

ผลกระทบจากการออกเสียงท้ายคลาดเคลื่อนของพนักงานโรมแรมต่อความเข้าใจและ
ประสบการณ์บริการของนักท่องเที่ยวชาวต่างชาติ

THE IMPACT OF FINAL CONSONANT MISPRONUNCIATION BY HOTEL STAFF ON FOREIGN TOURISTS' COMPREHENSION AND SERVICE

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บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาผลกระทบของการออกเสียงพยัญชนะท้ายผิดของพนักงานโรงแรมต่อความเข้าใจและประสบการณ์การใช้บริการของนักท่องเที่ยวชาวต่างชาติ กลุ่มตัวอย่างคือ นักท่องเที่ยวชาวต่างชาติจำนวน 50 คนในภาคใต้ของประเทศไทย ซึ่งได้มาจากการสุ่มแบบสะดวก เก็บข้อมูลโดยใช้แบบสอบถามทั้งแบบมาตราส่วนลิเคิร์ตและคำถามปลายเปิด และวิเคราะห์ด้วยสถิติเชิงพรรณนา ได้แก่ ร้อยละ ค่าเฉลี่ย และส่วนเบี่ยงเบนมาตรฐาน ผลการวิจัยพบว่า การออกเสียงพยัญชนะท้ายผิดมีผลต่อความเข้าใจโดยรวมในระดับน้อย อย่างไรก็ตามเสียง /p/ ส่งผลกระทบมากที่สุด นอกจากนี้ ปัญหาการสื่อสารยังเกี่ยวข้องกับสำเนียงท้องถิ่น ความมั่นใจของพนักงาน

และทัศนคติต่อนักท่องเที่ยวต่างชาติ ผู้เข้าร่วมเสนอแนะให้พัฒนาทักษะภาษาอังกฤษ โดยเฉพาะคำศัพท์เฉพาะ การออกเสียง และการเน้นเสียง การศึกษานี้เน้นย้ำความสำคัญของการพัฒนาการออกเสียงในงานบริการ และให้ข้อเสนอแนะเชิงการสอนเพื่อเตรียมความพร้อมสู่การสื่อสารในบริบทวิชาชีพ

คำสำคัญ: การออกเสียง เสียงพยัญชนะท้าย การออกเสียงคลาดเคลื่อน ความเข้าใจและประสบการณ์ของนักท่องเที่ยว

Abstract

This study investigated the impact of final consonant mispronunciation by hotel staff on foreign tourists' comprehension and service experiences. The sample consisted of 50 foreign tourists visiting southern Thailand, selected through convenience sampling. Data were collected using a questionnaire comprising Likert-scale and open-ended items and analyzed using descriptive statistics, including percentages, means, and standard deviations. The findings indicated that final consonant mispronunciation had a minimal effect on overall comprehension; however, the /p/ sound exerted the greatest influence. Communication difficulties were also attributed to factors such as local accents, staff confidence, and attitudes toward foreign guests. Participants recommended that hotel staff improve their English proficiency, particularly in specialized vocabulary, pronunciation, and word stress. The study highlights the importance of addressing pronunciation issues in hospitality contexts and supports targeted English language development initiatives. The findings also offer pedagogical implications for designing effective instructional strategies to better prepare learners for professional communication.

Keywords: pronunciation, final consonants, mispronunciation, tourist comprehension and experience

Introduction

Thailand's tourism industry is a vital pillar of its national economy, contributing significantly to revenue generation and employment. In the fiscal year 2023 alone, the sector generated over 5.8 trillion baht— an increase of 59.52% from 2022—signaling a robust recovery from the global downturn caused by the COVID-19 pandemic (Tourism Authority of Thailand [TAT], 2023; CBRE Thailand, 2024). At the heart of this resurgence is the hotel sector, particularly in Southern Thailand, which accounts for approximately one-third of the country's tourism revenue. Notably, more than 77% of this income stems from international tourists, with a high proportion originating from China, Europe, and Malaysia (Sanguanphuak, 2024; Nuanyai, 2023).

Given this linguistic diversity, English serves as the *de facto* medium of communication between international tourists and Thai service providers, particularly within hotel settings (Jaroensak & Saraceni, 2019). The English language proficiency of front-line personnel is thus critical not only for ensuring accurate information exchange but also for fostering guest satisfaction and enhancing the perceived professionalism of Thailand's hospitality industry (NESDC, 2019; Yutthaphirat, 2016).

Pronunciation, as a core aspect of spoken language competence, plays an instrumental role in achieving mutual intelligibility in service encounters. However, a growing body of research highlights persistent challenges among Thai speakers in pronouncing English sounds that are absent or markedly different from those in the Thai phonological system (Supasiraprapa, 2006). Final consonant sounds, in particular, are a frequent source of mispronunciation and misunderstanding (Suntornsawet, 2019; Pinsirikul et al., 2023). For instance, affricate sounds such as /tʃ/ in words like “watch” and “reach” are often replaced with phonetically similar Thai sounds like /d/, leading to confusion. Additionally, final consonants like /l/ are frequently substituted with /n/,

resulting in semantic distortions—as in bill mispronounced as bin (Thongsai, & Sittipakarn, 2019; Thomma et al., 2021; Atthaphonphiphat, 2019).

These systematic mispronunciations have practical implications. Not only do they compromise the clarity of communication between hotel staff and foreign guests, but they may also affect the quality of service delivery, customer satisfaction, and ultimately, the reputation of the hospitality sector (Chantaramard, 2017; Pinsirikul et al., 2023). among Thai learners broadly, limited empirical research has addressed the specific impact of final consonant mispronunciation within the context of real-world hotel interactions in Southern Thailand (Ladkert et al., 2024; Suksawas, 2018).

Purpose of the Study

This study examines the communicative consequences of final consonant mispronunciations by hotel service providers on international tourists' understanding and service experiences. In this study, communicative consequences are defined as observable communication outcomes, including misunderstandings, clarification requests, interaction breakdowns, and perceived reductions in service quality. By centering on an area with a strong reliance on international tourists, the research aims to fulfill the communication gap in applied linguistics and hospitality studies, while raising awareness of the importance of accurate English pronunciation in high-contact service environments.

Literature Review

In Thailand's increasingly globalized hospitality industry, clear and effective English communication is not merely a linguistic requirement but a core determinant of service quality and guest satisfaction. A particularly persistent challenge is the

mispronunciation of English final consonants among Thai hotel staff, which continues to hinder intelligibility and affect the perceived professionalism of service delivery. A wide range of studies have documented the multifaceted impact of this issue, encompassing phonological, communicative, and reputational dimensions within the Thai hospitality sector (Arunchaichai, 2019; Boonthamet al., 2020; Chadaporn et al., 2024).

Pronunciation Characteristics of Thai English Speakers

Several studies confirmed that Thai English speakers, including those working in hospitality, commonly omitted final consonants such as /p/, /t/, and /k/, significantly impairing listener comprehension (Suntornsawet, 2019; Radenahmad, 2019). These phonological issues are often reinforced by the influence of the speakers' first language (L1). Samamae & Kittiviroj (2024) further identified inflectional morphemes such as *-s* and *-ed* as frequent points of mispronunciation, which can interfere with grammatical clarity and semantic interpretation. For example, the omission of *-s* in third-person singular verbs (e.g., "he work" instead of "he works") or the inaccurate realization of *-ed* endings (e.g., "check-in" pronounced without the /t/ or /d/ sound) may lead to ambiguity in time reference and action completion during service interactions. These patterns reflect key phonological characteristics of Thai English speakers, particularly the tendency to simplify or omit word-final consonants due to the limited range of final consonants and absence of consonant clusters in Thai phonology. Chamnankit (2015) emphasized that for hotel receptionists, precise pronunciation is essential—not merely desirable—for ensuring professional and intelligible service delivery.

Communication Challenges in Hotel Contexts

Pronunciation errors, particularly involving final consonants, have been cited as one of the leading causes of communication breakdowns between Thai hotel staff and international guests (Chadaporn et al., 2024).

Kraithep et al. (2021) synthesized findings from ten studies on hotel staff and identified mispronunciations of both consonants and vowels as the most common linguistic challenges among hotel employees. For instance, the study reported that final consonant deletion and vowel substitution frequently led to misunderstandings in routine service interactions, such as room requests and check-in procedures. Even when staff demonstrate basic fluency, the absence of pronunciation awareness can significantly hinder otherwise competent verbal interactions (Chantaramard, 2018). This suggests a need for more deliberate focus on articulatory clarity in hospitality language training.

Guest Attitudes and Satisfaction

The impact of pronunciation issues on tourist experiences is both immediate and tangible. Hayiwani and Bennui (2023) documented a case at Phuket International Airport in which foreign tourists misheard the term “Thailand Pass” as “Thailand Past,” resulting in listeners’ confusion and service delays due to incorrect final consonant articulation. Leelaviriyawong (2015) found that tourists on Khaosan Road rated pronunciation as the weakest communication skill among Thai vendors, despite vendors expressing confidence in using English. Similarly, Jindaphon (2021) noted that unclear pronunciation, when combined with limited grammar and vocabulary, created serious

communication obstacles that undermined service delivery and the hotel's professional image.

The Role of English Proficiency in Hospitality Services

English serves as the global lingua franca in tourism, and proficiency in it is widely regarded as essential for delivering high-quality service. Arunchaichai (2019) found that hotel employees in Bangkok overwhelmingly viewed English proficiency as vital in light of increasing international guest numbers. However, pronunciation remains the most problematic area among all language skills. Common errors include omission of final consonants, misarticulation of consonant clusters, and inaccurate use of grammatical endings—all of which compromise guest understanding and service efficiency (Boontham et al., 2020; Chadapornet al., 2024).

Final Consonant Mispronunciation and Communication Barriers

Pronunciation difficulties, particularly with final consonants, are widespread across various Thai regions. Studies by So-au and Hayilor (2024) and Chadaporn, Wasin, & Napat. (2024) revealed that consistent mispronunciations of sounds such as /p/, /θ/, and /s/ significantly disrupted communication with international tourists. Radenahmad (2019) linked these challenges to regional dialects, especially in southern Thailand where a Malay language background interferes with accurate English final plosive articulation, because Malay phonology often restricts or weakens the release of final stop consonants, leading speakers to omit or reduce these sounds when producing English words. Moreover, Jindaphon (2021) and Oranichai (2019) observed that limited grammatical and lexical proficiency often compounded the impact of mispronunciation,

creating cumulative barriers to effective service interaction. Boontham et al. (2020) similarly noted that although hotel staff generally aimed to offer friendly service, poor pronunciation often undermined guest satisfaction.

The reviewed literature presents a cohesive narrative: final consonant mispronunciations among Thai hotel staff represent a systemic challenge with significant implications for communication, guest satisfaction, and the global reputation of Thailand's hospitality services. These pronunciation difficulties are not isolated phonetic shortcomings but are service-level issues that demand attention. As such, hospitality training programs should prioritize targeted instruction in pronunciation, especially concerning final consonants and grammatical morphemes. Furthermore, fostering phonological awareness and providing exposure to diverse English accents can cultivate greater communicative adaptability. Addressing these issues is not only vital for minimizing misunderstandings but also for enhancing Thailand's competitiveness and credibility as a premier international tourist destination.

Research Methodology

This study adopts a mixed-methods research design to investigate the impact of pronunciation problems—specifically, the mispronunciation of English final consonants (excluding final consonant clusters) by hotel service providers—on foreign tourists' communication comprehension and overall service experience. The research methodology is structured into three main components: (1) population and sample group, (2) research instruments, and (3) data collection procedures.

3.1 Population and Sample Group

The target population comprises international tourists who use English as a first language (L1), a second language (L2), or a foreign language, and have received hotel services in Southern Thailand. A sample of 50 foreign tourists was selected using a convenience sampling method, based on their availability and willingness to participate. These participants were chosen because they had recent, first-hand experiences with hotel services in popular tourist destinations across Southern Thailand. Although the sample size is relatively small, it is adequate for an exploratory mixed-methods study aimed at identifying general trends. A sample of 50 yields an approximate margin of error of $\pm 13.8\%$ at a 95% confidence level.

3.2 Research Instruments

The primary data collection instrument was a structured questionnaire comprising both closed-ended and open-ended questions. The questionnaire was developed based on the researcher's design, informed by relevant literature on pronunciation and service communication. To ensure credibility, the instrument was reviewed by experts for content validity and pilot-tested prior to data collection. It was divided into four distinct sections to elicit both quantitative and qualitative data.

The questionnaire consisted of four sections: demographic information on travel destinations and length of stay; experiences with hotel services, particularly communication difficulties; the impact of final consonant mispronunciation on comprehension and communication clarity; and additional comments and suggestions for improving English pronunciation and communication among hotel staff.

3.3 Data Collection Procedures

The design and validation of the questionnaire were carried out between October 12 and October 31, 2024. The actual data collection occurred over a 14-day period, from November 3 to November 17, 2024. The researcher employed convenience

sampling to recruit foreign tourists at major tourist sites in Southern Thailand, including Ao Nang (Krabi), Tharua Koh Pier and the Tapi River area (Surat Thani), Koh Samui (Surat Thani), and Khanom Beach (Nakhon Si Thammarat).

Prior to administering the questionnaires, informed consent was obtained from all participants. Respondents were briefed on the purpose of the study and their rights as participants. Upon completion, the questionnaires were reviewed for completeness and accuracy. The collected data were then coded, entered, and prepared for subsequent analysis and interpretation.

3.4 Data Analysis

To examine the effects of pronunciation on communication, two complementary analytical approaches were employed. First, the impact of final consonant mispronunciation on foreign tourists' comprehension was assessed using a binary scoring method. Responses were coded as 1 ("Yes," indicating an effect) and 0 ("No," indicating no effect), following the approach of Siriyakorn et al. (2019). The frequency of responses was converted into percentages based on the total number of responses (normalized to 100). Interpretation relied on percentage thresholds: for "Yes" responses, 50.00–100.00% indicated an impact, while 0.00–49.99% indicated no impact; for "No" responses, 50.00–100.00% indicated no impact, and 0.00–49.99% indicated an impact.

Second, Section 2 of the questionnaire employed a 5-point Likert scale to measure the perceived severity of communication problems, ranging from 1 (least problematic) to 5 (extremely problematic). Score interpretation was adapted from Boonchom (2013) as follows: 4.51–5.00 = extremely problematic, 3.51–4.50 = very problematic, 2.51–3.50 = moderately problematic, 1.51–2.50 = slightly problematic, and 1.00–1.50 = least problematic. Together, these methods allowed for a nuanced analysis

of both the presence and perceived severity of pronunciation-related communication issues among hotel guests.

Research Result

1. Quantitative Data Analysis Results

The quantitative analysis was conducted using questionnaires designed to investigate (1) the pronunciation characteristics of final consonants by hotel staff that affect foreign tourists' comprehension and (2) the perceived impact of these pronunciation issues on tourists' service experiences. The results are presented in two main sections:

1.1 Analysis of Final Consonant Pronunciation by Hotel Staff Affecting Foreign Tourists' Comprehension. This section presents findings from foreign tourists who had traveled and received hotel services in the Southern region of Thailand. The analysis results are shown in Table 1.

Table 1: Analysis of Final Consonant Pronunciation Characteristics of Hotel Staff Affecting Foreign Tourists' Comprehension

Final Consonants Sounds	Yes	No	Interpretation of Scores
Stop/ Plosive			
/p/	25 (50%)	25 (50%)	has an impact
/b/	22 (44%)	28 (56%)	has no impact
/t/	20 (40%)	30 (60%)	has no impact
/d/	18 (36%)	32 (64%)	has no impact
/k/	21 (42%)	29 (58%)	has no impact
/g/	21 (42%)	29 (58%)	has no impact

Table 1: Analysis of Final Consonant Pronunciation Characteristics of Hotel Staff Affecting Foreign Tourists' Comprehension (Continuous)

Final Consonants Sounds	Yes	No	Interpretation of Scores
Fricative			
/f/	19 (38%)	31 (62%)	has no impact
/v/	17 (34%)	33 (66%)	has no impact
/θ/	32 (46%)	27 (54%)	has no impact
/s/	22 (44%)	28 (56%)	has no impact
/z/	18 (36%)	32 (64%)	has no impact
/ʃ/	22 (44%)	28 (56%)	has no impact
Affricate			
/tʃ/	18 (36%)	32 (64%)	has no impact
/dʒ/	14 (28%)	36 (72%)	has no impact
Nasal			
/m/	15 (30%)	35 (70%)	has no impact
/n/	16 (32%)	34 (68%)	
/ŋ/	22 (44%)	28 (56%)	has no impact
Lateral			
/l/	19 (36%)	31 (62%)	has no impact
Approximant			
/ɹ/	24 (48%)	26 (52%)	has no impact
Total			has an impact (94.74%)
			has no impact (5.26%)

From the table above, it is evident that the /p/ sound is the final consonant that has the greatest impact on the comprehension of foreign tourists, accounting for 50%. In contrast, other final consonant pronunciations by hotel staff do not significantly affect foreign tourists' understanding. However, other consonants such as /ɹ/, /θ/, /s/, /ʃ/, and /ŋ/ show a relatively similar level of impact on tourists' understanding, with percentages at 48%, 46%, and 44%, respectively.

1.2 Analysis of the Impact on Foreign Tourists' Service Experience Caused by Final Consonant Pronunciation Problems by Hotel Staff

The results are presented in Table 2.

Table 2: Analysis of the Impact on Foreign Tourists' Experience Resulting from Final Consonant Pronunciation Problems by Hotel Staff

The effect of final consonant mispronunciation	$\bar{x}$	S.D.	Interpretation of Scores
I have difficulty understanding when they speak.	3.00	1.12	Least problematic
I tend to misinterpret what they are trying to say.	3.04	1.09	Least problematic
Their mispronunciation leads to communication failure.	2.78	1.13	Least problematic
I feel confused when interacting with them.	3.00	1.14	Least problematic
I feel frustrated because of the confusion during communication.	2.50	1.27	Least problematic
I feel dissatisfied with their incorrect pronunciation.	2.42	1.21	Least problematic
I need to spend extra time to successfully communicate with them.	3.18	1.26	Least problematic

Table 2: Analysis of the Impact on Foreign Tourists' Experience Resulting from Final Consonant Pronunciation Problems by Hotel Staff (Continuous)

The effect of final consonant mispronunciation	$\bar{x}$	S.D.	Interpretation of Scores
I avoid asking questions because I worry about communication problems.	2.82	1.27	Least problematic
Their mispronunciation negatively affects my perception of Thai people's English proficiency.	2.56	1.21	Least problematic

Table 2 presents the analysis of how pronunciation problems impacted foreign tourists' service experiences. Based on a 5-point Likert scale, the analysis reveals that final consonant pronunciation issues had the lowest level of impact on tourists' overall service experience ($\bar{x}$ = 3.00, S.D. = 1.12). While pronunciation errors were considered secondary factors contributing to communication breakdowns ($\bar{x}$ = 2.78, S.D. = 1.13), they had minimal impact on tourist dissatisfaction ($\bar{x}$ = 2.42, S.D. = 1.21). Furthermore, these issues rarely led to negative attitudes toward Thai people's English proficiency ($\bar{x}$ = 2.42, S.D. = 1.21).

2. Qualitative Data Analysis

The qualitative data derived from the open-ended questionnaire responses from 50 foreign tourists who traveled and received hotel services in Southern Thailand can be categorized into two main themes:

2.1 Other Reported Impacts

Thirty two out of fifty foreign tourists noted that pronunciation problems influenced by local accents, along with staff's lack of confidence in communication, hindered effective understanding. These challenges often led tourists to rely on

translation tools, resulting in more complex and time-consuming interactions. The impact of final consonant mispronunciation on comprehension was assessed using a binary scoring method (Siriyakorn et al., 2019), with 64% of tourists noting that local accents and staff's lack of confidence hindered understanding, e.g., *"Sometimes I cannot understand the hotel staff because they end words abruptly."* Additional issues such as language barriers, prejudices toward foreigners, and cultural differences in communication styles were also identified as factors negatively affecting the overall satisfaction with hotel services.

2.2 Suggestions for Improvement

Tourists (28 out of 50) suggested that improving English pronunciation skills in hotel work environments should focus on basic English skills development. This could include using mobile applications for vocabulary and pronunciation practice, particularly with industry-specific or everyday vocabulary (e.g., food-related terms), enabling staff to communicate fluently and accurately in various scenarios, with one tourist noting, *"It would help if staff practiced common words daily on an app so we can understand them better."*

Most of foreign tourists (78%) also emphasized the importance of practicing final consonant pronunciation and word stress to enhance clarity in communication, especially in situations requiring precise understanding. Accurate pronunciation and stress patterns help reduce confusion and make it easier for listeners to comprehend the message.

A key recommendation was to learn directly from native speakers, allowing hotel staff to experience diverse accents and understand real-life usage. Practicing communication in multilingual and multicultural environments would further build confidence and fluency. Additionally, patterned speech practice and interaction with

people from different nationalities could enhance communication skills. Speaking more slowly was also recommended to improve listener comprehension.

Overall, developing these communication skills can significantly enhance service quality for international guests. Moreover, hiring staff with strong English communication skills can support the long-term improvement of service excellence in the hospitality industry.

Discussion

This research examined the impact of final consonant pronunciation problems by hotel staff on the communication comprehension and service experiences of foreign tourists. The discussion is organized according to the research objectives as follows:

1. Pronunciation of Final Consonants by Hotel Staff Affecting Foreign Tourists' Comprehension

The study found that, overall, final consonant pronunciation errors made by hotel staff did not significantly hinder foreign tourists' comprehension. However, the quantitative analysis showed that the /p/ sound was the most problematic final consonant, affecting comprehension in 50% of cases.

This may be influenced by the study's setting in Southern Thailand, a region with a high proportion of Muslim population (78%), including 44% from the three southern border provinces and 34% from other areas, as reported by the Thai Health Promotion Foundation. It is possible that many hotel staff members in the region are Muslim Thais whose English pronunciation is influenced by Malay-accented English.

This finding aligns with Raden Ahmad (2019), who studied Thai Muslim students and found that the /p/ sound, which requires aspiration, is often mispronounced because non-audible released consonants in final consonants do not exist in the Malay language, leading to frequent pronunciation errors.

Conversely, the study by So-au & Hayilor (2024) identified /θ/, /g/, /s/, /n/, /ʃ/, and /tʃ/ as the most frequently mispronounced final consonants. This finding supports Pokaisawan and Phongphit (2024), who highlighted that many of these sounds are not present in the Thai phonological system or only appear in limited positions. For instance, the /θ/ sound is absent in Thai, and although /s/ exists in Thai, it typically occurs only in initial positions. Consequently, Thai speakers often substitute /s/ with /t/ in final positions, pronouncing words like “bus” /bʌs/ as /bʌt/, or “gas” /gæs/ as /gæt/. (So-au & Hayilor, 2024; Pokaisawan & Phongphit, 2024).

2. Impact on Foreign Tourists’ Service Experience

The study found that pronunciation issues involving final consonants did not significantly impact the service experiences of foreign tourists. Participants reported low levels of misunderstanding in communication with hotel staff ($\bar{x}$ = 3.00, S.D. = 1.12). Pronunciation errors were viewed as secondary factors contributing to communication breakdowns ($\bar{x}$ = 2.78, S.D. = 1.13) and were associated with minimal dissatisfaction ($\bar{x}$ = 2.42, S.D. = 1.21). Furthermore, these issues rarely resulted in negative perceptions of Thai people's English abilities ($\bar{x}$ = 2.42, S.D. = 1.21).

However, responses from the open-ended questionnaire revealed additional issues, such as pronunciation influenced by local accents and a lack of confidence among staff, which compelled foreign tourists to rely on translation tools. This led to longer communication time and increased complexity. Other contributing factors included language barriers, prejudices against foreigners, and differences in communication norms, all of which affected tourist satisfaction.

These findings suggest that final consonant pronunciation problems are not the primary factor affecting hotel service experiences. This is consistent with the research of Boontham et al. (2020), which indicated that effective communication, attention to guest needs, and providing accurate information are more important to service success than

pronunciation alone. In contrast, Jindaphon (2021) found that front-desk staff generally exhibited limited speaking skills, likely due to limited vocabulary and insufficient grammatical competence, leading to confusion among foreign tourists.

Furthermore, Oranichai (2019) reported that tourists were dissatisfied with unclear communication, especially when staff were unfamiliar with diverse English accents. This supports the current study's qualitative findings, in which tourists recommended that hotel staff engage in communication with people from various nationalities to improve their familiarity with different accents and enhance fluency. Tourists emphasized the need for greater exposure to linguistic diversity, which would help staff develop confidence and clarity in communication, ultimately enhancing customer satisfaction among international guests.

Research Summary and Suggestions

This study examined the impact of hotel staff's final consonant pronunciation on foreign tourists' comprehension. The /p/ sound had the highest impact (50%), while /ɹ/, /θ/, /s/, /ʃ/, and /ŋ/ affected 44–48% of understanding. Overall service dissatisfaction was low (2.42/5), indicating pronunciation issues were not the primary concern. Qualitative findings highlighted that local accents and staff's lack of confidence led tourists to rely on translation tools, and they recommended improving basic pronunciation, word stress, and industry-specific vocabulary through mobile apps, native-speaker interaction, and cross-cultural practice. A limitation of this study is that tourists were not categorized by English proficiency (L1, L2, or foreign language), which may influence comprehension. Implications include guiding classroom pronunciation teaching and hotel staff training to focus on final consonants, word stress, and practical communication strategies to enhance fluency, confidence, and service quality.

In future research, the researcher suggests categorizing the sample group according to the standard level of the hotels where tourists receive services. For future research, classifying tourists by hotel type would allow for a more precise analysis of staff English communication skills, helping to identify pronunciation problems that may vary according to hotel standards.

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