

Vijit Supinid
Nov 18, 2016

ABSTRACT:

English has a very strong position in the world today. The spread of English as a global language means that English has a great influence on society in every country around the world. English has an enormous influence on people's daily lives through media and television, on education and research, on communication in official and semi-official agencies, and on communication in international companies. The position of English in Thailand has led to a political and public debate on the spread of English. In Thailand, people should maintain their own language, but from a global and competitive perspective it is important to ensure a global orientation for tourism as well as business, which implies the use of a global language such as English. As a consequence of globalisation big international companies increasingly use English as a corporate language, and today English seems to be perceived as a natural part of employee's competencies rather than a competence in its own right. However it is a fact that English is the principal global language used to ease communication in a multinational and multilingual environment such as in tourism industry and various business fields. The using of a corporate language such as English may have a positive effect within the company, if the corporate language is used consistently in management communication.

The purpose of this study explores the language barrier involving the staff in the hotel "Novotel Platinum Bangkok". This also tells us about how to find out the problems related to the communication and, most importantly, about how to improve their levels of service quality. This can be achieved by providing training classes for effective communication process by the Human Resource department, which affects the employee regarding the hotel business sector. This study basically helps to maintain the issues regarding the language barrier by the employee towards the customers and identify the quality attributes of the hotel services. To measure issue of language and the service quality towards the customers and their satisfaction in the hotel industry, there are some models, graphs, explanations, etc. are provided here which helps to solve the issues and provide best service with well-communication. However, in this study, the theoretical framework approaches "language barrier" as the dependent variables whereas there are three most reasonable issues as independent variables are chosen for analysis and those are (a) Thai education system, (b) Multi-tasking inability and (c) Lack of technical knowledge. Moreover, it reports the difference in the customer expectations and perceptions for men and women and even from various countries from Asian, European and African guests which are related to the hotel

services like the communication, service quality, proper time management, experienced employee etc. To have the statistical data for the study, one survey with 14 questions was implemented. As a result, 108 respondents answered the questionnaire. The last part of this study tells about the findings and analyse the results of survey with SPSS results and analysis.

In this study, the findings suggest that English can overcome the language barrier in Novotel Platinum Bangkok, since it is the principal global language and as such a common denominator for employees with different mother tongues. Here, it shows how the employees need to practice English by some training classes and speaking course to involve at least some of the same challenges to corporate communication as language diversity does. Sometimes it also feels easy for the hotel guests to communicate with the employees through which a hotel can increase the profits in the business through many customers and even it also helps to become popular in the business or in the hotel sector.

Keyword: Effective communication, Human Resource, Communication Barriers, Cross-cultural miscommunication, Hotel Industry, Service Quality.