

TABLE OF CONTENTS

	Page
The Abstract in Thai Version	I
The Abstract in English Version	II
Acknowledgement	III
Table of Contents	IV
List of Tables	VIII
List of Figures	IX
Chapter 1 Introduction	1
1.1 Statement and Significance of the Problems.....	1
1.2 Goals and Objectives.....	3
1.3 Research Questions.....	4
1.4 Scopes and Limitations of the Study.....	4
1.5 Process of the Study.....	5
1.6 Definition of Terms Used.....	5
1.7 Anticipated Outcomes.....	7
Chapter 2 Literature Review	8
2.1 Needs Analysis.....	8
2.1.1 Definition of Needs Analysis.....	8
2.1.2 Types of Needs.....	9
2.1.3 The Roles of Needs Analysis.....	10
2.1.4 Approaches to Needs Analysis.....	11
2.1.5 Methods of Collecting Data for Needs Analysis.....	12
2.2 English for Specific Purposes (ESP).....	15
2.2.1 Definition of ESP.....	16
2.2.2 Types of ESP.....	17
2.2.3 English for Tourism.....	19
2.3 Syllabus Design for ESP.....	20
2.3.1 Definition of Syllabus.....	20

TABLE OF CONTENTS (continued)

	Page
2.3.2 Types of Syllabus.....	22
2.3.3 Choosing ESP Syllabus.....	24
2.4 Related Research	25
2.4.1 Related Research in Thailand.....	25
2.4.2 Related Research in the Foreign Countries.....	27
Chapter 3 Research Methodology.....	29
3.1 Type of Research.....	29
3.2 Population and Sample Size.....	29
3.2.1 Population.....	29
3.2.2 Sample Size	30
3.3 Research Instrument.....	30
3.3.1 Construction of the Questionnaires.....	30
3.3.2 Contents of the Questionnaires.....	30
3.3.3 Validity and Reliability of the Questionnaires.....	32
3.4 Data Collection.....	32
3.4.1 Data Collection from the Local Guide Group.....	32
3.4.2 Data Collection from the Policy Maker Group.....	33
3.5 Data Analysis and Statistical Devices.....	33
3.5.1 Frequency Distribution and Percentage.....	33
3.5.2 Arithmetic Mean.....	34
3.5.3 Standard Deviation.....	34
Chapter 4 Results.....	35
4.1 The Needs of English and English Training Course of the Local Guides.....	36
4.1.1 Part One: Personal Information.....	36
4.1.2 Part Two: The Extent of Needs for the English Language, English Skills, and Language Functions and Topics on Each Skill.....	39

TABLE OF CONTENTS (continued)

	Page
4.1.3 Part Three: Opinions about an English Training Course on Rural Tourism and Homestay and Other Suggestions on English Needs and an English Training course.....	46
4.2 Opinions of the Policy Makers on the Needs of English Improvement and an English Training Course for the Local Guides.....	48
4.2.1 Part One: Personal Information.....	48
4.2.2 Part Two: Opinions on the Needs of English Improvement and an English Training Course for the Local Guides.....	50
4.3 A Guideline for Organizing an English Training Course on Rural Tourism and Homestay for the Local Guides.....	52
4.4 A Syllabus Design Corresponding to the English Needs of the Local Guide...	53
 Chapter 5 Discussion, Conclusion, and Suggestion.....	 59
5.1 Discussion.....	59
5.1.1 The Needs on English Language for Communication in the Rural Tourism and Homestay Activities of the Local Guides	59
5.1.2 The Needs on Each English Skill for Communication in the Rural Tourism and Homestay Activities of the Local Guides	59
5.1.3 The Needs for Language Functions and Topics on Listening Skill of the Local Guides	59
5.1.4 The Needs for Language Functions and Topics on Speaking Skill of the Local Guides	60
5.1.5 The Needs for Language Functions and Topics on Reading Skill of the Local Guides	60
5.1.6 The Needs for Language Functions and Topics on Writing Skill of the Local Guides	60
5.1.7 The Opinions of the Policy Makers on the Needs of English Improvement and an English Training Course for the Local Guides.....	60
5.2 Conclusion	61
5.2.1 Conclusion of the Study	61

TABLE OF CONTENTS (continued)

	Page
5.2.2 Conclusion of the Results	61
5.3 Suggestions	62
5.3.1 Suggestions from this Study	62
5.3.2 Suggestions for Further Study	62
Bibliography	63
Appendices	
Appendix A: Questionnaire 1 (English and Thai Versions).....	67
Appendix B: Questionnaire 2 (English and Thai Versions)	83
Appendix C: Table for Determining Sample Size from a Given Population.....	90
Appendix D: Maps of Umphang District.....	92
Appendix E: Reliability Index of Questionnaire 1.....	97
Appendix F: Reliability Index of Questionnaire 2.....	100
Author Biography	102