

Perceived Needs and Problems of English Language Use among Vendors at Satun Tourism Objects in (South) Thailand

A Thesis

**Presented to the Department of English Language Education as the Partial Fulfillment to
Obtain the Sarjana Pendidikan Degree in English Language Education**



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**PERCEIVED NEEDS AND PROBLEMS OF ENGLISH LANGUAGE USE AMONG
VENDORS AT SATUN TOURISM OBJECTS IN (SOUTH) THAILAND**

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RATIFICATION SHEET

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STATEMENT OF WORK'S ORIGINALITY

I honestly confirm that this thesis originally written by me. This thesis does not contain any work of other except those cited in quotation and references, a scientific paper should.



Thailand, June 2024

Nadeeya Sanmamood

MOTTO

“Allah does not burden a person beyond his capacity”

(Al-baqarah: 286)

DEDICATIONS

This thesis I dedicate gratefully to myself, my parents, my sister, my brother, my nephew, my people in my hometown, and my husband who has supported me during this process.

I hope that this is a good start to my learning journey in the future.

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PERCEIVED NEEDS AND PROBLEMS OF ENGLISH LANGUAGE USE AMONG VENDORS AT SATUN TOURISM OBJECTS IN (SOUTH) THAILAND

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ABSTRACT

The major objective of this study was to investigate needs and problem of English language use as perceived by vendors at Pakbara pier, Satun, Thailand. In order to know their needs and problems in their English use when dealing with foreign customers. The participant of this research consisted of 5 vendors working at Pakbara pier. The type of this research is qualitative. The data were collected by face-to-face interview and analyzed using thematic analysis. The findings of the study revealed the participant mostly use English at work every day. Regarding the needs of English language use at the workplace, the participant needs to learn more English to use in general communication and selling with foreign customers. Regarding the problems, the participant had problems with lacking vocabulary knowledge which makes it impossible to trade properly and makes listening skill difficult.

Keywords: *English for Tourism, Vendors, problems in English language use*

CHAPTER I

INTRODUCTION

1.1 Background of Study

The function of English as a lingua franca holds an important role to support economic growth of a country to be at an international level, and one of which is tourism growth. Thailand is one of the countries in Southeast Asia that has the highest number of tourism industry growth. It is proven with the analysis and consideration of issues in Thailand which shows that Thailand is a major tourism destination and plays an important role in the development of tourism in ASEAN. This can be seen from the entry into the ASEAN economic community, where Thailand is designated as the center of tourism and aviation (Suthrasini,2014). Therefore, to support the growth of the tourism industry, all parties should take a role in the industry to improve to an advanced level, for example, the English skills of the sellers. Because the sellers are the person who has to communicate in an international language with tourists for trading purposes, they need capacity building to make their English acceptable.

It has been a long time that the world of business accepted that English is the international business mediating language, and thus companies pick English as their official language every day due to the importance of establishing effective communications (Charles, 2007). Unfortunately, the educational system in Thailand has not been fully supported yet. Although there are many tutoring institutions in Thailand, the price is too high for ordinary people. Sometimes they cannot get the opportunities to the fullest. Additionally, English has so far been taught without a systematic survey of needs. Therefore, the syllabus is not based on the real needs of tourism

employees as it should be. It appears to be inevitable to carry out a formal needs analysis of tourism employees in using English across Thailand. Researchers on the topics of needs and wants of English in workplaces have also suggested that the use of the English language in Thailand is quite limited people don't use it wisely. Added from the researcher, The increasing role of English in Thai society has not been unproblematic. Most notable has been the uneven spread of English. While, as previously mentioned, English has been widely adopted as a lingua franca by the urban middle classes, this has not been the case in rural or poorer communities where access to English education is limited (Kosonen, 2008; Hayes, 2010). According to the director of the Academic Training Section of the tourist Authority of Thailand, stated that tourism is the main source of income in our country. However, Thai graduates who are in the tourism industry have a poor command of English. This has contributed to misunderstanding and a negative attitude towards Thailand. According to (AlmaTourism, 2011) in order to ensure the quality of hospitality services, it is necessary to find a common language between supply and demand sides. Since English has become an international language, it has become increasingly necessary for employees working in tourism to develop the language skills to be able to fulfill their requirements of tourists.

Even though developing English in the tourism industry is a crucial matter, there are still a few types of research that discuss it. Ni Nyoman W, (2019) examined it from the preliminary observation the researcher finds out that vocabulary is one of the speaking aspects that the vendors around tourism spot lack. That forces them to use non-verbal communication such as body language to point at the products. Based on the theory of Spratt, Pulverness, and Williams, (2005) there are seven functions of language used by Street Vendors when they were communicating with the tourist. Those language functions were greeting, offering goods and service, asking opinion, giving information, disagreeing, thanking, and leave-taking That is used by street vendors.

Additionally, Andi Hajar, (2019) added that based on some studies, it is revealed that street vendors have their own ways of speaking that is different from another kind of occupations. It is related to Troike (1982), statement: “communication patterns according to particular roles and groups within a society, such as sex, age, social status, and occupation: the vendors have different ways of speaking from a lawyer, a doctor, or an insurance salesman.” William Labov, a sociolinguist, has demonstrated based on his research in Martha’s Vineyard in 1961, that what earlier linguists had considered irregularity or ‘free variation’ in linguistic behavior can be found to show regular and predictable statistical patterns.

Another aspect that becomes the focus of this study is the vendors' fluency. According to Yang (2014), fluency acts virtually a key role due to its significance to make communication coherent and cohesive. Based on the researcher’s preliminary investigation, the vendors are not that fluent to specify an interjection or a response during the communication in a phrase or sentence. In addition, grammar becomes the key to understanding the speaker’s intention. The ignorance and unawareness of the use of correct grammar by the vendors also complicate them to speak smoothly. Furthermore, Ni Nyoman W, (2019) added, based on the aforementioned problems, the researcher intended to investigate the language used by the street vendors in Berawa beach, Bali. The researcher also identifies further their ability and difficulties in speaking. The analysis will be underlined by looking at the following aspects, namely spoken fluency and accuracy. Therefore, this study aims to discover and describe the needs of Thai sellers around tourism objects in terms of learning English for tourism. Especially a group of vendors who do not have the opportunity to learn English as they should. The results of this research will be a guideline for developing the use of English for tourism by small groups such as vendors to be more effective in the future.

1.2 Formulation of the Problem

According to the background of the study, the problem may be formulated in the following question: what the perceived need and problem by the vendor is to learn English to be able to communicate in English to ease facilitate their work

1.3 Objective of the Study

This study aims to discover and describe the English language learning needs of Thai vendors to support their work in the tourism industry.

1.4 Significance of the Study

The research about the need analysis on English language use in the Thai tourism industry among vendors will be useful to give information about what Thai street vendors in tourism areas need to learn to communicate better with foreign tourists. And to realize the vendors how the English language has benefited their work. by where the vendor can develop their speaking well and be more convenient for vendor learning. For the researcher, the finding of this research will inform the analysis on English language use in the Thai vendor around the tourism industry.

CHAPTER II

LITERATURE REVIEW

2.1 Needs Analysis in English for Specific Purposes

In this century, people have generally been learning English for either professional or educational purposes. They either want to learn English to use in their career. These specifications of learners' purposes for learning English have caused a replacement approach to English teaching and learning which is termed English for specific purposes (ESP). Hutchinson and Waters (1987) state that ESP is an approach to pedagogy within all decisions as on content and method are supported the learners' purposes. Because learners' purposes play a vital role in teaching ESP, these purposes are similar because the setting where they'll use English and what they're expected to do with the language they learn should be identified. Further, the curriculum for an ESP course should be designed in line with the analysis of the info gathered from this identification.

Equipping learners with English are important. What people need in English, however, is distinct from each other. Of starters, the secretary must have the ability to correspond, an accountant needs to understand the accounting requirements language, the hotel receptionist should be able to speak English to greet foreign guests, and so on. It clearly demonstrates the need for and advice for different English materials to help people and learners to write and speak English according to their jobs or interests. English teaching has two specifications, general English (GE) and English for specific purposes (ESP) Andi Asrifan, (2020)

2.2. Need Analysis on the English Language Use Among Tourism Workers.

The tourism sector represents a big part of a country's economy. Employees in tourism (tourism organizations, travel agencies, hotels and other accommodation facilities) must be fully prepared to fulfill every kind of demand made by their clients. That's the reason why communication in tourism is more sensitive than in other branches (Blazevic & Blazevic 2007) and knowledge of various languages has no alternative.

Having English proficiency is necessary for the worker who works in the tourism and hospitality sector. The reason is, it can be a sign to those people that they can communicate with foreign tourists and understand cultural differences. In fact, for those who are seeking employment in the tourism, hospitality, and service industry, it is important to keep being motivated to have a high level of professional service language. and the truth is they are required to become proficient in English for tourism purposes. (Cravotta, 1990).

Prachanant (2012) conducted a study about the needs of English and its use in the tourist industry. Revealed that when tourism employees were asked to assess their need for English language skills to function appropriately at work, they usually focus on four language skills. But it seems like speaking turned out to be more important, then followed by listening, reading, and writing. Besides that, learning English for tourism purposes is quite serious for those who are working in quest-host relation section such as hotels, travel agencies, restaurants, information centers, and tourist attractions. In industrial sectors. However, the previous study in Indonesia has given sufficient consideration to things that need to be prepared to support sustainable tourism. Technical skills and English are crucial aspects that need to be prepared concerning foreign tourist visits. Valuable information about technical capabilities and English can be developed into training modules to equip the community, especially students, to be able to have the ability to support

tourism, which will be beneficial for socio-economic development. (Hsu, 2010; Chen, Chiu, & Lin, 2011; Kuppan, 2008).

In addition, the tourism industry in Thailand is not only a large company but, there are also groups of vendors who trade in various tourist spots which, is known as another group of working in the tourism industry and wants to access English communication as well, especially the local vendors that some groups do not have access to the language or are not familiar with the language as much as it should be. According to the research examined, communicating in English is proved to be a difficult task for local people in many local communities in Thailand. for example, at Koh Kret community in Nonthaburi province. Sathita & Kittiya, (2016). Furthermore, added from (Jantakut,2014) mentioned that Thai people need to learn and practice English to communicate with international people. To earn a livelihood successfully, local people also need to learn English for commercial or business purposes. They need to develop the listening and speaking skills necessary for communication in English. What is more, Prachanant (2012) has mentioned that in the tourism sector, English is used as a medium to communicate, negotiate, and interact between laborers as well as customer or tourists. also English as a tool of communication becomes an important aspect for gaining customer's satisfaction, essentially for foreign customers in this global era (Kostiæ-Bobanoviæ & Gržiniæ, 2011).

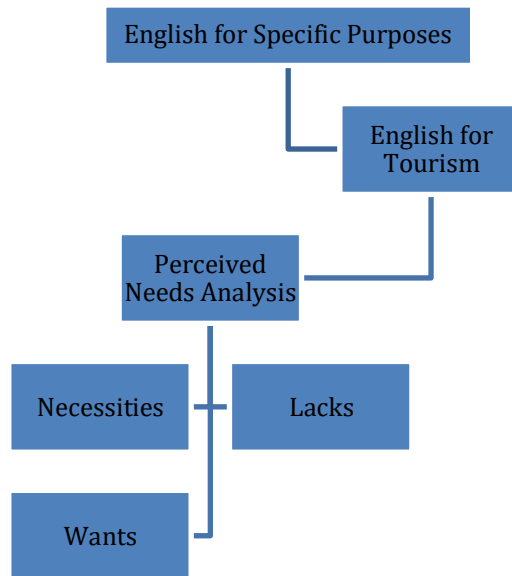
Moreover, Nutpaphat & Prasitpornkun, (2016) stated that to enable the aforementioned career workers involved in the tourism and service industries, including train conductors and guards from the State Railway of Thailand, to successfully communicate with foreign tourists in the long run, the most effective way is that either the workers need to improve their English skills by themselves or their company or organization would provide English training courses for them, though the latter one would highly be advisable.

2.3 Theoretical Framework

In general, this study considers the need analysis on English language use in Thai tourism among vendors as the main topic. The need that the vendors are generally aware of so that they can function effectively at their field, which include the situations where they need to communicate, the linguistic features identified in these situations, the language skills required in these situations, and other areas of knowledge needed to fulfill their duties.

The theory below is chosen by the researcher as a reference to capture and describe of Needs and Problems in English language usage among vendors in Thai tourism context. This theory provides framework and explanations about the Needs and Problems in the context of ESP which may be an important reference for describing the perceived needs and problems in English language use among vendors that occurs in the Thai tourism context.

Dudley-Evans & St. John (1998) introduced one of the most recent needs analysis models. The model is described in detail.



Source: Dudley-Evans and St John 1998

Figure 2 - 1 What needs analysis establishes

CHAPTER III

RESEARCH DESIGN

3.1 Research Design

This research used qualitative method. The purpose of the qualitative method is to examine the phenomena related to social or human problems to be studied (Creswell, 2012). The use of qualitative research in this study is to figure out the needs and problems of using English Language in the tourism industry, especially among the Vendors around tourist attractions at Satun Province. The interview of the vendors was conducted as the procedure of this research.

The method of this research is descriptive qualitative research that focused on the need of Thai street vendors' English language usage to support their work in the tourism industry. Qualitative descriptive designs are containing reasonable sampling, data collection, analysis, and representational techniques (Sandelowski, 2000). Furthermore, this type of research must use a certain consideration in all aspects of collecting, processing, and presenting the data. Hence, this research focused on the need of Thai street vendors' English language usage.

3.2 Research Setting and Participants

This research was conducted offline considering the convenience of the participant because some of them were not convenience using various online platforms for the interview. The interview was conducted by interviewing face to face with the vendors at the Pakbara pier. There were a total of 5 vendors participants, 3 women and 2 men and the average age of each person is around 41-62 years old. In the interview, there were 2 vendors who graduated with a bachelor's degree but not in English. The other participants only graduated from high school and elementary school.

The duration of being the vendors was from 5-10 years. From the interview it was found that some of them could use English well in trading. Some of them can still use it only a little.

There were 5 people participating in this interview. and all of them were the vendors who have their own shop at the pier.

3.3 Data Collection Technique

The data of this research were mainly collected from interview. In this interview, the researcher gives open-ended questions to the participant to achieve in-depth information related to the researcher's topic. The in-depth information aims to get a clear perspective of the participant. A qualitative interview provides answers that are normally explored and also opens any perspectives of the participant (Creswell, 2012). The interview was conducted face-to-face. The researchers directly interacted with and examine the participant's answers to the interview question

Interview data were collected using face-to-face interviews, voice notes, and notes. The question for this research that has presented in the matrix below is referenced from the most recent needs analysis models theory of Dudley-Evans & St. John (1998). Which the model is described in details. Dudley-Evans & St. John (1998) introduced one of the most recent needs analysis models. The model is described in details. Figure 4 illustrates the model suggested by Dudley-Evans & St John (1998). This model can be viewed as the most comprehensive model for an investigation of ESP needs. This model, formulated by Dudley-Evans and St John (1998) focuses on (1) learners' professional information, (2) learners' personal information, (3) learners' language information about the target situations, (4) learners' lacks, (5) learners' needs from course, (6) language learning needs, (7) communication information in the target situation, and (8)

environmental information. These components of investigating ESP needs, which are defined by Dudley-Evans & St John (1998), are as follows:

Constructs	Components		Interview Questions
Dudley-Evans & St. John (1998) needs analysis models	professional information about the students:	the tasks and activities learners are/will be using English for-target situation analysis (TSA) and objectives needs	• How important is English for your occupation? • How much English do you use / need in your occupation?
	personal information about the students	is concerned with learners' general profile, previous language learning experiences.	• Besides English, what other foreign language did you learn? • Did you study English in college / senior high school/ junior high school? • What was your experience like while studying English in college/ senior high school/ junior high school?

			• How difficult or easy was learning English for you back in college/ senior high school / junior high school? • What's you're feeling about learning English in the past (how was your feeling?)
	English language information about the students:	what their current skills and language use are- present situation analysis (PSA)-this could allow us to assess the gap between students current skill and language activities. PSA determines strengths and weakness in language skills.	• What is your current English level? • How good or bad/low is your current English skill? • How do you feel about your English ability now?
	the students' lacks:	the gap between students current skill and language activities	• Do you think English is still becoming a problem for you (for your job)? Why?

			• What English language problems do you have when using it for your job?
	language learning information:	effective ways of learning skills and language to bridge the gap between students current skill and language activities - Learning Situation Analysis (LSA)	• How do you solve the problems related to English use in your job? • Can you think of some effective ways (technique) in learning English? Why do you think those ways are effective for you? • What English skills do you need the most for your job? (Speaking / listening / reading or writing)? Why do you need that language skill?

			• In your opinion, how to study (learn) English speaking/ listening/ reading/ writing effectively?
	knowledge of how language and skills are used	in target situation-linguistic analysis, discourse analysis and genre analysis.	• Does your job need specific English language skill? What is it? And why is it important? • Does your job need specific use of English vocabulary? What is it? Why are they important? • Do you need specific type of conversation/ reading/ writing skill in English for example for trading or buying & selling? What is it? Why?

	Learners' needs from the course:	what they wanted from the course	• Who (person) / what (institution) do you hope to support you to learn & master English? • If you could get English language training, what do you hope to learn? (English speaking/ conversation/ vocabulary lesson or other skill? Why? Please explain
	H. environmental situation:	information about the environment in which the course will be run-means analysis	• If receiving support in learning English, what kind of teaching would you like to have? • What kind of English teacher do you want? Native English or local English teachers?

			Do you think the environment here is conducive to teaching English to the vendors? What would be the ideal/ conducive learning environment or learning facilities for you to help you learn English better?
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Table 3.1 Matrix of Interview question

3.4 Data Analysis Technique

In analyzing this qualitative study, the researcher uses thematic analysis technique. It is a technique for identifying, analyzing, and reporting patterns(themes) within data. It minimally organizes and describes the data set in (rich)detail (Braun & Clarke, 2006). the researcher thought that it was an appropriate technique to analyze qualitative data on the needs and problem of using English language among the vendors at Satun Thailand. The researcher will use the information obtained from the interview transcription to synthesize and extract theme according to the research objectives by considered the similarities and differences of the data to make the data analysis as reliable as possible.

3.5 Trustworthiness

Lincoln & Guba (1985) stated that trustworthiness is a way to make the readers pay more attention to the research and researchers could convince themselves and the readers that their research is worthy of attention. They mention the criteria of credibility, transferability, dependability, and confirmability as a refined concept of trustworthiness.

In this research, the credibility of the data can be proven through interviews received from vendors. The result of those data will be recorded and analyzed by thematic analysis so that the resulting data will be credible. Moreover, the transferability of this study aims to find out what strategies could fill the needs and solve the problem for vendors in using English Language at they work place. and re-evaluate whether these strategies are appropriate in dealing with foreign customers. This research is intended for the vendors at Pakbara pier, Satun Thailand through survey study so it cannot be used for general context participants whereas the results will be different.

Therefore, this research will be useful for researchers or teachers and community developers who want to develop the tourism business in the community to be more advanced.

This study was conducted through direct interview from vendors at Pakbara pier, Satun. Participants in this study are cooperate very well in the interviews and they are agreeing to be recorded and interviewed, they would also see the results of the data so that the dependability could be known from this step. Therefore, the results of this study could be dependable. At last, this study was conducted using naturalistic interview.

Therefore, this study would find confirmable results based on the participant in this research.

CHAPTER IV

RESEARCH FINDING AND DISCUSSION

This chapter presents all the findings of the data collected and its analysis. Data of this research is presented in the findings while analysis of the research data is elaborated in discussions.

4.1 Findings

In this part, The interview results were the data collection sources are presented for the data findings. Certain themes and codes were categorized in order to support the findings and discussion of this study.

4.1.1 Interview Findings

In this research, face to face interviews were used as the data collection technique. The face-to-face interview allows the interviewer to record answers from the participant while participants may share their ideas comfortably without feeling burdened is a means of face-to-face interview (Creswell, 2012). Therefore, this approach is suitable for interviewing a participant who is the vendors at the Pak Bara pier Satun, Thailand.

The interview was held on September, 4th 2023. The interview focused on the needs and problems of the vendors in using English language. The information was able to be collected by the researcher based on the participant's perspective in response to the interview questions. Interview questions were formulated based on the construct theories related to this study field.

From the interview it was found that the English language skills that vendors need most is conversational. They want to be able to communicate more with foreign customers. They also mentioned that some foreign customers have left the store if they can't speak English. Therefore, shops that speak more English will have more business opportunities. Being able to converse in English for them was very important and its necessity when you work with foreigners even if you are just a vendor, and all the vendors are agreeing with it. As a result, stores that cannot speak English are lack of business opportunities.

However, even though English is important to them but their knowledge of English is still not very good. From the interview has shown that they still lack a lot of knowledge of English. And also face difficulty in using English to sell products to foreign customers as well. This is because some of the vendors are lack of education.

Table 1. The example passage of the interview transcript from the participant.

Code	Number	Transcript
IN	01	How important is English for your occupation and how much English do you use/need in your occupation?
MH	02	The English languages is very important for me as a vendor who has to sell things at tourist attractions and communicate with foreigners every day. Because if we can't speak English, we will lose a lot of sales opportunities. And normally here English is used every day.

4.1.2 Thematizing

In this section, the researcher categorized research data into certain categories that refer to needs and problems of English language use for vendors around tourism object, it has the main theme and it divided into specific sub-themes to know the data. Thematizing is demonstrated in the table below.

Construct	Theme	Sub-themes	Code
Dudley-Evans & St. John (1998) needs analysis models	The English Language skills needed by vendors (ENV)	The need of English language skills (NES) The opportunities to learn English language (OLE) The specific type of English language skills (SES)	NAM/ENV/NES NAM/ENV/OLE NAM/ENV/SES
	The necessity of English language use among vendors. (NEV)	The importance of English language (IEL) Effective ways to learn English (ELE)	NAM/NEV/IEL NAM/NEV/ELE

	Problems encountered by vendors at the workplace. (PVW)	Solving immediate problems of vendors (SPV)	NAM/PVW/SPV
		Vendor's lack of English skill (VLS)	NAM/PVW/VLS

Table 4.1 Thematizing Matrix

4.1.3 Coding

The data are clustered and kept by giving coding based on the theme. A coding system was used to mark the evidence from data sources.

Data Source	Coding Sample	Meaning
Interview	ENV/NES/V1/02	Dudley-Evans & St. John (1998) Need analysis model. ENV: the English language skills need for vendors. NES: the need of English language skills. V1: Vendors 1 02: Number of the line

Table 4.2 Coding System

4.2 Discussion

In this section, the researcher tried to elaborate the data from the interview with the statement from the existing studies or from a theory that has been identified and elaborated chapter. The researcher will focus on discussing the Needs and problem of English language use among vendors at the tourism attraction, the English language skills need of vendors. The necessity of English language use among vendors, and the problems encountered by vendors at the workplace. as experienced by the participant.

4.2.1 The English Language Skills Needed by Vendors.

All the vendors who were participating on the interview section agree that they need skills in using English for their trade and the skill that they emphasize the most is English speaking skills and followed by various English vocabulary related to their work. As the finding (EVT/NEV/IEL/MH/10) shows that, the most important English language skills for them as a vendor who have to meet with foreign customers every day is speaking English and vocabulary. This statement was also supported by JP who stated that the most English language skills that he

wants to learn in currently is speaking English and vocabulary related to his work as evidenced in (EVT/ENV/NES/JP/26). And the remaining three participants provided similar information in this regard.

“The skill I need most right now is to communicate better and vocabulary is also important because if we don’t know the words, we won’t be able to interpret correctly what they want”
(EVT/ENV/NES/ER/58)

One of the participants shared interesting information about the effective way to learn to communicate directly with foreign customers in English and learning new vocabulary from native speakers which requires self-learning to occur automatically.

“For me, the most effective way to learn English is that we must learn to talk directly to customers because sometimes they will bring new vocabulary to us. Talking with customers every day will make us accustomed to using English” (EVT/NEV/ELE/MH/10)

The above statement shows by itself that in order to improve their use of English they learn new vocabulary directly from native speakers. Hajar, (2019) added that based on some studies, it is revealed that street vendors have their own ways of speaking that are different from other kind of occupations. It is related to Troike (1982), statement: “communication patterns according to roles and groups within a society, such as sex, age, social status, and occupation: the vendors have different ways of speaking from a lawyer, a doctor, or an insurance salesman. It is shown that vendors have their own way of learning to communicate. Moreover, learning the vocabulary that customers bring each day can help develop better English-speaking skills. according to Harris (1974, as cited in Kurniati et al., 2015), “there are five components of speaking skill concerned with comprehension, grammar, vocabulary, pronunciation, and fluency” (p. 5).

However, Cohen (1996) and Colle (2022) suggest that paying attention to grammar, vocabulary, and pronunciation is the key to improving interaction and adjusting the components of speech effectively. These can help English language learners speak more easily and effectively. Moreover, not only can effective verbal communication skills improve interpersonal relationships, but they can also help people work well with businesses and organizations. The above data shows the importance of English for vendors in the tourism trade and shows that English has a strong influence on all levels of the tourism industry.

It shows that the vendors use these two skills most often in their trading. Prachanant (2012) conducted a study about the needs of English and its use in the tourist industry which revealed that when tourism employees were asked to assess their need for English language skills to function appropriately at work, they usually focus on four language skills. However, it seems like speaking turned out to be more important, then followed by listening, reading, and writing.

4.2.2 The Necessity of English Language Use among Vendors

The necessity of English language use among vendors is another very important factor in trading, especially in tourist areas. According to (AlmaTourism, 2011) in order to ensure the quality of hospitality services, it is necessary to find a common language between supply and demand sides. Since English has become an international language, it has become increasingly necessary for employees working in tourism to develop the language skills to be able to fulfill their requirements of tourists.

“The English language is very important for me as a vendor who has to sell things at tourist attractions and communicate with foreigners every day. Because if we can’t speak English, we will

lose a lot of sales opportunities. And normally here English is used every day”
(EVT/NEV/IEL/MH/02)

Having English proficiency is necessary for the worker who works in the tourism and hospitality sector. The reason is, it can be a sign to those people that they can communicate with foreign tourists and understand cultural differences. In fact, for those who are seeking employment in the tourism, hospitality, and service industry, it is important to keep being motivated to have a high level of professional service language. and the truth is they are required to become proficient in English for tourism purposes. (Cravotta, 1990). Based on the interview above, it confirms that English language skills are very necessary for the vendors to do trading. It is because most customers are foreigners and if English skills are not good enough, it will cause a loss of sales opportunities.

“English is most important in selling things here. Even though I only sell fruits, I often have to use English” (EVT/NEV/IEL/SU/34)

The statement from the interview above shows that whether it’s just selling fruit on the street, but still need to have the skills to use English to communicate. Because they often have to meet with foreigners. Similar findings were obtained from interviews with three other participants.

“English is very important to my job. Because nowadays there are quite a lot of foreigners coming to visit this community. Nowadays, I often have to use English to sell things. English is in high demand for people working in this area” (EVT/NEV/IEL/YP/66)

It has been for a long time that the world of business accepted that English is the international business mediating language, and thus companies pick English as their official language every day due to the importance of establishing effective communications (Charles, 2007).

What is more, Prachanant (2012) has mentioned that in the tourism sector, English is used as a medium to communicate, negotiate, and interact between laborers as well as customers or tourists. English as a tool of communication becomes an important aspect for gaining customer's satisfaction, essentially for foreign customers in this global era (Kostiæ-Bobanoviæ & Gržiniæ, 2011). The participant places more importance on English speaking skills because if they can communicate with foreign customers, it will make their trade easier and they will not lose any sales opportunities.

“If there were an agency to help teach the language here, I would very much agree. And I want to learn more about how to speak in English language” (EVT/ENV/OLE/JP/30)

The statement from the interview above shows that the participant also agrees when it comes to giving them the opportunity to learn more English to improve in their trade. As in the following excerpt:

“If there is an agency that will help teach English, I would be very pleased. And I think it's a very good idea. Because I thought there might be someone who would come and teach English for tourism or for trading to the people in this community. It would make the economy here more prosperous than before. Because this is a tourist attraction.” (EVT/ENV/OLE/ER/62)

4.2.3 Problems Encountered by Vendors at the Workplace

Another important information from participants in the trade is the various problems of using the English language at their workplace. Previous researchers on the topics of needs and wants of English in workplaces have also suggested that the use of the English language in Thailand is quite limited and people don't use it wisely. Additionally, the increasing role of English in Thai society has not been unproblematic. Most notable has been the uneven spread of English. As previously mentioned, English has been widely adopted as a lingua franca by the urban middle classes, this has not been the case in rural or poorer communities where access to English education is limited (Kosonen, 2008; Hayes, 2010).

"I had studied some English in school but only the basics including people in the past rarely had educational opportunities like today. As a result, I only graduated from primary school"
(EVT/PVW/VL/JP/20)

The above passage shows the participants' background of their study of English language. During the interview, two of the participants had bachelor's degrees, but they provided information about Thai people's use of English.

"I studied English from kindergarten until my bachelor's degree but did not study the language directly. It's just an additional subject. Most of what I have studied has focused more on grammar and study contact. But it's rarely really used. Moreover, most Thai people are not familiar with English because they mostly use their native language" (EVT/PVW/VL/YP/68)

All the passage above has shown that Thai vendors have limited knowledge and skills of English, especially the elderly group with a relatively low level of education while those with a relatively high level of education could only use basic English because they are not familiar with the language and use their native language mostly in their daily life. As mentioned in the previous

chapter that According to the director of the Academic Training Section of the tourist Authority of Thailand, he stated that tourism is the main source of income in our country. However, Thai graduates who are in the tourism industry have a poor command of English. This has contributed to misunderstanding and a negative attitude towards Thailand. This is another problem worth considering since the tourism industry in Thailand is not only a large company but here are also groups of vendors who trade in various tourist spots who are known as the local vendors that did not have access to the language or were not familiar with the language as much as they should be. (Arune Wiriyaichitra, 2012)

According to another research, communicating in English has proved to be a difficult task for local people in many local communities in Thailand. for example, at Koh Kret community in Nonthaburi province. Sathita & Kittiya, (2016).

“English is still become a problem sometimes for my job. Because in some situations I still can’t communicate with foreigners” (EVT/PVW/VL/ER/56)

The above passage also shows that many vendors still struggled with English fluency when communicating with customers in long conversations. According to Yang (2014), fluency acts virtually a key role due to its significance to make communication coherent and cohesive. Based on the researcher’s investigation, the vendors were not that fluent to specify an interjection or a response during the communication in a phrase or sentence.

Regarding the vendors’ strategies to address these problems, many vendors relied on body language and asked for help from other people who they think can talk to each other. Some of them used google translate to solve the problems and requested customers to repeat or speak more slowly. These findings are consistent with Kerdlarp’s (2014) study, which identified the frequent

use of non-verbal communication, such as gestures and facial expression, among street vendors on Panyi Island in which vendors employed these strategies in conjunction with other techniques to enhance the effectiveness of their intended message during conversations. Interestingly, Pruksanubal's (2006) study revealed that many foreigners at Khaosan Road also made efforts to speak slowly and clearly, in addition to utilizing nonverbal communication with customers to overcome communication difficulties.

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter will cover the conclusion of the research in brief, which is the summary of the findings that I found in the interview section and the recommendation of the study.

5.1 Conclusion

The main purposes of this research study were to discover and investigate the needs and problems of the English language use of Thai vendors to support their work in the tourism industry. And to identify the needs of English use related to trade that Thai vendors want to improve. The findings disclose that vendors at Pakbara pier Satun Thailand have difficulty using English to communicate with foreign customers while trading. The participant's experience gave some insight to sources that may lead to the needs and problems of English language use among vendor and it was found out that most vendors had trouble communicating when they encountered complex levels of language, such as when a customer had a long conversation and talked about general matters that are not trading matters. Moreover, results on vendors' other problems suggest

that many of them had problems with lacking vocabulary knowledge which makes it impossible to trade properly and makes listening skill difficult. This is in line with findings from previous studies and some theories about needs and problems of English use among vendors around tourism objects.

Regarding the need for improving English use for trading, vendors at pakbara pier also had more demand for improving their speaking skills related to trade and their vocabulary knowledge about their work. All vendors also strongly agreed to have or attend English language teaching for tourism in the community as it was in the past. Thus, it is obvious that the findings show significant differences in the needs and problems of English language use among vendors that many of them wanted to know more basic English skills to improve their communication challenges with foreigners.

5.2 Recommendation

Based on the findings and conclusions of this study regarding the needs and problems of English language use among vendors at Pakbara pier Satun Thailand, future exploration could focus on English learning aspects, such as needs analysis and other related learning needs, which could be applied in planning or designing an English program or course for Thai vendors to develop their language skills and be able to use them more effectively at work.

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APPENDICES

Information's interview transcript

Interviewee: Vendors1

Interviewer: Nadeeya Sanmamood

Date of interview: 04/09/2023

List of Acronyms: V1= Vendors1, IN= interviewer

Subject	Line	Transcription	Theme	Coding
IN	01	-How important is English for your occupation? -How much English do you use/need in your occupation?		

MH	02	The English language is very important for me as a vendor who has to sell things at tourist attractions and communicate with foreigners every day. Because if we can't speak English, we will lose a lot of sales opportunities. And normally here English is used every day	The necessity of English language use among vendors (NEV)	EVT/NEV/IEL/V1/02
IN	03	- Besides English, what other foreign language did you learn? - Did you study English in college /		

		senior high school/ junior high school? - What was your experience like while studying English in college/ senior high school/ junior high school? - How difficult or easy was learning English for you back in college/ senior high school / junior high school? - What's you're feeling about learning English in the past (how was your feeling?)		
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MH	04	In addition, it will be in Malay and Chinese. I have never studied languages before and think that if I could go back in time, I would study languages very hard because in the past I didn't think that language would be this important to my job. Back to the time when I was studying at my high school. I chose to study science more than language. therefore, my experience of learning the English language is rare.	Problems encountered by vendors at the workplace (PVW)	EVT/PVW/VL/V1/04
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IN	05	- What is your current English level? - How good or bad/low is your current English skill? - How do you feel about your English ability now?		
MH	06	Now I can speak English with foreigners and feel satisfied with my English.	The English language skills needs of vendors (ENV)	EVT/ENV/NES/V1/06
IN	07	Do you think English is still becoming a problem for you (for your job)? Why? - What English language problems		

		do you have when using it for your job?		
MH	08	The part that is still a problem is when talking about things other than selling things. Because I still don't know some words when talking about general matters. But if it's about the price of boat tickets and tourist attractions. or how to get to the airport	Problems encountered by vendors at the workplace (PVW)	EVT/PVW/VL/V1/08
IN	09	How do you solve the problems related to English use in your job? - Can you think of some effective ways		

		(technique) in learning English? Why do you think those ways are effective for you? - What English skills do you need the most for your job? (Speaking / listening/reading or writing)? Why do you need that language skill? - In your opinion, how to study (learn) English speaking/ listening/ reading/ writing effectively?		
MH	10	Most of the time, when I can't answer, I'll solve the problem by saying	Problems encountered by vendors at	EVT/PVW/SPV/V1/10

		“I don't understand”. For me, the most effective way to learn English is We must learn to talk directly to customers because sometimes they will bring new vocabulary to us. Talking with customers every day will make us accustomed to using English. Personally,	the workplace (PVW) The necessity of English language use among vendors (NEV)	EVT/NEV/ELE/V1/10
		I think speaking is the most important thing to me right now. And vocabulary is also important, for example shoes we will be more	The necessity of English language use among vendors (NEV)	EVT/NEV/IEL/V1/10

		familiar with this word		
IN	11	Does your job need specific English language skill? What is it? And why is it important? - Does your job need specific use of English vocabulary? What is it? Why are they important? - Do you need specific type of conversation/ reading/ writing skill in English for example for trading or buying & selling? What is it? Why?		

MH	12	I think specific English language skill is important too. Especially, the specific vocabulary based on my job. For example, the vocabulary of various things in my shop. With the specific conversation, it will make me easier to use the English language for my trade.	The necessity of English language use among vendors (NEV)	EVT/NEV/SES/V1/12
IN	13	If you could get English language training, what do you hope to learn? (English speaking/ conversation/ vocabulary lesson		

		or other skill? Why? Please explain		
MH	14	I want them to teach us things that we will really need. Like the specific conversation based on my job and more vocabulary.	The English language skills need of vendors (ENV)	EVT/ENV/NES/V1/14
IN	15	- If receiving support in learning English, what kind of teaching would you like to have? - What kind of English teacher do you want? Native		

		English or local English teachers? - Do you think the environment here is conducive to teaching English to the vendors? What would be the ideal/ conducive learning environment or learning facilities for you to help you learn		
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		English better?		
MH	16	I would like to have an organization come in and help teach English. I want just a general English teacher, not necessarily a native English teacher. there may be one day where there is teaching because some people want to study but don't know where to study, and some people are not comfortable going far because most of them are old generation students. And this	The English language skills need of vendors (ENV)	EVT/ENV/OLE/V1/16

		environment or place is very conducive to studying because at present the community here is full of foreigners.		
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Interviewee: Vendors2

Interviewer: Nadeeya Sanmamood

Date of interview: 04/09/2023

List of Acronyms: V2 = Vendors2, IN= interviewer

Subject	Line	Transcription	Theme	code
IN	17	How important is English for your occupation?		

		How much English do you use/need in your occupation?		
JP	18	English is very important if you want to work around here. No matter what the job is, every day you will have to use more or less English depending on the season.	The necessity of English language use among vendors (NEV)	EVT/NEV/IEL/V2/18
IN	19	- Besides English, what other foreign language did you learn?		

		- Did you study English in college / senior high school/ junior high school? - What was your experience like while studying English in college/ senior high school/ junior high school? - How difficult or easy was learning English for you back in college/ senior high		
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		school / junior high school? - What's you're feeling about learning English in the past (how was your feeling?)		
JP	20	I also speak a little Arabic and Malay, in the past I had studied some English in school but only the basics. Including people in the past rarely had educational opportunities	Problems encountered by vendors at the workplace (PVW)	EVT/PVW/VL/V2/20

		like today. As a result, I only graduated from primary school. When I was studying, I didn't think it was difficult. Also good at it and likes to study languages too.		
IN	21	- What is your current English level? - How good or bad/low is your current English skill? - How do you feel about your English ability now?		

JP	22	Now if foreigners come to buy things, I can sell it to them. But I still think that I need to develop a lot in terms of language. I thought it would be better than this.	The English language skills need of vendors (ENV)	EVT/ENV/OLE/V2/2 2
IN	23	- Do you think English is still becoming a problem for you (for your job)? Why? - What English language problems do you have when		

		using it for your job?		
JP	24	I think the problem is my English-speaking skills. sometimes when they have a long conversation with me, I can't understand it. This is still a problem.	Problems encountered by vendors at the workplace (PVW)	EVT/PVW/VL/V2/24
IN	25	- How do you solve the problems related to English use in your job? - Can you think of some effective ways		

		(technique) in learning English? Why do you think those ways are effective for you? - What English skills do you need the most for your job? (Speaking / listening / reading or writing)? Why do you need that language skill? - In your opinion, how to study (learn) English speaking/		
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		listening/ reading/ writing effectively?		
JP	26	I go ask for help from the person in the office next to me because they are more advanced than me. I think the best way to learn English is to learn and use it in practice because it will make us most familiar with the language. What I want to learn most right now is speaking	Problems encountered by vendors at the workplace (PVW) The necessity of English language use among vendors (NEV) The English language skills	EVT/PVW/SPV/V2/2 6 EVT/NEV/ELE/V2/2 6

		English in order to trade here. Because I want to be able to communicate with customers more. As for vocabulary, it's also important. Because in selling, we also have to remember the terminology of our work.	need of vendors (ENV)	EVT/ENV/NES/V2/2 6
IN	27	- Does your job need specific English language skill? What is it? And why is it important?		

		- Does your job need specific use of English vocabulary? What is it? Why are they important? - Do you need specific type of conversation/ reading/ writing skill in English for example for trading or buying & selling? What is it? Why?		
JP	28	It's a good idea, I mean that if someone can write or teach the specific	The necessity of English language use among vendors (NEV)	EVT/NEV/SES/V2/28

		English language related to my job it would be easier for me. I think remember or memorize just the things we have to say regularly or the vocabulary that I need to use regularly, it will allow me to use English more quickly when selling to customers.	The necessity of English language use among vendors (NEV)	EVT/NEV/ELE/V2/28
IN	29	- Who (person) / what (institution) do you hope to		

		support you to learn & master English? - If you could get English language training, what do you hope to learn? (English speaking/ conversation/ vocabulary lesson or other skill? Why? Please explain		
JP	30	If there were an agency to help teach the language here, I would very much agree. And I want to learn more	The English language skills need of vendors (ENV)	EVT/ENV/OLE/V2/30

		-What kind of English teacher do you want? Native English or local English teachers? -Do you think the environment here is conducive to teaching English to the vendors? What would be the ideal/ conducive learning environment or learning facilities for you to help you		
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		learn English better?		
JP	32	I want them to speak English with me all the time. And teach me about how to sell things in English and more. I want a general English teacher from our own country. Moreover, the environment here is very conducive to learning.	The English language skills need of vendors (ENV)	EVT/ENV/OLE/V2/3 2

Interviewee: Vendors3

Interviewer: Nadeeya Sanmamood

Date of interview: 04/09/2023

List of Acronyms: V3 = Vendors3, IN= interviewer

Subject	Line	Transcript	Theme	Code
IN	33	How important is English for your occupation? How much English do you use / need in your occupation?		
SU	34	English is most important in selling things here. Even though I only sell fruits, I	The necessity of English language use among vendors (NEV)	EVT/NEV/IEL/V3/34

		often have to use English.		
IN	35	- Besides English, what other foreign language did you learn? - Did you study English in college / senior high school/ junior high school? - What was your experience like while studying English in college/ senior high school/ junior high school?		

		- How difficult or easy was learning English for you back in college/ senior high school / junior high school? - What's you're feeling about learning English in the past (how was your feeling?)		
SU	36	Besides the English language, I don't know any other language. In the past,	Problems encountered by vendors at the workplace (PVW)	EVT/PVW/VL/V3/36

		when I was in school, I had studied some English. But just the general basics Moreover, only English from elementary school. When I was studying English, I thought it wasn't difficult. But I don't like studying much.		
IN	37	- What is your current English level? - How good or bad/low is your current English skill?		

		- How do you feel about your English ability now?		
SU	38	my English level now is literally bad in my opinion. But I can use it just a little to trade. I mean I just know how to say this fruit in English and how much something like that. I also feel proud to be able to speak with them although, it's just a little.	Problems encountered by vendors at the workplace (PVW)	EVT/PVW/VL/V3/38
IN	39	- Do you think English is still		

		becoming a problem for you (for your job)? Why? - What English language problems do you have when using it for your job?		
SU	40	yes, of course, because my knowledge of English is limited and also my vocabulary is bad. Sometimes when they ask for information about fruit or they want extra fruit I don't	Problems encountered by vendors at the workplace (PVW)	EVT/PVW/VL/V3/40

		understand what they say. And I don't know how to explain it to t		
IN	41	- How do you solve the problems related to English use in your job? - Can you think of some effective ways (technique) in learning English? Why do you think those ways are effective for you? - What English skills do you		

		need the most for your job? (Speaking / listening / reading or writing)? Why do you need that language skill? - In your opinion, how to study (learn) English speaking/ listening/ reading/ writing effectively?		
SU	42	Most of the time, I solved that problem by calling other people to help	Problems encountered by vendors at the workplace (PVW)	EVT/PVW/SPV/V3/42

		to talk with them. And I think the most effective way to learn the language is to study and practice what you studied and then actually use it.	The necessity of English language use among vendors (NEV)	EVT/NEV/ELE/V3/42
IN	43	- Does your job need specific English language skills? What is it? And why is it important? - Does your job need specific use of English		

		vocabulary? What is it? Why are they important? - Do you need specific type of conversation/ reading/ writing skills in English for example for trading or buying & selling? What is it? Why?		
SU	44	I think it would be very great. If I can have a specific English conversation related to my job. And also, vocabulary	The necessity of English language use among vendors (NEV)	EVT/NEV/SES/V3/44

		cause, I want them the most. And it will make my trade easier.		
IN	45	- Who (person) / what (institution) do you hope to support you to learn & master English? - If you could get English language training, what do you hope to learn? (English speaking/ conversation/ vocabulary		

		lesson or other skill? Why? Please explain		
SU	46	If it's possible, if there is an institution or some organization come to teach us. I would agree. I hope to learn more English-speaking skills and vocabulary about my job. Because if you don't know the vocabulary, you won't know what something is. Also, I don't want to keep	The English language skills need of vendors (ENV)	EVT/ENV/NES/V3/46

		calling other people to help me.		
IN	47	-If receiving support in learning English, what kind of teaching would you like to have? -What kind of English teacher do you want? Native English or local English teachers? -Do you think the environment here is conducive to		

		teaching English to the vendors? What would be the ideal/ conducive learning environment or learning facilities for you to help you learn English better?		
SU	48	Well, I want them to teach us what we will use the most in English for our trade. And want them to make us familiar with	The English language skills need of vendors (ENV)	EVT/ENV/OLE/V3/48

		using the English language. I want the teacher to be Thai too. Because we will be able to talk easily. If I can study and actually use it, it will be very good because here is like a real exam field.		
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Interviewee: Vendors4

Interviewer: Nadeeya Sanmamood

Date of interview: 04/09/2023

List of Acronyms: V4 = Vendors4, IN= interviewer

Subject	Line	Transcript	Theme	Code
IN	49	How important is English for your occupation? How much English do you use / need in your occupation?		
ER	50	English is very important to my job right now. Because nowadays there are quite a lot of foreigners coming to visit this community. Nowadays, I often have to	The necessity of English language use among vendors (NEV)	EVT/NEV/IEL/V4/50

		use English to sell things.		
IN	51	- Besides English, what other foreign language did you learn? - Did you study English in college / senior high school/ junior high school? - What was your experience like while studying English in college/ senior high school/		

		junior high school? - How difficult or easy was learning English for you back in college/ senior high school / junior high school? - What's you're feeling about learning English in the past (how was your feeling?)		
ER	52	Besides English, I can speak a little Malay as well. I		EVT/PVW/VL/V4/52

		studied English from kindergarten until my bachelor's degree but did not study the language directly. It's just an additional subject. Most of what I have studied has focused more on grammar. But it's rarely really used. Personally, I think English is not difficult. And likes to study English too.	Problems encountered by vendors at the workplace (PVW)	
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IN	53	- What is your current English level? - How good or bad/low is your current English skill? - How do you feel about your English ability now?		
ER	54	Now I can talk a little. Can sell products to foreign customers. But I'm still not satisfied with my own use of English. Still want to learn more.	Problems encountered by vendors at the workplace (PVW)	EVT/PVW/VL/V4/54

IN	55	- Do you think English is still becoming a problem for you (for your job)? Why? - What English language problems do you have when using it for your job?		
ER	56	English is still become a problem sometimes for my job. Because in some situations I still can't communicate with foreigners.	Problems encountered by vendors at the workplace. (PVW)	EVT/PVW/VL/V4/56

IN	57	- How do you solve the problems related to English use in your job? - Can you think of some effective ways (technique) in learning English? Why do you think those ways are effective for you? - What English skills do you need the most for your job? (Speaking / listening / reading or		
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		writing)? Why do you need that language skill? - In your opinion, how to study (learn) English speaking/ listening/ reading/ writing effectively?		
ER	58	Most situations are resolved using body language and Google Translate. The way to learn English that works for	Problems encountered by vendors at the workplace. (PVW)	EVT/PVW/SPV/V4/58

		me is to memorize a lot of vocabulary and use it in communication. The skill I need most right now is to communicate better. Now I always try to practice. I think that if we want to communicate better than this, we must always practice communication. Vocabulary is also important. Because if we don't know the words, we won't	The English language skills need of vendors. (ENV)	EVT/ENV/NES/V4/58
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		be able to interpret correctly what they want. We won't be able to sell it to them.		
IN	59	- Does your job need specific English language skill? What is it? And why is it important? - Does your job need specific use of English vocabulary? What is it? Why are they important? - Do you need specific type of conversation/		

		reading/ writing skill in English for example for trading or buying & selling? What is it? Why?		
ER	60	I want a specific conversation as well. Because I think it will be easier to trade and will make us less likely to miss the point. such as the specific conversation that related to my job, and how to sell or explain things.	The necessity of English language use among vendors. (NEV)	EVT/NEV/SES/V4/60

		the vocabulary about things in my store.		
IN	61	- Who (person) / what (institution) do you hope to support you to learn & master English? - If you could get English language training, what do you hope to learn? (English speaking/ conversation/ vocabulary lesson or other skill? Why? Please explain		

ER	62	If there is an agency that will help teach English, I would be very pleased. And I think it's a very good idea. Because I thought there might be someone who would come and teach English for tourism or for trading to the people in this community. It would make the economy here more prosperous than	The English language skills need of vendors. (ENV)	EVT/ENV/OLE/V4/62
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		before. Because this is a tourist attraction.		
IN	63	-If receiving support in learning English, what kind of teaching would you like to have? -What kind of English teacher do you want? Native English or local English teachers? -Do you think the environment here is conducive to		

		teaching English to the vendors? What would be the ideal/ conducive learning environment or learning facilities for you to help you learn English better?		
ER	64	If possible, I would like them to teach us to communicate more. I'd rather study with a native speaker. I think the environment	The English language skills need of vendors. (ENV)	EVT/ENV/NES/V4/64

		around here is very conducive to learning. Because in the past, English was taught to people in the community before. But currently, there is no more.		
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Interviewee: Vendors5

Interviewer: Nadeeya Sanmamood

Date of interview: 04/09/2023

List of Acronyms: V5 = Vendors5, IN= interviewer

Subject	Line	Transcript	Theme	Code
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IN	65	How important is English for your occupation? How much English do you use/need in your occupation?		
YP	66	English is very important to my job. Because nowadays there are quite a lot of foreigners coming to visit this community. Nowadays, I often have to use English to sell things. English is in high demand	The necessity of English language use among vendors. (NEV)	EVT/NEV/IEL/V5/66

		for people working in this area		
IN	67	- Besides English, what other foreign language did you learn? - Did you study English in college / senior high school/ junior high school? - What was your experience like while studying English in college/ senior high school/		

		junior high school? - How difficult or easy was learning English for you back in college/ senior high school / junior high school? - What's you're feeling about learning English in the past (how was your feeling?)		
YP	68	Besides English, I can speak a little Malay as well.		

		Because I was familiar with the Malay language from my father. I studied English from kindergarten until my bachelor's degree but did not study the language directly. It's just an additional subject. Most of what I have studied has focused more on grammar and study contact. But it's rarely really used.	Problems encountered by vendors at the workplace. (PVW)	EVT/PVW/VL/V5/68
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		Moreover, most Thai people are not familiar with English because they mostly use their native language. Personally, I think English is not difficult. And likes to study English too.		
IN	69	- What is your current English level? - How good or bad/low is your current English skill? - How do you feel about your		

		English ability now?		
YP	70	actually, I can speak English a little. I can sell products to foreign customers. But I'm still not satisfied with my own use of English. I still want to learn more in English. I want to be better than this. And in some cases, I am still unable to communicate with foreigners.	Problems encountered by vendors at the workplace. (PVW)	EVT/PVW/VL/V5/70
IN	71	- Do you think English is still		

		becoming a problem for you (for your job)? Why? - What English language problems do you have when using it for your job?		
YP	72	Yes, English is still become a problem for my job. I mean, in whatever skill. I still want to improve a lot.	Problems encountered by vendors at the workplace. (PVW)	EVT/PVW/VL/V5/72
IN	73	- How do you solve the problems related to English use in your job?		

		- Can you think of some effective ways (technique) in learning English? Why do you think those ways are effective for you? - What English skills do you need the most for your job? (Speaking / listening / reading or writing)? Why do you need that language skill? - In your opinion, how to		
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		study (learn) English speaking/ listening/ reading/ writing effectively?		
YP	74	Most situations are resolved using sign language and Google Translate. The way to learn English that worked for me was to practice speaking a lot. The skill I need to improve the most right now	Problems encountered by vendors at the workplace. (PVW) The English language skills need of	EVT/PVW/SPV/V5/74 EVT/ENV/NES/V5/74

		is to communicate better. Now I always try to practice. Because I think that if we want to communicate better. We must always practice communication. Vocabulary is also important. Because if we don't know the words, we won't be able to interpret correctly what they want. We won't be able to sell it to them.	vendors. (ENV)	
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IN	75	- Does your job need specific English language skill? What is it? And why is it important? - Does your job need specific use of English vocabulary? What is it? Why are they important? - Do you need specific type of conversation/ reading/ writing skill in English for example for trading or buying &		
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		selling? What is it? Why?		
YP	76	I want a specific conversation as well. Because I think it will be easier to trade and will make us less likely to miss the point.	The necessity of English language use among vendors. (NEV)	EVT/NEV/SES/V5/76
IN	77	- Who (person) / what (institution) do you hope to support you to learn & master English? - If you could get English language training, what do you hope to learn? (English		

		speaking/ conversation/ vocabulary lesson or other skill? Why? Please explain		
YP	78	If there is an agency that will help teach English, I would be very pleased. And I think it's a very good idea. Because in the past there used to be an agency that came to teach people in the community. And I also went to that place. Teaching at that	The English language skills need of vendors. (ENV)	EVT/ENV/NES/V5/78

		time was very fun and there were quite a few people interested in going to study. I also used to regret why they stopped. If there would be this study again. I like to learn about conversation and vocabulary.		
IN	79	-If receiving support in learning English, what kind of teaching would you like to have?		

		-What kind of English teacher do you want? Native English or local English teachers? -Do you think the environment here is conducive to teaching English to the vendors? What would be the ideal/ conducive learning environment or learning facilities for you to help you		
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		learn English better?		
YP	80	I remember that when I was studying with the agency in the past. They used to teach various vocabulary related to travel using flashcards and let us play activities together. Everyone had a lot of fun. If possible, I would like them to come back and teach like this again and	The English language skills need of vendors. (ENV)	EVT/ENV/OLE/V5/80

		add more. Teaching about talking in English according to current teaching methods is interesting. And also, the environment around here is very suitable for learning English.		
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