

ວາລະສານວິທະຍາສາດມະຫາວິທະຍາໄລສຸພານຸວົງ, ຄົ້ນຄວ້າວິໄຈສະຫະສາຂາວິຊາ, ວາລະສານເປີດກວ້າງ
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ສຶກສາການນຳໃຊ້ພາສາອັງກິດເພື່ອການສື່ສານໃຫ້ຂໍ້ມູນການທ່ອງທ່ຽວ ຢູ່ທີ່ຫໍພິພິຕະພັນແຫ່ງຊາດແຂວງຫລວງພະບາງ¹

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ພາກວິຊາພາສາຕ່າງປະເທດ ຄະນະພາສາສາດ ມະຫາວິທະຍາໄລ ສຸພານຸວົງ

ບົດຄັດຫຍໍ້

ຈຸດປະສົງ ຂອງການຄົ້ນຄວ້າຄັ້ງນີ້ ແມ່ນເພື່ອສຶກສາ ການນຳໃຊ້ພາສາອັງກິດ ເພື່ອການສື່ສານໃຫ້ຂໍ້ມູນການທ່ອງທ່ຽວ ຢູ່ທີ່ຫໍພິພິຕະພັນແຫ່ງຊາດຫລວງພະບາງ ແລະ ເພື່ອສຶກສາລະດັບຄວາມເຝິງໃຈຂອງນັກທ່ອງທ່ຽວຕໍ່ການນຳໃຊ້ພາສາອັງກິດເພື່ອການສື່ສານໃຫ້ຂໍ້ມູນການທ່ອງທ່ຽວ ຢູ່ທີ່ຫໍພິພິຕະພັນແຫ່ງຊາດ ຫລວງພະບາງ.

ກຸ່ມຕົວຢ່າງປະກອບມີ ພະນັກງານເຮັດວຽກຢູ່ຫໍພິພິຕະພັນແຫ່ງຊາດ ຫລວງພະບາງ ທັງໝົດ 30 ຄົນ ແລະ ນັກທ່ອງທ່ຽວທີ່ເຂົ້າມາຊົມຫໍພິພິຕະພັນແຫ່ງນີ້ ຈຳນວນ 25 ຄົນ. ການເລືອກກຸ່ມຕົວຢ່າງແມ່ນເລືອກແບບກຸ່ມດຽວ. ການຄົ້ນຄວ້າຄັ້ງນີ້ແມ່ນແບບປະລິມານທີ່ມີແບບສອບຖາມເປັນເຄື່ອງມືໃນການຄົ້ນຄວ້າ ແບບສອບຖາມປະກອບມີ 15 ຄຳຖາມ ສຳລັບພະນັກງານ ແລະ ແບບສອບຖາມປະກອບມີ 12 ຄຳຖາມສຳລັບນັກທ່ອງທ່ຽວ. ການເກັບຂໍ້ມູນໃຊ້ເວລາ 1 ອາທິດ ສ່ວນການວິເຄາະຂໍ້ມູນ ແມ່ນຕາມ ຄຳສະເລ່ຍ, ສ່ວນຮ້ອຍ ແລະ ຄຳປ່ຽນແປງມາດຕະຖານ.

ຜົນຂອງການຄົ້ນຄວ້າຄັ້ງນີ້ ມີດັ່ງນີ້:

1. ການນຳໃຊ້ພາສາອັງກິດເພື່ອການສື່ສານໃຫ້ຂໍ້ມູນການທ່ອງທ່ຽວແມ່ນຢູ່ໃນລະດັບດີ ໝາຍຄວາມວ່າ ພະນັກງານສາມາດນຳໃຊ້ພາສາອັງກິດເພື່ອການສື່ສານໃຫ້ຂໍ້ມູນການທ່ອງທ່ຽວ ແລະ ຂໍ້ຫ້າມຕ່າງໆ ເປັນຕົ້ນແມ່ນ ແນະນຳນັກທ່ອງທ່ຽວບໍ່ໃຫ້ຈັບວັດຖຸທີ່ເກົ່າແກ່, ຕອບຄຳຖາມກ່ຽວກັບບາງສິ່ງທີ່ນັກທ່ອງທ່ຽວ ບໍ່ເຂົ້າໃຈ ໃຫ້ຂໍ້ມູນກ່ຽວກັບປະຫວັດຄວາມເປັນມາ ແລະ ແຫຼ່ງທ່ອງທ່ຽວອື່ນໆ ເພາະພະນັກງານເກືອບທັງໝົດຮຽນຈົບຈາກວິທະຍາໄລ ແລະ ມະຫາວິທະຍາໄລ.
2. ລະດັບຄວາມເຝິງໃຈຂອງນັກທ່ອງທ່ຽວທີ່ມີຕໍ່ການນຳໃຊ້ພາສາອັງກິດເພື່ອການສື່ສານໃຫ້ຂໍ້ມູນການທ່ອງທ່ຽວ ແມ່ນຢູ່ໃນລະດັບສູງ ເພາະວ່າ ນັກທ່ອງທ່ຽວໄດ້ຮັບຂໍ້ມູນລະອຽດ ພ້ອມກັບ ພິຈາລະນາ ແລະ ມີຄວາມສຸກຕໍ່ການບໍລິການທີ່ດີ ຈາກພະນັກງານຢູ່ຫໍພິພິຕະພັນແຫ່ງຊາດຫລວງພະບາງ.

ຄຳສຳຄັນ: ການສື່ສານ, ພາສາອັງກິດ, ຂໍ້ມູນການທ່ອງທ່ຽວ

¹ ການຄົ້ນຄວ້າພາສາລາວ:

ອຸດາລອນ ບຸນທະວົງ ແລະ ໄມເຮີ ທໍ່ (2020). ສຶກສາການນຳໃຊ້ພາສາອັງກິດເພື່ອການສື່ສານໃຫ້ຂໍ້ມູນການທ່ອງທ່ຽວຢູ່ທີ່ຫໍພິພິຕະພັນແຫ່ງຊາດແຂວງຫລວງພະບາງ, ວາລະສານວິທະຍາສາດມະຫາວິທະຍາໄລສຸພານຸວົງ, ສະບັບທີ: 6, ເຫຼັ້ມທີ 2, ໜ້າທີ: 198 - 204.

² ເຕັກຕິກພິພິດ:

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A Study of Using English for Communication to Enhance the Tourism Information by Staffs at The National Museum in Luangprabang Lao PDR

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Abstract

The objective of this study were to study using English for communication to enhance the tourism information at Luangprabang National Museum, and to study tourists' satisfaction level of using English for communication to enhance the tourism information at Luangprabang National Museum.

The sample consisted of 30 staff who work at Luangprabang National Museum, Luangprabang, Laos, and 25 tourists. They were selected using cluster random sampling. This study was quantitative research. The research instrument was questionnaires that included 15 questions for staff and 12 questions for tourists. The collection data lasted 1 week, the mean, percentage, standard deviation and were used for data analysis.

The findings of this study were as follows:

1. The using English for communication to enhance the tourism information was at good level that mean the staffs can use English for communication to enhance on restrictions such as: do not touch the ancient objects, response tourists' asking and others, because almost of them get diploma or bachelor of English from Colleges and Universities.
2. The tourists' satisfaction level to the using English for communication to enhance the tourism information was at high level because of the tourists get information clearly from staff with happiness and good service at Luangprabang National Museum.

Keywords: Communication, English, Tourism information.

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1. Introduction

The Lao PDR's tourism industry is expanding rapidly and offers a key opportunity to earn significant foreign exchange. Statistics compiled by the National Tourism Authority (NTA) indicate that the number of international arrivals in the year 2000 was 737,208, increasing from 37,613 just 9 years prior. The Lao authorities recognize the importance of its abundant natural and cultural assets, and actively promote them in an effort to draw international visitors to areas of natural bounty. However, the present lack of national capacity to plan, implement and sustainably manage cultural and nature tourism activities both inside and around the country's many national protected Areas (NPA's) places the natural and cultural heritage at risk of being degraded. Need and designed for the ultimately beneficial of the tourists "Daovannary, 2002:7".

Additionally, English is considered the main tool to be used in various commerce and businesses. In the present work, it is obvious we should mention dictation as one of the writing activities to practice writing (Yordanka, 2012:1). The main policies of the Tourism and Sport of Laos are 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 should 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. All in all, most of the media should be carefully places.

Consequently, this study focuses on English for communication to enhance the tourism information at National Museum in Luangprabang, "Grupa & Neena, 2011: 2".

The National museum is not only the famous place but also be a cultural reserved place of Luangprabang region royal palace. Many people both national and international visitors come to visit in, so far as English is a necessary language used in this place every day. All the staffs who are working there should understand how to use English for communication to enhance the tourism information. However, there are many problems in using English by the staff. This research aims to study English for communication to enhance the tourism information at National Museum and to study tourists' satisfaction level of using English for communication to enhance the tourism information at Luangprabang National Museum.

2. Materials and Methods

2.1 Instrument of the study

The instrument of this study is adapted based on Hurwitz & Cope (1986: 125) as detail: there are 15 questions for the staff at Luangprabang National Museum to focus in using English for communication to enhance the tourists information, and 12 questions for tourists to focus on tourists' satisfaction level to the using of English for communication to enhance the tourism information. Moreover, the researcher made the questionnaires using a 5- point Likert's rating scales ranging Likert (1982:15) as follows: (5) meaning strongly agree, (4) meaning Agree, (3) meaning Undecided, (2) meaning disagree and (1) meaning strongly disagree.

2.2 Data collection

The researcher operated the following way to collect the data in order to support the writing. The researcher used these methods as detailed:

First, the researcher wrote a form to request the suggestion letter through the department and the dean of faculty of languages, Souphanouvong University. After that writer got our suggestion letter stamped

from the dean with signature, the researcher took letter to the head of Luangprabang National Museum for permission. Then writer distributed the questionnaire to the simple group. After that The researcher analyzed data using the SPSS program for Windows computer programme.

2.3 Data analysis

The researcher analyzed data to examine using English for communication to enhance the tourism information by staff at the national museum using SPSS program for

Windows including: mean (\bar{x}), percentage, and standard deviation (S.D.)

Using Mean \bar{x} to evaluate satisfaction level (Best, 1981: 179-187)

3.51-5.00 mean high level

2.51-3.50 mean moderate level

1.00-2.50 mean low level

3. Result

3.1 The result of using English for communication to enhance the tourism information

Table 1. The result of the using English for communication to enhance the tourism information.

No	Items	Mean	S.D
1	You can use English for communication to enhance the tourism information as well	3.90	0.85
2	You can use English for communication to enhance the tourism information to tourist everyday	3.80	1.05
3	You can use English to explain about information at national museum etc.	3.90	0.78
4	You can use English for communication to enhance information about cultures, traditions, pictures and patterns in the national museum to tourists.	3.85	0.98
5	You can use English for communication to enhance about restrictions such as: do not touch the ancient when tourist ask and don't understand	4.25	0.85
6	You can use English for communication to enhance tourist when they arrived until they depart every time.	3.30	1.03
7	Tourists understand you while you are giving information and answer them question by using English	3.85	0.87
8	You can use English to communicate information about souvenirs in the national museum	3.60	1.09
9	You can use English to communicate information about procedures and forms access a majority tourists.	3.90	1.02
10	You always have difficulties in using English for communication to enhance information with tourists	3.05	1.09

11	Tourist satisfied to use English for communicate your information to tourist most	3.90	0.78
12	You have difficulty to use English to communication and provide information for tourists because their accent of English are different.	4.05	0.68
13	Sometime you confused in using English words for communication to enhance information to tourist	2.95	0.75
14	You can use English to provide information to tourist in the form of a long sentence correct grammar and sentence structure.	3.40	0.82
15	You can use English to communicate information to foreign tourists come to visit each easily	4.05	0.68

As shown in table 1 the result of the use of English for communication to enhance the tourism information at Luangprabang National Museum was at good that mean staffs can use English for communication to enhance about restrictions such as: do not

touch the ancient when tourist ask and don't understand.

3.2 The result of tourist's satisfaction level to the use of English for communication to enhance the tourism information.

Table 2: the result of tourist's satisfaction level to the use of English for communication to enhance the tourism information.

No	items	Mean	S.D
1	You satisfied with using English for communication to enhance tourism information of staffs	3.90	0.91
2	Staffs are good at English for communication to enhance tourism information.	3.65	0.98
3	Staffs can use English to explain about objects, photos, and others well.	3.60	0.94
4	You satisfied with welcoming of staffs that use English for communication to enhance tourism information.	3.60	0.99
5	Staffs give you instructions about visiting in English correctly pronunciation.	3.45	0.99
6	All of staffs can use English technical terms for communication to enhance tourism information correctly.	3.25	1.11
7	Sometime staffs confused in using English for communication to enhance tourism information.	3.60	0.94

8	Sometime staffs don't understand tourists' pronunciation.	3.65	1.13
9	All staff can give tourism information to tourists through English Language.	3.30	1.12
10	You do not complaint anything to staffs in using English for communication to enhance tourism information.	3.85	0.98
11	All staffs can answer you in English when you asked them about tourism information.	3.40	1.09
12	You are very happy to get good service from them with using English for communication well.	4.10	0.91

As shown in table 3 the result of tourists' satisfaction to the use of English for communication to enhance the tourism information get high level.

4. Discussion

4.1. The using of English for communication to enhance the tourism information.

It was found that the using English for communication to enhance the tourism information at Luangprbang National Museum was at good that means staffs can use English for communication to enhance the tourism information effectively. The reason might have been that the staffs can use English for communication to enhance the tourism information about restrictions such as: do not touch the ancient when tourist ask and don't understand with the mean 4.25 because almost of them get diploma or bachelor of English from Colleges and Universities, therefore, they can use English to communicate information to foreign tourists easily with mean of 4.05 because the staff use English to communicate with foreigners every days, plus they have work experience for many years. The staff use English for communication to explain about information at National Museum, about procedures and forms access a majority tourist, information about culture, traditions, pictures and patterns in the national museum to tourists. However, sometime, there are some staffs confuse with foreigners' English accent with Mean= 4.05 because, the tourists are from many different countries with different accents in speaking English that cause some staffs are misunderstand about their questions. According to theory of Bovee and Thrill (2000) indentified sine of the

communication problems that can inhibit effective communication as Listening plays significant role as a part of communication. In fact, in terms of the total time spent communicating, listening takes up to 40-50% of the total, speaking 25-30%, reading 11-16% and writing 9%.

And it is supported by Piyanapa (2005) which stated that the ability to identify and comprehend the information from communication was crucial. Listening is related as the second most used skill. This clearly explains that listening to the foreign tourists' accent is the most important because it is the key factor that leads tourism employees to understand the things that the foreign tourists would need and want when they ask for tourism information.

4.2. The satisfaction to the use of English for communication to enhance the tourism information

It was found that the tourists' satisfaction level to the using of English for communication to enhance the tourism information was at high level. The reason might have been that tourists are very happy to get good service from them with using English for communication well with the mean of 4,10 because the staffs use English to communicate with them by using polite language with good enough information that they would. In addition, the tourists satisfied

with using English for communication to enhance tourism information with mean 3,90 because the staffs can use English technical terms with clear pronunciation for communication to enhance tourism information correctly. The Mean = 3,60 show that tourists satisfied the staff in using English for communication, because they can use English to explain about objects, photos with welcoming effectively. This was supported by Ekinci, Prokopaki and Cobanoglou, (2008: 2) states that satisfaction can be considered as a central concept in understanding tourism behavior. Therefore, various authors suggest that since satisfaction is 'destination-determined' and formed by experiences, it is critically important for all travel destinations to investigate satisfaction levels.

5. Conclusion

A study of the using English for communication to enhance the tourism information and to study tourists' satisfaction to the using English for communication to enhance tourism information at Luangprabang National Museum can be summarized as follows:

1. The result of using English for communication to enhance the tourism information was at good that mean the staffs can use English for communication to enhance about restrictions such as: do not touch the ancient when tourist ask and don't understand, because almost of them get diploma or bachelor of English from Colleges and Universities.

2. The result of tourists' satisfaction level to the using English for communication to enhance the tourism information was at high level because of the tourists were happy with good service and good at provide tourism information by using English language from staffs at Luangprabang National Museum.

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