

ABSTRACT

Title : Needs in Chinese and English Communication of Tourist Service Officers at Hat -Yai City Municipality Park, Hat Yai, Songkhla

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This research is a survey research. The purposes were to investigate needs in Chinese and English Communication of Tourist Service Officers at Hat-Yai City Municipality Park, Hat Yai, Songkhla and to prepare Chinese and English conversation manual to tourist service officers at Hat-Yai City Municipality Park, Hat Yai, Songkhla. The population was 35 tourist service officers who were divided into 3 places, Hat Yai Ice Dome for 20 officers, Cable Car for 10 officers and Hat Yai Observatory for 5 officers. The questionnaires consisted of ended questions as rating scale. Statistical analysis of the tourist service officers' data were done in percentage (%), mean (\bar{x}) and standard deviation (S.D.)

The findings of this research were that, needs in English communication of tourist service officers show that most of tourist service officers needs in English communication were at the moderate level with 2.89. And most of tourist service officers needs in Chinese communication were at the low level with 2.07. The researchers to prepare Chinese and English conversation manual to tourist service officers in order to provide them the knowledge about English and Chinese communication in their careers and they can be applied it to real situations in the service. And the result of satisfaction to conversation manual shown that overall were at the height level with 4.00