

Synopsis of the Research:

TOURISM DISCOURSE: AN ANALYSIS OF THE TOURISM PROMOTIONAL WEBSITES

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As one of the biggest population movement and one of the world's largest economic activities, tourism has become one of the more desirable field to be investigated (Thurlow and Jaworski, 2010; Reisinger, 2009; Urry, 2002). Tourism promotional documents contain detailed description of potential destinations with an attempt to persuade, attract, encourage and seduce potential tourists, this study may contribute to the tourism as additional perspective by presenting the analysis of language and the image contextually. In this way that the tourism is interpreted, explained and described as a major of forces forming the social, political and culture process in this globe. The aim of this research is to gain more insight into the role of language and discourse in tourism promotional websites of the top destination in Southeast Asian, Malaysia, Thailand, Singapore and Indonesia. Therefore, this study is concerned with the linguistic devices by focusing on the lexical choice and syntactical elements of the tourism websites of four top tourism destinations in South East Asian. This study also investigates the visual image of the tourism websites by looking at the modality, salience, the use of collage, participants and serenity. Furthermore, the study will also examine how the tourism websites establish the emotional manipulation and dialogic interaction in persuading the potential tourist.

This study will be the useful contribution to the tourism discursive construction by investigating the role of language in tourism promotion and the way tourism promotional websites convey the meaning. This study is also expected a significant step forward in analyzing tourism promotion websites by employing a multimodal discourse approach as focusing solely on the use of language would disregard a large amount of valuable information that takes part in the meaning making process, especially in promotional media where the visual elements play a great role in this process. Some studies have been conducted regarding the analysis of tourism promotional tools. This research will utilize a qualitative methodology by employing the multimodal discourse analysis. It aims at obtaining in-depth and comprehensive understanding about the tourism discourse, in particular the tourism promotion websites of four top destinations in Southeast Asian .