

A Study of English Language Use in Tourism: A Case Study of Outbound Tourist Guides

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Abstract

This research aims 1) to study the problem of English communication of outbound tourist guides, 2) to create a learning package and validate in developing the skill of English communication of the outbound tourist guides and 3) to analyze and recommend the skill developing about English communication of the outbound tourist guides. This research is the Quantitative Research. The population referred to this research, researcher selects the outbound tourist guides consisting of 20 persons. This research was conducted with the outbound tourist guides in Thailand. Research method, the tool used in the research, the researcher makes the learning English package and questionnaires as the tool. The researcher makes the note as the tool to collect the information from opinion and suggestion. The sample group is about 20 persons. The data analysis is of general information collected from the outbound tourist guides. The analysis of personal data to achieve the development skills of English usage in communication of the outbound tourist guides has been studied. The result of the research is found that the most of the outbound tourist guides have been acquired the English skills. Most of the outbound tourist guides have got knowledge from developing skills as 93.33%,

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followed by using the experience from developing skills to adapt with the outbound tourist guides the highest level for 86.67%. Getting knowledge from speaking skills at high level is for 76.67% and experiencing from developing skills at high level for 83.33%. The structure of English helps in describing about the outbound tourist at level of up to 66.67%. The suitable time to developing skills at the highest level is by 66.67% and confidence in describing using the English skill about the traveling activities at the highest level by 63.33%. The appreciation with developing skills and suggestion for all the ways of developing skills at the highest level is by 96.67%. All satisfied with the proposed acquisition reaches to 94 percent of the expectation. After the acquisition of the development of skills in English communication of the outbound tourist guides, this research has shown the achievement for the statistical record at the first time before going through the learning package at 67.13 percent and 88.37 percent after making up the learning package. The statistical significance of dissatisfaction at .001 percent has been recorded.

Keywords: outbound tourist guides; learning package; acquired.

Introduction

English as an international language, is used for communication in many business activities in the world. One of the business is tourism industry. English for tourism is one of English for specific purposes (ESP). Nowadays, English has important roles for tourism industry to communicate, negotiate, execute transactions with tourists and other travel activities. Since tourism industry is one of the fastest growing businesses in the world as well as in Thailand, it plays an important role in increasing our national income and welfares. The tourism industry is one of Thailand's main economic components, accounting for 6-7% of its GDP. According to The Office of the National Economic and Social Development Council, the recovering tourism sector can enhance the Thai economy, which leads to Thailand's GDP growth. In addition, Thai Ministry of Tourism and Sports (2016)

showed that the total tourism revenues have accounted for THB 2.5 trillion (USD 71 billion) in 2016, with THB 1.6 trillion coming from international markets and THB 870 billion from the domestic market. When considering the tourism context, English language becomes an important connection as the main language used for the tourism industry. Therefore, it is necessary for the employees who work in the tourism industry in order to communicate with foreign tourists. However, some staff or guides cannot communicate effectively and fluently as they should be.

English communication skills are highly indispensable tools for employees in tourism workplaces. More specifically, speaking and listening skills of English are needed for the employees who have involved in the tourism industry as oral communication while reading and writing are required for email communication. Some of the employees or staff in tourism still cannot communicate or convey their idea properly and effectively. For example, when they sort out enquiry information to the clients, some of them cannot explain and use the right sentences and words.

Consequently, the study of this research aims to investigate the impact of unproficiency in language skills and to explore the usage of English language skills for employees in their workplaces especially those who are working as the outbound tourist guides.

Research Objectives

1. To study the main impact in English communication of the Outbound Tourist Guides.
2. To create and validate the required Learning Package for the Outbound Tourist Guides.
3. To analyze English communication after using Learning Package for the Outbound Tourist Guides.

Research Methodology

This research is the Qualitative Research which is to study about the problems and the impacts of English usage in communication occurred to the outbound tourist guides. The target group of the outbound tourist guides are set in 20 people who has the license issued from Tourism Department of Thailand (2 company owners, 2 expert and senior outbound guides, 16 outbound guides). The sample groups are the outbound tourist guides who have got basic knowledge of English and can communicate little. The measurement of the ability to communicate in English for 20 persons will test by using questionnaires.

The questionnaires and semi- interviews are used as the research instrument in this study. The questionnaire is designed based on a review of the literature and the researcher's experience. The researcher developed a five -point Likert scale to seek respondent's opinions about the use of English language skills in tourism sectors and to discover the English languages skills, needs and interests required for improving English in tourism workplaces.

The descriptive analyses employed to investigate the English language skills used by the outbound tourist guides are frequency, percentage, means, and standard deviation. The Statistical Package for the Social Sciences (SPSS) was used to analyze the data. The semi- interview will be analyzed by content analysis. A 5- point Likert scale will be used to score the level of employees' English language usage in tourism workplaces.

Research Result

After the research test completed, Most of the tourists guide get knowledge from developing skills for 93.33%, followed by using the experience from developing skills to adapt with the tourist guides at the high level of 86.67%. Get knowledge from speaking skills at high level for 76.67%, Get the experience from developing skills at high level for 83.33%. The structure of English helps in describing about the tourist sites at level of up to 66.67%. The suitable time to

developing skills at the very most by 66.67% and confidence to describing about the tourist sites at the very most, by 63.33%. The appreciation with developing skills and suggestion for all the way of developing skills at the most reaches 96.67%.

Research Suggestion

Suggestions for tourist guides to develop skills in using English to communicate with the outbound tourist guides, 20 reviews indicated that it is proposed to developing skills that are useful to increase 33.3 percent, fill the time in developing skills for 33.3 percent developed should provide for the proposed developing plan for the next by 33.4 percent.

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