#### TABLE OF CONTENTS

		Page
ABSTRAC	Т	
	LEDGEMENTS	
	F CONTENTS.	
	TABLES	
LIST OF I	ILLUSTRATION	r ப
Chapter		11
I	INTRODUCTION	1
	Background	1
	Statement of the Problem	 χ
	Research Questions	
	Purposes of the Study	11
	Significance of the Study	11
	Limitation of the Study.	12
	Definition of Terms	12
II	REVIEW OF RELATED LITERATURE	
	Communication by Definition	16
	Lacrs anding Communication Strategies	
•	Lygish as an International Language (EIL)	
	English for Specific Purposes (ESP)	
2	English for Occupational Purposes (EOP)	
	Analysis of Individual Needs	
	Functions of English Language Characteristics	
	Related Research	2.5

## **TABLE OF CONTENTS (Next)**

Chapter  HI METHODOLOGY	age
Population	
Constructions of the Questionnaires and Interviews.  Pilot Study  The Questionnaires  Validity and Reliability of the Questionnaires  Distribution of the Questionnaires and Collection of the Data  The Interviews  Analysis of Data and Statistical procedures  IV FINDINGS  Part 1: Demographic Data for the Questionnaires and Interviews  Part 2: Results of the Two Research Questions	.47
Constructions of the Questionnaires and Interviews.  Pilot Study  The Questionnaires  Validity and Reliability of the Questionnaires  Distribution of the Questionnaires and Collection of the Data  The Interviews  Analysis of Data and Statistical procedures  IV FINDINGS  Part 1: Demographic Data for the Questionnaires and Interviews  Part 2: Results of the Two Nesearch Questions	
Pilot Study  The Questionnaires  Validity and Reliability of the Questionnaires  Distribution of the Questionnaires and Collection of the Data  The Interviews  Analysis of Data and Statistical procedures  IV FINDINGS  Part 1: Demographic Data for the Questionnaires and Interviews  Part 2: Results of the Two Nesearch Questions	.48
Pilot Study  The Questionnaires  Validity and Reliability of the Questionnaires  Distribution of the Questionnaires and Collection of the Data  The Interviews  Analysis of Data and Statistical procedures  IV FINDINGS  Part 1: Demographic Data for the Questionnaires and Interviews  Part 2: Results of the Two Nesearch Questions	.55
Validity and Reliability of the Questionnaires.  Distribution of the Questionnaires and Collection of the Data  The Interviews.  Analysis of Data and Statistical procedures.  IV FINDINGS.  Part 1: Demographic Data for the Questionnaires and Interviews.  Part 2: Results of the Two Research Questions.	58
Distribution of the Questionnaires and Collection of the Data  The Interviews	.58
The Interviews  Analysis of Data and Statistical procedures  IV FINDINGS  Part 1: Demographic Data for the Questionnaires and Interviews  Part 2: Results of the Two Nesearch Questions	.59
Analysis of Data and Statistical procedures.  IV FINDINGS.  Part 1: Demographic Data for the Questionnaires and Interviews.  Part 2: Results of the Two Nesearch Questions.	
Part 1: Demographic Data for the Questionnaires and Interviews  Part 2: Results of the Two Nesearch Questions	.59
Part 1: Demographic Data for the Questionnaires and Interviews  Part 2: Results of the Two Nesearch Questions	.60
Part 1: Demographic Data for the Questionnaires and Interviews  Part 2: Results of the Two Nesearch Questions	.61
V SUMMARY AND DISCUSSION	.67
	.93
Summary of the Study	.93
Interpretation and Discussion of the Results	.94
Conclusion.	101
Reco. nm. ndations	
BIBLIOGRAPH V	04
CURRICU'-UM VITAE	111
APPENDICES	
ArrENDIX A: Sample of Letter Used in Gathering Data	
APPENDIX B: Sample Questionnaire	
APPENDIX C: Sample Interview Questionnaire	
APPENDIX D:	,
Independent Writing Rubrics (Scoring Standards)	
The PET (Preliminary English Test) Assessment	136
APPENDIX E: Formulas Used in this Research	

## LIST OF TABLES

	Page
Table	• X
1.	Number of Foreign Tourist arrivals and Revenue Gained4
2.	Tourist Consumption Expenditure for the Year 1997
3.	Number of hotels in Chiang Mai classified by number of roc6
4.	Number of hotels in Chiang Mai classified by districts, 20037
5.	The Size of the Hotels in this Study48
6.	The Total Number of Front Desk Staff in Five Posicions in Each Hotel48
7.	The Sample Number of Hotel Front Desk Staff for Questionnaires49
8.	The Sample Number of Hotel Front Desk Staff ) or Interviews50
9.	The Next Generation TOEFL Test Independent Witting Rubrics
	(Scoring Standards)52
10.	The PET (Preliminary English Tect) Assessment
11.	Distribution by Gender of the Respondents for the Questionnaires61
12.	Age Range of the Respo. den's for the Questionnaires
13.	Distribution by Postion of Respondents for the Questionnaires62
14.	Number of Wor'ing Years of Respondents for the Questionnaires63
15.	Educational Achievement of Respondents for the Questionnaires63
16.	Distribution by Gender of the Respondents for the Interviews64
17.	Age Range of the Respondents for the Interviews64
18.	Distribution by Position of Respondents for the Interviews65
	Vumber of Working Years of Respondents for the Interviews
۷٦.	Educational Achievement of Respondents for the Interviews
21.	Evaluation of the Hotel Front Desk Staff's Writing Proficiency in
	Communication with Their Guests using the Main Functions
	Based on the Questionnaires71
22.	Evaluation of the Hotel Front Desk Staff's Writing Proficiency in
	Communication with Their Guests using the Social Formulas
	Based on the Questionnaires74

# LIST OF TABLES (Next)

Table		Pag
23.	Evaluation of the Hotel Front Desk Staff's Writing Proficiency in	• ^
	Communication with Their Guests in Making Communication Work	
	Based on the Questionnaires	. 76
24.	Evaluation of the Hotel Front Desk Staff's Listening and Speaking	/0
	Proficiency in Communication with Their Guests Using the Main	
	Functions Based on the Interviews.	81
25.	Evaluation of the Hotel Front Desk Staff's Listening and Speaking	01
	Proficiency in Communication with Their Guests Us.ng Le Social	
	Formulas Based on the Interviews	84
26.	Evaluation of the Hotel Front Desk Staff's Listening and Speaking	04
	Proficiency in Communication with Their Guests in Making	
	Communication Work Based on the Incarviews	86
27.	Number of Hotel Front Dest Su ff Continuing with English Study Based	00
	on the Questionnaires.	88
28.	Reasons Given by Hotel Cont Desk Staff for Continuing English Study	G.O.
	Based on the Question aires	80
29.	Ranking on English Language Skills' Needs by Hotel Front Desk Staff	0,
	in Performing Job Responsibilities Based on the Questionnaires	89
30.	Kanking the Problems of English Language Skills by Hotel Front Desk	0,7
	S. If i. Their Careers Based on the Questionnaires	90
31	Number of Hotel Front Desk Staff Continuing with English Study Based	70
	on the Interviews	90
32.	Reasons Given by Hotel Front Desk Staff for Continuing English Study	70
	Based on the Interviews	91
33.	Ranking of English Language Skills' Needs by Hotel Front Desk Staff	71
	in Performing Job Responsibilities Based on the Interviews	91
34.	Ranking the Problems of English Language Skills by Hotel Front Desk	<i>7</i> 1
	Staff in Their Careers Rased on the Interview	92
		- <b>-</b>

#### LIST OF ILLUSTRATION

Illustrati	ion	Page
1.	Model of the Communication Process	18
1.	Model of the Communication Process	
2		