

The objectives of this independent study are (1) to study the levels of knowledge and the skills of French language of tourist guides in Chiang Mai Province who have different individual factors such as sex, age, education, experience and different level of tourism knowledge for example accommodation, tourist attractions, souvenir, food and beverage transportation and (2) to propose a guideline for improving the use of French by the tourist guides. A questionnaire survey was conducted for 33 French tourist guides and 54 French tourists travelling in this Province. The statistical means of descriptive distribution used for the analysis of data were frequency, percentage, mean, standard deviation and analytical statistics t-test and one-way ANOVA.

The findings from this study suggest that the majority of French tourist guides are male between 31-40 years old and hold bachelor degree with 11-15 years of experience. Most of French tourist guides have a good command in French in both speaking skill and listening skill. Because of their language skill they should be able to do well in their career by developing the quality of tourism education and training to national standard. It should be consider to curriculum which is suitable with age, experience and tourism knowledge of each learner. Another important

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factors to develop French language is to be in French environment for example living with French families, always having conversation with French people, reading French magazines or newspapers and watching French televisions.

They also have good level of tourism knowledge which can be listed by order from the most points to the least points. That is tourist attractions, souvenirs, food and beverage, transportation and accommodation.