

## CHAPTER IV

### FINDINGS

This chapter presents the results of statistical analysis on the English proficiency of Chiang Mai hotel front desk staff in communication with their guests and the needs of English language skill(s) by Chiang Mai hotel front desk staff in their careers. Every answer of the questionnaires and interviews was based on the data collected from the hotel front desk staff of five hotels in Chiang Mai. The results of this study were analyzed by using means, percentages, and standard deviations, etc. The results of this study are presented in two parts:

Part 1: Demographic Data for the Questionnaires and Interviews

Part 2: Results of the Two Research Questions

#### Part 1: Demographic Data for the Questionnaires and Interviews

1. The questionnaires were distributed to 113 hotel front desk staff of 5 hotels in Chiang Mai to evaluate the writing proficiency in English in communication with their guests. In total, the researcher received 101 questionnaires out of 113 questionnaires. The demographic data for the questionnaires were presented from Table 11 to Table 15.

**Table 11 Distribution by Gender of the Respondents for the Questionnaires**

Gender	Respondents	Percentage (%)
Male	38	37.62
Female	63	62.38
<b>Total</b>	<b>101</b>	<b>100</b>

From Table 11, it can be seen that the hotel front desk staff that were selected by using questionnaires were male (37.62%) and female (62.38%).

**Table 12 Age Range of the Respondents for the Questionnaires**

Age	Respondents	Percentage (%)
15 -- 20	4	3.96
21 -- 25	27	26.73
26 -- 30	42	41.58
31 -- 35	16	15.84
35 and over	12	11.88
<b>Total</b>	<b>101</b>	<b>100</b>

From Table 12, a large number (41.58%) were between 26-30 years of age. The smallest group consisted of 4 people (3.96%) aged between 15-20 years.

**Table 13 Distribution by Position of Respondents for the Questionnaires**

Position	Respondents	Percentage (%)
Front Desk Manager	5	4.95
Front Desk Cashier	21	20.79
Reservation Clerk	19	18.81
Telephone Operator	17	16.83
Receptionist	32	31.68
No Answer	7	6.93
<b>Total</b>	<b>101</b>	<b>100</b>

From the results, it showed that 31.68% of the respondents in the questionnaires were receptionists. The front desk managers of five hotels also responded to the questionnaires.

**Table 14 Number of Working Years of Respondents for the Questionnaires**

<b>Working Years</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Less than 1 year	18	17.82
1 -- 2 years	16	15.84
3 -- 5 years	46	45.54
More Than 5 years	21	20.79
<b>Total</b>	<b>101</b>	<b>100</b>

From Table 14, 45.54% of the front desk staff have worked in the hotel between 3-5 years. 20.79% of the total number of the front desk staff have worked in the hotel more than 5 years.

**Table 15 Educational Achievement of Respondents for the Questionnaires**

<b>Educational Achievement</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Matthayom 6	--	--
Vocational School	4	3.96
Bachelor's degree	89	88.12
Master's degree	5	4.95
Doctoral degree	--	--
No Answer	3	2.97
<b>Total</b>	<b>101</b>	<b>100</b>

From Table 15, most front desk staff (88.12%) have a Bachelor's degree. Five staff (4.95%) have a Master's degree, and 4 staff (3.96%) just only graduated from Vocational School.

2. The 53 hotel front desk staff out of 65 staff were selected randomly to assess the listening and speaking proficiency of English usage in communication with their guests. The demographic data for the interviews were presented from Table 16 to Table 20.

**Table 16 Distribution by Gender of the Respondents for the Interviews**

Gender	Respondents	Percentage (%)
Male	19	35.85
Female	34	64.15
<b>Total</b>	<b>53</b>	<b>100</b>

Table 16 showed that female (64.15%) front desk staff exceeded males (35.85%) in the interviews.

**Table 17 Age Range of the Respondents for the Interviews**

Age	Respondents	Percentage (%)
15 -- 20	1	1.89
21 -- 25	17	32.08
26 -- 30	23	43.40
31 -- 35	9	16.98
36 and over	3	5.66
<b>Total</b>	<b>53</b>	<b>100</b>

According to Table 17, the age of most front desk staff in the interviews was between 26-30 years (43.40%). One staff member (1.89%) who was between 15-20 was also selected for the interviews.

**Table 18 Distribution by Position of Respondents for the Interviews**

<b>Position</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Front Desk Manager	5	9.43
Front Desk Cashier	8	15.09
Reservation Clerk	12	22.64
Telephone Operator	6	11.32
Receptionist	22	41.51
<b>Total</b>	<b>53</b>	<b>100</b>

From Table 18, mostly receptionists (41.51%) responded to the interviews, 5 front desk managers (9.43%) of five hotels were also selected here.

**Table 19 Number of Working Years of Respondents for the Interviews**

<b>Working Years</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Less than 1 year	7	13.21
1 -- 2 years	16	30.19
3 -- 5 years	24	45.28
More Than 5 years	6	11.32
<b>Total</b>	<b>53</b>	<b>100</b>

From the results, 24 front desk staff (45.28%) have worked in the hotel between 3-5 years. However, only 6 front desk staff (11.32%) have worked more than 5 years.

**Table 20 Educational Achievement of Respondents for the Interviews**

<b>Educational Achievement</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Matthayom 6	--	--
Vocational School	1	1.89
Bachelor's degree	47	88.68
Master's degree	5	9.43
Doctoral degree	--	--
<b>Total</b>	<b>53</b>	<b>100</b>

From Table 20, most front desk staff (88.68%) have graduated from university with a Bachelor's degree. Only 1 staff (1.89%) graduated from a Vocational School.

## Part 2: Results of the Two Research Questions

### Research Question One:

**How proficient are Chiang Mai hotel front desk staff in using English in communication with their guests?**

#### Finding One

1. The questionnaires were used to evaluate writing proficiency. The English writing proficiency was studied by the researcher and a native professional English teacher by using the Likert scale, mean, standard deviation, and the Next Generation TOEFL Test Independent Writing Rubrics which were interpreted as following:

1.1 Criteria for studying the writing proficiency based on the Next Generation TOEFL Test Independent Writing Rubrics:

##### 1.1.1 Extremely High Proficiency in Writing = 5

An essay at this level largely accomplished all of the following:

- 1) effectively addresses the topic and task.
- 2) is well organized and well developed, using clearly appropriate explanations, exemplification, 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.

##### 1.1.2 High Proficiency in Writing = 4

An essay at this level largely accomplished all of the following:

- 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.

#### 1.1.3 Moderate Proficiency in Writing = 3

An essay at this level is marked by one or more of the following:

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.

#### 1.1.4 Low Proficiency in Writing = 2

An essay at this level may reveal one or more of the following

weaknesses:

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.

#### 1.1.5 Extremely Low in Writing = 1

An essay at this level is seriously flawed by one or more of the following weaknesses:

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.

1.2 Mean scores were determined based on the criteria listed in the following scale:

Extremely High Proficiency in Writing = 5.00 -- 4.50

An essay at this level largely accomplished all of the following:

- 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.

High Proficiency in Writing = 4.49 -- 3.50

An essay at this level largely accomplished all of the following:

- 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.

Moderate Proficiency in Writing = 3.49 -- 2.50

An essay at this level is marked by one or more of the following:

- 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.

Low Proficiency in Writing = 2.49 -- 1.50

An essay at this level may reveal one or more of the following weaknesses:

- 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 generalization 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.

Extremely Low in Writing = 1.49 -- 1.00

An essay at this level is seriously flawed by one or more of the following weaknesses:

- 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.

1.3 The mean scores of the hotel front desk staff's writing proficiency were calculated and the results are shown on Table 21 to Table 23. There were 3 parts including 23 main functions, 23 social formulas, and 8 making communication work as follows:

### 1.3.1 The Main Functions

**Table 21 Evaluation of the Hotel Front Desk Staff's Writing Proficiency in**

**Communication with Their Guests using the Main Functions Based on the Questionnaires**

Main Functions	$\bar{x}$	S.D.	Meaning
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?	3.78	0.70	High
2. You want to remind a guest that the Loy Krathong festival begins this weekend. How can you say this?	3.82	0.75	High
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?	4.07	0.96	High
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 her?	3.46	0.89	Moderate
5. How can you say that you hope your guest had a nice time and will return again soon?	3.96	0.94	High
6. How can you tell a guest that you are looking forward to seeing him again next time?	3.68	0.83	High

Main Functions	$\bar{x}$	S.D.	Meaning
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?	4.21	0.66	High
8. How can you ask a guest whether he wants a smoking room or a non-smoking room?	3.73	0.53	High
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?	3.66	0.87	High
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?	3.84	0.92	High
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?	3.79	0.86	High
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?	4.10	1.05	High
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?	4.04	0.95	High
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?	3.76	0.91	High
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?	3.41	0.81	Moderate

Main Functions	$\bar{x}$	S.D.	Meaning
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?	4.07	0.85	High
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?	3.77	0.72	High
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?	3.65	1.06	High
19. A guest hasn't eaten Thai food before. How can you recommend your favorite dish to her?	3.23	0.48	Moderate
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?	3.55	0.53	High
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?	3.16	1.15	Moderate
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?	3.58	0.53	High
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?	3.69	1.07	High
<b>Total</b>	<b>3.74</b>	<b>0.27</b>	<b>High</b>

From Table 21, it revealed that the hotel front desk staff had high writing proficiency of English in nineteen questions (nineteen main functions). However, the front desk staff had moderate writing proficiency in four questions (four main functions).

### 1.3.2 The Social Formulas

**Table 22 Evaluation of the Hotel Front Desk Staff's Writing Proficiency in Communication with Their Guests using the Social Formulas Based on the Questionnaires**

Social Formulas	$\bar{X}$	S.D.	Meaning
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 directions. How can you ask him this?	3.57	1.17	High
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?	3.52	1.25	High
26. One guest introduces you to her husband. What should you say to him?	4.17	0.80	High
27. You need to speak to a guest, but he doesn't notice you. How can you politely get his attention?	3.33	1.02	Moderate
28. How might you greet a guest who is returning for the night?	3.71	0.74	High
29. What are 2 ways to ask a guest how he is doing today?	3.38	0.60	Moderate
30. How can you wish a guest well on his trip home?	3.90	0.91	High
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?	3.81	0.62	High
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?	3.95	0.93	High

Social Formulas	$\bar{X}$	S.D.	Meaning
33. How could you inform a new guest about some of the services that your hotel offers? (Laundry, wake-up call, airport shuttle, etc.)	3.86	1.22	High
34. A guest offers to take you out for a drink after work. How can you politely refuse this offer?	3.43	0.98	Moderate
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?	4.14	1.58	High
36. A guest gives you a generous tip as he checks out. How can you thank him?	3.90	1.01	High
37. A guest thanks you for all of your help. How can you respond?	3.57	1.19	High
38. A regular guest comes back from shopping in a new suit/dress. How can you compliment her new outfit?	4.05	0.83	High
39. Two guests just got married. How can you congratulate them?	3.34	0.45	Moderate
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?	3.22	0.92	Moderate
41. You accidentally bump into a guest while walking through the lobby. How can you apologize to him?	3.41	1.25	Moderate
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?	3.63	1.18	High
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)?	3.77	0.72	High

<b>Social Formulas</b>	$\bar{x}$	S.D.	Meaning
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?	3.56	0.59	High
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?	3.84	0.66	High
46. How can you say goodbye to a guest who is leaving today?	3.67	0.93	High
<b>Total</b>	<b>3.68</b>	<b>0.28</b>	<b>High</b>

According to Table 22, it showed that the hotel front desk staff had high writing proficiency of English in seventeen questions (seventeen social formulas). However, the hotel desk staff had moderate writing proficiency in six questions (six social formulas).

### 1.3.3 Making Communication Work

**Table 23 Evaluation of the Hotel Front Desk Staff's Writing Proficiency in Communication with Their Guests in Making Communication Work Based on the Questionnaires**

<b>Making Communication Work</b>	$\bar{x}$	S.D.	Meaning
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?	3.67	1.14	High
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?	3.80	0.54	High
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?	3.39	0.72	Moderate



<b>Making Communication Work</b>	$\bar{x}$	S.D.	Meaning
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?	4.12	0.36	High
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 more clearly?	3.71	0.80	High
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?	3.88	0.57	High
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?	4.33	0.47	High
54. If a guest begins talking about something that is uncomfortable to you, what might you say to change the topic of the conversation?	3.68	0.39	High
<b>Total</b>	<b>3.79</b>	<b>0.22</b>	<b>High</b>

From the results, it appeared that the hotel front desk staff had high writing proficiency of English in seven questions (seven making communication work). However, the hotel desk staff had moderate writing proficiency in one question (one making communication work).

Interviews were also conducted in order to assess listening and speaking proficiency. The English listening and speaking proficiency were evaluated by the researcher and a native professional English teacher by using the Likert scale, mean, standard deviation, and the PET (Preliminary English Test) Assessment (Diana, 1991) that includes five bands which consist of four main aspects: fluency, accuracy and appropriacy of language, pronunciation, and task achievement. They were interpreted as follows:

2.1 Criteria for evaluating the listening and speaking proficiency based on the PET (Preliminary English Test) Assessment:

2.1.1 Extremely High Proficiency in listening and speaking = 5

1) Fluency: Able to sustain flow of language appropriate to the tasks with occasional hesitation to search for language.

2) Accuracy and Appropriacy of Language: Generally effective use of structure, vocabulary and paraphrase at this level.

3) Pronunciation: Generally easy to understand despite L1 accent.

4) Task Achievement: Tasks dealt with fully and effectively.

2.1.2 High Proficiency in Listening and Speaking = 4

1) Fluency: Noticeable hesitations of not such as to strain the listener or impede communication.

2) Accuracy and Appropriacy of Language: Meaning is conveyed despite noticeable structural inaccuracies, lack of vocabulary and ineffective paraphrase.

3) Pronunciation: L1 interference occasionally causes difficulty in understanding.

4) Task Achievement: Tasks dealt with adequately.

2.1.3 Moderate Proficiency in Listening and Speaking = 3

1) Fluency: Hesitation often demands unreasonable patience of the listener.

2) Accuracy and Appropriacy of Language: Meaning occasionally obscured by structural inaccuracies and/or limited vocabulary and inability to paraphrase.

3) Pronunciation: L1 interference frequently causes difficulty in understanding.

4) Task Achievement: Limited ability to deal with tasks.

2.1.4 Low Proficiency in Listening and Speaking = 2

1) Fluency: Speech very disconnected and difficult to follow.

2) Accuracy and Appropriacy of Language: Frequently incomprehensible because of limited vocabulary and numerous structural errors.

3) Pronunciation: Frequency impossible to understand.

4) Task Achievement: Ineffective handling of tasks.

### 2.1.5 Extremely Low Proficiency in Listening and Speaking = 1

- 1) Fluency: No connected speech.
- 2) Accuracy and Appropriacy of Language: Virtually incomprehensible because of insufficient vocabulary and gross errors.
- 3) Pronunciation: Virtually unintelligible.
- 4) Task Achievement: Unable to deal with tasks.

### 2.2 Mean scores were determined based on the criteria listed in the following scale:

Extremely High Proficiency in listening and speaking = 5.00 -- 4.50

- 1) Fluency: Able to sustain flow of language appropriate to the tasks with occasional hesitation to search for language.
- 2) Accuracy and Appropriacy of Language: Generally effective use of structure, vocabulary and paraphrase at this level.
- 3) Pronunciation: Generally easy to understand despite L1 accent.
- 4) Task Achievement: Tasks dealt with fully and effectively.

High Proficiency in Listening and Speaking = 4.49 -- 3.50

- 1) Fluency: Noticeable hesitations or not such as to strain the listener or impede communication.
- 2) Accuracy and Appropriacy of Language: Meaning is conveyed despite noticeable structural inaccuracies, lack of vocabulary and ineffective paraphrase.
- 3) Pronunciation: L1 interference occasionally causes difficulty in understanding.
- 4) Task Achievement: Tasks dealt with adequately.

Moderate Proficiency in Listening and Speaking = 3.49 -- 2.50

- 1) Fluency: Hesitation often demands unreasonable patience of the listener.
- 2) Accuracy and Appropriacy of Language: Meaning occasionally obscured by structural inaccuracies and/or limited vocabulary and inability to paraphrase.
- 3) Pronunciation: L1 interference frequently causes difficulty in understanding.
- 4) Task Achievement: Limited ability to deal with tasks.

Low Proficiency in Listening and Speaking = 2.49 -- 1.50

- 1) Fluency: Speech very disconnected and difficult to follow.
- 2) Accuracy and Appropriacy of Language: Frequently incomprehensible because of limited vocabulary and numerous structural errors.
- 3) Pronunciation: Frequency impossible to understand.
- 4) Task Achievement: Ineffective handling of tasks.

Extremely Low Proficiency in Listening and Speaking = 1.49 -- 1.00

- 1) Fluency: No connected speech.
- 2) Accuracy and Appropriacy of Language: Virtually incomprehensible because of insufficient vocabulary and gross errors.
- 3) Pronunciation: Virtually unintelligible.
- 4) Task Achievement: Unable to deal with tasks.

2.3 The mean scores of the hotel front desk staff's listening and speaking proficiency were calculated and the results are shown on Table 24 to Table 26. There were 3 parts including 23 main functions, 23 social formulas, and 8 making communication work as follows:

## 2.3.1 The Main Functions

**Table 24 Evaluation of the Hotel Front Desk Staff's Listening and Speaking Proficiency in Communication with Their Guests Using the Main Functions Based on the Interviews**

Main Functions	$\bar{x}$	S.D.	Meaning
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?	3.62	0.93	High
5. You want to remind a guest that the Loy Kratoeng festival begins this weekend. How can you say this?	3.78	0.87	High
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?	3.57	1.05	High
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?	3.32	0.96	Moderate
8. How can you say that you hope your guest had a nice time and will return again soon?	3.66	0.88	High
9. How can you tell a guest that you are looking forward to seeing him again next time?	4.01	0.84	High
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?	3.82	0.77	High

Main Functions	$\bar{x}$	S.D.	Meaning
11. How can you ask a guest whether he wants a smoking room or a non-smoking room?	3.81	0.42	High
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?	3.63	1.31	High
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?	3.43	1.33	Moderate
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?	3.59	0.45	High
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?	3.29	0.62	Moderate
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?	3.77	0.72	High
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?	3.62	0.39	High
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?	3.88	0.55	High
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?	3.92	1.32	High

Main Functions	$\bar{x}$	S.D.	Meaning
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?	4.13	1.04	High
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?	3.40	0.99	Moderate
22. A guest hasn't eaten Thai food before. How can you recommend your favorite dish to her?	3.99	0.39	High
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?	3.74	0.87	High
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?	4.04	1.19	High
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?	3.55	0.45	High
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?	3.61	0.58	High
Total	3.70	0.23	High

From Table 24, questions 1, 2, and 3 were not evaluated by the researcher, because these questions were just asked for showing general background. This table indicated that the hotel front desk staff had high listening and speaking proficiency of English in nineteen questions (nineteen main functions). However, the hotel front desk staff had moderate listening and speaking proficiency in four questions (four main functions).

## 2.3.2 The Social Formulas

**Table 25 Evaluation of the Hotel Front Desk Staff's Listening and Speaking Proficiency in Communication with Their Guests Using the Social Formulas Based on the Interviews**

Social Formulas	$\bar{x}$	S.D.	Meaning
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 directions. How can you ask him this?	3.97	1.17	High
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?	3.82	0.85	High
29. One guest introduces you to her husband. What should you say to him?	4.15	0.77	High
30. You need to speak to a guest, but he doesn't notice you. How can you politely get his attention?	3.42	1.23	Moderate
31. How might you greet a guest who is returning for the night?	3.84	0.63	High
32. What are 2 ways to ask a guest how he is doing today?	3.93	1.52	High
33. How can you wish a guest well on his trip home?	3.81	0.51	High
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?	3.38	0.44	Moderate
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?	3.94	1.43	High
36. How could you inform a new guest about some of the services that your hotel offers? (Laundry, wake-up call, airport shuttle, etc.)	4.02	0.49	High



Social Formulas	$\bar{X}$	S.D.	Meaning
37. A guest offers to take you out for a drink after work. How can you politely refuse this offer?	3.23	0.43	Moderate
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?	3.88	0.77	High
39. A guest gives you a generous tip as he checks out. How can you thank him?	4.11	0.73	High
40. A guest thanks you for all of your help. How can you respond?	3.71	1.62	High
41. A regular guest comes back from shopping in a new suit/dress. How can you compliment her new outfit?	3.96	0.91	High
42. Two guests just got married. How can you congratulate them?	3.44	0.92	Moderate
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?	3.49	0.48	Moderate
44. You accidentally bump into a guest while walking through the lobby. How can you apologize to him?	3.82	0.86	High
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?	4.07	1.05	High
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)?	4.16	1.14	High
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?	3.88	0.73	High
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?	4.04	0.52	High
49. How can you say goodbye to a guest who is leaving today?	3.83	0.39	High
<b>Total</b>	<b>3.82</b>	<b>0.26</b>	<b>High</b>

Table 25 revealed that the hotel front desk staff had high listening and speaking proficiency of English in eighteen questions (eighteen social formulas). However, the hotel front desk staff had moderate listening and speaking proficiency in five questions (five social formulas).

### 2.3.3 Making Communication Work

**Table 26 Evaluation of the Hotel Front Desk Staff's Listening and Speaking Proficiency in Communication with Their Guests in Making Communication Work Based on the Interviews**

Making Communication Work		$\bar{X}$	S.D.	Meaning
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?	3.91	0.49	High
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?	4.07	1.23	High
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?	4.01	1.07	High
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?	3.88	1.46	High
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?	3.93	0.38	High
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?	3.98	0.69	High

<b>Making Communication Work</b>	$\bar{x}$	<b>S.D.</b>	<b>Meaning</b>
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?	4.09	0.82	High
57. If a guest begins talking about something that is uncomfortable to you, what might you say to change the topic of the conversation?	3.96	0.75	High
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, writing?	—	—	—
<b>Total</b>	<b>3.97</b>	<b>0.61</b>	<b>High</b>

From Table 26, questions 58, 59, and 60 were not evaluated by the researcher, because these questions were just asked for showing the needs of language skills. This table expressed that the hotel front desk staff had high listening and speaking proficiency of English in eight questions (eight making communication work).

**Research Question Two:**

**Which language skill(s) do Chiang Mai hotel front desk staff need to improve in performing their job responsibilities?**

**Finding Two**

**Table 27 Number of Hotel Front Desk Staff Continuing with English Study**

**Based on the Questionnaires**

<b>Continuing English Study</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	61	60.64
No	28	27.72
No Answer	12	11.88
<b>Total</b>	<b>101</b>	<b>100</b>

From table 27, it showed that 61 front desk staff (60.64%) still continue to study English.

**Table 28 Reasons Given by Hotel Front Desk Staff for Continuing English Study  
Based on the Questionnaires**

Reasons Given	Respondents	Percentage (%)
Promotion	6	5.94
Education	27	26.73
Communication	38	37.62
Others	12	11.88
No Answer	18	17.82
<b>Total</b>	<b>101</b>	<b>100</b>

Table 28 showed that communication was the most significant reason given by hotel front desk staff for continuing their study of English.

**Table 29 Ranking of English Language Skills' Needs by Hotel Front Desk Staff  
in Performing Job Responsibilities Based on the Questionnaires**

English Language skills	Respondents	Weighted Scores	Rank
Listening	46	184	1
Speaking	33	99	2
Writing	15	30	3
Reading	7	7	4

Table 29 revealed that hotel front desk staff needed listening and speaking skills most based on questionnaires.

**Table 30 Ranking the Problems of English Language Skills by Hotel Front Desk Staff in Their Careers Based on the Questionnaires**

English Language skills	Respondents	Weighted Scores	Rank
Listening	55	220	1
Speaking	32	96	2
Writing	9	18	3
Reading	5	5	4

Table 30 indicated that their listening skill was the biggest problem for hotel front desk staff in their careers.

**Table 31 Number of Hotel Front Desk Staff Continuing with English Study Based on the Interviews**

Continuing English Study	Respondents	Percentage (%)
Yes	33	62.26
No	20	37.74
<b>Total</b>	<b>53</b>	<b>100</b>

From Table 31, it showed that 33 of the hotel front desk staff (62.36%) were continuing their study of English.

**Table 32 Reasons Given by Hotel Front Desk Staff for Continuing English Study****Based on the Interviews**

Reasons Given	Respondents	Percentage (%)
Promotion	3	5.66
Education	19	35.85
Communication	27	50.94
Others	4	7.55
<b>Total</b>	<b>53</b>	<b>100</b>

Table 32 also showed that communication was the most important reason given by hotel front desk staff for continuing English study.

**Table 33 Ranking of English Language Skills' Needs by Hotel Front Desk Staff in Performing Job Responsibilities Based on the Interviews**

English Language skills	Respondents	Weighted Scores	Rank
Speaking	23	92	1
Listening	18	54	2
Writing	8	16	3
Reading	4	8	4

From Table 33, it revealed that hotel front desk staff needed listening and speaking skills most in performing their job responsibilities.

**Table 34 Ranking the Problems of English Language Skills by Hotel Front Desk Staff in Their Careers Based on the Interviews**

English Language skills	Respondents	Weighted Scores	Rank
Speaking	21	84	1
Listening	19	57	2
Writing	10	20	3
Reading	3	3	4

Table 34 indicated that speaking skill was the biggest problem for hotel front desk staff in their careers based on the interviews.