

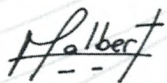
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Approaches and Methods in English Skills Development for Job Interviewing in Tourism Industry: Case Study of Tourism Industry and Hospitality Management Students, Suan Sunandha Rajabhat University



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ABSTRACT

The end of 2015, the ASEAN Economic Community will come into being; they are working on The ASEAN Mutual Recognition Arrangement on Tourism Professionals (MRA-TP) which is one forward-looking initiative designed to enable the mobility of employment for skilled tourism labor within each Member State. Importantly, English will become the official language of ASEAN community because English is one of global language which uses to communicate around the world. Wherever you travel, you can see English words everywhere such as signs, news, advertisements, internet, especially in tourism industry. So, the objectives of the research are 1.) To find knowledge kit to enhance English skills for job interview and more opportunity to get a job in tourism industry, 2.) To enhance knowledge kit of English content for developing potential new graduate student in order to response labor market efficiency, 3.) To experiment and evaluate knowledge kit after developed of Tourism and Hospitality students, 4.) To investigate students' satisfaction with the training program. Pre-experimental research method will be applied in this study by using One-group-pretest-posttest-design as a instrument. The sample for this research will be purposively selected to be 50 of the fourth year undergraduate students, Tourism Industry and Hospitality Management major, Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, as of 2015. It will be conducted in 5 days (40 hours) in total.

JEL: M00

KEYWORD: Approaches in English Skills, English job interview, Tourism Industry

INTRODUCTION

As you know, English is an international language that is spoken in worldwide including Thailand. Although English language is not a mother tongue of Thai people, but in nearly future Thailand will be a part of ASEAN Economic Community Member. ASEAN nations will open all border gates to welcome international visitors for entry and exit especially migrant workers who cross the land border to Thailand. Importantly, English will become the official language of ASEAN community because English is one of global language which uses to communicate around the world. Wherever you travel, you can see English words everywhere such as signs, news, advertisements, internet, especially in tourism industry.

Tourism industry is crucial in Thailand's economy because of not only generates high income to our country, but also indirectly in sectors such as lodging business, restaurant, souvenir shop, and transportation. By the end of 2015, the ASEAN Economic Community will come into being; they are working on The ASEAN Mutual Recognition Arrangement on Tourism Professionals (MRA-TP) which is one forward-looking initiative designed to enable the mobility of employment for skilled tourism labor within each Member State. Are Thai students ready for AEC? Thai students will be the important role for

Tourism Industry as resource of the country, they still need to improve and develop their English language competency. Many researchers found that the Thai students are lack of confident to speak English with their teachers and classmates because of their ability of pronunciation especially the influence from the mother tongue. They also have no chance to speak English in their daily life. Many Thai students could not use English Skills effectively, especially listening and speaking (Jaiyai, Torwong, Usaha, 2005).

As a above, researcher realize that Thai language teachers at all levels should find knowledge kit to enhance English skills for job interview and more opportunity to get a job in tourism industry, use knowledge kit of English content for developing potential new graduate student in order to response labor market efficiency, and to experiment and evaluate knowledge kit after developed of Tourism and Hospitality students.

METHODOLOGY

Pre-experimental research method will be applied in this study by using One-group-pretest-posttest-design as a instrument. The Purposive Sampling of this research will be selected to be 50 of the fourth year undergraduate students, Tourism Industry and Hospitality Management major, Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, as of 2015. It will be conducted in 5 days (40 hours) in total with English Camp Training, Interview role play, Classroom activities, Pre-test and Post-test, Activity Test kit, and satisfaction survey.

FINDINGS

Approaching in English Skills Development for job interviewing in Tourism Industry, the results of the study found that the knowledge kit as a tool for training program such as English camp, classroom activities, interviewing role play, games, and practices for 5 days (40 hours) assisted students feel more confident to speak English to teachers and classmates. English camp activity is the first rank of activity that most of students believed it can assist them to improve their speaking skill due to English-speaking environment. Also they think that this kind of activity made them happy. The researcher found that the average scores of knowledge of English camp activity in post-test were significantly higher than pre-test scores at .05 level and its effect size was very large. Based on the survey, the students' overall satisfaction with the English camp activity was at the highest level, followed by interviewing role play.

DISCUSSION

After implementation of knowledge kit as a tool, most of students were able to speak English effectively and they were more confident to speak out if compare with pre-test. After depth interview of 50 respondents, the native speaker and Human Resources Manager (the researcher as a observer) interviewed students and found that female students were more able to speak with more detail than male students when they gave the real situations (always happened in Tourism and Hospitality Industry), but if the criteria of the decision-making with real situation (case study) during English job interview many male students performed better than females. Therefore, the knowledge kit is one of the useful approaches in English Skills Development for job interviewing in Tourism Industry. Students need to practice and stay in English-speaking environment as much as they can. If they were familiar with English job interview or able to use English effectively in every situation, this helps students have more opportunity to get a job in tourism industry, and for developing potential new graduate student in order to response labor market efficiency.

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R Business and Finance
RESEARCH
The International Journal of Business and
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