

A GENRE ANALYSIS OF ONLINE ENGLISH TOURIST ATTRACTION
PROMOTIONAL TEXTS IN LIJIANG YUNNAN PROVINCE

WANG HUI¹, Natthaphon Santhi², and Sornchai Mungthaisong³

¹Student Master of Arts in English Program, Faculty of Humanities,
Chiang Rai Rajabhat University 80 Moo 9 Phaholyothin Rd., Muang District, Chiang Rai 57100

^{2,3}Western Languages Program, Faculty of Humanities, Chiang Rai Rajabhat University
80 Moo 9 Phaholyothin Rd., Muang District, Chiang Rai 57100

*Corresponding author Email: ¹moxiaosa123@163.com, ²natthaphon.san@cruu.ac.th,
³sornchai0409@gmail.com

(Received: March 4, 2020; Revised: April 6, 2020; Accepted: April 14, 2020)

Abstract

This study aimed to analyze and compare the move structures and linguistic features of natural and man-made tourism discourses in Lijiang, Yunnan Province, China PR. Sixty-three tourist attraction promotional texts that included 25 natural attraction texts and 38 man-made attractions texts were selected from the top 5 tourism websites in Lijiang, Yunnan Province, China PR. The move-step frameworks proposed by Swales (1990), Bhatia (2008), Xianqing (2013), and Liying (2016) were applied for analyzing the move structures and linguistic features of the tourist attraction promotional texts. The result reveals that the move structure of tourist attraction promotional texts basically contained 12 moves; however, they are different in regard to the moves employed in the two categories. Similarities and differences are rooted from the communicative purpose and private intentions according to each of the

attractions. The linguistic features used to realize the communicative purpose of the move and co-responses to the move function were, for example, modal verbs and adjectives.

Keywords: Online English tourist attraction promotional texts, Genre, move analysis, Linguistic features, Communicative purpose

Introduction

The tourism industry shows rapid growth all around the world. In China, tourism plays a vital role in the economy and generates enormous economic benefits to the country's GDP. Lijiang in Yunnan Province, China PR, which is the most popular destination for international tourists in Yunnan, can attract a lot of international tourists to visit and generate enormous income for local people. Tourist attraction promotional texts in English serve as a key mechanism in promoting and publicizing the attractions and allow potential foreign tourists to learn about tourism products and persuade them to purchase these products. Therefore, understanding the schematic structure and key elements of tourist attraction promotional texts allow the writers to compose effective output of the text, facilitate the readers to better understand the texts, and finally achieve the aim of attracting the readers or prospective consumers of tourism products. Scholars, for example, Lei (2009), Liying (2016) and Lu (2010), embarked on analyzing English tourist attraction texts in China but the studies in Yunnan context are still limited. Besides, many researchers paid attention to the analysis of the tourist attraction text, but no studies seemed yet to explore

the different types of tourist attraction texts, especially their similarities and differences. Also, the classification of tourist attractions is categorized in different ways. However, Swaabrooke (1995) categorized tourist attractions into two broad classes, namely natural and man-made under four main sub-types. Similarly, Leask (2003), Peters (1969), Holloway (1994), and Cooper, Wanhill, Fletcher, and Gilbert (1993), classified types of tourist attractions as man-made and natural. Therefore, this study aims to analyze the natural attraction promotional texts and man-made attraction promotional texts.

Genre analysis is popularly deployed to underpin text analysis framework especially promotional genre. For example, Bhatia (1993) indicated that a text containing a persuasive communicative purpose is considered as a promotional genre. Therefore, a tourist attraction promotional text can be regarded as a sub-genre of the promotional genre since it shares the same communicative purpose. A typical tourist attraction promotional text tends to serve three communicative purposes, that is, informative function, attractive function, and persuasive function. According to Bhatia (1993), genre analysis is an analysis of the language used in the text or an analysis of the move structure of the text and a text or genre basically contains moves and strategies of a genre, linguistic features, and functions of these features to achieve their communicative purposes. According to him, move refers to discriminative elements of a generic structure into which a text is organized and he uses the term “strategy” to mean “how a writer or speaker chooses to realize or execute the move,” in order to realize a particular communicative intention at the level of a move, an individual writer may use different rhetorical strategies. The rhetorical strategies, in Bhatia’s view, are later transformed into step(s) following Swales (1990) as

he preferred the term “step” to “strategy”. In Swales’ CARS model, the steps are strategies one could use to realize a move. So, following Swales, this study chose to use the move-step analysis over that of the move-strategy. In 1993, Bhatia proposed a move model for an analysis of sales promotion and job application letters. Later, Bhatia (2008) offered the 9-move model in advertisements as he asserted that texts in promotional genres, including tourism texts, tended to share certain linguistic features in much the same ways as advertisements. Apart from the generic structure of the text (move-step), the advertisement language realized by certain linguistic features are crucial for tourist attraction promotional genre to achieve its intended communicative purpose. Iborra and Garrido (2001) and Leech (1966) indicated that modal verbs i.e. “will, would, should, can, could, may, might, must” are one of the distinguishing features of advertising. In addition, adjectives are frequently employed to describe the products or services for advertisement purposes. As Goddard (1998), Vaičėnienė (2006), and Bhatia (1993) said, adjectives often appear in advertisements and tend to be the most striking component of advertising language. It could create a positive impression of the object and realize the persuasive purpose. That is to say, the use of adjectives is the best tool for creating a good impression of the object such as tourist attractions and further persuading the reader to visit the attraction or purchase the product. So, this study concentrated on analyzing the modal verbs and adjectives in the genre analysis.

Therefore, following the concept of genre analysis, this study aims to analyze the man-made and natural promotional texts in Lijiang, Yunnan Province, China PR, and achieve the following objectives:

1. To investigate the move structures and steps of the English online tourist attraction texts of Lijiang, Yunnan province.
2. To analyze the similarities and differences of moves and steps that appeared in the English online tourist attraction texts of Lijiang, Yunnan province.
3. To analyze the hidden meaning of linguistic features appeared in the moves.

This study is expected to answer the following research questions:

1. What are the moves and steps of English online tourist attraction texts of Lijiang, Yunnan province?
2. What are the similarities and differences of moves and steps that appeared in the English online tourist attraction texts of Lijiang, Yunnan province?
3. How do linguistic features affect the meanings of the function in the moves?

Methodology

Data Collection

This study focused on investigating online tourist attraction texts in English in Lijiang Yunnan province which is the top destination for foreigners based on 2015 Statistics of Tourism Development. The top 5 websites were selected as they appeared in Google when searching for “Lijiang travel”.

So, a corpus of 63 tourist attraction English promotional texts of Lijiang was created, including 36 man-made attraction texts and 27 natural attraction texts.

Data Analysis

In this study, Bhatia's move-structure model of advertisement, Swale's move-step model (1990) and Xianqing (2013) and Liying's (2016) move attributes on move analysis were adopted for the analysis. So, the moves and steps of this study are analyzed from the aforementioned factors, and they are presented in Table 1.

Table 1: Moves and Steps of the Study

Move 1	Headline (H)
Move 2	Targeting the Market (TM)
Move 3	Justifying the Product (JP)
Move 4	Tour Overview (TO)
Step 1	Location (L)
Step 2	Coverage and Altitude (CA)
Step 3	Main Attraction (MA)
Step 4	Explanation (E)
Move 5	Detailing the Product (DP)
Step 1	Name Explanation (NE)
Step 2	Relating History (RH)
Step 3	Relating Legend (RL)
Step 4	Describing the Attraction (DA)

Step 5	Highlighting the Specialties (HS)
Step 6	Indicating the Value of the Attraction (IVA)
Move 6	Establishing Credentials (EC)
Move 7	Celebrity Endorsement (CE)
Move 8	Facilities and Activities (FA)
Move 9	Additional Information (AI)
Move 10	Recommended Itinerary (RI)
Move 11	Soliciting Response (SR)
Move 12	Summary (S)

Then the moves and steps of the natural and man-made attraction texts were identified and compared, and the communicative purpose of each move was analyzed. For the linguistic analysis, the analysis of linguistic features was analyzed by the corpus software AntConc 3.5.8, which is a freeware corpus tool created by Laurence Antony for concordance and move distribution counting, and the website text analysis tool Readable via <https://app.readable.com/text/?demo> for adjectives counting. To answer Research Question 3, the hidden meaning of the linguistic features was analyzed.

Results

Move structures

Table 2: Summary of Move and Steps in Natural Attraction Texts and Man-made Attraction Texts

Move	Step	Natural Attraction Texts			Man-made Attraction Texts		
		Occurrence	Percentage	Status	Occurrence	Percentage	Status
M1		25/25	100%	OB	38/38	100%	OB
M2		6/25	24 %	OP	4/38	10.5%	OP
M3		8/25	32%	OP	13/38	34.2%	OP
M4		24/25	96%	OP	34/38	89.5%	OP
	S1	22/25	88 %		30/38	78.9%	
	S2	13/25	52%		10/38	26.3%	
	S3	8/25	32%		9/38	23.7%	
	S4	9/25	36%		10/38	26.3%	
M5		25/25	100%	OB	36/38	94.7%	OP
	S1	15/25	60 %		11/38	28.9%	
	S2	11/25	44%		23/38	60.5%	
	S3	9/25	36%		1/38	2.6%	
	S4	24/25	96 %		33/38	86.8%	
	S5	17/25	68 %		14/38	36.8%	
	S6	19/25	76 %		18/38	47.4%	
M6		0	0%	OP	1/38	2.6%	OP
M7		3/25	12%	OP	2/38	5.3%	OP
M8		13/25	52%	OP	6/38	15.8%	OP

Move	Step	Natural Attraction Texts			Man-made Attraction Texts		
		Occurrence	Percentage	Status	Occurrence	Percentage	Status
M9		20/25	80%	OP	22/38	57.9%	OP
M10		5/25	20%	OP	5/38	13.2%	OP
M11		14/25	56 %	OP	19/38	50%%	OP
M12		1/25	4%	OP	4/38	10.5%	OP

Notes: OB means obligatory, OP means optional.

As displayed in Table 2, the investigation of 63 online English tourist attraction promotional texts via genre analysis showed that there were 12 moves that occurred in the text. 11 moves occurred in the natural texts, however, 12 moves appeared in the man-made texts as the move “Establishing Credentials” is unique to man-made texts. In addition, there was 1 obligatory move in the natural texts, while 2 obligatory moves occurred in the man-made texts. Both categories shared the same steps and some moves in common.

Move 1 Headline This move is mainly used to inform readers about the name of a tourist destination and inform the readers what kind of destination it is. So, the primary function of this move is informative. For example:

(1) *Shuhe old town*

Move 2 Target Market This move aims to fix on the target market and highlights the product which is suitable for a certain group. So, the function is informative and attractive. For example:

(2) *It is a stirring attraction for scientists, explorers and visitors world wide.*

Move 3 Justifying the Product This move testifies the qualification or status of the promoted product by letting the facts speak for themselves. So, the function of this move is informative and persuasive, employing the facts to establish the status of the product and indicates its value, then achieves the aim of persuading people to come to visit or purchase the product. For example:

(3) *The Yangtze River is China's largest river and the world's 6th biggest.*

Move 4 Tour Overview Tour Overview gives a general introduction to the tourist attraction to help readers construct a vague image in their minds. It is informative as well as attractive. Both natural and man-made attraction texts share the same step to realize this move.

Step 1 Location It usually presents the general direction of the tourist attraction, so the function is informative. For example:

(4) *The pool is about 1 kilometer north of Lijiang Old Town and at the foot of the Xianggshan Hill (Elephant Hill)*

Step 2 Coverage and Altitude This step mainly describes the coverage of the attraction, the width, the length, and the altitude of the attraction to give a generic image to the potential customer. The function is more informative and attractive. For example:

(5) *Lijiang old town occupies an area of over 8 square kilometers.*

Step 3 Main Attraction The main attractions are just briefly listed in a simple statement. Thus, the primary communicative function of this step is informing rather than attracting. For example:

(6) There are four lakes divided by small waterfalls or giant rocks along the river, namely Jade-Like Wine Lake, Mirror Pond, Blue Moon Lake, and Wave-Listening Lake.

Step 4 Explanation This step mainly explains what kind of tourist attraction it is and what functions it has. So, the function of this step is more informative, offering basic information on the attraction to the potential tourists to give prospective tourists general knowledge of the attraction, such as what kind of attraction it is. For example:

(7) Ganhaizi (Dry Sea) used to be a highland lake as its name tells, the meadow was formed after the water had dried up.

Move 5 Detailing the Product By describing the most attractive features of the tourist attraction, this move mainly functions to promote tourist attraction and persuade the tourists. Thus, the communicative functions of this move include informative, attractive, and persuasive.

Step 1 Name Explanation This step is mainly telling the original names and the meaning of the names. Sometimes, it is described with the step “Relating History” and the step “Relating Legend”. For example:

(8) All year around, snow falls on the peaks and which are frequently lost in the clouds and fog. Looking from a distance, the mountain resembles a Jade Dragon (Yulong), which is how it got its name.

Step 2 Relating History This step offers historic information to potential tourists besides the physical appeal of the destination. Mentioning history can add historic value to the attraction, which makes it more attractive. So, the communicative purpose of this step is more informative and attractive. For example:

(9) In the early 1980s, four rafters attempted to go down the gorge and were never seen again.

Step 3 Relating Legend Legends are similar to historic stories, but with more mysteries. Thus, it is more attractive to tourists. The function of this step is more attractive. For example:

(10) Legend has it that, when two Nazi youngsters fall in love, the boy will be tested by standing barefoot in the cold river in winter to show his committed love for the girl.

Step 4 Describing the Attractions It is necessary for a tourism discourse to describe what the tourist attraction is like. Describing the attractions is mainly painting a clear picture to the readers, and the information of the attractions is provided to attract people's attention, thus realising the attractive and persuasive functions. So, it is mainly informative and attractive but also persuasive. For example:

(11) Lugu Lake is long and narrow, like a hoof filled with limpid water.

Step 5 Highlighting the Specialties The specialties are the selling points and the most attractive items for the tourist attraction. They are significantly highlighted to attract, and more importantly, to persuade potential

tourists. So, the function of this move is more attractive and persuasive. For example:

(12) *Embraced by the mountains, Lugu Lake had been isolated from the world until the 1970s. It is a fairyland which has never been exploited and polluted.*

Step 6 Indicating the Value of the Attraction It mainly describes how important the tourist attraction is, and its cultural, historical or social value. So, the function of this step is more attractive and persuasive. For example:

(13) *Deeply rooted and widely spread among the Naxi people, it became the most well-preserved musical form in all of China.*

Move 6 Establishing the Credentials It usually describes the particular need of potential tourists to establish credentials and the benefit that potential consumers will get. Hence the communicative function of this move is more attractive and persuasive. The example is displayed as follows:

(14) *Every March, when the weather is delightful, the local community gathers at the Dragon God Temple to pray and seek blessing. The emerald spring waters are famous for their curative powers, whether for stomach troubles or to enhance your complexion.*

Move 7 Celebrity Endorsement It aims to prove that it is worthwhile to visit and tries to obtain the potential tourists' trust. This move is realized by the adoption of celebrity endorsement and testimonial from authorities concerned to support the destination. So, the function of this move is persuasive. For example:

(15) *Simultaneously, Joseph Rock, an Austrian writer who was his friend, wrote part of the Ancient Naxi Kingdom of South-west China (Harvard University Press, 1947) on this island.*

Move 8 Facilities and Activities This move mainly describes some facilities such as catering, service facilities, and some activities the tourist could do. Referring to facilities and activities will motivate potential tourists to visit or choose it. So, the communicative purpose of this move is informative, attractive, and persuasive. For example:

(16) *On the lake there are five islands, three peninsulas and a sea-wall islet. Boating is a good way of exploring the lake.*

Move 9 Additional Information This move aims to offer more information about the attractions, such as weather conditions, transportation, some travel tips or suggestions, open times, ticket fees and some extra fees to make sure tourists have a better experience. Therefore, this move is more informative. For example:

(17) *Bizarrely, this sight is not covered by the old town entrance ticket.*

Move 10 Recommended Itinerary It is used as an incentive by providing more tour opportunities. Thus, its main communicative function is persuasive. For example:

(18) *Nearby Attractions*

The Ancient City of Dali is only about three hours south of Lijiang...

Move 11 Soliciting Response This move further indicates the potential values of visiting a tourist attraction, solicit actions, deliver welcomes and invitations, and also will invite readers to inquire for further information. So, the function of this move is more persuasive. For example:

(19) *Here you can see Naxi cultural artefacts and scrolls featuring a unique pictograph script.*

Move 12 Summary This move is a summary of what the destination offers, to strengthen the features of the destination in the readers' minds. For example:

(20) *Summary*

Lashi Lake is the first Wetland nature reserve in Yunnan Province. It is suitable for sightseeing and bird watching.

Linguistic Features

Modal Verbs

In the natural tourist attraction promotional texts, the modal verb *can* (60.7%) was used in the highest frequency, followed by *will* (17.8%), *may* (9.2%), *might* (3.7%), *could* (3.1%), *should* (2.5%), *would* (2.5%), and *must* (0.6%). As for the man-made texts, the modal verb *can* (59.4%) was used at the highest frequency, followed by *will* (11.0%), *may* (7.5%), *might* (5.7%), *could* (4.7%), *should* (2.8%), *would* (1.9%) and *must* (0.9%). So, both types of text preferred to use the modal verbs *can* and *will*.

In addition, in the natural texts, the modal verb *can* most frequently appeared in move 9, "Additional Information," with 43 occurrences. This was

followed by move 5 “Detailing the Product,” and move 11 “Soliciting Response,” at 26 times and 17 times respectively. As for the man-made texts, the modal verb *can* most frequently appeared in move 5 “Detailing the Product” with 19 occurrences, followed by move 9 “Additional Information” and move 11 “Soliciting Response,” occurring 17 times in both moves. So, both categories pay more attention to move 5, move 9, and move 11.

The modal verb *can* serves two functions here: to give a suggestion or indicate possibilities and offer opportunities. For example:

(21) *On sunny days, you **can** obviously see the reflections of the Jade Dragon Snow Mountain in the limpid water of the pool;* (move 5)

(22) *You **can** take a chartered car at a cost of 200 yuan for a round trip.* (move 9)

(23) *You **can** see their house, talk with the family, and even eat with them.* (move 11)

In the first example, the modal verb *can* was used to indicate the opportunity that the attraction offers to the potential tourist is to see the reflection of the Jade Dragon Snow Mountain in the pool. In the second example, the modal verb *can* was used for suggesting to take a chartered car. The last one was used for indicating the opportunities that the attraction can offer to potential tourists: seeing their house, talking with the family, and eating with them.

From the above, it is obviously shown that the communicative purpose of indicating the opportunities is more persuasive while the purpose of giving suggestions is more informative.

As for the modal verb *will*, totally 29 occurrences were found in the natural text. The modal verb was most frequently used in the move “Additional Information,” occurring 12 times, followed by the moves “Detailing the Product” and “Soliciting Response,” occurring 6 times in both moves. As for the man-made text, it totally appeared 18 times. The modal verb *will* most frequently appeared in move 5 “Detailing the Product,” move 9 “Additional Information” and move 11 “Soliciting Response.” In these three moves *will* appeared 4 times.

The modal verb *will* also serves two functions, that is, to point out a condition that will occur in the future and to indicate promises and opportunities to potential visitors. For example:

(24) You *will* also have to pay ¥20 for the bus ticket to the base of the cable car. (move 9)

(25) Especially when black-necked cranes fly over Jade Dragon in rosy clouds of dawn, you *will* feel that the legend about the Naxi has come true. (move 5)

(26) Once you have visited this Old Town, it *will* capture your heart for the rest of your life. (move 11)

In the first example, the modal verb *will* was used for indicating the condition that potential tourists will experience when visiting the place: they have to pay 20 CYN for bus fare. In the second example, *will* was used for the site to suggest a feeling that potential tourists will experience, which is related to a legend of the Naxi. The modal verb *will* in the final example was used to indicate the promise to potential tourists that the attraction has value and should be visited.

From the above analysis, it can be concluded that the communicative purpose of indicating the conditions that potential tourists will experience is informative. The communicative purpose of offering promises and opportunities to prospective tourists is more persuasive.

Adjectives

In the natural texts, the adjectives were most frequently used in move 5 “Detailing the Product” (49%), followed by move 9 “Additional Information” (20%) and move 4 “Tour Overview” (10.2%). Adjectives in the man-made texts were most frequently used in move 5 “Detailing the Product” (58.5%), followed by move 9 “Additional Information” (10.7%) and move 4 “Tour Overview” (9.9%). So, the adjectives in both categories paid more attention to move 4, move 5, and move 9.

Among these adjectives, the adjectives which appeared in the texts over ten times were analyzed. The rest of the adjectives with the usage of fewer than ten times were excluded. There were 33 adjectives often used in the natural, which are all general descriptive adjectives, except for *best*, *most*, *deepest*, *highest*, and *lower*. And there were 34 adjectives that frequently appeared in the man-made text, except for *best* and *most*, all other adjectives are general descriptive adjectives. So, both types of text preferred to use the general descriptive adjectives.

In the natural texts, the general descriptive adjectives were most frequently used in move 5 “Detailing the Product” (248 times), followed by move 9 “Additional Information” (89 times) and move 4 “Tour Overview” (59

times). As for the man-made texts, general descriptive adjectives were frequently used in move 5 “Detailing the Product” (457 times), followed by move 4 “Tour Overview” (99 times) and move 9 “Additional Information” (71 times). So, the general descriptive adjectives in both types of texts all paid more attention to move 4, move 5, and move 9. These general descriptive adjectives were mainly used to describe the characteristics and evaluate the tourist attractions. For example:

(27)...*the Looking at the Past Pavillion has a **unique** design using dozens of four-storey pillars...*

(28) *A 17 meters-long **iron** chain was used to form the base, with **wooden** planks paved above.*

The adjective *unique* in the first example was employed to describe the design of the attraction as special. It was an evaluation made by the writer. The purpose of using this adjective is to convey information to potential tourists that this place is worth it to visit. In the latter example, the adjectives *iron* and *wooden* were used to modify the chain and planks. It makes the objects that the writer described more detailed and vivid; it easily creates a clear image for the readers.

From the above analysis, it can be concluded that the general descriptive adjectives served two functions, that is, describing the characteristics of the attraction and evaluating the attraction. The communicative purpose of the first one is informative and attractive, while the evaluation is more attractive and persuasive.

As for the superlative adjectives in the natural texts, they were mainly used in move 9 “Additional Information” (31 times), followed by move 5

“Detailing the Product” (25 times) and move 10 “Recommended Itinerary” (11 times). In the man-made texts, they were most often used in move 5 “Detailing the Product” (21 times), move 9 “Additional Information” (9 times) and move 4 “Tour Overview” (4 times). There is a slight difference in move distribution.

Superlative adjectives are mainly used to highlight the attraction’s characteristics, emphasize the value and significance of the attraction, and to give suggestions. For example:

(29) *Baisha is a small village on the plain north of Lijiang, near several old temples and is one of the **best** day trips out of Lijiang.* (move 4)

(30) *In every family, according to the traditions of the matriarchate, women have the **most important** roles and they take on all the responsibilities of the families and the village.* (move 5)

(31) *If you are intrigued by the local traditional culture, the festival time is the **best** time to go.* (move 9)

(32) *Tiger Leaping Gorge is one of the **deepest** gorges on Earth, and is the **best** hiking route in the Lijiang area.* (move 10)

The first example was employed to indicate the status of the day trip to the site compared to other trips offered. In the second sample, *most important* was used to indicate the significance of the woman and highlight the woman’s status in this place as different from others to achieve the purpose of persuading tourists to visit this attraction. The third sample was used to indicate the significance of the attractions as the most popular. In the last sample, *deepest* was used to stress the significances of the Tiger Leaping Gorge, but *best* was used to highlight the unique characteristic of this place for hiking.

From the above analysis, it is shown that the communicative purpose of the first function, i.e., giving advice is more informative while the second function, i.e., indicate the status or significance, is more persuasive.

Conclusion and Discussion

This study analyzed 63 tourist attraction promotional texts, including 38 natural attraction promotional texts and 25 man-made attraction promotional texts. There were 11 moves in the natural text while 12 moves in the man-made text. Move 1 “Headline” is obligatory in both categories, however, move 5 “Detailing the Product” is unique to the man-made texts. Preferences in usage of moves and steps between the two categories are different.

The same communicative purposes ensure the similarities between natural and man-made tourism discourses. The communicative purpose is based on the informative purpose, attractive purpose, and persuasive purpose, which is determined by all of the texts belonging to the promotional genre. As for the differences, they are mainly influenced by special needs which Bhatia calls “private intentions with socially recognized communications purpose.”

For linguistic features, the hidden meaning co-responds to the communicative purpose of the move. First, both the natural and man-made attraction texts prefer to use the modal verbs *can* and *will*. They were most frequently used in move 5, move 9 and move 11. This agrees with the opinions of Henry and Roseberry (1996), Iborra and Garrido (2001) and Bazerman (1998), who found that the modal verbs *can* and *will* were the most frequently used in advertising language, and they were used to indicate promises, opportunities

and to offer information and suggestions to potential tourists. The function of it was informative and persuasive. Second, the adjectives in both categories paid more attention to move 4, move 5, and move 9. Both categories preferred to use the general descriptive adjectives to describe the characteristics of the attraction and evaluate the attraction. This result agrees with the ideas of Vaičėnienė (2006) and Bhatia (1993) that adjectives used in the product description could create an impression for the reader. It is informative and persuasive. As for superlative adjectives were mainly used to highlight the attraction's characteristics, emphasize the value and significance of the attraction, and to give suggestions. So, it is informative, attractive and persuasive. However, the adjectives of both categories also serve another function, that is, giving suggestions. This function was often used in move 9 "Additional Information."

Yunnan province, one of the most popular tourist destinations for international tourists, which is in the top 9 of receiving foreign tourists in China (National Tourism Administration of the People's Republic of China, 2016: 62), has become one of the key industries for local economic development. However, it is hard to find English tourist attraction promotional texts in some places, such as Nie Er Music Square Park. Therefore, the results can offer guidelines for an effective model for writing tourist attraction promotional texts in Yunnan Province, in order to publicize the Yunnan province tourist attractions online, attract more tourists and generate economic benefit. Also, the results may be applicable for teaching writing based on the genre approach.

References

- Bhatia, V. K. (1993). *Analysing Genre: Language use in professional settings*. London: Longman.
- Bhatia, V. K. (2008). *Worlds of written discourse: A genre-based view*. London: Longman.
- Bazerman, C. (1988). *Shaping written knowledge: The genre and activity of the experimental article in science*. Madison WI: University of Wisconsin Press.
- Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. (1993). *Tourism principles and practice*. Essex: Longman.
- Goddard, A. (1998). *The language of advertising*. London: Routledge.
- Holloway, J. C. (1994). *The business of tourism*. London: Pitman Publishing.
- Henry, A., & Roseberry, R. L. (1996). A corpus-based investigation of the language and linguistic patterns of one genre and the implications for language teaching. *Research in the teaching of English*, 30(4), 472-489.
- Inskip, E. (1991). *Tourism planning: An integrated and sustainable development approach*. New York: Van Nostrand Reinhold.
- Iborra, A., & Garrido, F. R. M. (2001). The Genre of Tourist Leaflets. *PASAA*, 32, 71-81.
- Leech, G. N. (1966). *English in advertising: A linguistic study of advertising in Great Britain*. MI: Longmans.
- Leask, A. (2003). The nature and purpose of visitor attractions. In A. Fyall, A. Leask, & B. Garrod (Eds.), *Managing visitor attractions: New directions* (pp. 26-36). London: Butter-worth-Heinemann.

- Lei, J. (2009). *a contrastive genre analysis of scenic spot texts in China and Singapore*. Unpublished master's thesis, College of Foreign Languages of Chongqing University, China.
- Lu, Z. (2010). *Genre analysis of Chinese and British travel brochures*. Unpublished master's thesis, Xi'an Technological University, China.
- Liyang, S. (2016). *A comparative study of English and Chinese tourism discourses from the perspective of genre analysis*. Unpublished master's thesis, Qufu Normal University, China.
- National Tourism Administration of the People's Republic of China. (2016). *The yearbook of China tourism statistics*. Beijing: China Tourism Press.
- Peters, M. (1969). *International tourism*. London: Hutchinson.
- Swaarbrooke, J. (1995). *The development and management*. Boston: CABI Publishing.
- Swales, J. M. (1990). *Genre analysis: English in academic and research settings*. Cambridge: Cambridge University Press.
- Vaičėnienė, J. (2006). The language of advertising: Analysis of English and Lithuanian advertising texts. *Kalbu Studijos*, nr. 9, 43-55.
- Xianqing, L. (2013). *A Genre Analysis of English Tourist Information Texts of Tibetan Destinations*. (Unpublished master's thesis). Graduate School of Lanzhou University of Technology.