

APPENDICES

Rajabhat Chiangmai University

APPENDIX A

SAMPLE OF LETTER USED IN GATHERING DATA

Rajabhat Chiangmai University

APPENDIX A

Research Plan

I am a graduate student at Chiang Mai Rajabhat University, and my major is English. Now I am doing a research study which is entitled 'The English proficiency of the hotel front desk staff in communication with their guests in Chiang Mai'. I have chosen 5 hotels which have more than 300 rooms to be research targets, and your hotel is one of them. In this research, I need your help to do two parts which are the questionnaire survey (questionnaire forms) and the questionnaire interview survey (to record the conversation between researcher and hotel front desk staff by using a tape recorder).

The result of this study will provide a better occupational understanding of English to hotel staff and offer practical suggestions on how to improve or expand English for the hotel industry in terms of skills, activities, topics, and other related aspects.

The proposed schedule for this research project is as following:

Questionnaire survey

1. The researcher will deliver the questionnaire forms.
2. After one week the researcher will collect them from the hotel.

Questionnaire interview survey

3. The researcher will come to the hotel and use a tape recorder to record the conversations between the researcher and the hotel front desk staff based on interview questionnaire forms.

Thank you very much for your time and assistance.

Please state the number of the hotel front desk staff in your hotel.

1. Front desk managers:

2. Receptionists:

3. Reservation clerks:

4. Telephone operators:

5. Front desk cashiers:

6. Total:

Thank you very much for your time and assistance.

Researcher: Mr. Peng JinLong

Nationality: Chinese

Place of study: Chiang Mai Rajabhat University

Major: English

Cell phone: 087-9218977

Address: Chiang Mai Rajabhat University

APPENDIX B

SAMPLE QUESTIONNAIRE

Rajabhat Chiangmai University

APPENDIX B

THE QUESTIONNAIRE

Instructions: This questionnaire is intended to study the English proficiency of the hotel front desk staff in communication with their guests in Chiang Mai. Your answer will be compiled and analyzed to find methods to enhance the English language training for hotel front desk staff.

Part 1 General Background

Instructions: Please fill in the blanks and tick (/) in the parentheses provided below.

1. Age: _____
2. Gender:
 - () Male () Female
3. At the hotel front desk, what is your position?
 - () Front desk manager
 - () Front desk cashier
 - () Reservation clerk
 - () Telephone operator
 - () Receptionist
4. Number of working years at your position: _____ years
5. Your highest educational achievement:
 - () Matthayom 6
 - () Vocational School
 - () Bachelor's degree
 - () Master's degree
 - () Doctoral degree

Part 2 English Proficiency in Communication with the Guests

Instructions: Please answer the following questions and fill them in as fully as possible in English.

Item	For Researcher Only				
	Only				
	5	4	3	2	1
1. A guest asks you how long ago the hotel has been built, but you do not know the answer as you are still new to the city and the job. How can you express that you don't know the answer or aren't sure what year it opened?					
2. You want to remind a guest that the Loy Kratong festival begins this weekend. How can you say this?					
3. A person calls from outside the hotel asking about its location. He wants to know if your hotel is on Ratchapakinai Road, but your hotel is not on this road. How can you respond to his question?					
4. A guest asks you why the admission price for foreigners at many tourist sites is much more expensive than for local people, but you aren't sure of the answer. How can you answer him?					
5. How can you say that you hope your guest had a nice time and will return again soon?					
6. How can you tell a guest that you are looking forward to seeing him again next time?					
7. A family staying at your hotel visited the Night Safari and you want to ask them what they thought about it. How can you express this?					
8. How can you ask a guest whether he wants a smoking room or a non-smoking room?					

Item	For Researcher Only				
	5	4	3	2	1
	<p>9. One of your guests is only in town for a few days and he isn't sure what to do. How can you offer him a suggestion or two?</p> <p>.....</p> <p>.....</p>				
<p>10. The fitness room in the hotel is being repaired and is closed for 2 days. A guest asks you why the fitness room was locked this morning when he went to exercise. How can you answer him?</p> <p>.....</p> <p>.....</p>					
<p>11. You notice an elderly guest struggling to read some small words on a map. How can you offer to help her read the small print?</p> <p>.....</p> <p>.....</p>					
<p>12. A guest had mentioned that he might want a wake up call tomorrow, but he didn't say for sure. How can you ask him to confirm if he wants a wake up call or not?</p> <p>.....</p> <p>.....</p>					
<p>13. A guest can't get a signal on his mobile phone and he urgently needs to contact the airport to change his flight. How can you inform him that he is permitted to use the phone in the room for urgent matters or emergencies with a service fee?</p> <p>.....</p> <p>.....</p>					
<p>14. A guest wants to book a double room for 3 people, but the hotel policy doesn't allow this. How can you explain this to the guest?</p> <p>.....</p> <p>.....</p>					
<p>15. You need to inform a guest that he must deposit his room key at the front desk when he goes out. How can you explain this to him?</p> <p>.....</p> <p>.....</p>					
<p>16. A guest asks if he needs to book a seat on the airport shuttle provided by the hotel in advance? You wish to inform him that it isn't necessary to book in advance and that he can leave at any time according to the schedule. How can you say this?</p> <p>.....</p> <p>.....</p>					

Item	For Researcher Only				
	5	4	3	2	1
	17. A guest inquires how to contact room service and hotel services from her room. How can you explain to her that she just needs to press 0 on her phone and the front desk will connect it to whatever service she desires?				
18. A guest wants to know what times are best for using the pool and/or fitness room? How can you explain to him that late morning and early evening are good times because those places usually aren't crowded then?					
19. A guest hasn't eaten Thai food before. How can you recommend your favorite dish to her?					
20. A guest had mentioned that he would like to book the private dining room for one evening. How can you request that he should book at least 2 nights in advance?					
21. A little old lady is carrying a very heavy bag through the lobby. You offer to help her, but she refuses. You really want to help her because the bag looks so heavy. What can you say to try to persuade her to change her mind?					
22. A handicapped guest is having trouble getting the front door open and none of the other staff are around. How can you offer him a hand?					
23. A guest asks you for your phone number, but staff are not allowed to give out their personal information to guests. How can you refuse this request?					

Item	For Researcher Only				
	5	4	3	2	1
24. A guest is standing in the lobby looking around as if he is lost. You want to go and ask him if he needs help or direction. How can you ask him this?					
25. You are speaking with a very nice guest when one of your co-worker friends comes by. How can you introduce your co-worker to this nice guest?					
26. One guest introduces you to her husband. What should you say to him?					
27. You need to speak to a guest, but he doesn't notice you. How can you politely get his attention?					
28. How might you greet a guest who is returning for the night?					
29. What are 2 ways to ask a guest how he is doing today?					
30. How can you wish a guest well on his trip home?					
31. If you are recording/checking a guest's information and you know it will take a few minutes, how might you invite him to sit down nearby while you take care of his information?					
32. A regular guest who you have become friendly with asks you to take a picture with them. What is one way to accept this invitation?					
33. How could you inform a new guest about some of the services that your hotel offers? (Laundry, wake-up call, airport shuttle, etc.)					

Item	For Researcher Only				
	5	4	3	2	1
	34. A guest offers to take you out for a drink after work. How can you politely refuse this offer?				
35. You want to give a small souvenir gift from the hotel to one of the guests. What might you say when you are giving it to him?					
36. A guest gives you a generous tip as he checks out. How can you thank him?					
37. A guest thanks you for all of your help. How can you respond?					
38. A regular guest comes back from shopping in a new suit/dress. How can you compliment her new outfit?					
39. Two guests have just got married. How can you congratulate them?					
40. If you get a promotion/raise at your job and a guest congratulates you on your success, how can you thank him for his nice words?					
41. You accidentally bump into a guest while walking through the lobby. How can you apologize to him?					
42. A guest becomes angry over a misunderstanding, but then he realizes his mistake and say sorry to you. How can you respond to him?					
43. A guest has been very sick for a few days and is unable to go out. What can you say to her to express sympathy (that you feel bad because of this)?					

Item	For Researcher Only				
	5	4	3	2	1
44. You are helping a guest, but get called away by your supervisor for a few moments. How can you tell the guest to wait for you for a few minutes?					
45. A guest has been talking to you for a long time, but you need to get back to work. What can you say to the guest to excuse yourself?					
46. How can you say goodbye to a guest who is leaving today?					
47. You answer the phone at your station and the person speaking says something you did not understand. What is one way you can ask him to repeat what he said?					
48. While you are talking on the phone, someone gives you a phone number. What can you say to confirm that you have understood the number correctly?					
49. You are explaining something to a guest, but he wasn't paying attention to you so he did not hear what you said. What can you say before you say it again?					
50. How might you express the following question in the same or almost the same meaning by using a different sentence? Will you be going out tonight?					
51. You are speaking with a guest about holidays/festivals in Chiang Mai. How can you give an example of one holiday/festival so he can understand it more clearly?					

Item	For Researcher Only				
	5	4	3	2	1
52. While a guest is telling you about some of the things he did that day, what can you do/say to show to him that you are listening?					
53. A guest asks you a question that you can answer, but you must think about it first for a few seconds. What are some words or sounds you might make to allow you a few seconds to think?					
54. If a guest begins talking about something that is uncomfortable to you, what might you say to change the topic of the conversation?					

Part 3 Needs

Instructions: Please answer items 1 and 2 by placing a check (/) in the parenthesis. In item 3 and 4, please rank them as 1, 2, 3 or 4 according to its significance with **1 being the most significant** and **4 being the least significant**.

1. Are you still studying English?

() Yes () No

2. Reasons for continuing English study:

() Promotion

() Education

() Communication

() Others

3. Please rank the most significant language skills which you need to improve for your career and work. (1 = most, 4 = least):

() Listening

() Speaking

() Reading

() Writing

4. Which skill is a problem for you in your work and career?

() Listening

() Speaking

() Reading

() Writing

Thank you very much for giving your time and attention in completing the questionnaire.

APPENDIX C

SAMPLE INTERVIEW QUESTIONNAIRE

Rajabhat Chiangmai University

APPENDIX C**THE INTERVIEW QUESTIONNAIRE**

Instructions: This interview questionnaire is intended to study the English proficiency of the hotel front desk staff in communication with their guests in Chiang Mai. The researcher will interview the hotel front desk staff based on 54 functions of English and record the conversation between the researcher and hotel front desk staff by using a tape recorder at the same time. Your answer will be compiled and analyzed to find methods to enhance the English language training for hotel front desk staff.

Thank you very much for giving your time and attention in completing the questionnaire.

Item	For Researcher Only				
	Only				
	5	4	3	2	1
1. Hello! Could you tell me how long you have worked here?					
2. How old are you? And what is your position?					
3. Could you tell me what your education level is?					
4. A guest asks you how long ago the hotel has been built, but you do not know the answer as you are still new to the city and the job. How can you express that you don't know the answer or aren't sure what year it opened?					
5. You want to remind a guest that the Loy Kraton festival begins this weekend. How can you say this?					
6. A person calls from outside the hotel asking about its location. He wants to know if your hotel is on Ratchapakinai Road, but your hotel is not on this road. How can you respond to his question?					
7. A guest asks you why the admission price for foreigners at many tourist sites is much more expensive than for local people, but you aren't sure of the answer. How can you answer her?					
8. How can you say that you hope your guest had a nice time and will return again soon?					
9. How can you tell a guest that you are looking forward to seeing him again next time?					

Item	For Researcher Only				
	5	4	3	2	1
10. A family staying at your hotel visited the Night Safari and you want to ask them what they thought about it. How can you express this?					
11. How can you ask a guest whether he wants a smoking room or a non-smoking room?					
12. One of your guests is only in town for a few days and he isn't sure what to do. How can you offer him a suggestion or two?					
13. The fitness room in the hotel is being repaired and is closed for 2 days. A guest asks you why the fitness room was locked this morning when he went to exercise. How can you answer him?					
14. You notice an elderly guest struggling to read some small words on a map. How can you offer to help her read the small print?					
15. A guest had mentioned that he might want a wake up call tomorrow, but he didn't say for sure. How can you ask him to confirm if he wants a wake up call or not?					
16. A guest can't get a signal on his mobile phone and he urgently needs to contact the airport to change his flight. How can you inform him that he is permitted to use the phone in the room for urgent matters or emergencies with a service fee?.....					
17. A guest wants to book a double room for 3 people, but the hotel policy doesn't allow this. How can you explain this to the guest?					
18. You need to inform a guest that he must deposit his room key at the front desk when he goes out. How can you explain this to him?					

Item	For Researcher Only				
	5	4	3	2	1
19. A guest asks if he needs to book a seat on the airport shuttle provided by the hotel in advance? You wish to inform him that it isn't necessary to book in advance and that he can leave at any time according to the schedule. How can you say this?					
20. A guest inquires how to contact room service and hotel services from her room. How can you explain to her that she just needs to press 0 on her phone and the front desk will connect it to whatever service she desires?					
21. A guest wants to know what times are best for using the pool and/or fitness room? How can you explain to him that late morning and early evening are good times because those places usually aren't crowded then?					
22. A guest hasn't eaten Thai food before. How can you recommend your favorite dish to her?					
23. A guest had mentioned that he would like to book the private dining room for one evening. How can you request that he should book at least 2 nights in advance?					
24. A little old lady is carrying a very heavy bag through the lobby. You offer to help her, but she refuses. You really want to help her because the bag looks so heavy. What can you say to try to persuade her to change her mind?					
25. A handicapped guest is having trouble getting the front door open and none of the other staff are around. How can you offer him a hand?					
26. A guest asks you for your phone number, but staff are not allowed to give out their personal information to guests. How can you refuse this request?					

Item	For Researcher Only				
	5	4	3	2	1
27. A guest is standing in the lobby looking around as if he is lost. You want to go and ask him if he needs help or direction. How can you ask him this?					
28. You are speaking with a very nice guest when one of your co-worker friends comes by. How can you introduce your co-worker to this nice guest?					
29. One guest introduces you to her husband. What should you say to him?					
30. You need to speak to a guest, but he doesn't notice you. How can you politely get his attention?					
31. How might you greet a guest who is returning for the night?					
32. What are 2 ways to ask a guest how he is doing today?					
33. How can you wish a guest well on his trip home?					
34. If you are recording/checking a guest's information and you know it will take a few minutes, how might you invite him to sit down nearby while you take care of his information?					
35. A regular guest who you have become friendly with asks you to take a picture with them. What is one way to accept this invitation?					
36. How could you inform a new guest about some of the services that your hotel offers? (Laundry, wake-up call, airport shuttle, etc.)					

Item	For Researcher Only				
	5	4	3	2	1
	37. A guest offers to take you out for a drink after work. How can you politely refuse this offer?				
38. You want to give a small souvenir gift from the hotel to one of the guests. What might you say when you are giving it to him?					
39. A guest gives you a generous tip as he checks out. How can you thank him?					
40. A guest thanks you for all of your help. How can you respond?					
41. A regular guest comes back from shopping in a new suit/dress. How can you compliment her new outfit?					
42. Two guests have just got married. How can you congratulate them?					
43. If you get a promotion/raise at your job and a guest congratulates you on your success, how can you thank him for his nice words?					
44. You accidentally bump into a guest while walking through the lobby. How can you apologize to him?					
45. A guest becomes angry over a misunderstanding, but then he realizes His mistake and say sorry to you. How can you respond to him?					
46. A guest has been very sick for a few days and is unable to go out. What can you say to her to express sympathy (that you feel bad because of this)?					

Item	For Researcher Only				
	5	4	3	2	1
47. You are helping a guest, but get called away by your supervisor for a few moments. How can you tell the guest to wait for you for a few minutes?					
48. A guest has been talking to you for a long time, but you need to get back to work. What can you say to the guest to excuse yourself?					
49. How can you say goodbye to a guest who is leaving today?					
50. You answer the phone at your station and the person speaking says something you did not understand. What is one way you can ask him to repeat what he said?					
51. While you are talking on the phone, someone gives you a phone number. What can you say to confirm that you have understood the number correctly?					
52. You are explaining something to a guest, but he wasn't paying attention to you so he did not hear what you said. What can you say before you say it again?					
53. How might you express the following question in the same or almost the same meaning by using a different sentence? Will you be going out tonight?					
54. You are speaking with a guest about holidays/festivals in Chiang Mai. How can you give an example of one holiday/festival so he can understand more clearly?					
55. While a guest is telling you about some of the things he did that day, what can you do/say to show to him that you are listening?					

Item	For Researcher Only				
	5	4	3	2	1
56. A guest asks you a question that you can answer, but you must think about it first for a few seconds. What are some words or sounds you might make to allow you a few seconds to think?					
57. If a guest begins talking about something that is uncomfortable to you, what might you say to change the topic of the conversation?					
58. Do you still continue studying English? Why?					
59. Considering English listening, speaking, reading, and writing, which language skill do you think is the most important one in your work?					
60. What problems do you have in each language skill: listening, speaking, reading, and writing?					

APPENDIX D

Independent Writing Rubrics (Scoring Standards)

The PET (Preliminary English Test) Assessment

Rajabhat Chitragomai University

APPENDIX D

The Next Generation TOEFL Test Independent Writing Rubrics (Scoring Standards)

Score	Task Description
5	<p>An essay at this level largely accomplished all of the following:</p> <ol style="list-style-type: none"> 1. effectively addresses the topic and task. 2. is well organized and well developed, using clearly appropriate explanations, exemplifications, and/or details. 3. displays unity, progression, and coherence. 4. displays consistent facility in the use of language, demonstrating syntactic variety, appropriate word choice, and idiomaticity, though it may have minor lexical or grammatical errors.
4	<p>An essay at this level largely accomplished all of the following:</p> <ol style="list-style-type: none"> 1. addresses the topic and task well, though some points may not be fully elaborated. 2. is generally well organized and well developed, using appropriate and sufficient explanations, exemplifications, and/or details. 3. displays unity, progression, and coherence, though it may contain occasional redundancy, digression, or unclear connections. 4. displays facility in the use of language, demonstrating syntactic variety and range of vocabulary, though it will probably have occasional noticeable minor errors in structure, word form, or use of idiomatic language that do not interfere with meaning.
3	<p>An essay at this level is marked by one or more of the following:</p> <ol style="list-style-type: none"> 1. addresses the topic and task using somewhat developed explanations, exemplifications, and/or details. 2. displays unity, progression, and coherence, though connection of ideas may be occasionally obscured. 3. may demonstrate inconsistent facility in sentence formation and word choice that may result in lack of clarity and occasionally obscure meaning. 4. may display accurate but limited range of syntactic structures and vocabulary.
2	<p>An essay at this level may reveal one or more of the following weaknesses:</p> <ol style="list-style-type: none"> 1. limited development in response to the topic and task. 2. inadequate organization or connection of ideas. 3. inappropriate or insufficient exemplifications, explanations, or details to support or illustrate generalizations in response to the task. 4. a noticeably inappropriate choice of words or word forms. 5. an accumulation of errors in sentence structure and/or usage.
1	<p>An essay at this level is seriously flawed by one or more of the following weaknesses:</p> <ol style="list-style-type: none"> 1. serious disorganization or underdevelopment. 2. little or no detail, or irrelevant specifics, or questionable responsiveness to the task. 3. serious and frequent errors in sentence structure or usage.
0	<p>An essay at this level merely copies words from the topic, rejects the topic, or is otherwise not connected to the topic, is written in a foreign language, consists of keystroke characters, or is blank.</p>

The PET (Preliminary English Test) Assessment

Marks	Fluency	Accuracy and Appropriacy of Language	Pronunciation	Task Achievement
5	Able to sustain flow of language appropriate to the tasks with occasional hesitation to search for language.	Generally effective use of structure, vocabulary and paraphrase at this level.	Generally easy to understand despite L1 accent.	Tasks dealt with fully and effectively
4	Noticeable hesitations of not such as to strain the listener or impede communication.	Meaning is conveyed despite noticeable structural inaccuracies, lack of vocabulary and ineffective paraphrase.	L1 interference occasionally causes difficulty in understanding.	Tasks dealt with adequately.
3	Hesitation often demands unreasonable patience of the listener.	Meaning occasionally obscured by structural inaccuracies and/or limited vocabulary and inability to paraphrase.	L1 interference frequently causes difficulty in understanding.	Limited ability to deal with tasks.
2	Speech very disconnected and difficult to follow.	Frequently incomprehensible because of limited vocabulary and numerous structural errors.	Frequency impossible to understand.	Ineffective handling of tasks.
1	No connected speech.	Virtually incomprehensible because of insufficient vocabulary and gross errors.	Virtually unintelligible.	Unable to deal with tasks.

APPENDIX E

Formulas Used in this Research

Rajabhat Chongmai University

APPENDIX E**1. Sampling**

$$n = N/1+Ne^2 \quad (\text{Kumar, 1999:159})$$

2. Alpha- Coefficients

$$\alpha = \frac{N \cdot \bar{r}}{(1 + (N - 1) \cdot \bar{r})} \quad (\text{Sapsford, 1999:179})$$

3. Mean

$$M = \sum X/N \quad (\text{Sapsford, 1999:56})$$

4. Standard Deviation

$$\sigma = \sqrt{\frac{1}{N} \sum_{i=1}^N (x_i - \bar{x})^2} \quad (\text{Sapsford, 1999:60})$$

