

CHAPTER 5

DISCUSSION, CONCLUSION, AND SUGGESTION

Chapter Five presents discussion, conclusion, and suggestions.

5.1 Discussion

5.1.1 The Needs on English Language for Communication in the Rural Tourism and Homestay Activities of the Local Guides

The result (Table 4.6) shows that the local guides needed English at a great level. According to the Umphang Eco-tourism Club Statistical Report, the number of foreign tourists in Umphang District increased from 1,533 in 2002 to 1,800 in 2003 (Umphang Eco-tourism Club Statistical Report: 2004). Therefore, the local guides need English to facilitate their job as a guide in order to catch up with the increasing numbers of the tourists. However, the result in Table 4.5 shows that the English ability of the local guides was at a poor level. This can be another reason to support their great needs of English since poor English skills can cause the local guides to be unable to produce effective communication with the tourists.

5.1.2 The Needs on Each English Skill for Communication in the Rural Tourism and Homestay Activities of the Local Guides

The local guides needed all English skills: speaking, listening, translation, reading, and writing at a great level (see Table 4.7). When each skill is considered in terms of mean scores, speaking and listening were needed greater than translation, reading, and writing. The local guides need to explain how to follow the tourism activities such as rafting, trekking, etc. in the rural area. Moreover, the result corresponds to the findings of Meemark (2002) on English needs of the tourist police. She also stated that the tourist police needed speaking and listening greater than reading and writing.

5.1.3 The Needs for Language Functions and Topics on Listening Skill of the Local Guides

The local guides need listening to inquiry on information concerning their jobs such as information about tourist attractions, accommodation, and local products; comments and complaints; requests for advice, helps and services at a great level. The implication shows that if

the local guides can clearly listen to the functions and topics mentioned above, it will facilitate their communication with the tourists more easily.

Listening through telephone and participation in the conversation were needed less than the above functions and topics. The reason may be that listening through telephone and participation in the conversation are what they are capable of or they are not often used in their job.

5.1.4 The Needs for Language Functions and Topics on Speaking Skill of the Local Guides

The local guides need giving information about traveling and accommodation; describing and explaining local cultures; participating in the conversation; responding to comments and complaints; and giving information via the phone at a great level. This can be interpreted that those functions and topics can support their mutual understanding on customs and beliefs.

5.1.5 The Needs for Language Functions and Topics on Reading Skill of the Local Guides

Reading the application forms, maps, signboards, printed matters on tourism, memos, labels, and brochures were needed at a great level. Obviously, vocabulary and language forms of those topics are of specific purposes. Consequently, they have to understand those language uses in order to support their routine work as a guide.

5.1.6 The Needs for Language Functions and Topics on Writing Skill of the Local Guides

Filling the application forms, writing maps and explanations, signboards, and labels were needed at a great level. Due to the fact that those kinds of writing are necessary for the local guides to use as a facilitator for better understanding.

5.1.7 The Opinions of the Policy Makers on the Needs of English Improvement and an English Training Course for the Local Guides

The policy makers agreed that the local guides needed to improve their English since Umphang District is one of the most famous tourist attractions. The local guides therefore need to improve their English to promote Rural Tourism and Homestay for the foreign tourists.

In addition, the policy makers also agreed to set up the English training course for the local guides. The Tourism Authority of Thailand Northern Office: Region 4 and Umphang Eco-tourism Club were recommended to be responsible for the training course since these organizations officially have the authority and budget to run the course.

5.2 Conclusion

The conclusion is presented in two parts as follows:

5.2.1 Conclusion of the study

5.2.2 Conclusion of the results

5.2.1 Conclusion of the Study

This study investigated the English needs of the local guides who dealt with Rural Tourism and Homestay at Umphang District, Tak Province in the year 2004. The data were obtained by means of using Questionnaire 1 that was specifically designed for the local guides, and Questionnaire 2 for the policy makers who were concerned with planning the policy for the tourism in the district in the year 2004. Two questionnaires were tested for their validity and reliability. The alpha reliability coefficient values of Questionnaires 1 and 2 were 0.96 and 0.93 respectively.

The copies of Questionnaire 1 were directly distributed to 92 local guides. Then 83 copies were taken back with the percentage of 90.21, and 81 of them were completed. Sixty – eight copies of Questionnaire 2 were sent to 68 policy makers, 55 copies were returned with the percentage of 80.88, and 50 copies of them were completed.

The data from the completed questionnaires were analyzed by the Statistical Package for the Social Sciences (SPSS). The statistics of this research were descriptive and were presented in terms of frequency distribution and percentage, arithmetic mean, and standard deviation.

5.2.2 Conclusion of the Results

The local guides needed English skills in rural tourism and homestay activities at a great level. In terms of language functions and topics on listening skill, listening to inquiry on information concerning their jobs such as information about tourist attractions, accommodation, and local products; comments and complaints; requests for advice, helps and services were needed at a great level. In terms of language functions and topics on speaking skill, giving information about traveling and accommodation; describing and explaining local cultures; participating in the conversation; responding to comments and complaints; and giving information via the phone were needed at a great level. In terms of language functions and topics on reading skill, reading application forms, maps, signboards, printed matters on tourism, memos, labels, and brochures were needed at a great level. In terms of language functions and topics on writing skill, filling the application forms, writing maps and explanations, signboards, and labels were needed at a great level.

The policy makers agreed that the local guides needed to improve their English. They also agreed to set up the English training course for the local guides. The Tourism Authority of Thailand Northern Office: Region 4 and Umphang Eco-tourism Club were recommended to be responsible for the training course.

5.3 Suggestions

5.3.1 Suggestions from this study

The results of this study indicate that the local guides needed English for dealing with rural tourism and homestay activities at a great level. The policy makers also agreed that English is needed for the local guides and English training course should be set up for them.

In order to continuously improve the English skills of the local guides, it is advisable that, firstly, the English training course should be run for the local guides every year. Secondly, English teachers in the schools in Umphang District should be trained in order to be the language counselors or the language trainers for the local guides who are going to deal with Rural Tourism and Homestay.

With regard to the course syllabus, the syllabus should include functions and topics which are considered as the priority needs of the local guides. Classroom activities and language uses should be able to be applied for the real situations of the local guides.

5.3.2 Suggestions for Further Study

5.3.2.1. This study was restricted to the identification of English needs of the local guides who dealt with Rural Tourism and Homestay at Umphang District, Tak Province. This kind of study can be conducted with other groups of the guides.

5.3.2.2. A study on the opinions of the foreign tourists towards the English uses of the local guides should be conducted.

5.3.2.3. The study of the English needs of the local guides should be an on-going study in order to catch up with the changes of the tourism activities, tourism campaigns, etc.