

# Learning Process in Using English for Communication in Tourism Attraction Areas: a Case Study in Nakhon Si Thammarat Province, Thailand

Wanwisa Petcharatmune<sup>a</sup>, Jumreon Chuchausuwan<sup>b</sup>

<sup>a</sup> Department of General Education,

*The Rajamangala University of Technology Srivijaya, Nakhon Si Thammarat Campus, Thungyai, Thailand*

Email: [jjwanwisa@hotmail.com](mailto:jjwanwisa@hotmail.com)

<sup>b</sup> Department of General Education,

*The Rajamangala University of Technology Srivijaya, Nakhon Si Thammarat Campus, Thungyai, Thailand*

Email: [drboon2500@sanook.com](mailto:drboon2500@sanook.com)

**Abstract**— The purpose of this study was to investigate people's learning process of using English for communication in attractive areas in Nakhon Si Thammarat Province; Muang , Khanom and Sichol District. The samples were 137 people from the areas ; 53 people from Muang, 45 people from Khanom and 39 people from Sichol District with the simple random sampling technique. The instruments used in this research were questionnaires ; tests in four skills ; Listening , Speaking , Reading and Writing. And the finding showed that :people who lived in the attractive areas of Nakhon Si Thammarat; Muang Khanom and Sichol District had the English problems in listening, speaking, reading and writing in moderate levels.

**Keywords**- English for communication, Learning process , Attractive areas

coexistence in society. That is why English is important to use in operational efficiency. There is a question of the Thai people have studied English a lot, but they cannot use it in daily life, especially in speaking skill. Most of them are lack of confidence to speak out. Nakhon Si Thammarat Province has promoted a tourism development for its vision. Therefore, the learning process in using English for communication in tourism attraction areas is important to meet the province development, especially in its attractive areas; Muang, Kanom and Sichol District. What the people learnt from English lessons and how they can communicate it. They have a learning process of English language for communication or not.

## INTRODUCTION

In the world of information, a new science happens all the time because it is changing rapidly. Getting information with fast language is an important tool in human communication. It is the time for those who know the language and use it to communicate well, especially the English language that has many of users worldwide. Thailand in the era of industrial competition and business, English is very important. The media around us have information in English, such as billboards, movies, electronic books and internet etc. English usage to communicate with different people is absolutely necessary. We need to keep practicing it regularly with confidence. It is useful to make a career. In addition, understanding and pride in Thai language and culture can be transmitted to the global society. (Ministry of Education 2007) The government contained English learning and curriculum in basic education, so that learners can use language to communicate in the various situations appropriately and be able to use English as a tool in occupations, cooperation and

## LITERATURE REVIEW

### English for Communication

The teaching and learning of English today is the learner-centered (Learner centered), It focused learning process of the students. The goal is the students can use English to communicate along way with the language teaching (The Communication Approach) that meets the management policies such as teaching English.

The meanings

Many scholars teach the meaning of the communication as follows;

Walton (Walton 1995) stated that communication is the written language, speech or gesture to send data. It consists of at least two people sending the information. Understanding audience can response and show that the language for communication focused on the language of the learner. Principles of the language science which is the context, language and different cultures. Each community may have used language that differ according to the environment. Somtawil, et al (Somtawil 2001) has provided the mean of teaching

that teaching is based on the theory of learning which focus on the important of the lessons learned as a sequence of process steps from the idea of learners. They start by listening to speaking, reading and understanding.

It concluded that the instruction to communicate the teaching that focuses on the learner to use language to communicate with society and culture. Students can express their thoughts, sense and knowledge to exchange with others in society. Sometimes they can use words, writings or gestures.

#### Tourism policy of Nakhon Si Thammarat Province

Tourism policy of Nakhon Si Thammarat Province stated by the President of the Provincial Subdistrict Administration (Vitoon Dejdejcho 2008) advised to promote tourism in Nakhon Si Thammarat as follows:

1. Tourism master plan to serve as a guide in the management of tourism.
2. Develop and promote eco tourism , cultural , natural and agricultural sustainability. Travel Network should link all levels.
3. Build data centers to promote tourism outreach. Nakhon Si Thammarat is a town livable of network , especially the media, the urban electronics of information technology systems and be linked with the nations worldwide.
4. Development of tourism resources, both natural and cultural history. Home stay accommodation routes are potential support for international travel .
5. Provide a center for all shows. The location and community products should promote tourism and community economy.
6. Further support for a local pier for tourism, the national and the international level.
7. To promote, support and develop the center of the memorial . It will show the unique of the local community to the world.
8. To promote dissemination of biodiversity as a learning resource Natural attraction areas are widely known both in Thailand and abroad.

#### METHODOLOGY

Nakhon Si Thammarat is one of the southern provinces of Thailand, at the eastern shore of the Gulf of Thailand. The name of the province derives from its Pali-Sanskrit name *Nagara Sri Dhammaraja* (City of the Sacred Dharma King), which in Thai pronunciation becomes Nakhon Si Thammarat. The provincial slogan which is translated to *a historical town, the golden Phra That, plentiful minerals, three-metal nielloware, numerous temples, abundant shellfish*. In this research, the process of learning to use English for communication of people in Tourism Attraction Areas in Nakhon Si Thammarat province , this has taken the following steps;

##### 1. Population and Sample

People living in tourist attraction areas in Nakhon Si Thammarat consists of Muang, Khanom and Sichon District

were calculated using the scale of Krejcie and Morgan (Krejcie and Morgan 1970) at a confidence level of 95% for the group. There were 137 samples by Purposive Sampling

##### 2. Creating a research tool and data analysis

Research tool was a questionnaire, the researchers created a consistent and comprehensive research objectives and framework for the research. It deals with the process of learning to use English for communication of people in Tourism Attraction Areas in Nakhon Si Thammarat province. The data analyzed with computer program. The statistics used were frequencies, percentage, average means and standard deviation. And the problem based learning process was defined to the concept and conduct experiments.

#### RESULTS AND DISCUSSION

The research on the process of learning to use English for communication of people in Tourism Attraction Areas in Nakhon Si Thammarat province found that people who live in Muang and Khanom Disdriect have some problems in listening skill when foreigners say greetings, but people in Sichol District can translate words and understand the meanings correctly. For speaking skill, people from these three districts cannot pronounce as the native speakers. For reading skill, people who live in Khanom and Sichol Disdriect cannot read brief articles, people who live in Muang District cannot read English magazines. For writing skill, people who live in Khanom and Sichol Disdriect cannot compile their writing correctly, lack of confidence to continue. They cannot use grammar spelling and punctuation.

In overall of listening skill, most respondents have some problems when the foreigner say greetings , they misunderstand and cannot focus on what the foreigners said. In overall of speaking skill, most respondents have some problems in pronunciation, they cannot use stress correctly and cannot speak English fluently. In overall of reading skill, most respondents have some problems in reading English magazines and they cannot understand English newspaper. In overall of writing skill, most respondents have problem in grammar usage, punctuation and they cannot write properly. Most of the respondents did not cooperate to answer the questionnaire because it was related to English communication. Most people did not like English and they did not dare to use it. The people's knowledge of English was very low to moderate and there was very few foreign tourists.

#### CONCLUSION

1. The intensive course of English for communication should be provided to the people in tourism attraction areas more.
2. The development of English language skills should start teaching in schools at all levels.
3. English training course should focus on listening and speaking skill most.

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**Mrs.Wanwisa Petcharatmune**

Place of birth : Hatyai, Thailand

Date of birth: 4 June 1966

Education background : Master Degree in TEFL ,  
Srinakarinvirot University, Thailand

Place of work : Faculty of Science Rajamangala  
University of Technology Sivijaya, Nakhon Si Thammarat  
campus, Thungyai

e-mail : [jjwanwisa@hotmail.com](mailto:jjwanwisa@hotmail.com)

