

ABSTRACT

Title : The need in Using Chinese Language of Hotel Receptionists at the Thailand-Malaysia Border Sadao, Songkhla

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The objectives of the research were to investigate the needs in using Chinese to communicate with foreigners and to study the satisfaction on the Chinese handbook of the hotel receptionists in the area of Thailand-Malaysia border markets in Sadao District, Songkhla Province.

The result of the research indicated that the overall average needs in using Chinese was at a “much” level ($\bar{X} = 3.59$) for the hotel receptionists in the area of Thailand-Malaysia border markets in Sadao District, Songkhla Province. When the need in using each Chinese skill was examined, listening skill was rated at the highest average ($\bar{X} = 3.81$) followed by speaking skill ($\bar{X} = 3.75$), writing skill ($\bar{X} = 3.43$) and reading skill ($\bar{X} = 3.39$) respectively.

The overall average need in Chinese listening skill was scaled at a “much” level ($\bar{X} = 3.81$). However, when each item regarding Chinese listening skill was examined, the need in listening to the native accent understandably and correctly was rated with the highest average ($\bar{X} = 3.90$) followed by listening to understand the customers’ feelings ($\bar{X} = 3.85$), listening to understand the fast speaking customers ($\bar{X} = 3.75$) and listening for the right main ideas while working ($\bar{X} = 3.75$) respectively.

The overall average need in Chinese speaking skill was scaled at a “much” level ($\bar{X} = 3.75$). In addition, when each item regarding Chinese speaking skill was taken into consideration,