

## **ABSTRACT**

### **INVESTIGATE THE EFFECTIVENESS OF INTERNAL COMMUNICATION CHANNELS IN SHERATON VISTANA VILLAGES, ORLANDO, FLORIDA**

Chariya Gumpee

Silpakorn University International College, 2011

This study investigated the effectiveness of communication channels in Sheraton Vistana Villeges in Orlando, florida in order to develop a new internal communication mediums. Previous researches point out that an effective communication tools can improve company internal communication. Employees can be the best company ambassadors if they more satisfied with information they receive and feel greater responsibility to advocate for the company. Once it is clear that good communication benefits to employers and it will enable organizations to maintain better relationships with employees.

Furthermore, in this research is presented perception of employees of the hotel in the form of data gathered through questionnaires with 30 employees from four departments including Activity, Engineering, Security, and Housekeeping. The data was analyzed by using quantitative method, frequency, one-way ANOVA, cross tabulation, and regression analysis.

The results from this study were expected to create a new communication vehicle to improving internal communication for the resort.