

การสร้างความตระหนักในภาวะโลกร้อนแก่ลูกค้าชาวต่างชาติ
ที่ใช้บริการโรงแรมขนาดเล็กและขนาดเล็กมากในจังหวัดขอนแก่น:

วาทกรรมวิเคราะห์ ป้ายรณรงค์รักษ์โลก

Foreign Customer Global Warming Awareness Raising
through Save-the-Earth Campaign Signs: Discourse Analysis
in Khon Kaen Small Size and Extra Small Size Hotels

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บทคัดย่อ

การสร้างความตระหนักให้แก่คนในสังคมเป็นบันไดขั้นแรกที่จะนำไปสู่การ
ทำกิจกรรมที่เป็นมิตรต่อโลก ในอุตสาหกรรมโรงแรมระดับสากล ผู้บริหารโรงแรม
มีหน้าที่ สร้างความตระหนักในสิ่งแวดล้อม โดยเฉพาะอย่างยิ่ง ความตระหนักในเรื่อง
ภาวะโลกร้อน แก่ลูกค้าผู้มาใช้บริการ เพื่อนำไปสู่การปรับเปลี่ยนพฤติกรรมของเขา
เหล่านั้นให้รักษ์โลกขึ้น งานวิจัยนี้ศึกษาการสร้าง ความตระหนักในเรื่องภาวะโลกร้อน
แก่ลูกค้าชาวต่างชาติ ของโรงแรมขนาดเล็ก (29 ที่) และโรงแรมขนาดเล็กมาก (5 ที่)
โดยใช้ทฤษฎีวาทกรรม วิเคราะห์ ผลวิจัยระบุว่าโรงแรมขนาดเล็กปลูกจิตสำนึกของลูกค้า
4 ประเด็น อันได้แก่ประเด็นห้ามสูบบุหรี่ กฎการรักษาความสะอาดห้องพัก การประหยัด
ไฟและน้ำ การรักษาสิ่งแวดล้อม โรงแรมขนาดเล็กมากปลูกจิตสำนึกลูกค้า 1 ประเด็นคือ

ห้ามสูบบุหรี่ จากผลการวิจัยสามารถสรุปได้ว่า โรงแรมขนาดเล็กมีความห่วงใยสิ่งแวดล้อมมากกว่าโรงแรมขนาดเล็กมากเพราะได้ปลูกจิตสำนึกแก่ลูกค้าถึง 4 ประเด็น ไล่เรียงจากประเด็นเล็ก (สูบบุหรี่) ไปจนถึงประเด็นใหญ่ (การรักษาสีสิ่งแวดล้อม)

คำสำคัญ: ภาวะโลกร้อน, การสร้างความตระหนัก, สิ่งแวดล้อม

Abstract

Awareness raising is the primary step of creating public's pro-environmental behaviors. In international hotel industry, it is suggested that administrators design, and propagate environmental awareness campaign, particularly global warming, to their customers to encourage them in working towards preventing world from the increase of temperature. This study investigated how small size and extra small size hotels in Khon Kaen raised foreign customers' global warming awareness through their written discourse in campaign sign. Discourse analysis was employed as an analytical tool exploring campaign signs used by 34 hotels (29 small size and 5 extra small size). Findings indicated four global warming related issues, *smoking prohibition*, *room cleanliness regulation*, *water and electricity saving*, and *environmental saving* being used as the core ideas of the discourse, while the extra small size hotels exhibited one concern which was of the issue *smoking prohibition*. Findings lead to the conclusion that the small size hotels show high degree of their effort in enhancing foreign customers' concerns about the world global warming, so they exhibit four clear points through their awareness raising signs used in communicating with foreign customers ranging from trivial concern to macro concern. The extra small size hotel, however, clearly position themselves as the inactive actors who only raised customers' awareness on one trivial environment concern which rather directly affect their organizational benefits.

Keywords: global warming, awareness raising, environment

Climate change is a challenging issue for today's societies due to its impact on human lives and natural environment. According to the Intergovernmental Panel on Climate Change (IPCC, 2007)), climate change is recognized as interrupting human-well-being and environmental balance. As climate change has a large impact on human and environment, scientists, policy-makers, and practitioners collaboratively work in order to mitigate this harmful problem (McCright & Dunlap, 2000).

Of many mitigating plans, one is focused on managing the global warming phenomenon which is the main factor that causes climate degradations (Kellogg, 1987). Global warming is described as a phenomenon occurring from the increased levels of greenhouse gases produced by human (Wilson, 2000). Human activities such as fossil-fuel consumption, thermal power plant production, green gas emission, vehicular transportation, use of chemical fertilizer are widely recognized contributing to global warming. Industrialization is seen one main agent conducting activities that could result in global warming.

For several decades, global warming problem has been important research topic in many fields and each field explore the phenomenon of global warming in different aspects. For example, the field of natural sciences has empirically documented causes and effects of the increased world temperature. On the other hand, scholars in social sciences have empirically explored and elaborated how such global threat has become dangerous for humanity today. Underlying the field of social sciences, linguistic structure has usually been applied as a lens looking at how the phenomenon of global warming affects the world. In this respect, discourse analysis is a methodological approach used to explore the global warming in the text and talk associated to human and society occurrence, both in local and global levels (Fløttum, 2010).

Although being seen as one of the most difficult problem to be managed, there exists ways to cease global warming. One way is to enhance human awareness so that they will conduct environmental protection activities. This is because, an awareness of global, once attached to human mind, will empower them to take an initiative step to fight with this global threat problem (McCright & Dunlap, 2000; Spoel et al., 2009). As human awareness plays a key role in rescuing the world from global warming, awareness raising should be the primary activity to address this temperature threat to both public and individuals.

Global Warming Awareness

World environment literature strongly indicates that awareness of environment, which refers to the attitude regarding environmental consequences of human behavior (Ham, Mrčela, & Horvat, 2015), is crucial to combating global warming. It is seen as the primary concept to be raised in the minds of all humankind because it would lead to human behavior change to a more pro-environmental one (Halady & Rao, 2010). To simply put, awareness is prerequisite for environmental attitude and behavioral change in caring for the natural environment in the face of impeding global warming (Hamid et al., 2017). Empirical studies have documented that awareness of environment, particularly the awareness of global warming, generally precede environmental friendly behavior which will subside the world increased temperature condition. That is to say, when individuals are aware of the increased world temperature, they would eventually avoid conducting any behaviors that could possibly worsen the world condition. Instead, they tend to practice a pro-environmental one which allow them to protect the world.

Awareness raising from environmental experts and related organizations can hugely enhance individuals and public concern and realization about global warming. Also, it helps gear them to the right direction which in turn will lead to efficient environmental protection activities (Hamid et al., 2017). Thus, it is the job of all stakeholders including experts, public organizations as well as industrial organizations to lead, promote and create campaigns that address the global warming phenomenon to public and individuals. This will result in their involvement in public work towards preventing the perils of this threat to the globe.

In hotel industry, it has to be the job of administrators to launch global warming awareness campaign and implement it in their organization management process so that their employees as well as customers would be encouraged to practice environmentally friendly activities.

Hotel Industry

Hotel industry is an important mechanism that supports the fastest-growing tourism industry in Thailand (TAT et al., 2011). In this borderless world, hotel industry is the main business that brings income into many developing countries including Thailand (Wachirawongsakorn & Timsungnern, 2015). However, the development and flourishing of hotel industry exploit enormous amount of world natural resources. For example, the use of transportation, the consumption electricity and water, as well as the wastes from the hotels kitchen lead to the increased global temperature which is the main cause of global warming. It is commonly seen that in order for a hotel to gain income, it ruins balance of ecosystem and natural resources. Making the matter worse, the increased numbers of tourists lead to the enormous consumption of natural resources. This means that our world natural resources are in danger unless a serious green practice is conducted in the hotel industry.

As a concern about global warming increase, professionals and academics encourage hotels to put their efforts on creating environmentally-friendly project that could help reduce such temperature threat condition. As a result, many hotels seek for effective plan which can be integrated into a global strategy of environmental protection (Hsieh & Jeon, 2010).

In Thailand, both governmental and private sectors work collaboratively to reduce and mitigate global warming that are produced from industries (TAT et al., 2011; Marks, 2011). Numbers of policies and campaigns are launched by governmental and non-governmental organizations. For example, many industrial organizations encourage individuals and public to reduce their energy usage as well as stop conducting temperature threat activities. Some organizations encourage the use of alternative energy as well as recycled products. Awareness building among Thai people is also seen in the list of environmental projects proposed by many industries (Marakanon & Panjakajornsak, 2017).

Like other industries, hotel industry in Thailand has put its effort in stopping the increase of world temperature. Green practices are those things that hotels can do to minimize negative impacts their organizations have on environment. Many hotels apply the green hotel strategic guidelines, proposed by the collaborative work of governmental and non-governmental organizations. (TAT et al., 2011) and Ministry of Natural Resources and Environment (2018, 2019a) in running their business. When applying the green hotel strategic guidelines, many hotels follow six criteria of green hotels to run their green organizations. Table 1 illustrates the six green hotels criteria:

Table 1: Six criteria of the green hotel 2019

1	<p><i>Environment Policy:</i></p> <p>The environmental policy serves as guidelines for the management and staffs to achieve the objectives and targets of the organization.</p>
2	<p><i>Capacity building:</i></p> <p>To increase knowledge and skills of staffs on environmentally friendly services.</p>
3	<p><i>Public relations and campaigns:</i></p> <p>To raise awareness, understanding, and cooperation among staffs and customers.</p>
4	<p><i>Green procurement:</i></p> <p>Purchasing of products should concern on product quality, price, distance of delivery, and the reduction of environmental impacts from manufacturing process.</p>
5	<p><i>Environmental management and energy conservation:</i></p> <p>To concern on sustainable used of resources and reduction of waste, pollution and impacts to environment.</p>
6	<p><i>Participation with local communities on natural resources and environmental activities</i></p>

Like many big provinces in Thailand, Khon Kaen province which is located in the northeastern part of the country, with approximate population of two millions, is moving towards tourist and other service industries. Moving itself towards the borderless business hub, Khon Kaen is working very hard to provide sufficient and effective infrastructure and service to all foreign visitors. Of those foreign visitors, a large number of them use English as a main tool for

communication with others during their stay (Prachanant, 2012). This bring necessity of English use in all aspects of daily communication including in the hotel.

Like many hotels that commit themselves to environment, few big and luxurious hotels in Khon Kaen have committed themselves into environmental protection through their participation in the green hotel project. Several of them have been certified green hotels. For example, in 2017 Rachawadee Resort and Hotel, Charoen Thani Hotel, and *Pullman Khon Kaen* Raja Orchid received certificates of green hotel from the Department of Environmental Quality Promotion (DEQP), Thailand (DEQP, 2019b).

In the country level, many hotels in Thailand follow the six standard criteria of green hotel project, some still could not manipulate their organizations to meet the above criteria. To alter the situation, some hotels choose to work on particular criterion. Surprisingly, Criterion 3 which focuses on public relation and campaigns is witnessed widely applied by hotels across the country. This might due to the fact that, for hotels, raising environmental awareness of both customers and hotel staffs can be done without difficulty and could yield the successful mission of green practice. This is congruent with Jamieson's comment (2001) indicating that the sustainability of the environmental protection can possibly occur through building awareness of individuals and public.

This might be the case in Khon Kaen where a large number of hotels are operated by small business organizations or by local families who might apply green hotel Criterion 3 in running their hotels. This may mean that, to some degree, theses small hotel owners may also raise awareness of their foreign customers who use English and a medium of communication. However, very little has been done to investigate how awareness of environment, especial global warming, have been propagated to the customers by small size hotels in this geographical area.

From this, it is essential to explore how hotels, particularly the small size ones, raise global warming awareness of their foreign customers.

This study investigate how hotels of small size in Khon Kaen enhance global warming awareness of their foreign customers who use English and a medium of communication. This is via examining content and linguistics interwoven in the discourse in campaign signs are used in the hotels.

Discourse analysis is used as a methodological approach that tackles hotel communication and explores how hotel convey global warming issues to their customers. The findings may open up new route that can lead to the effective discursive patterns that small size hotels in Thailand could employ to enhance global warming awareness to their foreign customers.

Discourse Analysis

Discourse analysis is an interdisciplinary field of inquiry that has been increasingly used by environmental scholars. This type of analysis consists of studies that analyze language used in a text that talks about a specific topic (Sengers et al., 2010). It is also known as the study of social through analysis of language, both written and spoken. Images and symbols are also studied through discourse analysis.

The keyword “discourse” is referred to structured way of linguistics and idea representation that reveal an understanding of particular context or phenomenon and that may subsequently enable particular types of actions to take place. Within one discourse, one can appreciate how ideas are framed in words and can understand things that are embedded in that discourse.

Discourse brings human and society and meaning of certain thing (which mold up one action/activity) in a close connection as discourse itself actively constructs society (Dryzek, 2005), and society itself informs human of

how to see and belief in things. This is congruent with an assumption that there is a mutually constitutive relationship among discourse and action: the meaning of discourses are shared in social, and at the same time, discourse gives meaning to actions. To further explain, by focusing on language use through the analysis, discourse can be seen hugely elaborating how social reality is produced in various social practices and how human act upon such reality. And it could be said that different social understanding of the world, lead to different social actions, mostly acted by human.

Studies that investigate meaning of the text and talk generally employ discourse analysis either as theory or as analytical approach due to the fact that it has capacity to reveal the role of language in human discussion, and reveal the embeddedness of language leading to human practice and activity.

As mentioned earlier, discourse analysis not only explore the ideological dimension of actor, object and subject, but it also seek the meaning embedded in the discourse. Therefore, linguistic features take important roles in revealing who say what to whom and how (Sengers et al., 2010). In so doing, both micro linguistic level (words level) and macro linguistic (sentence level) can be analyzed (Fløttum et al., 2013) to see how the linguistic construction render the meaning that are given in a discourse. These forms help us recognize the importance of language in shaping our understanding of the world and human interaction with it.

Underlying the content aspect, one discourse rest on shared assumptions and contentions about the world (Dryzek, 2005). Simply put, discourse is the “shared way of human’s understanding of the world (Dryzek, 2005). Three metaphor keywords are commonly used in understanding one discourse analysis: *actor*, *object*, and *subject* (Dryzek, 2005). Actor refers to one who exercises power in discourse coalitions and by mobilizing particular

discourse. The text and talk on specific topic in which the discussion is the object of analysis, while the subject is one whom the message of the topic (of the object) is conveyed to (Dryzek, 2005; Joutsenvirta, 2007; Sengers et al., 2010).

Due to its potential in disclosing the content being communicated (among actor, object and subject) and the linguistic forms that shape the interaction, discourse analysis is widely used as a main analytical framework investigating human in various situation inclusively in the global warming condition.

When being used to investigate human and environment, discourse is generally shed light on how language is employed to position the actor (human), how the actor perceive the object (environment discussed in the discourse), and in what way the actor want the subject (another human) to attain the object. One significance is to investigate the phenomenon associated to human and nature such as global warming issues.

Putting the global warming in an industrial field, discourse analysis can be an effective analytical lens that explores the relationship between business, nature well-being, and individuals. To further explain, the language use and common assumption can be investigated under the analytical framework of discourse analysis. Specifically looking at the hotel business, discourse analysis can make a huge contribution in explaining the relationships among hotel (as an actor), environment (as an object) and customer or employee (as a subject). Through analyzing of the discourse, hotels as the important actors are analyzed to see how they give object (environment) meaning by the way they represent it, the words they use about it, the stories they tell about them, as well as the value they place on them. At the same time, how the hotels want customers or employees (subjects) to respond to the environment is also analyzed under the discourse analysis framework.

In this study, discourse analysis is used to elaborate how hotels response to an environmental issue of global warming, how they convey their response on this global threat to customers through global awareness raising they pass to the customers in the written discourse of the campaign signs.

Methodology

Hotel Selection and data collection

In this study, hotels were selected from a list provided and updated in 2018 by Khon Kaen District Office. Data on how the hotels administrators raised global warming awareness of their foreign customers through the campaign signs were obtained by way of field visiting survey of the selected hotels.

Using the international criteria of hotels categorizing, all the selected hotels were of small size (WTO & IH&RA, 2004; Chibili, 2016). Furthermore, applying the micro criteria of hotel categorizing proposed by Word Press (2018), these hotels were further divided into two categories of the small size and extra small size. The small size were ones with 30-100 rooms, and the extra small size were ones with less than 30 rooms (Word Press, 2018). This made up of 58 small size hotels and of 36 extra small size hotels. Table 2 presents the selected hotels:

Table 2: report on hotel selection

size category	number
small hotels	58
extra mall size hotels	36
total	94

The Analytical framework and data analysis

Framework of discourse used as an analytical framework in this study was constructed by combining the language and ideological aspects of discourse analysis (Dryzek, 2005; Fløttum et al., 2013). It was used to shed light on how the hotels administrators raised global warming awareness of their foreign customers through the campaign signs. In this regard, the hotels administrators were the actors, while environmental awareness becomes the object of the situation. The hotel customers were the subjects whom the meanings in the discourse were passed on to. The analytical framework of the study is presented in Figure 1:

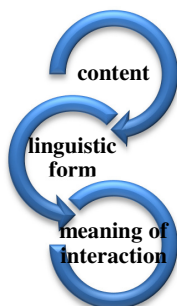


Figure 1: Analytical framework of the study

In investigating the content aspect of the written discourse, this study explore the specific global warming issue (the object) that each hotel (actor) want to share with individual foreign customer (subject). Also, how each hotel pass the global warming issue to its customer were also analyzed.

In investigating the linguistic aspect, the micro linguistic level was examined to see the word choices each hotel used to enhance the foreign customers' global warming awareness.

In addition, the macro linguistic level was examined to see specific sentence structure each hotel used to pass the global warming information to its foreign customer.

Results

From results shown in Table3, of total 94 hotels, 34 hotels were found participating in the environmental practice as they apply Criteria 3 of the green hotel project established by Thai DEQP. There are more numbers of the small size hotels where hotels environmental sign were used to raise customers' awareness (29 for small size and 5 for the extra small size ones).

Table 3: Record of small size and extra small size hotels in Khon Kaen

size category	number	customers environmental awareness raising shown	customers environmental awareness not shown
small size hotels	58	29	29
extra small size hotels	36	5	31
Total	94	34	60

Reporting on the content and linguistic aspects in the small size hotels' global warming campaign

As mentioned earlier, of 58 small size hotels located in *Khon Kaen municipality*, 29 of them mentioned putting the environmental campaign signs in their hotels, particular inside each guest room. From the obtained data, the content discussed in the campaign signs could be categorized into four issues namely, *smoking prohibition*, *room cleanliness regulation*, *water and electricity saving*, and *environmental saving*.

Table 4: distribution of contents discussed in the hotels campaign signs

hotel 1			water & electricity saving	
hotel 2	smoking prohibition			environmental saving (natural resources)
hotel 3	smoking prohibition	cleanliness regulation		environmental saving (save water save world)
hotel 4	smoking prohibition			
hotel 5	smoking prohibition			
hotel6	smoking prohibition			
hotel 7				environmental saving (natural resources)
hotel 8				environmental saving (natural resources)
hotel 9				environmental saving (natural resources)
hotel 10	smoking prohibition			
hotel 11	smoking prohibition	cleanliness regulation		
hotel 12				environmental saving (world)
hotel 13		cleanliness regulation		
hotel 14	smoking prohibition			
hotel 15				environmental saving (world)
hotel 16	smoking prohibition			environmental saving (world)
hotel 17	smoking prohibition			
hotel 18	smoking prohibition	cleanliness regulation		
hotel 19	smoking prohibition		electricity saving	
hotel 20			electricity saving	
hotel 21	smoking prohibition			
hotel 22	smoking prohibition			
hotel 23	smoking prohibition			
hotel 24	smoking prohibition			
hotel 25	smoking prohibition			
hotel 26	smoking prohibition			
hotel 27	smoking prohibition			
hotel 28	smoking prohibition			
hotel 29	smoking prohibition			
Total	21	4	3	8

Category1: *smoking prohibition*

Of 29 small size hotels, 21 put the smoking prohibition signs to tell the customers not to smoke in the restricted area. The obtained data further reported that most hotels (18 hotels) used the signs created by Thailand governmental sections (Thai Health Promotion Foundation and Department of Disease Control, Ministry of Public Health). Data reported two discourses extracted from the campaign signs *Smoking in this area is prohibited* (sign1) and *No smoking* (sign 2) were popularly used by most hotels. Noticeably, added in both patterns was the information about the fees that customers had to pay if they were caught smoking:

Smoking in this area is prohibited.

Fine 2,000 Baht.

ห้ามสูบบุหรี่

ฝ่าฝืนมีโทษปรับ 2,000 บาท

Sign 1

No Smoking.

It is against the law to smoke in this premises.

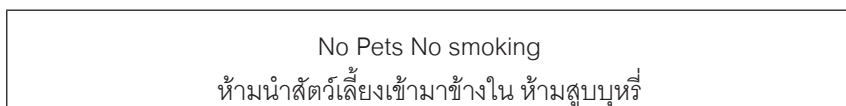
Fine 5,000 Baht.

ฝ่าฝืนมีโทษตามกฎหมาย 5,000 บาท

Sign 2

Looking at these two discourses through the linguistics lens, 18 hotels seemed to want to warn the customers not to smoke in the areas the signs were put on. The linguistics choices were of imperative form directly asking the customers to abide by the discourses written in the sign.

Different from their 18 peer hotels, four hotels either used the commercialized signs they bought from stores (two hotels), or constructed their own discursive signs (two hotels). It could also be seen that two hotels that used the commercialized signs chose the signs that included both the smoking prohibition and other regulation discourse informing the regulation specifically prohibited in their hotels. In that one hotel told the customers not to bring in their pets (sign 3) with both Thai and English languages and put it on the check-in counter. Another hotel, with only English language, informed customers that pets and smelly food were not allowed to be taken inside the hotel (sign 4):

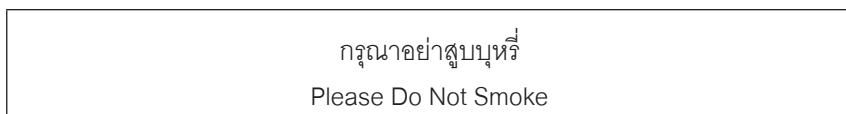


Sign 3

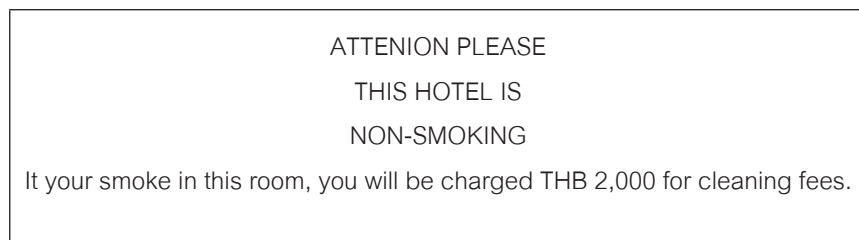


Sign 4

Of two hotels that constructed their own signs, one hotel used both Thai and English to ask customer not to smoke (sign 5), and one hotel used only English language to call customers' attention to the information it wanted to convey to them (sign 6). Detail explanation and condition could be seen in the sign conducted by this hotel:



Sign 5



Sign 6

In terms of linguistics presentation, data revealed two linguistic structures. The first linguistic structure, which was seen in commercialized signs, was in phrase level of commanding tone, directly told the customers to abide by regulation written in the discourses (see signs 3, 4). The second structure, which was used by hotels that constructed their in-house signs, was in the full sentence structure of polite request form (sign 5) and with explanatory form telling the customers both the regulation and condition. For the linguistic choices, it could be noticed that the hotel that used sign 5 chose to convey the message in a very polite manner as it included the word *please* in its smoking prohibition discourse. The hotel that chose sign 6 as its discourse seemed to directly sent its information to the customer, also the clear consequence of smoking in its prohibited area was included.

Category2: cleanliness regulation

Findings reported four hotels putting up the sign raising customers' awareness about room cleanliness regulation. One hotel asked customers to follow two cleanliness regulations (sign 7), another one asked the customer to be punctual with the time of cleaning (sign 8). Two hotels shared the same concern about cleanliness regulation. In that they would not allow pets in their

hotels (signs 9, 10). However, one hotel also prohibited smelly food. In this regard, three hotels used both Thai and English to convey their discourses: one communicated with customers via English language:

โปรดรักษาความสะอาดและกรุณาตรวจสอบสิ่งของของท่านก่อนออกจากห้อง
Please check your belongings before leaving.
กรุณาย่้าทิ้งกระดาษชำระและผ้าอนามัยลงในชักโครก
Please Do not Drop Toilet Paper, Sanitary Towel in Toilet.
กรุณาย่้านั่งเหยียบบนฝารองนั่ง
Please Do Not Step on the Toilet Seat
Thank you

Sign 7

หากท่านต้องการให้แม่บ้านทำความสะอาดห้องพัก แจ้งก่อนเวลา 15.00 น ขอขอบคุณค่ะ
Please drop you key at the counter for clean up the room 9.00. am To 03.00 pm

Sign 8

“No Pets No smoking”,
ห้ามนำสัตว์เลี้ยงเข้ามาข้างใน ห้ามสูบบุหรี่

Sign 9

“NO SMOKING/ NO PETS/ NO DURIAN”

Sign 10

In reporting linguistic aspects, data indicated two linguistic structures. The first linguistic structure was in the full sentence of either polite request together with explanatory forms telling the customers about the cleanliness regulation (sign 7), or solely explanatory form telling the customers about timing aspect of the cleanliness regulation (sign 8). The second linguistic structure was in phrase level of commanding tone, directly told the customers to abide by regulation written in the discourses (signs 9, 10). In terms of word choices, the hotel that used sign 7 strongly presented its politeness through the use of *please* in the three sentences that informed the customers about different cleanliness regulations. In addition, *Thank you* was used to show its appreciation to the customers. Another hotel asked the customers to be punctual with the time of cleaning with the polite word choice *please* (sign 8). Two hotels shared the same concern about cleanliness regulation with a more assertive tone as they didn't use any polite word choice in the discourses. In that they would not allow pets in their hotels (signs 9, 10).

Category 3: water & electricity saving

Data revealed that three hotels used Thai language to raise customer awareness about water usage or electricity usage. The first two hotels focused on electricity usage. They communicated with their customers using Thai language (signs 11, 12). The discourses in the signs of these two hotels either aimed to remind the customers not to forget to turn off the light and air conditioner (sign 11), or not to adjust the pre-set temperature of the air-conditioner (sign 12). In detail, this hotel informed the customers that temperature of the air conditioner was pre-set at 25degree Celsius. If the temperature was lowered to 18 degree Celsius, it would automatically turn off.

กรรณายาลืมปิดไฟและปิดแอร์

Sign 11

แอร์ปรับระดับ 25 องศา ถ้าปรับระดับ 18 องศาแอร์จะตัด

Sign 12

Quite different from the two hotels, the third hotel chose to raise its employee awareness about both water and electricity usage (sign 13). In doing this, the hotel clearly explained the electricity care regulations to all employees:

ระยะเวลาเปิด-ปิดไฟฟ้าในโรงแรมทุกวัน

เวลา 24.00 น. ปิดหลอดไฟทางเดินทุกชั้นเหลือ 3 หลอด

เวลา 24.00 น. ปิดหลอดไฟล็อบบี้เหลือ 2 แถว

เวลา 23.00 น. ปิดไฟสปอร์ตไลท์

และพนักงานทุกคนต้องช่วยกันประหยัดไฟฟ้า-ปิดเมื่อไม่ใช้ น้ำประปาก็เช่นกัน
ใช้น้ำอย่างมีเหตุมีผล

Sign 13

In reporting the linguistic aspect, data revealed that Thai language was only language used by these three hotels in communicating with customers (signs 11, 12) or employees (sign 13). The tone when informing the customers was either polite tone begging the customers to follow the hotel's message (sign11), or informative tone giving customers information to follow when in room using the air-conditioner (sign 12). However, when communicating with employees, the hotel used authoritative tone commanding its employees to strictly follow the water and electricity saving regulation (sign 13).

Category 4: environmental saving

Eight hotels raised customer awareness about environmental well-being. The first hotel to be mentioned used the combination of northeastern dialect together with Thai and English languages to invite the customers to join their conserving the environment activity by reconsidering the reuse of towels and bed sheets. The hotel further explained that by reusing, customers could help reduce the exploitation of water and detergent in the washing process (signs 14, 15):

“Help the environment”

Save water, Reduce detergent.

We will be more than pleased to provide you with a daily supply of fresh towels and bed sheets. But we would appreciate your assistance in helping use conserving the environment.

Towels: To re-use your towels, hang them before leaving the room. Otherwise, drop on the floor for changed.

Bedsheets: Leave this card on your pillow in the morning and your bed will be made but your sheets will not be changed.

Sign 14

มาชอยกันลดโลกยื้อกันเกาะ
ด้วยการประหยัดน้ำและลดการใช้ผงซักฟอก
สำหรับผ้าเช็ดตัว
หากต้องการนำมาใช้อีกครั้ง กรุณาแขวนไว้ในห้องหากต้องการเปลี่ยนผืนใหม่ กรุณาวางไว้บนพื้น
สำหรับผ้าปูเตียง
กรุณาวางป้ายไว้บนหมอนในตอนเช้า เตียงของท่านจะถูกจัดใหม่ โดยใช้ผ้าผืนเดิม

Sign 15

Using both Thai and English languages, the second hotel put two campaign signs in bath rooms (signs 16, 17). The overall main point of the message in these two signs was to tell the customers that their reusing the towels could result in a decrease use of water which in turn could save the world:

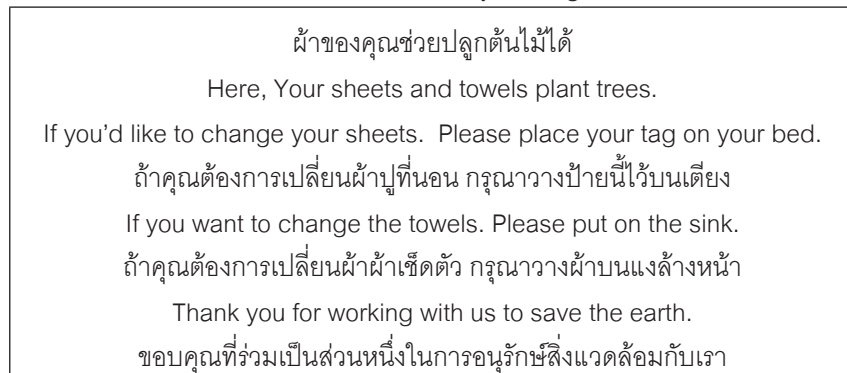
เรียนลูกค้า เพื่อเป็นการใช้ทรัพยากรน้ำอย่างคุ้มค่า
-กรุณาวางผ้าเช็ดตัว บนพื้น ถ้าต้องการให้เปลี่ยนผ้าผืนใหม่
-กรุณาพาดผ้าบนราวแขวนผ้า ถ้าต้องการใช้อีก
Dear Guest
In our effect to save the world
-Towel on the floor mean, "Please Exchange"
-Towel on the rack mean, "I will use it again"

Sign 16

Save water save the World
ทุกหยดมีคุณค่า กรุณาใช้อย่างประหยัด

Sign 17

The third hotel raised customers' awareness about the global warming using both Thai and English in informing the customers that they could be a part of tree planting for the world (sign 18). The customers could do this by reusing the bed sheets and towels. The hotel also showed its appreciation on the customers' decision to save the earth by reusing their towels and sheets:



Sign 18

The fourth hotel used the keyword *save our earth* to extend its strong intention to take responsibility on the environment (sign 19). In fact, the hotel included its customers in its team of this pro-environmental activity, saying that it actually followed the customers' path of world saving mission. The hotel further invited the customers to join its world saving program by reusing the bed linens. The customers who reused their bed linens would be highly appreciated. Thai and English languages were used to communicate with the customers:

Save our earth

Like you, we take our responsibilities towards the environment seriously, you can help us cut down enormously on the consumption of natural resources. If you like to reuse all in-room linens repeatedly during your stay, please place this card on the bed for touching up only.

Thank you for working with us to save the earth.

โครงการรักษ์โลกรักษ์สิ่งแวดล้อม

โรงแรม มายโอโซน เขาใหญ่ ตระหนักและสำนึกความรับผิดชอบต่อสิ่งแวดล้อมร่วมกับสังคม จึงขอเชิญทุกท่านมาร่วมกิจกรรมดี ๆ ในการรักษาสิ่งแวดล้อม เพื่อลดการใช้ทรัพยากรธรรมชาติได้โดยการวางบัตรนี้บนเตียงนอนเพื่อแสดงความจำนงในการที่จะไม่เปลี่ยนผ้าใดๆในห้องพักซึ่งพนักงานจะจัดระเบียบและความเรียบร้อยให้เท่านั้น ขอขอบคุณในการร่วมทำกิจกรรมรักษ์โลกกับเราในครั้งนี้

Sign 19

The fifth hotel used both Thai and English to express its intention to conserve the environment and indirectly asked customers to consider reusing the bed sheet (sign 20):

CONSERVE AND MAKE DIFFERENCE

Dear Guest

It is our pleasure to make your bed every day. Your linen will be changed only when this card is placed on the bed in the morning.

เรามีความยินดีที่จะจัดเก็บที่นอนของท่านทุกวันเพื่อช่วยรักษาสิ่งแวดล้อม โปรดวางการ์ดไว้บนเตียงหากท่านต้องการให้เราเปลี่ยนผ้าปูที่นอน

Sign 20

In inviting customers to join its *world care project*, the sixth hotel used Thai language in writing its campaign sign with important environmental keyword in English *Go Green Save Earth* (sign 21). Condition of being part of the project was that customers just informed the hotel whether they wanted to reuse the bed sheets and towels. The reusing decision could mean customers helped reduce the use of water, human working force, and detergent.

อยากให้ท่านร่วมกับเราในการช่วยดูแลโลก โดยแขกที่เข้าพักสามารถมีส่วนร่วมได้
โดยการแจ้งความประสงค์ที่จะใช้ผ้าปูเตียงและผ้าขนหนูซ้ำเพื่อประหยัดน้ำ แรงงาน
และการใช้สารเคมีในกระบวนการซักผ้า

Go Green Save Earth

Sign 21

Using both Thai and English languages, the seventh hotel encouraged the customers to save water so that the world would be saved (sign 22). In so doing, the hotel invited the customers to help it reduce the use of water by reusing the towel and sheet:

Save Water Save World
โปรดช่วยกันรักษาสีสิ่งแวดล้อมโดยการประหยัดน้ำ
หากต้องการเปลี่ยนผ้าปูที่นอนและผ้าห่ม กรุณาวางบัตรนี้ไว้บนเตียง
หากท่านต้องการเปลี่ยนผ้าเช็ดตัวผืนใหม่ กรุณาวางผ้าเช็ดตัวที่ใช้แล้วลงบนพื้น
ขอขอบคุณค่ะ
Please help protect the environment by saving water.
- Please put it on the bed, if you want to change the sheet.
- If you require new towels. Please leave them on the floor. Thank you.

Sign 22

The eighth hotel used English language to inform the customers that it loved one who loved the world before inviting the customers to save energy by reusing towels and sheets (sign 23). The hotel directly convinced customers to join the reusing activity:

I love him because he loves the world!
Help us save energy and water by reusing your towels and sheets.
For towels refresh, leave'em on the bathroom floor.
For sheets refresh, leave this card on your bed.

Sign 23

In terms of linguistic aspects, most hotels used full sentence structures in explaining to the customers about the green environment practice. Also these hotels used informative tone when giving the customers information and persuasive tone when inviting the customer to join the environmental care activity.

Reporting on the content and linguistic aspects in the extra small size hotels' global warming campaign

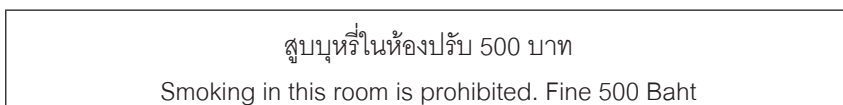
Findings showed that all five extra small size hotels shared the same discursive topic as their message was to warn the customers not to smoke in the restricted area. In this regard, they used the sign provided by the governmental organizations (signs 24, 25) and one hotel made its own sign with similar picture and discourse of the one disseminated from Thai governmental organizations (sign 26).



Sign 24



Sign 25



Sign 26

It could be seen that there were two important discourses extracted from the campaign signs: *Smoking in this area is prohibited* and *No smoking*. Looking at these two discourses through the linguistic lens, the five hotels seemed to want to warn the customers not to smoke in the areas the signs were put on. The linguistics choice was of imperative form directly asking the customers to abide by the regulations written in the sign.

Discussion and conclusion

In investigating how small size and extra small size hotels in Khon Kaen raised their customers' global warming awareness, discourse analysis was employed as an analytical tool. Analyzing both content and linguistic aspects, this study could draw on two big different pictures: one is of the small size hotels and another picture is of the extra small size hotels.

Small size hotels

Findings on the content aspects clearly informed us that the 29 small size hotel administrators exhibited different concerns about environment through their awareness raising campaign signs. Analyzing all the campaign signs used by all 29 hotels, four concerns that they used as a point of customers' awareness raising were 1) *smoking prohibition*, 2) *room cleanliness regulation*, 3) *water and electricity saving*, and 4) *environmental saving*. These four concepts could further elaborated in terms of environmental scales suggested by Strong (1998), ranging from partial environmental concern, the micro environmental concern, and macro environmental concern. *Smoking prohibition* could be under the category of partial environmental concern. *Room cleanliness regulation* and *water and electricity saving* could be under the category of micro environmental concern, while the *environmental saving* could be included in the macro environmental concern.

The first concern to be mentioned is the partial environmental concern. Data analyzed from the signs used by 21 hotels indicated that the hotels wanted to warn the customers not to smoke in the restricted area. It could be notice that the hotel smoking banning message was clearly accompanied by the fees that customers who were caught smoking would need to pay. This regulation and law condition do not really appear to directly relate to environment. Rather,

it might be seen relating to the smoking law launched in Thailand as most of the signs used by these hotels were distributed to the public in Thailand by two organizations, Thai Health Promotion Foundation and Department of Disease Control and Ministry of Public Health, whose aims are to promote non-smoking habits to all Thai people. Without surprise, the linguistic discursive patterns are of the imperative and explanatory structures. The imperative form of linguistic is used to ask customer to abide by the non-smoking regulation, the explanatory linguistic structure is to explain the law condition. One small trace of environmental issue could be depicted from this. In that, smoking might contaminate the fresh air which in turn interrupts people well-being (Thai Health Promotion Foundation, 2019).

In terms of the micro environmental concern, it could be seen that all seven hotels (who either raised customers' awareness of *room cleanliness regulation* and of *water and electricity saving* seem to only show their concern about environmental related problems that are of directly reflecting their benefits. All their cleanliness and water & electricity saving regulations were constructed so that their hotels don't carry any possible financial or security burdens. This is congruent with Strong (1998) who postulated that actors sometimes are aware of environmental issue that is close to them. In order to meet their goals, these hotels chose the short and imperative language structure to directly asked customer to follow the regulations embedded in the discourses. It could be seen that the hotels (actors) tend to exhibit the authoritative voices in positioning their concern about the electricity consumption and room cleanliness. This could be interpreted that the hotel feel it is their authority to remind the customers (and of course their employees) to follow the environmental regulation they launched.

Underlying the macro environmental concern, data revealed that eight actors (hotels) exhibited their concern about water and electricity overused by the subjects (customers). From this, they raised customers' awareness with the hope that the customers would understand and participate in the pro-environmental activity (reusing bed sheets and towels). This could be seen that these eight hotels show their environmentally concern in a global picture. They are seen as active agents who strongly commit themselves to environment. Seeing customers as capable subjects who can work hand in hand with them in rescuing the world, they involve the customers in their world saving activity.

In inviting the subjects to join their pro-environmental activity, the actors prefers the use of full sentences of persuasive tone. Accompanying the customer invitation, the explanatory sentence pattern is used to give customers detail about the pro-environmental activity, and rationale of doing this activity.

Extra small size hotels

One sole picture reflected through data analysis is that all five hotels tentatively put their small effect on world protection practice. In that, data only indicated their focus on communicating with customers in the aspect of their partial environmental concern. Compared to their 29 peers in the small size category, these five hotels exhibited less concerns in global warming condition.

Findings lead to the conclusion that the small size hotel have high degree of concerns about world environment. Thus they exhibit clear four environmental points through their awareness raising signs they used to communicate with customers. The extra small size hotels, however, clearly position themselves as inactive actors who only raise customers' awareness on trivial environment concern.

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