

<b>The Title</b>	: The English Proficiency of the Hotel Front Desk Staff in Communication with Their Guests in Chiang Mai	
<b>The Author</b>	: Mr. Peng Jin Long	
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<b>Thesis Advisors</b>	: Assistant Professor Dr. Anchalee Wongla	Chairman
	: Lecturer Chantana Sasitharamas	Member
	: Mr. Robert J. Schmitt	Member

### ABSTRACT

This research evaluated the English proficiency of the hotel front desk staff in communication with their guests in Chiang Mai. It also assessed the needs of English language skills by Chiang Mai hotel front desk staff in their careers.

The subjects for this study were 101 hotel front desk staff for the questionnaires and 53 hotel front desk staff for the interviews. The front desk staff in this study all worked in one of five hotels in Chiang Mai which consist of Chiang Mai Phucome, Imperial Maeping, Pomping Tower, Lotus Pang Suan Kaew, and The Erapress. Their positions included front desk managers, receptionists, reservation clerks, telephone operators, and front desk cashiers.

The instruments used for this study were questionnaires and interviews based on the purpose of this study and 54 functions of English for communication. Whereupon, the obtained data were analyzed through the application of percentage, mean, standard deviation, and weighted score.

The results revealed that the hotel front desk staff in Chiang Mai had high English proficiency in communication with their guests based on both the questionnaires and interviews. However, the hotel front desk staff still perceived some problems with their listening and speaking skills which needed improvement immediately in their careers.

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