

## การใช้ทักษะภาษาอังกฤษในอุตสาหกรรมบริการโรงแรม และการท่องเที่ยว

### English Language Skills Use in Hotel and Tourism Industry

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#### บทคัดย่อ

บทความนี้ได้ศึกษาการใช้ทักษะภาษาอังกฤษที่จำเป็นและเป็นปัญหาเมื่อทำงานในอุตสาหกรรมบริการโรงแรมและการท่องเที่ยว ทั้งในด้านทักษะการฟัง การพูด การอ่าน และการเขียน ข้อมูลที่ได้รับการวิเคราะห์เชิงปริมาณเป็นงานวิจัยจำนวน 10 เรื่อง ผลการวิจัยพบว่าทักษะที่สำคัญที่สุดของการฟังคือการเข้าใจความต้องการของลูกค้า อีกทักษะที่สำคัญคือการพูดให้ข้อมูลเกี่ยวกับห้องพัก สิ่งอำนวยความสะดวกและบริการ ยิ่งไปกว่านั้นทักษะการอ่านและการเขียนที่จำเป็นที่สุดคือการอ่านอีเมลและการเขียนอีเมล ผลจากการวิเคราะห์เป็นข้อมูลที่มีประโยชน์สำหรับผู้มีส่วนได้ส่วนเสียเช่นผู้เกี่ยวข้องกับการศึกษา นักศึกษา และบุคคลทั่วไปที่สนใจทำงานในอุตสาหกรรมบริการโรงแรมและการท่องเที่ยว อีกทั้งข้อมูลนี้ยังเป็นประโยชน์สำหรับการพัฒนาหลักสูตรและโปรแกรมการฝึกอบรมเกี่ยวกับทักษะภาษาอังกฤษทั้งสี่ทักษะในอุตสาหกรรมบริการโรงแรมและการท่องเที่ยว

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**คำสำคัญ :** การใช้ภาษาอังกฤษ ปัญหาการสื่อสาร อุตสาหกรรมการโรงแรมและการท่องเที่ยว

### **Abstract**

This study investigated the four English language skills, which are necessary but challenging in hotel and tourism industry. The data were analyzed and ranked from ten research studies focused on the English language use by hotel staff. The result revealed that the most important skill in communication in the workplace is listening skill, which is used to understand what customers need. The second was speaking skill for providing and explaining information about rooms, facilities, and services. Moreover, the reading and writing skills are important for email communication. The findings can promote useful information for stakeholders: educators, students, and people who are interested in working in hotel and tourism industry. It can be a useful guideline to develop the course curriculum and training programs about four English language skills in hotel and tourism industry as well.

**Keywords:** English language use, Communication problems, Hotel and Tourism industry

### **Introduction**

The English language is ranked as the first most used language in the world. The total number of global English speakers is 1.268 billion people (Wikipedia, 2021), 379 million people around the world use English language as a first language, and 898.4 million use English language as a second language. Many businesses use the English language to

communicate with their customers from other countries, especially hotel and tourism businesses.

Many businesses use English language to communicate with their customers from other countries, especially hotel and tourism businesses. Therefore, the employers seek for staff who are proficient in English language accompanied with career skills (W TTC, 2001, pp 13-17). In Thailand, English language plays an important role in hotel and tourism industry. Thai staff working in the hotel and tourism industry must use English to communicate with their foreign colleagues and customers. All four English skills are necessary for effective communication. Speaking and listening skills are skills that companies need the most. The staff use both speaking and listening skills to communicate in face-to-face situations. For writing and reading skills, the staff use them to communicate with their customers and colleagues through document work. Moreover, staff who lack English skills face communication problems while working. Moreover, the problems with using English language for communication by the staff in hotel and tourism industry can occur in many countries where local people do not use English language as their mother tongue.

This study investigates the English language skills that are necessary in hotel and tourism industry and the problems of using these skills in hotel and tourism industry.

### **Research Objectives**

1. To investigate English language skills that are necessary in hotel and tourism industry.
2. To discover the problems of speaking, listening, writing, and reading English in hotel and tourism industry.

## Research Questions

1. What are the English language skills that are necessary in hotel and tourism industry?
2. What are the problems in using four English language skills in hotel and tourism industry?

## Literature Review

This literature review consists of three parts: the importance of four English skills for hotel and tourism industry, problems in using English language in hotel and tourism industry and related studies.

### *The importance of English language skills for hotel and tourism industry*

Four English skills are very important in hotel and tourism industry. The findings in the study of Erazo et al. (2019) revealed that the employees in hospitality and tourism sectors require good proficiency in English language skills to offer quality service. Also Bach (2015) noted that English language is a crucial tool for communication, negotiation, and transaction with tourists. Thus, people who work in hotel and tourism industry are required to have good English skills.

Listening skills are the ability to focus on the speakers and to understand what they say. If staff lack listening skills, they may misunderstand messages from customers and fail in their missions. Needed listening skills for working in hotels included asking and giving information, listening to and understanding customers' needs and complaints, and clarifying information (Fatimah & Al-Hafizh, 2020). Similarly, listening skills were needed for the online travel agencies such as listening to explanation

or commands, listening to inquiries and questions, and listening via the phone or discussions via video conferencing.

Speaking skills are the ability to explain thoughts and to inform information from speakers to their audiences. If staff have ineffective speaking skills, they may make the customers misunderstand the information. Speaking skills such as dealing with incoming calls, checking in and out, welcoming and greeting, giving and explaining information about details and facilities of rooms (Taraporn, 2014). Speaking skills needed by online travel agencies included negotiating, suggesting and giving solutions, confirming information or questions, and good communicating with customers.

Reading skills are used to understand what a writer wants to tell via text or writing. Staff lacking reading skills cannot understand the information, it can cause a big problem. Needed reading skills for working in hotels included reading emails, reading news and information, reading event plan, and reading brochures and magazines (Fatimah & Al-Hafizh, 2020). Similarly, reading skills needed by online travel agencies were reading emails, reading news and manuals, and reading business letters and official information.

Writing skills are very important in English skills. Writing skills are related to knowing grammar and vocabulary, which makes you good in writing. Good writing skills make staff communicate their message with clarity. Writing skills are needed by hotels such as taking note from phone calls, writing e-mails and memos, and writing messages for customers (Chamnankit, 2015). Writing skills are needed by online travel agencies where writing clear messages and avoiding confusion, writing formal letters and e-mails to customers or partners were the most needed activities.

### ***Problems found while using English language for hotel and tourism industry***

There are many problems frequently encountered in the use of English in the communication of employees in various parts of hotel and tourism. The problems were separated into four skills.

The problems encountered when communicating in the English language were listening to conversations by phone, listening to what customers want, and listening to customer complaints. Other problems were listening to other English accents such as Filipino and Singaporean accents (Sangnok & Jaturapitakkul, 2019). For example, listening to thick accents from Indian, British or Russian and listening to slang that are not used in everyday life can cause difficulty in understanding.

Lertchalermtipakoon et al. (2021) proposed that using inappropriate vocabulary brings ineffective speaking skills. The problem that caused a high level of problems in speaking skills were explaining the reason for mistakes, negotiating for mutual understanding, and pronouncing English consonant and vowel sounds.

Charunsri (2011) encountered the most problematic activities in reading skills, which were reading emails, reading minutes of the meeting, and reading customers' travel documents. Conversely Chamnankit (2015) stated that reading news was the most problematic activity because of specific words that are difficult to understand. Having inadequate vocabulary was the most problematic activity in reading and writing skills as well.

### *English Language skills for working in hotel and tourism industry*

Staff must be good at four English skills while working in hotel and tourism industry. Listening skills and speaking skills are always used together to communicate in face-to-face situations and talking on the phone. Fatimah and Al-Hafizh (2020) investigated the importance of English language skills in tourism sector. The questionnaire aimed to explore the need of English using in among hotel staff. The findings revealed that the most important skills in hospitality and tourism is listening skills, which is for asking and giving information and listening to general topic; daily topics of communication. In addition to listening skills, speaking skills are also useful for answering questions and solving problems as well as giving confirmation and giving direction to the guests. Besides, reading skills and writing skills are used to communicate in text or email. Bach (2015) mentioned that the staff read and write the email as their routine jobs. The hotel staff need to obtain a wide range of vocabulary and use correct grammar. Learners start learning English from knowing vocabularies and grammar to build a sentence, so staff who have good basic skills can use English effectively. Knowing the grammar skills are very important to help telling stories, opinions, and information. Useful grammar for working in hotel includes, tenses related to situations, parts of speech, and other (Charunsri, 2011; Phongpichitphoom, 2017). Also, the vocabulary skills are the starting point for learning the English language. The useful vocabularies for working in hotel were the vocabulary about tourism industry and transportation, jargons synonyms, antonyms and other. Moreover, the staff using vocabulary and grammar correctly can show their professionalism.

### **Methodology**

This study focuses on English skills that are necessary for working in hotel and tourism industry and the problems of using English in hotel and tourism industry in terms of listening, speaking, reading, and writing.

The data were collected from ten educational resources. They are seven Master's theses of Thammasat University, Bangkok, one master's thesis of I-Shou University, Taiwan, and two journals.

**Seven Master's theses, Thammasat University, Bangkok:**

*Research 1.* “The needs and problems of English languages skills for the hotel front office staff in Chinatown, Bangkok” conducted by Kamonwan Charunsri in 2011. The data were collected from 50 front office staff in hotels in Chinatown, Bangkok.

*Research 2.* “A survey of the needs of English proficiency of five-star hotels' staff and representatives in Bangkok and the aspect of needs referring to hotel English and general English” created by Sarintorn Pongjumba in 2011. The results were collected from 200 staff.

*Research 3.* “A study of problems and needs for English communication improvement of hotel front office staff at hotels in Bangkok” conducted by Ratchawan Chantanont in 2012. The data were collected from 90 Front Office Department working at four hotels in Bangkok.

*Research 4.* “The study of the needs and the problems in using English with foreigners among hotel receptionists in Kanchanaburi” conducted by Chanyapat Suparan in 2014. The data were collected from 80 perceptions from 5 hotels in Kanchanaburi.

*Research 5.* “The needs of English language skills among receptionists at boutique hotels in Bangkok” conducted by Pandao Chamnankit in 2015. The data were collected from 50 front office staff from 8 boutique hotels in the Sukhumvit area.

*Research 6.* “Perceived problems in English speaking among staff of a hotel in Hua Hin” conducted by Yot-a-nan Chantaramard in 2017. The data were collected from 35 ABC Hotel’s staff in Hua Hin city.

*Research 7.* “English communication problems affecting Thai employees’ performances in international online travel agencies” conducted by Panita Phongpichitphoom in 2017. The data were collected from 30 staff who work in 3 international online travel agencies.

**A research of Master’s thesis, I-Shou University, Taiwan includes:**

*Research 8.* “Needs analysis of English language usage in tourism: a case study of international travel companies in Vietnam” conducted by Bach Thi Thuy Trang in 2015. The data were collected from 136 tourism employees at international travel companies in Hue, Vietnam.

Two research articles of journals from two *Procedia – Social, and International Journal of Environmental & Science Education* as the followings:

*Research 9.* “Needs Analysis on English Language Usage in Tourism Industry” conducted by Prachanant in 2012. The data were collected from 40 tourism employees who work in five international tour companies: are located in five main places; namely, Bangkok, Chiangmai, Phuket, Samui, and Pattaya.

*Research 10.* “Employees in Bangkok for Entering the ASEAN Community” conducted by Bavornluck Kuosuwan in 2016. The data were collected from 100 staff form 26 tourism companies in Bangkok areas.

Results obtained from the ten sources revealed the English language skills that are necessary in hotel and tourism industry, as well as those which posed challenges among staff in the same industry. Then, the

results were analyzed and listed into the top ten sub-skills of each language skill: listening, speaking, reading, and writing.

## Results and Discussion

The results were divided into two parts: the English sub-skills that are necessary for working in hotel and tourism industry and the problematic skills used by staff in hotel and tourism industry. Each part contained four skills: listening, speaking, reading, and writing. Each skill consisted of the top ten sub-skills.

### 1. English skills that are necessary for working in hotel and tourism industry

**Table 1** Listening skills

Topic	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total	Rank
Listening to conversations by phone	✓			✓	✓	N		✓	N	✓	4	4
Listening to customers' comments, advice, and complaints	✓				✓					✓	3	5
Listening to descriptions or explanations		✓					✓	✓		✓	4	4
Listening to and understanding what customers need	✓	✓	✓	✓	✓		✓	✓		✓	8	1
Listening to a variety of Asian accents	✓		✓		✓		✓			✓	5	2
Listening to personal details and information	✓				✓			✓			3	5
Listening to British accent	✓		✓							✓	3	5
Listening to English idioms	✓				✓						2	9
Listening to news, TV, information or conferences		✓	✓	✓			✓			✓	5	2
Listening for taking notes			✓							✓	2	9

\*R = Research, N = No research

Table 1 shows ten needed sub-skills for listening. The most needed skills were understanding and listening to what customers need, followed by listening to news, TV, information or conferences and listening to a variety of Asian accents. These skills were rated at a high level. The next rank was listening to conversations by phone and listening to descriptions or explanations.

**Table 2** Speaking skills

Topic	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total	Rank
Conducting conversations by phone	✓			✓	✓	N					3	6
Communicating with foreign guests in persons				✓				✓	✓		3	6
Negotiating for mutual understanding	✓	✓			✓		✓				4	4
Providing and explaining information about rooms, facilities, and services	✓	✓			✓		✓		✓	✓	6	1
Inquiring about customers' needs and decisions	✓	✓			✓			✓			4	4
Giving customers' directions	✓				✓			✓			3	6
Speaking politely according to correct grammatical rules and appropriate social etiquette	✓		✓		✓		✓			✓	5	2
Offering help, assistance, suggesting and providing solutions	✓	✓			✓		✓		✓		5	2

**Table 2** Speaking skills (Continued)

Topic	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total	Rank
Suggesting travel information (restaurants, traditions, tourist attractions, transportation, etc.)	✓				✓			✓			3	6
Self-confidence to speak English			✓	✓			✓				3	6

Table 2 shows ten needed skills for speaking skills. The most needed skills were providing and explaining information about rooms, facilities, and services, followed by speaking politely according to correct grammatical rules and appropriate social etiquette, and offering help, assistance, suggesting and providing solutions. The least needed skills were conducting conversations by phone, communicating with foreign guests in persons, giving customers directions, suggesting travel information, and self-confidence to speak English.

**Table 3** Reading skills

Topic	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total	Rank
Reading customers' travel and hotel documents	✓	✓			✓	N			N		3	8
Reading emails	✓	✓	✓	✓	✓		✓	✓		✓	8	1
Reading business letters and faxes	✓		✓	✓	✓		✓			✓	6	4
Reading information from the internet	✓		✓		✓		✓	✓		✓	6	4
Reading news (newspapers or newsletter)	✓		✓	✓	✓		✓	✓		✓	7	2

**Table 3** Reading skills (Cont'd)

Topic	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total	Rank
Reading company's official information (bulletins, notices or manuals)	✓			✓	✓		✓	✓			5	7
Reading reports (minutes of meeting or production)	✓	✓	✓		✓		✓	✓		✓	7	2
Reading brochures, leaflets, magazines or journals	✓	✓	✓	✓	✓					✓	6	4
Reading books and general information		✓	✓							✓	3	8
Reading complaint letter or recommendations				✓							1	10

Table 3 shows ten needed skills for reading skills. The most needed skills was reading email, followed by reading news and reading reports. These skills were rated at a high level. The next rank was reading business letters and faxes, reading information from the Internet, and reading brochures, leaflets, magazines or journals. The least needed skill was reading complaint letters or recommendations.

**Table 4** Writing skills

Topic	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total	Rank
Writing emails	✓	✓	✓	✓	✓	N	✓	✓	N	✓	8	1
Writing reports	✓	✓	✓	✓	✓		✓				6	2
Writing business letters	✓	✓	✓		✓		✓			✓	6	2
Writing memos	✓	✓	✓		✓		✓				5	6
Writing messages for customers	✓		✓		✓		✓			✓	5	6
Taking phone messages	✓	✓	✓	✓	✓		✓				6	2
Writing for promotional purposes		✓					✓	✓			3	8
Note taking and summarizing in meetings and presentations	✓	✓	✓	✓	✓		✓				6	2

Table 4 shows ten needed skills for writing. The highest needed skill was writing emails, followed by writing reports, writing business letters, taking phone messages, and note taking and summarizing in meetings and presentations. The least needed skill was writing for promotional purposes.

### Problems of using English in hotel and tourism industry

**Table 5** Listening skills

Topic	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total	Rank
Listening to conversations by phone	✓	N	✓	✓		N	✓	✓		N	5	2
Listening to a variety of different accents (Indian, Chinese, Japanese, Korean, etc.)	✓		✓		✓		✓		✓		5	2
Listening to British accent	✓		✓		✓		✓		✓		5	2
Listening to English in fast speed			✓						✓		2	6
Listening to English idioms	✓		✓								2	6
Listening to customers' comments, advice, complaints	✓							✓			2	6
Listening to and understanding what customers want	✓		✓	✓	✓		✓	✓	✓		7	1
Listening to customers' questions and inquiries	✓						✓	✓			3	5
Listening and taking notes			✓					✓			2	6
Listening to news, TV, information or conferences				✓			✓				2	6

Table 5 shows ten problems related to the sub-skills of listening. The most problematic sub-skill was listening to and understanding what

customers need, followed by listening to conversations by phone, listening to a variety of different accents, and listening to a British accent. These skills were rated at a high level. The next rank was listening to partners or customers' questions and inquiries.

**Table 6** Speaking skills

Topic	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total	Rank
Conducting conversations by phone	✓		✓	✓						N	3	4
Communicating with foreign guests in person				✓		✓	✓				3	4
Negotiating for mutual understanding	✓						✓				2	8
Providing and explaining information about rooms, facilities, and services	✓		✓				✓	✓			4	1
Inquiring about customers' needs and decisions	✓			✓				✓			3	4
Giving customers directions	✓		✓								2	8
Pronouncing English consonant and vowel sounds	✓		✓		✓				✓		4	1
Offering assistance, suggesting and providing solutions	✓						✓				2	8
Lacking knowledge of vocabulary, grammar and structure			✓			✓			✓		3	4
Lacking of self-confidence to speak English			✓	✓			✓		✓		4	1

Table 6 shows ten problems related to the sub-skills of speaking. The highest problematic sub-skills included three skills: providing and explaining information about rooms, facilities, and services, pronouncing English consonant and vowel sounds, and self-confidence to speak English as they were mentioned in 4 resources. The next rank was conducting conversations by phone, communicating with foreign guests in persons, inquiring about customers' needs and decisions, and lacking knowledge of vocabulary, and certain grammatical points.

**Table 7** Reading skills

Topic	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total	Rank
1. Reading emails	✓	N	✓	✓	N	N	✓	✓		N	5	2
2. Reading reports (minutes of meeting or production)	✓		✓	✓			✓		✓		5	2
3. Reading customers' itinerary ore hotel documents	✓		✓					✓			3	7
4. Reading business letters and faxes	✓		✓	✓			✓	✓	✓		6	1
5. Reading news (newspapers or newsletter)	✓			✓			✓	✓	✓		5	2
6. Reading a company's official information (bulletins, notices or manuals)	✓		✓	✓			✓				4	5
7. Reading information from the internet	✓						✓	✓	✓		4	5
8. Reading brochures, leaflets, magazines, or journals	✓			✓							2	8
9. Reading complaint letter or recommendations			✓					✓			2	8

Table 7 shows ten problems related to the sub-skills of reading. The most problematic sub-skills were reading business letters and faxes, followed by reading emails, reading reports, and reading news. The next rank was reading official information issued by a company and reading information from the Internet. The least problematic sub-skill was reading complaint letter or recommendations.

**Table 8** Writing skills

Topic	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total	Rank
Writing emails	✓	N	✓	✓	N	N	✓	✓		N	5	1
Writing business letters	✓		✓	✓			✓				4	2
Writing memos	✓						✓				2	8
Writing reports	✓		✓	✓			✓				4	2
Writing messages for customers	✓		✓				✓		✓		4	2
Taking notes of phone messages, meetings and presentations	✓		✓				✓				3	5
Writing information or comments in guest's profile			✓				✓				2	6
Writing for promotional purposes							✓	✓			2	6

Table 8 shows ten problems of using writing skills. The most problematic sub-skills was writing emails, followed by writing business letters, writing reports and writing messages for customers. The least problematic sub-skills were writing information or comments in guest's profile and writing for promotional purposes

## **English skills that are necessary for working in hotel and tourism industry**

The findings of this study can be divided and discussed in two parts: the English sub-skills that are necessary for working in hotel and tourism industry and the problems of using English in hotel and tourism industry in terms of listening, speaking, reading, and writing skills.

This study unveiled relevant results from previous studies. For example, Chamnankit (2015) examined the needs of English language skills among receptionists at Bangkok boutique hotels, and the results showed that respondents rated listening to and understanding what customers want at a high level of needs. Likewise, the findings of this study revealed that the majority of staff working in hotel and tourism industry rated listening to and understanding what customers want as a very high level of needs as the first rank.

According to the findings of this study, it was found that providing and explaining information about rooms, facilities, and services were the most needs of speaking skills for workers working in hotel and tourism industry. This can be confirmed by the results of Pongjumpa (2011) who examined a survey of the needs of English proficiency of five-star hotels' staff and representatives in Bangkok and the aspect of needs referring to hotel English and general English, in which the respondents rated providing and explaining information about room details and facilities as a very high level of needs.

With regard to reading skills, reading emails was ranked as the first needed skill for staff in hotel and tourism industry. Moreover, the finding of this study supports the studies of Chantanont (2012) Chamnankit (2015) and Phongpichitphoom (2017), who emphasized that the respondents of their research rated reading emails as a high level of needs.

In terms of writing skills, writing emails was ranked as the first needed writing skill for staff who work in hotel and tourism industry. In the same way, this finding is confirmed by the studies of Charunsri (2011) Pongjumpa (2011) Bach (2015) and Phongpichitphoom (2017) which indicates that the majority of the respondents needed writing emails skills because this skill was usually used for customer contact and transaction.

### **Problems of using English in hotel and tourism industry**

The results of this study showed that listening to and understanding what customers want were the most problematic listening skills for working in hotel and tourism industry. This is because working in the hotel and tourism industry has a lot of opportunities to meet and communicate with many foreigners. Chamnankit (2015) stated that the receptionist is usually in contact with people from different countries and nationalities. As the hotel and tourism industry have customers from many different nationalities who have different accents, it supports the finding of this study that the second rank problems in listening was listening to various English accents, e.g. American, Indian, Chinese, Japanese, Korean, etc.

In terms of speaking skills, this research found that there were three skills that were in the first rank of the problems: providing and explaining information about rooms, facilities, and services, pronouncing English consonant and vowel sounds, and lack of self-confidence to speak English. Phongpichitphoom (2017) mentioned that speaking skills were necessary for employees to work in hospitality and tourism. Similarly, Pongjumpa (2011) said that the skill mostly used at work was speaking skills in order to explain information about room details, facilities, products, services, and prices. Thus, pronouncing correct English

consonant and vowel sounds and having self-confidence are important factors contributing to effective communication in English.

The findings of this study suggested that reading business letters and faxes was the most problematic reading skill. Therefore, staff working in hotel and tourism industry need to improve their skill in reading business letters to collect any reservations and requirements from their customers, their partners, and state organization.

In terms of writing skills, grammar was the most problematic. While working, the employees need to write emails, business letters or reports, etc. in order to communicate and coordinate with superiors, colleagues and their customers. Thus, grammar was the important problem that caused difficulties in writing in English (Chantanont, 2012).

## **Conclusion**

This study highlighted the importance of English language in hotel and tourism industry. The research investigated the needs of English skills and the problems of using English in terms of listening, speaking, reading, and writing skills in hotel and tourism industry. The data were collected from the results of ten research studies and then, analyzed into the top ten rankings. The results were divided into two main sections: the needs of English skills in hotel and tourism industry and the problems while using English in hotel and tourism industry. Each of section included four language skills: listening skills, speaking skills, reading skills, and writing skills. For the former case, the most needed listening skill was understanding what customers want. The most needed for speaking skills were providing and explaining information about rooms, facilities, and services. The highest rank of needed reading skills was reading emails, and writing emails was the highest rank of needed writing skills. For the later

case, understanding what customers want was the most problematic listening sub-skills. The highest rank of problems in speaking skills included three sub-skills: providing and explaining information about rooms, facilities, and services, pronouncing English consonant and vowel sounds, and self-confidence to speak English. The highest rank of problems in reading skills was reading business letters and faxes. Also importantly, grammar was found to be the most problematic area in writing. The results of this study provide information for people who are interested in working in hotel and tourism industry for preparing and the results can be a useful guideline to develop training programs about English skills in hotel and tourism industry.

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