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Research Paper

Unlocking the Art of Welcome Messages: A Genre Analysis of Welcome Messages on Hotels' Websites

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Abstract

This study is set in a rapidly evolving digital world where websites have become vital, especially in the hotel industry. Hotel industries utilize websites to capture guests' first impressions through a welcome message. As a result, the study probed the typical rhetorical strategies (moves and steps) and the frequently used phrases or clauses in each move and step in the welcome messages on the websites of selected hotels in Western Visayas, where this region is set to claim a significant role in the tourist industry, attracting both local and foreign visitors. Using Google, the researchers used purposeful sampling to gather eligible hotel websites with welcome messages in Western Visayas. For the qualitative data, this study used Swale's Move-Step approach. The result shows that the welcome messages follow a common pattern. The researchers discovered that the corpora have four moves, and each move has one to three steps. These moves and steps represent the typical strategies of hotels' welcome messages. However, the phrases being used, especially the modifiers, vary in their exact formulation but convey the same underlying intention. This study reveals the structured language strategies employed by Western Visayas hotels in their website welcome messages. These findings have implications for ESP education, helping tailor language instruction for the hospitality industry. It aids educators in designing effective language learning strategies in line with evolving communication conventions, enhancing ESP education for specific professions.

Keywords: *Rhetorical strategies (moves and steps); Hotel Websites; Western Visayas; Welcome message; ESP (English for Specific Purposes) Education*

INTRODUCTION

Using digital platforms modernizes business and keeps up with the globalization of the twenty-first century while also becoming more appealing to their target audiences. According to (Parker & Van Alstyne, 2010), digital platforms prove to be game changers and have superseded conventional business models dependent on the premise of creating and marketing more in order to acquire revenue. The study of (Prabowo et al., 2023) also agree that digital marketing, along with perceived quality and price, affects the brand image and influences repurchase intention. According to the study conducted by (Alshammare et al., 2022), there's an affirmative relationship between website quality and customer loyalty, as well as a flattering association between e-trust and consumer satisfaction. Designing a business website that potential clients may visit for more information or advertising the business is one way to use the digital platform. Every business website additionally needs a compelling welcome message to capture and maintain the visitor's attention. Welcome messages on hotel websites function as a communication tool that greets visitors when they visit the website. People who are greeted warmly and genuinely feel cared for, valued, and like they made the right decision choosing a particular business over another. The main purpose of hotel welcome messages is to express appreciation to potential customers and provide access to more information. Furthermore, the reliability of the information influences consumer purchase intent. The second most influential factor affecting consumer purchase intentions is the demand for more information (Santanagopalan & Krishnaraj, 2023). In the 21st century, websites are preferable to printed advertising materials when it comes to marketing hotel amenities since it

is common knowledge that the Internet is one of the most powerful communication tools in the world, as it is an information medium with a large scope and multimedia functionality (Ahmed et al., 2019). With more individuals spending time online, particularly on social media platforms, the digital world has become a lifeline for businesses. This enables them to reach and maintain communication with customers effectively (Putri & Hermawan, 2021). Given that the welcome messages on hotel websites attract the attention of potential guests, the researchers will examine the rhetorical strategies (moves and steps) of the welcome messages of selected hotels in Western Visayas through genre analysis.

According to the University of Sheffield, the term "genre" describes groups of texts that have certain characteristics in common, such as how they are structured and expressed for a certain audience and purpose. On the other hand, "analysis" is a thorough examination of a topic in order to understand its importance. As stated in the Cambridge Dictionary of Philosophy, analysis is a way of reconstructing an idea, claim, linguistic complex, or fact into its basic or fundamental parts. As studied by (Cao & Guo, 2015), "Genre Analysis" is the study of language use in a specific context, whereas it is an outcome of multidisciplinary research that involves discourse analysis as well as stylistic analysis.

Thus, this study will provide the hotel businesses in Western Visayas an opportunity for both the community and government to boost state revenues and enhance the well-being of the guests who visit the region (Sari et al., 2023) since the rapidly changing digital platforms where businesses and tourism industry, especially in the hospitality industry, take advantage of the effective digital strategies to offer valuable insights for hotel businesses specifically creating welcome messages on their hotel homepages for websites. There are several studies on hotel homepages and websites; however, these studies failed to analyze the welcome message of hotel websites, specifically in the Philippines. (Cheng & Suen, 2014) studied the language and visual images of the homepages of five-star hotels in Hong Kong and the professional and social practices of website design, construction, and use for the hotel homepages. On the other hand, (Leelertphan, 2017) investigated the Comparative Genre Analysis of Boutique Hotel Webpages in Thailand and New Zealand, while (Thumvichit, 2016) investigated the Hotel Responses to Positive reviews based on Evidence from Tripadvisor.com, (Panseeta & Todd, 2014) on the other hand, studied the 5-star hotel's responses to negative reviews on TripAdvisor, and (Cheng & Suen, 2014)only focused on Multimodal analysis of hotel homepages, a comparison of hotel websites across different star categories.

In view of these studies, this research will analyze (1) the typical rhetorical strategies (moves and steps) of welcome messages on the websites of hotels in Western Visayas and (2) the frequently used phrases or clauses in each move and step being utilized in the welcome messages on the websites of selected hotels in Western Visayas. This will contribute to the knowledge of hotel management students, specifically in the field of marketing.

LITERATURE REVIEW
Welcome Message

Welcome messages are essential in establishing a sense of warmth and hospitality, building a personal connection with guests, and offering valuable information about the hotel and its services (Martorell Cunill et al., 2019). The research explores successful marketing strategies used in hotels and emphasizes the importance of personalized greetings to enhance customer experiences and encourage loyalty. This is particularly important in a highly competitive industry.

To back up Cunill's point of view, (De Pelsmacker et al., 2018) investigated the impact of digital marketing methods on hotel performance. They conducted a study on how personalized welcome messages in online reviews affect customer behavior, brand loyalty, and the guest experience. The hotel may develop meaningful ties with returning guests and persuade them to

choose the facility for future visits by introducing a personalized welcome messaging system.

Further emphasizing the significance of welcome messages, (Buhalis & Law, 2008) explore the transformative influence of information technology on the tourism industry, showing that it has revolutionized business-consumer relations and emphasizing the importance of welcome messages. Their research looks at the rise of social media as a vital communication and cooperation platform in the tourism industry. Similarly, (Heller Baird & Parasnis, 2011) explore social customer relationship management and its impact on hotels' interactions with consumers using social media platforms like Facebook, Twitter, and YouTube to enhance their overall experience.

Although there is limited research on hotel welcome messages, studies have shown that enhancing guest satisfaction, personalization, and emotional experiences can improve them. (Padma & Ahn, 2020), studied guest satisfaction and dissatisfaction in luxury hotels, focusing on the role of big data. The study did not specifically investigate welcome messages, but it revealed valuable information on various factors that impact guest satisfaction. This information can be utilized to enhance welcome messaging and, ultimately, elevate the guest experience at the hotel.

According to (Chathoth et al., 2016), the initial impression a hotel provides to its guests sets the tone for their entire stay. Throughout their stay, hotels must deliver excellent service and personalized experiences to their visitors. They emphasize the importance of a warm and personalized welcome message in creating an impression, enhancing tourist satisfaction, and establishing an emotional bond. By going above and beyond to make guests feel valued and appreciated, hotels can foster a sense of loyalty and leave a positive impression on customers.

Additionally, (Xiang et al., 2017) demonstrated that personalized messages customized to the individual preferences of visitors boost guest satisfaction significantly. Customizing a warm and cheerful message is crucial for creating a welcoming atmosphere that evokes positive emotions such as joy and eagerness, ultimately resulting in guest satisfaction with their hotel stay. Conversely, a generic or dull welcome message can lead to negative feelings and disappointment.

Moreover, (Riyantika et al., 2020) investigated the language needs of hotel workers in developing English abilities based on a needs analysis. They determined that the guests' accents, dialects, and intonation could all have a significant impact on their communication.

Drawing on the insights provided by these studies, it becomes evident that incorporating welcome messages on hotel websites as part of a comprehensive social media strategy can greatly enhance the guest experience, build customer loyalty, and maximize the benefits derived from digital marketing efforts.

Hotel Websites

A hotel website is an online communication channel and serves as the online profit platform for hotel services and product information (Huang et al., 2023). Hotel websites can be considered Internet marketing tools, which, according to (Shuai & Wu, 2011), positively affect hotel performance with the possibility of increased success. In addition, internet marketing has become an innovative tool for hotels to offer travel information and online transactions. Several studies claim that building or creating hotel websites can positively influence the hotel's performance; thus, hoteliers and managers should use the full range of Internet features available.

A study evaluating the hotel domains in Taiwan from an online advertising standpoint by (Shuai & Wu, 2011) adheres that advertising on the internet has the potential to have an influence on the business performance of tourist hotels. Well-designed websites for hotels with informative content may boost hotel performance by increasing sales volume and improving reputation. Website marketing is convenient, especially when dealing with the intangible nature of hotel servicing and leveraging in hotel business competition. Hence, adopting a strategic Internet approach, such as creating their website brand, is essential and beneficial to hoteliers and their

business success.

The study of (Chang et al., 2014) states the relationship between website quality and perceived trust is significant for customers who perceive a better website brand. Hence, building a well-established website brand gives hotels a competitive advantage, creates distinctiveness, and engages customers.

According to (Salem & Čavlek, 2016), hotel websites with proper distribution channels and successful content ensure low expenses for distribution, increased income, and a bigger share of the market. The study also emphasizes the importance of the Internet in the Hospitality Industry. Hence, utilizing the Internet is essential as it is a channel of distribution for customers and leverages the significance of hotel website content for online marketing channels. Furthermore, the study suggests that hotel managers should create websites to support their business brand as an advertising strategy and a sales-oriented platform.

The examination of hotel websites and the welcome messages they contain is one area of ESP that has drawn interest. A welcome message is a potential customer's first point of contact with a hotel, and (Meyer & Schwager, 2007) claim that it has a big influence on whether or not they choose to make a reservation.

These studies on the significant role of hotel websites in the hotel field offer numerous benefits to hoteliers and students studying marketing. Other related studies focused on consumers' perceptions of specific dimensions and attributes of hotel websites (Law & Hsu, 2006), evaluation of hotel website contents (Salem & Čavlek, 2016), and innovative features in the hotel industry (Ćurlin et al., 2019); however, none of the studies focus on the genre analysis of welcome messages on hotel websites.

Genre Analysis

According to (Ötügen et al., 2021), in the English for Specific Purposes (ESP) custom, genre analysis focuses on how communication works presented in terms of moves and steps, as well as the characteristics of the language of these functions. Genre Analysis in the English for Specific Purposes (ESP) tradition focuses on communicative functions articulated in terms of moves and steps, as well as the linguistic features of these functions. With the rise of English as a lingua franca, English for Specific Purposes (ESP) arose to analyze the linguistic aspects of specialized texts, initially through register analysis and later through genre analysis (Dudley-Evans & St John, 1998)

The study of (Flowerdew & Wan, 2006) published a study as one of the studies that used genre analysis. The study investigates the niche discourse community of accountants who specialize in taxes. This type of genre analysis offers valuable data from actual language use that can be applied to the teaching of ESP (Flowerdew & Wan, 2006).

The study of (Ding, 2007) employed genre analysis to investigate the personal statement as a genre's move structures, underlying patterns, text-audience relations, and communicative aims. The rhetorical move structure found in this study simplified the construction of persuasive materials by unraveling the composition of personal statements and other relevant promotional categories (Ding, 2007).

The study by (Luo & Huang, 2015) collected 35 tourism leaflets from Western America's top 20 tourist attractions. It utilizes Bhatia's move-structural model in the advertisement as the theoretical framework for generalizing a particular framework for a tourist leaflet with eight moves. According to the findings of this study, American tourism brochures employ an eight-move generic model, namely, Move 1: attracting tourists' attention; Move 2: targeting the market; Move 3: establishing credentials; Move 4: highlighting specialties; Move 5: detailing the tourist destination; Move 6: offering incentives; Move 7: providing service information; Move 8: soliciting responses.

On the other hand, (Jalilifar & Beitsayyah, 2011) conducted the generic patterns for business texts as well as the lexicogrammatical elements of 200 English and Persian letters using qualitative and quantitative methodologies in an analytical framework. According to the study's findings, the framework suggested that letters of inquiry cover certain characteristics that influence need, position, authority, and connected cooperation—factors that influence corporate globalization.

The study of (Martín & Pérez, 2014) compared the common rhetorical approaches in the beginning paragraphs of 80 research publications in English used in writing with 80 produced in four disciplines of the health sciences and Humanities/Social Sciences in Spanish. The findings demonstrated that, within the same area, English writings have had a greater amount of rhetorical support than Spanish texts. When the two major fields are compared, the visibility of Spanish texts in Health Sciences is greater than that of English (and Spanish) publications in Humanities/Social Sciences.

The advent of the World Wide Web has opened up new opportunities for applying genre analysis to electronic literature. This opens up a new field for scholars to comprehend traditional information as presented on the World Wide Web (Villanueva et al., 2018). Villanueva et al.'s study examined the academic over the internet genre as shown by AAOU members in their different "About Us" sections. This study determined that the findings from the move analysis and keyword analysis of the "About Us" sections of the AAOU members' websites serve as advertising and distinguishing platforms for the universities. The results of the concordance study, on the other hand, show a diversity in the usage of words by AAOU member universities, which are thought to indicate key trends in the field of open and remote education.

There is another study that brought genre analysis on website texts; the researchers came across the importance of establishing frameworks as the foundation in the design and development of the aforementioned resources by using the genre analysis lens in looking into linguistic traits and movement frameworks of the selected advertising and marketing advertisements for an International School (Bote & Robles, 2021).

English for Specific Purposes

English for specific purposes (ESP) is a branch of English language teaching that is focused on providing learners with the language skills and communication abilities that they need to succeed in a specialized field or industry (Fiorito, 2022). In recent years, there has been an increased focus on ESP in the hospitality industry, which is rapidly expanding in many parts of the world (Zahedpisheh et al., 2017).

One area of ESP that has received attention is the study of hotel websites and the welcome messages that they contain. In a study conducted in 2019, researchers analyzed travel guides of selected agencies in the Philippines and other Asian countries to determine how they used language to appeal to their customers. It identified the common rhetorical strategies used in their welcome messages - a combination of persuasive and informative language (Alali et al., 2019).

Moreover, according to (Guest, 2021), many hotels highlight their unique features, such as their location or amenities, and use persuasive language to encourage customers to book a room. However, some hotels also use informative language to provide customers with important details about their rooms and services (Clickblogger, 2022).

With respect to the said studies, effective communication in the hotel industry, particularly in the initial stages of customer engagement, is significant.

RESEARCH METHOD

This section presents the research design, research instrument, participants of the study/ corpus of the study, data collection procedures, data analysis, and ethical considerations.

Research Design

This study used a qualitative research design. The study of (Creswell, 2012) claimed that qualitative research was utilized to determine and recognize the significance that specific people or groups gave to social human problems. This design was used in various genre analysis studies, including the Comparative Genre Analysis of Thai and UK Hotels' Responses to Complaints on TripAdvisor by (Thumvichit, 2016), the Genre Analysis of Five-Star Hotels' Responses to Negative Reviews on TripAdvisor by (Panseeta & Todd, 2014), and the Genre-based Analysis of Travel Guides: A Study on Malaysia, Thailand, and the Philippines by (Alali et al., 2019). Considering the qualitative research design's advantage is its ability to describe difficult-to-measure procedures and patterns of human behavior (Tenny, 2022), the researchers found the design relevant to the study when it came to analyzing the pattern of the welcome message on websites of selected hotels in Western Visayas.

Research Instrument

The researchers used Swales' Move Analysis to analyze the patterns in the welcome message on the website of the selected hotels in Western Visayas. John Swales created move analysis to describe the organizational patterns of research papers, and it sparked significant research on the rhetorical structures of academic and professional texts (Biber, 2007). The researchers created a table that consisted of three columns: the first column for the "move name," the second column for the "step name," and the third column for the "Example." In Swales' Create a Research Space (CARS) model, "Move" was defined as a discourse or rhetorical unit in a written or spoken speech that fulfilled an integrated communication purpose (Swales, 2004). In other words, "a move was viewed as a genre phase that served a specific, minor communicative purpose, and which in fact supported a genre's primary communicative aim." (Santos, 1996). A "step" was considered a sub-move because it was located beneath each move, and each individual step served a specific communicative function related to the communicative objective of the move (Dudley-Evans & St John, 1998). The rows of the table depended on how many moves and steps the researchers found in the corpus.

Corpus of the Study

The researchers used purposive sampling, specifically stratified purposeful sampling, to gather the corpus of the study. In the study titled "Purposeful Sampling for Qualitative Data Collection and Analysis in Mixed Method Implementation Research"(Aarons et al., 2012; Landsverk et al., 2012; Palinkas et al., 2011; Proctor & Mo, 2009), the researchers frequently cited Patton as an authority on the topic of purposeful sampling. Patton (1990-2002), cited by (Aarons et al., 2012; Landsverk et al., 2012; Palinkas et al., 2011; Proctor & Mo, 2009), introduced a widely-used technique in qualitative research called purposive sampling, which referred to the selection of information-rich cases focusing on an in-depth understanding by gathering standardized information from a large statistical sample. (Patton, 2002) also suggested the 16 types of purposive/purposeful sampling. Among the 16 types included stratified purposeful sampling involving the division of the corpus into strata based on factors such as geographical location and star ratings of hotel class in the case of this study. Hence, the strategy provided leverage to the researchers to ensure the suitable corpus of the study to identify the typical rhetorical strategies (moves and steps) and the frequently used phrases or clauses in each move and step being utilized

in the welcome messages on the websites of selected hotels in Western Visayas.

This study focuses on Western Visayas and not other regions/places because of the local significance and geographic relevance. Consequently, it provides an ideal setting for conducting a genre analysis on hotel websites and generating insights that help Western Visayas understand the hospitality industry. With a vibrant tourism industry, diverse attractions, and a range of hotels, the region also hosts world-class tourist destinations such as Boracay, Iloilo City, Bacolod City, and Guimaras. In addition, data availability enhances the feasibility and practicality of the study by providing the researcher with a sufficient corpus for genre analysis. Western Visayas tourism industry can benefit from genre analyses of hotel websites as they contribute to understanding and improving it.

The corpus of the study was the "welcome message" found on the official websites of hotels within Western Visayas. In the case of this study, the researchers utilized stratified purposeful sampling in selecting the "welcome message" of hotel websites by stratifying the hotels based on hotel class ratings ranging from 3 to 5 stars, as indicated in the Google results list. A total of 38 welcome messages from hotel websites within Western Visayas had passed the given criteria. The researchers stratified the hotel websites into three levels to make sure that each star-class rating had a representative. In addition, the selection of hotel websites also met the following criteria: Hotels were located in Western Visayas with operational websites, and the websites contained a Welcome Message written in English. Hence, the researchers were able to collect three welcome messages from the websites of 5-star hotels, six from 4-star hotels, and 29 from 3-star hotels.

Data Collection Procedures

The researchers acquired data by conducting Google searches using the terms ``hotels in [a specific region within Western Visayas (ex. Negros Occcidental)]." The researchers also filtered the list of hotels according to hotel class, ranging from 3 stars to 5 stars.

Google provided a total of 227 registered hotels in the region Aklan, 53 hotels in Negros Occidental, 5 from Guimaras, 7 from Antique, 13 from Capiz, and 32 from Iloilo. A total of 337 hotels are registered in Google ranging from 3-star hotel class to 5-star hotel class.

The researchers then used a table to examine the public hotel websites, specifically in Western Visayas, and identify the hotel websites to be analyzed based on the following criteria: location, hotel class rating, welcome message availability, and language. A total of 3 five-star hotel class rating, 6 four-star hotel class rating, and 29 three-star-class hotel has an eligible functioning hotel website with a welcome message written in the English Language. Out of 337 hotel websites, only 38 have been eligible that have passed the provided criteria.

After the collection, the researchers examined the corpus by reading the content of the welcome message on hotel websites and using Swales' move-step approach to each welcome message collected. Each hotel website was examined by the researchers to verify the authenticity and functionality of the hotel websites. The researchers also checked if the hotel is registered to other online booking platforms such as Trip.com and Agoda.com to confirm that the hotel websites gathered by the researchers not only exist in the Google search list but also ensure the representativeness and reliability of the selected hotel websites for the research study.

Data Analysis

The researchers utilized a move-step approach to analyze the data. According to (Swales, 2004), a move-step approach of genre analysis was about studying moves within a text and was viewed as a means of examining the rhetorical structure of a specific genre of welcome message on hotel websites. The researchers attentively went through each of the collected hotel welcome

messages and identified the moves and steps used in each welcome message. Swales' move-step approach had been used to divide texts into significant units, the moves and the steps. After reading, using Swales' move analysis, the researchers identified the moves and steps used in each welcome message, and they provided a sample sentence or phrase that was frequently used in each step. Finally, the researchers identified the commonalities of steps among the corpus in order to create a standard structure for welcome messages on hotel websites.

Ethical Consideration

In conducting this study, these ethical considerations were practiced by the researchers: they gathered the welcome messages of hotels in Western Visayas that were posted in the public domain only, the names of the hotels were not revealed in the study, and the welcome messages gathered stayed on the researchers' device during the conduct of the study, and they were deleted one week after the study had been submitted to the course professor.

FINDINGS AND DISCUSSION

This section deals with the presentation, analysis, and interpretation of the data in connection to the specific problems of this research article.

Findings

Table 1. Typical rhetorical strategies (moves and steps) of welcome messages on the websites of hotels in Western Visayas

Move Name	Step Name
Move 1: Greetings	**Step 1:** Welcoming
Move 2: Introduction	**Step 2a:** Setting the Ambiance
	Step 2b: Featuring the Location
Move 3: Highlighting Features and Benefits	**Step 3a:** Describing the Amenities
	Step 3b: Promoting the dining and bar experience
Move 4: Encouraging guests and Concluding	**Step 4a:** Reiterating the sense of being at home and the hotel's commitment to serving guests
	Step 4b: Offering the opportunity to start booking
	Step 4c: Concluding message with an invitation

As shown in Table 1, the researchers discovered four moves that are commonly used in the corpus. Each move has one to three steps. These moves and steps represent the typical strategies of hotels' welcome messages. In this genre, the welcome messages of hotel representatives in Western Visayas follow a similar pattern.

The welcome messages generally started with a greeting move "Welcome to [Hotel name]!" to embrace the potential guests that visit the website of the hotel. Following move 1 is the Introduction move, which contains two steps: Step 2a is Setting the ambiance, which aims to make a positive and memorable first impression on the guests as they visit the hotel website; Step 2b is featuring the location emphasizing the advantages and attractions of the local area, and encouraging guests to explore and enjoy their stay to the fullest. The third move is the Highlighting Features and Benefits. This move also contains two steps. In step 3a, the hotels commonly describe their amenities, establishing clear expectations for guests regarding the amenities and services

accessible to them during their stay. In step 3b, the hotels promote their dining and bar experiences, encouraging guests to explore and enjoy the on-site food and beverage offerings of the hotel. To conclude their welcome message, the corpus commonly Encourages guests and Conclude which is the fourth move that contains three steps: Step 4a is Reiterating the sense of being at home and the hotel's commitment to serving guests where the welcome messages of the Hotel websites first seek to build a rapport with their guests in order to assure them that they will be taken care of their needs and expectations, through a consistent emphasis on feeling at home and confident in their decision to stay there by offering the opportunity to start booking which is step 4b of this move. The hotel will take advantage of the emotions experienced by potential guests at this time to provide a smooth and convenient booking process, which in turn encourages them to make their reservations and closes it with a concluding message with an invitation, which is Step 4c to complement the overall marketing efforts.

Table 2. Frequently used phrases or clauses in each move and step used in this genre.

Move and Step	Example
Move 1: Greetings Step 1: Welcoming	"Welcome to [Hotel name]!"
Move 2: Introduction Step 2a: Setting the Ambiance	"On a stretch of pure white beach, surrounded by lush tropical flora and a riot of flowers, lies the [Hotel name]."
Step 2b: Featuring the Location	"[Hotel name] is a fresh place situated/located in [island in Western Visayas]..."
Move 3: Highlighting Features and Benefits Step 3a: Describing the Amenities	"Relax in bright, airy rooms with modern furnishings, flat-screen TVs, free Wi-Fi, and huge windows with views of [Name of the City, Municipality, Province, or Island where the Hotel is located]."
Step 3b: Promoting the dining and bar experience	"Feast at [Hotel name]'s beachfront restaurant Paraiso Bar & Grill" *(Applicable to Hotels with beachfront restaurants)*
	"Indulge in all-day buffets, light nibbles, and creative drinks at our lobby or poolside bars, as well as scrumptious meals at the hotel restaurants."
Move 4: Encouraging guests and Concluding. Step 4a: Reiterating the sense of being at home and the hotel's commitment to serving guests	"At [Hotel name], we place immense value on creating a welcoming atmosphere that truly feels like home. Our dedicated staff is committed to serving our guests with the utmost care and ensuring their comfort throughout their stay."
Step 4b: Offering the opportunity to start booking	"Take the first step and secure your reservation now, offering you the opportunity to book your stay ahead of time. Just click the "Book" icon!"

Move and Step	Example
Step 4c: Concluding message with an invitation.	"See you in [Hotel name]'s!"

As shown in Table 2, the hotel management uses several common phrases when writing their welcome message. In Move 1, Step 1, hotels commonly use the phrase "Welcome to [Hotel name]" in welcoming the potential guests that browse their websites. It acts as a friendly greeting, making guests feel acknowledged and valued right away. In Move 2, Step 2a, an example of a phrase being used to set the ambiance is "On a stretch of pure white beach, surrounded by lush tropical flora and a riot of flowers, lies the [Hotel name]." In Step 2b, Featuring the Location, the hotels generally use the phrase "[Hotel name] is a fresh place situated or located in [island in Western Visayas]...". In Move 3, Step 3a, the hotels commonly use the phrase "Relax in bright, airy rooms with modern furnishings, flat-screen TVs, free Wi-Fi, and huge windows with views of [Name of the City, Municipality, Province, or Island where the Hotel is located]" to describe their amenities. In Step 3b, the hotel generally uses the phrases "Feast at [Hotel name]'s beachfront restaurant Paraiso Bar & Grill" (Applicable to Hotels with beachfront restaurants) and "Indulge in all-day buffets, light nibbles, and creative drinks at our lobby or poolside bars, as well as scrumptious meals at the hotel restaurants" in promoting the dining and bar experience in their hotels.

Lastly, in Move 4, Step 4a, the hotels reiterate the sense of being at home and the hotel's commitment to serving guests by using the phrase, "At [Hotel name]'s, we place immense value on creating a welcoming atmosphere that truly feels like home. Our dedicated staff is committed to serving our guests with the utmost care and ensuring their comfort throughout their stay.". In Step 4b; the hotel offers the opportunity to start booking by generally using the phrase "Take the first step and secure your reservation now, offering you the opportunity to book your stay ahead of time. Just click the "Book" icon!" and conclude the welcome message with an invitation in Step 4c by commonly using the phrase "See you in [Hotel name]'s!". However, from Move 2 until Move 4, the phrases being used, especially the modifiers, in the welcome messages on the websites of selected hotels in Western Visayas may vary in their exact formulation but convey the same underlying intention.

Discussion

As stated in this study, the primary purpose is to develop materials for English for Specific Purposes (ESP) courses, focusing on English for the Hotel industry. Genre analysis plays a crucial role in this process, as it enables ESP material developers to shape the language for specific professional purposes, catering to the needs of students who require preparation for real-world, professional settings. The findings of this study revealed common movements and processes in hotel welcome messages. It has provided excellent insights into the typical structures and linguistic aspects utilized in hotel welcome messages, which can be useful for teaching business English to second language (L2) learners. Similarly, Athip Thumvichit's study yields the same conclusion when it investigates hotel responses to good reviews on TripAdvisor.com (Thumvichit, 2016). It finds 151 communication units divided into five groups, each with a specific function. The responses are divided into five steps, indicating the functional organization of hotels' responses to favorable evaluations.

When it comes to the formulaic personality of hotel answers to positive ratings, this study by (Thumvichit, 2016) reveals that these responses tend to be generic and conventionalized. Thanking

and apologizing are typical and standardized actions. However, the manner in which hotels address particular issues identified in the original customer feedback varies. Similarly, the study's findings demonstrated that from Move 2 to Move 4, the phrases utilized, particularly the modifiers, in the welcome messages on the websites of chosen hotels in Western Visayas may differ in their exact phrasing but have the same underlying goal.

According to (Panseeta & Todd, 2014), it is crucial to acknowledge that even after learners identify text structures, they may still struggle to produce meaningful messages. To enhance learners' English proficiency, it's crucial to take into account and address their individual learning styles and strategies (Romero et al., 2023). As a result, a comprehensive language learning plan should involve pattern recognition as well as critical thinking skills, enabling learners to develop authentic and contextually relevant responses. Furthermore, as (Zhang, 2013)emphasizes, when writing professional texts, students must evaluate the relevant rights and obligations of the parties to the business transaction. This contextual awareness ensures that welcome messages are tailored to the expectations of potential guests.

The research provided a complete analysis of the language preferences and stylistic choices made by hotels in Western Visayas in their welcome messages by identifying the frequently used phrases and clauses within each move and phase. This study contributes to the field of ESP (English for Specific Purposes) by providing practical implications for enhancing language education tailored to the specific needs of the hospitality industry.

CONCLUSIONS

This study sheds light on the intricate language strategies employed by hotels in Western Visayas to engage and entice their online visitors, enriching our understanding of communication within the context of the hotel industry.

The researchers found that welcome messages on the websites of selected hotels in Western Visayas follow a standard format, revealing a structured pattern consisting of four moves with distinct steps that serve as the backbone of these messages. These moves include Greetings, Introduction, Highlighting Features and Benefits, and Encouraging Guests and Concluding.

This genre analysis provides significant implications for English for Specific Purposes (ESP) education, particularly in the field of language instruction for the hospitality industry. The identified phrases and clauses include warm greetings, vivid descriptions of ambiance and location, detailed amenities, enticing descriptions of dining experiences, reassurance of guest comfort and commitment to service, offers to start booking, and closing with inviting statements. While the exact wording may vary, these phrases convey a consistent message of hospitality, comfort, and the promise of a memorable stay.

Furthermore, this study will assist educators in establishing effective language learning strategies consistent with the conventions and expectations of hotel welcome messages where they can utilize Information and Communication Technology (ICT) in their teaching as a medium since (Agustin et al., 2023) agreed it makes learning and teaching interesting such as versatile tools, including videos, which can stimulate learner involvement (Beni Akhy & Parama Iswari, 2021). As the world of communication evolves, it is essential to tailor ESP education to the needs of certain professions, and this study serves as a significant improvement in that regard.

LIMITATION & FURTHER RESEARCH

Upon collection of data, only 38 welcome messages were eligible for analysis, three from 5-star hotels, six from 4-star hotels, and 29 from 3-star hotels. Consequently, the study only considered hotels in the Western Visayas region, which further limits the generalizability of the findings to other regions or countries. Additionally, the study focused solely on the rhetorical

strategies and phrases used in the welcome messages. Hence, the lack of assessment of the impact of welcome messages on customer decision-making or behavior leaves a significant gap in understanding their practical implications. Thus, the limited availability of data with only a subset of hotels in Western Visayas having functioning hotel websites with welcome messages and solely focusing on rhetorical strategies and phrases reflects the outcome of the study.

Based on the results of the study, the researchers formulated the following recommendations for future studies:

1. The study focuses on hotel websites in Western Visayas, limiting the generalizability of the findings to other regions or countries. Hence, future studies should consider expanding the geographical scope beyond Western Visayas to increase the generalizability of the findings. This would allow for a more diverse sample of welcome messages and would increase understanding of regional or cultural differences in these messages.

2. The study revealed four moves commonly used in the Welcome Message on Hotel Websites. Each move has one to three steps representing the typical strategies of hotels' welcome messages. Thus, the researchers recommend conducting further studies to recognize the impacts of welcome messages on hotel websites on customer decision-making through surveys and interviews with hotel guests.

The study revealed the frequently used phrases or clauses in each move and step used in the genre analysis of welcome messages on selected hotel websites. There are three welcome messages from the websites of 5-star hotels, six from 4-star hotels, and 29 from 3-star hotels. These welcome messages have different phrases or clauses in each move and step based on the hotel class of hotel chains. Thus, a comparative study of welcome messages from different hotel classes could highlight these differences and potentially identify which strategies are more effective.

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APPENDICES

Appendix A. Swales' Move Analysis table

Move Name	Step Name
Move 1: Greetings	**Step 1:** Welcoming
Move 2: Introduction	**Step 2a:** Setting the Ambiance
	Step 2b: Featuring the Location
Move 3: Highlighting Features and Benefits	**Step 3a:** Describing the Amenities
	Step 3b: Promoting the dining and bar experience
Move 4: Encouraging guests and Concluding	**Step 4a:** Reiterating the sense of being at home and the hotel's commitment to serving guests
	Step 4b : Offering the opportunity to start booking
	Step 4c: Concluding message with an invitation

Appendix B. Frequently used phrases or clauses in each move and step used in this genre

Move and Step	Example
Move 1: Greetings Step 1: Welcoming	"Welcome to [Hotel name]! "
Move 2: Introduction Step 2a: Setting the Ambiance	"On a stretch of pure white beach, surrounded by lush tropical flora and a riot of flowers, lies the [Hotel name]."
Step 2b: Featuring the Location	"[Hotel name] is a fresh place situated/located in [island in Western Visayas]..."
Move 3: Highlighting Features and Benefits Step 3a: Describing the Amenities	"Relax in bright, airy rooms with modern furnishings, flat-screen TVs, free Wi-Fi, and huge windows with views of [Name of the City, Municipality, Province, or Island where the Hotel is located]."
Step 3b: Promoting the dining and bar experience	"Feast at [Hotel name]'s beachfront restaurant Paraiso Bar & Grill" *(Applicable to Hotels with beachfront restaurants)* "Indulge in all-day buffets, light nibbles, and creative drinks at our lobby or poolside bars, as well as scrumptious meals at the hotel restaurants."
Move 4: Encouraging guests and Concluding Step 4a: Reiterating the sense of being at home and the hotel's commitment to serving guests	"At [Hotel name]'s, we place immense value on creating a welcoming atmosphere that truly feels like home. Our dedicated staff is committed to serving our guests with the utmost care and ensuring their comfort throughout their stay."

Move and Step	Example
Step 4b : Offering the opportunity to start booking	"Take the first step and secure your reservation now, offering you the opportunity to book your stay ahead of time. Just click the "Book" icon!"
Step 4c: Concluding message with an invitation.	"See you in [Hotel name]'s!"