

## **A Study of English for Communication to Enhance the Tourism Information:**

### **A Case Study of Klonghae Floating Market, Hat Yai, Songkla**

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#### **Abstract**

The objectives of this research were to study the context of Klonghae Floating Market which relates to the potentiality to become internationally known market including studying information services to promote the market to the world tourism standard. The foreign tourist satisfaction with information services was conducted (September 2010-August 2012). The SPSS/PC was used in the analysis of data, percentage, arithmetic mean and S.D. The descriptive analysis of related data was also presented.

It was found that the context of Klonghae Floating Market to communicate in English for facility in the resources and activities: the signs of the tourist location, the warning signs and the leaflet, and the market destination in the form of brochures and the Internet. It was found that most of the information at Klonghae Floating Market was written in Thai with little English. The information on the leaflet and brochures was written in both Thai and English. In addition, the information on the Internet was mostly written in Thai posted by the tourists. The researchers designed 3 types of English information: the Internet, the facility signs, leaflets and brochures. The level of satisfaction of the tourists for the Internet was at moderate level. The facility signs' satisfaction was at low level. Finally, the satisfaction with the information on the leaflets and brochures was also at low level. Most of the foreign tourists got the information about Klonghae Floating Market from mouth to mouth (40%) and from tour company/hotel (33%) respectively. The suggestions and recommendations to improve the quality of the Market were the management of information and the tourism resources. It was suggested that Malay and Mandarin languages should be included in the information services.

**Key words:** English for communication, Klonghae Floating Market

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## **1. INTRODUCTION**

Klonghae Floating Market is located in Klonghae District, Had Yai, Songkhla, Thailand. The market is managed by Klonghae Municipality. The market is well-known for its preservative ways of lives of the villagers. Most of tourists from neighboring countries such as Malaysia and Singapore enjoy the variety of food and local products on the weekend. The southern traditional performance; that is Thai Folk Dance and shadow plays, is presented occasionally on special festivals. Thus, the market is named, “The Southern Land of Customs”.

According to the popularity of the market among foreign tourists as well as the preparation towards ASEAN Community in 2015, the market should provide tourism information in English to promote its sustainable tourism and get ready to serve foreign tourists in ASEAN countries. English for communication to enhance the standardization of tourism information for the future aspects is urgent needed. The concern agencies can use these kinds of information to develop the market for the main income of the community.

## **2. LITERATURE REVIEW**

### **2.1 The Importance of English in Tourism Industry**

English is considered the main tool to be used in various commerce and business. The main policies of the Tourism and Sport of Thailand is to provide all facilities in tourist attractions written in English such as the signposts and warning signs as well as the layout. In order to develop the tourism to be sustainable the promotion of using English in the tourist places including the personnel concerning the tourism sections. The medium written in English to provide information about the tourist places and directions is helpful. Moreover, the information affects the best understanding among tourists (Grupa V. Neena. [www.insight.org.uk/ar](http://www.insight.org.uk/ar). Retrieved 12/12/2011). All in all, most of the media should be carefully planned and designed for the ultimately beneficial of the tourists.

### **2.2 The Communicative Information in Tourism Industry**

The verbal communication is the basic form of communication. The tourists get information from other tourists. Most of tourists visit the tourism places because they heard from the former tourists. However, there are other kinds of information to promote the tourism such as the printed media namely the magazines, newspapers, billboards, brochures, and leaflets and nonprinted media including TV programs, websites and movies. Most of these resources provide information about the history, location, ways to travel, shops for shopping and dining ([www.egyankosh.ac.in/](http://www.egyankosh.ac.in/)retrieved 12/12/2012).

### **2.3 The Standard of Tourism Information**

The ministry of Tourism and Sport in Thailand ([www.thailandtourism.go.th/retrieved](http://www.thailandtourism.go.th/retrieved) 12/12/2012) has set the standard of tourism information as follows:

- 2.3.1 The Standard of Tourism Resources or Activities include the signposts or the introductory information about the tourism places. The signs should be easily seen and followed. The information provided should be clearly written and correct and the number of the signs should be enough for the tourists to find.
- 2.3.2 The specific information of the tourist attractions supports the signposts signified the historical details, the layouts and the emergency telephone numbers etc.

### **2.4 The Standard of Tourism Services**

- 2.4.1 Warning signs are clearly set on the tourism areas. They are clearly seen and understood, i.e. Beware of Pickpocket, Slippery Areas
- 2.4.2 There are brochures, leaflet provided to the tourists to get more information about the tourist places as well as to advertise to tourists especially the foreigners.
- 2.4.3 Other kinds of media to the target groups such as websites or short advertisements should be done.

### **2.5 The Context of the Klonghae Floating Market**

Administered by the Klonghae Municipality since 1982, the market is well-known among both Thais and foreigners especially the Malaysian and Singaporeans including the ASEAN Communities. In order to promote the market for a sustainable tourism, on the part of information should be done provide more opportunities in the market and create the market for the standardization of tourism information.

## **3. THE RESEARCH METHODOLOGY**

The researchers collected the data by surveying the market with pictures before setting up the important tourist information. Later the information in English on website, brochure and leaflet as well as the signposts had been designed and supervised by the native speakers. The questionnaire on the satisfactory of the information provided at the market was distributed to foreign tourists. The researchers gathered the information after the information at the market was completed.

#### 4. THE ANALYSIS OF DATA

The data from questionnaire revealed the satisfaction of foreign tourists at Klonghae Market as follows:

**Table 1 shows the number of participants**

Male	Female	Percentage
72	28	100

**Table 2 shows the satisfactory of the types of information provided at the market from the highest to the lowest**

Sources of information	Average
1. The Internet	3.15
2. The brochure and leaflet	2.40
3. The signposts	2.18

#### 5. DISCUSSION AND CONCLUSION

The English information provided at the Klonghae Floating Market was at low level of satisfactory. The participants recommended to have other languages for tourists such as Mandarin and Malayu. Moreover, the information should add more for keeping clean signs, the routes, the general information, the exit and entrance, etc. The researchers plans to use the collected information for the improving of the services at the market in accordance with the find out of Akama S. (2003) emphasized the advance of technology for the ultimate benefit of the tourism attraction.

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