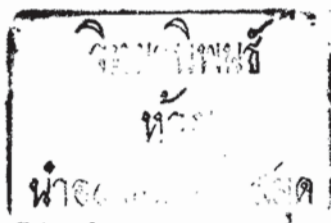


**IMPROVING BASIC ENGLISH COMMUNICATIVE SKILLS FOR HOUSEKEEPERS  
AT ELEMENTS BOUTIQUE RESORT AND SPA**




By

**Kanyapilai Kunchornsirimongkon**



**An Independent Study Submitted in Partial Fulfillment of the Requirements for the Degree  
MASTER OF BUSINESS ADMINISTRATION  
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2010**

The Graduate School, Silpakorn University has approved and accredited the Independent Study title of "Improving basic English communicative skills for housekeepers at Elements boutique resort and spa" submitted by Miss Kanyapilai Kunchornsirimongkon as a partial fulfillment of the requirements for the degree of Hotel and Tourism Management.

  
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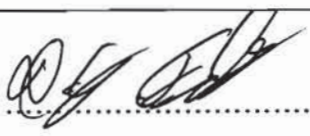
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Kanyapilai Kunchornsirimongkon

9 May 2011

## ABSTRACT

### IMPROVING BASIC ENGLISH COMMUNICATION SKILL FOR HOUSEKEEPERS AT ELEMENTS BOUTIQUE RESORT & SPA

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Silpakorn University International College, 2011

#### **Abstract**

The importance of using English for communication in hospitality at Samui is because main income is from tourists. However, there is lacking of human resource that has capability to communicate with foreign guests especially, staffs in hotel. The objectives of this research is to decrease the barrier of English communication in workplace between housekeepers, foreign guests and foreign colleagues at Elements Boutique Resort & Spa by improving their English communicative with 45 hours training course in order to develop guests satisfaction.

The samples of this study were 9 housekeepers 8 women and 1 man. The researcher found out from the post test and questionnaire which answered by guests in 10 rooms that housekeepers' English skills have been improved and guests are satisfied.

However, housekeepers still need to keep continued training in order to maintain the quality of staffs and service.

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## Chapter 1

### Introduction

Elements Boutique resort and Spa, the perfect getaway an ideal boutique resort for honeymooners, couples, families or simply those seeking to get away from the busy mainstream holiday areas. Elements boutique resort and spa is located in the far south of Samui in the natural splendor known as the virgin coast.

Elements Boutique Resort and Spa is not a big Samui hotel resort - and that's how they planned it. It is a small boutique resort with holiday villas and apartments. I have a great opportunity and experience to do the internship here for 5 months. All the experiences and the tasks I got from here will be classified each department each period.

### Front office Department

I learnt tasks which can be separated into 2 periods from 15-31 December 2010 and 1-31 March 2011

**First period is from 15- 31 December at the front desk as an assistant of Front Office Manager.**

-Each day the priority of my work is dealing with guest's requests such as helping them to book taxi, flight ticket, car rental, and solve their problems.

-Morning brief with General Manager by walking around the hotel in order to check if things go wrong such as checking beach, walk way, facilities, building cleanness, and staffs.

-I check booking and make the reservation form. Also I sent confirmation letter and payment form after that deposit process.

-Every morning I read front office log book and follow up all issues and guest's requests. Also I check transfer schedule log book.

- Daily I have responsibilities of dealing the telephone if it needed. I thought this task would be easy, after all it was just answering phone calls, but I quickly learned how much work had to be put into these phone calls. I realized that I had to better equip myself with the knowledge about the hotel, be prepared for answering questionings, and to memorize all the department extensions as we were not allowed to reference any directory when transferring calls (This was the most difficult part). Fortunately, after a few days, I was able to grasp all the necessary requirements and I progressed.

-Every Monday morning, I joined a meeting with management team in order to be up to date on different issues, useful information or news. I was also an interpreter when General Manager communicates with Thai colleagues.

-Every Monday Evening has Meeting Team Party. It is a party that general manager created for guest and management channel for chatting, drinking, chilling on the beach. We provide them complimentary a glass of cocktail and snack. I am one of them to meet in house guests. A propose of the meeting the team is keep good relation with the guests. Moreover, management knows if the guests have problem during their stay so we know how to deal with the issue. In addition, meeting the team is able to up sale at the restaurant after we finished meeting the team; mostly guests do not go out for dinner. They prefer having dinner at resort after meeting. I always think that making conversation is easy job but if I found difficult and privacy guest, it turned difficult as well. However, I learn and observe from their expression at first conversation whether they are comfortable to talk.

### **Second period is from 1-31 March 2011 as a Guest Relation**

-Reading new arrival guest booking before checking in.

-Checking the rooms for new arrival and report back to housekeeping supervisor if the room is not ready or need to be clean. Also inform to engineer if something need to be fixed.

-Welcome new guest as a host and inform them about the facilities in the resort. Also take them around the resort and introduce useful information to guests.

-Direct dealing with guest's issue. Moreover, giving the travel information such as what to eat, where to go and what to do in the island during their stay is a main priority.

- Up sale room upgrade, boat trip, half day tour, Thai Night, BBQ.

### **Food and Beverage Department**

Due to 1-31 January 2011 was high season, we did not have enough staff at the restaurant department. I had an opportunity to learn task at the restaurant which I will explain what I have done here.

At the third week I was transferred to work in Food and Beverage Department direct report to Mr. Mattus Valent. I helped them taking an order from guest and serve food. Also my job description is a like customer service in the restaurant. I talked direct to guest whether they are satisfied with food and services or not. Moreover I had an opportunity to manage a Thai wedding Party Package by direct report to General Manager. He is back up and support me. Also he guided me what i should start to do and co operate with another department.

At the fourth week, i organized the staff party on 16 January 2011. The employees and management are about 54 people. I created itinerary from the beginning until the end of the party.

-Create staff party's theme and co operate with another department, entertainment activities

-Writing budget for staff party and contact the third company such as, restaurant, show, and place of the party.

-Manage the party and entertainment all staffs. All the activities in the party were guided by General Manager.

-I was also a Master of Ceremony in the party. From this task I learnt time management, entertaining people, and tackling with unforeseen problem.

### **House Keeping Department**

Fortunately, I was offered in charge of housekeeping supervisor from Mr. Stephen Siddall General Manager after I worked for 2 months at the resort. I worked in house keeping department from 1-28 February.

-I also was assigned from general manager to follow the housekeeping supervisor for one week because house keeping supervisor was decided to resign from Elements Boutique Resort and Spa. I learnt from the beginning such as bedding set up for guest check in, how to clean properly. Moreover, I learn how to set up the room for honeymoon couple. I learn how to work as a house keeping for one week. After that I was in charge as a housekeeping supervisor.

-Assign work schedule for housekeeping staff. I had full response as a housekeeping supervisor to deal with housekeeping staff for example, if they would like to take a day leave, I have to decide whether they can or can not. Sometimes I have to deal with housekeeping problem in the department such as, they misunderstand each other or they do not satisfied with service charge. However, I have front office manager as my back up in order to support if I need something to develop the quality of the department.

-I motivate them by giving the compliment when they did the good job and advice them when their job need to be improve.

-Checking stock in the housekeeping store room then issue purchase order of running out items.

-Checking the room after be done by housekeeping

-I also guided them how set up the bed when they make up room daily in order to fulfill guest feeling that we care every detail and make them feel refresh by flower and burner. Before housekeeping missing the detail when they make up guest room, they do not put any flower on bed. I guide them by putting flower as meaningful in English letter such as, “ Have a nice day” or set up flower as a heart. I think that it will be better idea for house keeping to give best wish by writing because sometimes house keepers do not meet the guest in the room. This can be another way of service from house keeping after the room is cleaned. Also putting and changing flower makes room livelier and cost nothing because housekeeping use flowers from hotel’s garden.

### **17 February-17 April 2011 as a Trainer**

After assigned from General Manager to teach his staffs at house keeping department in December 2010, I have been teaching Basic English conversation in the afternoon at 16.00 -17.00.

-I created the appropriate course for 60 hours in 2 months after had conversation with them. Most of lessons are concerning English for housekeeping such as amenities inside the guest room, minibar, and makeup room.

-Searching information about the technique and theory of teaching.

-Write course syllabus and follow teaching as the action plan.

-Evaluated them after finished the course in order to know the appropriate course can effect to their job and customer satisfaction

### **Personally Assistant general manager and reservation in April and May**

My job most likely is to help general manager;

-I was assign to help general manager to put the advertising on job website in order to find new employee because the resort plan to grow and need people. Due to it is a new resort, they do

not have fully human resource department. They only have administrator to deal with employees file.

- I screen appropriate an applicant and make appointment for interview.

- I also help general manager to translate the document from English to Thai and also interpreter from Thai to English or English to Thai. All the communication in organization I have responsibilities on such as memo and meeting.

- To contact and find a new supplier in order to get the best deal for the business.

- Recheck the reservation process and booking and reply email for the customers if it needed.

More likely is to co ordinate with reservation and front desk.

For 5 months internship at Element Boutique resort & Spa, to be a part of the team at the resort is my achievement. After took the responsibilities from my boss I felt so proud that all jobs have been done on time and got compliment from general manager. The management team is satisfied from my work. After I work for one month, general manager gave me more bonuses because he told me that I worked so hard and did the good job which I deserved it. Additional, it is about the feeling that I can make my boss satisfied.

However, sometimes I did the mistake as well such as when I managed the staff party. I did not ask for co operation from another department. All the stressful was on me until my boss realized and guide me what to do. Normally, general manager give me tasks and the end of the day I have to get him the answers or the outcome.

I learn multi skill from 3 departments in short time. Moreover, I was trusted from my boss to take care of the department as one of their management team. Previously, general manager offered me job after I graduated if I am interested to work with them. The positions are trainer, general assistant for GM and in the area of front office department.

**Compare your expectations and the reality, describe how you were able to integrate the theories learned at SUIC on the job.**

My expectations were to learn only two departments and I expected understanding clearly in the departments. I thought that in 5 months I would be assigned to learn 2 and half months each department. However, in reality it seemed that I understand in overall of hotel operation task which is good for me because I can picture in overall. However, it is not in deep detail because it was so short time to learn and understand everything clearly.

From the theory at SUIC help me to understand stand easier for hotel operation in overall. Also learning from class make me know some errors from some department in the resort such as Human resource department. However, in practical they are still lacking of some of their concerns which hotel management need to improve those of them such as security, sanitary, safety and environment responsible.

SUIC teach the theory of operation but in practical I faced with real problem and need to be solved as fast as I can. I did not learn how to solve the problem from SUIC. In reality I did learn dealing with the issue. For example, the issue from co operation from each department is can be a big issue in resort if every department lacking of collaboration. I learn that memo can help to avoid this issue. And another example is guest complaint, I did not know how to deal and guest meets their expectation. In real, when it happened, I had to think the way to talk with the guest and make them calm down. The way to response the guest issue is take it under responsibilities like my own problem.

**Refer to your progress reports** (which you should insert in Appendices) Describe the **specific**

**Skills you gained from the internship** (equipment softwares you learned how to operate...)

The software program I learnt during the internship is Amadeus. Amadeus program is used for making a reservation until the guest checking out. Also guest profiles are recorded in the program like CRM. Although Amadeus offers many benefits and advantage to end users, but there are still some problems and issues with its use. This is examples for problems and solutions that General Manager solves for the most effective used.

When the internet down, the program also delayed because it access through this Extranet. Thus, if internet error, it cannot use Amadeus so he creates manual system in Excel program in order to use the same time with Amadeus and avoid the error from the internet. All up date information which concern booking must be put in the manual program to protect unexpected issue.

## Chapter 2

### 2.1 History

If the saying, “Birds of the same feathers flock together” would all be about negative impression. Elements Boutique Resort and Spa would never materialized, if so to speak. Not if their two owners, British born Stephen Siddall and Belgian born Peter Devue, haven’t had the same interest and determination of pulling out all their resources from their respective homeland, decided to venture in a kind of business, not so new to us, and not so unusual to a country, endowed with nature’s beauty of white and fine sands and of beautiful people, Thailand.

So it was in the first quarter of year 2005 when Stephen – an hotelier, restaurateur and leisure entrepreneur and Peter – a property developer got the interest of starting and venturing into a hotel business complete with Spa, Restaurant, Fitness Center and other amenities in a none other than – one of Thailand’s proudest islands, Koh Samui.

Foreigners as they are, it really wasn’t that easy for them at first. Considering their naivety of the place, the culture, the law and the people, there were really instances when they want to give up and instead, go back to their homelands. But fate wasn’t that hostile as to their plans. After months of black and blue market research and feasibility studies, finally, they’ve come up with the idea as to where to put their business, the structure and so on and so forth.

It was in the last quarter of the year 2005 when they have purchased a beach land in Phangka. Though seems so far from the busy and crowded main city, Chaweng. They chose Phangka to some several factors they have gathered during their research where two of which will only be clearly elaborated. First, though the sea wasn’t advisable to guests who are fond of swimming for long hours, because of its usual low tide scenarios, they been able to come up with a statistic that only 5% of the tourists choose swimming over sun bathing and second, the place is

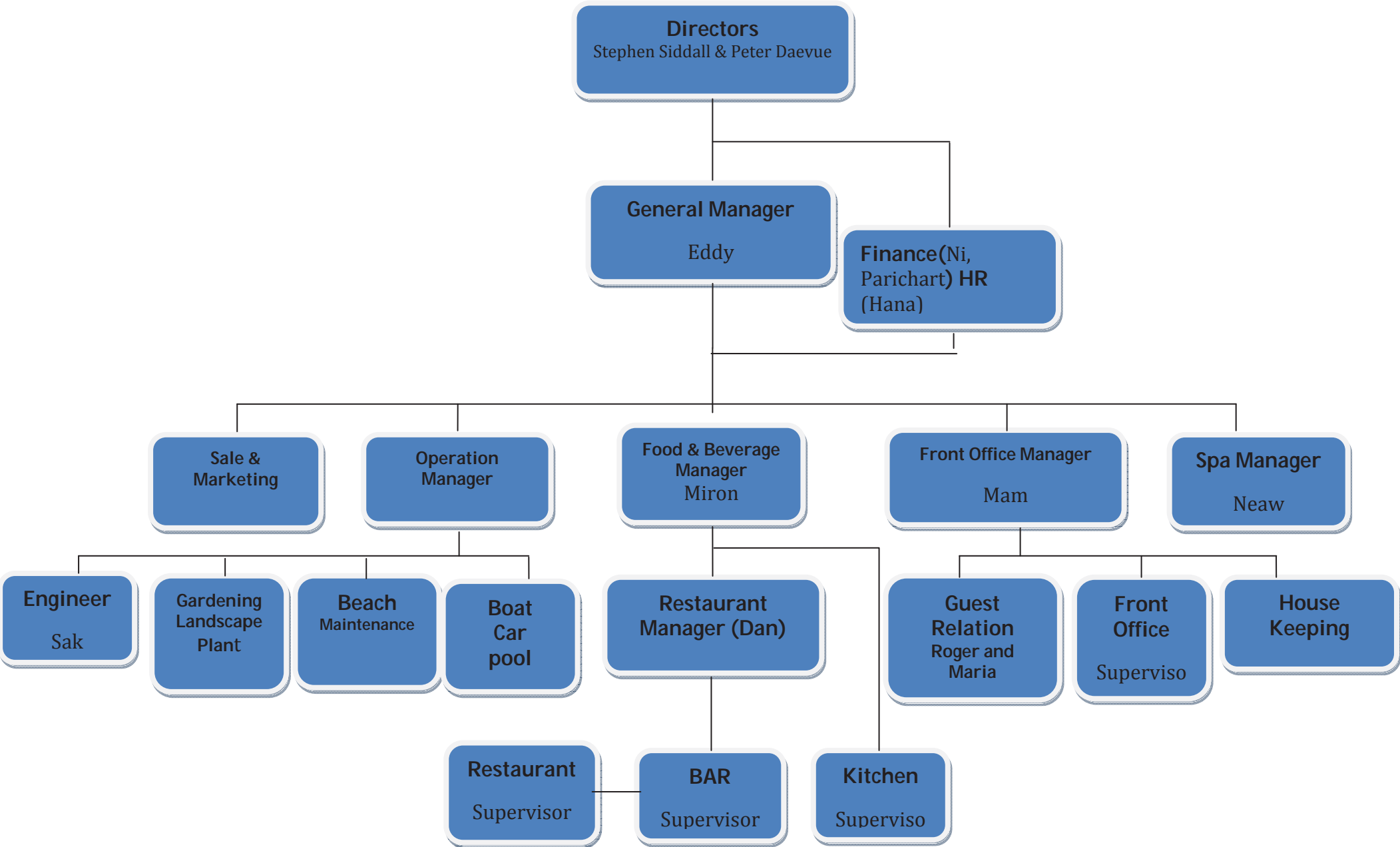
definitely perfect for expatriates and other foreigners who want to keep their sanity after months and years of busy workloads, where Phangka is--famous for its peaceful and quiet surroundings.

It was in 2006, the article of incorporation of Easy Living Samui, Inc., which Elements Boutique Resort and Spa is associated, was at last given and approved. In the same year, construction of the building was officially started but months after which, due to political adversities of the country, the construction was temporarily stopped.

During 2007 when they again continued the construction of the building, another adversity struck the financial position of not the country alone, but the entire world. And after months and years of storm the two partners had encountered, finally, it was on July 2009 when they graced the opening of the fifty percent of its total operation, in which just 5 months after, the whole operation of Elements Boutique Resort and Spa was at last, started.

And the rest, as the cliché goes on, is just history.

2.2 Organization Chart



## **2.3 Corporate Culture**

It is a new resort with 2 years old. Staffs are running in and out all the time. People here do not smile at first day I started working. Maybe they had load of work because when i started working it was high season and shortage of staffs. Moreover, it is fully booked. I also think that some staffs do not have service mind then they do not feel comfortable to say greeting. I introduced myself and make conversation to them. I tried to change the atmosphere at work by smiling and friendly to them.

However, the hotel owners are a partner so corporate culture is more like a family. They tried so hard collaboration staffs work together as a team. Previously, the resort just has the management team because of some reason. Before all the decisions are at the center. Meaning the owner has 100 percent making the decision. More over, all the decision from each department must be approved from the owner.

At the fourth month, many things are getting improved from general manager such as staff service, staff attitude with the organization and a new management team. Now staffs are more relaxing and the atmosphere of working is friendlier. Every morning staffs say greeting to each other. However, they are still not confident to talk with management especially foreign management.

## **2.4 Customers**

During the internship here for 5 months I can classify the characteristic of the customers below.

-Ages 30 to 60 their behavior is willing to spend money for quality and they like to have a privacy of life and escape from the city.

- Honeymoon couple and family due to room types are suitable for those.
- Visiting Koh Samui from ASIA and EUROPE
- Professional career, income over 100,000 baht up per month
- Believe that experiences are as valuable as, if not more valuable than, material things
- Feel entitled to luxurious experiences due to their success and hard work
- Guard their life value
- People who are looking for relaxing and care environment at the same time.

## **2.5 Nature of activities**

2.5.1 Accommodation “Elements Boutique resort and spa” is separated into 2 types

### Resort Villas

-2 bedroom Luxury Beachfront Villas with private pool open-air jacuzzi and a sunset sala has 4 villas on the beach.

-1 bedroom Garden Villas with a choice of private plunge pool or Jacuzzi has 14 rooms.

### Resort Apartments

-1 bedroom DeLuxe Sea View Apartments with sea view balcony has 12 rooms.

-1 bedroom DeLuxe Studio Apartments with balcony of room which concludes Deluxe has 3 rooms.

## **The Details of each room type**

-The Deluxe Studio Apartment

The DeLuxe Studio Apartments at Elements Boutique Resort enjoy balconies looking over the rustic coconut palms of Phang Ka.

These resort apartments are very large and furnished for comfort and feature high quality décor standard as found throughout Elements Boutique Resort & Spa.

#### -Deluxe Sea View Apartments

The Deluxe Sea View Apartments at Elements Boutique Resort have balconies with sea views out towards Samui's picturesque Five Islands. Enjoy the spectacular sunsets for which Koh Samui is renowned.

These very large resort apartments are furnished for comfort and feature high quality décor to the same exceptional standard as found throughout Elements Boutique Resort & Spa.

#### -Garden Villas

All of the Garden Villas are available with a choice of private pool or jacuzzi. These cool and spacious Samui villas enjoy upward lighting to add to the privacy provided by each villas lush tropical garden. Each villa has hand-finished bamboo floors and soft tropical pastel-finishing.

#### -Luxury Beachfront Villas

All of the Beachfront Villas have their own private infinity-edge swimming pool, jacuzzis and Samui sunset sala. These luxury villas enjoy a blend of traditional furnishing with a modern design, although we have stayed away from the commonplace minimalist chic style found elsewhere on Koh Samui. With an impressive 200sqm of living space, these truly gorgeous villas are more than ample for even the most particular of tastes.

### Facilities in the rooms.

Full broadband Internet access

Flat screen colour television with International satellite channels

DVD/MP3 with full access to our DVD library

Tea and coffee making facilities

Complimentary water and daily fresh fruit

Fully stocked mini-bar

Personal in-room safe

Hairdryer

24-hour room service facilities

### Pricing

Accommodation	Private Pool	Size (sqm)	Price: 1 night per room					
			Nov 11th to Dec 13th 2010	Dec 14th to Mar 31st 2011	Apr 1st to Jul 10th 2011	Jul 11th to Sept 4th 2011	Sept 5th to Dec 14th 2011	Dec 15th to Feb 28th 2012
2 Bedroom Luxury Beachfront Villa	Yes	200	17,950	21,500	17,950	18,770	17,950	24,500
Garden Villas	Yes	80-100	7,680	8,795	7,680	8,690	7,680	9,500
DeLuxe Sea View Apartments	No	55	5,540	6,485	5,840	6,900	5,540	7,500
DeLuxe Studio Apartments	No	55	5,540	6,485	5,840	6,900	5,540	7,500

All prices indicated are per room, in Thai Baht and are inclusive of all taxes and service charges

### 2.5.2 Fitness “ The art of Fitness, Body and Soul”

Get yourself in balance at Body & Soul fitness centre. Mens sana in corpore sano “A healthy mind in a healthy body” Juvenal, Satira 10.356. There are many ways to make yourself feel better, but one which thousands of years of culture seem to agree on is that a healthy body means a healthy mind.

A healthy body comes from a balanced life – that means eating properly, sleeping properly and getting proper exercise. The largest fitness centre in the south of Samui Sauna, stretch, changing & steam rooms.

#### Prices

Per day 170 Baht

Per month 1,500 Baht

3 months - including free use of 27m freshwater infinity-edge pool 4,000 Baht

6 months - including free use of 27m freshwater infinity-edge pool 7,000 Baht

However, for the resident they can have a member card and getting the discount for fitness 30 percent. Moreover, for the resident card member can be used for booking the accommodation and get 30-45 percent discount.

### 2.5.3 Spa “ Serenity”

Restaurant “ Fai the dining experience”

Enjoy the ultimate fine dining & healthy eating experience in our 60-seat exquisite gourmet restaurant, “Fai”. European and Thai executive chefs are able to create east-west fusion morsels of delight; whether your tastes favor the huge array of fresh local seafood, the

world-famous smelting pot of flavors that comes with Thai cuisine or whether you'd just prefer a nice juicy Australian steak, we hand-pick our ingredients and our dishes so that no one leaves hungry. A full vegetarian menu is also available. The waters around Koh Samui – and Phang Ka in particular – are plush with sea bass, red & white snapper and a host of seafood including tiger prawns, crab and lobster. At Fai, we have the distinct advantage that we have local fishermen bringing their daily catches directly to our restaurant. Thai cuisine has become a worldwide favorite all over the world these days – but it's never going to be as good as it is in Thailand. Fresh vegetables, meat and fruit meet local expertise to blend into authentic Thai cuisine; as good as you will find it. Hand-in-hand with the Elements concept, all of the dishes available at Fai are prepared with the freshest ingredients available and prepared with excellence to ensure that your meal is as good for you as it can be. We also provide a wide range of old- and new-world quality wines and other beverages to enjoy with your meal.

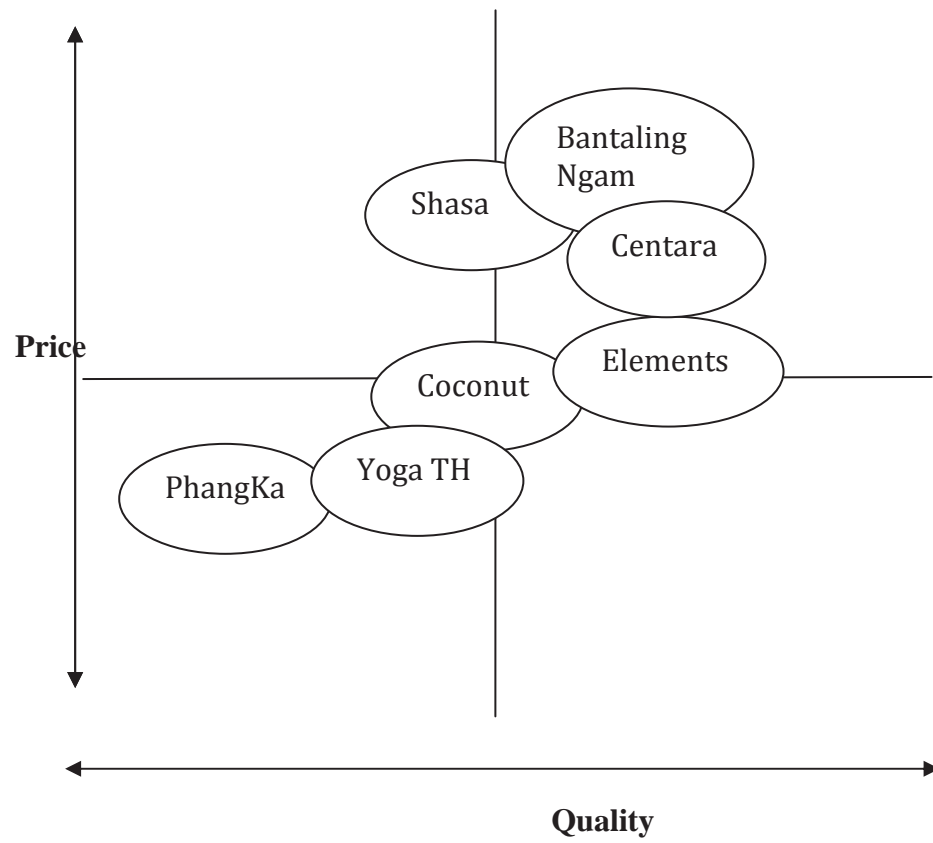
### Pricing

The prices are depended on the programs or menu. However, if the guests would like to have spa at their own room the service will be charged for 10 percent more.

## **2.6 Competitors and other quantitative data (RevPar/ADV/Occupancy%)**

In overall, there is not so many direct competitors in the same area. However, I will show the strategic group of resorts competitors which are in the close area which compare price and quality.

### Strategic group of resorts



## Occupancy

			Vac	Res	Tent	Alt	Tota	A	Dep	W	ait	OOO	Tota	
Fair		Date	Ro.	Ro.	Ro.	Ro.	Ro.	Ro	Ro.		Ro.	Ro.	Ro.	%
-----	--	-----	-----	-----	-----	-----	-----	-----	-----	-	---	-----	-----	-----
	SA	1/1/2011	0	33	0	0	33	8	7		0	0	33	100
	SU	2/1/2011	0	33	0	0	33	7	7		0	0	33	100
	MO	3/1/2011	1	32	0	0	32	5	6		0	0	32	96.97
	TU	4/1/2011	2	31	0	0	31	2	3		0	0	31	93.94
	WE	5/1/2011	0	33	0	0	33	6	4		0	0	33	100
	TH	6/1/2011	4	29	0	0	29	2	6		0	0	29	87.88
	FR	7/1/2011	7	26	0	0	26	3	6		0	0	26	78.79
	SA	8/1/2011	7	26	0	0	26	7	7		0	0	26	78.79
	SU	9/1/2011	10	23	0	0	23	4	7		0	0	23	69.7
	MO	10/1/2011	7	26	0	0	26	6	3		0	0	26	78.79
	TU	11/1/2011	4	29	0	0	29	6	3		0	0	29	87.88
	WE	12/1/2011	5	28	0	0	28	0	1		0	0	28	84.85
	TH	13/1/2011	6	27	0	0	27	6	7		0	0	27	81.82
	FR	14/1/2011	4	29	0	0	29	10	8		0	0	29	87.88
	SA	15/1/2011	9	24	0	0	24	4	9		0	0	24	72.73
	SU	16/1/2011	12	21	0	0	21	2	5		0	0	21	63.64
	MO	17/1/2011	15	18	0	0	18	2	5		0	0	18	54.55
	TU	18/1/2011	19	14	0	0	14	1	5		0	0	14	42.42
	WE	19/1/2011	21	12	0	0	12	1	3		0	0	12	36.36
	TH	20/1/2011	19	14	0	0	14	5	3		0	0	14	42.42
	FR	21/1/2011	19	14	0	0	14	4	4		0	0	14	42.42
	SA	22/1/2011	23	10	0	0	10	0	4		0	0	10	30.3

	SU	23/1/2011	19	14	0	0	14	5	1		0	0	14	42.42
	MO	24/1/2011	18	15	0	0	15	4	3		0	0	15	45.45
	TU	25/1/2011	17	16	0	0	16	2	1		0	0	16	48.48
	WE	26/1/2011	17	16	0	0	16	3	3		0	0	16	48.48
	TH	27/1/2011	13	20	0	0	20	5	1		0	0	20	60.61
	FR	28/1/2011	14	19	0	0	19	3	4		0	0	19	57.58
	SA	29/1/2011	15	18	0	0	18	3	4		0	0	18	54.55
	SU	30/1/2011	15	18	0	0	18	6	6		0	0	18	54.55
	MO	31/1/2011	10	23	0	0	23	9	4		0	0	23	69.7
ม.ก.-02	1	1-----	-----	-----	-----	-----	-----	-----	-----	--	---	-----	-----	--
			332	691	0	0	691	131	140		0	0	691	67.55
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	TU	1/2/2011	8	25	0	0	25	5	3		0	0	25	75.76
	WE	2/2/2011	5	28	0	0	28	7	4		0	0	28	84.85
	TH	3/2/2011	9	24	0	0	24	2	6		0	0	24	72.73
	FR	4/2/2011	7	26	0	0	26	9	7		0	0	26	78.79
	SA	5/2/2011	5	28	0	0	28	7	5		0	0	28	84.85
	SU	6/2/2011	5	28	0	0	28	1	1		0	0	28	84.85
	MO	7/2/2011	8	25	0	0	25	4	7		0	0	25	75.76
	TU	8/2/2011	11	22	0	0	22	3	6		0	0	22	66.67
	WE	9/2/2011	10	23	0	0	23	8	7		0	0	23	69.7
	TH	10/2/2011	10	23	0	0	23	1	1		0	0	23	69.7
	FR	11/2/2011	7	26	0	0	26	3	0		0	0	26	78.79
	SA	12/2/2011	7	26	0	0	26	4	4		0	0	26	78.79
	SU	13/2/2011	1	32	0	0	32	11	5		0	0	32	96.97
	MO	14/2/2011	3	30	0	0	30	4	6		0	0	30	90.91
	TU	15/2/2011	7	26	0	0	26	3	7		0	0	26	78.79
	WE	16/2/2011	9	24	0	0	24	1	3		0	0	24	72.73

	TH	17/2/2011	11	22	0	0	22	1	3		0	0	22	66.67
The Element	ent Boutique	e Reso	rt & S	pa Sam	ui				Date/T	im	e :	24-III.0.	/11 14	:28
									Pa	ge	:			2
Room Occu	pa	ncy												
2														
			Vac	Res	Tent	Alt	Tota	A	Dep	W	ait	OOO	Tota	
Fair		Date	Ro.	Ro.	Ro.	Ro.	Ro.	Ro	Ro.		Ro.	Ro.	Ro.	%
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	FR	18/2/2011	7	26	0	0	26	5	1		0	0	26	78.79
	SA	19/2/2011	8	25	0	0	25	5	6		0	0	25	75.76
	SU	20/2/2011	9	24	0	0	24	4	5		0	0	24	72.73
	MO	21/2/2011	11	22	0	0	22	6	8		0	0	22	66.67
	TU	22/2/2011	14	19	0	0	19	3	6		0	0	19	57.58
	WE	23/2/2011	11	22	0	0	22	5	2		0	0	22	66.67
	TH	24/2/2011	12	21	0	0	21	0	1		0	0	21	63.64
	FR	25/2/2011	14	19	0	0	19	4	6		0	0	19	57.58
	SA	26/2/2011	15	18	0	0	18	4	5		0	0	18	54.55
	SU	27/2/2011	14	19	0	0	19	4	3		0	0	19	57.58
	MO	28/2/2011	12	21	0	0	21	6	4		0	0	21	63.64
February/	20	11-----	-----	-----	-----	-----	-----	-----	-----	--	---	-----	-----	--
			250	674	0	0	674	120	122		0	0	674	72.94
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	TU	1/3/2011	13	20	0	0	20	2	3		0	0	20	60.61
	WE	2/3/2011	14	19	0	0	19	2	3		0	0	19	57.58
	TH	3/3/2011	18	15	0	0	15	3	7		0	0	15	45.45
	FR	4/3/2011	20	13	0	0	13	3	5		0	0	13	39.39
	SA	5/3/2011	20	13	0	0	13	4	4		0	0	13	39.39

	SU	6/3/2011	20	13	0	0	13	4	4		0	0	13	39.39
	MO	7/3/2011	19	14	0	0	14	4	3		0	0	14	42.42
	TU	8/3/2011	19	14	0	0	14	2	2		0	0	14	42.42
	WE	9/3/2011	17	16	0	0	16	3	1		0	0	16	48.48
	TH	10/3/2011	15	18	0	0	18	3	1		0	0	18	54.55
	FR	11/3/2011	16	17	0	0	17	2	3		0	0	17	51.52
	SA	12/3/2011	23	10	0	0	10	0	7		0	0	10	30.3
	SU	13/3/2011	20	13	0	0	13	4	1		0	0	13	39.39
	MO	14/3/2011	18	15	0	0	15	7	5		0	0	15	45.45
	TU	15/3/2011	17	16	0	0	16	3	2		0	0	16	48.48
	WE	16/3/2011	14	19	0	0	19	5	2		0	0	19	57.58
	TH	17/3/2011	10	23	0	0	23	7	3		0	0	23	69.7
	FR	18/3/2011	14	19	0	0	19	1	5		0	0	19	57.58
	SA	19/3/2011	11	22	0	0	22	4	1		0	0	22	66.67
	SU	20/3/2011	14	19	0	0	19	2	5		0	0	19	57.58
	MO	21/3/2011	16	17	0	0	17	4	6		0	0	17	51.52
	TU	22/3/2011	18	15	0	0	15	3	5		0	0	15	45.45
	WE	23/3/2011	20	13	0	0	13	0	2		0	0	13	39.39
	TH	24/3/2011	17	16	0	0	16	3	0		0	0	16	48.48
	FR	25/3/2011	21	12	0	0	12	1	5		0	0	12	36.36
	SA	26/3/2011	22	11	0	0	11	3	4		0	0	11	33.33
	SU	27/3/2011	23	10	0	0	10	3	4		0	0	10	30.3
	MO	28/3/2011	23	10	0	0	10	0	0		0	0	10	30.3
	TU	29/3/2011	23	10	0	0	10	1	1		0	0	10	30.3
	WE	30/3/2011	24	9	0	0	9	3	4		0	0	9	27.27
	TH	31/3/2011	25	8	0	0	8	0	1		0	0	8	24.24
March/201	-1	-----	-----	-----	-----	-----	-----	-----	-----	--	---	-----	-----	--
			564	459	0	0	459	86	99		0	0	459	44.87

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	FR	1/4/2011	22	11	0	0	11	4	1		0	0	11	33.33
	SA	2/4/2011	19	14	0	0	14	4	1		0	0	14	42.42
	SU	3/4/2011	21	12	0	0	12	0	2		0	0	12	36.36
The Elem	en	t Boutiqu	e Reso	rt & S	pa Sam	ui			Date/T	im	e :	24-III.8.	/11 14	:28
									Pa	ge	:			3
Room	pa	ncy												
Occu	3													
			Vac	Res	Tent	Alt	Tota	A	Dep	W	ait	OOO	Tota	
Fair		Date	Ro.	Ro.	Ro.	Ro.	Ro.	Ro	Ro.		Ro.	Ro.	Ro.	%
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	MO	4/4/2011	23	10	0	0	10	0	2		0	0	10	30.3
	TU	5/4/2011	21	12	0	0	12	4	2		0	0	12	36.36
	WE	6/4/2011	22	11	0	0	11	4	5		0	0	11	33.33
	TH	7/4/2011	22	11	0	0	11	1	1		0	0	11	33.33
	FR	8/4/2011	22	11	0	0	11	1	1		0	0	11	33.33
	SA	9/4/2011	21	12	0	0	12	4	3		0	0	12	36.36
	SU	10/4/2011	21	12	0	0	12	2	2		0	0	12	36.36
	MO	11/4/2011	21	12	0	0	12	3	3		0	0	12	36.36
	TU	12/4/2011	25	8	0	0	8	0	4		0	0	8	24.24
	WE	13/4/2011	25	8	0	0	8	3	3		0	0	8	24.24
	TH	14/4/2011	22	11	0	0	11	3	0		0	0	11	33.33
	FR	15/4/2011	22	11	0	0	11	4	4		0	0	11	33.33
	SA	16/4/2011	19	14	0	0	14	7	4		0	0	14	42.42
	SU	17/4/2011	15	18	0	0	18	5	1		0	0	18	54.55
	MO	18/4/2011	14	19	0	0	19	5	4		0	0	19	57.58
	TU	19/4/2011	10	23	0	0	23	7	3		0	0	23	69.7

	WE	20/4/2011	10	23	0	0	23	3	3		0	0	23	69.7
	TH	21/4/2011	16	17	0	0	17	5	11		0	0	17	51.52
	FR	22/4/2011	17	16	0	0	16	4	5		0	0	16	48.48
	SA	23/4/2011	20	13	0	0	13	1	4		0	0	13	39.39
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	SU	24/4/2011	13	20	0	0	20	8	0		0	0	20	60.61
	MO	25/4/2011	14	19	0	0	19	0	1		0	0	19	57.58
	TU	26/4/2011	15	18	0	0	18	3	4		0	0	18	54.55
	WE	27/4/2011	14	19	0	0	19	4	3		0	0	19	57.58
	TH	28/4/2011	19	14	0	0	14	2	7		0	0	14	42.42
	FR	29/4/2011	21	12	0	0	12	2	4		0	0	12	36.36
	SA	30/4/2011	19	14	0	0	14	3	1		0	0	14	42.42
April/201	-1	-----	-----	-----	-----	-----	-----	-----	-----	--	---	-----	-----	--
			565	425	0	0	425	96	89		0	0	425	42.93
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	SU	1/5/2011	14	19	0	0	19	7	2		0	0	19	57.58
	MO	2/5/2011	14	19	0	0	19	2	2		0	0	19	57.58
	TU	3/5/2011	19	14	0	0	14	0	5		0	0	14	42.42
	WE	4/5/2011	20	13	0	0	13	1	2		0	0	13	39.39
	TH	5/5/2011	22	11	0	0	11	0	2		0	0	11	33.33
	FR	6/5/2011	24	9	0	0	9	2	4		0	0	9	27.27
	SA	7/5/2011	23	10	0	0	10	2	1		0	0	10	30.3
	SU	8/5/2011	25	8	0	0	8	2	4		0	0	8	24.24
	MO	9/5/2011	25	8	0	0	8	1	1		0	0	8	24.24
	TU	10/5/2011	25	8	0	0	8	0	0		0	0	8	24.24
	WE	11/5/2011	25	8	0	0	8	2	2		0	0	8	24.24
	TH	12/5/2011	24	9	0	0	9	3	2		0	0	9	27.27
	FR	13/5/2011	25	8	0	0	8	0	1		0	0	8	24.24

	SA	14/5/2011	26	7	0	0	7	0	1		0	0	7	21.21
	SU	15/5/2011	26	7	0	0	7	1	1		0	0	7	21.21
	MO	16/5/2011	25	8	0	0	8	2	1		0	0	8	24.24
	TU	17/5/2011	27	6	0	0	6	0	2		0	0	6	18.18
	WE	18/5/2011	28	5	0	0	5	1	2		0	0	5	15.15
	TH	19/5/2011	22	11	0	0	11	6	0		0	0	11	33.33
	FR	20/5/2011	22	11	0	0	11	0	0		0	0	11	33.33
The Elem	en	t Boutiqu	e Reso	rt & S	pa Sam	ui			Date/T	im	e :	24-III.8.	/11 14	:28
									Pa	ge	:			4
Room	pa	ncy												
Occu														
4														
			Vac	Res	Tent	Alt	Tota	A	Dep	W	ait	OOO	Tota	
Fair		Date	Ro.	Ro.	Ro.	Ro.	Ro.	Ro	Ro.		Ro.	Ro.	Ro.	%
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	SA	21/5/2011	24	9	0	0	9	0	2		0	0	9	27.27
	SU	22/5/2011	27	6	0	0	6	0	3		0	0	6	18.18
	MO	23/5/2011	26	7	0	0	7	1	0		0	0	7	21.21
	TU	24/5/2011	30	3	0	0	3	0	4		0	0	3	9.09
	WE	25/5/2011	29	4	0	0	4	2	1		0	0	4	12.12
	TH	26/5/2011	29	4	0	0	4	1	1		0	0	4	12.12
	FR	27/5/2011	30	3	0	0	3	0	1		0	0	3	9.09
	SA	28/5/2011	31	2	0	0	2	0	1		0	0	2	6.06
	SU	29/5/2011	30	3	0	0	3	1	0		0	0	3	9.09
	MO	30/5/2011	29	4	0	0	4	1	0		0	0	4	12.12
	TU	31/5/2011	28	5	0	0	5	2	1		0	0	5	15.15
May/2011-	--	-----	-----	-----	-----	-----	-----	-----	-----	--	---	-----	-----	--
			774	249	0	0	249	40	49		0	0	249	24.34

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	WE	1/6/2011	27	6	0	0	6	1	0		0	0	6	18.18
	TH	2/6/2011	27	6	0	0	6	0	0		0	0	6	18.18
	FR	3/6/2011	27	6	0	0	6	0	0		0	0	6	18.18
	SA	4/6/2011	28	5	0	0	5	1	2		0	0	5	15.15
	SU	5/6/2011	27	6	0	0	6	1	0		0	0	6	18.18
	MO	6/6/2011	26	7	0	0	7	1	0		0	0	7	21.21
	TU	7/6/2011	26	7	0	0	7	2	2		0	0	7	21.21
	WE	8/6/2011	27	6	0	0	6	1	2		0	0	6	18.18
	TH	9/6/2011	27	6	0	0	6	0	0		0	0	6	18.18
	FR	10/6/2011	28	5	0	0	5	0	1		0	0	5	15.15
	SA	11/6/2011	29	4	0	0	4	1	2		0	0	4	12.12
	SU	12/6/2011	29	4	0	0	4	2	2		0	0	4	12.12
	MO	13/6/2011	28	5	0	0	5	2	1		0	0	5	15.15
	TU	14/6/2011	27	6	0	0	6	1	0		0	0	6	18.18
	WE	15/6/2011	26	7	0	0	7	1	0		0	0	7	21.21
	TH	16/6/2011	20	13	0	0	13	6	0		0	0	13	39.39
	FR	17/6/2011	20	13	0	0	13	2	2		0	0	13	39.39
	SA	18/6/2011	19	14	0	0	14	3	2		0	0	14	42.42
	SU	19/6/2011	20	13	0	0	13	2	3		0	0	13	39.39
	MO	20/6/2011	24	9	0	0	9	1	5		0	0	9	27.27
	TU	21/6/2011	24	9	0	0	9	2	2		0	0	9	27.27
	WE	22/6/2011	24	9	0	0	9	0	0		0	0	9	27.27
	TH	23/6/2011	25	8	0	0	8	0	1		0	0	8	24.24
	FR	24/6/2011	27	6	0	0	6	1	3		0	0	6	18.18
	SA	25/6/2011	26	7	0	0	7	2	1		0	0	7	21.21
	SU	26/6/2011	28	5	0	0	5	0	2		0	0	5	15.15
	MO	27/6/2011	29	4	0	0	4	0	1		0	0	4	12.12

	TU	28/6/2011	27	6	0	0	6	2	0		0	0	6	18.18
	WE	29/6/2011	28	5	0	0	5	0	1		0	0	5	15.15
	TH	30/6/2011	30	3	0	0	3	0	2		0	0	3	9.09
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			780	210	0	0	210	35	37		0	0	210	21.21
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	FR	1/7/2011	27	6	0	0	6	3	0		0	0	6	18.18
	SA	2/7/2011	26	7	0	0	7	1	0		0	0	7	21.21
	SU	3/7/2011	25	8	0	0	8	2	1		0	0	8	24.24
	MO	4/7/2011	24	9	0	0	9	1	0		0	0	9	27.27
The Elem	en	t Boutiqu	e Reso	rt & S	pa Sam	ui			Date/T	im	e :	24-พ.ย.	/11 14	:28
									Pa	ge	:			5
Room	pa	ncy												
Occu	5													
			Vac	Res	Tent	Alt	Tota	A	Dep	W	ait	OOO	Tota	
Fair		Date	Ro.	Ro.	Ro.	Ro.	Ro.	Ro	Ro.		Ro.	Ro.	Ro.	%
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	TU	5/7/2011	23	10	0	0	10	2	1		0	0	10	30.3
	WE	6/7/2011	24	9	0	0	9	1	2		0	0	9	27.27
	TH	7/7/2011	26	7	0	0	7	1	3		0	0	7	21.21
	FR	8/7/2011	27	6	0	0	6	2	3		0	0	6	18.18
	SA	9/7/2011	27	6	0	0	6	0	0		0	0	6	18.18
	SU	10/7/2011	25	8	0	0	8	3	1		0	0	8	24.24
	MO	11/7/2011	25	8	0	0	8	1	1		0	0	8	24.24
	TU	12/7/2011	24	9	0	0	9	2	1		0	0	9	27.27
	WE	13/7/2011	25	8	0	0	8	2	3		0	0	8	24.24
	TH	14/7/2011	24	9	0	0	9	2	1		0	0	9	27.27

	FR	15/7/2011	24	9	0	0	9	0	0		0	0	9	27.27
	SA	16/7/2011	24	9	0	0	9	1	1		0	0	9	27.27
	SU	17/7/2011	24	9	0	0	9	2	2		0	0	9	27.27
	MO	18/7/2011	25	8	0	0	8	1	2		0	0	8	24.24
	TU	19/7/2011	26	7	0	0	7	0	1		0	0	7	21.21
	WE	20/7/2011	28	5	0	0	5	1	3		0	0	5	15.15
	TH	21/7/2011	28	5	0	0	5	1	1		0	0	5	15.15
	FR	22/7/2011	27	6	0	0	6	1	0		0	0	6	18.18
	SA	23/7/2011	27	6	0	0	6	1	1		0	0	6	18.18
	SU	24/7/2011	28	5	0	0	5	0	1		0	0	5	15.15
	MO	25/7/2011	26	7	0	0	7	3	1		0	0	7	21.21
	TU	26/7/2011	27	6	0	0	6	0	1		0	0	6	18.18
	WE	27/7/2011	27	6	0	0	6	0	0		0	0	6	18.18
	TH	28/7/2011	26	7	0	0	7	2	1		0	0	7	21.21
	FR	29/7/2011	27	6	0	0	6	0	1		0	0	6	18.18
	SA	30/7/2011	27	6	0	0	6	1	1		0	0	6	18.18
	SU	31/7/2011	23	10	0	0	10	5	1		0	0	10	30.3
n.n.-11	--	-----	-----	-----	-----	-----	-----	-----	-----	--	---	-----	-----	--
			796	227	0	0	227	42	35		0	0	227	22.19
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	MO	1/8/2011	22	11	0	0	11	1	0		0	0	11	33.33
	TU	2/8/2011	25	8	0	0	8	0	3		0	0	8	24.24
	WE	3/8/2011	20	13	0	0	13	6	1		0	0	13	39.39
	TH	4/8/2011	18	15	0	0	15	2	0		0	0	15	45.45
	FR	5/8/2011	18	15	0	0	15	0	0		0	0	15	45.45
	SA	6/8/2011	22	11	0	0	11	1	5		0	0	11	33.33
	SU	7/8/2011	24	9	0	0	9	2	4		0	0	9	27.27
	MO	8/8/2011	20	13	0	0	13	4	0		0	0	13	39.39

	TU	9/8/2011	21	12	0	0	12	0	1		0	0	12	36.36
	WE	10/8/2011	21	12	0	0	12	0	0		0	0	12	36.36
	TH	11/8/2011	22	11	0	0	11	0	1		0	0	11	33.33
	FR	12/8/2011	23	10	0	0	10	1	2		0	0	10	30.3
	SA	13/8/2011	27	6	0	0	6	0	4		0	0	6	18.18
	SU	14/8/2011	27	6	0	0	6	1	1		0	0	6	18.18
	MO	15/8/2011	28	5	0	0	5	0	1		0	0	5	15.15
	TU	16/8/2011	28	5	0	0	5	0	0		0	0	5	15.15
	WE	17/8/2011	28	5	0	0	5	0	0		0	0	5	15.15
	TH	18/8/2011	29	4	0	0	4	0	1		0	0	4	12.12
	FR	19/8/2011	31	2	0	0	2	0	2		0	0	2	6.06
	SA	20/8/2011	31	2	0	0	2	0	0		0	0	2	6.06
	SU	21/8/2011	31	2	0	0	2	0	0		0	0	2	6.06
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	MO	22/8/2011	31	2	0	0	2	0	0		0	0	2	6.06
	TU	23/8/2011	31	2	0	0	2	0	0		0	0	2	6.06
	WE	24/8/2011	32	1	0	0	1	0	1		0	0	1	3.03
	TH	25/8/2011	32	1	0	0	1	0	0		0	0	1	3.03
	FR	26/8/2011	31	2	0	0	2	1	0		0	0	2	6.06
	SA	27/8/2011	32	1	0	0	1	0	1		0	0	1	3.03
	SU	28/8/2011	32	1	0	0	1	0	0		0	0	1	3.03

	MO	29/8/2011	32	1	0	0	1	0	0		0	0	1	3.03
	TU	30/8/2011	32	1	0	0	1	0	0		0	0	1	3.03
	WE	31/8/2011	32	1	0	0	1	0	0		0	0	1	3.03
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			833	190	0	0	190	19	28		0	0	190	18.57
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	TH	1/9/2011	29	4	0	0	4	3	0		0	0	4	12.12
	FR	2/9/2011	29	4	0	0	4	0	0		0	0	4	12.12
	SA	3/9/2011	29	4	0	0	4	0	0		0	0	4	12.12
	SU	4/9/2011	27	6	0	0	6	2	0		0	0	6	18.18
	MO	5/9/2011	25	8	0	0	8	3	1		0	0	8	24.24
	TU	6/9/2011	28	5	0	0	5	0	3		0	0	5	15.15
	WE	7/9/2011	25	8	0	0	8	3	0		0	0	8	24.24
	TH	8/9/2011	24	9	0	0	9	2	1		0	0	9	27.27
	FR	9/9/2011	25	8	0	0	8	0	1		0	0	8	24.24
	SA	10/9/2011	26	7	0	0	7	2	3		0	0	7	21.21
	SU	11/9/2011	27	6	0	0	6	0	1		0	0	6	18.18
	MO	12/9/2011	30	3	0	0	3	0	3		0	0	3	9.09
	TU	13/9/2011	30	3	0	0	3	2	2		0	0	3	9.09
	WE	14/9/2011	29	4	0	0	4	1	0		0	0	4	12.12
	TH	15/9/2011	29	4	0	0	4	0	0		0	0	4	12.12
	FR	16/9/2011	29	4	0	0	4	0	0		0	0	4	12.12
	SA	17/9/2011	29	4	0	0	4	0	0		0	0	4	12.12
	SU	18/9/2011	29	4	0	0	4	2	2		0	0	4	12.12
	MO	19/9/2011	27	6	0	0	6	2	0		0	0	6	18.18
	TU	20/9/2011	29	4	0	0	4	0	2		0	0	4	12.12
	WE	21/9/2011	29	4	0	0	4	0	0		0	0	4	12.12
	TH	22/9/2011	28	5	0	0	5	1	0		0	0	5	15.15

	FR	23/9/2011	30	3	0	0	3	0	2		0	0	3	9.09
	SA	24/9/2011	31	2	0	0	2	0	1		0	0	2	6.06
	SU	25/9/2011	30	3	0	0	3	2	1		0	0	3	9.09
	MO	26/9/2011	29	4	0	0	4	1	0		0	0	4	12.12
	TU	27/9/2011	30	3	0	0	3	0	1		0	0	3	9.09
	WE	28/9/2011	29	4	0	0	4	1	0		0	0	4	12.12
	TH	29/9/2011	28	5	0	0	5	1	0		0	0	5	15.15
	FR	30/9/2011	29	4	0	0	4	0	1		0	0	4	12.12
September	/2	1-м.п.	-----	-----	-----	-----	-----	-----	-----	--	---	-----	-----	--
			848	142	0	0	142	28	25		0	0	142	14.34
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	SA	1/10/2011	30	3	0	0	3	0	1		0	0	3	9.09
	SU	2/10/2011	30	3	0	0	3	0	0		0	0	3	9.09
	MO	3/10/2011	32	1	0	0	1	0	2		0	0	1	3.03
	TU	4/10/2011	32	1	0	0	1	0	0		0	0	1	3.03
	WE	5/10/2011	33	0	0	0	0	0	1		0	0	0	0
The Elem	en	t Boutiqu	e Reso	rt & S	pa Sam	ui				Date/T	im	e :	24-м.п.	/11 14 :28
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	TH	6/10/2011	32	1	0	0	1	1	0		0	0	1	3.03
	FR	7/10/2011	32	1	0	0	1	0	0		0	0	1	3.03
	SA	8/10/2011	32	1	0	0	1	0	0		0	0	1	3.03
	SU	9/10/2011	32	1	0	0	1	0	0		0	0	1	3.03

	MO	10/10/201 1	32	1	0	0	1	0	0		0	0	1	3.03
	TU	11/10/201 1	32	1	0	0	1	0	0		0	0	1	3.03
	WE	12/10/201 1	33	0	0	0	0	0	1		0	0	0	0
	TH	13/10/201 1	33	0	0	0	0	0	0		0	0	0	0
	FR	14/10/201 1	33	0	0	0	0	0	0		0	0	0	0
	SA	15/10/201 1	32	1	0	0	1	1	0		0	0	1	3.03
	SU	16/10/201 1	31	2	0	0	2	1	0		0	0	2	6.06
	MO	17/10/201 1	30	3	0	0	3	1	0		0	0	3	9.09
	TU	18/10/201 1	30	3	0	0	3	0	0		0	0	3	9.09
	WE	19/10/201 1	30	3	0	0	3	0	0		0	0	3	9.09
	TH	20/10/201 1	28	5	0	0	5	3	1		0	0	5	15.15
	FR	21/10/201 1	29	4	0	0	4	0	1		0	0	4	12.12
	SA	22/10/201 1	30	3	0	0	3	0	1		0	0	3	9.09
	SU	23/10/201 1	26	7	0	0	7	4	0		0	0	7	21.21
	MO	24/10/201 1	22	11	0	0	11	4	0		0	0	11	33.33
	TU	25/10/201	23	10	0	0	10	2	3		0	0	10	30.3

		1												
	WE	26/10/2011 1	22	11	0	0	11	2	1		0	0	11	33.33
	TH	27/10/2011 1	22	11	0	0	11	0	0		0	0	11	33.33
	FR	28/10/2011 1	25	8	0	0	8	0	3		0	0	8	24.24
	SA	29/10/2011 1	25	8	0	0	8	0	0		0	0	8	24.24
	SU	30/10/2011 1	25	8	0	0	8	2	2		0	0	8	24.24
	MO	31/10/2011 1	29	4	0	0	4	0	4		0	0	4	12.12
ต.ถ.-02	1	1-----	-----	-----	-----	-----	-----	-----	-----	--	---	-----	-----	--
			907	116	0	0	116	21	21		0	0	116	11.34
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	TU	1/11/2011	29	4	0	0	4	0	0		0	0	4	12.12
	WE	2/11/2011	29	4	0	0	4	0	0		0	0	4	12.12
	TH	3/11/2011	29	4	0	0	4	0	0		0	0	4	12.12
	FR	4/11/2011	30	3	0	0	3	0	1		0	0	3	9.09
	SA	5/11/2011	31	2	0	0	2	0	1		0	0	2	6.06
	SU	6/11/2011	32	1	0	0	1	0	1		0	0	1	3.03
	MO	7/11/2011	33	0	0	0	0	0	1		0	0	0	0
	TU	8/11/2011	33	0	0	0	0	0	0		0	0	0	0
	WE	9/11/2011	33	0	0	0	0	0	0		0	0	0	0
	TH	10/11/2011 1	32	1	0	0	1	1	0		0	0	1	3.03
	FR	11/11/2011 1	31	2	0	0	2	1	0		0	0	2	6.06

	SA	12/11/2011	31	2	0	0	2	0	0		0	0	2	6.06
	SU	13/11/2011	31	2	0	0	2	0	0		0	0	2	6.06
	MO	14/11/2011	30	3	0	0	3	1	0		0	0	3	9.09
	TU	15/11/2011	31	2	0	0	2	0	1		0	0	2	6.06
	WE	16/11/2011	31	2	0	0	2	1	1		0	0	2	6.06
	TH	17/11/2011	29	4	0	0	4	2	0		0	0	4	12.12
	FR	18/11/2011	29	4	0	0	4	0	0		0	0	4	12.12
	SA	19/11/2011	30	3	0	0	3	0	1		0	0	3	9.09
	SU	20/11/2011	28	5	0	0	5	2	0		0	0	5	15.15
	MO	21/11/2011	29	4	0	0	4	0	1		0	0	4	12.12
	TU	22/11/2011	29	4	0	0	4	0	0		0	0	4	12.12
The Elem	en	t Boutiqu	e Reso	rt & S	pa Sam	ui				Date/T	im	e :	24-11-14	:28
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8														
			Vac	Res	Tent	Alt	Tota	A	Dep	W	ait	OOO	Tota	
Fair		Date	Ro.	Ro.	Ro.	Ro.	Ro.	Ro	Ro.		Ro.	Ro.	Ro.	%
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	WE	23/11/2011	29	4	0	0	4	0	0		0	0	4	12.12
	TH	24/11/2011	31	2	0	0	2	0	2		0	0	2	6.06
	FR	25/11/2011	32	1	0	0	1	1	2		0	0	1	3.03
	SA	26/11/2011	32	1	0	0	1	0	0		0	0	1	3.03
	SU	27/11/2011	31	2	0	0	2	1	0		0	0	2	6.06
	MO	28/11/2011	30	3	0	0	3	1	0		0	0	3	9.09
	TU	29/11/2011	30	3	0	0	3	0	0		0	0	3	9.09
	WE	30/11/2011	28	5	0	0	5	3	1		0	0	5	15.15
November	20	11-----	-----	-----	-----	-----	-----	-----	-----	--	---	-----	-----	--
			913	77	0	0	77	14	13		0	0	77	7.78
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	TH	1/12/2011	28	5	0	0	5	0	0		0	0	5	15.15
	FR	2/12/2011	28	5	0	0	5	1	1		0	0	5	15.15
	SA	3/12/2011	29	4	0	0	4	0	1		0	0	4	12.12
	SU	4/12/2011	29	4	0	0	4	0	0		0	0	4	12.12
	MO	5/12/2011	31	2	0	0	2	0	2		0	0	2	6.06
	TU	6/12/2011	31	2	0	0	2	0	0		0	0	2	6.06
	WE	7/12/2011	29	4	0	0	4	3	1		0	0	4	12.12
	TH	8/12/2011	28	5	0	0	5	1	0		0	0	5	15.15
	FR	9/12/2011	26	7	0	0	7	2	0		0	0	7	21.21
	SA	10/12/2011	26	7	0	0	7	1	1		0	0	7	21.21

		1												
	SU	11/12/201 1	14	19	0	0	19	12	0		0	0	19	57.58
	MO	12/12/201 1	14	19	0	0	19	1	1		0	0	19	57.58
	TU	13/12/201 1	27	6	0	0	6	0	13		0	0	6	18.18
	WE	14/12/201 1	24	9	0	0	9	4	1		0	0	9	27.27
	TH	15/12/201 1	25	8	0	0	8	1	2		0	0	8	24.24
	FR	16/12/201 1	26	7	0	0	7	0	1		0	0	7	21.21
	SA	17/12/201 1	27	6	0	0	6	0	1		0	0	6	18.18
	SU	18/12/201 1	28	5	0	0	5	0	1		0	0	5	15.15
	MO	19/12/201 1	32	1	0	0	1	0	4		0	0	1	3.03
	TU	20/12/201 1	33	0	0	0	0	0	1		0	0	0	0
	WE	21/12/201 1	33	0	0	0	0	0	0		0	0	0	0
	TH	22/12/201 1	33	0	0	0	0	0	0		0	0	0	0
	FR	23/12/201 1	33	0	0	0	0	0	0		0	0	0	0
	SA	24/12/201 1	33	0	0	0	0	0	0		0	0	0	0
	SU	25/12/201 1	33	0	0	0	0	0	0		0	0	0	0

	MO	26/12/201 1	33	0	0	0	0	0	0	0	0	0	0	0
	TU	27/12/201 1	32	1	0	0	1	1	0	0	0	0	1	3.03
	WE	28/12/201 1	32	1	0	0	1	0	0	0	0	0	1	3.03
	TH	29/12/201 1	32	1	0	0	1	0	0	0	0	0	1	3.03
	FR	30/12/201 1	30	3	0	0	3	2	0	0	0	0	3	9.09
	SA	31/12/201 1	30	3	0	0	3	0	0	0	0	0	3	9.09
December/	20	11-----	-----	-----	-----	-----	-----	-----	-----	--	---	-----	-----	--
			889	134	0	0	134	29	31		0	0	134	13.1
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=====	==	=====	=====	=====	=====	=====	=====	=====	=====	==	===	=====	=====	==
<b>TOTAL</b>			<b>8451</b>	<b>3594</b>	<b>0</b>	<b>0</b>	<b>3594</b>	<b>661</b>	<b>689</b>		<b>0</b>	<b>0</b>	<b>3594</b>	<b>29.84</b>
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## Chapter 3

### 3.1 Background and State of problem

#### Background & State of problem

Samui Island is one of Thailand's major tourism destinations. There are a lot of foreigners from around the world visit the island each year. According to the Tourism Authority of Thailand - Suratthani office (2007) statistical report tourism on Koh Samui generated income more than 13,000 million Baht. The following chart shows the statistic of Samui Island's visitor types.

Table 1: The number of Thai and Foreign visiting Koh Samui

Type of Data	Jan.-Dec.		
	2007	2006	Δ (%)
<b>Visitor</b>	<b>1,732,263</b>	<b>1,639,686</b>	<b>+ 5.65</b>
Thai	919,485	937,287	- 1.90
Foreigners	812,778	702,399	+ 15.71
<b>Tourist</b>	<b>1,637,670</b>	<b>1,556,670</b>	<b>+ 5.20</b>
Thai	838,416	864,263	- 2.99
Foreigners	799,254	692,407	+ 15.43
<b>Excursionist</b>	<b>94,593</b>	<b>83,016</b>	<b>+ 13.95</b>
Thai	81,069	73,024	+ 11.02
Foreigners	13,524	9,992	+ 35.35

Source:[http://www2.tat.or.th/tat\\_branch/web/branch\\_download\\_list.php?BR=22&CadID=15](http://www2.tat.or.th/tat_branch/web/branch_download_list.php?BR=22&CadID=15)

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The report shows that in 2006 to 2007 the number of foreign tourists, excursionists and visitors increased. Table 2 shows their origin regions.

**Table 2 : The origin regions of foreigners visiting Koh Samui**

Visitor native country	Tourist		Excursionist		Visitor	
	Amount	%	Amount	%	Amount	%
1. America	38,494	4.42	210	15.56	38,704	4.44
2. Europe	660,722	75.86	813	60.22	661,535	75.84
3. Oceania	67,466	7.75	92	6.81	67,558	7.74
4. Asia	71,593	8.22	226	16.74	71,819	8.23
5. Middle East	28,330	3.25	4	0.30	28,334	3.25
6. Africa	4,356	0.50	5	0.37	4,361	0.50
<b>Total</b>	<b>870,961</b>	<b>100.00</b>	<b>1,350</b>	<b>100.00</b>	<b>872,311</b>	<b>100.00</b>

Source:[http://www2.tat.or.th/tat\\_branch/web/branch\\_download\\_list.php?BR=22&CadID=15](http://www2.tat.or.th/tat_branch/web/branch_download_list.php?BR=22&CadID=15)

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This report indicate that Thai staff in the tourism industry interact mostly with non-native speakers. Krachru (1992) and Graddol (2006) said that more than half of the non-natives around the world are using English as an International Language. Therefore, as the number of visitors substantially grow throughout the years, the Thai in-service tourism staff and hospitality employees should be able to communicate effectively to provide outstanding service and satisfaction to the visitors. This would bring in good reputation for the country, and thereby encourage more tourist visits and revisits.

However, the hospitality service is still in need of private and public sectors' support in developing human resources for Thailand to be successful in the international standard (Esichaikul and Baum, 1998; Saibang, 1998; Wiriyaichitra, 2001).

At Element Boutique Resort & Spa during the time that the researcher took the internship (December 2010 – May 2011), there were more than nine nationalities in total among the workforce. They were mainly non-English native speaking nationality; however, English is used as common language in work. Foreign employees were mostly in supervisor positions. However, Thai staffs had limited English communicative skills. So it is difficult for them to communicate and cooperate in work.

## **3.2 Literature review**

### **Definition of communication**

Communication is a process of conveying meaningful information in an attempt to create shared understanding. This process requires a vast repertoire of skills in intrapersonal and interpersonal processing, listening, observing, speaking, questioning, analyzing, and evaluating. Use of these processes is developmental and transfers to all areas of life: home, school, community, work, and beyond. Communication requires a sender, a message, and an intended receiver. Although the receiver need not be present or aware of the sender's intention to communicate at the time of communication; thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality i.e. understanding of a language. The communication process is complete once the receiver has understood the sender then collaboration and cooperation occur.

(<http://en.wikipedia.org/wiki/Communication>)

(<http://www.k12.wa.us/curriculum/instruct/communications/default.aspx>)

### **Barriers of communication**

#### **Education**

Due to the housekeeper education background is weakness of understanding and speaking English and inability to respond to basic conversation effect guests' satisfaction. As the researcher (Amina Mushtaq, 2008) said that the poor are marginalized not only in relation to economic processes in society, but also in relation to information and communication processes.

## **Culture**

Moreover, miscommunication happens between Thai and Foreign colleagues that led to conflict within the organization. Due to multicultural workforce presents new challenges and opportunities to harness new skills, in particular language and cultural knowledge. In this environment, effective communication is an essential skill.

For example, one foreign colleague had a problem with Thai colleagues because they could not understand what she asked them to do.

A: Could you remove dust and spider web in a cupboard please?.

B: said ok and smiled

Sometimes a smile showed that they understood after that housekeeper did clean a cup. Foreign staffs got upset because she thought that housekeeper did not take serious on the job.

A is Sara from Sweden

B is Nui housekeeper

The job had not been done when the guest relation checked room again. The front desk got a ring later on to translate for housekeeper.

Ajay Kr. Sigh and D.Antony added that the ability to communicate is one of our most commonly used skills. We sometimes use words to communicate do not always clearly state the picture in our minds. When this occurs, errors often result that lead to frustration. Depending on a multitude of factors (stress level for one), the error sometimes results in conflict if neither person is willing to accept responsibility for it. This caused unfavorable working atmosphere.

Goall.H.L. & Goodall, S.(2002) supported that companies, schools, clubs, and even some neighborhoods often have their own group specific lingo and assign unique meanings to many

words. Miscommunication occurs when people from different areas or companies are communicating and assign different meanings to words or are unfamiliar with the terminology.

## **Language**

Another problem of misunderstanding while people communicate is language barriers which are any differences in language like slang, jargon, translations, dialects, or semantics. Since the resort has different background of staff nationalities which sometimes they use their own style of language. Linguistic anthropologist John Gumperz is the most influential proponent of interactional sociolinguistics, which has similar origins in anthropology, sociology and sociolinguistics to the ethnography of communication, and shares its concern with the interaction of culture, society and language (Gumperz and Hymes 1972).

Wang Lin (1997:159) said that linguistic and cultural differences can be the barrier of communication: It creates the problem for receiver to complete or understand the language used by the transmitter. In English reading, cultural barriers and language cannot be separated. Language is a carrier, which not only carries the information of language, but also carries the information of culture. Every kind of language is created and developed in a certain historical circumstance of society.

On the other hand, Bernard L. Erven classified eight barriers that can affect the communication efficiency which is muddled message, stereotyping, wrong channel, lack of feedback, poor listening skills, interruption and one of them is about language. He mentioned that words are not reality. Words as the sender understands them are combined with the perceptions of those words by the receiver. Language represents only part of the whole. We fill in the rest with perceptions. Trying to understand a foreign language easily demonstrates words not being reality. A white fluffy rectangular cloth use to dry oneself after shower is called “towel” in English. The

same thing is known in different languages by different names. Until there is common understanding of a language between interlocutors, communication will not occur.

([http://en.wikiversity.org/wiki/The\\_Use\\_of\\_English\\_with\\_Other\\_Members\\_of\\_the\\_Thai\\_Academic\\_Community\\_among\\_Dhurakij\\_Pundit\\_University%E2%80%99s\\_Postgraduate\\_Business\\_Students/Literature\\_Review#THE\\_USE\\_OF\\_ENGLISH\\_LANGUAGE\\_IN\\_THAILAND](http://en.wikiversity.org/wiki/The_Use_of_English_with_Other_Members_of_the_Thai_Academic_Community_among_Dhurakij_Pundit_University%E2%80%99s_Postgraduate_Business_Students/Literature_Review#THE_USE_OF_ENGLISH_LANGUAGE_IN_THAILAND) since its inception.)

### **English as medium of communication in hospitality**

Due to the growing number and the diversity of visitors to Thailand, tourism and hospitality industries need workforce with foreign languages competency especially English. Wiriyachitra (2004) asserted that there is a shortage of competent English language users in the Thai hotel and other hospitality work settings. She added that the hotel staff members' poor communication skills often result in guests' misunderstanding and negative attitudes towards the hotel.

National corporations are bound by the limits surrounding the borders of their country. The world is growing smaller and smart businesses take advantage of this. If you are a national corporation looking to go international, the employees who will interact with these international clients need to know the "business language of the world" - English. (Gu Wei|2011-04-06|Business ,Corporate English Language Training)

Lacking of English communication skill creates the conflict between Thai and foreign colleagues. As Ajay Kr. Sigh and D.Antony added that sometimes, in communication, we use words that do not always clearly state the picture in our minds. When this occurs, errors often result and lead to frustration. Depending on a multitude of factors (stress level for one), the error sometimes results in conflict if neither person is willing to accept responsibility for it. This caused unfavorable working atmosphere.

Additional, at any time during the communication process misunderstandings and conflicts can occur. Miscommunication can cost money, waste time, setbacks, hinder production, or even result in injury. Those are just a few examples of problems that arise when communication is not effective. From this point, it is very importance that communication should be clearly understood immediately to be effective. Clampitt & Downs, (1993) similarly support that when communication satisfaction was low, managerial evaluations of staff productivity, work quality, attendance, safety, conduct, and job longevity were low.

### **Improving the English proficiency**

In 1997, Komgumpol developed a computer tutorial program on Practical Hotel English for Room Maids and conducted a tryout on 20 first year students at Hotel and Tourism Training Institute in Thailand. The students were asked to study by the program for three hours then they were asked to complete a test to measure their achievement. The result was that the program had more than 80% effectiveness. Also the students had positive attitude toward the computer tutorial program.

This issue led to the researcher's interest in developing a deliberate English communicative skills training for Thai housekeepers at Elements Boutique Resort and Spa to reduce the barrier of language in the organization.

The researcher will use training course to improve housekeeper communication skill due to there is evidence that experience sometimes enhances learning (Schmidt et al., 1986; Taylor, 1975).Some even define learning as a change in behavior due to experience in a given situation (Bower and Hilgard,1981). In this section, D.Y. Wu, E. Katok ,(P 839–850,2006) further explore the effect of giving participants different hands-on experience on the simulated supply chain performance.

Most formal corporate training programs are classroom-based, and involve trainer-led instruction and specific skill transfer. While this education-oriented training demands ex-ante knowledge, the fast changing competitive environment and technological developments mean that there are not always clear-cut rules for every decision task (Gordon, 1993).

On the other hand Kay J. Bunch (Georgia State University ) P. 145, said that the organizational level, training fails in at least four ways: (a) unskilled practitioners provide flawed interventions; (b) skilled practitioners provide flawed interventions because they do not have the power or influence to design a valid program; (c) skilled practitioners provide valid interventions, but learning does not transfer to the job; (d) skilled practitioners provide valid interventions that produce positive transfer, but effectiveness is not perceived. Much of the effectiveness literature focuses on training design, content, and evaluation. There is considerable understanding of the mechanics of failure resulting from unskilled practitioners.

Chris Argyris, in a 1994 Harvard Business Review article, states that " (p. 77). He claims that many practices, considered "good" communication and training, actually impede learning by following the assumption that management is responsible for keeping employees happy and well-informed, and that employees have little responsibility for making changes themselves. Examples of this are when employees are given the opportunity to make suggestions or question management, and then executives are expected to be responsive and provide a rapid response to their complaints.

Moreover, Wendy F. Carr supports that the assessment of competency learning, whether the training material has been learned, is best conducted at the individual level. It is at the individual level that organizations are able to assess employees' reactions and increased understanding. Reactions are important because, if students react negatively to a course, they are less likely to transfer what they learned to their work. Increased understanding in terms of new or improved knowledge, skills and abilities is the primary aim of a training event.

Training course can improve customer satisfaction as Ineson and Kempa (1996) identified four main skills, namely: oral and written communication skills, supervising skills (staff motivation and training), ability to engender customer satisfaction and service skills.

The technique that the researcher used is base on the theory of Oxford (1990) which mentioned that strategies could be classified into direct strategies and indirect strategies. The direct strategies are memory, cognitive and compensation strategies, whereas the indirect strategies are metacognitive, affective and social strategies.

For this case of studying, the direct strategic of memory, cognitive and compensation strategies has been used to teach housekeepers easier. From the observation of working with them as in charge as house keeping supervisor during one month in housekeeping department, it shows that they can recognize the stuffs that they get use to it.

### 3.3 Situation analysis

Due to differences of colleagues nationality so it is difficult for some of Thai staffs to communicate and co operate in work. The head of departments are foreigners from different countries. For example, two owners are from UK and Belgium, General Manager is from USA, Head of Kitchen from is Lithuania, Food and Beverage is from Slovakia, Maintenance Supervisor is from Netherland, two Guests Relation officers are from Sweden, Bartender and three waitress from Philippines, a management trainee is from Slovakia and an administrator who is responsible for employee documents is from Philippines. English is used as a common language in work. However, all Thai staffs in the resort have limited English knowledge. This often causes misunderstanding and hinders tasks in work place. For example, guest asked for a new hair dryer but housekeeper could not response on the request. Again housekeeper went back to housekeeping room and called to front desk and said in Thai “ Guest said something” Front desk staff had to call back to guest and asked what the guest request”. However, if the housekeeper understood one of vocabularies such as hair dryer which brought work flow and faster.

Another case of the example between housekeeper and foreign colleague at the restaurant, a waitress called to housekeeping department to ask for arrival of napkins from laundry but no one can response or said anything.

Following discussion with one owner, he identified lacking English language skill as a major problem in the resort. Therefore the researcher decided to focus on improving this specific area.

During the internship the researcher found that Housekeeping department was where the problem was most serious. While in charge of other departments, the researcher noticed that housekeepers often had difficulties responding to requests from guests and foreign colleagues.

Later when in charge of Housekeeping, the researcher had a better chance to observe the situation. Whenever a guest had a request, housekeepers could not response to it properly. Moreover, they do not know the amenity vocabularies in guest rooms so they could not guess what the guests want.

Data from Human resource department showed that the education background of housekeepers is quite low. There are 9 of housekeepers who I will classify the level of their education below.

1.Mrs.Archara Teerawat (Sai)	High school
2.Ms.Darunee Jonsuwan(Nui)	High school
3.Mrs.Laong Noocheen (Oa)	Primary school
4.Ms.Orawan Sawaddee (Ann)	High school
5.Ms.Pimol Loa On (Mol)	Primary school
6.Ms.Orathai Chumdang (Kai)	High school
7.Mr.Piya Songsamer (Piya)	High school
8.Ms.Jintana Chanaboot (Lek)	Non
9.Ms. Siriporn Boakaew (Air)	High school

From this data the researcher assume that they are poor of economic and can not afford themselves the education from school. Normally, English has been taught in primary school which was about English alphabet and English grammar. As Wiriyaichitra (2001) said that even through in Thai universities cannot meet the demands for English used in the workplace. The skills used most at this level are listening and speaking which are not the focus skills in the Thai tertiary education English curriculum.

As I mentioned above that the atmosphere of working place in the resort surround with the foreign colleagues. English language has been using in the resort in order to co operate and

communicate within the organization. However, the levels of communication skill of each staffs are different. The researcher is interested in improving communication skill of Housekeepers by providing an appropriate training course of English which enhance housekeepers English communication skill. It will also improve quality of their work which directly effect customer satisfaction. So, the researcher come up with the research questions that;

**-Does an appropriate training course enhance housekeeper English communicative skill?**

**-Does effective communication of housekeeper effect to customer satisfaction?**

### **3.4 Objective of the studies**

-Develop individual skills in listening and speaking English towards the final goal of communicating without difficulties (be able to speak with guests on basic conversation).

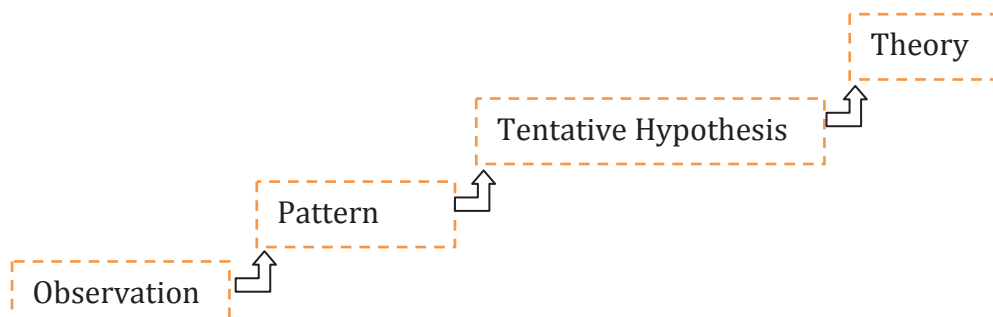
-Introduce staffs to basic conversation needed in communicating with guests in hotel; let staff make their own life-like situations based on the vocabulary, and topics learned from the hotel in department;

-Improve customer satisfaction from housekeeping communication skill.

-Decrease the barrier of communication in English Language between Thai and Foreign employees and foreign guests.

### 3.5 Methodology

This chapter presents the study inductive methods and the procedures of the study.



I chose the inductive method. As I spent time with housekeepers while they were working, I realized the problem from the beginning. I begin with specific observations and measure, begin to detect patterns and regularities, formulate some tentative hypotheses that we can explore, and finally end up developing some general conclusions or theories.

The five major areas covered in the methodology are research procedures, population and sample, research instruments, data collection, and data analysis.

#### 3.5.1 Research procedures

Four major areas covered in these procedures are Pre-Testing, Analysis and create course, Course syllabus.

- Pre Testing the communication skill of housekeepers. The researcher created one test for them. It contains 10 questions; 10 questions relating to guest requests and I found that from the sample of 10 housekeepers, only one person was able to answered three questions correctly. The rest failed.
- Analysis and create appropriate courses for department.

After getting the scores from pre test, the researcher analyzed which area of English skills that housekeepers had weaknesses. The researcher found that the staffs did not

know what facilities and amenities are called in English. They did not understand even basic conversation in daily life i.e. greeting and how to respond to a greeting.

- Create the course syllabus

This training course is designed to provide staffs with listening and speaking skills. Staffs will have opportunities to participate in activities such as dialogs, discussion, and interaction with their associate. Staffs will also listen to dialogs and situations from the researcher on relating hotel topics. Moreover, the staff will learn from real situation in the guest room about all facilities and amenities inside the room.

- English Speaking Course Syllabus for H/K Department at Element Boutique Resort and Spa. The researcher created one course which contains 6 lessons for 60 hours. The lessons are:

1. English Alphabet (2 hours )

In this lesson the housekeepers learned about English alphabets. They learnt how each alphabet looks like and how to pronounce them.

2. Reading and spelling (3hours )

Due to their limited educational background, the lesson of reading and spelling will help the housekeepers to develop spelling and reading skill. I used minibar checklist and laundry form as teaching materials because they are familiar with those words. Therefore it was easier for them to learn and remember.

3. Vocabulary for Housekeeping (15 hours in classroom and 4 hours in actual hotel room )

The vocabularies that I taught them were the amenities inside the room. For example, sanitary bag, bath gel, towel, hair dryer, etc. In this lesson I brought all the amenities from a room to the classroom. I showed them how they are called in English. After pronouncing as example for two times, I asked them to repeat the word twice. In this lesson the housekeepers learnt the vocabularies that are very useful for them when guests ask for amenities or request for stuffs.

During break in classes I took housekeepers to a hotel room and they learnt from facilities and amenities in the room in total for 4 hours.

Some stuffs could not be removed from the room so all housekeepers needed to be trained in the guest room in order to recognize and remember all the stuffs in the guest room.

#### 4. Basic greeting to guest (6 hours conversation)

This lesson enhanced confidence in housekeepers when they talk with guests in hotel. Though housekeepers don't often have direct conversation with the guest, however, it is important to greet guest. This is in order to make the guest feel that they are special and also feel that all the staffs are friendly, not just front desk staffs.

#### 5. Answering guest's request (15 hours conversation)

The housekeepers learned how to respond to request from the researcher. In this class, the researcher taught them by repeating requests and their answers more than three times. Therefore the housekeepers got used to the pronunciation and remember the requests and there answer.

#### 6. English for making up the guest's room conversation (15 hours)

This lesson covered housekeeping conversation starting from greeting guests until wishing them a nice day after the cleaning is done. Finally the housekeepers would be able to make simple conversation with guests.

**Implement schedule:**

Action and improvement plan from February 2011-May 2011(As the attached file)

Detail of Process	February 2011				March 2011				April 2011			
	1	2	3	4	1	2	3	4	1	2	3	4
1. English Alphabet 2 hours			↔									
2. Reading and spelling 3 hours					↔							
3. Vocabulary for House keeping 15 hours							↔					
4. Break- Take house keeper to the room and learn from room 4 hours								↔				
5. Basic greeting to guest 6 hours									↔			
6. Answering guest's request 15 hours									↔			
7. English for make up room 15 hours											↔	

### **3.5.2 Populations and Sample**

#### Populations

The population in this study included 10 housekeepers in the Housekeeping Department. They were nine women and one man, aged between 25 to 49 years old. Their educational levels range from 3<sup>rd</sup> year of primary school to a diploma.

### **3.5.3 Research instruments**

The researcher used interview in Pre-Test and Post Test to evaluate housekeepers' competency and a questionnaire for evaluating customer satisfaction after training course was completed.

The example of the tests and questionnaire are in the appendix.

### **3.6 Evaluate after finished course training by Post-Test.**

Based on the theory, the researcher created a test which examines the housekeepers regarding the knowledge of vocabulary and conversation. The reason for considering the speaking training test is because task is closely related to situation housekeepers encountered in their actual work. The test was conducted through interviews.

#### **Post – Test: Listening and Speaking**

This section consists of 30 questions and has a computer-component. The test is divided into three parts. Test takers listen to a variety of statements, questions, conversations, and then answer questions based on the listening segments. The Listening section takes approximately 10 minutes.

Part I: **Photographs** – 30 pictures

Part II: **Question–Response** – 10 questions

## Part I: Photographs Test

This test is designed for evaluating vocabulary knowledge of amenities in the guest's room. The examples will see the picture in the computer screen. When an image of each amenity is shown on computer screen, housekeeper is required to call it in English. This test has 30 pictures of amenities.

Regarding to the research question that effective communication of housekeeper effects customer satisfaction, the questionnaire will be another material that customer evaluates housekeepers that they are satisfied with the abilities of housekeeping communication or not.

### 3.7 Finding and Conclusion

#### Finding

Table3: Test result

Housekeeper's name	Pre-Test (10 scores)	Vocabulary (30 scores)	Post Test
Mrs.Archara Teerawat (Sai)	0	29	10
Ms.Darunee Jonsuwan(Nui)	3	29	10
Mrs.Laong Noocheen (Oa)	0	13	4
Ms.Orawan Sawaddee (Ann)	3	30	10
Ms.Pimol Loa On (Mol)	0	18	6
Ms.Orathai Chumdang (Kai)	3	29	10
Mr.Piya Songsamer (Piya)	0	19	8
Ms.Jintana Chanaboot (Lek)	0	11	3
Ms. Siriporn Boakaew (Air)	0	26	10

According to Pre-Test from 10 requests, only three house keepers are able to answer the guest requests. The researcher did not ask for translate to Thai so the researcher were not sure that they clearly understood from the question.

From the table scores after they were trained for 45 hours the researcher found that their abilities of English communicative skills have been improved. For the post test, the researcher wanted to make sure that they did understand clearly from guest request so the research also asked them to translate in Thai.

As the result seven of housekeepers got average scores on guests' requests at 9.14. It showed that they did understand guest requests and were able to reply simple answer. Moreover, in the vocabulary part, most of them could identify the amenities in the guest's room. However, there were only two housekeepers who got three scores from answering guest request. The researcher investigated into their educational background and found that they had never been through any proper education.

Therefore, this answers research questions that an appropriate course is able to improve their quality of language and it is effect to customer's satisfaction.

From the questionnaires replied by 10 guests in 10 rooms, the majority of respondent 9 out 10 said that 5 guest are very satisfied and 4 guests are satisfied in response on guest request. On the understanding guest requests area shows that 4 guests are very satisfied and 3 guests are satisfied. For the abilities of making a simple conversation in English noticed that 6 guests are very satisfied and 2 guests satisfied.

## **Conclusion**

After the training program was completed, the researcher found that the appropriate course can help to improve staff skill. The Post Test result scores showed that most of the staffs who often attend the class get better scores than students who attend the class sometimes. The reason why they do not attend the class is that they can not finish work on time at 4 pm. In addition, the customer's survey showed the majority of customers were satisfied and very satisfied with housekeeper abilities to communicate in English and able to respond to their requests.

Moreover, if the staffs do not continue practice or training the communication skill, the training course will not be effectiveness because every time trainer has to start from the beginning again and over again. Many times that the trainer observes that most of staffs need to be taught at least twice time and need to repeat otherwise they forget.

Therefore, it is noticed that housekeepers still need to keep training in order to improve quality and maintain the abilities on English communicative skills. It is very important for management to continue training program for the staffs.

Additional, the material of playing game and role play helped the staff memorized the amenities in the room easier. Due to they see them everyday when the trainer asked they can answer what it calls in English.

Moreover, another technique that can help to reduce barrier of communication is to learn different culture too. Unfortunately, the researcher has the limited of timing so the researcher can not add a culture in the classroom. Also non verbal language between Thai and Foreign people should be added in class so it will easier to understand each other better.

### **Limitation of the research**

-Some housekeepers could not read Thai so it was difficult to compare between Thai to English alphabet to help them pronounce and remember a word easily.

- Training time was limited. Each day, the researcher had one hour from 4-5 p.m. to teach them from 20 February- 20 April 2011. At first, the course was intended to cover 60 hours. However, some day housekeepers finished working at 4.30 p.m., so the training time was decreased 30 minutes. The training, therefore, could not be conducted as previously scheduled. In total the training course was 45 hours. The researcher taught them until the end of March because front office manger resigned from the resort so the resort owner assigned the researcher to stand by at the front desk until new manager arrival.

- The staffs did not have the motivation to learn. They did not understand why they have to study English.

-The researcher did not have material for teaching such as book, audio tape, DVD, and other assisting media.

### **3.8 Recommendation**

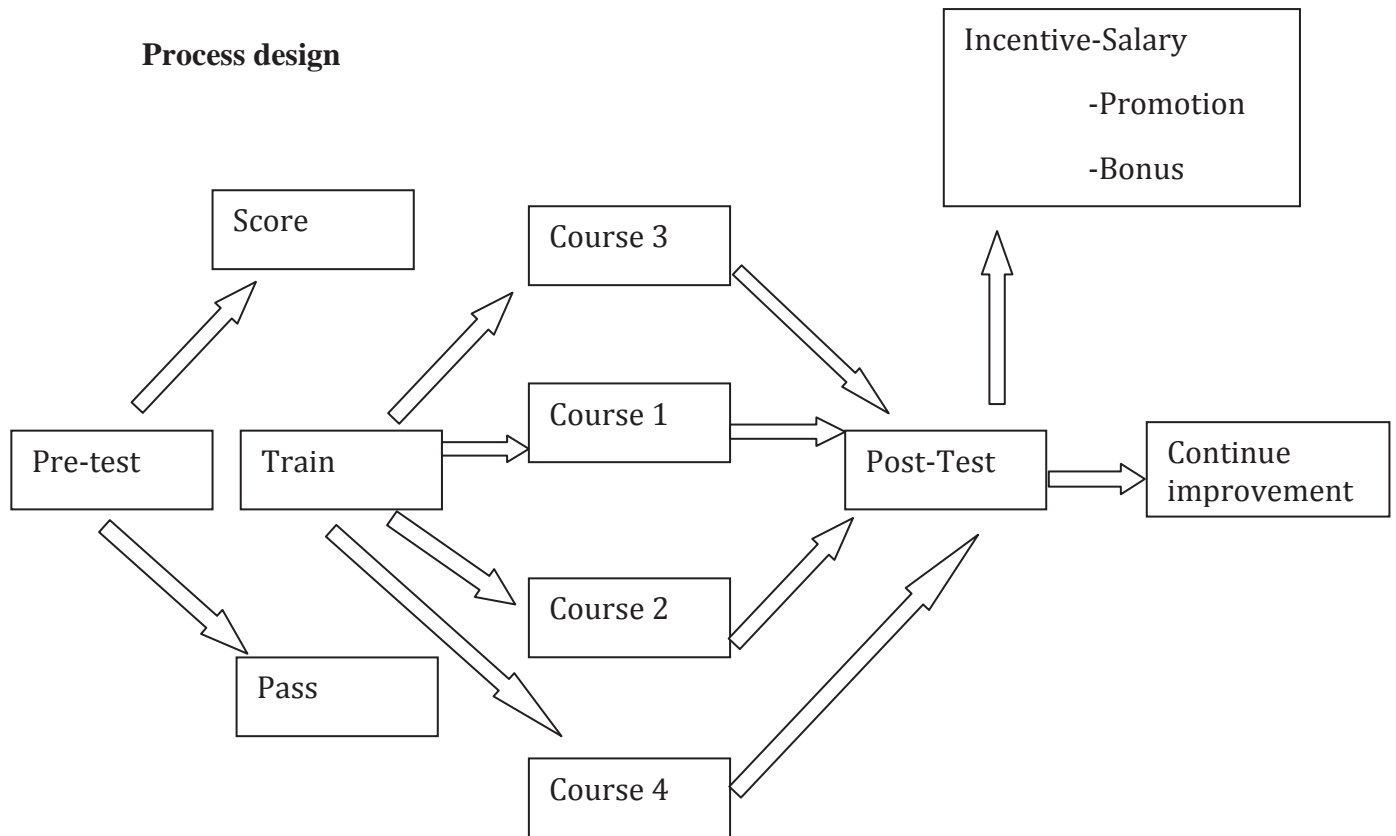
1. Housekeepers should be provided with a small handbook containing housekeeping vocabularies with pictures, simple conversations and frequently asked questions of guest requests and their answers.

2. After each training is completed, there should be an evaluation on English communicative skills and quality of service from customer in order to continue improving the weakness. The evaluation should be effected to job promotion and salary. It will make them pay more attention in work and in developing themselves. Moreover the motivation is very powerful for house keeper to join the class. Example, when I said next class who won from the game I have pride for them. All the staffs seemed had more attention and prepare themselves.

3. The leader or supervisor in Housekeeping department should create an encouraging atmosphere of the office by English phase cards or put picture cards with explanation of English vocabulary. For example, a picture of bed with the explanation B E D. They will automatic recognize the vocabulary very easily.

4. The management should fully support for the training. They can use outsource trainer or the most accessible training resource an employer has is its own workforce. Companies with limited budgets can conduct their own in-house training sessions led by employees with remarkable skills in specific areas. Employers can also provide access to books, videos and e-learning tools and encourage discussions among staff. Another inexpensive training technique is to join a local business association, which may yield new avenues of training options, including governmental-sponsored seminars.

5. Continue improvement and evaluate all staff's skill every 6 months. Therefore the hotel should have a process designated to support Human Resource department to develop their staff in the right task and right time. Save time, save cost and easy to understand.



Remarks: Course1 –Basic of English

Course2 – Medium

Course3- Intermediate

Course4- Training service

## Chapter 4

### How did you personally benefit?

First, after the internship I know myself much better. Moreover, I know my future career that I would love to do. Due to after I got an assignment from my boss to train staffs at the hotel, I am interested to work in training and guest relation career.

Second, I learn to be flexible to work in different area. Meaning one person can work with multi skills. The good things of multi skills are the organization can save cost, save time. However, it might not be good for some person because it is easily getting confuse and the work might not be efficiency.

Third, I gain the experience and the process of working for hotel in operation. I know the role job of front and back office since receiving the booking until the guest check in and check out. I did everything in whole process.

Forth, I have fun and good time at work. Due to at the work place we have many international colleague who drives me active and not boring during working time. They are from different country such as, America, Sweden, Slovakia, Lithuania, India, Philippines, Belgium, Netherland, and UK. I learn to work with foreign colleague and learn culture at the same time. After work we always hang out and have fun together.

Moreover, I have learnt how to be a good manager and a good leader from my supervisor Ms. Hathairat Fai-In. I acted as a leader in charge of House Keeping supervisor, Manager Trainee and a duty manager. I had the right to make the decision to solve the issue such as my boss let me to deal the room price with the walk in guest. Moreover, I learn to solve the problem each day. For example, when I was in charge of House keeping supervisor house keepers have problem with working schedule when the cleaner had annually leave for 1 month. They do not want to swap to

work for a cleaner. I reschedule by putting everyone as a cleaner one time a week. They are satisfied because it is fair for everyone.

Finally, when I work as a trainer I learnt that

-To be inline with the latest thinking and actions in effective training

-Learn not only the theory but also how to do it in a practical environment.

-To gain mastery of the measurement of training outcomes

-To use techniques and methods that are inline with future needs

-To be able to understand the strategic role and organizational value of training – and to be able to explain it to others

-To use the models and questionnaires on the course in the work place.

-I learn to analyze the appropriate course for the staffs.

### **How did you beneficiate professionally?**

The professional beneficiates that I got from doing the internship at Elements Boutique Resort and Spa are classified into 3 areas of the operation below.

#### **Front Office department**

I spend total to work at front desk about half month and one month as a guest relation officer. I have learnt about Amadeus program. The check in and check out process in the Amadeus. Also the reservation process after my boss gave the final price to guest. He sent us the information. After that sending confirmation letter and payment form, the guest service agent will charge the deposit for 20 percent from full amount.

## **Restaurant Department**

About 1 month I work in the restaurant in the morning each day. I learn from the beginning of the skill to manage table, taking an order and how to service guest in the restaurant.

Moreover, I have to co operated with kitchen team. To take an order from guest, it needs to be very careful and make clear both with guest and kitchen. I found many times that waiter and waitress staffs misunderstood with guests and kitchen. The staffs were not careful the detail and not repeat the order which can cause miscommunication. Then when the kitchen staff cooked wrong menu, the guests were not happy with food because it was not the food they would like to eat. I learn from misunderstanding from another staffs, I adjust to my own way and told the waitress what was went wrong. I always repeat all orders from customers before I told the kitchen to cook. The good thing to take the right order is save time, hotel's inventory, decrease communication barrier which cause annoying, angry, and guests are happy.

I learn the overall of working in restaurant. However, I did not learn so deeply about billing and document in the Amadeus system which is very interesting for me. Unfortunately, it was so short time to work in the restaurant and I just help them during breakfast time as a waitress. I learn a bit about food menu. However, the problem is I can not explain the food menu to guest because I had no chance to taste food. It will be good recommendation to the resort that new waitress should try food then be able to explain menu to guest. Most of waitress and waiter do not know so they can not explain it. If they know I think it will be easier to sell food and beverage.

## **Housekeeping Department**

I was in charge of house keeping supervisor for 1 month. I learn to be a good leader and creative in this area. After I was in charge, I went to the room and check the way they work on

make up room and check in room. I was thinking about there is something missing in the room. I found that the house keeping here is lacking of creative. I guide them to make rooms livelier by putting the natural decoration. Due to the resort surrounded with trees and beautiful flower, I did the example decoration on the bed with flowers and leaves by create the meaningful word such as “ Love”, “welcome”, “Thank you”, “ We care”. Those simple word decorations influence the guest’s feeling. House keeping can not take care of guest or help them direct as Front Desk but Housekeeping have closer chance to take care of guest in deep detail. I motivate them by telling them the truth that housekeeping is only one staff who can access to the guests room and so close with guest, so we should be so proud of it.

Moreover, as a leader I created a new atmosphere at work place. Previous supervisor had different way to run around with his staff. I saw from the beginning. When I was in charge, I create new culture. Every morning I said greeting to them and ask what’s going on. Now they said greeting to everyone automatic.

Additional, I do not put much pressure to my colleagues. Housekeeping work so hard and they get already stressful from their job. The way I communicate with them is quite straight way, easy understanding and caring. I do the job with my colleagues so I can observe the way they work and their nature. When I know their nature, I can find easy way to talk with them. I have an example; if guest have a comment on cleanliness I told them that they did the good job but there is some small thing missing that they have to be careful. Then job will be perfect. The technique to talk housekeepers here is just simple, easy to understand and straight. If some task needs to be serious, then it is.

However, I think it was so short time for me to learn every department in a resort for 5 months. First two months, each day I work into 3 main departments. In the morning time, I worked in the restaurant. Mid day time I work in house keeping department and in the evening I work in

front desk. I expected to work and learn only 2 departments which is front desk and food and beverage department. General Manager has high expectation on me which make me feel stressful. He assign me to work every department except Spa because he said as a management I should know and learn in different department. General Manager and Assistant Executive Manager are my back up. They support me when I need help. It was the first time for me to learn to work in management level. It is quite complicated because I must know everything in the resort but the problem is that in 5 months I can not collect all detail. For example, sometimes I have to explain about engineering system from engineering to general manager in English because engineer can not speak English. Most of explanation concerned the technical word and system that I have never known before.

On the other hand, it is good for me to know in overall of the resort even it was a short time. Luckily, I am happy and fun to work with people here. Most of people here are funny and helpful. When I was in charge of house keeping supervisor, we did not have enough staff to clean new check in room. I asked spa department to send masseuses help house keeping cleaning and setting up the room. This is a good point of unique resort because it is a small properties and family business so everything is always flexible.

### **How did the host company beneficiate from your contribution?**

I contributed the company to develop their people about the communication problem within the resort. The housekeepers feel more comfortable to speak English with the guest and foreign colleagues. Also they get knowledge from the training. I did not teach only speaking but also reading in order to help for their career. For example, they can read minibar bill and laundry bill.

Meet the guest's expectation about the staff English skill that effect to customer satisfaction which cause to increase repeat guests and increase revenue.

Maintain the quality of staff and service. Also it is easier and more smooth for them to work in their career.

In the future the resort can establish bench marks from which improvements can be made.

The resort can continue the training program afterward. Also save time to train staff from the beginning because the staffs have already trained basic skill.

The staffs in the organization have more relation which useful to co operates within the organization easier because during training, they did all activities together such as role play, and playing game.

The staffs have knowledgeable that make fewer mistake.

The training English course makes staff feel that they are a part of family in the organization. The well trained workforce might help the organization about staff liability.

## Appendix A

### Vocabularies for H/K

#### Bathroom

-Drain	-Hot water
-Doormat	-Flush Toilet
-Towel Rack	-Sanitary bag
-Hand Basin	-Toilet Paper
-Door Flame	-Burner
-Blue Towel	<u>Inside room</u>
-Bathtub	-Blanket
-Shower room	-Bed Blanket
-Bath gel	-Corner
-Conditioner	-Window
-Shampoo	-Laundry bag
-Mirror	-Cup Board
-Temperature	-Drawer
-Cold water	-Cabinet
	-DVD Player

- Curtain
- Coffee machine
- Make up room sign
- Duck Pillow
- Pillow Case
- Bed Sheet
- Floor
- Mosquito Net
- Jacuzzi
- Fruit Basket
  - Banana
  - Guava
  - Dragon fruit
  - Mango
  - Orange
  - Longan
- Swimming Pool
- Lamp Shade
- Television
- Air Conditioner
- Living Room
- Do not Disturb Sign
- Garbage
- Hanger
- Safety box
- Ashtray
- Slipper
- Closet
- Iron
- Iron Board
- Minibar
  - Peanuts
  - Red Wine
  - White Wine
  - Cashew Nut
  - Orange Juice

-Apple Juice

-Whisky

-Tonic

## Part II Question-Response

Part II contains questions that guests might ask to housekeeping staffs while they are cleaning a room. All the questions are covered from trainer experience while she is in charge as Housekeeping supervisor.

1. Where can I put my laundry?
2. What time do I get my laundry back?
3. Do you have matches?
4. I would like to have fruit everyday in my room please.
5. My hair dryer doesn't work, do you have another one?
6. Please **replace** new **towel** for us
7. I think our **coffee machine** is not working, Please **change** a new one for us?
8. My **mini bar** has not been **refilled** yet. Please **refill** it.
9. There is a **spider web** in my room, could you please **remove** it?
10. Do you have an **adapter**?

## Part III conversation

This part covers basic communication between housekeepers and guests.

1. **HK:** Hello, How are you?  
**Guest:** I am fine. Thank you. And you?  
**HK:** I am fine thank you. Have a nice day.  
**Guest:** Thank you, you too.
2. **Guest:** Can you pick up my laundry today?  
**HK:** Yes, certainly sir. Did you fill in the form?  
**Guest:** Yes I did
3. **Guest:** Today after you finish cleaning, please leave the air conditioning on.  
**HK:** Yes, certainly madam.

4. **Guest:** What is your name?  
**HK:** My name is .....
- Guest:** Nice to meet you  
**HK:** Nice to meet you too.
5. **Guest:** Do you know what time is it now?  
**HK:** Yes, It's about 3.30 pm.
6. **Guest:** Where can I get the beach towel?  
**HK:** I will bring for you sir/madam
7. **Guest:** I would like to have more bottle of water  
**HK:** How many bottle sir?  
**Guest:** About 3 more.  
**HK:** No problem sir.  
**Guest:** Thank you  
**HK:** You're welcome.
8. **Guest:** I cannot find my watch. Do you see somewhere?  
**HK:** Oh I saw. It is on the table sir.
9. **Guest:** I would like you to put the candle in my room.  
**HK:** Where should I put sir?  
**Guest:** At the corner please  
**HK:** Right away sir.
10. **Guest:** Do you know what today is?  
**HK:** yes sir, It's Monday.

**Thank you for choosing our resort as your destination. Please take a moment to tell us about your experience how well our service and housekeeping staff performance has been meeting your expectation.**

**Overall, how satisfied are you with the resort?**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Location					
Facilities					
Activities					
Service					
Price					
Staff					
Promotion					

If you are dissatisfied, why?

.....

.....

**How satisfied are you with housekeeper's performance following items below:**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Cleanliness					
Polite and manner					
<b>Communication skill</b>					
Understand your request					
Abilities to make simple conversation in English					
Response on request					
Friendliness					
Professional Response					
Time control for cleaning					
Ready to service					
Pay attention on amenities					

**How often do you have communication with housekeeper?**

- Daily       Several times a week       Once a week       Rarely       No Never

**Will you continue choosing our resort Elements Boutique Resort & Spa in the future?**

- Definitely       Probably       Probably not       Definitely not       Not sure

**Would you recommend the resort to your friends or affiliate?**

- Definitely       Probably       Probably not       Definitely not       Not sure

**If you have any additional comments in regard with the housekeeping staff performance, please share with us.**

.....

**Name..... Room Number.....Country.....**

### AppendixD

<b>Guest satisfaction</b>	<b>very satisfied</b>	<b>satisfied</b>	<b>Nuetral</b>	<b>Dissatisfied</b>	<b>very dissatisfied</b>	<b>Total</b>
Cleanliness	4	4	2	<b>0</b>	<b>0</b>	10
Polite and manner	5	4	1	<b>0</b>	<b>0</b>	10
Understanding the request	4	3	3	0	0	10
Abilities to make simple conversation in English	6	2	2	0	0	10
Response on request	5	4	1	0	0	10
Friendliness	5	4	1	0	0	10
Professional Response	5	3	2	0	0	10
Time control for cleaning	3	5	2	0	0	10
Ready to service	5	4	1	0	0	10
Pay attention on amenities	5	3	2	0	0	10

## Housekeeper

<b>Name</b>	<b>Pre-Test (10 scores)</b>	<b>Part1(30 scores)</b>	<b>Post Test (10 scores)</b>
Mrs.Archara Teerawat (Sai)	0	29	10
Ms.Darunee Jonsuwan(Nui)	3	29	10
Mrs.Laong Noocheen (Oa)	0	13	5
Ms.Orawan Sawaddee (Ann)	3	30	10
Ms.Pimol Loa On (Mol)	0	18	6
Ms.Orathai Chumdang (Kai)	3	29	10
Mr.Piya Songsamer (Piya)	0	19	8
Ms.Jintana Chanaboot (Lek)	0	11	3
Ms. Siriporn Boakaew (Air)	0	26	10

## Appendix F

### Progress Report Form

---

Name: Kanyapilai Kunchornsirimongkon

ID: 52501304

---

Starting date: 15 December 2010

Name of Company: Elements Boutique Resort & Spa, Suratthani

Department: Management

Supervisor: Ms.Hathairat Fai-In  
( Asistant Executive Manager)

Date of Submission May 2011

Progress Report Number: 1 (30 days)

---

#### *Instructions for completing this form*

The purpose of progress reporting is to help you reflect on your personal development and to help you follow a standardized reporting system

Please send the full updated report to your SUIC internship supervisor during your internship.

- The First Progress report is due within 30 days
- The Second Progress report is due within 60 days
- The Third Progress report is due within 120 days

## FIRST PROGRESS REPORT (30 days)

---

### *Orientation period*

Describe how your introduction period was organised.

Due to it is a new resort so the system is still messy. The period that i started working has problem with human resource departments so my orientation is ran by Ms. Hathairat Fai-In. She works in many positions in the resort. I did not have orientation period. I just worked right a way as one of their employees. I have one small handbook of the organization in order to know the basic rule and disciplines of the hotel.

What did you learn?

For the first 2 weeks, I worked in Front office Department. I know about the reseravation, dealing with guests, and Amadius Program in hotel. Moreover, I learn about the differently of culture, due to there are internationally environment of working (Swedish,British,Thai,...) i have to co operate with foreign colleagues in each department so the way of working is a bit different from the Thai way. Since I have been working with Element Boutique Resort and Spa, I learnt a lot about multi skill of working. Even I work as management but i have to know everyhing in Hotel.

Describe the department in which you are working and your activities.

Im working in Front office Deparntment for first 2 weeks.

-Each day the priority of my work is dealing with guests requests such as helping them to book taxi, flight ticket, car rental, and solve their problems.

-Morning breif with Gernal Manager by walking around the hotel in order to check if things go wrong such as checking beach, walk way, amenities, building cleanness, swimming pool and staffs.

-I check booking and do the reservation form. Also I sent confirmation letter to customer.

-Every morning I read log book of front office and follow up all issues and guest's requests. Also I check transfer schedule log book.

-Every Monday morning, I join the meeting with management team and brief to my team know and understand after that.

August 1, 2009

---

-Every Monday Evening has Meeting Team Party. It is a party that create for guest and management chatting, drinking, chilling on the beach. I am one of them to meet the inhouse guests to talk and keep good relation with the guests.

At the third week i was transferred to help in Food and Beverage Department direct report to Mr. Mattus Valent. I helped them taking an order from guest and serve food. Also my job description is alike customer service in the restaurant. I talked direc to guest wether they are satisfied with food and services or not.

Moreover I had an opportunity to manage a Thai wedding Party Package by direct report to General Manager. He is back up support me and guide me what i should start to do and co operate with another department.

At the fourth week, i organized the staff party. The employees and management are about 54 people. I created itenerary from the beginning untill the end of the party.

-Create staff party, theme and co operate with another department, entertainment activities

-Writing the proposal and budget for staff party

-Manage the party and entertain all staffs.

Who facilitates your learning process at present and describe how.

Ms, Hathairat Fai-In (Assistant Executive Manager) will be the one who facillitates me during the internship. She will kindly to support everything i request. Also she will be my adviser and find the resoures for me. Also she guides me all the projects i have to do from General Manager such as Staff Party.

---

### *Learning goals*

To what extent were you able to work on or reach some of the learning goals you mentioned in the form 'Expectations regarding internship'? Explain.

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To what extent do you still have to learn in order to function well in the department where you are working now?

I'm currently working with management team here.

As General Manager informed me at the beginning about the concerning communication issue of the staff need to be improved. Moreover I found that the staffs in House Keeping department directly contact to guests when they make up room but unfortunately they can not use basic communication with guests.

Adjust your learning goals / set new learning goals for the coming months (Note: it is possible to set short term learning goals and also longer term goals to work on in the coming months).

Adjust to go wide in to other area in stead of get to the deep details since the policy of the hotel and all the concern

Short term learning goals

- 1) To well known of all operation in hotel
- 2) To build relation with staffs
- 3) To be trained as a good training manager
- 4) Understood about organization culture clearly
- 5) Understood internationally environment at work

Longer term goals

- 1) Be able to train people to meet quality of service
- 2) To convince staffs having service mind
- 3) To develop staff in communication skill
- 4) Develop good relation in organization
- 5) To balance and adjust learning both Thai and Foreign working style

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Describe the action that you are taking in order to adapt to this specific corporate culture.

People here do not smile usually. Maybe they had load of work because when i started working it was high season and shortage of staffs. Moreover, it is fully booked. I also think that some staffs do not have service mind then they do not feel comfortable to say greeting. I introduced myself and make conversation to them. I tried to change the atmosphere at work by smiling and friendly to them.

Due to, lacking of Thai people who can speak english, most of managements are foreign people and come from different country so the culture of people here is very internationally. I learnt the different way of work from them and i adjust my work balance between working with Thai and Foreign colleague.

---

### *Trends*

Describe any new trends, concepts or ideas you have noticed in the company where you are working.

The new trends of peaceful of life and running away from city. It might cause people work and response very slow to guest. Moreover, it might because the staffs do not know how to communicate with the guest so the atmosphere or environment between guest and staffs are not appropriate for hospitality industry. I think that the staffs should be more friendly and lively in order to make the guests feel relaxing and enjoy holiday during their stay.

What other interesting, different or new trends do you notice in the city or town where you are living?

Phang Ka where i do the internship is escape from the city. The trend of tourists here love peaceful life and do not many activities in hotel. They are enjoy doing spa and lay down on the beach. They do not much to contact with local people and they need high privacy. However, people here are seeking สบาย from the city as well. I found that almost every evening time guests want to go out to city and find activities to do such as shopping, night life, fine dinning. Differently from during day time that guests do not do anything. They prefer lay down on bean bag and enjoy sun bathing.

### *Business Improvement Project*

Make sure your manager is fully aware of the fact that you need to do a Business Improvement Project.

The Business Improvement Project must meet high academic standards.

### *Company analysis*

Make an internal and external analysis of your company. The report should be approximately 5, A4 pages long. It is a good idea to specifically focus / give extra information on the department in which you will do your project.

Elements Boutique Resort is located in the south-eastern point of Koh Samui island, in an area of un-spoilt natural beauty. Elements is not a big Samui hotel resort - and that's how we planned it. It is a small boutique resort with holiday villas and apartments. I have analysis SWOT of the hotel below.

For the internal analysis i will SWOT to analysis of Elements Boutique Resort and Spa as show below.

#### Strengths

- It is privacy area and quietness.
- It is situated in the heart of a sunset cove amidst tropical jungle and traditional coconut farms and is the perfect holiday getaway from the harried pace of today's modern professional lifestyle.
- It is a new hotel with stylish design.
- Its care for the environment, and social responsibility. They colaborate with local people to help them by being sponsor to school and temple.
- The owner is professional and many years of hotel experineces.
- It's unique because no hotel chain. More over, since it is a small boutique resort, they can afford customer's need and request.
- Clear concept of the resort."Our emphasis is on personal service according to your individual taste".
- It is wide market due to the resort can adjust all kind of customers in different needs.

### Weaknesses

- It is a new hotel and not wellknown in global.
- It is limited room type to serve customer due to it is a small resort.
- Staffs are lacking of hotel experience and service mind.
- Staffs are not be able to communicate with guests and foreign colleagues due to lacking of training English course for hotel. Especially, house keeping department.
- The sea can not be swum because it is too deep sea 6 metres. Moreover, it is the area that the local fisherman use to park the boat.
- The sand on the beach was brought from outside. It is not originally sand from the beach.
- It is poor construction and maintainment.
- Leading partner own resort so the owner is the center of authorization. Everything is on his decision making. It might have longer and slow process.
- It is far from the airport. It might be a bit difficult to access to the hotel.
- Staff turnover all year.
- Not enough of management team. All the decision is under only one person.
- Lacking of discipline in the organization due to they do not have strong of Human Resource Department.
- Communication problem due to internationally staffs Thai and foreign. It is difficult to understand the same thing because the staff have different background of knowledge of English.
- Lacking of set up work process in each department for staffs that cause working system not flow.

### Opportunities

- They can expand their target market to India, Hong Kong, Singapore, Japan and another country in Asia.

-They can join the green project hotel in the near future.

-They can use CRM system which create Hotel member card service, for example, every range of retention guest, will get different complimentary from resort. It is like collection score card.

#### Threats

-Natural threats that they can not control for example, last year the resort was damaged from flooding.

-The occupancy is up on the peak or low season.

-Political has the effect on tourist making decision.

-Many competitors which already existed and going to exist in the same area such as Conrad Hotel and Coconut Resort.

-The effect of economic crisis

The external analysis that i will use is PEST, environment issue that affect to Elements boutique Resort and Spa resort are:

Political: Corruption is still a serious problem in Thailand, many of the governors corrupt. The poor are still poor because there is less progress in Thailand. While the poor are still poor but people who corrupt become rich. Moreover now Thailand political is not stable. Due to Thai government has been changed many times. Additional there are conflicts of the differences political view of point between two parties. Terrorism issue is in The Southern deep part of Thailand, fortunately, this is small effect to our hotel because of our location is not in the area. However, those issue can cause to hospitality industry and it affects to tourist making decision to visit the country. We will face with generate revenue issue.

Economic: The Thai economy for 2011 is forecasted to expand at 3.5-4.5 percent per year. Industries expected to grow further include agriculture and foods boosted by higher product prices, vehicles and parts set to expand in terms of local sales and exports, and construction and building materials boosted by an implementation of state-supported investment projects.

Other industries with growth potential are machinery and equipment, alternative energy, industrial estate, and tourism.

The NESDB expected the Thai economy in the fourth quarter to drop 0.3 per cent due to the heavy flooding in many areas of the country, but the GDP for the entire 2010 should increase 7.9 per cent.

Social: Thais always respect the history of Thailand. They never surrender the culture. Thais are friendly to foreigners. They always welcome all the visitors. The official language of Thailand is Thai, Thai is spoken everywhere, 99% of language used in Thailand is Thai. It is difficult for organization to find the local people who have a good communication skill. Samui counts a population of about 40'000 Thais, mainly Buddhists with a minority of Moslems, especially concentrated in Hua Thanon village and in the neighborhood of Nathon town. There is also a small Chinese population. The tourists visit Koh Samui more than 600,000 (Thai and foreign) each year.

Life on Samui Island is relaxing, the Thais are a passive natural people and very patient and the guests feel at their ease. Smile is the universal language even though sometimes we have some difficulties understanding each other.

On the other hand inside hotels, there is always a member of the staff who will be able to inform you in English.

However, It is difficulty for Elements Boutique Resort and Spa to find Thai staff in the island who are able to communicate fluency english with the guests.

Technology: Thailand technology continues to grow very fast especially for mobile phone and IT. Thai mobiles market was up to 64 million mobile from 30 million in 2005. The commercial rollout of 3G networks will also be watched with great interest. Moreover IT trends change too fast as well.

### *Project topic*

Discuss possible topics with your manager. The manager may already have a specific topic in mind but you may have identified some problem areas during the organisational / departmental analysis.

Indicate the topic that has been chosen. Describe the problem.

Due to Samui is tourist destination, communication is important role to connect people and make customer satisfaction. I relized that 90

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percent of staffs can not use basic of English to response guest request especially for House Keeping staffs. It brings work too slow because everytime House keeper has to call to front desk to talk with guest what they want or Sometimes guest called direct to front desk to ask for help about amenity in the room while the house keeper were working in the room. If house keeper can response the request from guest, it cause faster working and save time. Moreover, the guest would be satisfied. My boss had this topic in his mind that his staffs would be trained. " Improving basic English communicative skill for Housekeepers at Elements Boutique Resort and Spa" is the topic that my boss want me to make it happen.

Moreover, most of management in the hotel is foreign people. It is difficulty to communicate and misunderstood.

Collect the references you can use for the literature review. Describe where can you find the literature that you will need?

All the information of literature can be found from internet and libraries.

Formulate a preliminary problem statement and some research questions.

Who will guide you during the project?

Ms.Hathairat Fai-In and Mr. Stephen Siddall

Discuss the time that will be made available for the project with your supervisor. Note the agreements that have been reached.

Already be informed

---

*General*

Did you receive feed back from your direct supervisor? Did you ask the supervisor for feedback? Explain.

She doesn' t have much feedback , but only she said she will support for the project.

Are you satisfied with the communication with your company supervisor of the host company? Explain.

I am sitisfied with the communication with my supervisor because i can get all information that i need. Moreover they support me about the project that I plan to do in order to improve their staff communication.

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Did you receive, sign and return the original contract to the SUIC coordinator? If not, please do so now, as your internship is invalid without a signed agreement.

---

## SECOND PROGRESS REPORT (60 days)

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### *Daily activities*

Describe any new activities or extra responsibilities received during the last two months.

I had been working as Guest Relation officer since 7 March 2011 till .....

My daily activities are talking to guest at the restaurant during their breakfast time. The topic of conversation is concerned accommodation, cleanliness, activities during their stay, food quality, and the service of staff. The conversation brings the customer satisfaction. For example, after the conversation finished, I know that if the room is not clean enough for guests so the management can solve and protect the issue.

Moreover, guest relation can upsale the product in hotel such as, guest relation would offer the activities by selling boat trip or half day tour program which the hotel created.

After finish breakfast time, I stand by at the guest relation desk in order to provide them help. Most of guest do not know what to do during their stay. The main responsibility of guest relation is to give the trip advice such as the information of activities, what to eat, where to visit, what to do and how to get there. Additionally, guest relation also help to solve their problem and make them feel relax. For example, the issue that I help guest is that the guest room 604 Mr. and Mrs. Vuille from Switzerland got the accident beside the hotel. I help them by dealing with the insurance and car rental company directly in order to show the spirit of the service and warm helpful. Also dealing with the guest's fighting feeling from the accident. I kept telling them it is alright I will help them and calm their feeling down by do not much focus on the accident. I learn many things from being a guest relation which I will give example below.

I learn to deal with the people's feeling and my feeling balance. Many people from different countries, different cultures, and different needs are sometimes difficult to understand. However, for my personal idea, the conversation and warm welcome can be the best answer to know the guest. When the guest feels comfortable with a warm welcome, they feel relax then it makes their holidays easier and makes my work easier as well. First I do not understand why some guest has so many demands and why I have to make them satisfied with their request which some request is nonsense and it seemed difficult to do so. But I can not show the expression of my feeling that I do not want to do for them. However,

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when I tried to make them satisfy and happy, it turns my thought as well. I felt so great and proud when the guests looked at me and said thank you for your helpful.

Additional, my supervisor (Ms. Hathairat) is one of the person who change my idea. She showed me how to deal with guest complaint and turn them happy. She did very good job with guest complaint. The way she dealing with guest is really sincere. The fast response is the good material that show we care of guest feeling. She has never let the guest wait so long. Everytime she follow up and ask whether it is done.

---

*1st assessment by Host Company*

The first assessment should have been completed. Please indicate when this was done and whether the form has been sent to the SUIC supervisor. Please include improvement points in your learning goals.

---

*Learning goals*

Report back on the learning goals mentioned in report 1. Describe if you have been able to achieve the goals and how you have worked on the chosen behavioural indicators. If goals have not been reached, indicate the reasons.

From which competencies of your direct supervisor can you learn the most?

I learnt how to be a leader by example. He showed me the task need to be done each day. How to control, balance and manage people. For example, put the right man on the right job. Due to staffs have different skill so the leader should be able to identify their prominent.

Which of your competencies do you intend to develop further during the coming months?

Time control and organized which tasks need to be done first.

(Revise learning goals/ set new learning goals for the coming months including improvement points from assessment).

---

*Cultural diversity (for foreign countries only)*

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What activities are you undertaking in order to adapt to this culture? What do you have to change in order to adapt to this culture and how do you intend to do that?

---

*Business Improvement Project*

Hand in a preliminary project proposal containing the following:

Literature review (Paste your draft version here )

Literature review

Definition of communication

Communication is a process of conveying meaningful information in an attempt to create shared understanding. This process requires a vast repertoire of skills in intrapersonal and interpersonal processing, listening, observing, speaking, questioning, analyzing, and evaluating. Use of these processes is developmental and transfers to all areas of life: home, school, community, work, and beyond. Communication requires a sender, a message, and an intended receiver. Although the receiver need not be present or aware of the sender's intention to communicate at the time of communication; thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality i.e. understanding of a language. The communication process is complete once the receiver has understood the sender then collaboration and cooperation occur. (<http://en.wikipedia.org/wiki/Communication>) (<http://www.k12.wa.us/curriculuminstruct/communications/default.aspx>)

Barriers of communication

Culture

Moreover, miscommunication happens between Thai and Foreign colleagues that led to conflict within the organization. Due to multicultural workforce presents new challenges and opportunities to harness new skills, in particular language and cultural knowledge. In this environment, effective communication is an essential skill.

For example, one foreign colleague had a problem with Thai colleagues because they could not understand what he asked them to do. Ajay Kr. Singh and D. Antony added that the ability to communicate is one

of our most commonly used skills. We sometimes use words to communicate do not always clearly state the picture in our minds. When this occurs, errors often result that lead to frustration. Depending on a multitude of factors (stress level for one), the error sometimes results in conflict if neither person is willing to accept responsibility for it. This caused unfavorable working atmosphere.

([http://www.delhibusinessreview.org/v\\_7n2/v7n2a.pdf](http://www.delhibusinessreview.org/v_7n2/v7n2a.pdf))

They all hinder effective communication. Gooall.H.L. & Goodall, S.(2002) supported that companies, schools, clubs, and even some neighborhoods often have their own group specific lingo and assign unique meanings to many words. Miscommunication occurs when people from different areas or companies are communicating and assign different meanings to words or are unfamiliar with the terminology. Communication in Professional Context: Skills Ethics, and Technologies. Belmont, CA: Wadsworth.

#### Language

Another problem of misunderstanding while people communicate is language barriers which are any differences in language like slang, jargon, translations, dialects, or semantics. Linguistic anthropologist John Gumperz is the most influential proponent of interactional sociolinguistics, which has similar origins in anthropology, sociology and sociolinguistics to the ethnography of communication, and shares its concern with the interaction of culture, society and language (Gumperz and Hymes 1972).

Wang Lin (1997:159) said that linguistic and cultural differences can be the barrier of communication: It creates the problem for receiver to complete or understand the language used by the transmitter. In English reading, cultural barriers and language cannot be separated. Language is a carrier, which not only carries the information of language, but also carries the information of culture. Every kind of language is created and developed in a certain historical circumstance of society.

On the other hand, Bernard L. Erven classified eight barriers that can affect the communication efficiency which is muddled message, stereotyping, wrong channel, lack of feedback, poor listening skills, interruption and one of them is about language. He mentioned that words are not reality. Words as the sender understands them are combined with the perceptions of those words by the receiver. Language represents only part of the whole. We fill in the rest with perceptions. Trying to understand a foreign language easily demonstrates words not being reality. A white fluffy rectangular cloth use to dry oneself after shower is

called "towel" in English. The same thing is known in different languages by different names. Until there is common understanding of a language between interlocutors, communication will not occur.

([http://en.wikiversity.org/wiki/The\\_Use\\_of\\_English\\_with\\_Other\\_Members\\_of\\_the\\_Thai\\_Academic\\_Community\\_among\\_Dhurakij\\_Pundit\\_University%E2%80%99s\\_Postgraduate\\_Business\\_Students/Literature\\_Review#THE\\_USE\\_OF\\_ENGLISH\\_LANGUAGE\\_IN\\_THAILAND](http://en.wikiversity.org/wiki/The_Use_of_English_with_Other_Members_of_the_Thai_Academic_Community_among_Dhurakij_Pundit_University%E2%80%99s_Postgraduate_Business_Students/Literature_Review#THE_USE_OF_ENGLISH_LANGUAGE_IN_THAILAND) since its inception.)

#### English as medium of communication in hospitality

Due to the growing number and the diversity of visitors to Thailand, tourism and hospitality industries need workforce with foreign languages competency especially English. Wiriyaichitra (2004) asserted that there is a shortage of competent English language users in the Thai hotel and other hospitality work settings. She added that the hotel staff members' poor communication skills often result in guests' misunderstanding and negative attitudes towards the hotel.

National corporations are bound by the limits surrounding the borders of their country. The world is growing smaller and smart businesses take advantage of this. If you are a national corporation looking to go international, the employees who will interact with these international clients need to know the "business language of the world" - English.

(Gu Wei|2011-04-06|Business ,Corporate English Language Training)

Lacking of English communication skill creates the conflict between Thai and foreign colleagues. As Ajay Kr. Sigh and D. Antony added that sometimes, in communication, we use words that do not always clearly state the picture in our minds. When this occurs, errors often result and lead to frustration. Depending on a multitude of factors (stress level for one), the error sometimes results in conflict if neither person is willing to accept responsibility for it. This caused unfavorable working atmosphere.

([http://www.delhibusinessreview.org/v\\_7n2/v7n2a.pdf](http://www.delhibusinessreview.org/v_7n2/v7n2a.pdf))

Additional, at any time during the communication process misunderstandings and conflicts can occur. Miscommunication can cost money, waste time, setbacks, hinder production, or even result in injury. Those are just a few examples of problems that arise when communication is not effective. From this point, it is very importance that communication should be clearly understood immediately to be effective. Clampitt & Downs, (1993) similarly support that when communication

satisfaction was low, managerial evaluations of staff productivity, work quality, attendance, safety, conduct, and job longevity were low.

#### Improving the English proficiency

In 1997, Komgumpol developed a computer tutorial program on Practical Hotel English for Room Maids and conducted a tryout on 20 first year students at Hotel and Tourism Training Institute in Thailand. The students were asked to study by the program for three hours then they were asked to complete a test to measure their achievement. The result was that the program had more than 80% effectiveness. Also the students had positive attitude toward the computer tutorial program. (Kongumpol,C.(1997).The development of computer multimedia assisted instruction on practical hotel English for room maids. Burapha University, Chonburi Province.

This issue led to the researcher's interest in developing a deliberate English communicative skills training for Thai housekeepers at Elements Boutique Resort and Spa to reduce the barrier of language in the organization.

The researcher will use training course to improve housekeeper communication skill due to there is evidence that experience sometimes enhances learning (Schmidt et al., 1986; Taylor, 1975).Some even define learning as a change in behavior due to experience in a given situation (Bower and Hilgard,1981). In this section, D.Y. Wu, E. Katok ,(P 839–850,2006) further explore the effect of giving participants different hands-on experience on the simulated supply chain performance.

Most formal corporate training programs are classroom-based, and involve trainer-led instruction and specific skill transfer. While this education-oriented training demands ex-ante knowledge, the fast changing competitive environment and technological developments mean that there are not always clear-cut rules for every decision task (Gordon, 1993).

On the other hand Kay J.Bunch (Georgia State University ) P. 145, said that the organizational level, training fails in at least four ways: (a) unskilled practitioners provide flawed interventions; (b) skilled practitioners provide flawed interventions because they do not have the power or influence to design a valid program; (c) skilled practitioners provide valid interventions, but learning does not transfer to the job; (d) skilled practitioners provide valid interventions that produce positive transfer, but effectiveness is not perceived. Much of the effectiveness literature focuses on training design, content, and evaluation. There is

considerable understanding of the mechanics of failure resulting from unskilled practitioners.

Chris Argyris, in a 1994 Harvard Business Review article, states that organizations will find it difficult to survive unless they get better work from their employees. This "better work" means employees "who've learned to take active responsibility for their own behavior, develop and share first-rate information about their jobs, and make good use of genuine empowerment to shape lasting solutions to fundamental problems" (p. 77). He claims that many practices, considered "good" communication and training, actually impede learning by following the assumption that management is responsible for keeping employees happy and well-informed, and that employees have little responsibility for making changes themselves. Examples of this are when employees are given the opportunity to make suggestions or question management, and then executives are expected to be responsive and provide a rapid response to their complaints.

Moreover, Wendy F. Carr supports that the assessment of competency learning, whether the training material has been learned, is best conducted at the individual level. It is at the individual level that organizations are able to assess employees' reactions and increased understanding. Reactions are important because, if students react negatively to a course, they are less likely to transfer what they learned to their work. Increased understanding in terms of new or improved knowledge, skills and abilities is the primary aim of a training event.

Training course can improve customer satisfaction as Ineson and Kempa (1996) identified four main skills, namely: oral and written communication skills, supervising skills (staff motivation and training), ability to engender customer satisfaction and service skills.

The technique that the researcher used is based on the theory of Oxford (1990) which mentioned that strategies could be classified into direct strategies and indirect strategies. The direct strategies are memory, cognitive and compensation strategies, whereas the indirect strategies are metacognitive, affective and social strategies.

For this case of studying, the direct strategic of memory, cognitive and compensation strategies has been used to teach housekeepers easier. From the observation of working with them as in charge as house keeping supervisor during one month in housekeeping department, it shows that they can recognize the stuffs that they get use to it.

Project plan containing the following:

A description of the situation

Housekeepers have very limited knowledge of English communicative skill which need to be improve.

A conceptual model, mapping the problem

A deliberate language training course will improve the situation.

A problem statement / research questions

Lacking of English communicative skill among housekeeper affect hotel guests satisfaction and co operation between multi international employees.

The research questions are;

-Does an appropriate training course enhance housekeeper English communicative skill?

-Does effective communication of housekeeper effect to customer satisfaction?

The goal of the project

Housekeeping staffs are able to read minibar and laundry bill.

House keeping staffs are able to make basic communicate with guest.

Build up the relationship within department by activities from training course.

Housekeeping staffs will feel comfortable to speak English with foreign staffs.

The methods that will be used

Outline of the planning / time frame

The planning of teaching will be organized from on 20 February to 31<sup>st</sup> March classified below.

August 1, 2009

1. English Alphabet 2 hours
2. Reading and spelling 3 hours
3. Vocabulary for House keeping 15 hours
4. Taking a Break from class- Take house keeper to the room and learn from room 4 hours
5. Basic greeting to guest 6 hours
6. Answering guest's request 15 hours
7. English for make up room 15 hours

Description of those involved with the project and their responsibilities

-Housekeepers who attended the class and paid attention during teaching.

-Front office manager who supported and helpful with allowing me 1 hour a day for training.

-The director who is a back up in case I need a guideline such as the course syllabus.

-Another departments such as Food and Beverage, Kitchen for nice co operation.

Description of scheduling of resources (financial / human / material )

-Only housekeeping department schedule has been settled. It was just 1 hour each day for training. However, some day if they were not able to finish cleaning guest rooms, they were not able to join the class.

SUIC & UPVD expect high academic standards with regards to the Business Improvement Project .

Once the internship supervisor has approved the project plan, the Project Agreement Form (**Appendix G**) should be signed by you, the manager and the internship supervisor. Please send this form to the internship supervisor. Please hand in a draft version of the project report to the internship supervisor for feedback.

August 1, 2009

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### THIRD PROGRESS REPORT (120 days)

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#### *Assessment report*

Describe to which extent the learning goals have been realised or not and why.

List the Competencies developed during your internship

- Leadership
- Organized, planning and managing on the tasks from the director
- Booking and reservation on amadeus program
- Problem solving

Comment on the assessments that you received from your company supervisor

The director has very good comment on the project. He is appreciated about the jobs have been done on time. He gave the excellent scores. However, he also has another comment for future career that " Never always assume" Whatever happen need to investigate before making the decision.

Discuss your career planning;

Since i do internship here, I realized that maybe I am not suitable to work in reservation and guest service agent because it is concerned the the document and number. However, it might because it was so short time to work for that. Moreover, there is only one time to train me to work with the document and booking.

Fortunately, I have an opportunity to work in almost departments in the resort such as Food and Beverage Department, House Keeping Department, Front Office Department, which make me know which departments i like the most. In the future plan of my career I think I will apply job in Guest relation position. Also as i did the project as a trainer, I also like teaching as well so to be a trainer is attracted my interest.

Prepare to discuss this report with your SUIC internship supervisor during a personal interview.

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August 1, 2009

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*Final report*

Submit a draft of your comprehensive report (Using the template provided by SUIC),

Please make sure that the following are sent to the SUIC supervisor:

2 bound hard copies of the project report + grading sheet filled in and signed by the manager. (**Appendix G** and **Appendix H**)

## Appendix G

### Business Improvement Project Form

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Name: Kanyapilai Kunchornsirimongkon

ID: 52501304

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Name of Project: Improving basic English communicative skill for Housekeepers at Elements Boutique Resort and Spa

Name of Company: Elements Boutique Resort & Spa

Date: 20 February 2011

Commissioned by: Mr. Stephen Siddall Director

Problem Statement: Lacking of communicative in English skill to response guest's requests and foreign colleagues

Research Questions:

-Does an appropriate training course enhance housekeeper English communicative skill?

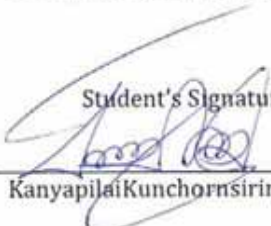
-Does effective communication of housekeeper effect to customer satisfaction?

Budget and Resources: -

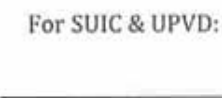
Time: 4 hours per week

Deadline for Presentation: 21<sup>st</sup> - 22<sup>nd</sup> May 2011

Deadline for Final Report: 15<sup>th</sup> May 2011

  
Student's Signature  
Kanyapilai Kunchornsirimongkon

  
Host Company's  
Manager  
Stephen Siddall

For SUIC & UPVD:  
  
Mr Christophe  
Mercier

To be submitted between the first 30 and 60 days of the Internship

## Appendix H

### Business Improvement Project/ Thesis Grading Sheet

Title of BIP/ Thesis: "Improving basic English communicative skill for Housekeepers at Elements Boutique Resort and Spa "

Name: Kanyapilai Kunchornsirimongkon

ID: 52501304

	Comments
<b>Format</b> Cover page, title page Acknowledgements, Abstract / Table of contents List of tables, figures, appendices General presentation Correct English grammar & spelling	
<b>Introduction</b> Coherent introduction to issue Relevance of the work Context of the work External / internal analysis	
<b>Literature review</b> Satisfactory use of available literature Critical evaluation of literature	
<b>Issues for investigation</b> Aims and purpose of the work Problem statement Research questions	
<b>Methodology</b> Clear and detailed outline of research methods used. Competent use of research methods. Reasons for the choice of methods. Validity of methods / limitations of the methods used.	

Appendix H BIP Thesis Grading Sheet

<p><b>Implementation (if applicable)</b> Outline of the implementation of the project and monitoring of project.</p>	
<p><b>Results (if applicable)</b> Outline of results and impact of the project /findings. Understanding of the nature and importance of the findings. Results &amp; analysis address problem statement / research questions. Reasoning is supported by the facts. Clear distinctions between fact, opinion, interpretation &amp; speculation.</p>	
<p><b>Conclusions / recommendations</b> Summary of main points from the research. Conclusions are supported by data. Specific, realistic recommendations. Research / recommendations are useful for company / department.</p>	
<p><b>Bibliography / appendices</b> A clear and consistent approach to referencing has been used Concise bibliography Appendices support the text References to appendices within the text.</p>	

Overall grading of the project:

Poor

Average

Good

Excellent

Supervisor Name & Signature: Mr. Stephen Siddall

Date: 10/05/11

## Appendix J

### Assessment of SUIC Student by the Host Company

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Student Name: KanyapilaiKunchornsirimongkon  
Host Company: Elements Boutique Resort & Spa  
Supervisor: Stephen Siddall, Director  
Assessment period: From: 15 December 2010 To: 15 May 2011  
Date of Assessment: 20 February 2011  
Intern's position: Management Trainee

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#### *Introduction and completion instructions*

Your opinion as company internship supervisor is an essential part of the SUIC internship supervisor's assessment of the trainee's performance.

The university finds it very important that this assessment form is completed upon consultation with the trainee. For this purpose we request the trainee and the internship supervisor to endorse this assessment form by placing his signature on the last page.

In the following section, several categories are given to describe the trainee's performance. A number of descriptions are given per category that can be graded on a scale from 1 to 5. The most applicable description can be indicated by circling the correct number. Of course, combinations of grades are also possible.

We would appreciate your comments regarding each part.

The student should return this printed form, duly signed by post or fax to:

Mr Christophe Mercier,  
MBA program manager  
SILPAKORN UNIVERSITY INTERNATIONAL COLLEGE  
22 Borommarachachonnani Road Talingchan,  
Bangkok, 10170 THAILAND  
Fax: +66 (0) 2880 9937

Appendix J Assessment Form

August 1, 2009

1. Guest or customer/ service orientation	Points Awarded (Circle One)
5 = excellent      4 = good      3 = sufficient      2 = insufficient      1 = poor The student is able to anticipate the guest's wishes and acts as a host(ess) in a professional manner. He / she is able to: <ul style="list-style-type: none"> <li>• foster a guest orientated working atmosphere</li> <li>• act in an hospitable manner towards the guest ( using the guests' name, positive, active approach towards the guest, etc. )</li> <li>• show alertness in anticipating the guests' wishes ( meeting/ exceeding the guests' wishes )</li> <li>• be an excellent example as a host(ess).</li> </ul>	5 4 3 2 1
Comments: <i>EXCELLENT WITH GUESTS</i>	

2. Technical and Professional aspects	Points Awarded (Circle One)
Criteria 5 = excellent      4 = good      3 = sufficient      2 = insufficient      1 = poor The student has knowledge of the duties within the department and has the capability to put them into practice. The student: <ul style="list-style-type: none"> <li>• has knowledge of the responsibilities of a department manager</li> <li>• has knowledge and insight into the equipment within the department</li> <li>• understands the financial flow within the company</li> <li>• understands the relation between the different departments ( cause - effect situations )</li> <li>• produces high quality work</li> </ul>	5 4 3 2 1
Comments: <i>FINANCIAL KNOWLEDGE NOT TESTED ENOUGH FOR ME TO GIVE TRUE READING</i>	

3. Human Resource Management (if applicable)	Points Awarded (Circle One)
5 = excellent      4 = good      3 = sufficient      2 = insufficient      1 = poor The student can motivate and stimulate the associates in such a manner that all duties are executed correctly. He / she is able to: <ul style="list-style-type: none"> <li>• provide regular feedback on how well people perform their jobs</li> <li>• coach new associates in their duties and in their learning process</li> <li>• consciously act as a role model for the required skills/behaviour</li> <li>• build teamwork and strive to improve his/her work group performance</li> </ul> handle conflicts and resistance	5 4 3 2 1
Comments: <i>VERY STRONG</i>	

Appendix J Assessment Form

August 1, 2009

4. Problem solving and decision making					Points Awarded (Circle One)
5 = excellent	4 = good	3 = sufficient	2 = insufficient	1 = poor	
The student is able to signal, analyse and solve problems. He /she is able to: <ul style="list-style-type: none"> <li>recognise and analyse problems within the organisation and department</li> <li>initiate proposals to solve the problem</li> <li>show insight into guest problems and the company processes</li> <li>demonstrate final control and follow up.</li> <li>make a decision when necessary</li> </ul>					5 4 3 2 1
Comments:					

5. Planning					Points Awarded (Circle One)
5 = excellent	4 = good	3 = sufficient	2 = insufficient	1 = poor	
The student is able to: <ul style="list-style-type: none"> <li>establish and plan the duties in a correct manner;</li> <li>establish the duties ( tune his duties to those of the manager and to the duties of the supervisors and associates )</li> <li>take care of a time planning in which all duties can be executed on time, indicating time limits and creating a positive work pressure.</li> </ul>					5 4 3 2 1
Comments:					

6. Organising					Points Awarded (Circle One)
5 = excellent	4 = good	3 = sufficient	2 = insufficient	1 = poor	
The student is able to: <ul style="list-style-type: none"> <li>take care of a neat and careful working procedure regarding registration and administration of data</li> <li>create circumstances in which the work can be completed efficiently</li> <li>allocate/ divide the duties over different associates</li> <li>tune the amount of duties to the expected business</li> <li>organize multiple tasks and projects</li> </ul>					5 4 3 2 1
Comments:					

Appendix J Assessment Form

August 1, 2009

<b>7. Controlling</b> 5 = excellent      4 = good      3 = sufficient      2 = insufficient      1 = poor	Points Awarded (Circle One)
The student is critical towards the process and the quality of the completed duties. He / she is able to: <ul style="list-style-type: none"> <li>• check the quality of the executed duties efficiently and critically</li> <li>• set norms concerning the quality of the work and take these into consideration when assessing the quality</li> <li>• make sure that associates give the best service to guests</li> </ul> make sure that new associates have reached the learning goals.	5 4 3 2 1
<b>Comments:</b>	

<b>8. Passion/ initiative/ entrepreneurship</b> 5 = excellent      4 = good      3 = sufficient      2 = insufficient      1 = poor	Points Awarded (Circle One)
The student demonstrates initiative and is able to function in an independent and energetic manner. He / she is able to: <ul style="list-style-type: none"> <li>• work independently as ( assistant ) department manager / supervisor</li> <li>• take initiative to get things done</li> <li>• show flexibility and an open mind in trying new ideas</li> </ul> show perseverance, approaching mistakes as a challenge to learn from and standing to own ideas.	5 4 3 2 1
<b>Comments:</b>	

<b>9. Communication</b> 5 = excellent      4 = good      3 = sufficient      2 = insufficient      1 = poor	Points Awarded (Circle One)
The student communicates the right information to the person or department concerned, both orally and in writing. He / she is able to: <ul style="list-style-type: none"> <li>• Listen and give others the opportunity to be heard</li> <li>• Communicate on time in a clear and concise manner in the business language required.</li> <li>• inform people regarding important matters</li> </ul> express viewpoints with confidence	5 4 3 2 1
<b>Comments:</b> <p style="text-align: center;"><i>NEEDS TO IMPROVE- BUT SHOWED GREAT GROWTH 4.5</i></p>	

Appendix J Assessment Form

August 1, 2009

<b>10. Co-operation</b> 5 = excellent      4 = good      3 = sufficient      2 = insufficient      1 = poor	<b>Points Awarded (Circle One)</b>
<p>The student has a positive attitude towards management, associates and the entire organisation. He / she is able to:</p> <ul style="list-style-type: none"> <li>• undertake the initiative to co-operate and show a loyal attitude towards colleagues.</li> <li>• demonstrate a positive attitude</li> <li>• show loyalty to associates and management</li> <li>• take over work from colleagues if necessary</li> </ul> <p>see different sides of an argument and demonstrate willingness to compromise (win-win)</p>	5 4 3 2 1
<p><b>Comments:</b></p>	

<b>11. Tolerance for stress/ self management/ flexibility</b> 5 = excellent      4 = good      3 = sufficient      2 = insufficient      1 = poor	<b>Points Awarded (Circle One)</b>
<p>The student is able to work under pressure and is able to handle changing situations and information in a flexible manner in which performance achievement is demonstrated and the right priorities are set.</p> <p>He / she is able to:</p> <ul style="list-style-type: none"> <li>• handle changing situations and information under pressure in a flexible way.</li> <li>• set priorities</li> <li>• avoid letting stress influence the performance of the group</li> <li>• maintain self-control, even in difficult or emotional circumstances</li> </ul> <p>seeks feedback on ways he/she can improve</p>	5 4 3 2 1
<p><b>Comments:</b></p>	

<b>12. Integrity/ moral judgement/ responsibility</b> 5 = excellent      4 = good      3 = sufficient      2 = insufficient      1 = poor	<b>Points Awarded (Circle One)</b>
<p>The student can balance the interests of himself, the company and society. He / she is able to:</p> <ul style="list-style-type: none"> <li>• detect, analyse and discuss moral dilemmas</li> <li>• accept responsibility for his/her actions rather than making excuses</li> <li>• take into consideration how own actions and decisions impact on others</li> </ul>	5 4 3 2 1

Appendix J Assessment Form

August 1, 2009

Comments:	
<b>13. Intercultural sensitivity</b>	<b>Points Awarded (Circle One)</b>
5 = excellent      4 = good      3 = sufficient      2 = insufficient      1 = poor	
<p>The student:</p> <ul style="list-style-type: none"> <li>• Is willing and able to handle intercultural/international differences effectively.</li> <li>• has a good knowledge of all cultures in the company</li> <li>• knows how to make people of all cultures feel at home</li> <li>• approaches others in an open and respectful way</li> <li>• adapts own style and business practices to other cultures; for example, sense of time, protocol, etiquette</li> </ul> <p>is conscious that other people and organizations do things differently; tries to understand rather than judge</p>	<p>5 4 3 2 1</p>
<p>Comments: <i>AT FIRST FAILED ON EAST POINT BUT IMPROVED DRAMATICALLY</i></p>	

<b>14. Departmental core tasks</b>	<b>Points Awarded (Circle One)</b>
5 = excellent      4 = good      3 = sufficient      2 = insufficient      1 = poor	
<p>Please list the department core tasks below:</p> <ul style="list-style-type: none"> <li>• <u>COMMUNICATIONS/IMPROVEMENT</u></li> <li>• <u>INTERDEPARTMENTAL CO-ORDINATION</u></li> <li>• <u>SUPPLIER RELATIONS</u></li> <li>• <u>CUSTOMER CARE QUEST RELATIONS</u></li> <li>• _____</li> </ul>	<p>5 4 3 2 1</p>
Comments:	

August 1, 2009

The student's strong points are:

POSITIVE - SELF MOTIVATED - SOCIABLE  
FOLLOWS THROUGH  
TAKES RESPONSIBILITY FOR ACTIONS

Which areas should be improved?

OCCASIONALLY MAKES ASSUMPTIONS  
NEEDS TO CHECK FACTS FIRST

Intermediate appraisal: (if applicable)

What objectives have been set/ agreements made for the next appraisal?

Final appraisal: (if applicable)

General remarks:

CAN COME BACK!

Student's Comments:

Signature of supervisor of Host Company:



Signature of Student:



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## BIOGRAPHICAL INFORMATION



### **Kanyapilai Kunchornsirimongkon**

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Bangkrouy, Nonthaburi 11130, Thailand  
Home: (02) 9851-600  
Mobile: (084) 671-4577  
E-mail: kanyapilai\_k@hotmail.com

### **Work Experiences:**

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- |                              |  |                     |
|------------------------------|--|---------------------|
| Apr 09 – Present             | <b>S 3 Service Co., Ltd</b><br><i>Interpreter for Thai and US military – Part time job</i>   | (Bangkok, Thailand) |
| Nov 08 – Feb 09<br>Thailand) | <b>Non-formal Education School</b><br><i>English Teacher – Part time job</i>   | (Bangkok,           |
| Sep 09 – Dec 09<br>Thailand) | <b>Freelance Tour Guide</b><br><i>Tour Guide</i> <ul style="list-style-type: none"><li>• Introduced visitors about interesting destinations in Thailand such as The Grand Palace and Po Temple</li><li>• Offered an interesting tour program to visitors such as Dumnernsaduak Floating Market</li><li>• Provided general knowledge of attractions and destinations</li><li>• Prepared the tour by making arrangements and confirming reservations</li><li>• To do selling process ; starting from presenting, negotiating and closing sales</li></ul> | (Bangkok,           |
| Nov 06 – Oct 08<br>Thailand) | <b>Glocorp Publications Co., Ltd</b><br><i>Cooperator</i> <ul style="list-style-type: none"><li>• Dealt with customers</li><li>• Checked wording / artworks with international graphic designers team</li></ul><br><i>Marketing and Sales Support Officer</i> <ul style="list-style-type: none"><li>• Created and designed supporting materials</li></ul>  | (Bangkok,           |

- Presented product descriptions and special promotion to customers
- Built and managed relationship among sales team and others
- Created good relationship with all clients
- Supported any other extra special activities, such as special training of fellow colleagues
- Presented new ideas about marketing promotions
- Searched for the information about competitors' strategies

Jun 05 – Jul 06      **Tongsaiy Cottages and Hotel Co., Ltd**      (Surat Thani, Thailand)  
*Receptionist*

- Took care of customers
- Made reservation
- Booked tickets for guests
- Co-operated
- Sold rooms for FIT guests
- Airport Representative

**Education :**

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Jul 09 – Present      **Silpakorn University, International College**      (Bangkok, Thailand)  
 Master of Business Administration  
 Major: Hotel and Tourism Management

Jun 00 – Mar 04      **Rajamunkala Institute of Technology (Borpitpimook Mahamek Campus)**      (Bangkok, Thailand)  
 Bachelor of Business Administration  
 Major: English for Business

May 98 – Mar 00      **Nawamin Trachutit Taksin School**      (Songkhla, Thailand)  
 Major: Science – Mathematics

**Others:**

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**License:**      Tourism Authority of Thailand (Tourist Guide)

**Specialized skills:**      Competent in MS Offices:      Words, Excel  
 Speak two languages: Proficient Thai and English (Thai native speaker)  
 Proficient in typing both Thai and English

**Interests and activities:**      Traveling, music, movies, books, and sports

**Personal Information:**      Date of Birth: March 6<sup>th</sup>, 1982  
 Nationality:      Thai  
 Marital Status:      Single

**References:**

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References are available upon request