

Thesis	English Needs Analysis and Syllabus Design on English for Rural Tourism and Homestay: A Case Study at Umphang District Tak Province
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ABSTRACT

This study is a survey research conducted to investigate the English needs of the local guides who deal with Rural Tourism and Homestay in order to design a syllabus of English for Rural Tourism and Homestay. The research instruments used in this study were two questionnaires: one was for 81 samples of the local guide group and another one was for 50 samples of the policy maker group. The data obtained were analyzed using Statistical Package for Social Science (SPSS) and shown in frequency and percentage, arithmetic mean, and standard deviation.

The findings indicate that the local guides need English at a great level for dealing with rural tourism and homestay activities. In terms of English skills, speaking, listening, reading, and writing were needed at a great level. Considering the functions and topics of each skill, it was found that giving information about traveling, listening to inquiry on information about tourist attractions, reading application forms, maps, and signboards, filling application forms, and writing maps and signboards were needed at a great level.

According to the results, the course syllabus will be a kind of functional – notional syllabus with an emphasis on functions and notions of the language.