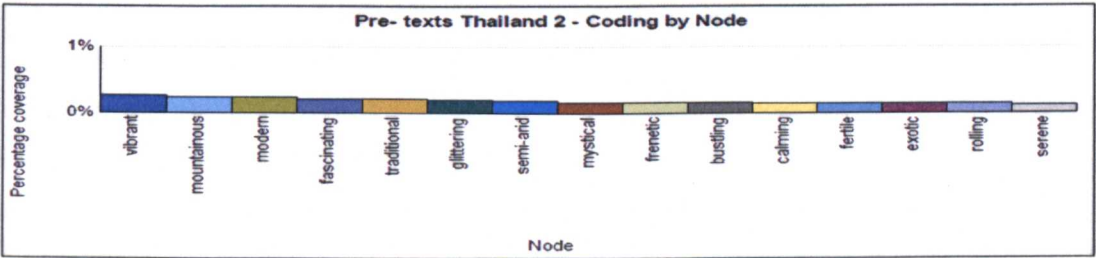


Figure 4.4b

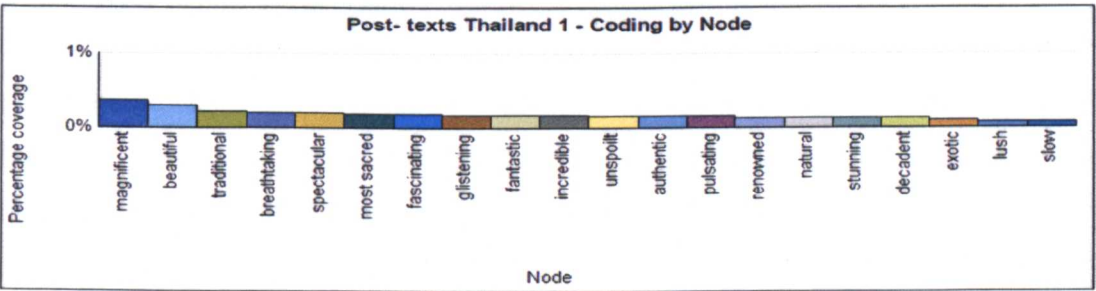


Figure 4.4c

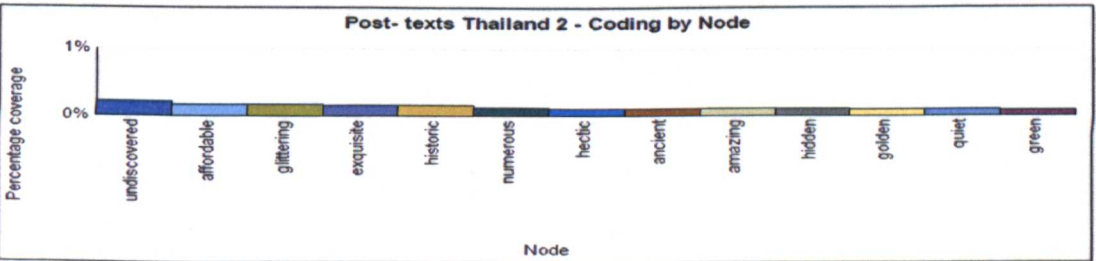


Figure 4.4d

The figure 4.4a and 4.4b represent the findings of other attraction descriptive adjectives items found in the pre-Tsunami tourism advertising texts from Thailand. The other two figures of 4.4c and 4.4d show the adjectives describing other attractions from the post-set of tourism texts. Both sets indicate the large amount of adjective items altogether. There are thirty-five adjectives found to describe other attractions in the advertising discourse from sets a and b whereas the sets c and d have thirty-three adjectives. Several major similarities can be found in the figures above. First, the two sets share eleven matching adjectives as follows; *natural*,

*ancient, breathtaking, incredible, exquisite, golden, lush, fascinating, traditional, glittering* and *exotic*. Moreover, they also share a pair of similar superlative forms of adjective, *most famous* from the pre- disaster set and *most sacred* from the post- set texts. The last similarity shared by both sets offers the same three adjectives describing the features of temples such as *glittering, serene* and *calming* in the pre-set while in the post-set the items are: *glittering, glistening* and *golden*. It is noticeable that the two sets have also shared one identical adjective describing temple descriptions of *glittering*.

On the other hand, there are three significant differences between the two sets of texts. First, it is clear that figures 4.4c and 4.4d have a smaller number of inland descriptive adjectives in Thailand tourism advertising compared to the figures 4.4a and 4.4b. Second, there are eight adjectives used describing the landscape features including *tropical, natural, rural, lush, mountainous, semi-arid, fertile* and *rolling* in figures A and B. Alternatively, in figure C and D only three landscape descriptive adjectives were found which are *natural, lush* and *green*. This means there are over fifty percent more of adjective items employed to illustrate the landscape descriptions in the pre-set texts. It is also remarkable that in the two adjectives from the pre-set texts *natural* and *lush* have been repeated in the post- set as well. The last difference is that there are three pairs of adjectives which contain opposite meaning in the advertising texts from before the disaster. These three pairs are *ancient* and *modern, frenetic* and *rural, bustling* and *calming*. The after set of tourism texts only has one pair of the antonym adjectives which is *pulsating* and *slow*. In addition, some shared adjective items between the two sets have not always been used to describe the same type of attraction descriptions. For instance, the identical adjective such as *exquisite* has been mentioned in the pre- set in order to describe Thai traditional costumes whereas the same adjective was repeated in the post- set to illustrate the garden scenery.

4.3.5 Activities Keywords

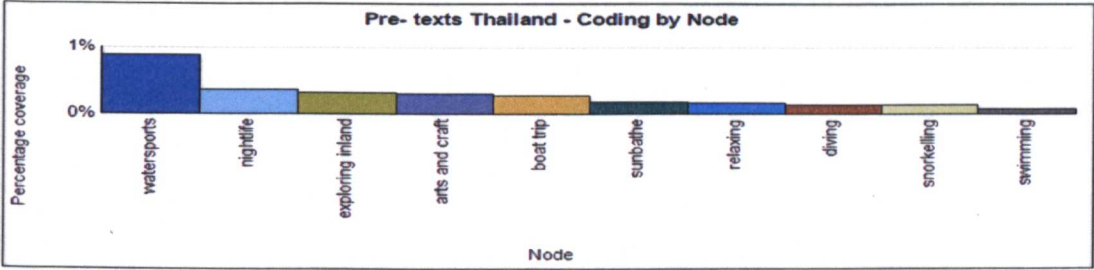


Figure 4.5a

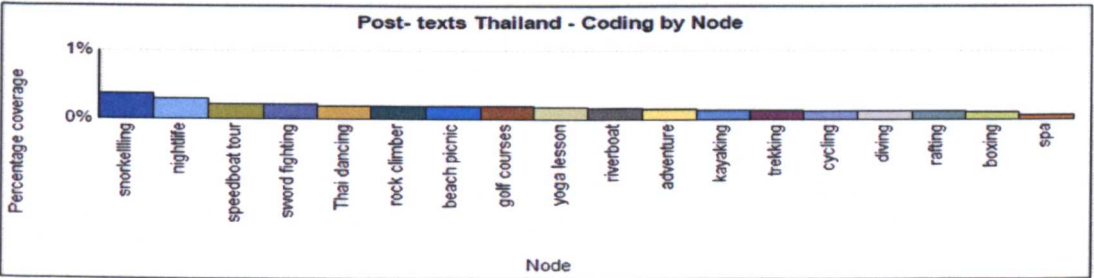


Figure 4.5b

The figures 4.5a and 4.5b show the results of activities keywords findings from both before and after set of tourism advertising texts from Thailand. Figure 4.5b has noticeably more keywords with the total number of eighteen compared to ten activities keywords in figure 4.5a. The two figures represent three matching activities keywords. These words are *snorkelling*, *diving* and *nightlife*. It is noticeable that the majority of these identical keywords are beaches related activities. From pre-texts chart, there are six out of ten keywords in the figure 4.5a which describe beaches related activities such as; *watersports*, *boat trip*, *sunbathe*, *diving*, *snorkelling* and *swimming*. On the other hand, it appears to have only three activities keywords in the figure 4.5b which have been related to coastline locations.

There are three major different findings within the similar scenarios. First, the activity keyword *boat trip* in figure 4.5a has been used in figure 4.5b in two closely related meanings such as *speedboat tour* and *riverboat*. The two keywords in figure 4.5b are obviously more specific of the boat descriptions as well as the type of location where the activities take place. For example, we can imply from the keywords that the activities must have been moved from the coast to inland features instead. The second similar scenario can be found in the keywords from figure 4.5a *sunbathe* and *beach picnic* in figure 4.5b. These two keywords are similar type of activity which share close semantic context. The third is keyword *relaxing* in the texts from set a which has been transferred to *spa* in the texts from set b. Again, these words have the same sense of meaning. They both are a relaxing type of activity.

4.3.6. Activities Descriptive Adjectives

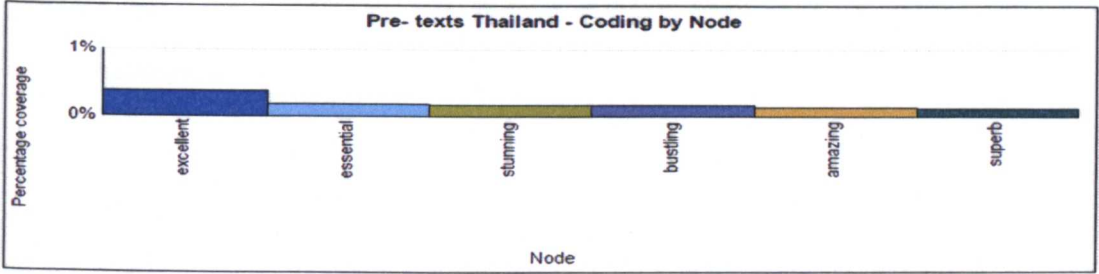


Figure 4.6a

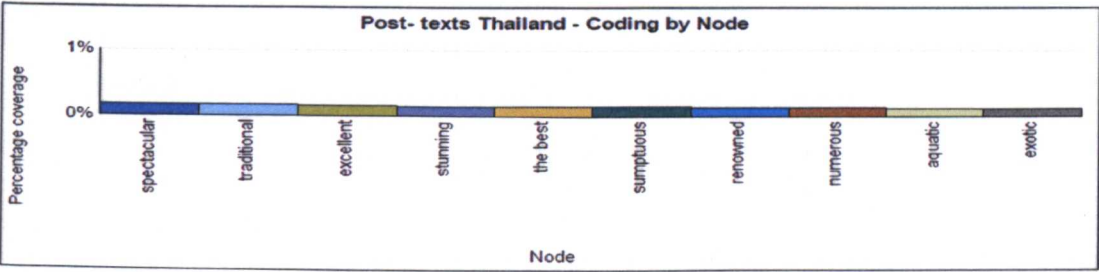


Figure 4.6b

The two figures above represent the finding of activities descriptive adjectives which have been encoded from Thailand tourism advertising. Figure 4.6a shows six adjective items, while in figure 4.6b the number has risen to ten words. This means that the number of adjectives has increased by nearly fifty percent in the after Tsunami advertising texts. A few similarities between the two figures have been noted. Firstly, two identical adjectives were found both in figure a and figure b. They are *stunning* and *excellent*. Secondly, there are eight similar positive semantic descriptive adjectives from both figures and they have been equally used between the two sets. There are four positive adjective items in set a such as *excellent*, *stunning*, *amazing* and *superb* whereas four other items including *spectacular*, *excellent*, *stunning* and *the best* were chosen in set b. Amongst these eight adjective items, two matching adjectives are found to be *stunning* and *excellent*. Moreover, figure 4.6a shows that a number one adjective on the chart, *excellent* is the only adjective which has been most repeatedly used compared to every other adjective item in both figures. The rest of the adjectives have only been mentioned once, hence, the fact of the results shown the equal percentage of all the adjectives in figure 4.6b. It appears that every adjective describing activity in the post- disaster tourism advertising texts was used without any repetition.

4.3.7. Food and Accommodations Keywords

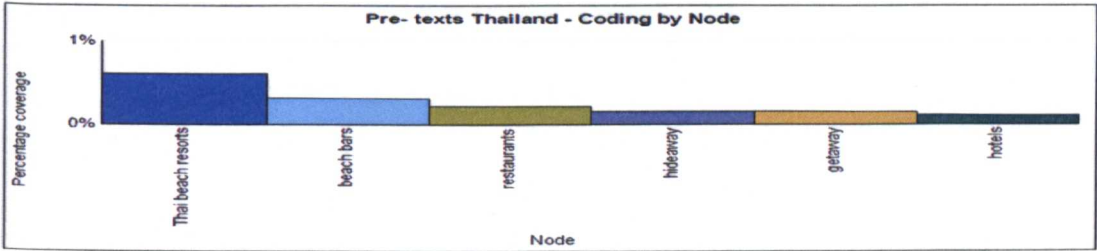


Figure 4.7a

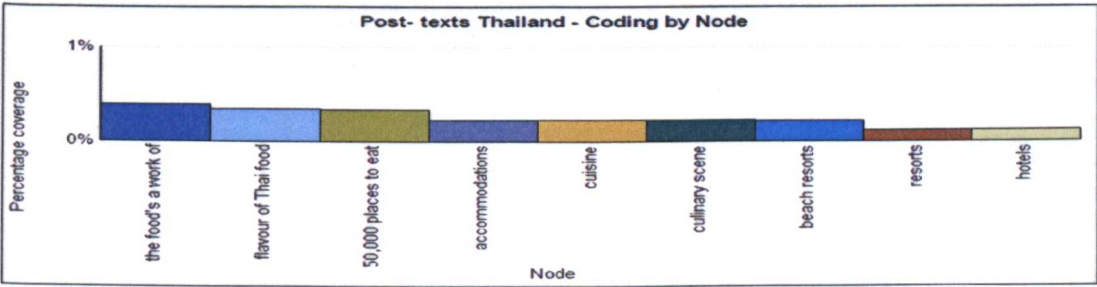


Figure 4.7b

Figures 4.7a and 4.7b represent the selected keywords related to food and accommodation. Six keywords in the pre- disaster set texts were found while in the post- set texts the number has increased to nine keywords. This means there is just over 30% words increase in figure 4.7b. The major similarity between set a and set b is that they share two related descriptions of accommodation keywords such as *beach resort* and *hotels*. The differences between these two figures are; firstly, in the set a, two out the total of six keywords are related to food and drinks which are *beach bars* and *restaurants*, while the rest are accommodation descriptive keywords includes *Thai beach resorts*, *hideaway*, *getaway* and *hotels*. It is noticeable that the majority of the first set keywords are accommodation related. On the other hand, figure 4.7b shows five keywords which have been found in the forms of expressions and phrases describing the culinary traditions of Thailand. These are; *the food's a work of art*, *flavour of Thai foods*, *50,000 places to eat*, *cuisine* and *culinary scene*. The remaining four keywords in figure 4.7b are similar accommodation keywords such as; *accommodation*, *beach resorts*, *resorts* and *hotels*. Thus, figure 4.7a has more food related descriptive expressions as well as a larger number of keywords than figure 4.7b.

4.2.8 Food and Accommodations Descriptive Adjectives

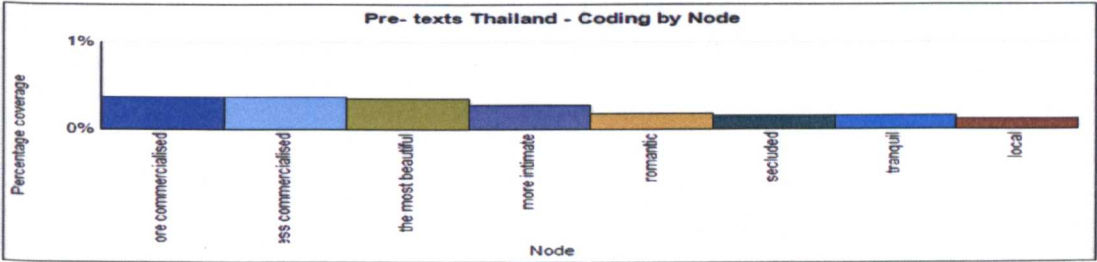


Figure 4.8a

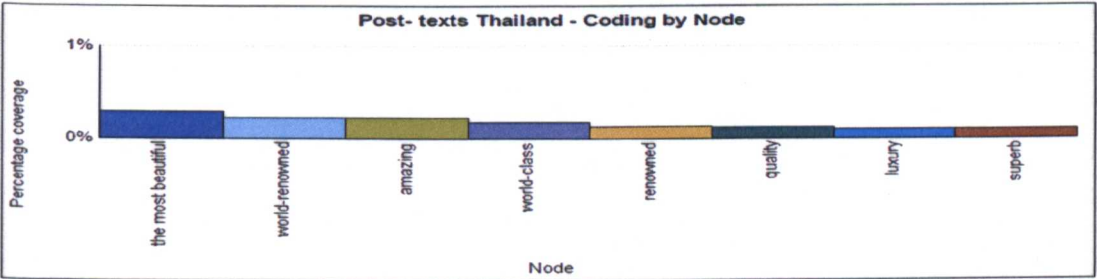


Figure 4.8b

The two figures of 4.8a and 4.8b above have shared a number of some major similarities. First, there is an equal amount of food and accommodation descriptive adjectives in the pre- and the post- Tsunami sets with a total number of eight items in each figure. Second, both the sets have one matching adjective which is *the most beautiful*. In set a, there is an obvious remark that the majority of the adjectives describing food and accommodation are in the superlative and comparative forms of positive adjectives as follows; *the most beautiful*, *more intimate*, *more commercialised* and *less commercialised*. However, in set b, the only one superlative form of keyword *the most beautiful* is found. This is also the identical keyword which was used within the texts from set a.

Moreover, it is interesting to see that in figure 4.8a, the first and second position in the chart is occupied by the same adjective *commercialised* which has been used once with the comparative prefix *more* and once with *less*. Additionally, figure A also has one pair of adjectives with a very similar semantic sense. They are *more intimate* and *romantic*. On the other hand, figure B has two pairs of closely related adjectives by their semantic context. These words are *world- renowned* and *world-class*. The two adjectives are closely tied by adding *world* as a prefix to create the quality of higher standard. Another pair of closely similar adjective items in figure 4.8b is again *world-renowned* and *renowned*, which has fallen into the same scenario.

4.3.9. People Description Keywords

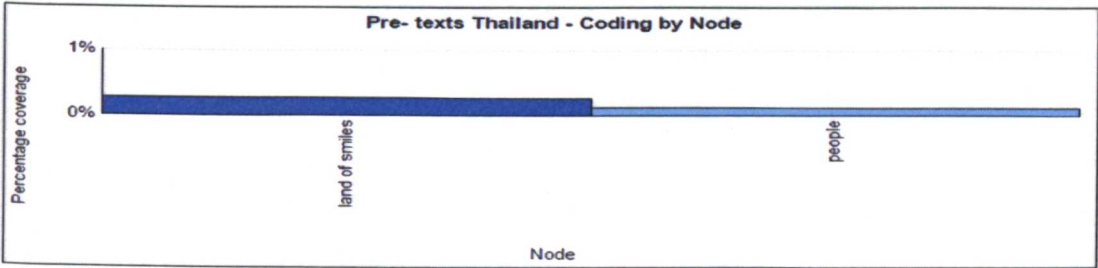


Figure 4.9a

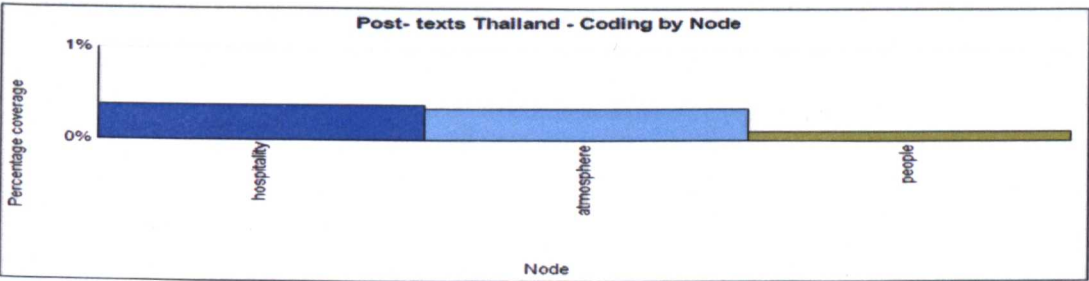


Figure 4.9b

The figure 4.9a and 4.9b above represent the findings of the people description keywords criteria. There is not a great difference in the amount of keywords describing local people in the tourism advertising texts taken from before and after catastrophe in Thailand tourism promotional brochures. The figure a has two keywords while figure b shows the number of three people description keywords. Thus, the post- Tsunami texts have more keyword related to people description than the pre- set. There is one similarity between the two charts. They share an identical keyword *people*. Apart from the difference of keywords number between the two figures above, the level of frequency percentage between the first and the second words of the charts are significantly different. It is noticeable that the top two keywords as *hospitality* and *atmosphere* in figure 4.9b have been more frequently used than the top two keywords from figure 4.9a *land of smiles* and *people*, with the obvious higher percentage of their usage in the chart. Another difference is that figure 4.9a includes the phrase *land of smiles* which is used to narrate an outstanding local people characteristic rather than one syllable keywords found in figure 4.9b.

4.3.10. People Descriptions Adjectives

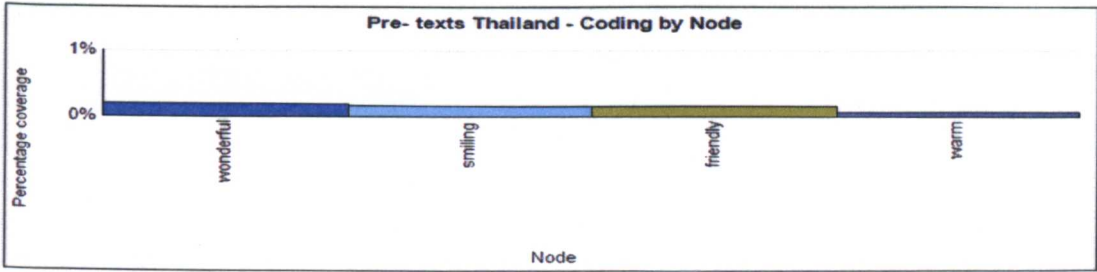


Figure 4.10a

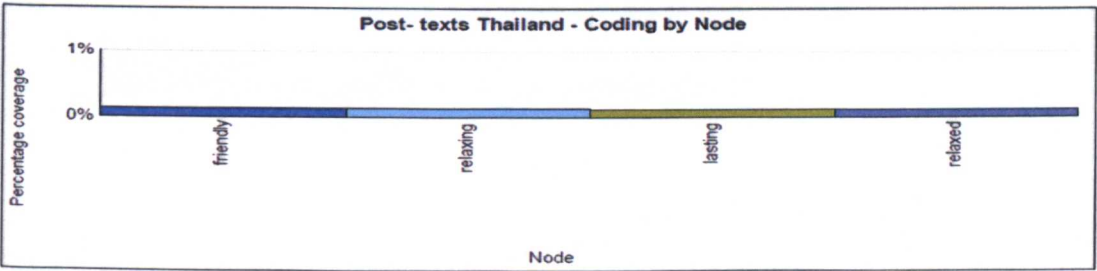


Figure 4.10b

The results of people descriptive adjectives criteria findings have been represented in two figures of 4.10a and 4.10b. There are three main similarities between the two figures. Firstly, they have shared the equal amount of four adjectives items in each figure. Secondly, all the adjectives in both figures also have similar level of percentage coverage of their usage. Thirdly, figure 4.10a and 4.10b have one identical descriptive adjective, which is *friendly*. However, an adjective item of *smiling* has been used in figure 4.10a where the keyword describing people characteristic *land of smiles* has also been found earlier in the previous criteria. Furthermore, figure 4.10b has two similar verbal adjectives *relaxing* and *relaxed*.

4.4. **Indonesia Advertising Text Analysis**

Only the results which have shown some significant differences and similarities in the Indonesia tourism advertising brochures from both sets of before and after Tsunami are displayed in this section. Firstly, the section 4.4.1 shows the results of beach related keywords findings in two figures of 4.11a and 4.11b. Secondly, 4.4.2 gives out other attraction keywords results in figure 4.12a and 4.12b. Thirdly, the two figures of 4.13a and 4.13b show the results of other attraction descriptive adjective items in section 4.4.3. Fourthly, in section 4.4.4 the activity keywords have been provided in the figures 4.14a and 4.14b. Lastly, people description keywords are displayed in figure 4.15a and figure 4.15b.

4.4.1. Beach Related Keywords

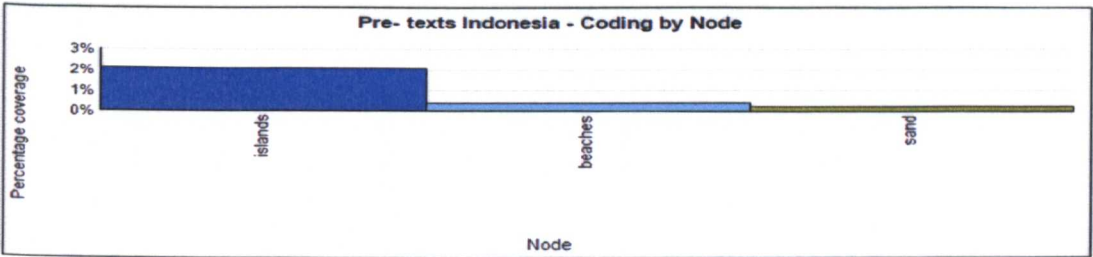


Figure 4.11a

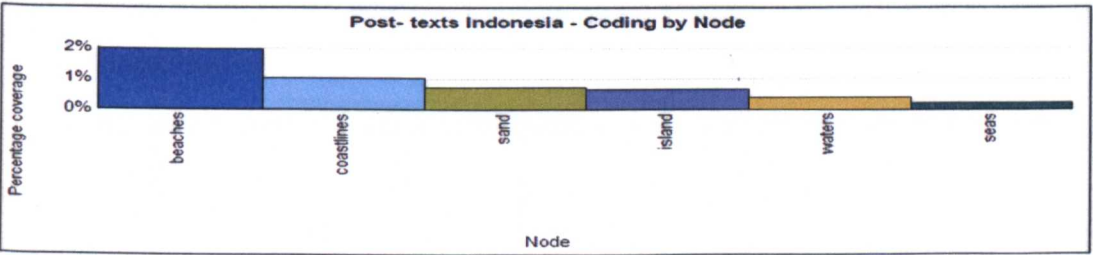


Figure 4.11b

Figure 4.11a and figure 4.11b above indicate the findings of beaches related keywords of tourism advertising texts taken from Indonesia printed brochures before and after Tsunami disaster. Figure 4.11a has three keywords describing beaches and coastlines while there are six keywords in figure 4.12b. This means the latter figure has increased by 50% of the total number of keywords. The similarities between these two figures are that they share three identical keywords. These three beaches related keywords are *islands*, *beaches* and *sand*. It is obvious that all of the three words mentioned in figure A have been repeated in figure B. Another noticeable similarity is that the number one keyword in both figures has shared the same percentage of their usage.

However, the two figures above also have a few differences. As appeared in figure a, a number two keyword in the chart, *beaches* has become the most frequently used keyword in figure B. Its usage coverage has increased dramatically. In contrast, the number one keyword of the figure 4.11a, *islands* on the other hand, has appeared to have fallen to number four of figure 4.11b. Another difference of the above figures is that second and third positions keywords of the chart in figure B are very much higher in the percentage coverage compared to the same positions keywords in figure A. This indicates that most of beaches related keywords in figure 4.11b have been more frequently used than most of keywords in figure 4.11a. Moreover, identical keyword *sand* may have been employed within both sets of texts but it has been described differently with a different descriptive adjective.

4.4.2. Other Attraction Related Keywords

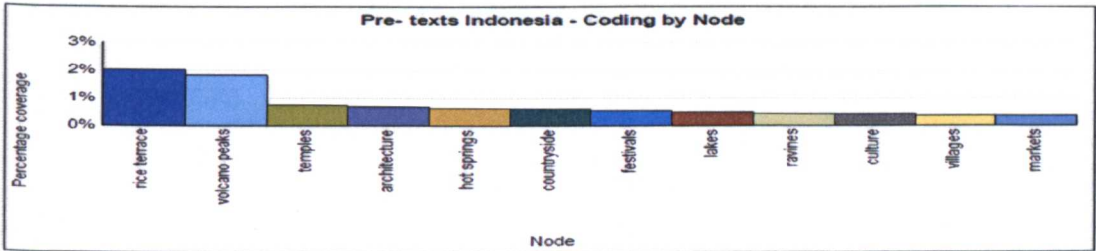


Figure 4.12a

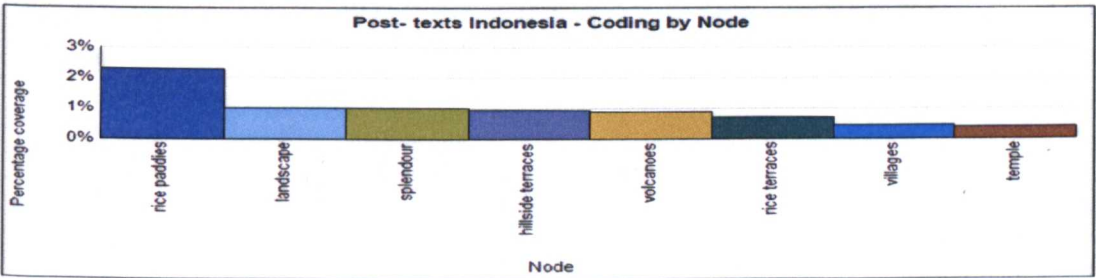


Figure 4.12b

The two charts of figure 4.12a and 4.12b have shown results of other attraction related keywords from Indonesia tourism advertising texts from the pre- and the post- disaster set. The first major similarity which can be seen from the two figures above are three matching keywords such as; *rice terrace*, *villages* and *temple*. Another similarity is that both figures have a pair of related keywords on at the top of both charts which are *rice terrace* and *rice paddies*. These two keywords share a similar semantic context relating to rice agricultural features.

As seen above, figure 4.12a has twelve keywords whereas figure 4.12b contains only eight keywords. The first obvious difference then is the reduced number of other attraction keywords. The next major difference is that the keyword from the figure a *rice terrace* has not only been repeated but another similar attraction keyword has also appeared: *rice paddies* in figure b. At the same time, an identical keyword in both figures, *rice terrace* has fallen from number one of the Figure a to number six of figure b, i.e. 50% decrease in figure b compared to its usage percentage in figure a. Moreover, figure 4.12a has more variety of attractions keywords combinations including the nature-made attractions such as *hot springs* and *volcanoes*, which were later reduced in the after disaster set of Indonesia tourism advertising. Figure 4.12b shows a replacement of nature-made attractions by mainly human-made attractions such as *rice paddies*, *rice terraces*, *temple* and *villages*.

4.4.3. Other Attractions Descriptive Adjectives

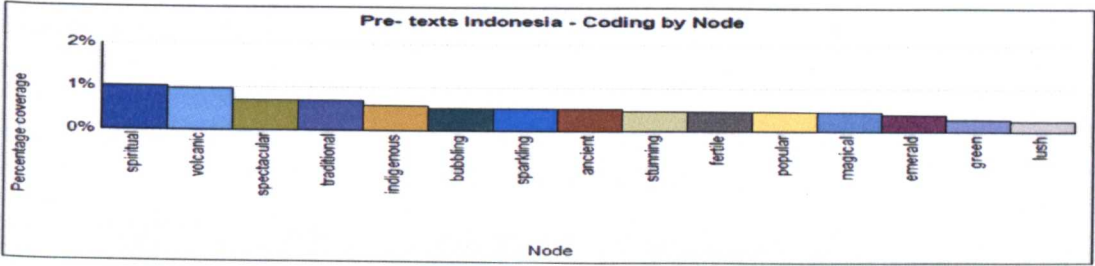


Figure 4.13a

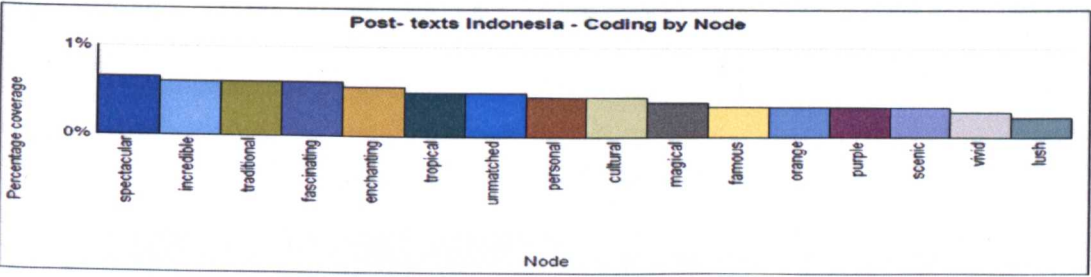


Figure 4.13b

The figures above have shown some variation in the use of adjective items describing other attraction within Indonesian tourism texts from before and after the Tsunami catastrophe. Figure 4.13a has fifteen key adjectives while there are sixteen items found in figure 4.13b. There are many similarities between the two sets. The similarities begin with four identical descriptive adjectives: *spectacular*, *traditional*, *magical* and *lush*. These adjectives not only match in both sets of texts, they have also been used to describe the same type of attractions. For instance, *spectacular* has been chosen to describe the scenery and the view of the country while *traditional* has been used for describing the Indonesian dancers. Additionally, the third matching adjective; *magical* has been used to illustrate the positive image of the country. The last identical adjective *lush* has been used to describe the colour description of rice terraces. Moreover, the last identical adjective *lush* has also appeared in the last position of the rank in both figures. The main differences between figure 4.13a and 4.13b is firstly, there are two similar shades of colour descriptive adjectives in figure A as *emerald* and *green*. On the other hand, more colour descriptive adjectives have been employed in figure b such as *orange*, *purple* and *vivid*. The number of adjectives in figure b has not only increased, but they are also more varied than in figure a. Finally, set b texts consist of five adjectives, *spectacular*, *incredible*, *fascinating*, *enchanted* and *magical*. At the same time, set a has a total of three adjective items and these are *spectacular*, *stunning* and *magical*. We can conclude that Indonesia tourism advertising texts have consisted of a fairly high number of adjective items.

However, the post- set texts have chosen words which are more variable in the terms of meaning and descriptive purposes.

4.4.4. Activities Keywords

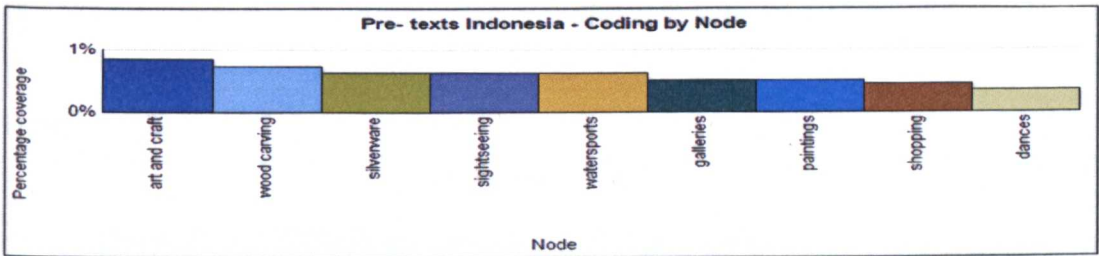


Figure 4.14a

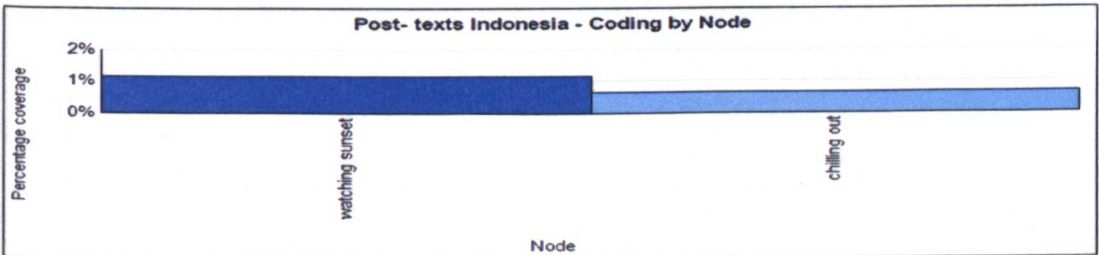


Figure 4.14b

Figure 4.14a represents the findings of activities related keywords from the pre-Tsunami set of Indonesia tourism brochure texts. Figure 4.14b show the results of the same keywords type from the post- set of advertising text. First of all, there are nine keywords describing activities in the figure 4.14a while the number of keywords in figure 4.14b has been reduced to only two. Consequently, there are no matching keywords between the two figures. Apart from the number of keywords differences, it is remarkable that all the keywords in set a are used to describe different types of activities. No keywords in figure a share the similar type of activity descriptions when compared to the ones in figure b. In figure 4.14b, keywords are all activities related to relaxation such as *watching sunset* and *chilling out* while the keywords in figure 4.14a have suggested otherwise. Six out of nine adjectives are all the type of activities which involve arts and crafts such as *wood carving*, *silverware*, *galleries*, *painting* and *dance*. The rest are various sorts of travel activities including *sightseeing*, *shopping* and *watersports*. This means the pre-Tsunami tourism advertising texts from Indonesia have provided a wider range of activity options which cover most areas of visitors' interests. The last major difference between the two charts is the number one keyword in figure b; *watching sunset* has been more frequently used when compared to number one keyword in figure a *art and craft*.

4.4.5. People Description Keyword

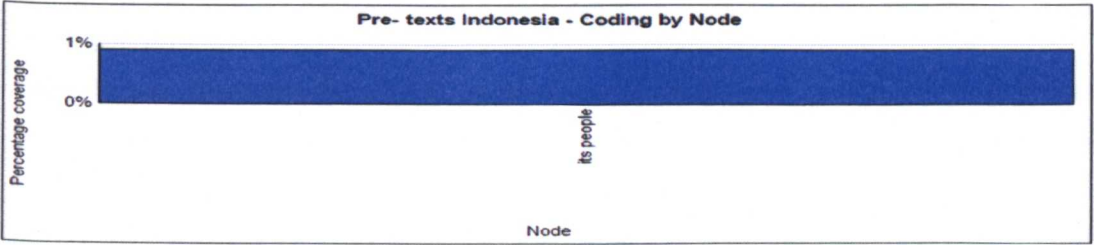


Figure 4.15a

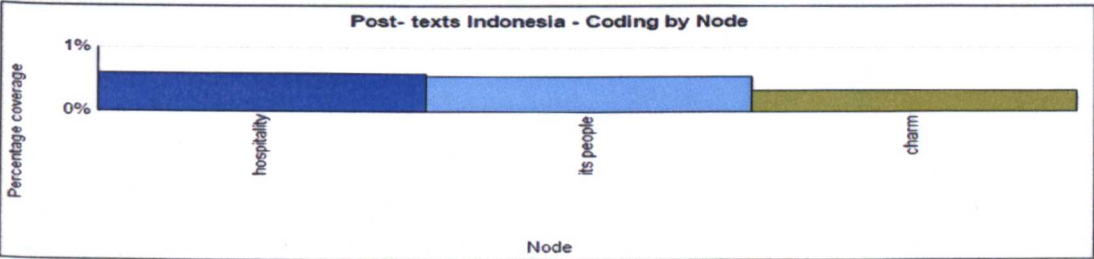


Figure 4.15b

The results of people description keyword from Indonesia tourism advertising texts was chosen to represent a large increase of the number of words in the post- disaster promotional texts. The findings have been represented in figure 4.14b and figure 4.15b. Though, the overall amount of keywords in both figures is not large, there is a major number increase in figure B compared to figure A. There is one keyword of *its people* in the figure 4.15a whereas figure 4.15b has three keywords relating to local people characteristics as follows; *hospitality*, *its people* and *charm*. The only and noticeable similarity is that a single people related keyword *its people* in set a has been found in the post- disaster texts in set b. However, its usage has fallen and only ranks second on the chart of figure 4.15b. Moreover, figure 4.15a has shown that despite having only one keyword, somehow it has been more frequently used with a greater percentage compared to all three keywords in figure 4.15b. Evidently, the post- set of Indonesia tourism texts has given more details of their local people characteristics with the keywords that include *hospitality* and *charm* as appeared in figure 4.15b. The number may not be large but all keywords describing people’s character in this set have positive effect factors.

4.5. Sri Lanka Advertising Texts Analysis

The major findings of five selected categories from Sri Lanka tourism printed promotional materials are illustrated here. The chosen five findings groups begin with beach related keywords in the section 4.5.1. The keywords results have been shown in two figures of 4.17a and figure 4.17b. The next section is 4.5.2 where the other attraction keywords have been presented in figure 4.18a and 4.18b. The findings of other attraction descriptive adjectives found in Sri Lankan tourism advertising brochures are found in figure 4.19a and figure 4.19b of section 4.5.4. The final section is 4.5.5 and provides information about activity keywords. The results are separated by category into figure 4.20a and figure 4.20b.

4.5.1. Beach Related Keywords

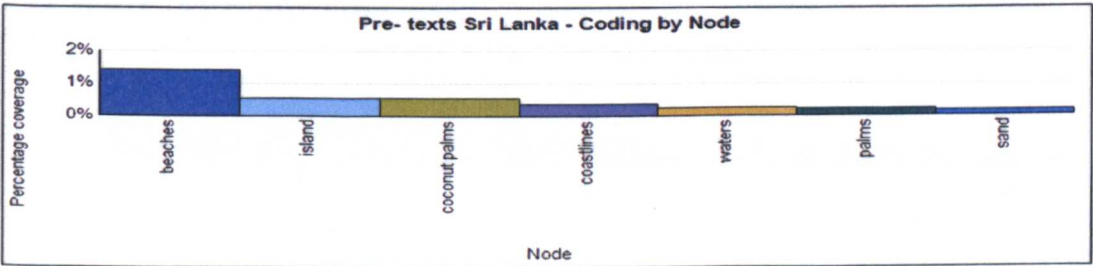


Figure 4.16a

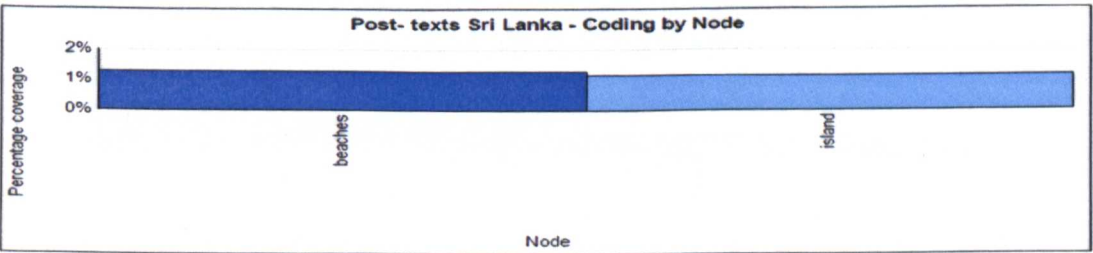


Figure 4.16b

The figure 4.16a represents the findings of beach related keywords from Sri Lanka tourism advertising brochures taken from before Tsunami disaster in 2004. The after set findings are shown in the figure 4.16b. There are seven keywords related to beaches in figure 4.16a while only two keywords were found in figure 4.16.b. It is clear to see that there has been a considerable reduction of beaches related keywords in the post- disaster set of Sri Lankan advertising brochures. Nevertheless, both figures indicate some major similarities as follows: first, they have two identical keywords *beaches* and *island*. These two keywords have also been repeatedly used in the after Tsunami tourism texts set as shown in figure 4.16b. Second, both figures share the matching top two keywords in the charts.

In addition, there are a few major differences in the two figures. Firstly, as mentioned already, there are more beach related keywords in figure 4.16a than figure 4.16b. The identical number one keyword of *beaches* has been slightly more regularly used in figure a. However, the shared number two keyword of *island* between two sets, on the contrary, has been less frequently applied in figure a compared to figure b. In fact this keyword has been repeatedly used within figure B with the increase of around 50% of its usage. Moreover, the beaches related keywords in figure A are more descriptive in providing details of beach front habitat and surroundings such as *coconut palms*, *sand* and *waters* whereas in figure B, the keywords are more predictable and common but with the higher percent of usage repetition within the texts.

#### 4.5.2. Beach Descriptive Adjectives

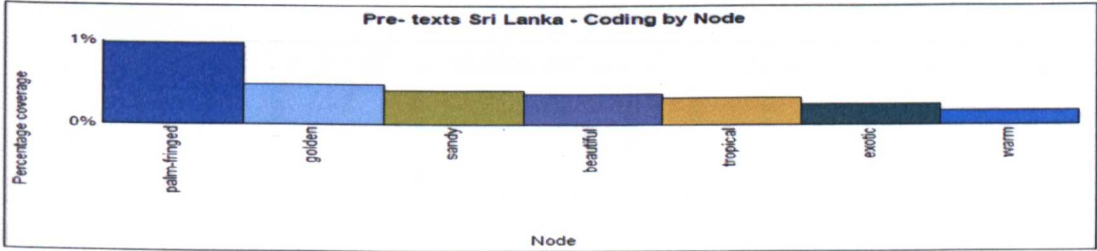


Figure 4.17a

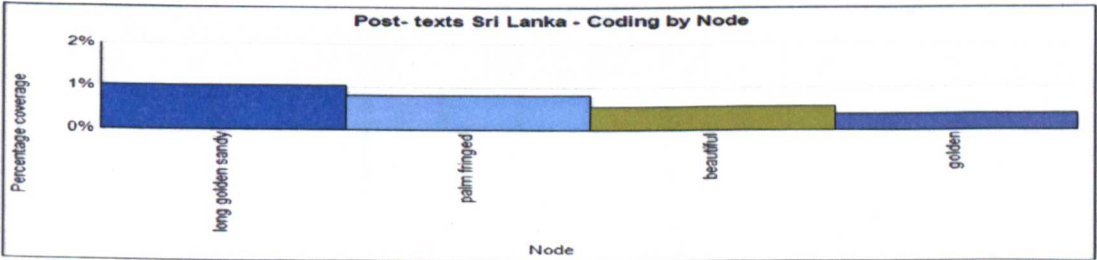


Figure 4.17b

The findings of beach descriptive adjectives in both pre- and post- disaster sets of Sri Lanka tourism promotional texts have been represented in the two figures above. As can be seen, there are more adjectives describing beach attractions in figure a compared to figure b. Seven adjective items in figure 4.17a can be divided into three sub-sections as follows: four items have been used to describe beach characteristics such as *palm-fringed*, *sandy*, *tropical* and *exotic*. There are adjectives which have been employed to narrate the quality of sand and waters includes *golden* and *warm* respectively. Lastly, there is the adjective *beautiful*. Both figures have shared three identical adjective words such as *palm fringed*, *beautiful* and *sandy*. Therefore, the majority of adjective words in figure 4.17b have remained from the pre-set

texts of figure 4.17a. Consequently, there is only one adjective in figure b that is different from those in figure A. This number one adjective of figure b is *long golden sandy*. This is noticeably similar to *sandy* in figure a. However, it has been made different by adopting narrative manner of using the combination of three adjective items to describe the attraction. It has been selected as one adjective keyword because it was used in the texts together to narrate the same beach attraction. Although both figures share the same percentage usage of their number one adjectives, the first adjective *palm fringed* in figure a has been found dropping down to the second position of the rank in figure b.

### 4.5.3. Other Attraction Description Keywords

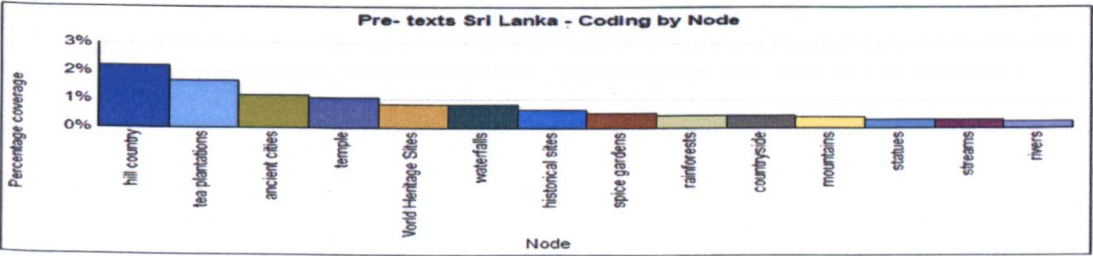


Figure 4.18a

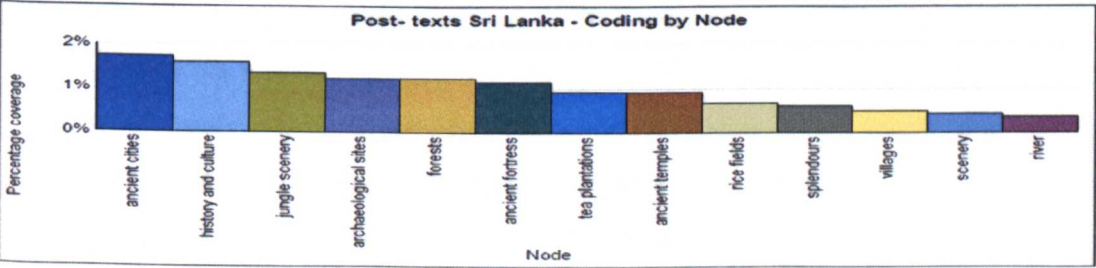


Figure 4.18b

This criterion was included in this chapter because it shows significant findings of other attraction keywords from Sri Lanka tourism texts. Figure 4.18a represents the other attraction keywords from the pre-Tsunami texts while figure 4.18b shows the post-tourism texts. Both figures indicate a very large amount of overall keywords describing other types of attractions. There are fourteen keywords in figure a and thirteen words in figure b. In figure 4.18a, the keywords have been used to describe different types of inland attractions which can be categorised as four main groups of attractions, they include; landscapes related, agricultural fields, historical and cultural sites and water source locations . The majority, five, is in the group of historical and cultural sites associated keywords such as *ancient sites*, *temple*, *World Heritage Sites*, *Historical sites* and *statues*. The second group contains four landscape related

keywords *hill country*, *rainforests*, *countryside* and *mountains*. The third describes natural water source locations with three words *waterfalls*, *streams* and *rivers*. The last group includes agricultural related attractions which have two keywords *tea plantations* and *spice gardens*. In figure 4.18b, the majority of keywords are historical and culture-related. There are five keywords as follow: *ancient cities*, *history and culture*, *archaeological sites*, *ancient fortress* and *ancient temples*. The keywords describing landscape attractions and agricultural locations have two keywords each *jungle scenery* and *forests* and *tea plantation* and *rice fields*. In the two figures above, a few similarities can be found. First, both figures share three identical keywords which are *ancient city*, *tea plantations* and *river*. Second, one of the three matching keywords *rivers* is found on the last position in both figures. However, it has been more frequently used in figure b with a slightly higher percentage compared to figure a. Among the three matching keywords, *ancient cities* which rank number three in figure 4.18a has become the most frequently used keyword in figure 4.18b with about 100% increase in its usage. In contrast, *tea plantation*, number two keyword in figure a was found in seventh position in figure.

Additionally, there is a pair of almost identical keywords in the two figures. *Temple* is found in figure a while *ancient temple* is in figure b. These two keywords are more or less the same, but keyword in set b is more descriptive. Another similar case is *historical sites* from figure A which is closely related to *archaeological sites* in figure b. Moreover, the keyword of *rainforest* in set a shares a similar semantic relations to keywords in set b such as *forests* and *jungle scenery*. In short, although the post- set of texts had fewer keywords advertising non-beaches related attractions, the writers have gone for more descriptive and expressive choices of selected keywords.

4.5.4. Other Attraction Descriptive Adjectives

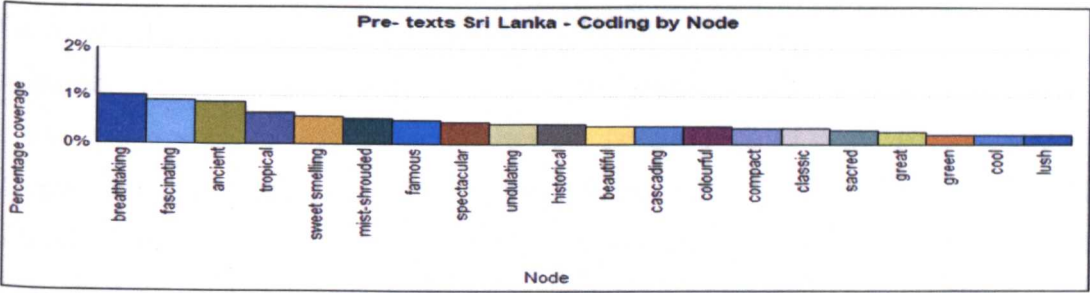


Figure 4.19a

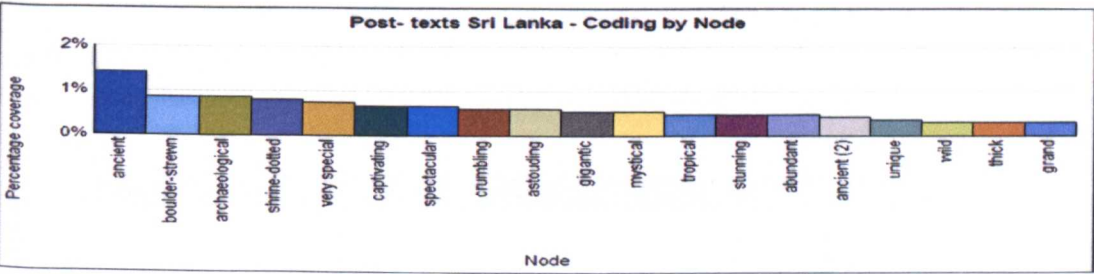


Figure 4.19b

The figures 4.19a and 4.19b above have shown even larger amount of the other attraction descriptive adjectives compared to the previous category of other attraction keywords. The figure 4.19a has twenty adjectives describing other attraction in tourism advertising texts from Sri Lanka. All the adjective items can be classed into three types. Firstly, there are five positive adjective items found in the set a; *breathtaking*, *fascinating*, *spectacular*, *beautiful* and *great*. The second group includes adjectives describing fresh water related attractions such as waterfall or river. There are three items that have been found, these are as follows: *cascading*, *undulating* and *cool*. The third group contains historical and religious attractions descriptive adjectives, they are *historical* and *sacred*.

On the other hand, figure 4.19b presents nineteen other attraction descriptive adjectives. The adjective items in this figure can also be divided into the same three groups. There are five adjectives in the first group including *very special*, *spectacular*, *astounding*, *stunning* and *grand*. Moreover, four of the adjectives describing historical attractions were found here such as *ancient*, *archaeological*, *shrine-dotted* and *mystical*. Lastly, there is one adjective found in this set describing water source attraction which is *abundant*. Both the figures overall represent a large number - thirty nine - of adjective items. The main similarity is that they share three identical adjectives including *ancient*, *tropical* and *spectacular*. The two figures also share the same number of five adjectives. The connection between these adjectives is that they belong to a similar semantic type of adjectives. The differences between these two

figures are; first, *ancient* is an adjective in the third position in figure 4.19a, but it has become the most frequently used word in figure 4.19b with the increase of nearly 50% of word frequency. This particular adjective has been often used in both sets in order to describe Sri Lanka inland attractions stated in the previous criteria such as *cities*, *temples*, *statues* and *fortress*. Moreover, there are some unusual adjectives found in both figures. For example, *mist-shrouded* has been chosen to describe the mountains feature. In figure b, an adjective like *boulder-strewn* has been selected to describe the river quality.

4.5.5. Activity Keywords

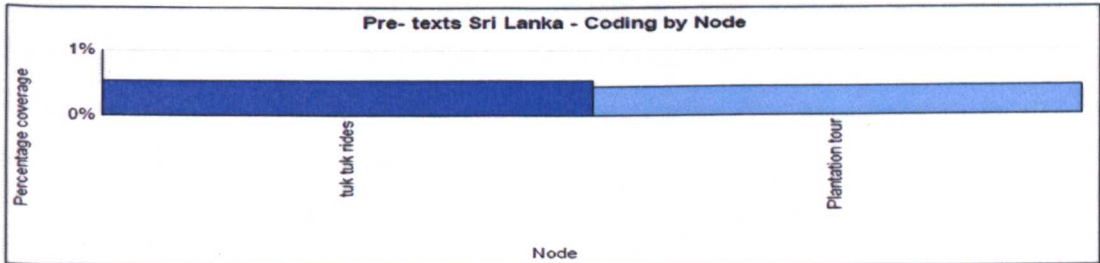


Figure 4.20a

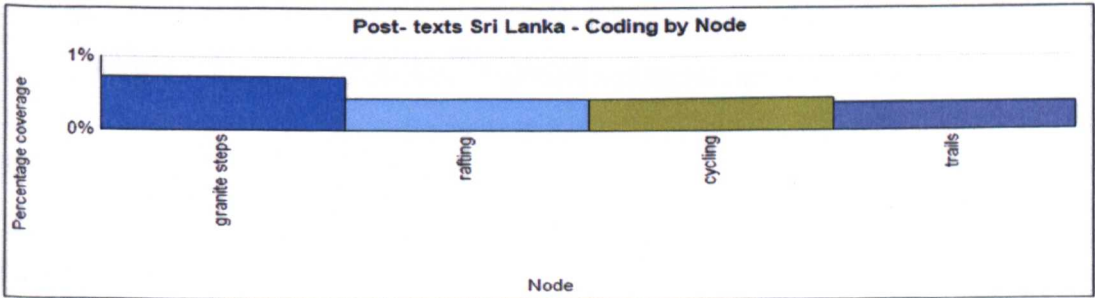


Figure 4.20b

Figure 4.20a represents activity keywords findings from before disaster set of tourism texts while figure 4.20b shows the same finding from after set of texts. There are two keywords describing activity in figure a. On the other hand, in figure b the number of keywords has been increased two folds with the total of four. In each figure, the keywords have been used to describe the dissimilar types of activities. In figure 4.20a, *plantation tour* is an activity keyword used to promote Sri Lankan most renowned product-tea. On the other hand, figure 4.20b contains activity keywords challenging visitors to conquer the *granite steps* at their famous temples, or go *rafting* in the river and *cycling* along their beautiful country *trails*. The two figures do not share any matching keywords. However, between the two figures there is a pair of keywords describing a similar type of activity; for instance, *tuk tuk rides* in set a and *cycling* in set b. They are both keywords describing activity related to

transportation. This shows that figure 4.20b does not only have larger number of activity keywords but it also provides a wider range of activity types.

### 4.6. India Advertising Texts Analysis

The NVivo findings of texts from India tourism advertising brochures taken from before and after Tsunami disaster have been presented in this section. Five main categories showing the major findings were chosen as follows: 4.6.1 section contains figure 4.21a and figure 4.21b and presents the finding of beach related keywords. Section 4.6.2 indicates other attraction keywords with the comparison of two figures 4.22a and 4.22b. Figure 4.23a and figure 4.23b are included in the section 4.6.3 with the results of other attraction descriptive adjectives finding. Section 4.6.4 consists of food, and accommodation keywords results are in figure 4.24a and 4.24b. Lastly, food and accommodation adjectives have been found with some unexpected findings in section 4.6.5.

#### 4.6.1 Beach Related Keywords

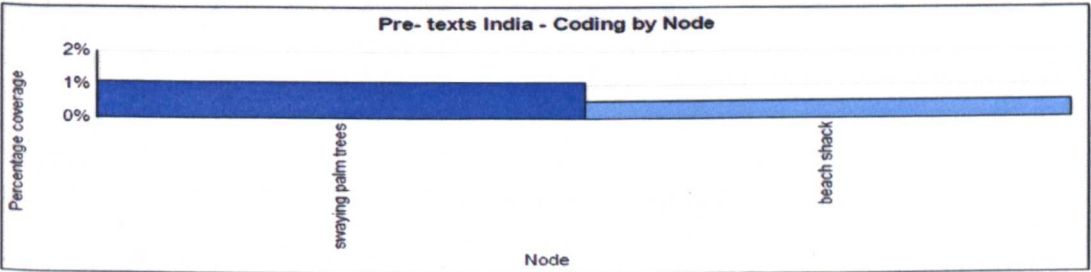


Figure 4.21a

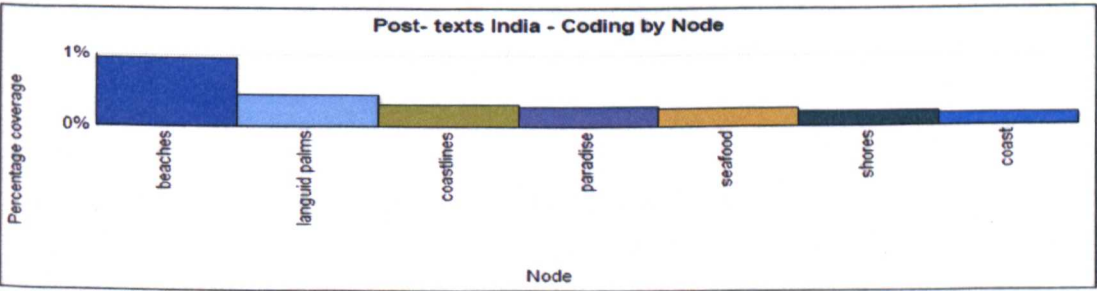


Figure 4.21b

This section presents the beach related keywords. Figure 4.21a represents two beach related keywords, seven keywords are found in figure 4.21b. The two keywords in figure a are *swaying palm trees* and *beach shack*. It is noticeable that both of the keywords are related to beach habitats. On the other hand, figure b keywords include *beaches*, *languid palms*, *coastlines*, *paradise*, *seafood*, *shores* and *coast*. There are two pairs of keywords associated

with similar semantic context such as *coastlines and coast, beaches and shores*. Moreover, beach related keyword in metaphor form; *paradise* has been added in the advertising texts after the disaster. Both figures show an increase in the number of beach related keywords. Though, the two figures do not share any identical keywords, there are a few words closely linked with their semantic relations, for example, *swaying palm trees* in figure 4.21 a and *languid palms* in 4.21b. In addition, the number one keyword in figure a, *swaying palm trees* has appeared to be in the second position on the chart in figure b with over 50% lower usage coverage. The keyword *beach shack* from figure a has not been included in set b. Most of the keywords found in figure b contain mainly synonyms of beach itself rather than beach habitat and features.

### 4.6.2. Other Attraction Keywords

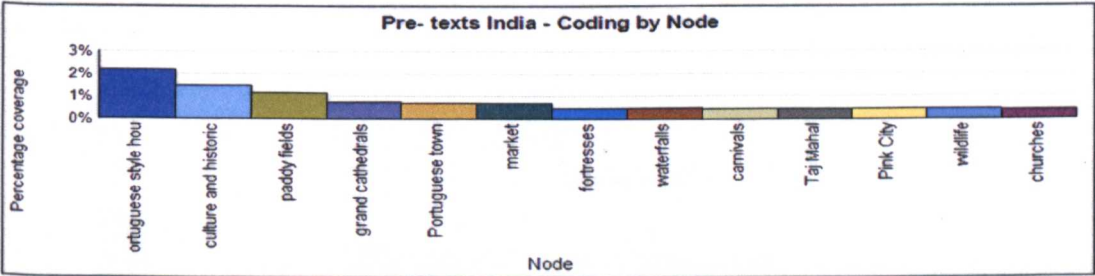


Figure 4.22a

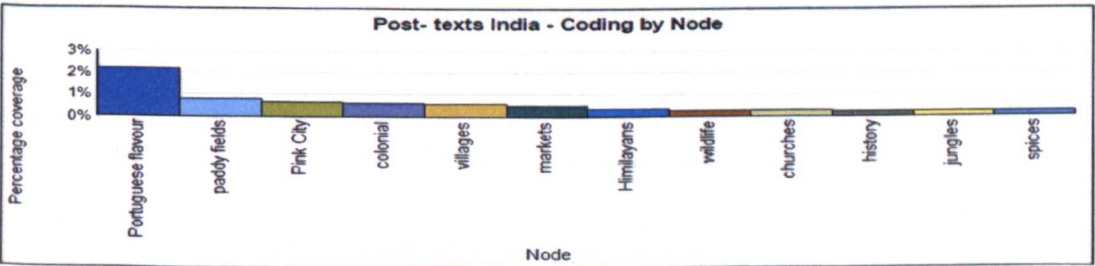


Figure 4.22b

The second category which has shown major findings in India tourism advertising texts is other attraction keywords. Figure 4.22a presents thirteen keywords while figure 4.22b contains twelve words. The overall findings from both figures have shown that many keywords were used for describing other type of attractions in both sets of advertising brochures. In figure 4.22a, there are five keywords related to Portuguese colonisation in India. These keywords are *Portuguese style house, Portuguese town, grand cathedrals, fortress* and *churches*. Two keywords in this figure are two of India’s most famous attractions of *Taj Mahal* and *Pink city* of Jaipur. The rest of the keywords are mostly associated with natural and agricultural locations such as *wildlife* and *paddy fields*. Figure 4.22b only has

three words which reflect the colonial past: *Portuguese flavour*, *colonial* and *churches*. Most of the others are used to describe landscape attractions.

There are four matching keyword in the two figures and these are *paddy fields*, *pink city*, *markets* and *wildlife*. Other similar keywords are *Portuguese style house* in figure a and *Portuguese flavour* in figure b. Furthermore, both phrases are also in the first position of the chart with the same percentage of usage in the texts. However, there are some differences between figure A and figure B; the keyword of India's most renowned attraction *Taj Mahal* had not been included in the texts in figure 4.22b whereas *Pink city* is in both sets. The keyword *Himalayan* has been used to replace *Taj Mahal*. The keyword *spices* has been appeared in the advertising texts from figure B while there is no trace of this keyword in figure a. Therefore, it is fair to say that, although, figure 4.22b may contain lesser number of keywords, it has a greater variety of keywords related to very different types of attractions compared to figure 4.22a.

4.6.3. Other Attraction Descriptive Adjectives

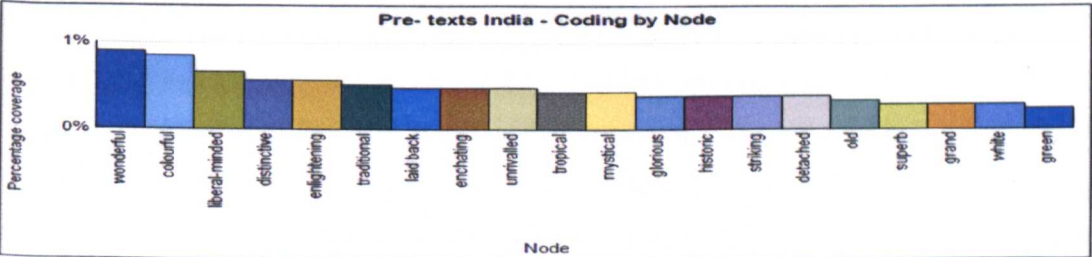


Figure 4.23a

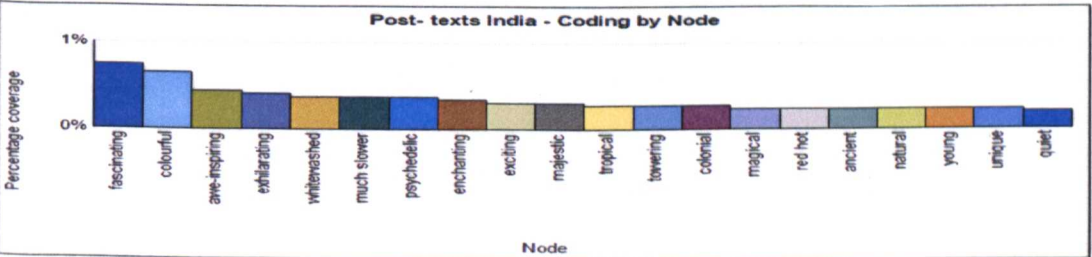


Figure 4.23b

The findings of the other attraction descriptive adjectives have shown great variety. The two tables above represent a vast amount of forty adjective items describing inland attractions in India advertising texts from pre- and post- Tsunami. There is an equal number, twenty items, in each figure. The two figures above share three identical adjectives. These are *colourful*, *enchanted* and *tropical*. Both *colourful* and *enchanted* also are at the same positions. *Colourful* is in the second position while *enchanted* is number eight in both figures.

However, the usage percentage of both adjectives as well as the rest of the items in figure 4.23b are all lower compared to those in figure 4.23a. For example, the usage of adjective in the first table *wonderful* is higher by nearly ten percent compared to an adjective *fascinating* in the second table. However, the most frequently used adjectives in both figures still share semantic relations. There are five adjectives in figure A and these are *wonderful*, *enchanted*, *glorious*, *striking* and *superb*. On the other hand, only three adjectives have also been found in figure b: *fascinating*, *enchanted* and *magical*. Additionally, a couple of similar semantic related pairs of adjectives have been used in both the sets. Firstly, figure 4.23a has colour descriptive adjective *white* whereas in figure 4.23b *whitewashed* has been employed. Secondly, there is another pair of items describing highly praiseworthy characteristics of the attraction such as *grand* in set a and *majestic* in set b.

Some adjectives present in both sets have been chosen in the texts for the same purpose, describing similar attractions. For example, *colourful* is an adjective describing spice market in both figures. Other adjectives e.g. *red hot* has been used to describe spices in figure 4.23b only. Similarly, items *liberal-minded* and *laid back* in figure a have been selected to describe characteristics of the regular tourists in the past of the area. Different adjectives but used for the same purpose were found in figure b such as *psychedelic* and *youth*. In short, the results we have found in this category of India advertising texts have shown a wider range of adjectives describing the attractions, much more varied than the actual keywords themselves.

4.6.4. Food and Accommodation Description Keywords

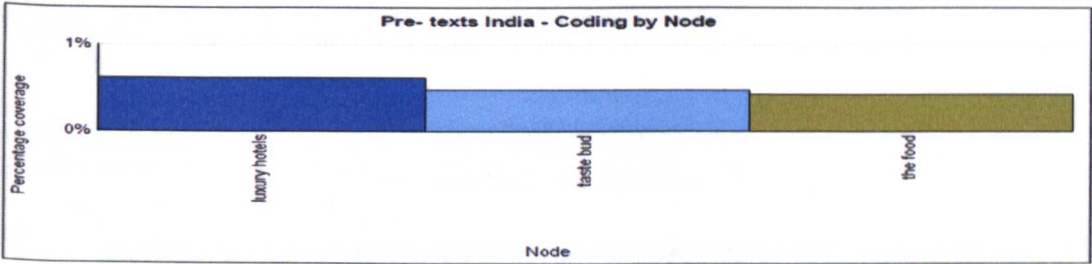


Figure 4.24a

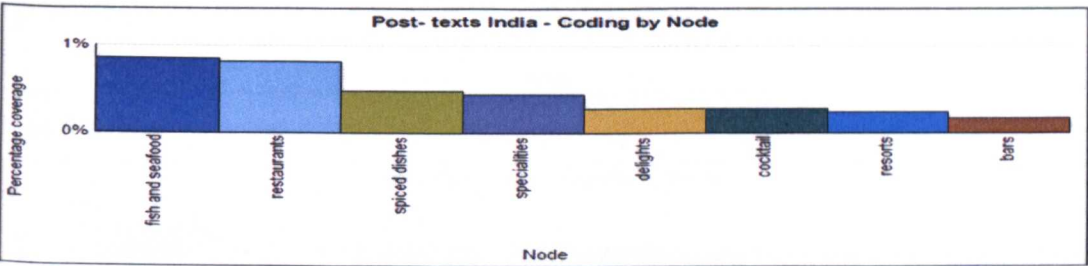


Figure 4.24b

The findings of food and accommodation related keywords in India advertising texts from both before and after Tsunami have shown a qualitative as well as quantitative change on the selection of keywords. Figure 4.24a has only three keywords while in figure 4.24b the number has raised to eight keywords. Figure 4.24a and 4.24b do not share any keywords. Figure 4.24a has three keywords relating to food and accommodation such as *luxury hotels*, *taste bud* and *the food*. It is noticeable that the majority of keywords in figure A were chosen to specify food two out three keywords. On the other hand, figure 4.24b contains the keywords *fish and seafood*, *restaurants*, *spiced dishes*, *specialities*, *delights*, *cocktail*, *resorts* and *bars*. The majority of these keywords are food related. There are seven keywords altogether; five of them describing food and two are eateries keywords which leaves only one keyword describing accommodation *resorts*. Despite the different amount of keywords in both figures, they share one similarity which is the small number - one keyword - describing accommodation. However, figure 4.24b has not only shown a larger number of food related keywords but it also has more specific and descriptive keywords compared to figure 4.24a. For instance, *the food* has been found in the texts as shown in figure A whereas more variable keywords were used in figure B such as *fish and seafood*, *spiced dishes*, *cocktails* and *restaurants*. This means that the latter set is more specific about the type of food and drinks as well as the places to consume these. The accommodation keywords found in the two figures offer a slightly different meaning. *Luxury hotels* in figure 4.24a illustrates a more specific type and standard of accommodation. On the other hand, the keyword mentioned in

figure 4.24b is *resorts*. Although, both the keywords are related to accommodation, they indicate different ideas of stay.

4.6.5. Food and Accommodation Descriptive Adjectives

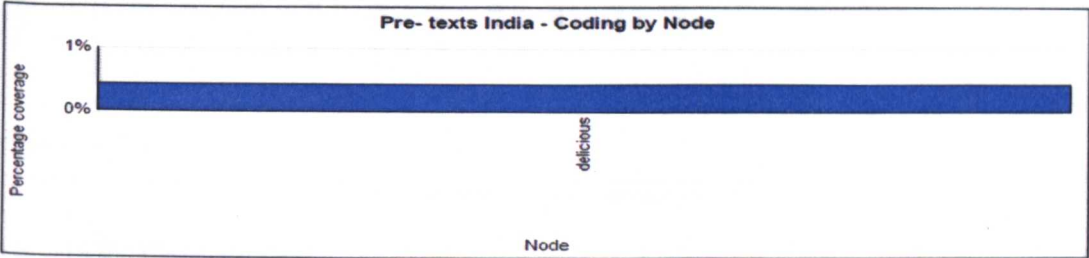


Figure 4.25a

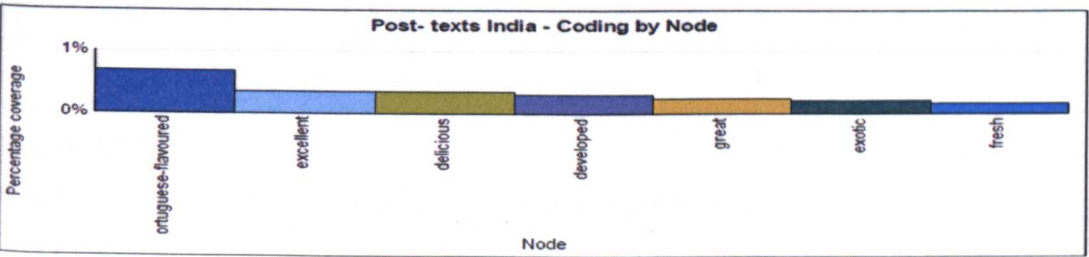


Figure 4.25b

The two figures above represent the results of food and accommodation descriptive adjectives from both sets of India tourism advertising texts. They have shown a significant rise of adjective items in the after disaster set. Figure 4.25a has only one adjective which was used to describe food. There are seven adjective items in figure 4.25b. Only one adjective *developed* was found describing accommodation. The majority, six adjectives were chosen to describe food and drinks: these include *Portuguese-flavoured*, *excellent*, *delicious*, *great*, *exotic* and *fresh*. There was one adjective that appeared in both sets, and this was the word *delicious* .In both sets, it has been used to describe the quality of food.

4.7. Maldives Advertising Texts

The study of Maldives tourism advertising has shown some significant changes in all the five categories. The first category is beach related keyword, the findings are presented in section 4.7.1 with figure 4.26a and figure 4.26b showing the comparison results from before and after the disaster in 2004. Section 4.7.2 shows beach descriptive adjectives found in both set of texts. Next is the category of activity keywords which has been included in section 4.7.3 as well as activity descriptive adjectives in section 4.7.4. Lastly, food and accommodation keywords are displayed in section 4.7.5.

4.7.1. Beach Related Keywords

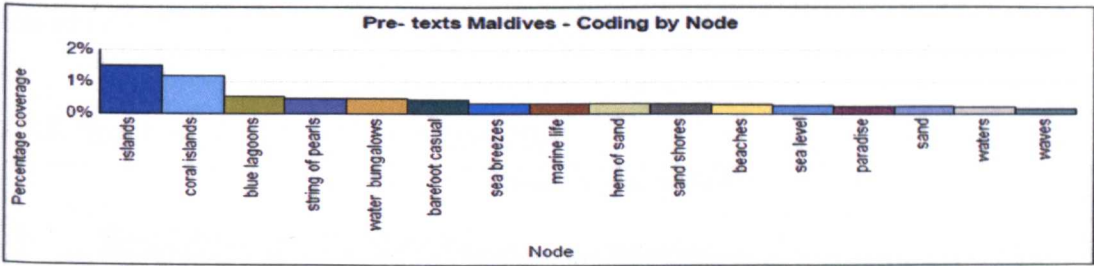


Figure 4.26a

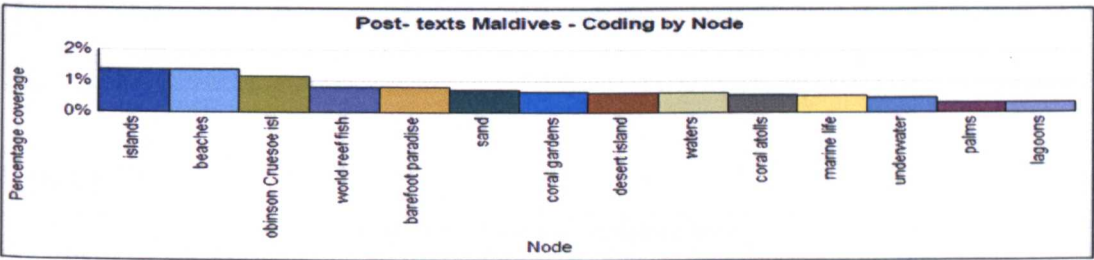


Figure 4.26b

Beach related keywords are the first category presented here. Between the two figures 4.26a and 4.26b there is a total of thirty keywords, and they are distributed more or less equally. Figure 4.26a has sixteen beach related keywords while there are fourteen keywords in figure 4.26b. Both figures have five matching keywords which are *islands*, *beaches*, *sand*, *waters* and *marine life*. They also share some similar keywords and expressions between them. For example, *barefoot casual* and *paradise* in figure a have been transformed to *barefoot paradise* in figure b. In addition, *coral islands* have been mentioned in figure 4.26a, and there are two similar semantic keywords regarding coral features in figure b such as *coral atolls* and *coral gardens*. Moreover, the two charts also share the same keyword *islands*, in the top position and this keyword has also been used with approximately the same percentage.

Three keywords describing marine life were found in set b such as *world reef fish*, *marine life* and *underwater* while only one similar description keyword has been included in set a which is *marine life*. There are more keywords in figure 4.26a related to sand descriptions than in figure 4.26b. In fact, three sand related keywords were found in figure 4.26a including *hem of sand*, *sand shores* and *sand*. On the other hand, *sand* is the only sand related keyword found in figure 4.26b. However, figure b has employed a more imaginative phrase and keyword based on the fictional reference such as *Robinson Crusoe Island* and *desert island* to refer to beach destination. Therefore, we can conclude that although the Maldives tourism advertising uses fewer beach related keywords in the post-set, they have employed more descriptive and

imaginative choice of keywords to paint a better picture of the beach destinations in their tourism promotional brochures.

4.7.2. Beach Related Descriptive Adjectives

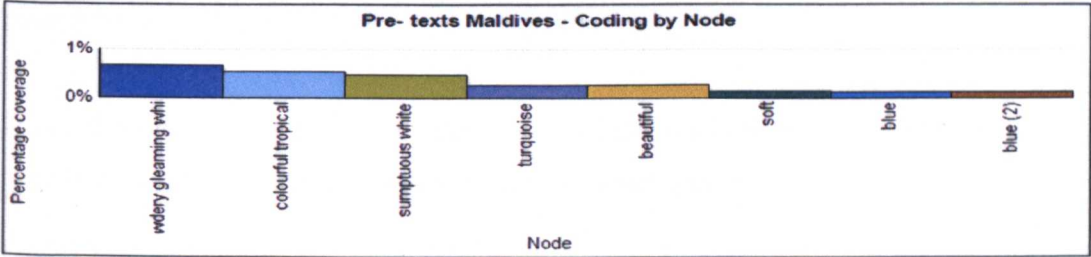


Figure 4.27a

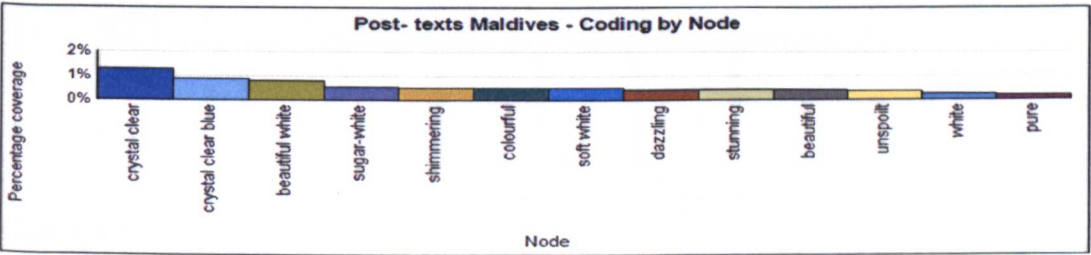


Figure 4.27b

The two figures above indicate beach related descriptive adjectives findings in the tourism advertising brochures from Maldives. There are in all twenty two descriptive adjectives between the two charts. Figure 4.27a has eight adjectives which are *powdery gleaming white*, *colourful tropical*, *sumptuous white*, *turquoise*, *beautiful*, *soft* and *blue*. On the contrary, there are thirteen adjectives in figure 4.27b beginning with two sets of similar keywords used for describing different beach features such as *crystal clear* and *crystal clear blue* and *beautiful white*, *sugar-white* and *white*. The rest are *shimmering*, *colourful*, *soft white*, *dazzling*, *stunning*, *beautiful*, *unspoilt* and *pure*.

Both figures use the adjective *beautiful* as a single identical item. They also employ the same adjective to describe coral reef quality. *Colourful tropical* has been used in figure 4.27a. On the other hand, figure 4.27b has chosen to use just *colourful*. In figure 4.27a, there are three adjectives describing sand quality such as *powdery gleaming white*, *sumptuous white* and *soft*. However, five adjectives have been noted in figure 4.27b describing sand quality on the coast as follows *beautiful white*, *sugar-white*, *shimmering*, *soft white* and *white*. It is noticeable that most of sand descriptive adjectives in both sets of Maldives tourism advertising have been

chosen to portray the colour of white and quality of soft and shiny. Another difference between the two figures is the number of adjectives describing water quality. There are two water descriptive adjectives in set a whereas four items have been included in set b. *Turquoise* and *blue* are from figure 4.27a, and from figure b we have *crystal clear*, *crystal clear blue*, *dazzling* and *pure*.

In conclusion, the majority of key descriptive adjectives in both before and after disaster sets have been selected to describe mainly sand and water quality.

4.7.3. Activity Keywords

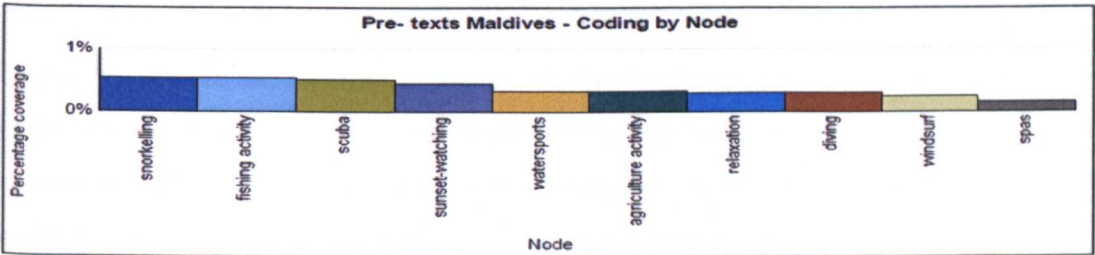


Figure 4.28a

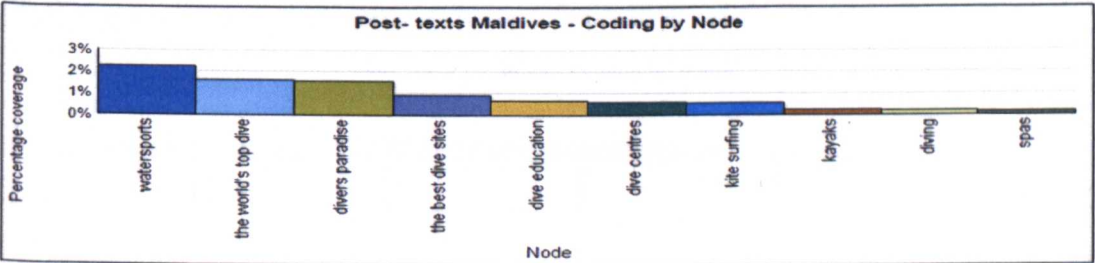


Figure 4.28b

There is an equal amount, ten each, activity keywords in the two figures above showing pre- and post-set of tourism advertising brochures. There are three similarities between the two figures. Firstly, three identical keywords have been found in both sets such as *watersports*, *diving* and *spas*. Secondly, the majority of keywords in both sets are beach related activities. However, figure 4.28b has nine beach related keywords whereas only six has been used in figure 4.28a. Thirdly, both figures have keyword *spa* at the last position of the rank, although it has been more frequently used in the first figure. The six keywords related to beach activity are *snorkelling*, *fishing activity*, *scuba*, *watersports*, *diving* and *windsurf*. It is noticeable that half of the keywords describe diving activity. On the other hand, nine beach related activity keywords are *watersports*, *the world's top five*, *divers paradise*, *the best dive sites*, *dive education*, *dive centres*, *kite surfing*, *kayaks* and *diving*. The difference between the two sets

above is the keywords in figure 4.28b are mostly in the form of phrases and there are also more keywords related to diving activities when compared to the figure In4.28a. Precisely, there are five out of nine keywords which are related to diving in figure 4.28b. In figure a, there are two similar types of activity such as *relaxation* and *spa* while there is only one relaxing activity in figure b and it has also been repeated from figure a. Another similarity in activity keywords between set a and set b is the use of words and phrases such as *windsurf* and *kite surfing*. Moreover, within the first chart, we also can see the result of the top three keywords of the rank which have all shared the same percentage of usage. However, the overall findings of figure 4.28a have generally a higher percentage of usage coverage compared to the results in figure 4.28b.

In conclusion, all the activity keywords of Maldives tourism advertising texts from both before and after the disaster have all been focused on beach related activities as well as spa relaxation activity, which the country is famous for. However, the post-set of texts have evidently focused even more on one particular activity which is diving

#### 4.7.4. Activity Descriptive Adjectives

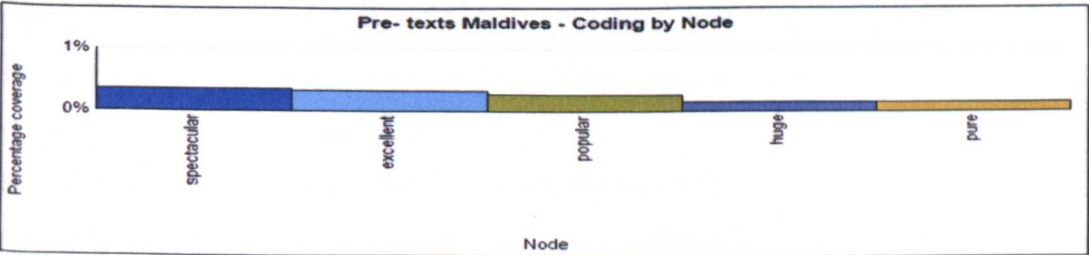


Figure 4.29a

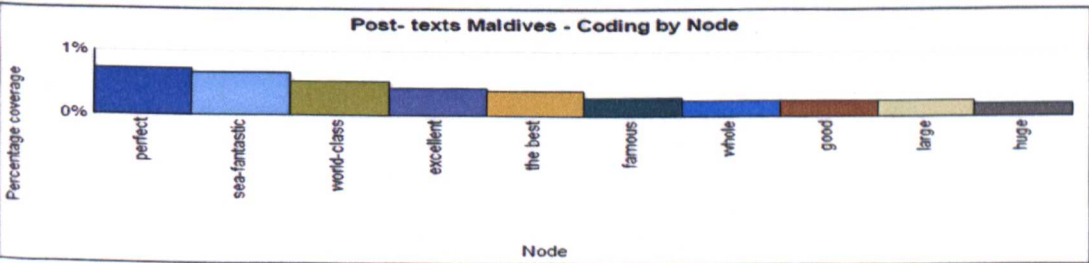


Figure 4.29b

Figure 4.29a shows the result of activity descriptive adjective item findings from before the disaster set of tourism brochures. Five items has been found. At the same time, figure 4.29b represents ten adjectives describing activities from the after set of brochures. This means

there has been a twofold increase in the amount of adjective items. Five adjectives in figure A are *spectacular*, *excellent*, *popular*, *huge* and *pure*. On the other hand, ten adjective items in figure B are *perfect*, *sea-fantastic*, *world-class*, *excellent*, *the best*, *famous*, *whole*, *good*, *large* and *huge*. There are two adjectives in positive form as seen in figure 4.29a such as *spectacular* and *excellent*. One quantity descriptive adjective has been found in the same set which is *huge*. Figure 4.29b has five similar semantic adjectives including *perfect*, *sea-fantastic*, *excellent*, *the best* and *good*. Only one of the five items here is identical to the previous figure. However, in this set some of the adjectives can be divided by their individual formats. For instance, *sea-fantastic* is two-word adjective. It is combined noun and adjective together for the specific descriptive purpose. Moreover, another item in this set like *the best* is a positive adjective in superlative form. Both figures share another similarity which is two identical choices of adjectives between the two set such as *excellent* and *huge*. Moreover, there is also a pair of similar semantic adjective in these two set of texts like *popular* from the pre- set and *famous* from the post- texts.

The post- texts chart does not only form a larger group but has higher percentage coverage than those found in pre- set chart. For example, the three top ranking adjectives in the first table display much lower percentage coverage than the top three words in the rank of the second table. Another noted feature is that all the adjectives from both sets of texts are used to describe beach related activities.

In conclusion, the increased number of adjectives in the post- texts means there is more variety of activity choices on offer in Maldives advertising brochures.

4.7.5. Food and Accommodation Keywords

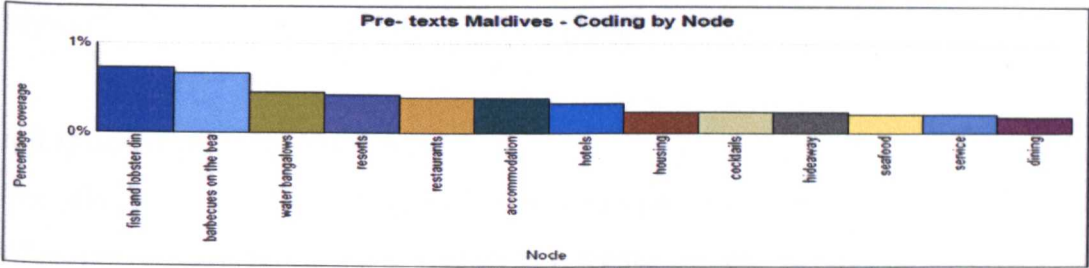


Figure 4.30a

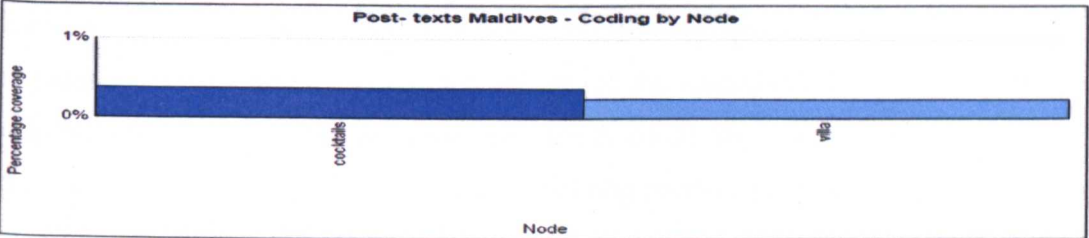


Figure 4.30b

The two tables above have shown a great difference in term of keywords numbers. Figure 4.30a and figure 4.30b represent food and accommodation related keywords findings from both the pre- and the post- set of Maldives tourism advertising promotional texts. It is apparent that the keywords have fallen dramatically in figure 4.30b. The first figure has thirteen keywords as follows *fish and Lobster dinner*, *barbecue of the beach*, *water bungalows*, *resorts*, *restaurants*, *accommodation*, *hotels*, *housing*, *cocktails*, *seafood*, *service* and *dining* and the second figure has two such as *cocktails* and *villa*.

Food and accommodation keywords in figure 4.30a can be divided into two main categories; six food and drinks keywords and a set of seven accommodation keywords. The accommodation related keywords are *water bungalows*, *resorts*, *accommodation*, *hotels*, *housing*, *hideaway* and *service*. The other six keywords in set A are food and drinks related including *fish and lobster dinner*, *barbecues on the beach*, *restaurants*, *cocktails*, *seafood* and *dining*. On the other hand, figure 4.30b has two keywords; one is related to food and drink *cocktails* while the one is an accommodation related keyword *villa*. Food and drinks keywords in the pre- texts are a lot more descriptive than the group of accommodation keywords. For instance, following keywords *fish and lobster dinner* and *barbecue on the beach* are more specific adding food description and location. However, in the post- set texts not only the number of keywords has been dropped distinctively but also the keywords are not as descriptive. As a matter of fact, there are food related keywords in set b. Only one keyword has found and it was associated with drink *cocktails*. The post- Tsunami tourism

advertising texts offer a very limited and less descriptive set of food and accommodation keywords when compared to the pre-Tsunami brochures texts.

#### **4.8 Questionnaires Findings**

The pilot study was set up to see whether it was possible to investigate the validity of the effectiveness of language as a role in developing tourism advertising discourse and the impact of language in tourism advertising texts on the decision-making process of potential holiday makers. The pilot study is believed to refine the questionnaire, i.e. to allow for any re-phrasing, or alterations to the sequencing of the questions. This is to ensure that the respondents will not have any problems which could affect their understanding in those designed questions that will assist data collecting process in this research. The amount of questionnaire distributed for pilot study is approximately equal to 20 percent of the whole number of sampling questionnaire. The researcher has chosen to deliver self-administered questionnaires by hand randomly to each respondent. The target respondents for this research is designed to be a non-specific mixture of irrespective gender or occupation above the age of 18 who have just visited the travel agencies around Liverpool city centre. This is because they tend to have an interest in travelling or even have experienced holidays for several times, which made them suitable for the target population of this research. The questionnaires were collected right after it had been completed. The researcher had conducted a pilot study of 20 copies of questionnaire samples. The SPSS program was applied in order to analyse the returned questionnaires.

For the final stage of the questionnaire survey and the second method used in this research, the collection of information through the use of self-administered questionnaires was conducted. The 150 copies of questionnaires were delivered by hand randomly to respondents who had just visited travel agencies, again with no specific gender or occupation and with the age of over 18. As referred in the previous chapter about the structure of questionnaires construction, the questionnaires were designed with the various chosen first paragraphs of the tourism advertising texts from the five selected countries' promotional brochures before and after Tsunami disaster collected from the UK leading agencies. There are three parts in the questionnaire which aim to discover whether the respondents could identify which text was taken from brochures published before or after the catastrophe. The second part aims to seek which set of text the respondents would rather be persuaded by. The last part of

questionnaires was designed to ask the respondents to fill in their personal data in order to gain some background data as well as the respondents' holiday habits. After collecting the data from the questionnaires, the data was analysed and evaluated with the help of Statistical Package for Social Science programme (SPSS). All statistical procedures were performed by computer software package in order to ensure the accuracy and the results are as following:

#### 4.8.1 Questionnaire findings part 1

In Part 1, the respondents were asked to tick whether the sentences in the left column were from brochures printed before or after the 2004 Tsunami disaster. The sentences 1.2, 1.3, 1.4, 1.5, 1.7, 1.9, 1.10, 1.11, 1.13, 1.15, 1.17, 1.18, 1.20, 1.23 and 1.24 were in fact printed in the pre-disaster texts, whereas those from 1.1, 1.6, 1.8, 1.12, 1.14, 1.16, 1.19, 1.21, 1.22 and 1.25 came from the texts printed after the disaster. The higher percent and frequency of the answer in each sentence are highlighted in green to indicate the correct answers and red to show the incorrect ones.

	Detail	Pre-		Post-	
		Frequency	Percent	Frequency	Percent
1.1	The wonderful disorder of its geography, the constant mix of old and new, the heavy nightlife and the amazing culinary scene	40	26.7	110	73.3
1.2	Culture and relaxing tropical holidays set in coconut groves and attractive resorts	126	84.0	24	16.0
1.3	Castaway to a romantic sandy beach lapped by a warm lagoon and watch the sunset over the Indian Ocean as you sip a cocktail	129	86.0	21	24.0
1.4	The archetypal paradise island, with magnificent beaches lapped by crystal clear waters, colourful reefs and gently swaying palm trees	135	90.0	15	10.0

1.5	Far away in the Indian Ocean rests a tropical destination like no other	125	83.3	25	16.7
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**Table 4.2**

1.6	Gleaming palaces and great temples can be found along with dusty remnants of some of the world's oldest civilizations	40	26.7	110	73.3
1.7	Blue lagoons encircle the islands gentle waves lap soft sand shores and cool sea breezes whisper through palm trees	121	80.7	29	19.3
1.8	Colourful, exotic and exuberant, this multi-faceted nation is shaped by numerous religions and cultures	40	26.7	110	73.3
1.9	Plaited baskets filled with flowers and herbs are placed on pavements on the prows of fishing boats	47	31.3	103	68.7
1.10	Explore glorious beaches, pretty towns, volcanoes and Hindu temples	44	29.3	106	70.7
1.11	Stunning scenery ranges from volcanic peaks and sparkling lakes to emerald rice terraces and beaches of silvery sand	40	26.7	110	73.3
1.12	A giant necklace of 1,192 tiny coral islands with limpid turquoise lagoons, beaches of soft white sand	109	72.7	41	27.3
1.13	Feel the romance in the air, beneath the waves, between your toes with amazing palm-fringes beaches	135	90.0	15	10.0
1.14	The land of temples and places, colourful market and fragrant spice stalls	40	26.7	110	73.3

1.15	Ornate golden temples, saffron robed monks, floating market, exquisite costumes and bustling nightlife	44	29.3	106	70.7
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**Table 4.2 (continued)**

1.16	Imagine long golden sandy beaches, plodding elephants and colourfully dressed women picking tea, while sharing the day's gossip	51	34.0	99	66.0
1.17	The little wonder of its 2 coastlines offer miles of white sand beaches and coral reefs	42	28.0	108	72.0
1.18	The "resplendent isle" of early legend is fringed by 1,000 miles of coastline, with soft golden sands	46	30.7	104	69.8
1.19	Unique cultural heritage making it a fascinating holiday destination	42	28.0	108	72.0
1.20	This lush tropical island is the coconut capital of the world	129	86.0	21	14.0
1.21	Think desert island and barefoot paradise	96	64.0	54	36.0
1.22	Rice paddies, patchwork, hillside terraces and beautiful sand beaches characterize this idyllic island	42	28.0	108	72.0
1.23	An island of fun, linked to the mainland by a causeway	126	84.0	24	16.0
1.24	A land of hilltop temples and ancient traditions	46	30.7	104	69.3
1.25	If you take one lasting memory from Thailand, it has to be the hospitality of its people	45	30.0	105	70.0

**Table 4.2 (continued)**

The tables above show the results of the first part of the questionnaires. The respondents have managed to cope with the questions very well in this part. The majority of 25 sentences were identified correctly. Firstly, sentence 1.1, the correct answer has been highlighted in green. Most respondents with 73.3 percent chose the correct answer that the text was taken from after the Tsunami. The sentences 1.2-1.5 were all taken from the pre-Tsunami disaster and they were all accurately identified by the majority of the respondents with 84 percent, 86 percent, 90 percent and 83.3 percent respectively. The table 4.2 continues, it appears the respondents continue to correctly identify the selected sentences in 1.6 to 1.8. The 73.3 percent of respondents chose the right answer that the sentences 1.6 and 1.8 were from the after Tsunami advertising texts whereas sentence 1.7 was from the before set with the correct answer of 80.7 percent. Then in sentences 1.9 and 1.10, the table shows the incorrect results of the most of respondents wrongly identified the sentences with the number of 68.7 percent and 70.7 percent that they were taken from post-set of tourism brochures while in fact, they were from pre-set. In sentence 1.11, only 26.7 percent of the respondents correctly answer that the sentence has been taken from the pre-Tsunami brochures while the majority of 73.3 percent said it was from the post-set. Sentences 1.12 and 1.15 are both wrongly identified. The 1.12 text was taken from the post-set of advertising materials but most of the respondents chose it was from the pre-set with 72.7 percent. The 1.15 text was actually taken from pre-disaster tourism brochures but the large amount of 70.7 percent of the respondents chose to tick the post-disaster set. On the other hand, 1.13 sentence has a massive 90 percent or the surveyed people correctly identified that the text came from the pre-Tsunami advertising texts. This means that only 15 people or 10 percent of the total 150 respondents thought the text was from the post- texts. Meanwhile the text 1.14 represents the figure of 26.7 percent of the surveyed respondents who thought the text was from the pre-disaster set of brochures and a larger 70.7 percent rightly believed it came from the post- set of advertising texts.

The table 4.2 has been continued with the text 1.16 which has similarly more respondents correctly answered that the text was collected from the post-set with the percentage of 66 and 51 percent thought it came from the pre-Tsunami set. Then we can see that the sentences 1.17 and 1.18 were incorrectly identified by most of the participants. Both sentences were chosen from the pre-advertising set, however, most of respondents of 72 percent and 69.8 percent said they were from post- set instead. This means in text 1.17, a total of 42 people out of 150 surveyed or 28 percent correctly answered that the chosen advertising texts was from the pre-

Tsunami as well as 1.18 text which only the minority of 30.7 percent of respondents answered that the texts from the pre-set.

Most of the respondents could accurately identify the sentence 1.19 with 72 percent chose it was from the post-Tsunami set. Similarly, text 1.20 has also been rightly answer with the percentage of 86 of surveyed respondents said the text was from pre-set brochures. On contrary, the sentences 1.21 and 1.24 were incorrectly answered by most of surveyed participants. The table shows that 64 percent of respondents chose 1.21 sentence was taken from pre-brochures whereas it was actually from post-set. Text 1.24, on the other hand, it was wrongly identified by 69.3 percents of respondents who thought it was from post-Tsunami but it has been collected from pre-disaster set.

Additionally, both sentences 1.22 and 1.25 were taken from the post-Tsunami tourism brochures and they both have been correctly identified by a majority of respondents with 72 percent and 70 percent respectively. Lastly, text 1.23 also shows the figure of 84 percent or 126 respondents who rightly assumed that the text came from the pre-Tsunami advertising texts while only 16 percent or 24 surveyed people answered that the text was from the post-set.

As elaborated earlier, the correct answers of the questionnaire part 1 were highlighted in green while the red were used to state the incorrect answers. We can summarise that the texts which were taken from the pre-Tsunami disaster set of tourism brochures are 1.11, 1.13, 1.15, 1.17, 1.18, 1.20, 1.23 and 1.24. Another group of texts such as; 1.12, 1.14, 1.16, 1.19, 1.21, 1.22, and 1.25 were chosen from the post- Tsunami tourism advertising texts. Therefore, we can finally draw a conclusion from the table 4.2 above that the majority of the 150 respondents were able to identify correctly whether texts were chosen from the pre- or post-Tsunami tourism brochures with the 16 correct answers out of 25 questions which can be found in the sentences including 1.1-1.8, 1.13, 1.14, 1.19, 1.20, 1.22, 1.23 and 1.25. In contrast, the minority of 9 questions have been answered incorrectly by most of the respondents which appeared in 1.9-1.12, 1.15, 1.17, 1.18, 1.21 and 1.24.

#### 4.8.2 Questionnaires findings part 2

In part 2 respondents were asked to tick the box next to the tourism advertising paragraphs of each destination which makes a potential holiday destination sound more preferable. For Thailand question, sentence A came from the pre-Tsunami tourism brochures and sentence B were from the post-brochures. In the texts for Indonesia, A was taken from after the disaster and b was from before set. In Sri Lanka question, the text A has been chosen from tourism printed materials from pre-Tsunami catastrophe while text B was taken from post-materials set. For India texts, sentence A was collected from the pre-disaster advertising texts whereas sentence B was from the post-set of texts. Finally, in the texts for Maldives, text A was collected from after disaster brochures whereas B was from before.

	Thailand	Frequency	Percent
A.)	The kingdom of Thailand is the most popular holiday destination in the Far East, and little wonder. Its 2 coastlines, along the Andaman Sea and around the Gulf of Thailand offer miles of white sand beaches and coral reefs.	40	26.7
B.)	Thailand represents the exoticism of the east with Bangkok as its heart. A lively and enchanting mixture of both ancient and modern. Bangkok has retained its traditional charm amidst the myriad of night markets, discos, bars and heavy traffic. An exotic, magical and diverse city with glittering temples, fascinating culture, endless shopping and a warm welcome from friendly smiling.	110	73.3

**Table 4.3**

From the above table, we find that the majority of the respondents prefer text B which was taken from post- Tsunami tourism advertising brochure for Thailand with the percent of 73.3, and the rest had chosen the pre-Tsunami tourism advertising text in the A set with 26.7 percent. This could imply from the results of findings in Thailand tourism advertising text above in this chapter, the selected text B from after Tsunami tourism brochures has included

a wider range of attractions to be markets within the texts. It may has an impact on the readers that is why most of the respondents preferred the advertising text B.

	Indonesia	Frequency	Percent
A.)	From palm fringed beaches to the lush green terraces of the fertile countryside. This beautiful island is without a doubt one of the most magical places on earth. Plenty of good sightseeing, shopping and water sports plus wonderful, friendly people.	59	39.3
B.)	In towns and villages all over the island, plaited baskets filled with flowers and herbs are placed on pavements, on the prows of fishing boats and in markets, part of the island's indigenous spiritual culture that dills everywhere with beauty.	91	60.7

**Table 4.4**

From the table above, we find that text A which was taken from the post- Tsunami printed tourism advertising materials for Indonesia had only been chosen with just 39.3 percent whereas the pre- text B is more preferable with the percent of 60.7. It is interesting to see that most of the respondent chose text B which was collected from the after disaster brochures as their preferred choice. It is quite obvious that the text from the after set has not been included any beach features compared to text A which was from before set. Moreover, text A generally offers a variety of attractions both landscape and coastal as well as activities relating both beach and inland. On contrary, the after Tsunami advertising text B has not included as many attractions and activities as text A, but it has been written in more descriptive manner with more specific details of the attractions and activities. This point will be elaborated further in the discussions of the following chapter.

	<b>Sri Lanka</b>	<b>Frequency</b>	<b>Percent</b>
A.)	Imagine the lushest, most idyllic island possible and chances are you still won't conjure up anything as wonderful as Sri Lanka, lying off the southern tip of India.	57	38.0
B.)	The tropical teardrop island at the toe of India with mystical ancient cities, thick jungles, cool hill stations and highlands, precious stones and miles of palm-fringed sandy beaches. One of the most beautiful and scenically interesting islands in the world. Costs are low and the people very hospitable indeed.	93	62.0

**Table 4.5**

From the table above, we find that most of the respondents had chosen text B which was taken from the post- Tsunami tourism advertising brochure with 62.0 percent and 38.0 percent of respondents chose text A which was take from pre-Tsunami tourism advertising materials. In other word, almost two thirds of the respondents selected text B as their preferred choice.

	India	Frequency	Percent
A).	Embark on a fabulous journey across the Indian sub-continent, from the majestic monuments of the north Indian plains to the beautiful backwaters of tropical Kerala. The beguiling diversity of this vibrant and colourful country will unfold along this captivating classic escorted tour. Historic forts, holy temples, verdant landscapes, sacred cities and the opportunity to spot a tiger or two!	56	37.3
B).	Vibrant and steeped in tradition, India seizes the senses with its confection of culture, colours and legends. Gleaming palaces and great temples can be found along with the dusty remnants of some of the world oldest civilizations.	94	62.7

**Table 4.6**

From the above table, we find that text A which was taken from pre-Tsunami tourism advertising brochure sounds less preferable to the most of respondents with only 37.3 percent. On the other hand, text B which was taken from post- Tsunami tourism advertising brochure for India had been chosen by the majority of all respondents with the percent of 62.7.

	Maldives	Frequency	Percent
A.)	Scattered across the Indian Ocean, due west of southern India, is a group of tiny coral atolls. Each resort here is on its own island surrounded by white sand beaches, swaying the palms and warm, crystal clear blue water. Perfect for a whole variety of water sports, a peaceful beach paradise and one of the world's top dive destinations. The Maldives are a superb holiday choice for a relaxing and secluded beach holiday, where you can indulge your Robinson Crusoe castaway fantasies to the full!	40	26.7
B.)	Maldives is a nation of more than a thousand coral islands (grouped into "atolls") scattered down the middle of the Indian Ocean like little gems.	110	73.3

**Table 4.7**

From the table above, we find that most of the respondents prefer text B which was taken from pre-Tsunami Maldives tourism advertising materials with the percentage of 73.3 while text A taken from the post- set texts was less preferred by the respondents with only 26.7. It is clear from the table above that text B which is a lot shorter than text B, but has become the preferred advertising text for the majority of respondents. The evaluation of this matter should be discussed among other previous findings in the next chapter.

### **4.8.3 Questionnaires finding part 3**

The questionnaires have been distributed outside the UK leading tourism agencies such as Thomas cook and Thomson. The respondents were not selected with any specific gender, the contribution of questionnaires have been handed out indiscriminately to people who have just visited the travel agency and were willing to co-operate. As in the last part of the questionnaires, we have found that most of the respondents are female with 62.7 percent and the rest is male with 37.3 percent. An average age of most respondents is between 26 to 35 years old at 39.3 percent; following with the age group between 36 to 45 years old with the percent of 28.7. The age group between 18 to 25 years old and the age group between 46-55

years old share the equal percent at 16.0. The majority of respondents go on holiday once a year with the percent of 42.7 while 37.3 percent go on holiday once every two years. Only 20.0 percent of the respondent travel more than once a year.

Respondents were also asked about their favourite sources of holiday information. The answers were given in the questionnaires have revealed that travel brochures are the most favourite source used by the majority of surveyed respondents with 33.3 percent. They tend to gain their travel information and base their holiday decision-making on the printed travel brochures which can be collected from their local travel agencies. Secondly, it is recommendations with 22 percent of respondents have chosen this as the source they base the holiday decision-making on. At the same time, internet websites was found as the third preferred option by 21.3 percent of the respondents. Then, other published advertising materials such as magazines and newspapers articles have arrived at 16 percent. Lastly, it is a visual advertising like television commercials were chosen as the least popular out of the five choices as it was chosen with just 7.3 percent of respondents.

#### **4.9 Chapter Summary**

All the findings of tourism advertising printed brochures from Thailand have been chosen to study in the larger pieces of texts and all of the ten categories results of finding of linguistic items, keywords and descriptive adjectives were described. On the other hand, in other four countries of Indonesia, Sri Lanka, India and Maldives, only five groups of the findings which identified some major changes have been included in this chapter. For Indonesia, the results of beach related keywords, other attraction keywords and adjectives, activity keywords and people description keywords were chosen. The findings of beach related keywords and adjectives, other attraction keywords and adjectives and activity keywords are all five selected groups to be represented. Then, beach related keywords, other attraction keywords and adjectives and Food and Accommodation keywords as well as descriptive adjectives were the categories which have indicated the major findings from the advertising texts analysis of India tourism printed promotional brochures. For the final case study of Maldives, the results of findings were provided here are beach related keywords and descriptive adjectives, Activity keywords and adjective items and food and accommodation keywords. In addition, the results of SPSS analysis from the questionnaires survey have been added as the final section of the findings in this research. The evaluation of all the findings will be

discussed in the following chapter where the results will be assessed both individually and comparative manner.

## **Chapter 5**

### **Discussion**

#### **5.1. Chapter Overview**

This chapter represents the discussions of results from the previous chapter four. The discussion of all five select countries' findings were divided into different sections belong to each country. The evidence borne out by the total seventy-five pieces of tourism advertising printed texts from the five selected countries of Thailand, Indonesia, Sri Lanka, India and Maldives. In 5.2 section, Thailand results discussion of all the categories with the major findings and speculation supported by some theoretically frameworks. Thailand is the country where this research was focussed on, therefore, the number of advertising texts was larger than other affected countries in both pre- and post-sets. The discussion of Indonesia results is included within section 5.3 whereas section 5.4 contains some major findings of Sri Lanka tourism advertising brochures. Next is section 5.5 where the discussion of India results is shown. The last case study is Maldives, the discussion of the findings is displayed in section 5.6. Section 5.7 features the comparisons and contrasts of the results between the five selected countries. Then, section 5.8 is where the second aspect of the research investigation findings is included. The questionnaire findings evaluation is represented in this section. Finally, the summary of the overall discussions within the chapter has been concluded in section 5.9.

#### **5.2. Thailand Results Discussion**

Thailand is the country where this research has chosen to mainly focus on. Similarly to all the five selected countries, tourism is the main national income of Thailand economy. Tsunami disaster caused a major destruction to lives and the most popular beach destination of the country. Among all the five countries, Thailand is the only country where the Tsunami catastrophe has directly affected the key tourism areas. Moreover, the majority of the victims and casualties from the incident were mainly tourists. Consequently, tourism industry of the country has been suffering the devastated consequences of the disaster more than anywhere else. Therefore, the researcher whose Thailand is the home country has chosen to study the

larger pieces of collected tourism advertising texts from Thailand printed promotional materials in order to investigate any changes within the tourism advertising written brochures to understand the development of the tourism industry in the affected areas.

From the findings of Thailand tourism promotional brochures, the results have been conducted in ten categories as identified in the previous chapter. The first category is beach related keywords where the results have shown the increased number of keywords in the post-Tsunami set texts. The majority keywords in figure 4.1a are more descriptive about the coastlines whereas beach related keywords in figure B concentrate more in the choice of keywords specifically related to marine life. The keywords found in the post- disaster set are more informative as well as descriptive, for instance, the word *rare species of rays* in figure 4.1b. Another change that can be noticed between the two sets is the vivid keywords relating the beach atmosphere *ocean breeze*, *wave* used in the pre- Tsunami advertising texts were transform into the better imaginative phrase in the post-set as *rhythm of the sea*. These keywords from both sets are the examples of keywords selected to illustrate the beach atmosphere to the audiences through the senses of sound and feeling so they can imagine themselves being there by reading through a series of suggestive keywords constructed in the texts. Dann (2001) noted that in order to achieve the purpose of language in tourism communication, the messages must be composed with the conventional system of dialects with the equivalent additional of symbols, codes and senses. The post-set of Thai tourism advertising there are not only more beach related keywords than the pre-set, but also have more variety of keywords which described better feature descriptions of the beach including; beach lines habitat, coastal descriptions, marine life and the quality of waters. It is obvious that Thailand has chosen to put more effort into advertising beach destination within their promotional texts, despite the fact that Tsunami disaster took place at the beach areas. The preliminary indication of the language development started in the selection of the beach related keywords in figure 4.1b which are greater in both quantity and quality than the ones selected for figure 4.1a.

In the beach descriptive adjectives of the pre-set, the opposite results to the keywords were found. The number of beach descriptive adjectives was reduced in tourism advertising brochures after the disaster. The pre- disaster texts in figure 4.2a has shown an adjectives group including *archetypal*, *pristine* and *exotic* which were the adjectives employed to

explain the similar semantic idea of having the nature of pastoral state of the remaining picturesque beach sites. Vellas and Becherel (1999) stated that tourism is intangible products. Since they cannot be seen or sampled before purchase. Therefore, it is imperative that any advertising of the product is sufficient enough to create a level of desire among their potential customers. On the other hand, the post-set of texts has a lower number of adjectives describing beaches. The adjectives used in the pre- Tsunami advertising were the choice of more flamboyant adjective items when compared to the ones found in figure 4.2B. They were rather plain choice of adjectives but effective for the purpose of specifically describing the coastal image such as *the most beautiful, white sandy, long white, endless* and *idyllic*. The two adjectives from the group have described shape and colour quality of the sand with the simpler but more evocative choice of adjectives such as *white* and *long*. Evidently, the adjective like *long* has given a greater impact to the descriptions of the beach creating an image of the white sand beach extending to a great distance. Moreover, *remote* was an adjective used within the advertising texts in figure 4.2b. It could be an adjective chosen to not only describe the beach feature but also offer the destination to the certain group of target market who would prefer the 'get away from it all' idea for their holiday like older group of tourists or perhaps honeymoon couples.

As indicated by the data in the category of beach related keywords, there are more keywords in the post-set of advertising texts than the pre-set. This means after the Tsunami disaster struck in 2004, Thailand has not totally diverted attention away from the beach and has not stopped advertising their renowned coastal beaches as tourist destination. On contrary, Thailand has been trying to advertise beach attractions even more in the post-Tsunami set. The variety of the selected adjectives and keywords are crucial in producing an appropriate context within message of the tourism advertising discourse, as Taylor (2002) mentioned that the linguistic item of adjectives can modify nouns and may trigger a complex interaction between the semantic structures of the two items. Therefore, it is undeniable from the findings that the choice of adjectives and keywords used for the beach related destination advertising in Thailand promotion materials were carefully crafted to be represented with the maximum influence to the future visitors, especially after being affected directly from the coastal crisis caused by Tsunami. However, in the other attractions keywords and their descriptive adjectives in Thailand tourism advertising printed brochures, we have even found a larger amount between keywords and adjectives since before the Tsunami had happened.

The findings have shown that there is an increase in the term of keywords related to other attraction which is not associated with beach or coastal area promotion.

In other attraction category of keywords, two keywords found in figure 4.3a of the pre-disaster texts relating to the same limestone attraction *limestone scenery* and *limestone rocks*. These two keywords were changed into one keyword *rocky outcrops* in figure 4.3b. This finding has shown again the strategy of keywords selection. The chosen keyword in set B does sound better, providing the similar semantic context of words but less specific. The logic behind the transformation of these keywords could be related to the fact that the limestone attraction is a well-known scene to many tourists visiting Thailand due to its outstanding beauty and the promotional assistance from being chosen as a location featuring in many blockbuster movies such as James Bond: the man with the golden gun and The Beach. Unfortunately, it is also one of the worst affected areas from the Tsunami disaster. Langacker (1991) stated that most nouns have complex semantic structure; the semantics reside in what is being profiled. This proposed theory has been applied in this case where *rocky outcrops* was used in order to marketing the same attraction but giving out less information of the place which perhaps can also lessen the negative effect to the potential tourists. In addition, keyword related to colonisation *colonial heritage* included in the tourism advertising brochures from before the Tsunami has been taken off in the later set of advertising texts. In fact, there are no keywords related to colonialism found in the post- disaster figure, as the writers may reckon they could underline some sensitive issues as well as offend particular group of customers.

After the difficult time of world's economic downturn and the crisis caused by Tsunami, every smallest detail must be taken into consideration and cannot be jeopardised. The overall findings of other attraction keywords in Thai advertising brochure indicate that the keywords found in after disaster set recommend a various types of attractions to the readers. Most of the attractions are also man-made constructions rather than natural attraction scenes. This could be implied that Thailand has tried to introduce different types of attractions where the possibility of unexpected natural crisis is at the minimum to ensure the safety to their tourists who may still be terrified from the recent ordeal.

On the other hand, in the category of adjective items describing other attractions, there is a massive overall amount within both before and after Tsunami brochures. However, the number of descriptive adjectives describing other attraction keywords was reduced in the post-set. This imply that after the disaster, the other non- beach related attractions do not need as much persuasive adjectives to attract or convince the tourists, because most of the visitors attention may have been already diverted automatically away from the disaster scene.

The results of both keywords and adjective items in other attractions section present a large amount of words found within texts, specifically in the number adjectives when compared to the beach related category. It could be due to the fact that Thailand has more inland attractions to offer. The inland destinations provide a wider range of attractions which appeal to a much various interests. Therefore, the adjectives and keywords must be selected to cover all the significant marketing factors and made the advertising appeal to as many target markets as possible. An inland tourism attraction can be described with unlimited adjectives and so is the beach related attraction. The difference is that other attraction has more benefit of attracting different groups of tourists due to the variety of interests by the additional choice of adjectives. For example, temple is being described with the adjectives such as *glittering*, *calming* and *traditional*. These three adjectives can appeal to different target customers based on three interests of architectural, religious and cultural whereas beach related attractions do not have this advantage. They can be quite limited on what can be offered to their visitors. However, the advertising strategy of Thailand has not neglected the focus on advertising the normality and fast recovery of beach destinations to the potential customers which explains why the numbers of keywords related to beach have not been dramatically reduced.

At the same time, the country has also been focussing on advertising more variety of activities and its renowned cuisine and famously friendly local people. In all these categories, we have found the impressive rise of keywords and descriptive adjectives in the results. The description of tourists' activities, there has been a development in terms if increased number of keywords in the tourism advertising promotional materials after the Tsunami. Most of the activity related keywords in the pre- Tsunami set were involved in beach type activities such as *watersports* and *diving* while in the post- texts more variety of activity types other than beach related have been added including *rock climbing* and *rafting*. Although some keywords in both sets share closely semantic context, the after disaster set texts have been chosen to attract all markets of target visitors. For instance, the findings show a pair of similar activity

keyword between the two figures *relaxing* in the pre-set was modified to *spa* in the post-set. The latter keyword suggests more luxurious option of relaxation to the tourists, as well as taking an opportunity to market one of the country's renowned industries. It is noticeable that in the post-set of texts, a larger number of keywords suggesting a wider range of activities were employed. According to Young (1999), the brand image of destination creates types of travel experience to sustain market appeal. The distinctiveness of the destination characteristics would attract certain groups of potential customers. The chosen keywords in Thailand tourism advertising texts have aware of this strategy. The keywords have been designed to entice target audiences with different interests, age group and gender. The findings of activity keywords in figure 4.5b shows *Nightlife* which could be a suggested activity which appeals to younger age group of visitors. Moreover, *sword fighting* and *boxing* are activities perhaps suitable for men, and *golf courses* and *yoga* lesson could be used to attract the sport fanatics or health conscious people.

Generally, the keywords used within the advertising materials from after the Tsunami set were designed with a preconception of conquering all types of customers. For instance, *sunbathe* in the figure 4.5a has shifted to *beach picnic* in figure 4.5b. Again, *beach picnic* is an activity which probably involves more number of people of all ages while *sunbathe* has more limited market to advertise to. For the activity descriptive adjectives findings, the results are similar to the keywords. The set of adjectives in the post- disaster brochures are more in number and more descriptive. The choice of adjective items is more descriptive in the aspects of quality (*the best*) and quantity (*numerous*).

From the food and accommodation criteria, we could make an interesting assumption of the target market possibilities here. There are three keywords within pre- texts like *secluded*, *tranquil* and *intimate* have been found within one sentence of the advertising text from pre-Tsunami tourism brochure. These adjectives could imply that this particular sentence of text aims to the target the potential customers like honeymoon couples, lovers or the older group of couples. In other words, the target group is people who would prefer the quieter surrounding atmosphere for their holidays. Then the food related keywords findings have shown some significant results. The keywords from the post-set of texts are mostly in the form of expression and phrases. They are also more descriptive as well as informative about the culinary information of the areas. For example, in the pre- Tsunami set *restaurant* has been replaced with descriptive food related keyword *flavour of Thai food* and informative

keyword *5,000 places to eat*. Moreover, as we can see results of people category that the pre-texts set has used the key expression of 'land of smiles' in which describing Thai people with their famous welcoming smiles. This expression gives out a positive suggestion of welcoming hospitality as well as ensuring and is such as good descriptive keyword chosen to describe the quality of local people.

As mentioned earlier that although the study covers five different countries, the focus of the research has centred on Thailand. Therefore, the number of advertising texts was larger than other affected countries in both pre- and post-sets. Firstly, in the category of beach related keywords and expressions, there was an equal amount number of keywords associated with beach and coastlines in both sets. This means that after the Tsunami disaster struck in 2004, Thailand hasn't diverted attention away from the beach and has not stopped advertising their renowned coastal beaches as tourist destination. Although the number of beach related keywords have been maintained, the beach descriptive adjectives have been decreased by nearly 50 percent from the pre-set. However, in the group of other attractions keywords and expression, we have found that there are more keywords related to inland attractions as well. Therefore, we could see that Thailand has not made a total change instead they put more effort in their advertising printed brochures by giving more options to their potential tourists. Another way of looking at this matter is that Thailand is the country that has more than just beaches and coastlines to offer. There are many other attractions catering to a wide variety of tourists and trades in many parts of Thailand. The north of Thailand is famous for its natural landscape, culture fusion of neighbourhood countries such as Burma and Laos. The central part of the country where the capital city of Bangkok is, big city life and night markets are being offered while the south is well-known for beautiful islands and coastlines. From the other attractions keywords which were stated in Thailand advertising texts, there is a wider range of different types of attractions.

The advertising texts advised the tourists to explore the country in many dimensions which was not only just tangible places but also intangible aspects like culture and tradition. For example, brochure texts of Thailand have not tried to just advertised attractions as a place but also educate their reader with a mixture of history and religion. The obvious diversion in Thailand advertising discourse was at the activities categories. In the post-Tsunami texts set, Thailand had more number of activities offered to the potential visitors. It was even more interesting to see that the majority of activities were not related to beaches. Most of their

advertised activities were inland, and this could be a selling point in their marketing strategy to expand the bigger group of target customer. In conclusion, the use of language comparison in Thailand tourism advertising texts from the pre- and post-Tsunami sets of brochure showed that overall there have been some considerable effort was made to widen the country's offerings in their tourism advertising brochures after the Tsunami. This effort has been made in order to recover and develop the tourism industry as well as to create more positive image of the country.

### 5.3. Indonesia Results Discussion

From Indonesia beach related keywords results, we have found similar findings to Thailand of the rise of an attempt to advertising beach attraction in the post- catastrophe tourism advertising materials. In fact, Indonesia has tried even harder than Thailand. There are two evidences supporting this speculation, firstly the number of beach related keywords have increased by a hundred percent in the post-Tsunami tourism promotional texts. Secondly, the keyword like *beaches* have been more frequently used in after set texts. This would suggest that Indonesia have literally doubled tourism advertising texts to promote the beach attractions. From this clear point of view, it is interesting to see that in the case of tourism advertising written texts in Indonesia promotional brochures, the number of beach related keywords have not been reduced. Therefore, it means that after the Tsunami 2004, Indonesia did not try to divert attention away from advertising their beach attractions. On the other hand, it has been proved that they tried harder within their written advertising texts to describe the beauty of their coastlines to the potential tourists by using descriptive keywords to create more positive image of beaches destination.

However, the finding of other attraction keywords from Indonesian has been found opposite to Thailand's results. Instead of an increase in the attempt of other inland attractions, the keywords have been reduced in the post-set texts. The keywords found in other attraction category from the tourism advertising texts taken from before the disaster, *volcano peak* and *hot spring* were included. On the other hand, in the after Tsunami brochures only *volcanoes* is kept while *hot spring* has been replaced with several keywords advertising agricultural sites such as *rice paddies* and *rice terraces*. Given the severity of the natural catastrophe of Tsunami which was caused by an underwater earthquake, the choice of attractions advertising within the tourism advertising texts must be carefully chosen. One of the major four factors

which can initiate risk to the safety and security of tourist, host communities and tourism employees is environmental risk such as natural climatic and epidemic (The World Tourism Organisation, 2003). The keywords appeared in the pre-set texts are natural landscapes which have a risk ability of escalating to an unexpected crisis. Zamecka and Buchanan (2002) also stated that the measurement of *risk* can be measured by its consequences and its likelihood. Therefore, a potential natural disaster attractions being advertised may have not been considered a good approach on producing influential tourism advertisements, especially, after a recent major catastrophe in the region. This is because of its negative image and its impact on the readers was far too important to be neglected. However, *volcanoes* was still included in the post-Tsunami promotional brochures, this could be because it is Indonesian's renowned landmark where it cannot be missed out within the advertising materials. Nevertheless, the frequency of the word usage has been toned down in figure 4.12a when compared to figure 4.12b. In other attraction descriptive adjectives, we could draw slightly different assumption to the previous other attractions description keywords set. In the post-Indonesia advertising texts, there has been a slight increase of adjectives items, which were used to describe the positive point of views for the inland attractions.

Moreover, the overall amount of the descriptive adjectives has been found in higher percentage when compared to the keywords category. Most of adjectives narrating agricultural sites and attractions in the post- advertising materials are more related to colour descriptions. In addition, the adjectives were found describing volcanoes and hot springs such as *volcanic*, *bubbling* and *indigenous* in the pre-catastrophe brochures were all removed in the post-set. *Spiritual* is an adjective describing temple in figure A was also not included in the texts from set B. We could speculate that it may be considered inappropriate choice of adjective item because the Tsunami disaster had caused many loss of life in the country. As a matter of fact, Indonesia was the worst affected country from the catastrophe because it is situated nearest to where the earthquake emerged.

The figure 4.14a and 4.14b have displayed the results of activity keywords in Indonesia tourism advertising texts both before and after Tsunami disaster. The findings show a massive drop of the number of activity related keywords in the after disaster set. This appears to be due to the fact of the slow recovery after series of crisis and disaster in the country such as terrorist bombing in Bali as well as the Tsunami. Additionally, most of the victims and casualties from the recent Tsunami disaster were more local people and workers than tourists.

Therefore, local tourism and leisure business sectors within the region are more likely going to take quite some time to recover. In the category of activity descriptive adjective, with only one item found in figure 4.15a and none in figure 4.15b. It is obvious that Indonesia tourism advertising has chosen not to try advertising any activity to their potential visitors.

People categories of keywords and adjectives have neither given a major development in the quantity nor quality of the selection of linguistic items. The number of keywords was increased while the adjective items have been reduced in the post-disaster set of printed materials. Both of keywords and adjectives were chosen to describe more in terms of hospitality than the people.

Overall findings of Indonesia tourism advertising texts illustrate that there are some major findings within the categories of beach related and other attraction keywords and adjectives. The effort has definitely been shifted in to advertising more beach related destination with a two folds increase of keywords number. The development was fairly shared in the attempt of advertising inland attractions with a large amount of adjectives employed to describe and create a positive image of the country's attractions. However, the other categories have not shown an equivalent amount of attempt with the fewer amounts of keywords and adjective items in the post-Tsunami promotional printed brochures.

#### **5.4. Sri Lanka finding discussion**

In Sri Lanka case, ten categories were also established including beach related keywords and adjectives, other attraction keywords and adjectives, activity keywords and adjectives, Food and accommodation keywords and adjectives, and people keywords and adjectives.

Firstly, we have found that the number of beach related keywords and adjectives have been reduced dramatically in figure 4.16b of the post-Tsunami advertising texts. There have not been any descriptive beach keywords of the island or coastal beaches areas within the post-set texts of Sri Lanka tourism advertising brochures unlike the pre-set. The keywords in figure 4.16a are more specific regarding beach habitats and surroundings such as *coconut palms* and *sand*. On the other hand, the keywords in 4.16b are smaller in number compared to figure A. The general beach description keywords were employed such as *beaches* and *island*. At the same time, the number beach descriptive adjectives between the two sets are not much

different. The post-Tsunami set texts may appeared to have fewer items than the pre-set but the adjectives found in figure B have adopted more narrative manner of using the combination of several adjective items to describe the attraction such as *long golden sandy*. As stated in literature reviews regarding differences between grammatical words and lexical words. Lexical words include nouns and adjectives. The addition of lexical words are unlimited since it is supposed to be an open set of items, which can be used and added to the text for the purpose of context development. From the beach related groups of keywords and adjectives, the results have shown a major findings that after the Tsunami Sri Lanka tourism adverting materials have avoided advertising the affected coastal areas as their main tourist destinations.

The overall keywords and adjectives found in other attraction category are large. Sri Lanka tourism printed brochures have always been advertising their inland attractions, according to the amount of keywords found from the pre- disaster set. In the post- Sri Lanka tourism advertisements, the number of keywords has been slightly reduced but the reduction was nowhere near the same amount as in the beach related keywords and adjectives categories. Moreover, the keywords advertised other attractions in both figure 4.18 and 4.18b are similar types of attractions. There is not any remarkable change between the two figures. However, most of the chosen keywords in the post-Tsunami set appeared to be mainly historical and archaeological sites while in the pre- tourism brochures were featured with a mixture between the historical attractions as well as some natural landscape destinations. We could speculate from this finding that Sri Lanka may has contemplated the attempt to divert the interest from any natural landscape attractions and introduce more heavily on their historical and archaeological sites. This is because there is less likelihood of these types of places to be struck by natural disaster. After series of shocks and many unexpected disasters which have affected the tourism industry within the regions, the pro-active plan is known by many organisations as the strategy to reduce the possibility of events escalating to disaster or crisis in any type of businesses and industries by understanding the issue of risk. One of the risk management crucial issues is the likelihood of risks; it is very significant and must be aware, especially, in tourism management and development with Crisis. Any risks which possibly lead to any possibilities of crisis or even escalating the situations should be avoided, and it is noticeable from these findings of Sri Lankan tourism advertising brochures that they may be aware of this factor. In the category of adjective items describing other attractions, it is interesting to find that the overall items have narrated various dimensions of the attractions

more than the actual overall number of attraction keywords. The adjective items can be subdivided into three main groups in terms of their narrative purposes. The first group is the adjectives describing the positive image such as *breathtaking* and *spectacular*. The second is a group of adjectives describing the quality of fresh water related attractions including *cascading* and *undulating*. The last group is the historical and religious related adjectives describing attractions of temple and archaeological sites which are *history* and *sacred*. Although, both sets of tourism advertising texts contain more or less the same number of adjective items, figure 4.19 b from tourism brochures after the Tsunami have some chosen adjectives which are not typically used and more narrative such as *mist-shrouded* and *boulder-strewn* to describe the inland landscapes like mountains and river. These adjectives are constructed with nouns and verbs made to adjectives reflecting more complex in semantic terms. Narrative feature of the texts have become a key method in tourism representations to be more persuasive to the readers. Vellas and Becherel (1999) noted that the tourism products are distinctive and intangible. They cannot be a trail or pre-test process of the products before purchasing, therefore, the more informative and narrative of the representations the better chance for the products to be sold. From the results of keywords and adjectives in the group of other attraction of Sri Lanka, it is obvious that inland landscapes have always been the main marketing destinations of the country within their tourism promotional materials. As a result, there are not much difference has been made after the Tsunami disaster in this particular section.

On the contrary, the development has appeared in the categories of activities, food and accommodations, and local people description instead. From the results, we have found that activity keywords were increased two folds, and both sets of texts have not been included with any activities related to beach areas. The descriptive adjectives of activities have also indicated the same findings as the keywords. However, in the categories of food, accommodation and people keywords and adjectives have appeared to be no major finding within both pre-and post- disaster sets of tourism advertising brochures. There has been a minor attempt of a single keyword and adjective in each group which still has been considered a small change compared to the before Tsunami set which the advertising texts were not even included any of these categories.

From these findings, it would seem that Sri Lanka tourism promotional printed brochures have always been focussing on marketing the inland attractions rather than the coastal destinations. With the severity and impact of the Tsunami disaster in the coastlines, the strategy on advertising beach attractions have obviously been impacted by the reduction of beach related keywords and adjective items. On the other hand, the development has been concentrated on marketing the inland landscape with an improved selection of narrative adjectives. However, it would appear that Sri Lanka still has a lot to develop within their tourism promotional campaign, especially on generating a wider range of activities, food and accommodations to be included in the advertising texts.

### 5.5. India Finding Discussion

For the findings of India tourism advertising brochures from before and after the Tsunami disaster, we have initially found a major increase of the beach related keywords than their descriptive adjectives. There is a raise in keywords number of over three folds in the figure 4.21b. In figure 4.21a from the before disaster brochures, a small number of two keywords and one of them is *beach shack* describing beach life habitat. This type of keyword has not been included in the after disaster set. The reason for this matter perhaps has got to do with the fact of severe destruction Tsunami caused to the beach front areas. Many constructions of houses, bungalows and hotels were mostly destroyed by the impact of the catastrophe. Therefore, any keywords suggesting the living on the beach front could be consider as an unwise marketing approach and may frighten the future visitors away. Consequently, all the keywords in the set B found from the after Tsunami advertising were mainly included a group of similar semantic keywords narrating the descriptions of coastlines.

It is obvious to see that in the pre- Tsunami tourism advertising written texts, the beach itself was not a major marketing attraction of India tourism. In fact, India tourism advertising would seem to be marketing their inland attractions such as the famous *Taj Mahal* in figure 4.22a as well other inland attractions architectural sights since before the disaster. Therefore, in the post- disaster advertising texts tend to stay the same way. There is another remarkable difference in the pre- and post sets; one of the most renowned Indian attractions *Taj Mahal* has not been advertised in the post-set of text, and was replaced in the post-set with *Himalayans*. This could imply that the post-set texts taken from India tourism promotional

printed material providing a wider range of attractions which the country has to offer. The keywords seem to be advertising the attractions from every region around the country from the North to the South. Another major change between figure 4.22a of the pre- Tsunami set and 4.22b of the post-set texts is that the keywords associated with colonialism in figure A such as *Portuguese style house* and *Portuguese town* have been noticeably reduced in figure B. Nowadays, colonialism past of the country would probably not consider to be a positive marketing policy to construct an effective promotional campaign with. As a matter of fact, it may even have a negative effect on the domestic tourism market because the natives would not appreciate the attractions which remind them of the difficult period during the occupation. Additionally, for the international market the same effect could be applied. Although, the colonisation or conflicts are not naturally caused unlike the Tsunami disaster, the consequences of both events have equally disastrous and destructive impact towards people's lives and minds.

Therefore, these keywords could illustrate a sensitive issue which may offend some groups of tourists. Tourism marketing is believed to be different from other forms of marketing aspects. Seaton and Bannett (1996) proposed that tourism marketing must present an overall vision of the complete tourism products including peripheral services from other sectors. Pender (1999) added that tourism products have been considered as high risk products, therefore, a philosophy of consumer orientation and concepts must be analysed and taken into account as well. Moreover, the results from adjective category of other attractions from both sets of brochure texts show that there are no change has been made between the two sets. The number of keywords and adjectives has been more and less stayed on the similar ratio. Nevertheless, the number of adjectives is both equally large. Evidently, there are more adjective items describing the inland attractions compared to the number of keywords themselves. Additionally, despite the reduction of colonialism associated keywords in the post-Tsunami set as elaborated above, an adjective item *colonial* was found in the post-set of advertising texts from other attraction adjectives category.

Then in the activity categories of keywords and adjectives, the findings represent the amount of keywords and adjectives describing activities have been evidently decreased by a hundred percent. This is a result of a massive change and it could be due to the most activities which have been found in the pre- disaster advertising set were beach related activities. Therefore,

the attention had to be diverted to other type of activities inland which might had fewer options to offer within the advertising texts.

The other changes we have found in India tourism advertising brochures are in the food and accommodation categories. There has been a huge development on marketing local delicacies of the country in the promotional texts. The results in the India tourism advertising texts from before the Tsunami indicate that India had never chosen to focus on marketing this product to their potential customers before with only two keywords associating with food; *the food* and *taste bud*. A vast change according to the findings in the after disaster brochures show a different evaluation, 80% of keywords in the post-set are food related keywords. They are also more specific on what type of food being advertised here compared to the pre-set such as *fish and seafood* and *spices dishes*. Moreover, the keyword like seafood has been added in the post-set advertising texts to possibly expand their target customers' scope into a group of potential visitors who have major interest in food tasting.

On the other hand, in adjectives group, even larger development has been found. The number of adjectives has been increased spectacularly in order to describe and advertise the nation's favourite specialities. However, in the figure 4.25b, instead of employing an adjective about colonialism, *Portuguese flavoured* was found describing cocktail drinks and food. It may appeals to international tourists and this adjective meaning is no longer associated with colonialism. As mentioned earlier, colonialism related keywords in advertising texts may consider being inappropriate as a marketing strategy in tourism promotional campaign. Nevertheless, in this particular category, the consequence may be different because it is considered to be an option. Klenosky (2002) identified pull factors refer to the attractiveness and specific features of the destination perceived by potential tourists that attract people to travel. With tourism industry involves international market, this colonialism related adjective may give more positive result by attracting a wider market of tourist than the ones in the other attraction keywords.

In conclusion, the tourism advertising of India has been concentrating on inland attractions marketing before the Tsunami disaster took place. According to information from the literature review, the tourism areas of the country are in the mainland, and the coastal destinations are all along the Arabian Sea on the India's west coast such as Goa. Goa has been found the most in the collected brochures materials for this research. Therefore, it is

possible to assume that Goa is the most popular Indian beach destination in the British tourists market. However, the most affected part of the country from the Tsunami is on the east coast which explains a minor attempt we have found within the beach related categories. In addition, another speculation is that the recovery plan of tourism advertising in India has been attempting to expand the possible interests of their future customers by marketing national cuisine and products as well as the other inland attractions rather than coastal destination.

## 5.6. Maldives Finding Discussion

For Maldives findings, we have seen a few major changes in some categories. In the beaches related keywords, there has been a minor deduction of the number of keywords in the post-tourism advertising texts, while there has been a massive increase in the beach descriptive adjectives. The overall of beach related keywords in Maldives tourism advertising brochures both before and after the Tsunami are large. The metaphor keywords have been found in both set such as *barefoot casual* and *barefoot paradise*. These linguistic items of positive adjectives were chosen in order to create imaginative and persuasive pieces of tourism advertising texts Crouch (2005) suggested the notion of the tourist imagination was the subject which need to be explore in order to understand the vital connection between the writers and readers. It is important to learn how language can benefit in creating tourist imagination to boost and enhance tourism advertising development.

However, in the categories of other attraction keywords and adjectives, the findings have shown a total opposite results. Instead of increasing the amount of other type of attractions within the advertising texts after the Tsunami disaster, the effort has not been made to advertise any other attraction than beach related. The evidence of this matter has appeared in the post-Tsunami set of texts where none of any keywords related to other type of attractions were included. In addition, the other attraction descriptive adjectives have also been drastically decreased by hundred percent.

The only major change or a sign of any effort within the post-Tsunami tourism adverting texts in Maldives has appeared to be in activities criteria. Especially in the adjective items describing activities, there has been a rise by a total one hundred percent. Though the amount of activities keywords have maintained with the same ratio between the pre- and the post-

disaster texts, the post-set of advertising texts have apparently been more specific in diving activity in a particular. This is because Maldives is a renowned destination for diving and other beach related activities. From both sets of advertising brochures from Maldives, it is noticeable that most of the activity keywords are beach related. It is interesting to see that keywords found in the pre- Tsunami set texts have more other types of activities other than the ones related to the beach front such as *sunset-watching* and *agriculture activity* while only one activity keyword *spas* found in the post-set which is not related to the coastlines. The adjectives describing activity have also increased in the post- disaster set of figure 4.29b. In these categories can be concluded that the number of keywords and adjective items may have been raised but the effort of trying to offer more variety of choice has not also been developed.

In the food and accommodation categories findings, the results are similar to other attraction categories of keywords and adjectives. There has been no attempt or improving changes here either. This could possibly be related to the fact that most of accommodations are beachfront, therefore it was quite impossible to advertise any other type of accommodation. As a result, the number of keywords and adjectives has been deducted as it was impossible to divert attention elsewhere.

In conclusion, the findings have implied that Maldives is only a small country of islands atolls situated in the Indian Ocean. It is impossible to advertise any attractions which were not related to beaches or the sea due to its geographical location. As a matter of fact, the tourist attractions of the country undeniably rely on the coastlines and do not have any other alternative attractions to offer to their visitors. Moreover, with the Tsunami catastrophe in December 2004, Maldives was the least affected country among these five selected countries. The loss of lives from the Tsunami disaster in the Maldives is comparatively smaller compared to other worst affected countries. Therefore, evidently there have been the least changes or changes within the tourism advertising texts from Maldives. In other words, there was no significant effort to try and diverse the attractions or activities away from the beaches in tourism advertising texts. From the findings of Maldives tourism promotional printed materials, the development has been made the least compare to the other selected four countries within this study.

## **5.7. Comparisons and Contrasts of the Five Selected Countries**

After the analysis of the chosen tourism advertising printed texts of all the five selected countries, the results have shown some significant findings as referred above in individual discussion. In the main focus case study of this study, Thailand tourism advertising texts have been studied within the larger pieces of discourse, therefore, it has shown more apparent results. We have found that in many countries in this research, for example, Thailand and Maldives, the study of their advertising have represented specifically more efforts to advertising the normality and their fast recovery of the worst affected areas. India has broadened the scope of their promotional printed material by adding more beach attraction keywords in the post- disaster set. At the same time, an island country like Maldives at the first glance from the data analysis, it would look like there is no difference regarding the number of beach keywords between the pre- and post-Tsunami advertising texts.

However, the keywords have been extended wider within the pieces of discourse. When it comes to the beach descriptive adjectives within the advertising printed discourse, the study indicates the different manner. Thailand and Maldives where have the most beach keywords advertising the coastal destinations in their advertising materials, they appear to have less number of adjectives employ to describe the characters of their destinations. In contrast, the amount of beach descriptive adjectives from both sets of the other three countries like Sri Lanka, India and Indonesia have been differentiated from the beach related keywords category. Overall, the findings in beach related keywords and their descriptive adjectives have shown a surprise result to the major hypothesis of this study, indicate that all printed-tourism media advertising in all five select countries mostly have not turned away or stopped advertising their worst affected areas of coastlines from the catastrophe.

All the countries definitely have initiated in advertising other attractions in their advertising brochures. There are striking similarities among all the countries where they have been portraying another type of destination other than beaches as well as offering more variety of activities to broaden a greater size of their potential customers market. As was established earlier, it is the role of the media to promote and involve people emotions and imaginations coupled with cognitive activities, which should result in an increase in tourist activity. Therefore, the use of language in tourism advertising publications that carry the certain positive message to influence the customer decision-making is proved to be crucial.

However, the Maldives tourism advertising could hardly shift away from beach and coastlines advertising. This is due to its geographical locations. We often noticed within their promotional discourse, where it was often referred as a group of island atolls. Therefore, it is difficult to market other types of attractions when beaches and beach related activities are all that the Maldives have to offer. Moreover, the effort of making change within the tourism advertising texts of Maldives did not have been obvious, it could possibly be because Maldives is the least affected out of all five countries from the Tsunami disaster.

It is undeniably that the media can create this powerful imaginative force. Tourist imagination could capture any potential ideas and concepts which have been creatively distributed via images, sound and even words. Crouch (2005) stated that the public discourse of media can only suggest a mass role of possibilities whereas tourism itself is the actual performance role. However, an extended scope of fictionalisation within tourism advertising text could possibly provide a wider range of imagination and create unbridled pervasiveness of images in potential consumers mind. The link between literature and tourism are vital. There has always been a solid relationship evolved between literature and travel. Many authors such as Buzzard (1993), Berghoff & Korte (2002) confirmed that literature created preconceived images of place, and travel tested those preconceptions. In addition, Robinson and Anderson (2002) stated that real-life tourists would relate typical touristic espionage intrigue fiction as inspiration or guide to their holiday purchase. In this study, the context of Thailand and Maldives advertising brochures included the fictional related keywords like Robinson Crusoe Island, and Alex Garland's novel 'The Beach'. Also, imaginative keywords such as barefoot casual and barefoot paradise, which are all crucial keywords, which were designed to use as promotional tool to make the tourism promotional printed material more effective. The findings are conclusively supportive to the above fact that in order to do creating tourist imagination is usually based on experiences. According to Crouch (2005), the imagination could be taken from everyday world into tourist activity. It may be used to appropriate fictions in support of the physical mobility of travel but equally, travel may be the inspiration of fictions. Thus, from the findings of beach related keywords in this study are highly supportive of this major hypothesis.

As mentioned earlier in this study that discourse of advertising has ability to suggest possibility of multitude roles to tourist imagination. Therefore, the role of language can

enable the power of discourse to create vivid images and the possible activities which everyone could be doing on their holidays through the descriptions of keywords, expression and adjectives. Tourism products are intangible and it cannot be sample before purchase unlike any other products. With this distinctiveness, marketing tourism massively relies on creating convincing possibilities and imaginations within the limited length piece of texts underneath those glossy photographs. In order to implement the right concept of writing language in tourism advertising texts, the choice of words must be descriptive enough to recognise the understanding and feeling in tourist imaginations. From the comparative nature of this study has shown us that those words are in the use of the range of adjectives. Adjectives contain a lot of descriptions as well as persuasiveness within them, and they often enhance keywords to project certain pictures and images of touristic experiences to their readers. The textual analysis of tourism promotional texts from all five selected countries have indicated that writing an effective advertising text must reform the vision of the world within the promotional discourse. That is what we found in several pieces of advertising texts in this study. For example, in Thailand tourism promotional brochures stopped just advertise the beauty descriptions of coastlines in the post-Tsunami set, and went into more details of underwater world, suggesting sea life. Moreover, in the cases of Thailand, Sri Lanka and India have tried to promote historical world and the world of adventure through the landscapes or inland attractions and various activities.

On the whole findings between the groups of beaches related attraction keywords and non-coastal attraction keywords; it was found as expected that all the destinations imagery were most likely to be dominated by coastal depictions, characteristics and habitats. However, there were also considerably increasing focus on other types of landscape and scenery such as mountain and hillside in Thailand set texts, rice paddy fields, tea plantation and the flora in the advertising pieces of Indonesia and Sri Lanka, or even market and jungles in India promotional discourse. We can conclude this reflection as an attempt to widen the scope of attractions and holiday experience to the wider target market. Nonetheless, there is another observation can be noted that the descriptions of non-coastal landscapes were constructed in not much different manner language of the coastal landscapes, but the use of adjectives describing the non-coastal landscapes are larger.

Moreover, the featuring of the rest and relaxation details and food as well as accommodations was included within the advertising texts. There are observable indications that the

interpretation were mixed and switched around the coastal landscapes still. However, the advertising texts tend to be less about the accommodations in the post-set and paid more attention to mentioning food related terms and keywords and hospitality of the local people instead. This could be the results of the direct impact that the catastrophic event of Tsunami in 2004 had on these countries. The coastal lines were affected directly and were badly impacted. As a result, coastal accommodations would not be considered as an effective marketing tool to be promoted to tourists since it would portray negativity than positivity.

### **5.8. The Questionnaire Evaluation**

The second aspect of this research involved the use of self-administered questionnaires. The aim of the quantitative method was applied to analyse the questionnaires. With the help of the computer application of the Statistical Package for Social Science programme (SPSS), the results of the data analysis have established the findings from different groups of consumers and have been verified into two major parts of findings. The examination of the returned questionnaires in part one has shown that respondents were able to tell the difference and identify tourism promotional texts taken before and after disaster. The questionnaires were designed with the various selected first sentences of the tourism advertising texts from the five chosen countries' pre- and post-Tsunami printed promotional brochures. There are three parts combined in one set of questionnaire, and the first two main parts were designed to discover whether the respondents could identify which text was taken from brochures published before or after the catastrophe, and to see which set of text the respondents would be persuaded by.

The first part of the questionnaires was constructed with 25 pieces advertising texts chosen from before and after Tsunami disaster in 2004. The results have shown the majority of the 150 respondents were able to identify correctly whether which texts were chosen from the pre- or post-Tsunami tourism brochures with the number 16 correct answers out of a total of 25. Most of the correct answers were found in the texts which obviously described either beach related attraction or the opposite. It was remarkable that within the texts which have narrated other attractions, most respondents would say that they were taken from after disaster set. According to the discourse analysis findings above, the contexts within the tourism promotional brochures in most selected countries have changed after the Tsunami. They have been trying to advertising different activities and inland attractions as well as

focusing on the wider range of target markets. Therefore, the first sentences and paragraphs in their advertising discourse have described more variety of different selling contexts rather than the predictable well known coastal attractions found in the pre-set of advertising texts. This could possibly explain why most of the respondents managed to get mostly right answers to all the selected 25 sentences from the tourism promotional printed brochures of the five selected countries.

In the second part of questionnaire where the questions were designed in order to find out in each country's which advertising texts would the respondents would be persuaded by the most, either it was taken from the pre- or the post-set of tourism brochures. However, the results have displayed that the majority of three out of five countries, most of the respondents have preferably chosen the advertising texts taken from after the disaster. However, only in Maldives and Indonesia tourism advertising printed texts were the only two countries where the respondents chose the texts which have been taken from the pre- Tsunami as their preference, this is due to the fact that their promotion texts was limited to the other types of attractions because of the country's geological location. There were no major changes in between the two sets as mentioned earlier. Therefore, the advertising texts in the after disaster brochures diminished their offerings and that could be the cause of the potential tourists preferring the texts from pre-Tsunami set.

In the last part of the questionnaire, the questions were for personal data. We have found that most of the respondents were female. Moreover, the majority of the respondents travel once a year and they usually make a holiday decision based on the information from travel brochures. Therefore, we can draw some conclusion that the study of advertising texts promoting tourism amongst these five selected countries, we have found the evidence of the results which indicated the successful creation of a significant impact of tourism advertising printed materials on their potential customers with the combined applications of promotional marketing and the use of language.

## **5.9. Chapter Conclusion**

This chapter presented the investigation of the written discourse of tourism promotional brochures from five selected countries which were affected by Asian Tsunami in 2004, the overall findings show that mostly all the countries have been attempt to put more effort

within their advertising texts to enhance the regions' ability to promote wider range of touristic experiences, activities as well as expanding market appeal to the larger scope of future potential tourists. In addition, the questionnaires findings are also highly supportive the discourse analysis findings of this study, indicate that there have been an obvious major changes in most of all printed- media advertising texts. Also the tourism advertising discourse from the post-Tsunami brochures have been potentially succeeded in the term of writing styles to contribute an impact on their target customer decision-making. Therefore, we can make a summary from this study that language is one of the crucial promotional marketing tools for disaster management in tourism industry, which can be used to help creating normality back to those worst affected areas.

## **Chapter 6**

### **Conclusion**

#### **6.1. Chapter Overview**

This chapter outlines the conclusion of the study. Section 6.2 talks about the conclusion of the overall findings from tourism advertising texts analysis as well as survey questionnaires results. The results give a brief elaboration of the language use in the collected tourism promotional printed materials through the findings in each country to show some development within the written texts. In section 6.3, the section presents the research journey describing the direction of the research as well as the benefits and weaknesses of the study. Then the relationship and the final deliberation of the possible future of programme related work as well as the innovative aspects of this research are outlined in section 6.4. Finally, section 6.4 concludes the overall summary of this chapter and the research.

#### **6.2 Conclusion**

The qualitative discourse analysis have found the result of the investigation that the use of language in nearly all five countries have changed in the post- disaster set and in some countries for example, Thailand the language within tourism advertising brochures has changed considerably. The findings have shown that in some cases the tourism attractions included in the advertising suggesting places away from the beach areas as well as providing a wider range of activities, landscape attractions and various types of accommodation. Moreover, in term of linguistic features, the post- Tsunami printed materials have adopted more number of adjectives and keywords to describe the positive characteristics of their tourism products. Evidently, the research has represented the significance of a real relationship between the uses of language in advertising written representations of tourism industry. The study also has shed light on the use of language as one of the promotional tools in tourism marketing and promotion. The finding of each country is concluded as follows;

For the main case study of this research, Thailand shows the major findings of a noticeable attempt to develop their tourism advertising in every department possible. In beach criteria, the results have indicated that there is no reduction on the keywords relating to beach attractions. This means Thailand has not been trying to divert the attention away from their renowned coastal destinations. In fact, they have maintained the amount of beach related keywords in their advertising texts in order to market different beach destinations rather than the one which is already popular and has been affected by the disaster to the upcoming tourists. In other words, it looks like Thailand has shown that they have been coping very well with their recovery plans by carry on advertising the same amount of beach attractions in their tourism brochures as if these areas were not the most destroyed areas from the Tsunami. However, the amount of the adjective describing the beach keywords were found in a smaller amount in the post-Tsunami set with 50 percent decrease. The results of other attraction criteria also indicated a massive increase of the quality as well as the quantity of keywords and adjectives in the after disaster advertising texts.

As the matter of fact, Thailand has put more effort in promoting most of their marketing features such as inland attractions, activities, food and accommodation as well as their people. The overall findings presents the development in the post-Tsunami tourism printed materials that more man-made inland and landscaped attractions have been included. Moreover, in activities criteria, Thailand have offered their potential future visitors more options and types of activities which are not only limited by beach areas but cover all kinds of interests. In food and people criteria, we have also found that the post-advertising texts have been featured with many memorable phrases promoting Thailand's world-renowned cuisine and hospitality.

For Indonesia, there are some major findings within the categories of beach related and other attraction keywords and adjectives. The effort has definitely been shifted in to advertising more beach related destinations with a two folds increase of keywords number. The development was fairly shared in the attempt of advertising inland attractions with a large amount of adjectives employed to describe and create a positive image of the country's attractions. However, the results of other categories have not shown the same amount of effort in their post-Tsunami tourism advertising materials. On the other hand, Sri Lanka tourism promotional printed brochures have always been focussing on marketing the inland attractions rather than the coastal destinations which is similar to India. The severity and

impact of the Tsunami disaster in the coastlines of Sri Lanka has shown the impact on the advertising strategy of beach attractions which have obviously reduced. The amount of beach related keywords and adjective items in tourism brochures after the disaster were found comparative smaller than before Tsunami set of brochures. However, Sri Lanka still has a lot to develop within their tourism promotional campaign, especially on generating a wider range of activities, food and accommodations to be included in the advertising texts.

India is similar to Sri Lanka in the case of the inland attractions have been mainly marketing as the tourist destinations in their tourism promotional materials before the Tsunami disaster took place. The tourism areas of the country are in the mainland, and the coastal destinations are all along the Arabian Sea which has not been directly affected by the Tsunami. The major findings are; firstly, the reduction of keyword and adjective relating colonialism as they may offend some particular group of international as well as domestic tourists. Secondly, the activity criteria could be developed more with an attempt to advertise a wider range of activities just like Thailand. Nevertheless, from the overall findings of India tourism advertising brochures, the effort has been found in their advertising texts is to expand the possible interests of their future customers by marketing national cuisine and products as well as the other inland attractions rather than coastal destination.

The findings of Maldives have shown different results compared to the other four countries. This is because Maldives has been restricted on the diversity based on their geographical location. It is harder for the country to advertise any attractions which were not related to beaches or the sea. The destination undeniably relies on the coastlines and do not have any other alternative attractions to offer to their visitors. Moreover, the results of Maldives tourism advertising text analysis have not shown major findings, since it has been affected the least by the Tsunami compared to the other four selected countries. Therefore, evidently there have been the least changes within Maldives promotional brochures. There was no significant effort to try and diverse the attractions or activities away from the beaches in tourism advertising texts.

Thailand is the only country which has shown the most development on their recovery plans from the crisis through the major findings of their tourism promotional brochures. Overall, the four countries of Thailand, Indonesia, Sri Lanka and India share some outstanding similarities. They all have included the other attractions rather than beach related destinations

more in their pieces of advertising. Although, in India and Sri Lanka cases, inland attractions have been the main marketing destinations of the countries before the destruction of the Tsunami in 2004. In additionally, we have found the massive increase of a wider variety of activities in Thailand, Sri Lanka and Maldives whereas in Indonesia and India the activity criteria were not been developed as much with the falling number of keywords. While, Thailand and India have also been concentrating of promoting their famous delicacies within their tourism advertising brochures, the other three countries did not have the same approach. Despite differences between tourism advertising representations of the pre- and those of the post- Tsunami disaster, the evidence of the pre-set may be traced through the post-set because of the cycle of expectation.

Though there has been unexpected circumstances occurred in between, the expectation has been made even more predictable. For example, it is expected for the post-set of tourism advertising texts from the affected countries to be focussed on other destination but beachfront attractions due to the severity of the catastrophe on the coastlines. Certainly not only the marketing areas but also the language and style has been expected more likely to appear somewhat differently when comparing to the pre- set. When compared the two set of tourism advertising texts in this study, the results has given the idea that the post-set texts employed similar expressions but more descriptive in order to convey certain ideas of the destinations. The post-set has also represented many types of scenery to convey certain images of the destination. According to the cycle of expectation, the post- disaster tourism advertising have concentrated more on the landscape attractions as expected in many countries in this study including, Thailand, India and Sri Lanka. In an analysis of landscape descriptions in the tourism advertising indicated certain types of landscape characteristics frequently among these countries. These landscape attractions have come to be expected in the after disaster tourism advertising set. The other inland attractions that appeared most frequently in descriptions within the findings of this research are the like of mountain scenes, volcanic views, and tropical rainforests.

Moreover, the various types of cultivation and water features attractions included such as rivers, waterfalls, paddy fields and tea plantations. Lastly, we found the cultural and historical features landscapes of temple, historic ruins and archaeological sites. However, these landscapes descriptions, expression and terminology varied in each country. The expected descriptions such as these came to characterise the destinations. These descriptions became a

trend which certainly has been aided by the fast growing tourism industry and greater emphasis on promotional tourism representations. Tourism representations are not static; however, it is the ideas and images of these five destinations promoted to tourists that have proven particularly enduring. However, the findings in this study indicate that in most of five selected countries have not totally diverted the destination marketing away from the coastal lines in their tourism advertising printed promotional materials. As mentioned above about the nature of published travel narrative advertising, that it has various functions and purposes to target readers.

As a matter of fact, it provides a wide variety of situation, motivations and interests, which depends on the target group of the audiences. This is because tourists may base their decision on the primary motivations firstly for their holiday destination. However, they also more likely to have range of different secondary motivations which can be persuaded and influenced to their choice of interests other than just the destination itself such as activities and culture. Consequently, most of published tourism narrative advertising could be written under multiple categories in order to stretch the possibly wider markets. From this point of view, it is the explanation of the findings in this research that we have found a wider range of activities and other categories within the post- Tsunami set of tourism advertising texts in most of the countries in the case study.

In addition, the questionnaire findings have proved that the use language in tourism advertising texts do have an impact on the readers. The results have shown that most respondents or the potential tourists are aware of the change within the language from the holiday brochures. The gender and age group of the respondents who are aware of the change of language in the brochures are women in the age group between 26-35 years old. The research has found that most people usually go on the holiday once a year. Additionally, the printed brochures are still widely used for many potential tourists to base decision on purchasing their next holiday destination on despite the growing amount of other methods such as internet, radio, billboards and television campaigns. The questionnaire has also found that most future customers are more likely to be persuaded by the texts from after Tsunami set compared to the before set. Therefore, we can conclude the hypothesis that the application of written discourse within tourism printed promotional materials has a major role on creating positive image in these affected countries as well as presenting an influential message to interact with the customer's buying behaviour.

6.3. Research Process and Limitation

The journey of the research began with the idea of combining two academic areas of study together, which are tourism marketing and linguistics shortly after the Asian Tsunami in 2004. The main focus of the study was on the use of language within the tourism printed promotional materials from the selected five countries were most severely affected from the catastrophe. The brochures were collected from the travel agencies as the first step to begin the research journey.

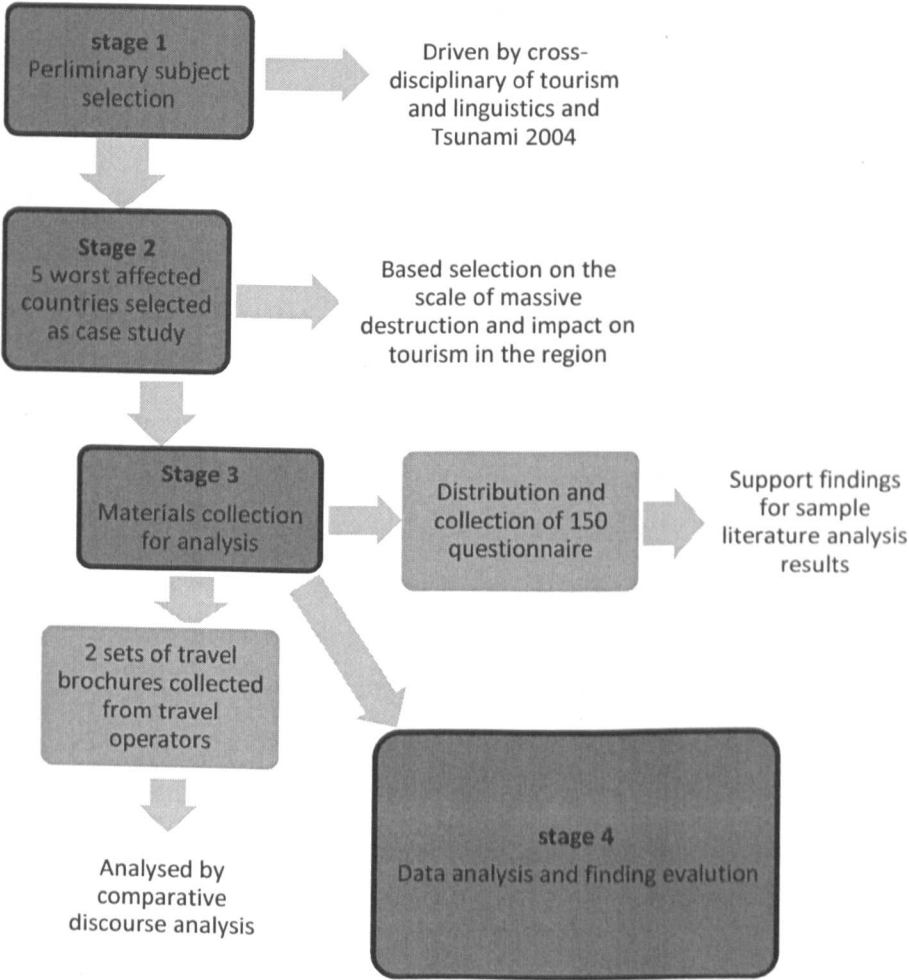


Figure 6.1 The Diagram of Research Journey

The above diagram shows the direction of the research process. It helped the study to investigate the use of written texts from the collected brochure materials to evaluate the research hypotheses. Though the research has benefits from this research design to find the expected results, the limitation of the study appeared to the number and size of selected pieces of advertising texts. The bigger pieces of written texts from tourism advertising can be studies in order to discover more linguistic features used within the texts other than adjectives, keywords and expressions. The study of more variety of linguistic characters can lead to a syntactic and pragmatic approach of the texts. The relationship between texts and images within tourism advertising can also be generated. Moreover, the questionnaire can be extended and focused on the effect of gender on the awareness of language use in brochures for the future experiment.

#### **6.4 The Programme Related Work**

Tourism and language is a root in the promotional power of communication in advertising and marketing. Tourism language consists descriptive words, verbal and non-verbal, communicate to the reader the self perspective of the tourist. The writing of tourism advertising has established a pace and style in the language that readers would understand. The use of language in tourism advertising expresses the moment of encounter. A balance of positive and negative voices demonstrates the disparity and uniformity that can exist in the quality and authenticity of experiences. Every organisation within travel and tourism industries have been developing new strategies to reach out to customers via every way possible. Especially when the unpredictable circumstances occur, the advertising is one of the most important and effective tools to help the industries to get back on track once again. There has been little research into the impact of language in tourism advertising on the decision making process of potential tourists, the power in promotion, and the cultural power. This research has only touched the surface of the potential body of language constructs and paradigms on which to progress for the examination. The understanding of the use of language and the power of tourism promotion within the advertising and tourism industries may have greater benefit on our understanding of the evolving nature of communication.

As tourism industry is a very competitive market as well as the advertising business. Therefore, the use of linguistic tool in creating a successful promotional campaign is a very significant process, leading to a successful marketing tourism places strategy. There has

always vivid connection between the language and culture in order to understand the market or the nature of groups of people. The studying of language could lead to a better understanding of culture which can be interpreted for the marketing strategies. Nevertheless the findings of this study also have shown that there may be a significant need to study the cultural relationship between the use of language in tourism advertising. The relationship between culture and advertising can be studied in deeper perspective in order to produce more developed and effective tourism advertising published discourse. Understanding the different complex motivations for tourism is also crucial to understand what to write to create that specific motivation of promotional writing to the readers. When we read or see the advertising, we have generated the communication with advertisers regarding the certain product on the sale. The media vehicles also have enable the tourism advertising to expand by using new promotional activities and tools other than just brochures with glossy photos. The impact of virtual reality has become huge to destination marketing within tourism industry because its ability of creating tourism experience without actually being there. It allows an opportunity for the viewers to be free and not limited by their own imaginations. This visual reality method has been adapted for the use of internet advertising since the introduction of internet has become more common in every household. This is because its ability for easy access, therefore it has become a great marketing potential medium. Though, the future of the traditional printed brochures or even travel agencies could be threaten by the fast growing of internet use and its potential ability. For example, many internet websites have offered the service of travel booking from the flights to destinations and onto hotels, just like visiting travel agencies for a package holiday booking. Internet marketing evidently has many advantages when compare to the traditional forms of promotion. However, this research will investigate the traditional printed brochures still have many years to run with the right the help of effective use of language. From the findings, tourism brochures have still been the preferable choice for many people to base their holiday making decision on still.

It is interesting to point out that no matter what new methods of advertising have been used, most of them still cannot be effectively completed without the use of language. Despite the flexibility of internet use, the text is still a vital part to deliver the advertising message as well as the data and details. In other words, it is the written media of tourism advertising where the use of language can never be underestimated. In all the alternative choice of methods in tourism advertising, the language of tourism itself mostly can be promoted through the motif escape from the normal environment. The accent of the media advertisement cannot be

achieved this motif with just the glossy photos or virtual images and video alone. The combination of sound, written texts and animation are the restricted remedy in every channel of media vehicles. It seems logical that for any advertising to be truly effective, it must be capable of eliciting the comprehension and involvement of the majority of the audience to whom it is being directed. While it is true that the advertised products themselves may have universal uses and appeals, such uses and appeals would be better appreciated by prospective consumers if they are conveyed in a manner with which the latter can empathise. Many studies have been undertaken around the world regarding new methods and strategies in general to keep advertising, marketing and tourism industries in tune of development with life style or way of life of purchasing behaviours.

Moreover, tourists nowadays have different motivations depends on the period of time, taste and knowledge. In this study has confirmed that the crisis of Tsunami disaster in these popular tourism destinations cannot stop the development of tourism industry. There is a new trend of tourism where the places affected by disaster or unfortunate events can be the marketed. This is because there is motivation of tourists who may be drawn to the sites of atrocity. According to the postmodern trend of tourism, where tourists are now knowledgeable and critical to privilege or avoid the travel experiences of some destinations. Yet, what is most interesting is that the desire for historic or catastrophic depths is shared. Given exposure to multiple images and visions of the disaster through the forms of spoken or written discourse, some visitors already know quite a bit about the destination before their actual visit. This perhaps can lead to a study in depth of Thanatourism or on the area of advertising crisis to tourism opportunity of this new tourism trend.

Additionally, the innovative nature of this study rests in the fact that the research has been carried out on a cross-disciplinary basis, practically as well as theoretically working across the areas of linguistics, tourism management and development or even in public relations. This research also has the potential to contribute to academic and practical knowledge in the field of language of tourism advertising, and establish contacts between tourism advertising and tourism disaster management development. As far as the researcher has been able to ascertain, there have been few literatures and studies on the language of tourism within the field of linguistics. Additionally, in the study of public relations, the role of language has been rarely mentioned in the strategy of developing the promotional printed materials. Especially, in the case of tourism printed promotional materials such as brochure booklets

and leaflets. The use of images is considered more effective and common use. Therefore, the aspects of this work will affect people's perceptions on how language can be of practical use in tourism disaster recovery management and development as well as one of the critical tools in marketing promotional strategy. Moreover, the application of valid comparative study will shed light on major impact of language, which could be developed for the brochure design to increase the success of persuasion of the potential tourist decision-making. Writing promotional written texts is a part of marketing tools as well as writing tools. In other words, it is a public relations process which requires writing skill as a tool to create memorising pieces of advertising in the form of printed discourse. The combination of this process consists with the basic use of references, the ability to gather information and knowledge of linguistic composition. This advertising form of writing is an intense process of wrestling with word choice, sentence structure and creative development. The study of this research is that to sell the tourist destination and recreate the normality for those five selected countries which were worst affected by the Tsunami disaster 2004 as a place product to the potential customers to go back or to visit the places. For these destinations, the success in creating positive image and presenting the rapid recovery plans are vital to commercial future of their tourism businesses.

## **6.5 Chapter Summary**

Tourism industry will always be one of the world's prosperous industries. The investigation of this research has shown that the tourism advertising representations have been and will continue to be highly influential. The use of language on creating the details descriptions of tourist destinations in tourism advertising will also continue to enable the promotional strategy within the industry to reach its highest potential. The advertising texts in tourism representations directly and indirectly affect as well as help creating a destination's image and shape tourist's buying behaviour. It is crucial to recognise the role of language as a part marketing tool on achieving effective pieces of advertising printed materials. This study has proven that the use of language is strategically generates the positive image of the Tsunami affected countries, and it has not been overlooked as one of the many approaches employed for the crisis aftermath recovery plans.

## **7.0 Appendixes**

- **Appendix A**
- **Appendix B**

7.1 Indonesia

Beaches Related Adjectives

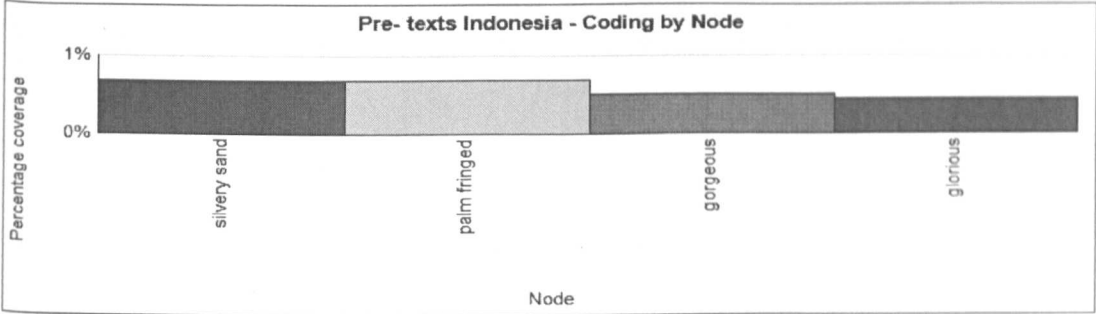


Figure 7.1a

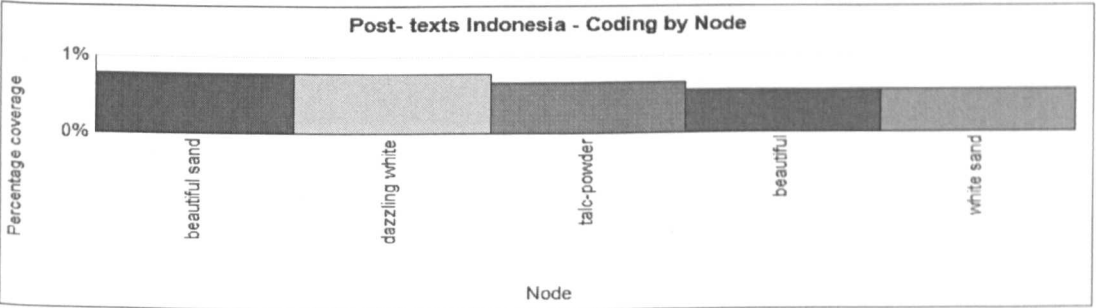


Figure 7.1b

Activities Adjectives

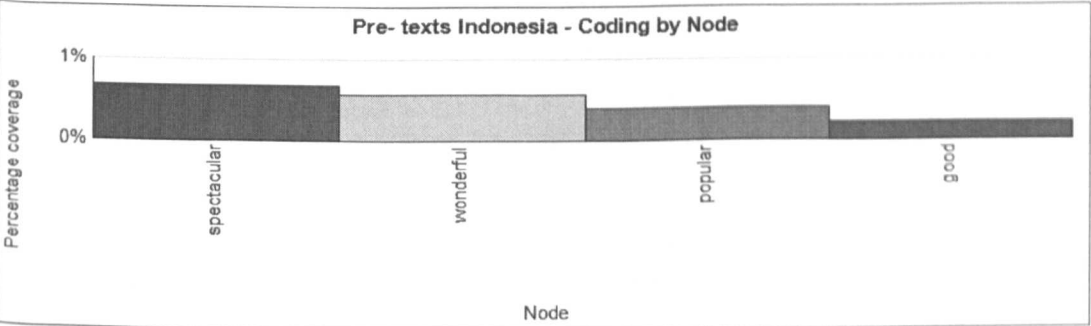


Figure 7.2a

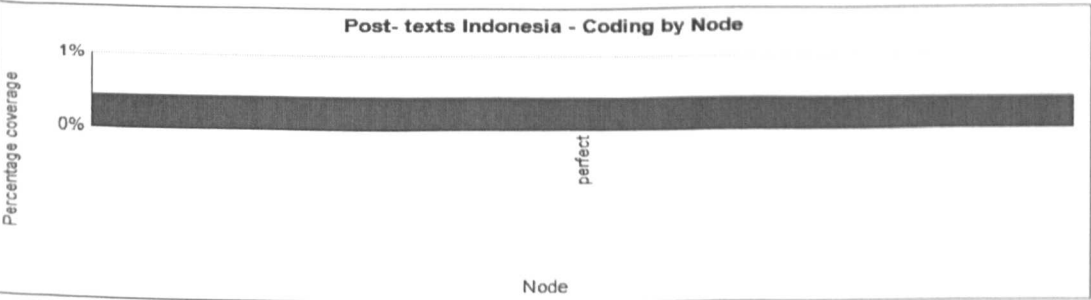
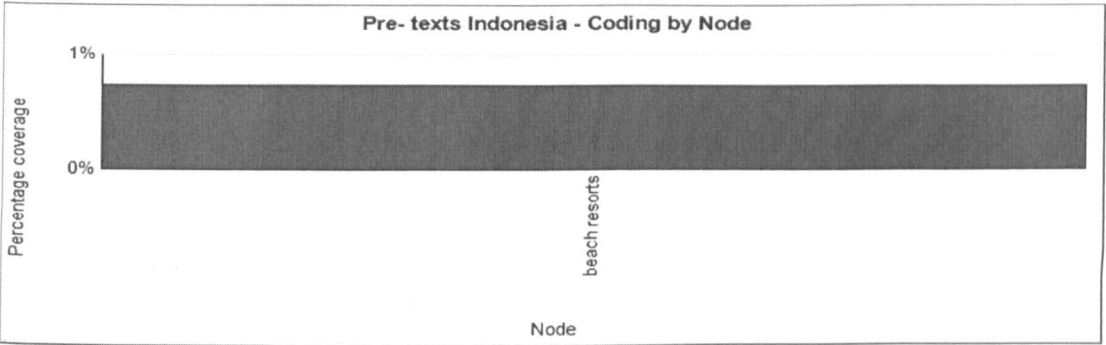
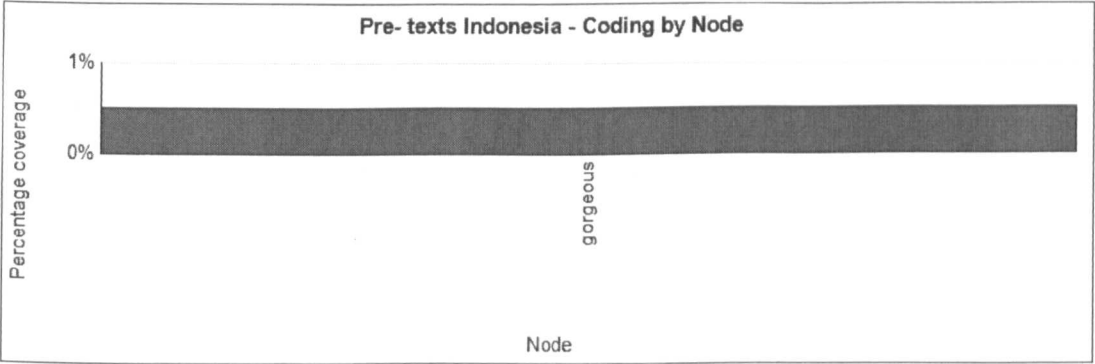


Figure 7.2b

Food and Accommodation Keywords

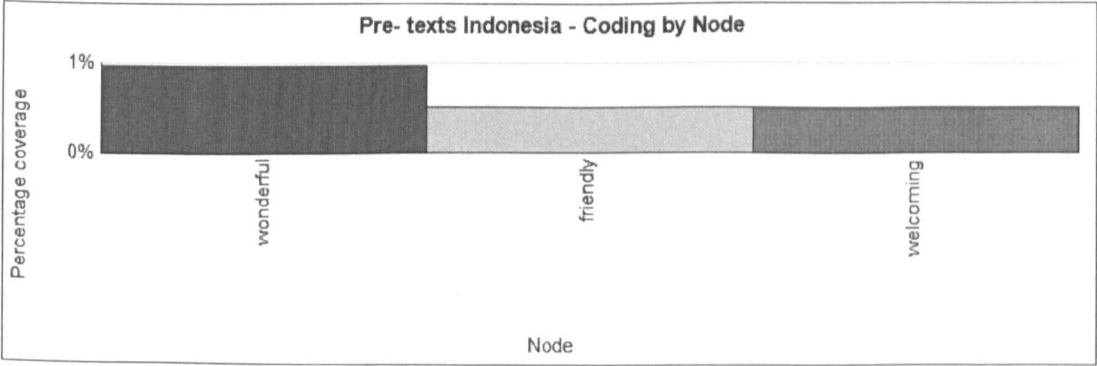


**Figure 7.3a**  
Food and Accommodation Descriptive Adjectives



**Figure 7.4a**

People Descriptive Adjectives



**Figure 7.5a**

7.2 Sri Lanka

7.2.1 Activity Descriptive Adjectives

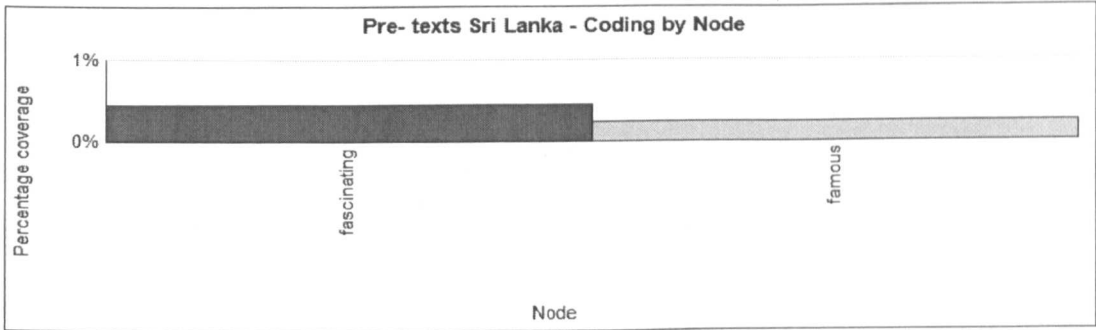


Figure 7.6a

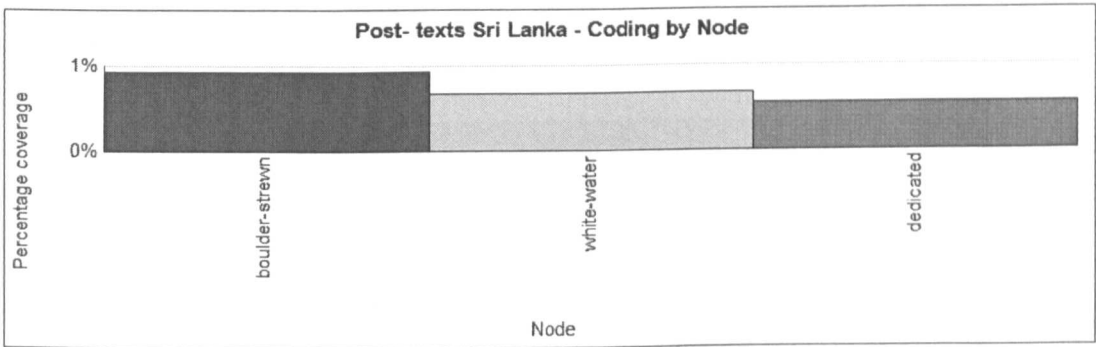


Figure 7.6b

7.2.2 Food and Accommodation Keywords

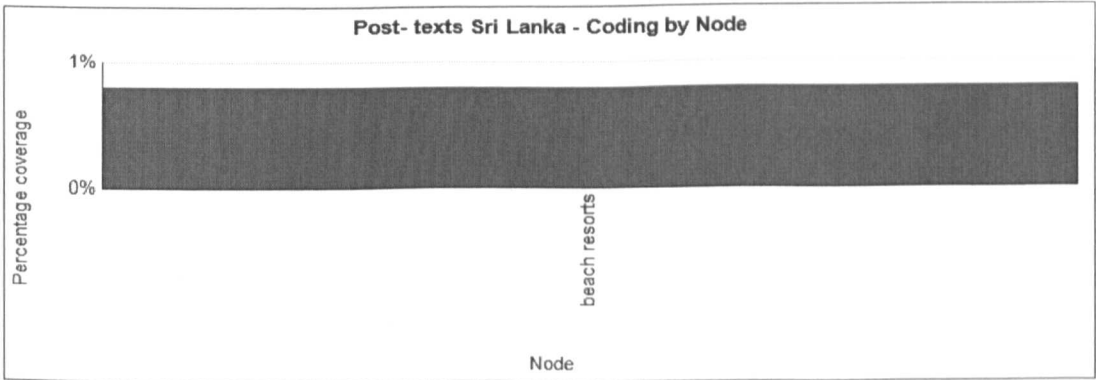


Figure 7.7b

7.2.3 Food and Accommodation Descriptive Adjectives

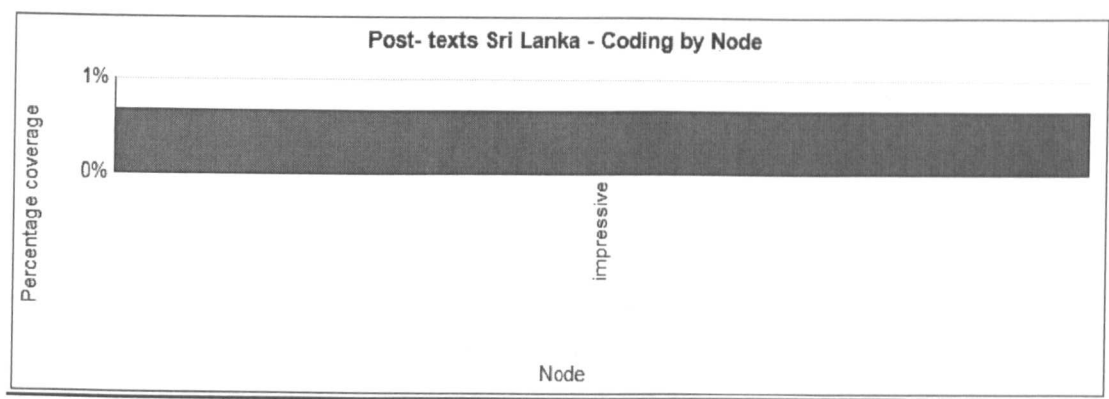


Figure 7.8b

### 7.2.4 People Description Keywords

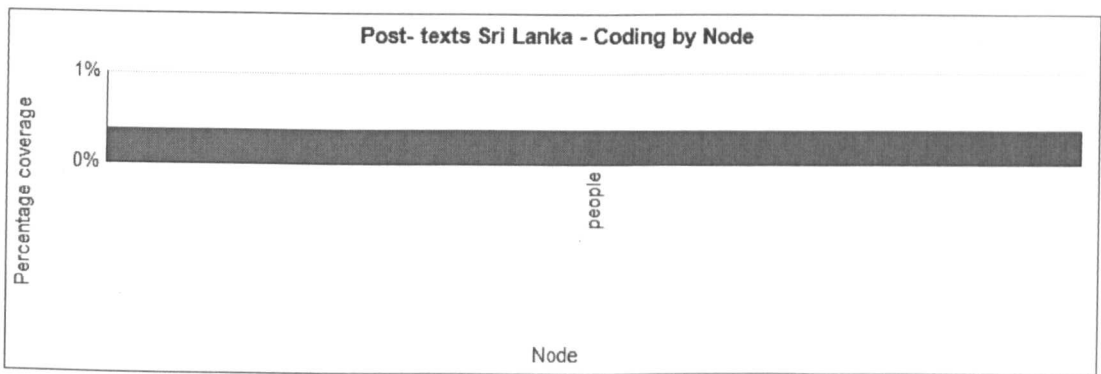


Figure 7.9b

### 7.2.5 People Descriptive Adjectives

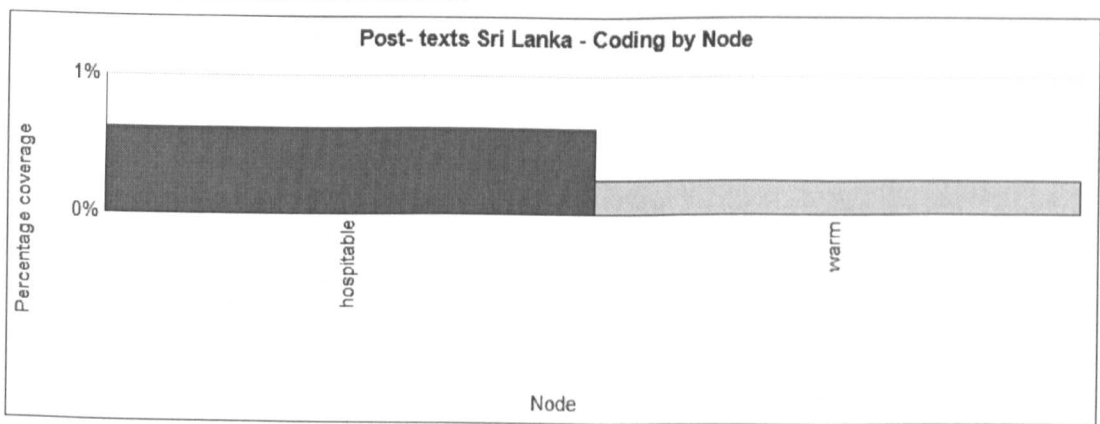


Figure 7.10b

## 7.3 India

### 7.3.1 Beach Descriptions Adjectives

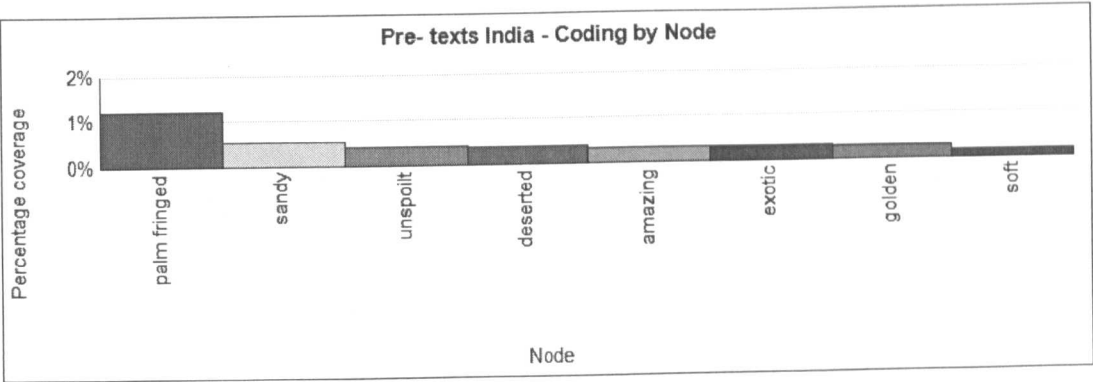


Figure 7.11a

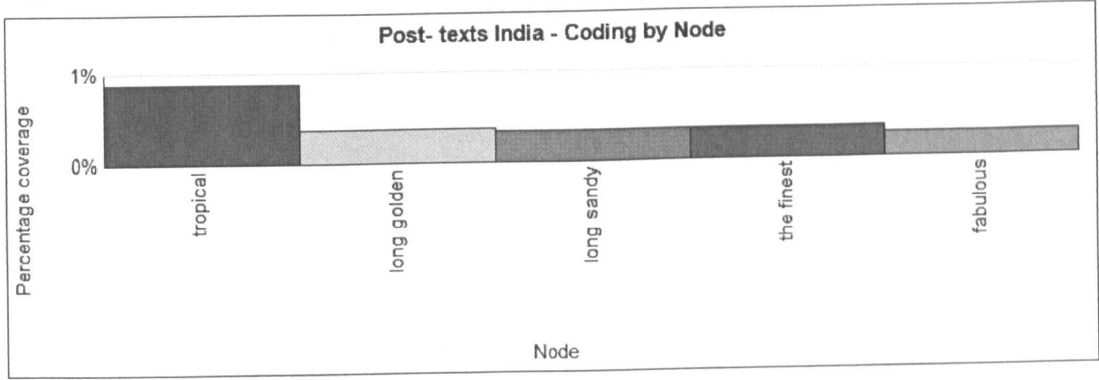


Figure 7.11b

7.3.2 Activity Keywords

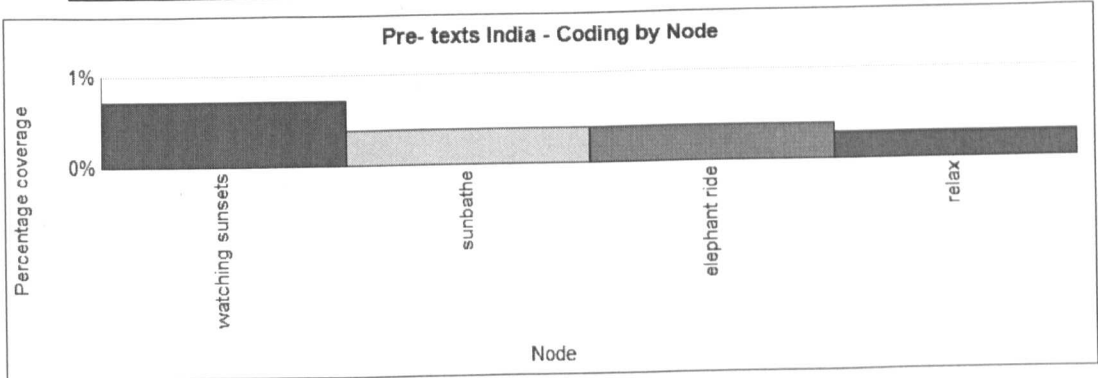


Figure 7.12a

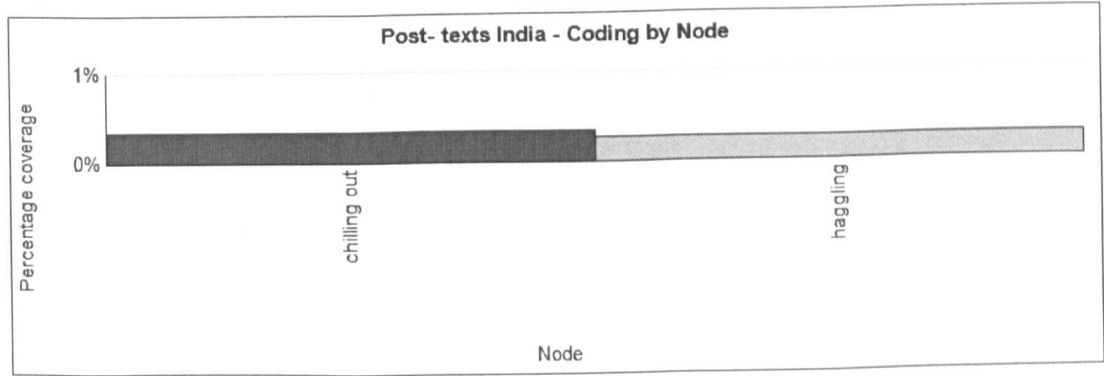


Figure 7.12b

7.3.3 Activity Descriptive Adjectives

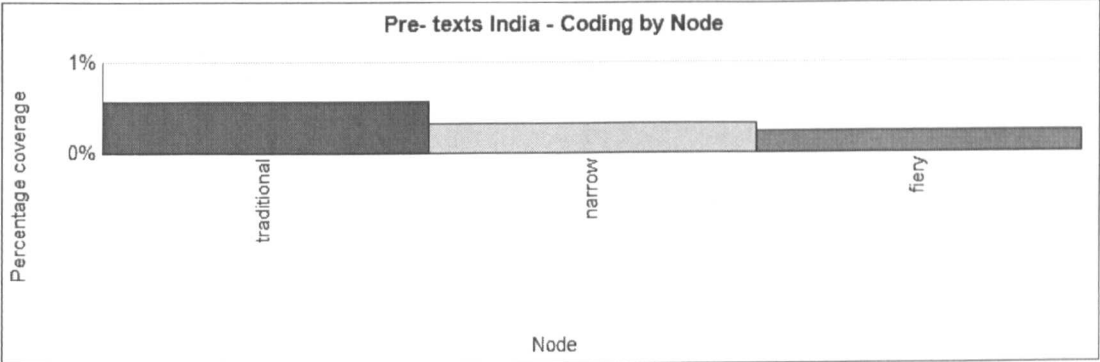


Figure 7.13a

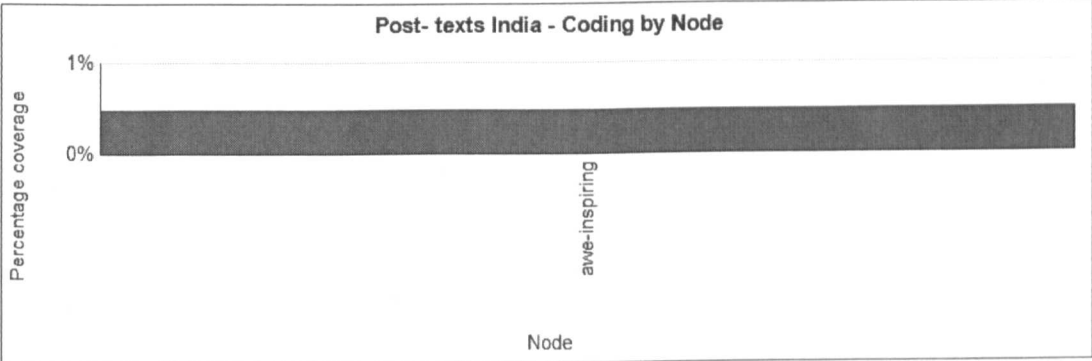


Figure 7.13b

7.3.4 People Description Keywords

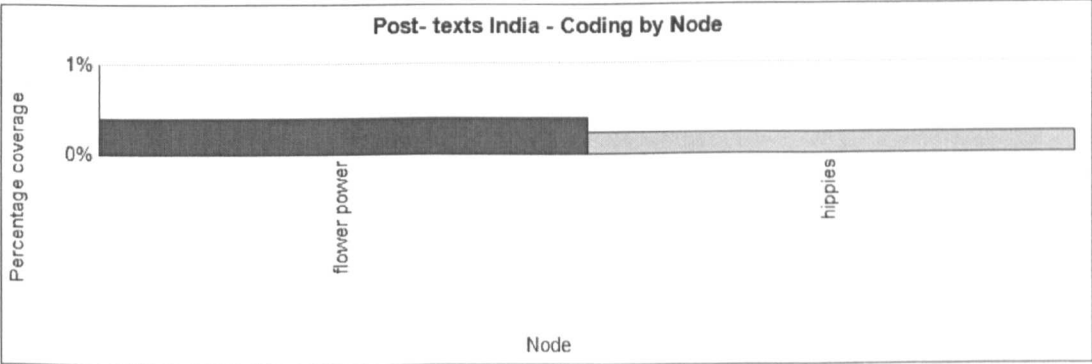


Figure 7.14b

7.3.5 People Descriptive Adjectives

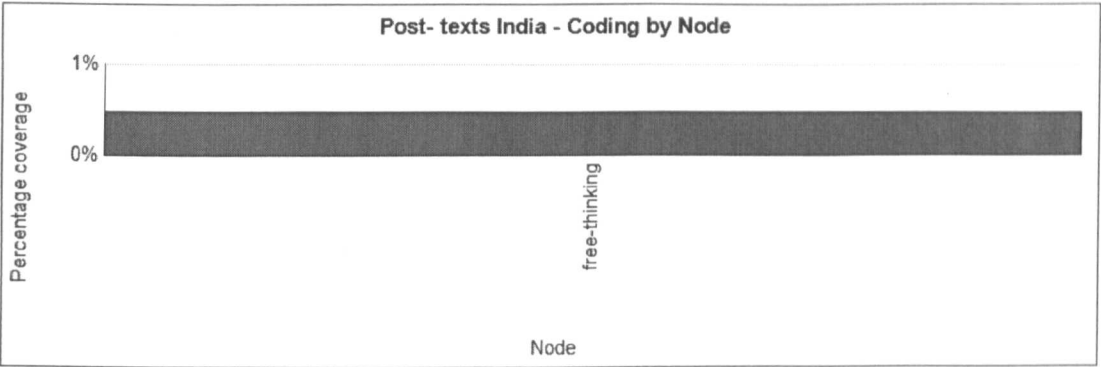


Figure 7.15b

7.4 Maldives

7.4.1 Other Attraction Keywords

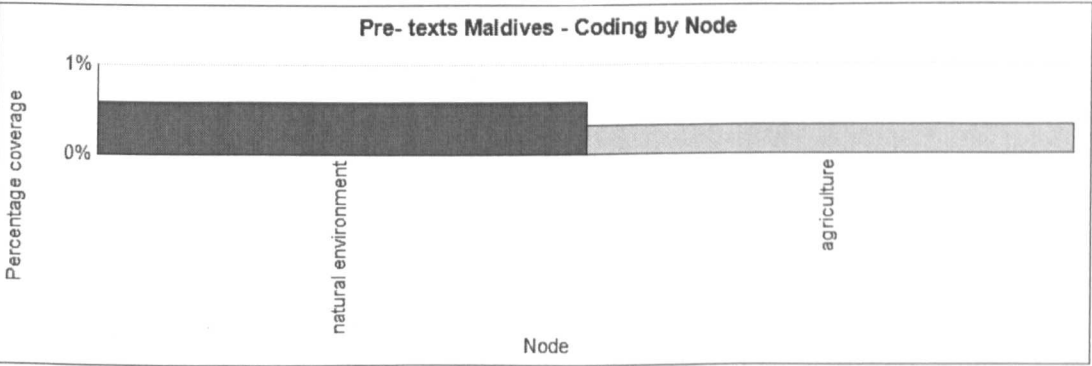


Figure 7.16a

7.4.2 Food and Accommodation Description Adjectives

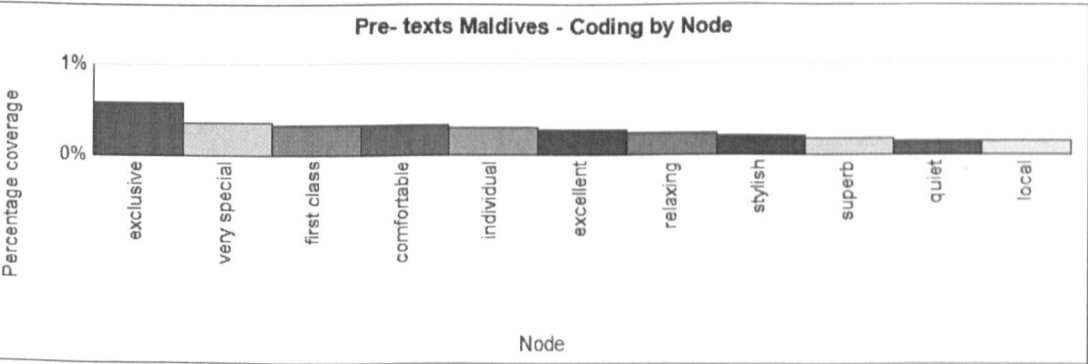


Figure 4.17a

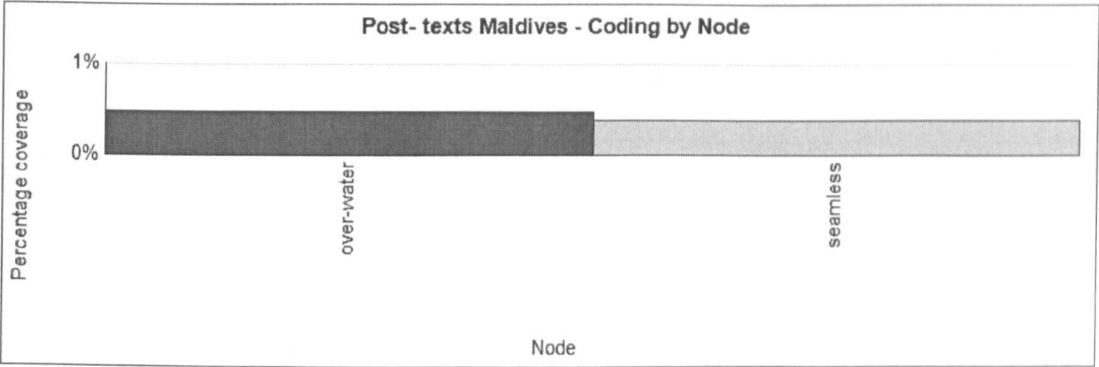


Figure 4.17b

7.5 Finding Conclusion

7.5.1 Beach Related Keywords

Name	Nodes	References
Pre- texts Thailand	18	28
Post- texts Thailand	20	35
Pre- texts India	2	3
Post- texts India	7	10
Pre- texts Indonesia	3	8
Post- texts Indonesia	6	14
Post- texts Maldives	14	23
Pre- texts Maldives	16	27
Pre- texts Sri Lanka	7	12
Post- texts Sri Lanka	2	6

7.5.2 Beach Descriptive Adjectives

Name	Nodes	References
Pre- texts Thailand	15	21
Post- texts Thailand	14	15
Pre- texts Sri Lanka	7	10
Post- texts Sri Lanka	4	4
Pre- texts Maldives	7	7
Post- texts Maldives	13	14
Pre- texts Indonesia	3	4
Post- texts Indonesia	9	11
Pre- texts India	8	10
Post- texts India	5	7

7.5.3 Other Attractions Keywords

	Nodes	References
Pre- texts Thailand	13	23
Post- texts Thailand	16	28
Pre- texts Indonesia	12	18
Post- texts Indonesia	8	13
Pre- texts Sri Lanka	14	25
Post- texts Sri Lanka	13	17
Pre- texts India	13	16
Post- texts India	12	19
Pre- texts Maldives	2	2
Post- texts Maldives	0	0

7.5.4 Other Attractions Descriptive Adjectives

Name	Nodes	References
Pre- texts Thailand	35	39
Post- texts Thailand	27	44
Pre- texts Indonesia	15	17
Post- texts Indonesia	16	16
Pre- texts Sri Lanka	21	27
Post- texts Sri Lanka	19	21
Pre- texts India	22	25
Post- texts India	27	29
Pre- texts Maldives	5	6
Post- texts Maldives	3	4

7.5.5 Activities Keywords

Name	Nodes	References
Pre- texts Thailand	10	14
Post- texts Thailand	18	20
Pre- texts Indonesia	9	9
Post- texts Indonesia	2	2
Pre- texts Sri Lanka	2	2
Post- texts Sri Lanka	4	4
Pre- texts India	4	5
Post- texts India	2	2
Pre- texts Maldives	10	13
Post- texts Maldives	10	14

**7.5.6 Activities Descriptive Adjectives**

Name	Nodes	References
Pre- texts Thailand	6	7
Post- texts Thailand	10	10
Pre- texts Maldives	5	5
Post- texts Maldives	10	11
Pre- texts Indonesia	4	4
Post- texts Indonesia	1	1
Pre- texts India	3	3
Post- texts India	1	1
Pre- texts Sri Lanka	2	2
Post- texts Sri Lanka	3	3

**7.5.7 Food and Accommodation Keywords**

Name	Nodes	References
Pre- texts Thailand	6	8
Post- texts Thailand	9	10
Pre- texts Sri Lanka	0	0
Post- texts Sri Lanka	1	1
Pre- texts Maldives	13	15
Post- texts Maldives	2	2
Pre- texts Indonesia	1	1
Post- texts Indonesia	0	0
Pre- texts India	3	3
Post- texts India	8	10

**7.5.8 Food and Accommodation Descriptive Adjectives**

Name	Nodes	References
Pre- texts Thailand	8	8
Post- texts Thailand	8	9
Pre- texts Sri Lanka	0	0
Post- texts Sri Lanka	1	1
Pre- texts Maldives	11	12
Post- texts Maldives	2	2
Pre- texts Indonesia	1	1
Post- texts Indonesia	0	0
Pre- texts India	1	1
Post- texts India	7	7

**7.5.9 People Description Keywords**

Name	Nodes	References
Pre- texts Thailand	2	2
Post- texts Thailand	3	5
Pre- texts Sri Lanka	0	0
Post- texts Sri Lanka	1	1
Pre- texts Maldives	0	0
Post- texts Maldives	0	0
Pre- texts Indonesia	1	2
Post- texts Indonesia	3	3
Pre- texts India	0	0
Post- texts India	2	2

**7.5.10 People Descriptive Adjectives**

Name	Nodes	References
Pre- texts Thailand	4	4
Post- texts Thailand	4	4
Pre- texts Sri Lanka	0	0
Post- texts Sri Lanka	2	2
Pre- texts Maldives	0	0
Post- texts Maldives	0	0
Pre- texts Indonesia	3	4
Post- texts Indonesia	0	0
Post- texts India	1	1
Pre- texts India	0	0

## **Appendix B Questionnaire**

- **Part 1**
- **Part 2**
- **Part 3**

**Part 1** Please tick the box of each text which you think was taken from tourism advertising written discourse either pre- or post- the 2004 Tsunami disaster

		Pre-	Post-
1.1	The wonderful disorder of its geography, the constant mix of old and new, the heavy nightlife and the amazing culinary scene		
1.2	Culture and relaxing tropical holidays set in coconut groves and attractive resorts		
1.3	Castaway to a romantic sandy beach lapped by a warm lagoon and watch the sun set over the Indian Ocean as you sip a cocktail		
1.4	The archetypal paradise island, with magnificent beaches lapped by crystal clear waters, colourful reefs and gently swaying palm trees		
1.5	Far away in the Indian Ocean rests a tropical destination like no other		
1.6	Gleaming palaces and great temples can be found along with dusty remnants of some of the world's oldest civilizations		
1.7	Blue lagoons encircle the islands gentle waves lap soft sand shores and cool sea breezes whisper through palm trees		
1.8	Colourful, exotic and exuberant, this multi-faceted nation is shaped by numerous religions and cultures		
1.9	Plaited baskets filled with flowers and herbs are placed on pavements, on the prows of fishing boats		
1.10	Explore glorious beaches, pretty towns, volcanoes and Hindu temples		
1.11	Stunning scenery ranges from volcanic peaks and sparkling lakes to emerald rice terraces and beaches of silvery sand		
1.12	A giant necklace of 1,192 tiny coral islands with limpid turquoise lagoons, beaches of soft white sand		

1.13	Feel the romance in the air, beneath the waves, between your toes with amazing palm-fringes beaches		
1.14	The land of temples and palaces, colourful market and fragrant spice stalls		
1.15	Ornate golden temples, saffron robed monks, floating market, exquisite costumes and bustling nightlife		
1.16	Imagine long golden sandy beaches, plodding elephants and colourfully dressed women picking tea, while sharing the day's gossip		
1.17	The little wonder of its 2 coastlines offer miles of white sand beaches and coral reefs		
1.18	The 'resplendent isle' of early legend is fringed by 1,000 miles of coastline, with soft golden sands		
1.19	Unique cultural heritage making it a fascinating holiday destination		
1.20	This lush tropical island is the coconut capital of the world		
1.21	Think desert island and barefoot paradise		
1.22	Rice paddies, patchwork, hillside terraces and beautiful sand beaches characterize this idyllic island		
1.23	An island of fun, linked to the mainland by a causeway		
1.24	A land of hilltop temples and ancient traditions		
1.25	If you take one lasting memory from Thailand, it has to be the hospitality of its people		

**Part 2** Please tick the box next to the tourism advertising paragraphs of each destination which makes a potential holiday destination sound more preferable

## Maldives

A.)	Scattered across the Indian Ocean, due west of southern India, is a group of tiny coral atolls. Each resort here is on its own island surrounded by white sand beaches, swaying the palms and warm, crystal clear blue water. Perfect for a whole variety of water sports, a peaceful beach paradise and one of the world's top dive destinations. The Maldives are a superb holiday choice for a relaxing and secluded beach holiday, where you can indulge your Robinson Crusoe castaway fantasies to the full!	
B.)	Maldives is a nation of more than a thousand coral islands (grouped into 'atolls') scattered down the middle of the Indian Ocean like little gems.	

## Sri Lanka

A.)	Imagine the lushest , most idyllic island possible and chances are you still won't conjure up anything as wonderful as Sri Lanka , lying off the southern tip of India.	
B.)	The tropical teardrop island at the toe of India with mystical ancient cities, thick jungles, cool hill stations and highlands, precious stones and miles of palm-fringed sandy beaches. One of the most beautiful and scenically interesting islands in the world. Costs are low and the people very hospitable indeed.	

## India

A.)	Embark on a fabulous journey across the Indian sub-continent, from the majestic monuments of the north Indian plains to the beautiful backwaters of tropical Kerala. The beguiling diversity of this vibrant and colourful country will unfold along this captivating classic escorted tour. Historic forts, holy temples, verdant landscapes, sacred cities and the opportunity to spot a tiger or two!	
B.)	Vibrant and steeped in tradition, India seizes the senses with its confection of culture, colours and legends. Gleaming palaces and great temples can be found along with the dusty remnants of some of the world oldest civilizations.	

## Thailand

A.)	The kingdom of Thailand is the most popular holiday destination <i>in the Far East</i> , and little wonder. Its 2 coastlines, along the Andaman Sea and around the Gulf of Thailand offer miles of white sand beaches and coral reefs.	
B.)	Thailand represents the exoticism of the east with Bangkok as its heart. A lively and enchanting mixture of both ancient and modern. Bangkok has retained its traditional charm amidst the myriad of night markets, discos, bars and heavy traffic. An exotic, magical and diverse city with glittering temples, fascinating culture, endless shopping and a warm welcome from friendly smiling people.	

**Indonesia**

<b>A.)</b>	From palm fringed beaches to the lush green terraces of the fertile countryside. This beautiful island is without a doubt one of the most magical places on earth. Plenty of good sightseeing, shopping and watersports plus wonderful, friendly people.	
<b>B.)</b>	In towns and villages all over the island, plaited baskets filled with flowers and herbs are placed on pavements, on the prows of fishing boats and in markets, part of the island's indigenous spiritual culture that dills everywhere with beauty.	

**Part 3 Personal Data**

1. Gender

☐ Male

☐ Female

2. Age

☐ 18-25 years old

☐ 35 years old

☐ 36-45 years old

☐ 46-55 years old

☐ 56 years old or over

3. Occupation ( please specify)\_\_\_\_\_

4. How often do you go on holiday?

☐ More than once a year

☐ Once a year

☐ Once every two years

☐ Other: \_\_\_\_\_

5. What usually influences your decision when it comes to deciding on holiday destination?

☐ Travel brochures

☐ Television advertisement

☐ Magazines or newspaper advertisements

☐ Internet websites

☐ Recommendations

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