

Abstract

From last couple years, more and more scholars pay attentions to tourism languages which are the special service languages. Many studies have been done in this area to analyze different tourism languages. However, majority of research related to China tourism, as has been found, only compared the tourism languages between Chinese and English. So far, there is no any study focus on Chinese-Thai tourism languages. Therefore, the present study desires to analyze the similarities and differences of Chinese and Thai tourism languages. Scope to deeper study, the result should be more standardization. Besides tourism languages analysis causes getting the big picture from small details. These will benefit for tourism entrepreneurs to understand more about cultural regulations in tourism development. They can run the tourism business more effectively according to the cultural developing regulations. That can promote economic effectiveness in tourism industry.

This study aims to compare and analyze the similarities and differences of Chinese and Thai tourism languages on the word using (词语) and sentence structure (句式) from the view points of sociolinguistic (社会语言学) and functional linguistic (功能语言学). To do so, the researcher has made use of several years' experience in the tourism industry and collecting many tourism data. The findings show that there are some similarities and differences between Chinese and Thai tourism languages on word and sentence level. The similarities of word using: (1) Both Chinese and Thai languages contain many nouns which have symbolic meanings (象征); (2) Both Chinese and Thai languages use a lot of verbs which have multiple meanings (多义词); (3) Both Chinese and Thai have Like and Dislike numbers (数词); (4) Using function words (虚词) is an important way to express tones in both Chinese and Thai languages; (5) Using modal words (语气词) is another crucial way to express tones in both Chinese and Thai languages. The similarities of sentence structure (句式): (1) The basic structure of sentence for Chinese and Thai languages is "subject + predicate + object"; (2) As one kind of rhetoric, both Chinese and Thai languages may switch the word order of the sentence. The differences of word using: (1) Chinese verbs have more extended meanings (引申义) than Thai verbs; (2) As Thai people

are more serious about social status, they often use different nouns (名词性词语) according to opposite party's social status. Thai language contains more personal pronouns (人称代词).

(3) Using quantifiers (量词) in Thai language is more complicate than in Chinese. (4) More degree adverbs (程度副词) are used in tourism industry in Chinese language than Thai. (5) Thai language has different words using to express possessions (领属关系) and limitations (限定), while Chinese uses word “的” to express in most cases. The similarities of sentence structure (句式): (1) The basic structure of sentence for Chinese and Thai languages is “subject + predicate + object”; (2) As one kind of rhetoric, both Chinese and Thai languages may switch the word order of the sentence. The differences of using sentence: (1) Chinese and Thai languages have their different ways of switching word order to express different grammatical meanings. (2) In Thai language, only one word “ไม่” expresses negative or deny.

Key Words: tourism culture, tourism language, the similarities and differences of word using in tourism language, the similarities and differences of sentence structure in tourism language, comparison analysis