Uncovering the Linguistic Issues in Tourism Promotional Texts: The Case of the Tourism Authority of Thailand's English Website

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ABSTRACT

After the pandemic has ceased, high expectations have been raised for the tourism industry to generate quick and substantial income for Thailand as a remedy for the sluggish economy. The Tourism Authority of Thailand (TAT) plays a key role in informing and inviting foreign tourists to visit the country. TAT's official English website is another channel for the dissemination of tourism promotional texts (TPTs) to prospective visitors around the world. Quality TPTS are thus considered crucial not only for the provision of necessary information but also for the first impression of the country. This paper identifies linguistic issues found on the TAT's English website about the capital city of Bangkok and suggests revisions. The Bangkok webpage comprises 12 sub-menus, with a total of 232 sentences, all of which were used as data. Two assessors verified the analysed data to confirm the correct analysis. The study found syntactic and semantic issues at the word and sentence levels and stylistic issues at the sentence and paragraph levels. The syntactic flaw (79.22%) is found to be more problematic than the semantic one (20.78%). As for the stylistic mismatch, the TAT's English TPTs are not in line with

the suggested web writing style consisting of the use of simple sentences, conciseness, one idea per paragraph, and the pyramid writing style. Basic revisions to maintain the original sentences were justified by an online English grammar checker QuillBot in order to improve the TPT's quality.

Keywords: linguistic issues, Thailand tourism, Tourism Authority of Thailand, tourism promotional texts, web writing style

Introduction

Since the ease of the COVID-19 pandemic from mid-2022 onwards, a number of countries have reopened their doors to welcome foreign visitors as tourism is seen as a quick and effective way to solve their economic downturn. In the case of Thailand, in 2019, pre-pandemic, tourism generated almost THB2 trillion (approximately USD57.8 billion), which was 11% of GDP (Surawattananon et al., 2021, p. 3). In 2023, at least 30 million tourists were expected to visit the country and spend THB1.5 trillion (approximately USD43.74 billion) (Thailand beats Q1, 2023). With this large amount of income, it is undeniable that the tourism industry is a main engine that drives the Thai economy.

The state agency in charge of Thailand tourism promotion is Tourism Authority of Thailand (TAT). This official tourist board, as a part of their responsibilities, produces promotional materials that provide information about and promote destinations in the country to those who are interested in visiting the kingdom. The promotional materials are produced in conventional printed materials and online media such as websites and other social media platforms. Currently, the online channel is undoubtedly the most effective due to its cost-saving and ease-of-access. An attractive tourism website is therefore vital because it can transform readers into tourists (Novozhilova et al., 2018, p. 2). In addition to high-quality non-verbal elements such as images, videos, and audio, appealing tourism websites should be equipped with compelling verbal resources that capture the attention of readers, as Dann (1996, p. 2) posits that the language used on the websites should be persuasive and effective at converting potential clients into actual clients. Ideal tourist promotional texts (TPTs) thus should have both informative and, most specifically, persuasive strength.

To achieve such a goal can even be more challenging, as most TPTs are produced in foreign languages for international audiences, either by translating or writing in a non-native language. As in the case of the TAT's English website, the opening sentence of the 'Bangkok' webpage under the 'Destinations' menu is: "An increasing of tourists visiting Bangkok each year has proven that Bangkok is always a popular City for tourists." (Tourism Authority of Thailand, n.d., Bangkok, para. 1). At least two linguistic issues can be spotted in this sentence, both of which are syntactic ones: the phrase should add 'number' to be 'An increasing number of tourists'; and the capitalisation of 'City' should be changed to 'city'. Such flaws suggest that the sentence may not have been written or edited by a native speaker of English. This example of linguistic issues (and many more found in the analysis) might not significantly affect tourists' decisions to visit the country; however, quality TPTs undeniably create a first impression and reflect the country's meticulous attention to detail.

A significant portion of TPTs today is created in the form of a website. It is argued that this specific electronic medium differs substantially from traditional printed products in terms of the structural, technical, and textual elements (Cappelli, 2008; Pierini, 2007; Veselica Majhut, 2021). Contents of webpages are structurally produced to be read in a top-down manner rather than in the left-right style of a book with a flip of a page. Textually, webpages contain both verbal (title, menu, body, caption, etc.) and visual (graphic, photo, icon, video clip, etc.) elements, with sometimes acoustic resources (background music). A navigation bar with menus of different topics usually appears at the top, where the reader/viewer can technically and interactively change from one page to another with a click. This structure does not require that the reader/viewer follow a chapter-to-chapter or section-to-section reading style like conventional material; rather it allows them to freely select what to read (Veselica Majhut, 2021, p. 158). In addition, unlike printed materials, the contents of the webpage can be dynamically and easily updated anytime when deemed appropriate. This multimodal aspect of the webpage requires that the linguistic features of the textual contents be produced specifically and differently from those in the printed materials. Web content should be realised as a genre with a culturally dependent pattern, not just the old information that is presented in the new medium (Cappelli, 2008, p. 100; Santini, 2006, p. 67). Web writing requires a light style, i.e., use of simple sentences and discourse organised in short lexias; conciseness, i.e., less information to process; one idea per paragraph; and inverted pyramid writing style (Duke University Libraries, n.d.; Diehl, n.d.;

Pierini, 2007, p. 92). Therefore, it is argued that both the tourism language and webpage content characteristics should be considered when creating and analysing the linguistic dimension of the TPTs.

With tourism being a leading industry globally, TPTs are produced in various languages to inform and attract international audiences. Perhaps this is a result of the fact that TPTs are one of the text types being translated most widely today in the world (Sulaiman and Wilson, 2019, p. 38). Therefore, a number of scholars in translation studies have analysed TPTs and addressed those with inferior quality. Apart from translation problems, misuse of the target language in semantic, syntactic, and pragmatic dimensions is commonly found, such as translation errors in English, German, and Spanish tourist texts by Durán Muñoz (2012, pp. 335-349), translation errors in hotel websites from English and French into Russian by Novozhilova et al. (2018, pp. 1-6), translation problems in the English translation of Indonesian tourism brochures by Napu and Pakaya (2021, pp. 65-77), translation quality of the Croatian Tourist Board's English websites, and translation error patterns from Indonesian into English found in a tourism guidebook by Afdal et al. (2022, pp. 86-97).

While translated TPTs have been extensively examined in the area of translation studies, there has been a lack of attention and research on analyses of TPTs as written rather than translated materials in a non-native language, with a particular attention to its linguistic issues. Very few published studies have touched upon this topic. Sari (2013, pp. 147-159), for example, analysed the grammatical errors found in the three menus, i.e., News, Discover Indonesia, and Events, of the Indonesia's official tourism website managed by the Tourism and Creative Economy Ministry of the Republic of Indonesia. The study examined morphological and syntactic errors and found the omission of articles was the highest. However, the study did not deal with semantic errors, such as errors in spelling, vocabulary, and idioms. In the context of Thailand, Kongkaew and Cedar (2018) quantitatively examined errors in online English writing made by Thai EFL authors on the Tourism Authority of Thailand website of five provinces in the lower north of Thailand. Following Dulay et al.'s (1982) framework, the study found omission as the highest error frequency, followed by misformation, addition, and misordering, respectively. The revision was then proposed. Although their study also examined the TAT's English webpages, the researchers did not consider distinctive characteristics of online textuality. The current study also aims to examine the TAT's English website with a different data set and methodological approach in the hope of identifying certain linguistic issues

and suggesting appropriate revisions to improve the quality of TPTs that not only represent the organisation, but also the nation itself.

With such aims, the current study has two objectives, which are firstly to identify linguistic issues found in the TAT's English website; and secondly, to suggest appropriate revision of the English TPTs. The results of this study, which concentrated on the language problems with English TPTs, can be applied in the context of English for Specific Purposes (ESP) lessons. The findings can also potentially identify the best practices for relevant organisations and/or agencies to produce effective and persuasive online promotional materials that can attract foreign visitors to the country. Enhancing the TPTs' quality could yield substantial benefits for Thailand's tourism sector, which plays a vital role in the country's economy.

Data and Methodology

Analytical data for the study were collected from the international English version of the Tourism Authority of Thailand's, or TAT's, official website at URL: https://www.tourismthailand.org. The TAT website was chosen because it was created by the state agency responsible for promoting the country's tourism industry. Their website provides information about tourist destinations in different parts of Thailand, each of which contains its own main cities. In this paper, Bangkok was selected because it is the capital city and main tourist destination of Thailand, and on the TAT website, Bangkok appears at the top of a list of top destinations. The analysis covers all destinations displayed on the Bangkok webpage, comprising a total of 12 places, all of which contain linguistic issues. These attractions are shown in Table 1, with the spelling and capitalisation strictly follow the TAT's webpage.

Table 1

List of Titles of Analysed Data

Text No.	Title	No. of Sentences
1	Highlights	5
2	Top 5 Must-Visit Temples in Bangkok Once in A Lifetime!	34
3	The Grand Palace	27
4	Sao Chingcha	16
5	Phraprang Wat Arun Ratchawararam Ratchawora Mahawi	5

6	Erawan Shrine	17
7	5 Amazing Museums In Bangkok To Spend All Day Long	30
8	Museum Siam	18
9	GET A GLIMPSE OF BANGKOK'S LOCAL SHOPPING AT KHLONG SAN MARKET	12
10	THE ADVENTURE THROUGH BANGKOK'S CHINATOWN	14
11	1 Day Trip Boat Journey In Bangkok	32
12	Cater To Your Shopping Needs With 5 Best Bangkok Shopping Malls	27
	Total	232

All sentences from these 12 sub-menus with a total of 232 sentences were collected and examined by identifying linguistic issues found in these sentences into semantic, syntactic, and stylistic aspects, respectively. Despite the small amount of data, it is sufficient for error analysis. From the analysis, elements of identified linguistic issues are shown in Table 2.

Table 2

Elements of Identified Linguistic Issues

Semantic	Syntactic	Stylistic
misuse of words	capitalisation	use of simple sentences
misuse of expressions	omission of articles	conciseness
spelling	omission of punctuation	one idea per paragraph
	misuse of punctuation	inverted pyramid style
	omission of prepositions	
	misuse of prepositions	
	singularity & plurality	
	sentence structure	
	tense	
	omission of words	
	misuse of articles	

After identifying the linguistic issues in each sentence in tabula form, the researcher used one of the online English grammar checker AI programmes, QuillBot (https://quillbot.com/grammar-check), to correct the sentence and compare the linguistic flaws that the researcher has identified. Although at present numerous Generative AI platforms and online grammar checker programmes are available and they tend to offer similar features, this specific grammar checker was chosen because it is easy to use and affordable as it offers more free suggestions to improve grammar and writing, while

other programmes tend to require paid subscriptions. Also, the basic grammar checker programme is used in this study instead of the Generative AI for the reason of retaining consistency and preserving the original sentences as much as possible. The menu Grammar Checker of this platform is used to correct each sentence. For example, the author pastes a sentence from the collected data: "An increasing of tourists visiting Bangkok each year has proven that Bangkok is always a popular City for tourists.", then the programme will show grammar suggestions: "An increasing <u>number</u> of tourists visiting Bangkok each year has proven that Bangkok is always a popular <u>city</u> for tourists." The analysis was then cross-checked by two assessors who are university lecturers: the first is a Thai who teaches English linguistics, and the second is an American who teaches English literature. The rationale behind selecting these two assessors from different fields is for the first assessor to focus on the identification of linguistic issues, and the second one on the accuracy of the revision done by the AI programme. Each assessor provided comments if s/he disagreed with the identification and/or revision. The researcher then discussed with the assessor how to clarify and correct the analysis.

Data Analysis

To answer the two objectives of this study—to identify the linguistic issues found in the TAT's English website and to suggest the correct version—this study identifies the linguistic issues in three dimensions: semantic, syntactic, and stylistic, with types of issues as mentioned in the Data and Methodology. The revision made by QuillBot is also presented. From the analysis carried out with the 232 sentences, the examination found the syntactic and semantic issues at the word and sentence levels, and the stylistic issues at the sentence and paragraph levels.

Syntactic Issues

In this article, syntactic issues are referred to as problems with the structure and arrangement of words, or word order, within a sentence. In other words, it refers to the incorrect physical presentation of text. From the total errors of 311 spots found in the analysis, syntactic errors counted 78.46% whereas semantic ones were 21.54% This clearly illustrates problems in sentence structure and arrangement of the webpage rather than problems of meaning.

Table 3

Types of Syntactic Issues

Capitalisation	Sentence Structure	Omission of Punctuation	Omission of Articles	Singularity & Plurality	Misuse of Prepositions
70(28.69%)	46(18.85%)	44(18.03%)	20(8.20%)	17(6.97%)	16(6.56%)
Misuse of Articles	**Misuse of Punctuation**	**Tense**	**Omission of Words**	**Omission of Preposition**	
15(6.15%)	8(3.28%)	5(2.04%)	2(0.82%)	1(0.40%)	

Table 3 above shows the types of syntactic issues found in the analysis. Of all the syntactic issues examined, incorrect capitalisation was found to be the most problematic, i.e., 70 places, or 28.69%. This was followed by sentence structure (46 places, or 18.85%), omission of punctuation (44 places, or 18.03%), omission of articles (20 places, or 8.20%), misuse of singularity or plurality (17 places, or 6.97%), misuse of prepositions (16 places, or 6.56%), misuse of articles (15 places, or 6.15%), misuse of punctuation (8 places, or 3.28%), wrong tense (5 places, or 2.04%), omission of words (2 places, or 0.82%), and omission of prepositions (1 place, or 0.40%), respectively. To keep the analysis and discussion within the manageable bounds of this article, the researcher showcases one example of each type of issue. In addition, it is necessary to mention that the original sentences are primarily revised for grammatical correctness with minimal changes to sentence structure, although some may not adhere to preferred stylistic conventions. Also, for a systematic analysis, although an exemplified sentence has more than one type of linguistic issue, the researcher will only explain the issue belonging to the identified categorisation.

Misuse of Capitalisation

This specific issue refers to when a word is capitalised where it should not be, and vice versa. It involves the misuse or misplacement of uppercase and lowercase letters within words or phrases. The correct syntactic form should maintain consistency in capitalisation, typically following standard writing conventions. In terms of the amount of inaccurate usage in the syntactic group, the misuse of captalisation comes first. The issue occurs possibly because the writer may not fully understand standard rules of

capitalisation, such as capitalising the first word of a sentence, proper nouns, and titles. Example 1 demonstrates this specific issue.

Example 1

Text 7 Sentence 2

Original sentence	Revised sentence
museums in Thailand are considered as one of the tourist attractions and a place to learn *History*, science, and *Culture* through various exhibitions for those who are interested.	*Museums* in Thailand are considered one of the tourist attractions and a place to learn *history*, science, and *culture* through various exhibitions for those who are interested.

The example of miscapitalisation comes from the menu '5 Amazing Museums In Bangkok To Spend All Day Long!'. Misplaced capitalisation can result in grammatical errors, making sentences ungrammatical or awkward to read. In this case, the issue can be seen from the words 'museum', 'History', and 'Culture' in the original sentence. The first letter of the first word should be capitalised as it begins the sentence, whereas the first letter of the last two words should use lowercase. The revised version changes to 'Museum', 'history', and 'culture', respectively. Most miscapitalised words tend to occur when the word in question is an anchor text, or hyperlink text, which is the word or phrase on a webpage that users click on to jump to another page on the same website. The analysis found a large number of miscapitalised hyperlinks, although proper use of lowercase or uppercase of those words can bring users to the same webpage, such as 'museum' and 'Museum' which, if formatted as hyperlinks, can lead to the same page.

Sentence Structure

This article defines the issue of sentence structure as a poorly and/or incorrectly organised English sentence for which a revision is required. The sentence structure encompasses how words and phrases are organised within a sentence to convey meaning effectively. The issue tends to be caused by insufficient knowledge of English sentence structure as exemplified in Example 2.

Example 2

Text 1 Sentence 5

Original sentence	Revised sentence
There is beautiful *architecture, wall painting and also important in History,* such as Wat Phra Sri Rattanasamaram (Phra Kaew), Wat Phra Chetuphon Wimon Mangalaram (wat pho), wat arun Ratchawararam, Wat Sra Ket, and Phra Bor Banphot (Golden mountain), Wat Ratchanadda, Wat Traimit, Wat Benchamabophit, Wat Bowonniwet Vihara Suthasan, Wat Thep Wararam etc.	There is beautiful *architecture and wall painting, as well as important historical sites,* such as Wat Phra Sri Rattana satsaram (Phra Kaew), Wat Phra Chetuphon Wimon Mangalaram (Wat Pho), Wat Arun Ratchawararam, Wat Sra Ket, and Phra Borom Banphot (Golden Mountain), Wat Ratchanadda, Wat Traimit, Wat Benchamabophit, Wat Bowonniwet Vihara, Wat Suthat Thepwararam, etc.

The original sentence mentions the major Buddhist temples in Bangkok. It is in the 'Highlights' menu that provides brief and general information about the capital city, specifically the historical sites. The problematic part is 'important in History' because it should be a noun rather than an adjective, so the sentence is revised by adding a conjunction 'and' between 'architecture' and 'wall painting', and 'also' is changed to 'as well as', and 'in History' to 'historical sites', to match a list of temples that follow.

Omission of Punctuation

This issue refers to the fact that no punctuation is used where it is needed. It happens the most with the omission of commas. If no commas are used when needed, ambiguity, confusion, and difficulty in interpreting the intended meaning of a sentence can occur. One of the possible reasons the omission of punctuation occurs is that the writer may not fully understand the functions and rules of punctuation marks such as commas, periods, apostrophes, semi-colons, etc. In this case, the use of commas and the placement of additional information play a significant role in sentence structure and readability. Proper punctuation and organisation of clauses and phrases within a sentence are essential for clear and coherent communication in writing. Example 3 showcases this specific issue.

Example 3

Text 4 Sentence 2

Original sentence	Revised sentence
The Giant Swing or Sao Chingcha was constructed in the reign of Rama I after he had decided to extend the city from the west or Thonburi since King Taksin's time to the east.	The Giant Swing, or Sao Chingcha, was constructed in the reign of Rama I after he decided to extend the city from the west, or Thonburi, since King Taksin's time, to the east.

Example 3 is taken from the menu 'Sao Chingcha', or the 'Giant Swing', which is a construction for a ceremony in Hinduism. In the original sentence, no commas are used, especially around 'or Sao Chingcha' and 'or Thonburi', making them seem more like alternatives to 'The Giant Swing' and 'the west'. Also, no comma appears after 'King Taksin's time', which is the additional information. In the revised sentence, commas are used to set off 'or Sao Chingcha' and 'or Thonburi', clarifying that they are additional information; and a comma is added after 'King Taksin's time' to mark the end of additional information.

Omission of Articles

This specific issue occurs when an article is omitted where there should be an article. This issue tends to be a result of a lack of familiarity with article usage, as there are no articles in Thai. In English, on the contrary, articles are an integral part of English grammar. Omitting articles when they are needed can result in grammatical errors. Example 4 instances this specific issue.

Example 4

Text 7 Sentence 16

Original sentence	Revised sentence
Museum Siam consists of 3 parts including a permanent exhibition, rotating exhibition and creative learning activities.	Museum Siam consists of three parts, including a permanent exhibition, *a* rotating exhibition, and creative learning activities.

Example 4 comes from the menu '5 Amazing Museums In Bangkok To Spend All Day Long!'. The original sentence has an issue with parallelism. To make the sentence fully parallel, the same grammatical structure for all the listed items must be used. In the revised version, the second list is also preceded with 'a' to 'a rotating exhibition' to maintain a parallel structure, making the sentence grammatically accurate and more cohesive.

Misuse of Singularity or Plurality

Misuse of singularity or plurality in a word refers to issues where nouns, pronouns, or other words are used inappropriately in terms of their number (singular or plural), including subject-verb agreement mismatches. It belongs to the syntactic issue because it involves the grammatical structure of sentences. When a word is incorrectly used in a singular form when it should be plural, or vice versa, it results in a syntactic error. Such flaws can affect the grammatical correctness and clarity of a sentence. This specific error can take place when writers neglect to adjust the form of a noun or verb to match its surrounding context, particularly in complex sentences with multiple subjects or objects. Example 5 demonstrates this specific issue.

Example 5

Text 4 Sentence 9

Original sentence	Revised sentence
A pair of central pillars and two pairs of stilts with capital were all made of round lathed teak tree trunks.	A pair of central pillars and two pairs of stilts with *capitals* were all made of round lathed teak tree trunks.

Example 5 is taken from the menu 'Sao Chingcha', or the 'Giant Swing'. The sentence describes the structure of the swing, which is made of teakwood. The original sentence uses the word 'capital' in the singular form. In this sentence, 'capitals' should be used in the plural form because they agree in number with 'stilts'. The use of the plural form 'capitals' is necessary because there are multiple stilts, and each of them has a capital.

Misuse of Preposition

Prepositions are words that indicate the relationship between different elements in a sentence, such as the relationship between nouns, pronouns, and other words. Using the correct preposition is important for conveying the intended meaning and maintaining proper syntactic structure. Using the wrong preposition in a sentence can lead to grammatical errors, making the sentence ungrammatical or awkward such as Example 6.

Example 6

Text 6 Sentence 11

Original sentence	Revised sentence
Phra Phrom was then installed in front of the Erawan Hotel *in* November 9, 1956.	Phra Phrom was then installed in front of the Erawan Hotel *on* November 9, 1956.

This sentence is taken from the menu 'Erawan Shrine'. The original sentence misuses the preposition 'in' before 'November 9, 1956', causing a minor syntactic issue. The revised one involves using 'on' before the date to indicate the specific day when the installation of the Hindu god Brahma, or Phra Phrom in Thai, took place. Using the wrong preposition in this specific sentence may be a result of a native language influence since Thai uses the preposition 'in' before the date.

Misuse of Articles

The misuse of an article refers to the incorrect use of an article in a sentence. Similar to the omission of articles, when articles are used incorrectly, it usually involves violating the rules and conventions of English grammar, making it a syntactic issue as seen in the Example 7 below.

Example 7

Text 7 Sentence 23

Original sentence	Revised sentence
There is also *a* Braille making for the visually impaired.	There is also Braille for the visually impaired.

This example is also taken from the menu '5 Amazing Museums In Bangkok To Spend All Day Long!'. In the original sentence, 'Braille' refers to the writing system for the visually impaired. It is used as a mass noun that is typically not preceded by indefinite articles. Therefore, 'a Braille making' in the original sentence misuses an article 'a'. The revised sentence thus removed 'a'. A possible cause of this error is similar to that of the omission of articles, that is, no articles are used in Thai language.

Misuse of Punctuation

This specific issue involves using punctuation inappropriately and/or wrongly, which affects the sentence structure and clarity. The example below is part of the menu 'Erawan Shrine'. The original sentence has an issue with comma usage (apart from an idiomatic issue) when a comma appears between 'Limited', which is part of the subject of the sentence, and the verb 'contacted'. Commas are used to indicate pauses, separate items in a list, and clarify sentence structure, but not to separate subject and verb. So the revised sentence removed the comma between the subject and verb for accuracy and clarity.

Example 8

Text 6 Sentence 6

Original sentence	Revised sentence
Later, when the construction was almost complete in the late 1956, a hotel executive of the Syndicate of Thai Hotels & Tourists Enterprises Limited, contacted Rear Admiral Luang Suvichan Paet, a head of Navy doctor and professional of sitting in meditation, to arrange the auspicious time for opening the hotel.	Later, when the construction was almost complete in late 1956, a hotel executive of the Syndicate of Thai Hotels & Tourists Enterprises Limited contacted Rear Admiral Luang Suvichan Paet, a head Navy doctor and professional of sitting in meditation, to arrange the auspicious time for opening the hotel.

Wrong Tense

In this paper, this issue means the incorrect tense is used in a sentence. Apart from being a grammatical issue, incorrect tense usage can lead to a mismatch between different parts of a sentence, such as subject-verb agreement or tense consistency. Using wrong tenses may be caused by

confusion about timeframes, i.e., the writer may be unsure which tense to use when referring to past, present, or future actions, leading to errors such as using the present tense for past events or vice versa.

Example 9

Text 3 Sentence 16

Original sentence	Revised sentence
The area no longer *served* as a residence nowadays.	The area no longer *serves* as a residence nowadays.

Example 9 comes from the menu 'Grand Palace'. The original sentence incorrectly used the past form of the verb 'serve', which contradicts the other parts of the sentence, i.e., 'no longer' and 'nowadays'. The revised version changes to the present form 'serves'.

Omission of Words

This specific issue is considered a syntactic error rather than a semantic one as the omission of a word can result in an incorrect sentence structure or incomplete sentence. In this case, it causes a syntactic mismatch because the omission disrupts the grammatical structure of the sentence and affects its clarity and coherence. This error can occur if the writer is unfamiliar with sentence structure rules or may have translated the meaning directly from their native language, leading to omission. Example 10 demonstrates this problem.

Example 10

Text 1 Sentence 5

Original sentence	Revised sentence
An increasing of tourists visiting Bangkok each year has proven that Bangkok is always a popular city for tourists.	An increasing *number* of tourists visiting Bangkok each year has proven that Bangkok is always a popular city for tourists.

This example comes from the menu 'Hilights'. It is the opening sentence of the passage. As mentioned in the Introduction, the correct noun

phrase should be 'An increasing number of tourists' since the adjective 'increasing' should precede a noun, not a preposition. Thus, the omission of the word 'number' causes a syntactic issue that makes the sentence less clear and may hinder effective communication, particularly creating the first impression for readers.

Omission of Prepositions

Proper preposition usage helps to clarify the relationships between words and phrases in a sentence. It also conforms to grammatical norms. In addition, prepositions are used in certain phrases or expressions to conform to standard language rules. Omission of prepositions may arise in the same manner as the misuse of prepositions, i.e., as a result of the different preposition rules between English and Thai.

Example 11

Text 12 Sentence 8

Original sentence	Revised sentence
Get here easily via BTS Skytrain, get off Siam station.	Get here easily via BTS Skytrain; get off *at* Siam station.

The original sentence which is taken from the menu 'Cater To Your Shopping Needs With 5 Best Bangkok Shopping Malls', showed in Example 10 instances the omission of the preposition 'at', which is normally used after the phrasal verb 'get off' and before a location, in this case the 'Siam Station'. In standard writing, omitting the preposition 'at' after 'get off' can be considered a minor syntactic issue. Including the preposition 'at' adds clarity and ensures that the sentence adherence to conventional syntax expected in standard written English.

Semantic Issues

Semantic aspects are related to the meaning or interpretation of words or phrases within a sentence or context. The semantic issues in this article involve incorrect usage of words and phrases in a sentence that affects the overall meaning.

Table 4

Types of Semantic Issues

Misuse of Words	Misuse of Expressions	Misspelling
39(60.94%)	23(35.94%)	2(3.12%)

Table 4 represents the semantic issues spotted in the original sentences. It appears that the misuse of words is found the most (39 places, or 60.94%). They are followed by misuse of expression (23 places, or 35.94%), and misspelling (2, or 3.12%), respectively. One example of each type is presented below.

Misuse of Words

This article defines misuse of words as the use of a less suitable or wrong word or phrase in a sentence. In the semantic aspect, if the chosen words do not conform to the intended meaning, confusion and misinterpretation may arise. Using words incorrectly in terms of their meanings or connotations can also lead to misinformation, giving the impression of carelessness or lack of attention to detail. This error can occur when a writer with limited vocabulary may overuse words that they are familiar with, even when they don't fit the sentence. Example 12 elaborates this specific issue.

Example 12

Text 1 Sentence 5

Original sentence	Revised sentence
There are both *chilling* places like Chatuchak Weekend Market, Sampeng Market, Yaowarat and Phahurat night market or luxury level such as many leading department stores in all areas of Bangkok as well.	There are both *chill-out* places like Chatuchak Weekend Market, Sampeng Market, Yaowarat, and Phahurat Night Market and luxury places like many leading department stores in all areas of Bangkok.

This example is taken from the menu 'Highlights'. In terms of the misuse of words, the word 'chilling' in the original sentence tends to be an issue as it refers to something that makes you feel frightened (Longman, n.d.).

The intended meaning is probably 'relaxed and easy' as in the Thai expression 'chill chill' which borrows from the English verb 'chill out' but is usually used as an adjective to describe a relaxed and easy place, situation, activity, etc.

Misuse of Expression

The misuse of expression in this article means when a mismatched expression is used in a sentence. An expression in a sentence refers to a group of words that collectively convey a particular meaning or concept. It is not limited to but also encompasses the figurative language. Incorrect usage of an expression may convey inaccurate information, make the sentence less clear, and hinder effective communication. This phenomenon can occur when the writer attempts to use English idiomatic expressions or phrases the same way they use in their native language. This can be seen in Example 13 below.

Example 13

Text 2 Sentence 3

Original sentence	Revised sentence
With its unique architecture, Wat Arun's stupas were built *by* white bricks and decorated *by* many valuable materials; such as, seashells, porcelain, and many Benjarong dishes, most of which came from China.	With its unique architecture, Wat Arun's stupas were built *of* white bricks and decorated *with* many valuable materials, such as seashells, porcelain, and many Benjarong dishes, most of which came from China.

The original sentence of Example 13 comes from the menu 'Top 5 Must-Visit Temples In Bangkok Once In A Lifetime!'. It describes the decoration of the stupas of Wat Arun, or the Temple of Dawn. The expressions 'built by' and 'decorated by' are used incorrectly. The accurate usage of the first expression is 'to be built of something', which means 'to be made using particular materials'(Longman, n.d.). As for the second one, the correct expression is 'to be decorated with', which emphasises the use of valuable materials for decoration.

Misspelling

Misspelling may not be a major semantic issue, but it may suggest a lack of attention to detail, thus leaving a negative impression on readers who

may assume that the author didn't take the time to proofread or edit his or her work. However, only two misspellings are found in the analytical text, so it can imply that the author(s) pay certain attention to spelling. Example 15 provides an instance of this issue.

Example 14

Text 4 Sentence 4

Original sentence	Revised sentence
King Rama I then chose the centre of the city and made it the place for shrines, temples for *Bramanism* and the Giant Swing.	King Rama I then chose the centre of the city and made it the place for shrines, temples for *Brahmanism*, and the Giant Swing.

The example is from the menu 'Giant Swing'. The original sentence misspells the religion name 'Brahmanism'.

Stylistic Issues

Generally, stylistic refers to conventional writing styles in a sentence. It can also cover both syntactic and semantic elements in a sentence. This research analyses stylistic issues according to the conventional web writing style, consisting of the use of simple sentences and conciseness at the sentence level and one idea per paragraph and an inverted pyramid writing style at the paragraph level. The analysis of the stylistic dimension follows this respective order.

Use of Simple Sentences

In English sentence structure, a simple sentence has one independent clause containing a complete thought. It comprises a subject, a verb, and sometimes an object or a modifier. The other two basic structures are compound sentence which comprises two complete thoughts, or two independent clauses; and complex sentence comprising one complete and one incomplete thought, or one independent and one dependent clause. As the name indicates, the simple sentence should be simple and easy to understand. Of all 232 analysed sentences, 150 (64.70%) are written in simple sentence form, 5 (2.10%) in compound sentence structure, and 77 (33.20%) in complex

sentence structure, respectively. Therefore, considering the sentence structure, TAT's English website is in accord with the web writing style of using simple sentences. However, from the analysis, it has been found that most of these simple sentences are not that simple; their sentence structures are rather complicated, as exemplified below.

Example 15

Text 4 Sentence 15

Original sentence	Revised sentence
The Giant Swing has become one of the most historically important tourist attraction in Bangkok well known among Thais and foreigners.	The Giant Swing has become one of the most important tourist attractions in Bangkok. This historical monument is well-known among Thais and foreigners.

The original sentence structure consists of an independent clause in the present perfect tense with a subject complement: "one of the most historically important tourist attraction in Bangkok." There is also a participial phrase "well known among Thais and foreigners" that modifies "attraction." Although it is considered a simple sentence, the long subject complement and the participial phrase tend to complicate the sentence. To clarify the message, two refined simple sentences are proposed. The first sentence communicates the Giant Swing as a tourist attraction: "The Giant Swing has become one of the most important tourist attractions in Bangkok."; and the second sentence conveys its reputation: "This historical monument is well-known among Thais and foreigners.".

Conciseness

Another key element of a good web writing style is conciseness. The conciseness of a sentence means that unnecessary information is removed so that the sentence is clear and direct (University of Maryland, n.d.). A concise sentence also attracts more online readers' attention than a lengthy one. As for the TAT's English website, a large number of complicated simple sentences tend to lack conciseness, resulting in information overload. This can be seen in the example below.

Example 16

Text 1 Sentence 5

Original sentence	Revised sentence
There are both chilling places like Chatuchak Weekend Market, Sampeng Market, Yaowarat and Phahurat night market or luxury level such as many leading department stores in all areas of Bangkok as well.	There are both budget-friendly markets and luxury department stores in all areas of Bangkok.

The original sentence is taken from the 'Hilights' page. The sentence seems to compare two contrasting styles of shopping: the budget (markets) and the luxury ones (department stores). The sentence mentions four market names (Chatuchak, Sampeng, Yaowarat, and Phahurat) as examples of chill-out places. Arguably, not all of these markets are well-known to overseas tourists. So, to be concise and to clarify the intention to compare the two different styles of shopping places, the revised sentence is proposed: "There are both budget-friendly markets and luxury department stores in all areas of Bangkok."

One Idea per Paragraph

A number of good web writing style guides (California State University Chico, n.d.; Duke University Libraries, n.d.; University of Maryland, n.d.) suggest that a paragraph should be short and contain only one single message. The analysis found that although most of the paragraphs of the TAT's English webpages are short, more than one idea is mentioned in one paragraph. Also, while certain paragraphs have only one single idea, they tend to lack focus and conciseness. Example 17 showcases the former case, Example 18 the latter.

Example 17

Text 10 Sentences 1-2

Original paragraph	Revised paragraph
Bangkok's Chinatown is known as a bustling Shopping district and a popular street Food destination. Although the busy	Bangkok's Chinatown is known as a bustling shopping district and a popular

enclave is usually chaotic during the day, which always frustrates visitors, things get a bit easier in the evening.	street food destination. Here is how you can explore this amazing area.

The original paragraph is taken from "THE ADVENTURE THROUGH BANGKOK'S CHINATOWN," which suggests how individual travellers can explore this specific area. The first paragraph contains two sentences. The first sentence informs the reputation of Bangkok's Chinatown, whereas the second one involves the suggested timing to go there, which seems irrelevant to the first sentence and title. Since the title is about how to go to and around the area, the revised sentence "Here is how you can explore this amazing area." is proposed to pinpoint the main idea of the text.

Example 18

Text 11 Sentences 1-5

Original paragraph	Revised paragraph
If you only have 1 day to spend in Bangkok, you probably don't want to waste your valuable time on the road jam-packed with cars. An interesting option that you might consider to beat Bangkok's atrocious traffic, besides the BTS Skytrain and MRT Metro Subway, is taking the Boat service down the Chao Phraya River, which offers a sense of freedom and leisure. It's a great opportunity to get fascinated with new experiences and learn about communities residing alongside the River bank. Definitely an opportunity to discover your next one-in-a-lifetime Travel destinations that you never knew existed. What's more, it is very wallet-friendly.	Forget Bangkok's traffic and witness local life on a leisurely and budget-friendly Chao Phraya River boat ride for a fascinating day.

The original paragraph is the first paragraph of the webpage "1 Day Trip Boat Journey In Bangkok. Enjoy A Great Time Alongside The River With Bangkok's Boat Service", which consists of five sentences. Although a single idea of the good point of taking a boat ride is well presented, the number of sentences in the paragraph tends to provide too much information and elaboration on this specific idea, especially on a webpage. Therefore, the proposed revision shortens into one simple sentence "Forget Bangkok's traffic and witness local life on a leisurely and budget-friendly Chao Phraya

River boat ride for a fascinating day." that embraces the intended original idea.

Inverted Pyramid Writing Style

The inverted pyramid writing style is where the most important information comes first at the top of the page or in the first paragraph to capture the site visitors' attention (University of Maryland, n.d.). Then the supporting and less important information appears in the next paragraphs. This implies that a site visitor would get the main idea of the story without reading the entire content if they read the first paragraph or the first few paragraphs. However, the study found that the collected data does not follow this writing strategy because each webpage functions as a guidebook describing a specific tourist destination and how one can get there. So, each paragraph provides important information about each tourist destination or how to get there, step by step. Example 19 below demonstrates this statement.

Example 19

Text 11 Sentences 6-7

Original paragraph
Begin your journey from Sathorn Pier, which holds numerous Boat services and routes distinguished through the colour of their flags. In this article, we will provide a guide on using the orange flag boat line, which starts from Nonthaburi Pier and ends at Wat Rajsingkorn Pier with a one-way fare of 15 THB for each Trip, no matter the distance.

The paragraph in Example 19 is the second paragraph of the webpage "1 Day Trip Boat Journey In Bangkok. Enjoy A Great Time Alongside The River With Bangkok's Boat Service," following the first paragraph, which is Example 18. It can be seen that the first paragraph does not provide the most important information but rather an introduction. The second paragraph instead offers the main message of the text, which is the second sentence: "In this article, we will provide a guide on using the orange flag boat line, which starts from Nonthaburi Pier and ends at Wat Rajsingkorn Pier with a one-way fare of 15 THB for each Trip, no matter the distance."

Discussion and Concluding Remarks

The paper has illustrated linguistic issues occurring in syntactic, semantic, and stylistic aspects in accordance with the objectives of identifying issues and proposing revised sentences on the TAT's Bangkok English webpages. As defined in this article, syntactic issues involve the violation of grammar rules, including incorrect word order, sentence structure, misuse, and omission of words and punctuation. These errors affect the grammatical integrity of a sentence, which can lead to confusion or misinterpretation of meaning. Meanwhile, semantic issues occur when words are misused in terms of meaning, even if the sentence is syntactically correct. This involves using words in a way that does not match their intended meaning. These errors affect the meaning of the sentence, leading to misunderstandings or illogical statements. Both syntactic and semantic errors deal with word and sentence levels. Lastly, stylistic issues involve choices in sentence structure, presentation of information, or tone that deviate from established norms or conventions of writing, with a particular attention to the web writing style. These issues may not necessarily break grammatical rules, but they affect the clarity, readability, or tone of the sentence and paragraph. Stylistic errors often make the sentence and paragraph as a whole awkward or inappropriate for the intended web audience. As demonstrated, the syntactic flaws appear to be the most abundant. These vary from elementary and minor elements such as misuses of upper and lower cases and punctuation to a more complex element such as sentence structure, which is the second most problematic issue found in the analysis. Such inaccuracies are known to be caused by the user's insufficient knowledge of the English language as well as a possible lack of editing and proofreading, either by a native speaker of English or a person with a high level of English language proficiency (Sari, 2013). These shortcomings inevitably reflect the insufficient attention paid to the information to be published on the website. As a consequence, it can lead to an unpleasant impression of the viewers or readers towards the organisation or even the country. Cappelli (2008, p. 98) mentions a research project on German banks' websites where the linguistic quality of the website is perceived in line with the supposed quality of the service offered. This also accords with a study carried out by a British company, which shows that 59% of Britons would not use a company that had obvious grammatical or spelling mistakes on its website (Hesse, 2013).

In terms of comparing the results with those of previous similar studies, the current research tends to agree with Sari's (2013: 153) work that

the syntactic mismatch is the most problematic (87.33%). The omission of articles also poses a high percentage of the problem both in Sari's (63.72%) and Kongkaew and Cedar's (2018, p. 91) (27.40%) results. This specific issue may suggest a lack of articles in both Thai and Indonesian that resulted in such high omissions in the English texts. In addition, under semantic issues, this paper also found misuse of words the most problematic, similarly to Sari's findings under the term lexical choices (58.3%). Insufficient knowledge of the English language causes these inappropriate and unnatural usages.

As for the appealing web writing style, which should be light, concise, and easy to follow, the data set tends to be incongruous. Although most sentences belong to the simple sentence type, they are mostly long and complicated containing substantial details. As a result, they tend to shy away from conciseness. In addition, these long, complicated, and mostly unnatural sentences are put together into one paragraph, making the passage lengthy and reader-unfriendly. These informative passages in turn tend to greatly hinder the key role of the TPTs: persuasiveness.

As for the presentation of a single point per paragraph, the analysis found certain paragraphs accord with this writing style. However, most webpages do not follow the pyramid style of writing but rather a conventional writing style, which discourages the online viewer's attention because web readers typically scan for content, rather than read every word (California State University Chico, n.d.; University of Maryland, n.d.).

In addition to highlighting a number of linguistic issues discovered during examination, the paper has also attempted to propose revisions. Therefore, the faulty sentences were checked and repaired, using the free standard programme of the online English grammar checker QuillBot. The sentences were then reevaluated by a linguist and an English native speaker. Online AI English grammar checkers are now widely available and cost nothing. Using this fundamental AI programme is justified in order to guarantee that phrases are grammatically sound and that edits are made only when necessary. Additionally, because there may be several potentially effective revisions, doing this helps to eliminate subjectivity when modifying these sentences. Therefore, a number of these proposed revisions may still sound unnatural in conventional English sentences.

For the purpose of consistent and reliable analysis, the researcher did not consult the more advanced AI programmes, such as ChatGPT, for revisions. This is because, although this specific chatbot can generate corrected and natural sentences, the original sentences tend to be changed considerably. In addition, inconsistency also persists. The chatbot tends to

produce different versions of the same sentences when the prompts are given at different times. However, in both classroom and real-work situations, both basic online English grammar checkers and advanced chatbots are powerful tools that can enhance language learning and writing by providing instant feedback, suggestions, and interaction. They also offer excellent alternatives for organisation, and they are easy to use at no cost. Nevertheless, a language expert or an English native speaker should be the one to finalise the accurately revised information before publication.

At this point, the researcher notes that although the examined webpages have been online for a few years, no online revision or editing work has been carried out. As mentioned earlier in this paper, in contrast to traditional printed materials, online TPTs allow for unlimited revision and correction at any time if needed. To demonstrate their careful attention of these TPTS, the organisation should keep an eye on and update the published information for accuracy.

The current study potentially makes certain contributions within both educational and professional contexts. The implications can be applied in English writing classes, particularly in the domain of English for Specific Purposes (ESP), where the emphasis is placed on the creation of effective TPTs. This enables students to increase awareness of potential linguistic challenges when composing such texts. From a professional perspective, tourism agencies can make use of these results to refine their production of accurate and engaging English TPTs, with particular attention to the recommended web writing style. The increased awareness of these linguistic issues can have a strong influence on the enhancement of TPTs designed to promote the tourism industry of Thailand.

Nevertheless, it is imperative to acknowledge certain limitations inherent in the current study. Due to the use of a relatively small dataset, this study is by no means able to make claims regarding the generalisability of critical linguistic issues on the TAT's English webpages. To ascertain the prevalence of such issues, a comprehensive corpus should encompass all of TAT's English webpages. Regarding the analytical approach, this paper does not employ a theoretical error analysis but rather adheres to a fundamental structural and grammatical approach in identifying linguistic issues. Considering these limitations, further investigations into English TPTs may involve the incorporation of larger corpora from various tourism agencies, including both the public and private sectors, thereby facilitating the identification and potential comparison of any discrepancies. Furthermore, it is conceivable for digital linguists to conduct in-depth analyses of the revised

texts. Such analyses may include comparative examinations between texts proposed by humans and AI, as well as comparisons across different AI programmes. In the ESP context, further experiments can be made, such as error analysis in tourism text writing classes.

To sum up, the researcher has identified various linguistic issues and has found, particularly those related to syntactic aspects, the ones most problematic within the dataset. Minimising these issues can be done by first having authors who possess a strong command of English and enlisting an editor or proofreader who is a native English speaker. The alternative is to utilise online English grammar checker programmes and advanced chatbots to correct and enhance the quality of TPTs, ensuring that they are accurately and appropriately produced since these quality TPTs represent not only the organisation but also, more broadly, the nation.

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