

Thai Travel Agencies, English Communication and AEC: A Case Study

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Abstract : This research aims to study English communication of Thai travel agencies and the impact of the ASEAN Economic Community (AEC) on Thai travel industry. A questionnaire was used in this research. The multi-stage sampling method was also utilized with 474 respondents from 79 Thai travel agencies. Descriptive statistics included percentage, average, and standard deviation. The findings revealed that English communication for most travel agencies was between the poor and intermediate level and therefore improvement is needed, especially the listening and speaking skills. In other words, the majority of respondents needed more training in terms of communicating in English. Since the age average of travel agencies was around 30-39 years, the training technique should integrate communicating skills together, such as stimulating technique or cooperating technique that could encourage travel agencies to use English in communicating with foreigners.

Keywords : travel agencies, English communication, AEC, Thai

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