PERCEIVED PROBLEMS IN ENGLISH SPEAKING
AMONG STAFF OF A HOTEL IN HUA HIN

BY

MR. YOT-A-NAN CHANTARAMARD

AN INDEPENDENT STUDY PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF ARTS IN CAREER ENGLISH FOR
INTERNATIONAL COMMUNICATION
LANGUAGE INSTITUTE
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2017
COPYRIGHT OF THAMMASAT UNIVERSITY

PERCEIVED PROBLEMS IN ENGLISH SPEAKING
AMONG STAFF OF A HOTEL IN HUA HIN

BY

MR. YOT-A-NAN CHANTARAMARD

AN INDEPENDENT STUDY PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF ARTS IN CAREER ENGLISH FOR
INTERNATIONAL COMMUNICATION
LANGUAGE INSTITUTE
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2017
COPYRIGHT OF THAMMASAT UNIVERSITY

THAMMASAT UNIVERSITY

LANGUAGE INSTITUTE

INDEPENDENT STUDY PAPER

BY

MR. YOT-A-NAN CHANTARAMARD

ENTITLED

PERCEIVED PROBLEMS IN ENGLISH SPEAKING AMONG STAFF OF A
HOTEL IN HUA HIN

was approved as partial fulfillment of the requirements for
the degree of Master of Arts in Career English for International Communication
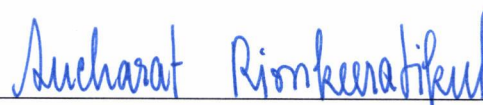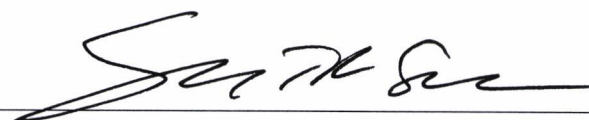
on May 24, 2018

Chairman _____

(Preechaya Mongkolhutthi, Ph.D.)

Member and Advisor _____

(Associate Professor Sucharat Rimkeeratikul, Ph.D.)

Dean _____

(Associate Professor Supong Tangkiengsirisin, Ph.D.)

Independent Study Paper	PERCEIVED PROBLEMS IN ENGLISH SPEAKING AMONG STAFF OF A HOTEL IN HUA HIN
Author	Mr. Yot-a-nan Chantaramard
Degree	Master of Arts
Major Field/Faculty/University	Career English for International Communication Language Institute Thammasat University
Independent Study Advisor	Assoc. Prof. Sucharat Rimkeeratikul, Ph.D.
Academic Years	2017

ABSTRACT

At present, English language plays a significant role as an international language in the hospitality industry. Effective English speaking is one of the most important staff requirements. This study aims to investigate the perceived problems in English speaking among the staff members of ABC Hotel in Hua Hin, Thailand. The respondents were 35 staff members selected using the convenience sampling method. This study was a survey design. A questionnaire containing a Likert-scale and open-ended questions was the research instrument used for data collection. The results are presented in the form of tables, percentages and means. The findings indicate that most staff members understood the problems that they faced in their daily routine jobs. Therefore, they provided good service by avoiding the use of negative gestures or expressions such as a monotone voice, a too strong voice or too many technical words. In addition, it is recommended that hotel executives should provide communication skills training to staff members to enhance the effectiveness of their interactions with customers.

Keywords: English speaking, Communication in hotel industry, English speaking problems

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to my independent study advisor, Assoc. Prof. Dr. Sucharat Rimkeeratikul, for her help throughout the course of this study. I am very grateful for her advice. I would not have achieved this much and this study would not have been completed without all the support that I have received from her. In addition, I am grateful to the staff at ABC Hotel in Hua Hin for their cooperation in completing the questionnaires. I would also like to thank all the CEIC teachers who have given me academic advice and my CEIC friends, especially group III, who supported and encouraged me during the entire two years of this study.

Finally, I most gratefully acknowledge my parents for all their great support and encouragement throughout the period of this study. Without them, I would not have been able to complete this program.

<div align="right">Mr. Yot-a-nan Chantaramard</div>

TABLE OF CONTENTS

CHAPTER 1
INTRODUCTION

1.1 BACKGROUND

In the globalized era, the international business has greater influence in our daily life, and it requires communicating with many people from various places around the world. Therefore communication is very significant especially in the hospitality industry (Chung, 2000).

Nowadays, there is an increase growth in the number of hotels and service businesses. If we look at the circumstance in our daily life, we will find that there are plenty of hotel businesses. In Asia such as China, Sri Lanka, Laos, and Thailand, hotel and hospitality industry is drastically expanding in order to accommodate an increasing number of tourists every year. Moreover, Gebicki (2017) states Asia Pacific is the most desirable destination for international travelers.

Moreover, Planetware.com claimed that Thailand is one of the most favorable tourist attractions. (Hynes, 2018). Thailand is well-known as a jewel of Southeast Asia and a land of smile as well as Thailand has been promoting domestic hospitality industry to other countries to boost up Thailand Economics (Tourism Authority of Thailand, 2016). In addition, hotel and hospitality today are presently thriving to supply accommodations to travelers from overseas (Mueller & Kaufmann, 2001). Hotel business does not only support leisure travelers, but it also supports travelers on business trips as well. As can be seen nowadays, a large number of companies prefer to organize their business meeting, business negotiation, excursions, events, greetings or welcoming their partnership in a hotel. People formerly thought of a hotel as just a place to spend an overnight or a couple nights during their trip. At the present, a hotel is perceived to be more than an accommodation.

In addition, there are many more tourists preferring to travel to Thailand. In order to serve the demand of the travelers' comfort and satisfaction, accommodation hotel is one of the most significant factors that support a traveler's trip. As the fact that hotel is not only an accommodation, but it also offers various functional supports such as meeting or wedding ceremony. These events can help increase hotel's revenue and

also Thailand's economy. However, an effective communication between service providers and hotel customers should be focused on customers' needs. An effective communication between a customer and staff is very significant for hotel business. Moreover, the key that can lead to an effective communication is the English language since it is an official global language (Crystal, 2012).

English is an important central language for business communication, particularly, in hotel and hospitality industry. Among Four English skills— speaking, listening, reading, and writing— speaking skill tends to be the most problematic for hotel staff. Consequently, in this study, it chiefly focuses on the speaking skill. For hotel business, communication skills necessary for doing business are speaking and writing skills (Hai-yan & Baum, 2006).

However, due to the time limitation, this research aims to determine barriers to effective English communication between staff and customers in a prestigious hotel in Hua Hin in the areas of speaking.

1.2 RESEARCH QUESTIONS

1.2.1 What are the perceived problems in English speaking among the staff members of a hotel in Hua Hin?

1.2.2 What kind of English Speaking training do the staff members require the most?

1.3 RESEARCH OBJECTIVES

1.3.1 To analyze the perceived problems in English speaking among the staff members of a hotel in Hua Hin

1.3.2 To investigate what kind of English Speaking training do the staff members require the most.

1.4 DEFINITION OF TERMS

1.4.1 **Needs** refers to the English skill needs of the ABC Hotel staff.

1.4.2 **ABC Hotel** is a pseudonym for a prestigious hotel in the study which is in Hua Hin Thailand.

1.4.2 **Hospitality** refers to an industry that mainly provides the tourists and business clients with accommodation services

1.4.3 **Staff members** are the people who work at the ABC hotel, and participants of this study.

1.4.4 **Satisfaction survey** is the feedback survey score from customers.

1.4.5 **Brief** is a small meeting held in each department.

1.4.6 **Ineffective communication** refers to an obstruction in communication between staff and customer.

1.5 SCOPE OF THE STUDY

The study focuses on the employees working in the ABC Hotel in Hua Hin, and the employees use English language for communication in their routine job. The study aims to investigate the problems in English speaking in terms of feedback and quality of the information through the perception of employees. The results from the study can help the organization to develop the employees' English speaking skill.

CHAPTER 2
REVIEW OF LITERATURE

This chapter reviews the literature related to this study. It was divided into three main parts including (1) Oral Communication, (2) Problems in Oral Communication, (3) Improvement of English Speaking Ability and (4) Relevant Research.

2.1 ORAL COMMUNICATION

Communication is a basic skill for humans when they need to express something to a receiver. It is important to look at the message which is sent from the sender carefully because the message conveyed should be clear-cut and easy to understand. If it is hard to understand, a receiver will get confused about the message and it might cause misunderstanding. First of all, a person who communicates with other people should know and aware of a definition of communication and know that a communication is not just speaking. There are many definitions of communication.

Murphy (1991) identified oral communication as, "*a complex and multifaceted language process*" (p.51). Crosling (2002) defined an oral communication as "*Successful communication depends on the parties sharing background knowledge and assumptions, and miscommunication can result if there is a mismatch, such that the act and effect of utterances are interpreted in ways alternative to the speaker's intent*" (p.41-57).

Oral Communication is about verbal skill that can be created and shared in a variety of meaning as Hybels and Weaver (1995) posited that a communication is a process which people would like to share their information, idea and feeling. When communicating with other people, all the messages have to be thought and made sure that all the messages are easy to understand and appropriate words are used. Also, O'Hagan (2008) elaborated that effective communication is related to grammatical accuracy including subject-verb agreement, grammar structure or function words, word choice, pronunciation and fluency. In addition, the speaker should think of the purpose of their needs in a content or conversation, otherwise a question or misunderstanding from a receiver can occur when a message is sent by a sender.

In addition, Taylor (2009) stated that there are some conditions for being successful in communication environment, namely quick decision making, a competition-based vision, a corporate culture which is different from places, exchange sensitive "management approach", initiative and network-based communication structure within the organization.

For effective oral communication, speakers should be aware of their messages or meanings because not everyone will receive the speakers' real purpose or meaning sent. It is as Robinson and Segal (2017) stated that when we express something, there are chances for misunderstanding or losing the real intended information. Then, a misunderstanding or conflict can occur and it can be said that all the messages should be clear for the receiver to understand.

2.2 PROBLEMS IN ORAL COMMUNICATION

Problems in oral communication usually occur in our every daily life even if the communication is done in the mother tongue. It cannot be avoided when people have to speak or message to other people. Other communication skills including verbal and non-verbal codes have to act to support our purpose. Hybels and Weaver (1995) stated that people always communicate to others since we was born, but people are not good at communication. Sometimes when communication is failed, people feel bad or frustrated and it can be ended up with a bad emotion or feeling. When misunderstanding occurred, it is difficult to rebuild a misunderstanding or a trust because a receiver's perception has been set in another purpose. This means that it is very crucial for people to know how to communicate with others effectively.

At the present time, people are usually blocked from communication because they use wrong words in wrong situations (Barford, 2009). It can cause a misunderstanding and frustration to a receiver, especially, in oral communication, appropriate words, clear pronunciation, grammar accuracy and fluency should be focused on. Pronunciation is a tool for oral communication and a sender must be aware of their pronunciation. A good pronunciation will help make a receiver gain more understanding. Fluency is important as well since it will make a receiver trust a speaker more when a speaker speaks. It provides a recognition and comprehension when people

are speaking and they can feel a speaker's intention or purpose. (National Institute for Literacy, 2001).

Furthermore, nonverbal communication is a part of effective communication in the hospitality business (Pathak, 2014). It includes pitch, tone of voice, facial expression, body movement, and eye contact. If it is wrongly applied, it can cause a misunderstanding. Robinson and Segal (2017) state that the improvement of ability to know or understand and use a nonverbal communication will help people to communicate to other people easily. A sender can express what he/she would like to convey or he/she can see a proper way to deal with a challenging situation. Especially, when people develop the ability to understand an effective communication including nonverbal communication, people can build a good relationship to other people and it will be caused of a good connection to other people. In addition, Robinson and Segal (2017) state that to develop a communication ability, people have to understand and use a nonverbal communication to fulfill and complete their effective communication. It can help a sender to connect with other people easily when a sender express what he/she really want to convey and it build a better relationship between a sender and a receiver or partner.

Many people usually experience ineffective communication because of stress, lack of focus, inconsistence of body language, and negative body language. Stephen (2011) and Pierre (2005) elaborated into the following points.

- **Stress**. When people have stress, they will have misunderstanding of a meaning of other people would like to convey.

- **Lack of Focus**. People will lose their concentration when they have a multitasking. If people want to do something that they are going to say next, or thinking about, they almost miss nonverbal hint in the conversation. People need to focus on the moment-to-moment.

- **Inconsistence of body language**. Nonverbal communication will support what people are going to say. If senders say something, but their body language expresses a gesture or body language on the opposite site, receivers will feel that senders are dishonest.

- **Negative body language**. When people disagree, they will use a negative body language to deny the message they received. Especially,

when listeners disagree with other people, they have to express their emotion or gesture without making speakers or other people feel against them. It is very important to avoid a negative signals.

To have effective communication, people should be aware of the inappropriate communication behaviors above and practice the right one to communicate effectively.

2.3 IMPROVEMENT OF ENGLISH SPEAKING ABILITY

Communication is not only speaking, but it also includes verbal and non-verbal codes including facial expressions or gestures. According to Robinson and Segal (2018) *"Communication is about more than just exchanging information. It's about understanding the emotion and intentions behind the information. Effective communication is also a two-way street. It's not only how you convey a message so that it is received and understood by someone in exactly the way you intended, it's also how you listen to gain the full meaning of what's being said and to make the other person feel heard and understood." (para. 2, p. 1).* A main point to communicate is the sender and the receiver should understand the message or meaning in the same way (Blume, DeJong, Kim & Sprinkle, 1998). Especially in English, it is very significant that all the messages have to be clear and easy to understand. Effectiveness of English speaking ability is more than a word people hear, it combines all communication skills, and it includes managing stress, and understanding emotions and people who you are communicating with (Glinow, Shapiro & Brett, 2004). Robinson and Segal (2017) stated that an effective communication can help a connection between people and it can also improve team working, decision making, and problem solving.

Argle (1987) mentioned that communication is one of the most important factors that affect the job satisfaction and when the necessary attention given to the communication it would be helpful both individually and organizationally. Orpen (1997) stated that job satisfaction and employee motivation depend on the quality of communication. That is, a communication is significant issue for business, and it must be focused on.

It takes time and effort to improve these skills and become an effective communicator. However, good communication skills can be created through awareness and enough practice (Robinson & Segal, 2018).

2.4 RELEVANT RESEARCH

This part reviews four relevant previous research studies along with a summary: (1) A survey of human resources service staff's needs assessment regarding English communication in an international automotive factory in Rayong by Tassana (2014), (2) Developing an English for specific purpose curriculum for Asian call centers by Lockwood (2012), (3) Communication problems with ethnic minorities in the construction industry by Lee and Loosemore (2002) and (4) Effectiveness of English for specific purposes courses for non-English speaking students of hospitality and tourism by Hsu (2014)

Tassana (2014) conducted a survey on human resources service staff's needs assessment regarding English communication in an international automotive factory in Rayong. The study indicates that all English skills are very significant for working. Moreover, speaking is the most important skill for improvement in communication for working in the international automotive factory in Rayong in the study.

Lockwood (2012) conducted a study regarding a large multinational company operating global call centers and back offices in Asia. There had been concern within a company about the level of English communication skills where customers were native speakers of English, but their customer services representatives or call centers were second language speakers of English. The results indicated that call centers require English speaking skill for their career since they have to communicate with native speakers, and they need a training in their workplace to develop a communication skill so that the finding was developed and traced the improvement of English communication.

Lee and Loosemore (2002) conducted a research to ensure an effective communication between various cultural groups in the construction industry. The study explored problems of managing employees with limited proficiency in a language of their workplace. It focused on problems experienced in two English-speaking countries which were Australia and Singapore, and interactions between English-speaking

managers and non-English-speaking operatives. It described that English was the minority language on site and confined to manager level. A recommendation was made to help a company develop inter-cultural communication in subordinate level in a workplace since many communication problems occur. Therefore the results indicated that a good manager should provide English speaking training to his/her subordinates for an effective communication.

Hsu (2014) conducted a research on effectiveness of English for specific purposes for non-English speaking students of hospitality and tourism in Taiwan. The finding revealed that no significant increase in TOEIC scores was found at the interdepartmental level, but significant differences in English TOEIC scores were found between students from different disciplines. The students from hospitality program showed a significant improvement scores, while their peers in tourism program were found no improvement. When examining department factors, it was found the variety of schools and instructions did not significantly affect students' performance.

CHAPTER 3
RESEARCH METHODOLOGY

This chapter describes the methodology of this study by dividing into five parts. They are: (1) Research Design, (2) Research Instruments, (3) Participants, (4) Data Collection, and (5) Data Analysis.

3.1 RESEARCH DESIGN

The study is a survey research. A questionnaire was used as an instrument to investigate the factors that impede English communication efficiency of the Thai staff at one hotel in Hua Hin.

3.2 RESEARCH INSTRUMENT

The research instrument was a Likert-scaled questionnaire used for data collection. The designed questionnaire was tested in a pilot study with people who had qualifications similar to the expected participants. The pilot study was done with 5 participants from the chosen departments, which were the Front Office Department and the Reservations & Sales Department. The questionnaires were returned and adjusted according to the feedback received for distribution to the expected participants in the main study.

The questionnaire in the study was divided into three parts as follows: (1) demographic data asking the participants' gender, age, educational level, position, department and the number of year of work experience, (2) the perceived problems in English speaking at work, and (3) the open-ended questions where the participants could give recommendations about English speaking training required the most and the participants could give suggestions on the ways the hotel could help the hotel staff members to improve their English speaking skills.

3.3 PARTICIPANTS

The participants were 35 Thai employees working at the ABC hotel in the departments of Front Office and Sales and Reservations, as that they have to communicate regularly with the hotel's foreign guests. They were 20 participants from

the Front Office department and 15 participants from the Sales and Reservations department.

3.4 DATA COLLECTION

The researcher approached to Human Resources Department for a permission to let the representatives fill in the 35 set of questionnaires which were 20 set of the questionnaires to the participants working in the Front Office department and 15 participants working in the Sales and Reservations department (April 2016). Then, the researcher approached the managers/ assistant managers in each department and asked for their assistance in distributing the 35 questionnaires to the employees for filling in the questionnaires. The 35 questionnaires were gathered within a week after distributed to the participants by the managers / assistant managers in each department, and returned the questionnaires to the researcher.

3.5 DATA ANALYSIS

The data obtained from the questionnaires were analyzed by The Statistical Package for the Social Sciences program (SPSS). The results were in descriptive statistics, e.g. percentage, mean, and frequency.

For a 5-points rating scale in the questionnaire, they were ranged from "Always" to "Never". The criteria and meaning were divided in line with Likert's five rating scales as follows:

Always	=	5	points
Often	=	4	points
Sometimes	=	3	points
Seldom	=	2	points
Never	=	1	points

The following formula (adapted from Birisci, Metine & Karakas, 2009) was calculated for the interval width of the range:

$$\text{Worth of interval width scale} = \frac{\text{Maximum score} - \text{Minimum score}}{\text{Number of score}}$$

$$= \quad \frac{5-1}{5}$$

$$= \quad 0.80$$

Regarding a result, the interpretation of the outcomes and the meanings were as follows:

Average score		Opinion levels
4.21 – 5.00	=	Always
3.41 – 4.20	=	Often
2.61 – 3.40	=	Sometimes
1.81 – 2.60	=	Seldom
1.00 – 1.80	=	Never

To summarize, this chapter illustrated the methodology of this study, which includes research design, research instrument, participants, data collection, and data analysis. The study results will be described in the next chapter.

CHAPTER 4
RESULTS/FINDINGS

This chapter reports the results and discussions of the study. It is divided into three parts based on the following topics: (1) Demographic Data of the Respondents, (2) Perceived Problems in English Speaking among Staff of a Hotel in Hua Hin, and (3) English Speaking Training Required the Most by the Hotel Staff Members.

4.1 DEMOGRAPHIC DATA OF THE RESPONDENTS

Demographic information including gender, age, educational levels, position, department, and years of work experience are demonstrated in the following tables.

Table 4.1. Gender of Respondents

Gender	Frequency	Percent (%)
Male	15	42.9
Female	20	57.1
Total	35	100

From Table 4.1, it reveals that the respondents were composed of 35 staff members from the front office and the reservation and sales office. There were 15 male staff members (42.90%) and 20 female staff members (57.10%).

Table 4.2 Age of Respondents

Age	Frequency	Percent (%)
20-25 Years	8	22.9
26-30 Years	10	28.6
31-35 Years	13	37.1
36-40 Years	4	11.4
Total	35	100

Table 4.2 shows that the majority of the respondents aged between 31-35 years (37.10%), followed by 26-30 years (28.60%) and 20-25 years (22.90%). The minority of the respondents were between 36-40 years of age (11.40%).

Table 4.3 Educational Level of Respondents

Educational Level	Frequency	Percent (%)
Below Bachelor's Degree	1	2.9
Bachelor's Degree	30	85.7
Above Bachelor's Degree	3	8.6
Other	1	2.9
Total	35	100

From Table 4.3, it shows that most of the respondents obtained at least a Bachelor's degree totaling 30 people (85.70%), followed by 3 people with higher degrees (8.60%). Only 1 person had got an education at the level lower than a Bachelor's degree (2.9%).

Table 4.4 Position of Respondents

Position	Frequency	Percent (%)
Officer	19	54.3
Supervisor	6	17.1
Assistant Manager	4	11.4
Manager	6	17.1
Total	35	100

Table 4.4 shows that the majority of respondents were officers totaling 19 people (54.30%). Supervisors and managers were found at the same number, totaling 6 people (17.10%). Only the assistant managers totaling 4 people (11.40%) were the minority of this group.

Table 4.5 Department of Respondents

Department	Frequency	Percent (%)
Front Office	20	57.1
Reservation and Sales	15	42.9
Total	35	100

In Table 4.5, it reveals that 20 people were from the front office department (57.10%) and 15 people were from the reservation and sales office department (42.90%).

Table 4.6 Year of Work Experience of Respondents

Years of Work Experience	Frequency	Percent (%)
1-2 years	19	54.3
3-4 years	11	31.4
More than 4 years	5	14.3
Total	35	100

Table 4.6 indicates that 19 respondents (54.30%) had been working for 1-2 years, 11 respondents (31.40%) had been working for 3-4 years. The other 5 respondents (14.30%) had been working for more than 4 years.

4.2   Perceived Problems in English Speaking Among Staff of a Hotel in Hua Hin

In this section, the scores presents employees' perception about the problems in English speaking for a communication at ABC Hotel in Hua Hin in the form of frequency, percentage, mean and the level of perception with descriptive explanations. The results were obtained from the questions 1-3 in part II of the questionnaire, and the results were analyzed by SPSS program. The analysis was based on a Likert scale using the degree of frequency, such as always, often, sometimes, seldom and never. The degree of frequency were rated as 5, 4, 3, 2, and 1 points.

Table 4.7 Speaking Skill: Perceived Problems in English Speaking Among Staff of A Hotel in Hua Hin

Statements	Frequency / Percentage of Perception (%)						
	Always	Often	Sometimes	Seldom	Never	Mean	Results
	5	4	3	2	1		
1. I do not know the meaning of every word that foreign customers use when talking to me in English	0(0.00%)	0(0.00%)	4(11.40%)	21(60.00%)	10(28.60%)	1.83	Seldom
2. I use technical words in hotelier work too much when communicating in English with customers. It is confusing for the customers.	0(0.00%)	0(0.00%)	4(11.40%)	13(37.10%)	18(51.40%)	1.6	Seldom
3. I use a lot of high level words or academic words and customers are not familiar with those words. So they do not understand the meaning.	0(0.00%)	1(2.90%)	3(8.60%)	13(37.10%)	18(51.40%)	1.36	Never

Table 4.7 shows the level of perception in terms of words meaning that staff members really knew the meaning of every word that foreign customers had talked to them in English.

From the question number 1, it shows 60% of the respondents really knew the meaning of every word that customers had talked to them. There are 11.40% of the respondents sometimes did not understand the meaning when customers had talked to them. In the question number 2, it shows the respondents hardly used technical words. More than half of the respondents (51.40%) never used technical words during their hotel work, and a lot of the respondents (37.10%) seldom used technical words in their hotel work. Concerning the question number 3, more than half of the respondents (51.40%) did not use a high level or academic words. Unfortunately, there was 1 only 2.9% of the respondents who often used high level of words.

4.2.1 Discussions of the Finding

Regarding the results of the study, it revealed that when the respondents used a technical word with customers, customers did not understand technical words that the participants used and the respondents would realize that customers were not of the hotel staff so that customers could not understand technical words. Therefore they

had to respect the customers by avoiding technical words and the respondents preferred to make the customers understood their communication more easily by using simple everyday terms. Hybels and Weaver (1995) stated that a communication is a process which people would like to share their information, idea and feeling. When the speakers communicate with other people, the speakers have to think and make sure that all the messages we are going to send are easy to understand, appropriate words are used. O'Hagan (2008) elaborated that effective communication is related to grammatical accuracy including subject-verb agreement, grammar structure or function words, word choice, pronunciation and fluency. Consequently, the speaker should focus on a purpose in a content or conversation. The concept from Barford (2009) stated that people are usually blocked from communication because they use wrong words in wrong situations. The findings of this study that hotel staff at ABC Hotel in Hua Hin used simple words to let foreign customers understood what staff had said are supported by the above idea as the participants have to communicate with customers every day by mainly using a speaking skills. The results may recommend that the staff members have to speak a lot with foreign customers because of their routine job.

Table 4.8 Speaking Skill: Perceived Problems In English Speaking Among Staff Of A Hotel In Hua Hin

Statement	Frequency / Percentage of Perception (%)					Mean	Results
	Always	Often	Sometimes	Seldom	Never		
	5	4	3	2	1		
4. I do not know how to control a proper tone of voice when communicating with foreign customers in the difficult and emotional situation.	0(0.00%)	1(2.90%)	6(17.10%)	17(48.60%)	11(31.40%)	1.91	Seldom
5. I use a strong voice too much when communicating in English with customers.	0(0.00%)	1(2.90%)	2(5.70%)	16(45.70%)	16(45.70%)	1.66	Seldom
6. I use too soft and unclear voice when communicating in English due to lack of confidence.	0(0.00%)	1(2.90%)	3(8.60%)	13(37.10%)	18(51.40%)	1.36	Never

Table 4.8 shows the level of perceived problems in English speaking among the staff of a hotel in Hua Hin in terms of their using the proper tone of voice. The table

shows that 48.60% of the respondents knew how to control and used a proper tone of voice when communicating with customers in a difficult or emotional situation. Some of the respondents (17.10%) sometimes did not know the right way to control their tone of voice when they were facing a difficult situation or an emotional situation. Regarding the question number 5, the result revealed that 45.70% of the respondents never used a strong tone of voice when communicating with customers. Regarding the question number 6, the result revealed that more than half of the respondents (51.40%) did not use too soft or unclear tone of voice and a lot of the respondents (37.10%) hardly used that tone of voice. For the question number 7, the result demonstrates that the respondents hardly spoke in a monotone voice. Many of the respondents (37.10%) never used a monotone voice. Moreover, 11.40% of the respondents sometimes used a monotone voice when they communicated with customers.

4.2.2   Discussions of the Finding

For the perception of problems in English speaking among staff from table 4.8, almost respondents faced a difficult situation, they automatically managed their voice in a proper way and tried to calm down their emotion and mood, but there were few respondents did not know the right way to control their tone of voice when they were facing a difficult situation or an emotional situation since they were in an officer level and they had few years of work experience. According to Hybels and Weaver (1995), people always communicate to others since we was born, but people are not good at communication. Sometimes when communication is failed, people feel bad or frustrated and it can be ended up with a bad emotion or feeling. From the finding in table 4.8, it indicates that the problems that the respondents faced were from their own perception. Therefore the participants in officer level have to know how to manage a problem that from their own perception. It is supported by National Institute for Literacy (2001), fluency is important as well since it will make a receiver trust a speaker more when a speaker speaks. Robinson and Segal (2017) claimed that a communication is not only speaking, but it also includes verbal and non-verbal skill such as emotion, facial expression or gesture. A main point to communicate is the sender and the receiver should understand the message or meaning in the same way. To be more effective in controlling the emotion in a difficult situation, hotel staff should have more working

experiences that is the main factors. It gives a recognition and comprehension when people are speaking and the listeners can feel a speaker's intention or purpose.

Table 4.9 Speaking Skill: Perceived Problems in English Speaking Among Staff of A Hotel in Hua Hin

Statements	Frequency / Percentage of Perception (%)					Mean	Results
	Always	Often	Sometimes	Seldom	Never		
	5	4	3	2	1		
7. I wrongly pronounce English words, which causes foreign customers do not understand what I speak.	0(0.00%)	0(0.00%)	8(29.20%)	17(48.60%)	10(28.60%)	1.94	Seldom
8. I stress in wrong position of vocabularies, which may cause the change of meaning.	0(0.00%)	0(0.00%)	8(22.90%)	14(40.00%)	13(37.10%)	1.86	Seldom
9. I use an unfamiliar accent with customers and this might be too difficult for them to understand.	0(0.00%)	0(0.00%)	6(17.10%)	17(48.60%)	12(34.30%)	1.83	Seldom

Table 4.9 reports that most of the 17 respondents (48.60%) seldom pronounced English words wrongly and there were 8 participants (29.20%) that wrongly pronounced which caused customers to not understand what they were saying. For question number 8, 40% of the respondents seldom produced wrong stress position for words used and 22.90% of the respondents sometimes used wrong stress positions with words they used. In the question number 9, 48.60% of the respondents seldom used an unfamiliar accent with customers which might be too difficult for customers to understand and 34.30% of the respondents never used an unfamiliar accent with customers.

4.2.3   Discussions of the Finding

From the finding of the study table 4.9 indicated the mean rate and a percentage in each topic question that pronunciation and stress were very significant for English communication in ABC hotel industry in Hua Hin, but an accent might be less important since hotel staff members often repeated the information to customers if customers did not understand what hotel staff members said in the first time. According to Hewings (2010), stated that English spoken has more influence in many countries

and it has variety of grammar, vocabulary and pronunciation. English is used widespread as an international language. Almost of the respondents stressed in a right position of vocabularies, but some respondents might stress in a wrong position of vocabularies since the respondents found some unfamiliar vocabularies so that they were blocked for a while. Being a good pronunciation people, the staff members must be able to speak like native speakers including pronunciation, stress and accent (Harmer, 2015). The respondents sometimes faced to an unfamiliar accent from foreign customers although the respondents had faced to variety nations and variety accents, they might get used to those accents. Even though the respondents used a pronunciation and accent mostly like native speakers, it cannot suggest that all staff members in ABC Hotel in Hua Hin are effective in communication in English speaking. To maintain staff's effective communication in English speaking, the staff members in ABC Hotel need to be aware of English speaking in daily life to recap their knowledge.

4.3 ENGLISH SPEAKING TRAINING REQUIRED THE MOST BY THE HOTEL STAFF MEMBERS.

This part presents employees' perception about English speaking training that the staff member in ABC Hotel in Hua Hin required the most. The results were obtained from part III of the questionnaire, and the results described in the descriptive explanations. The analysis was based on the staff members' perception in ABC Hotel in Hua Hin.

4.3.1 What kind of English Speaking Training do staff members require the most?

From the open-ended part in questionnaires, most of the staff members who were the participants in the study required a verbal and non-verbal communication training. The staff members needed a training for at least once a month in order to be effective in communication at work since they had to communicate with customers every day at their workplace. Furthermore the staff members who were the respondents in the study suggested the hotel management team should use the appropriate ways to improve effective English communication among the staff such as using role playing strategies. These strategies can improve their communication and improve their

English speaking skill. Staff members should get in the habit of talking with and negotiating with customers on a daily basis.

It also revealed that the staff members in ABC Hotel in Hua Hin required a communication training. Both of verbal and non-verbal communication skills were very crucial for their job. Moreover, a communication in the ABC hotel not only included an internal department communication, but also included external department communication. Therefore communication skills would be beneficial for their current job.

CHAPTER 5
CONCLUSION AND RECOMMENDATIONS

This chapter is divided into four parts: (1) summary of the study, (2) summary of the findings, (3) conclusion, and (4) recommendations for further research.

5.1 SUMMARY OF THE STUDY

5.1.1 Objectives of the Study

As English speaking communication is very important to the hotel industry, the study attempted to investigate problems in English speaking among staff members of the ABC Hotel in Hua Hin. Moreover, the study aimed to investigate English speaking training that staff members in ABC Hotel Hua Hin required for their career advancement. It has got an insight into the staff members' opinions and recommendations towards their needs for English speaking training.

Understanding the staff members' perceived problems in communication when speaking English and English communication training might be beneficial to a hotelier work or relevant work units. The result could help Hotel executives to search a proper method to improve their personnel's English speaking skill more.

5.1.2 Subjects, Materials and Procedures

The subjects of the study were 35 staff members from the front office and the reservation and sales departments working at ABC Hotel in Hua Hin. The response rate was 100% or 35 returned questionnaires. The questionnaires were delivered to the subjects of the study to obtain; (1) demographic data of the respondents, (2) Likert scale about perceived problems in English speaking among staff of ABC Hotel in Hua Hin, (3) English speaking training do staff members require the most. The design of the study was a survey research using questionnaires which were collected within a week after the participants completed the questionnaires. Thirty-five sets of questionnaires were returned to the researcher. The Likert scale was used to measure levels of perceived problems in English speaking communication. The data collected was analyzed by the SPSS version 20 program and presented in descriptive statistics.

5.2 SUMMARY OF THE FINDINGS

The results of the study can be summarized as follows:

5.2.1 Demographic Information of the Respondents

There were a total of 35 participants in this study. 15 participants were males and 20 participants were females. Most of the participants were between 31-35 years old. The largest group of the participants had obtained a Bachelor's degree. The majority of the participants were officers in the front office and the participants who had worked 1-2 years were the largest group in this study.

5.2.2 Perceived Problems in English Speaking among Staff of ABC Hotel in Hua Hin

The findings of the study were presented in percentage, mean scores, and level of staff members' perceived problems in English speaking. The staff members' perceived problems in English speaking were categorized into three dimensions: words meaning, tone of voice, and pronunciation. This can be summarizes as follows:

5.2.2.1 Perceived Problems in English Speaking: Words Meaning

Regarding the research results, the majority of the participants perceived that they knew the meaning of every word that the foreign customers talked to them. There were some difficult words or slangs that foreign customers had used and staff members did not know well. Moreover, the participants hardly used technical words in hotelier work since it might be a cause of misunderstanding or difficult to understand to customers and they tried to use simple words and it was easy to understand. High level or academic words were not used too much because the participants tried to use simple words, and they found that using simple words could make their speaking communication more effective. There were some words such as slangs or idioms that the foreign customers used and the participants did not know them well. The research results revealed that the participants turned to a dictionary for help since some words were not commonly used in the general speaking situations.

5.2.2.2 Perceived Problems in English Speaking: Tone of Voice

For the perceived problems in English speaking in terms of tone of voice, the largest part of the participants were found to control their tone of voice well in a difficult and emotional situation. There were some participants that sometimes were out of control of their tone of voice when they faced a difficult or emotional situation because they had got less working experience. Using too strong, too soft or unclear voice were found to hardly happen with the participants. In their routine jobs, they had to handle the situations with a variety of customers. They knew how to use a proper tone of voice. Most employees in the supervisor's level and above knew how to use a proper tone of voice in a difficult situation or emotional situation as well. It may have come with their working experience. Furthermore, the perception of monotone voice of the participants were hardly found during their routine work. When the participants had more working experiences, they knew how to manage their mood or emotion and they tried to avoid to use a monotone voice since it might be caused of un-satisfaction to customers.

5.2.2.3 Perceived Problems in English Speaking: Pronunciation and Accent

The study results revealed that most of the participants pronounced word correctly, but there were some of the participants pronounced some words incorrectly. When they pronounced correctly, it could make their conversation or speaking flow and easy to understand to the customers.

In addition, from the open-ended part of the questionnaire, the participants mentioned that they were used to the American accent more than the British accent since they watched American movies and listened to American songs. Even though the participants got used to an American accent, they still pronounced a Thai accent since their circumstance was almost Thai. Moreover even though a word stress was reported that it was not a problem for the participants in their career, some customers could not understand their accents well enough.

From the research results regarding the perceived problem towards the staff member's accents, it revealed that an unfamiliar accent was not a serious problem for their routine job because the foreign customers understood that there were a variety

of accents of the English language users. Customers tried to understand the meaning that the participants conveyed, but there were some customers did not understand the meaning that the staff conveyed because of an unfamiliar accent.

5.2.3   English Speaking Training do staff members in Hua Hin require the most

According to the findings, the majority of the participants required both of verbal communication and non-verbal communication training. The participants had to deal and negotiate with customers every day. The participants not only communicated with customers, but they had to communicate in an internal department as well. Therefore the communication training was very crucial to them. From the research results, it was found that the participants required a communication training at least once a moth. Thus they could practice a speaking skill and complete a non-verbal communication skill such as body language, eye-contact and gesture.

5.2.4   Recommendations or suggestions on way the Hotel can help staff to improve your English speaking skill

From the results of the study, most of the participants suggested that a hotel management team provide a communication training, especially verbal communication. Verbal communication was perceived to be very important to their jobs and they needed to improve their verbal English communication skills and they wanted to find the way on how to achieve an effective communication through using a role-plays. The majority of the participants required a role-play strategy training since it simulated a real situation and they could learn the ways to manage the situations. Moreover, the training of four English skills, which are writing, listening, reading and speaking, was required as well. Not only was speaking skill perceived important, but the participants also needed to improve all the four skills of using English. One of the most English skills that the staff members needed to get a training was the writing skill since they had to write e-mails to customers or colleagues in other departments in the workplace every day.

5.3   CONCLUSION

The study attempted to find out the perceived problems in English speaking among staff of ABC Hotel in Hua Hin. The following conclusion has been drawn from the results of the study.

5.3.1   Most participants were females and they were at the officer level. Most of them had obtained a Bachelor's degree and the average age range was 31-35 years old.

5.3.2   The staff members knew the meaning of words that customers conveyed and they did not use technical words in their hotelier work because they wanted to avoid misunderstanding.

5.3.3   From the results, a well-controlled of a proper tone of voice was used effectively in the supervisor level. In the officer level, there were some problems occur during their working time.

5.3.4   The results reveal that a pronunciation and accent are not a problems too much since staff members try to use a body language to help their communication. If the staff members can stimulate a native speaker accent, they will feel more confident in English speaking.

5.3.5   From each section's results in part II, the conclusion is that the perception on English speaking in terms of pronunciation and accent, which is followed by the perception of pronunciation and accent, and perception on English speaking in terms of word meaning.

5.3.6   The results of the study define that staff members in the ABC Hotel in Hua Hin needed training in verbal communication and non-verbal communication for their effective English communication in worksite, so they need to practice their English language ability.

5.4   RECOMMENDATIONS FOR FURTHER RESEARCH

Based on the finding and conclusions of the study, the following recommendations are made for further research.

5.4.1   This study surveyed only the staff members' perceived problems in English speaking between staff members and customers in the ABC Hotel at Hua Hin. Further studies should be done on the perceived problems in other English skills such as listening, writing or reading in other hotels or other workplaces.

5.4.2   The limitation of population are controlled in ABC Hotel in Hua Hin. Therefore, the results of the study may not be generalized to others organizations. For further study, it should focus on a larger population from a various company to make the results more reliable.
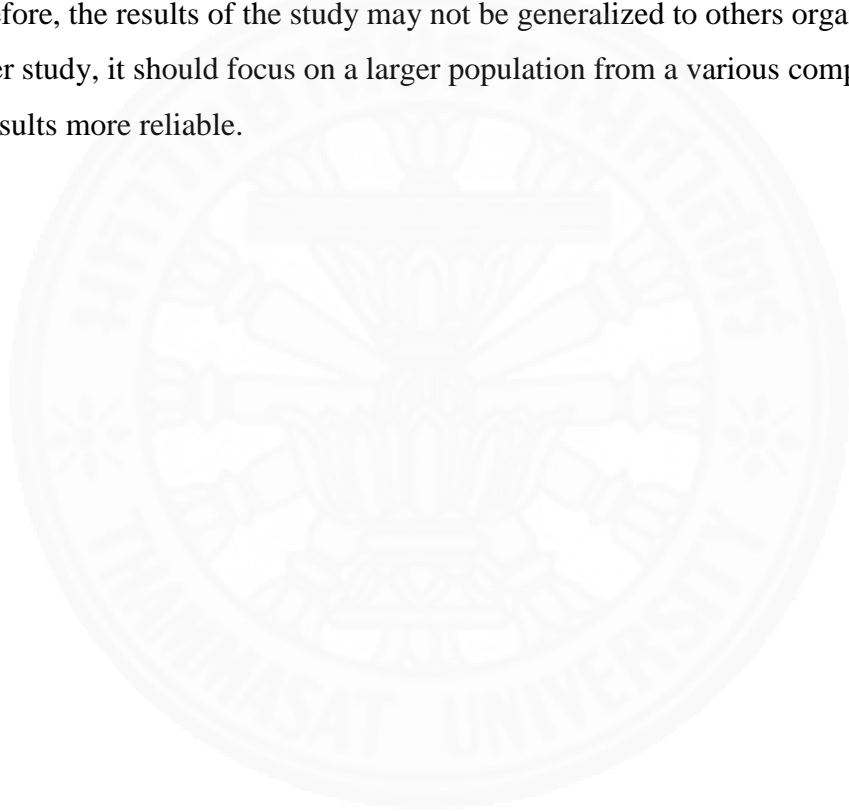
REFERENCES

Armbruster, B. B. (2010). *Put reading first: The research building blocks for teaching children to read: Kindergarten through grade 3*. Diane Publishing.

Blume, A., DeJong, D. V., Kim, Y. G., & Sprinkle, G. B. (1998). *Experimental evidence on the evolution of meaning of messages in sender-receiver games. The American Economic Review*, 88(5), 1323-1340.

Craig, R. T. (1999). *Communication theory as a field*: *Communication theory*, 9(2), 119-161.

Foss, K. A., & Reitzel, A. C. (1988). *A relational model for managing second language anxiety. Tesol Quarterly*, 22(3), 437-454.

Fox, L., Vaughn, B. J., Wyatte, M. L., & Dunlap, G. (2002). *"We can't expect other people to understand": family perspectives on problem behavior. Exceptional Children*, 68(4), 437-450.

Harmer, J. (1983). *The practice of english language teaching*. Longman, New York, NY 10036.

Hewings, M. (2007). *English pronunciation in use advanced book with answers, 5 audio cds and cd-rom*. Cambridge University Press.

Koegel, L. K., Koegel, R. L., Hurley, C., & Frea, W. D. (1992). *Improving social skills and disruptive behavior in children with autism through self-management. Journal of applied behavior analysis*, 25(2), 341-353.

Lee, S. (2014). *Study on the classification of speech anxiety using q-methodology analysis. Advances in Journalism and Communication*, 2(03), 69.

Lin, F. (2018). *Exploring the influence of English for Specific Purposes (ESP) curriculum on Chinese graduates' career.* University of Windsor

Lockwood, J., Forey, G., & Elias, N. (2009). *Call centre communication: measurement processes in non-English speaking contexts. English for specific purposes in theory and practice*, 143-164.

Lockwood, J. (2012). *Developing an English for specific purpose curriculum for Asian call centres: How theory can inform practice. English for specific purposes*, *31*(1), 14-24.

Lockwood, J. (2012). *English language assessment for the Business Processing Outsourcing (BPO) industry: Business needs meet communication needs. English Language and Literature Studies*, *2*(4), 22.

McKay, M., Davis, M., & Fanning, P. (1995). *Messages: The communication skills book*. Oakland, CA: New Harbinger Pub.

Michael, G. (2017). *The world's most visited destinations 2017: Mastercard release Asia Pacific Destination Index*. Retrieved from http://www.traveller.com.au

Murphy, J. (1991). *Oral communication in TESOL: integrating speaking, listening, and pronunciation. TESOL Quarterly, 25*(1), 51-75.

Nakatani, Y. (2006). Developing an oral communication strategy inventory. *The modern language journal*, *90*(2), 151-168.

Nerlich, B., Koteyko, N., & Brown, B. (2010). Theory and language of climate change communication. *Wiley Interdisciplinary Reviews: Climate Change*, *1*(1), 97-110.

Richardson, D. B., McKenna, W., Bristow, M., … O'connell, J. (1996) Report to legal management. *How to change practical for enhancing your emotional intelligence*, 8

Robinson, L., Segal, J., & Segal, R. (2014). *Effective communication: Improving communication skills in business and relationships*. Retrieved February, 20, 2014.

Sundaram, D. S., & Webster, C. (2000). The role of nonverbal communication in service encounters. *Journal of Services Marketing*, *14*(5), 378-391.

Trace, J., Hudson, T., & Brown, J. D. (2015). *Developing Courses in Languages for Specific Purposes*.

Vanessa, B. (2009). *Mind your slanguage*. Retrieved from http://news.bbc.co.uk/2/hi/uk_news/magazine/8388545.stm

Yadav, R., Kumar Dokania, A., & Swaroop Pathak, G. (2016). *The influence of green marketing functions in building corporate image: Evidences from hospitality industry in a developing nation.* International journal of contemporary hospitality management, *28*(10), 2178-2196.

APPENDICES

APPENDIX A
QUESTIONNAIRE

Research Title: Perceived Problems in English Speaking among Staff of a Hotel in Hua Hin

This questionnaire is a part of research study as a partial fulfillment of the requirement for the Master's Degree of Arts in Career English in International Communication Language Institute, Thammasat University. The aim of this questionnaire is to identify the perceived problems in English speaking among staff of a hotel in Hua Hin.

In this questionnaire, there are three sections as follows:

1. Background Information
2. Likert scale : Perceived Problems in English Speaking among Staff of a Hotel in Hua Hin
3. What kind of English speaking training the staff members require

Your response will be strictly confidential and used for research purpose only. Your cooperation in answering this questionnaire is highly appreciated.

Part I: Background Information

Instructions: Please mark √ in the brackets provided.

1. Gender:

   (   ) Male   (   ) Female

2. Age:

   (   ) 20 – 25 years old   (   ) 26 – 30 years old

   (   ) 31 – 35 years old   (   ) 36 – 40 years old

   (   ) 41 – 45 years old   (   ) 46 – 50 years old

   (   ) More than 51 years old

3. Educational Level:

(   ) Lower than Bachelor's Degree

(   ) Bachelor's Degree

(   ) Higher than Bachelor's Degree

(   ) Other [Please specify……………………….]

4. Position:

(   ) Officer

(   ) Supervisor

(   ) Assistant Manager

(   ) Manager

5. Department:

(   ) Front Office   (   ) Reservation & Sales

6. Years of Work Experience:

(   ) 1 – 2 years   (   ) 3 – 4 years   (   ) More than 4 years

Part II: Perceived Problems in English Speaking among Staff of a Hotel in Hua Hin Instructions: Please mark √ in the box provided that is most applicable to you.

Note: 5 = Always, 4 = Often, 3 = Sometimes, 2 = Seldom, 1 = Never

Speaking Skill	5	4	3	2	1
1. I do not know the meaning of every word that foreign customers use when talking to me in English ฉันไม่รู้ความหมายของคำศัพท์ทุกคำที่ลูกค้าชาวต่างชาติใช้เมื่อพูดกับฉันเป็นภาษาอังกฤษ					
2. I use technical words in hotelier work too much when communicating in English with customers. It is confusing for the customers. ฉันมักใช้คำศัพท์เฉพาะทางโรงแรมมากเกินไปเมื่อสื่อสารกับลูกค้าเป็นภาษาอังกฤษ ซึ่งยากต่อการเข้าใจและอาจทำให้ลูกค้าเข้าใจผิดไป					

3. I use a lot of high level of words or academic and customers are not familiar with those words. So they do not understand the meaning. ฉันใช้คำศัพท์ระดับสูงหรือเชิงวิชาการมาก และลูกค้ามักไม่คุ้นชินกับคำเหล่านั้น จนทำให้พวกเขา ไม่เข้าใจในความหมาย					
4. I do not know how to control a proper tone of voice when communicating with foreign customers in the difficult and emotional situation. ฉันไม่รู้วิธีใช้น้ำเสียงในการพูดให้เหมาะสมเมื่อฉันสื่อสารกับลูกค้าเป็นภาษาอังกฤษ ในสถานการณ์ที่ยากและมีผลกระทบต่ออารมณ์ของฉัน					
5. I use a strong voice too much when communicating in English with customers. ฉันใช้เสียงแข็งมากเกินไปเมื่อสื่อสารเป็นภาษาอังกฤษกับลูกค้า					
6. I use too soft and unclear voice when communicating in English due to lack of confidence. ฉันใช้น้ำเสียงที่เบาและไม่ชัดเจนมากเกินไปเมื่อสื่อสารเป็นภาษาอังกฤษกับลูกค้า เนื่องจากขาดความมั่นใจ					
7. I wrongly pronounce English words, which causes foreign customers not understand what I speak. ฉันออกเสียงคำภาษาอังกฤษอย่างผิดๆ ซึ่งทำให้ลูกค้าไม่เข้าในสิ่งที่ฉันพูด					
8. I stress in wrong position of vocabularies, which may cause the change of meaning. ฉันเน้นเสียงของคำภาษาอังกฤษผิดตำแหน่ง ซึ่งทำให้ความหมายเปลี่ยนไป					
9. I use an unfamiliar accent with customers and this might be too difficult for them to understand. ฉันใช้สำเนียงภาษาอังกฤษที่ลูกค้าไม่คุ้นเคยจึงทำให้ลูกค้าเข้าใจยากในสิ่งที่ฉันพูด					

Part III: English Speaking Training

Instructions: Please give a short answer as a response of the following questions

1. What kind of English speaking training do you require the most? Please explain.

_____
_____
_____
_____
_____
_____
_____

2. Please feel free to write down your recommendations or suggestions on ways the hotel can help you to improve your English speaking skills.

_____
_____
_____
_____
_____
_____
_____

- Thank you

BIOGRAPHY

Name   Mr. Yot-a-nan Chantaramard

Date of Birth   April 10, 1991

Educational Attainment   2013: Bachelor of Art, Naresuan University

Work Position   Reservation officer

                                Amari Hua Hin

Work Experiences   Reservation officer:

                                Amari Hua Hin

                                Guest Service Centre:

                                Sheraton Hua Hin Resort & Spa