Needs of English Language Usage in Hospitality and Tourism Industry in Prachuap Kirikhan Province

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Abstract

The purposes of this study were 1) to investigate needs of English language usage in hospitality and tourism industry in Prachup Kirikhan province, and 2) to study additional suggestions from respondents. The research samples were 220 employees working in hospitality and tourism industry in Prachuap Kirikhan province derived through Simple Random Sampling technique. The instruments used for collecting the data were the rating-scale and open-ended questionnaire. Frequency, percentage, mean, standard deviation and content analysis were used for data analysis. The findings were needs of English language usage in hospitality and tourism industry in Prachup Kirikhan Province were at a high level which the highest needs were Writing skills The additional suggestions were as follows: 1) employees should be trained for vocabulary relating to hospitality and tourism; 2) workshop for practicing general conversation in different situations should be organized; and 3) negotiating and problem solving skills should be highly concerned by employers.

Keywords: English in the Hospitality and Tourism Industry; English Usage in the Tourism Context; English Usage in the Hospitality Context.

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1. Introduction

The fast worldwide progression of tourism management has been a significant advance within a hospitality and tourism industry over the latest decades [1]. Communication is essential to the management English language as important means to communicate within hospitality and tourism organizations and for industry management [2,3]. Language also activates the industry to drive forward as presented by Buckley and his colleagues who find out that the language plays an important role in facilitating communication between head quarter and subsidiaries. Consequently, high-level personnel with language skills are becoming more and more necessary to corporate efficiency and success in tourism management in the global environment [4]. English is a vital aspect in the hospitality and tourism industry since it allows providing the best service to foreign visitors who do not know the local language. Therefore, people who are required to use English at work for tourism and hospitality purposes need to improve their communicative abilities, language fluency, and accuracy [5] in order to make foreigners more comfortable when they visit the country [6].

2. Research Purposes

The purposes of this study were:

1) to investigate needs of English language usage in hospitality and tourism industry in Prachup Kirikhan Province in four aspects: Listening skills; Speaking skills; Reading skills and Writing skill; and

2) to study additional suggestions from respondents.

3. Research Methodology

This study focused on needs of English language usage in hospitality and tourism industry in Prachup Kirikhan Province which consists of population and samples as follows:

The population of this study was 530 employees working in hospitality and tourism industry in Prachuap Kirikhan province. The samples of this study were 220 employees working in hospitality and tourism industry in Prachuap Kirikhan province derived through Simple Random Sampling technique.

Instrumentation

The instruments used for gathering the data were the rating-scale and open-ended questionnaire based on employees working in hospitality and tourism industry in Prachuap Kirikhan province. The first part (Part 1) of the questionnaire asked for the demographic information of the respondents: Gender, Work Experience, and Work sector. The second part (Part 2) concerned with employees working in hospitality and tourism industry in Prachuap Kirikhan province. This part consisted of 3 items of Listening skills, 5 items of Speaking skills,4 items of Reading skills and 4 items of Writing skills. The third part (Part 3) asked for opinions and suggestions of the respondents. The five levels of employees working in hospitality and tourism industry in Prachuap Kirikhan province used in the questionnaire were ranked as "The highest needs", "High needs", "Moderate needs", "Low

needs", and "The lowest needs". Responses from the questionnaires were subsequently coded. The data of the respondents' coded responses were statistically calculated and analyzed.

Data Analysis

Data analysis from questionnaire both single item and whole questionnaire which presented by a form of rating scale. These rating scales were calculated to find out mean and standard deviation and then translated based on criteria developed as follows [7]:

5   refers to   The highest needs

4   refers to   High needs

3   refers to   Moderate needs

2   refers to   Low needs

1   refers to   The lowest needs

This, then, is calculated into mean scores as a following formulation.

$1.00 \leq$ < 1.50 refers to the lowest needs.

$1.51 \leq$ < 2.50 refers to low needs.

$2.51 \leq$ < 3.50 refers to moderate needs.

$3.51 \leq$ < 4.50 refers to high needs.

$4.51 \leq$ < 5.00 refers to the highest needs.

The collected data was analyzed using a computer program. The statistics used for analyzing the data were frequency, percentage, mean, standard deviation, and content analysis.

4. Results

Part 1: Results of the demographic data of the respondents

Table 1: Results of the Demographic Data of the Respondents

Demographic data of the respondents	*n*	Percentage
1. Gender		
1.1) Male	96	43.63
1.2) Female	124	56.36
Total	220	100
2. Work experience		
2.1) Less than 1 year	12	5.46
2.2) 1-5years	74	33.64
2.3) 6-10 years	92	41.82
2.4) 11-15 years	37	16.81
2.5) 16-20 years	3	1.36
2.6) More than 20 years	2	0.91
Total	220	100
3. Work sector		
4.1) Hospitality sector	115	52.27
4.2) Tourism sector	105	47.73
4.3) Others	0	0
Total	220	100

Part 2: Results of Needs of English language usage in hospitality and tourism industry in Prachup Kirikhan province

Table 2: Mean ($\bar{X}$) and Standard Deviation (S.D.) of usage of English communicative skills in the workplace context in Overall

No.	Aspects	$\bar{X}$	S.D.	Level
1.	Listening skills	4.45	0.62	High
2.	Speaking skills	4.50	0.67	High
3.	Reading skills	4.26	0.63	High
4.	Writing skills	4.49	0.64	High
Total		4.42	0.64	High

The above table indicated that needs of English language usage in hospitality and tourism industry in Prachup Kirikhan province in overall were at a high level ($\bar{X}$ = 4.42). The highest needs at a high level were Speaking skills ($\bar{X}$ = 4.50), followed by Writing skills, Listening skills and Reading skills ($\bar{X}$ = 4.49, $\bar{X}$ = 4.45 and $\bar{X}$ = 4.29 respectively).

Table 3: Mean ($\bar{X}$) and Standard Deviation (S.D.) of usage of English communicative skills in the workplace context.in Listening skills

No.	Components	$\bar{x}$	S.D.	Level
1.	Listening to customers' questions and problems	4.78	0.54	Highest
2.	Listening to descriptions of tour/hotel services	4.30	0.63	High
3.	Listening to news or information	4.26	0.71	High
	Total	4.45	0.62	High

The table presented that needs of English language usage in hospitality and tourism industry in Prachup Kirikhan province in Listening skills were at a high level ($\bar{X}$ = 4.45). The highest needs at the highest level were "Listening to customers' questions and problems" ($\bar{X}$ = 4.78), followed by "Listening to descriptions of tour/hotel services" ($\bar{X}$ = 4.30) whereas the lowest needs at a high level were "Listening to news or information" ($\bar{X}$ = 4.26).

Table 4: Mean ($\bar{X}$) and Standard Deviation (S.D.) of usage of English communicative skills in the workplace context.in Speaking skills

No.	Components	$\bar{x}$	S.D.	Level
1.	Giving information about hotel/tour services	4.53	0.97	Highest
2.	Introducing products and services	4.47	0.54	High
3.	Giving information about tourist attractions	4.62	0.63	Highest
4.	General conversations	4.54	0.47	Highest
5.	Giving advices and opinions	4.36	0.77	High
	Total	4.50	0.67	High

The table demonstrated that needs of English language usage in hospitality and tourism industry in Prachup Kirikhan province in Speaking skills were at a high level ($\bar{X}$ = 4.50). The highest needs at the highest level were "Giving information about tourist attractions" ($\bar{X}$ = 4.62), followed by "General conversations" ($\bar{X}$ = 4.54) whereas the lowest needs at a high level were "Giving advices and opinions" ($\bar{X}$ = 4.36).

Table 5: Mean ($\bar{X}$) and Standard Deviation (S.D.) of usage of English communicative skills in the workplace context.in Reading skills

No.	Components	$\bar{x}$	S.D.	Level
1.	Reading emails	4.24	0.77	High
2.	Reading hotel/tourism documents, brochures and leaflets	4.39	0.62	High
3.	Reading hotel/tourism magazines and newspaper	4.25	0.52	High
4.	Reading letters	4.16	0.61	High
	Total	4.26	0.63	High

The table illustrated that needs of English language usage in hospitality and tourism industry in Prachup Kirikhan province in Reading skills was at a high level ($\bar{X}$ = 4.26). The highest needs at a high level were "Reading hotel/tourism documents, brochures and leaflets" ($\bar{X}$ = 4.39), followed by "Reading hotel/tourism magazines and newspaper" ($\bar{X}$ = 4.25) whereas the lowest needs at a high level were "Reading letters" ($\bar{X}$ = 4.16).

Table 6: Mean ($\bar{X}$) and Standard Deviation (S.D.) of usage of English communicative skills in the workplace context.in Writing skills

No.	Components	$\bar{x}$	S.D.	Level
1.	Writing business emails	4.49	0.69	
2.	Writing tour/hotel advertisements	4.53	0.67	
3.	Writing tour/hotel notices and announcements	4.61	0.58	
4.	Writing business letters	4.32	0.62	
	Total	4.49	0.64	

The table illustrated that needs of English language usage in hospitality and tourism industry in Prachup Kirikhan province in Writing skills were at a high level ($\bar{X}$ = 4.49). The highest needs at the highest level were "Writing tour/hotel notices and announcements" ($\bar{X}$ = 4.61), followed by "Writing tour/hotel advertisements" ($\bar{X}$ = 4.53) whereas the lowest needs at a high level were "Writing business letters" ($\bar{X}$ = 4.32).

Part 3: Opinions and Suggestions from the Respondents

The opinions and suggestions from the respondents were listed as follows:

1. Employees should be trained for vocabulary relating to hospitality and tourism.

2. Workshop for practicing general conversation in different situations should be organized.

3. Negotiating and problem solving skills should be highly concerned by employers.

5. Conclusion and Discussions

According to the findings, it was indicated that needs of English language usage in hospitality and tourism industry in Prachup Kirikhan province in overall were at a high level. The highest needs were Speaking skills, followed by Writing skills, Listening skills and Reading skills, respectively). For the additional suggestions according to the respondents were: 1) employees should be trained for vocabulary relating to hospitality and tourism; 2) workshop for practicing general conversation in different situations should be organized; and 3) negotiating and problem solving skills should be highly concerned by employers.   English language barrier has been recognized in hospitality and tourism industry. Language or communicative problems can lead to negative consequences and misunderstanding which will further lead to incorrect business decisions, to an inability to follow up inquiries by various means of channel [8]. The Thus, hospitality and tourism industry is needed to

consider and pay attention to the English language issue, for example, staff development program for language competency. It is, consequently, advantage for both informal and formal communication. To make hospitality and tourism management to be successful. Ability to communicate is necessary for Thai hospitality and tourism markets. Some companies have organized in-house English language training facilities. Ready to adapt to change, will provide organizations with competitive advantage in a form of human resource support [9].

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