

Benjamaporn Srabua 2007: An Analysis of Needs and Problems in the Use of English for Occupational Purposes of Hotels PR Officers in Bangkok. Master of Arts (English for Specific Purposes), Major Field: English for Specific Purposes, Department of Foreign Languages. Thesis Advisor: Assistant Professor Pornsiri Muangsamai, Ph.D. 108 pages.

Tourism industry was a major income source that had driven the economy of Thailand effectively. The hotels should have been aware of the arrival of the troop of international tourists visiting Thailand. Additionally, the number of international hotel chains in Thailand was increasing significantly. Therefore, English played a significant role in the hotel business. The hotel Public Relations (PR) officers needed to prepare for English skills usage during working.

The objective of this study was to investigate the extent to which English was used for Occupational Purposes of the hotel PR officers in Bangkok. It also attempted to determine the degree of English needs and problems of the hotel PR officers. With systematic sampling, the sample included 93 hotel PR officers in Bangkok who have had 1-10 years of working experience. Questionnaires and semi-structured interviews were constructed.

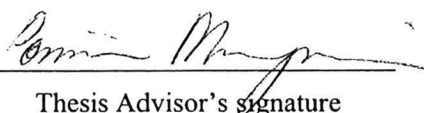
Writing skill was most frequently used during working ($X = 3.11$, $SD = 1.10$; 1-4), while reading skill was the least used English skill by the respondents ($X = 1.99$, $SD = 1.05$; 1-4). For the needs of English skills usage during working, writing skill was the most needed English skill ($X = 4.43$, $SD = .75$; 1-5), while reading skill was least needed ($X = 3.67$, $SD = .81$; 1-5). The respondents had an extensive need in listening and speaking in conversation with guests in person ($X = 3.83$, $SD = 1.21$; 1-5 and $X = 3.80$, $SD = 1.23$; 1-5, respectively). Additionally, reading and writing business letters, emails or faxes were mostly needed ($X = 4.51$, $SD = .63$; 1-5 and $X = 4.66$, $SD = .52$; 1-5, respectively).

For the problems of English skills usage during working, writing skill was the most problematic English skill ($X = 3.11$, $SD = .84$; 1-5), while reading skill was the least problem ($X = 1.92$, $SD = .61$; 1-5). Most of the respondents had problems in listening and speaking in conversation with guests by phone ($X = 3.32$, $SD = .75$; 1-5 and $X = 3.53$, $SD = .90$; 1-5, respectively). In addition, reading news, interviews or critiques was the most problematic reading related activities ($X = 1.84$, $SD = .60$; 1-5), while writing press releases or PR news was the most problematic writing related activities ($X = 3.69$, $SD = .81$; 1-5).

In conclusion, it was recommended that English for Specific Purposes (ESP) course would add in the curriculum as the compulsory course or selective course in the university. Also, the organization would establish specific English course for their staff. Additionally, Needs Analysis for ESP needed to be further conducted in a variety of professions, such as secretary, banking personnel.

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