



ABSTRACT BOOK

THE 11TH INTERNATIONAL CONFERENCE OF HUSOC NETWORK

**EMBODYING WORLD'S
NEW CONDITIONS
AND VALUES**

**25 - 26 JULY 2018,
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English Language Requirements and Workers' English Development for Phetchabun Entrepreneurs

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Objectives of the English Language Requirements and Workers' English Development for Phetchabun entrepreneurs are to study; 1) the Characteristic of English skill of workers who Phetchabun entrepreneurs require, and 2) the English short course for development English skill to the workers in Phetchabun. This research is a qualitative research .The research was conducted by interviewing the target group, namely; five experts in the field of labor and academic in Phetchabun province. Moreover, the research team initiated the focus group by dividing as two groups, ten people within each, total of 20 government officials, employees, employers and entrepreneurs from the government and private sectors in Muang district, Phetchabun province. The result showed that (1) Phetchabun entrepreneurs require workers who can communicate in English, and (2) the English short course for development of English skills to the workers in Phetchabun should be focused on speaking skill to a tourism sector, such as hotel employees, restaurant employees, and traders. The English short course contents should be divided into 3 levels, basic, intermediate and advance.

Keywords: workers, Phetchabun entrepreneurs, development English skill, English short course

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Abstract

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This research is a qualitative research. The research was conducted by interviewing the target group, namely; 5 experts in the field of labor and academic in Phetchabun Province. Moreover, the research team initiated the focus group by dividing as two groups, 10 people within each, total of 20 government officials, employees, employers and entrepreneurs from the government and private sectors in Muang District, Phetchabun province.

The result showed that (1) Phetchabun Entrepreneurs require a worker who can communicate in English, and (2) the English short course for development of English skills to the workers in Phetchabun should be focused on speaking skill to a tourism sector, such as hotel employees, restaurant employees, and traders. The English short course contents should be divided into 3 levels, basic, intermediate and advance.

Keywords : workers, Phetchabun Entrepreneurs, development English skill, English short course

Background and Rationale

The establishment of the ASEAN Community officially on December 31, 2015 is to the political, economic, social and cultural cooperation. The three pillars of the ASEAN Economic Community (AEC) are the ASEAN Economic Community (APSC), the ASEAN Economic Community (AEC), and the ASEAN Socio-Cultural Community (ASCC).

The ASEAN Economic Community (AEC) is an origin of service liberalization, investment and cooperation in many aspects, making ASEAN as an attractive market for foreign investors. It is a large market with a population of 1 in 10 of the world population, with a population of 625.53 million. Thai businesses have the opportunity to sell products and services in the larger market. Moreover, Thai people have more choices in purchasing goods and services from lower prices and higher quality due to higher competition (Department of ASEAN, Ministry of Foreign Affairs, 2556). In addition, free flow of skilled labor is the core mission of the AEC, especially the free movement of skilled workers in 8 fields, including doctors, nurses, accountants, engineers, architects, surveyors, tourism and hotels sectors. (Suwanna Thuayvinsinpong, 2011) This is an

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opportunity for Thai workers, especially those with a good English skills to find a good job. Since Article 34 of the ASEAN Charter requires English as the working language of ASEAN.

At present, Thai people are more active in learning English, resulting in many English language institutes offer a variety of English short courses to enhance English skills. For example, Chiang Mai University Language Institute presents the courses as follow; 1) English for Work Purposes focusing on listening and speaking skills, general English in everyday life by practicing with the foreign teachers or native speakers, to personality development, expressions, gestures, tone and understanding of language culture for communication in the real situation; 2) English for Academic Purposes focusing on the Intensive Grammar Review Level 1 – 3, 4 Skills for Academic English, Academic & Thesis Writing for Higher Education; 3) English for Academic Purposes focusing on 4 skills, listening, speaking, reading, writing and preparing for higher education both in the country and abroad. (ENGLISH LANGUAGE TRAINING PROGRAM, retrieved March 5, 2560, from <http://www.li.cmu.ac.th/th/aa/>)

The short courses mentioned above are diverse, so it is important to have such courses for the workers in Phetchabun province to consistent with the needs of the Phetchabun Entrepreneurs. Phetchabun is a popular tourist destination, especially in the winter season. According to a survey by the Kasikorn Research Center (2556), Phetchabun Province ranked second among the top tourist destinations of those living in Bangkok and perimeter. Tourists prefer to travel to Khao Kho district, Phu Tubberk and Phu Hin Rong Kla. Including travel to Wat Phra That Pha Son Kaew, along with the statistics of the Tourism Authority of Thailand (TAT) (2012) confirmed that 90% of the tourists in Phetchabun to visit only in Khao Kho and It is expected that in the next few years, Phetchabun will have the number of tourists increased of both Thais and foreign.

Most Thai people have been learning English for many years since they were in school until their graduate, still they cannot communicate. It has many reasons for unsuccessful of learning English of Thai people, for example, teaching measures by way of ignoring natural approaches that should be listening and speaking first, then reading and writing. (Concept of Language Learning, Retrieved December 4, 2560 from <http://www.moe.go.th/main2/article/article7.htm>)

Therefore, studying the English Language Requirements and Workers' English Development for Phetchabun Entrepreneurs by studying the characteristics of workers' English language skills required by entrepreneurs in Phetchabun province is very important for providing information to create an English short course of Phetchabun Rajabhat University where has a duty to serve the local people.

Research Objective

1. To study the characteristics of workers' English language skills required by entrepreneurs in Phetchabun province.
2. To provide information to create an English short course that fit for the workers of the entrepreneurs in Phetchabun province.

Research hypothesis

1. The Characteristics of workers' English language skills required by entrepreneurs in Phetchabun province should be a communication skills.

2. The English short courses should be focused on a tourism sector, such as hotel employees, restaurant employees, and traders.

Research Scope

The study designed the scope as follows:

1. Contents

The study was a document analysis from textbooks, theses, dissertations, articles, and research papers both in national and international. The research was conducted by interviewing the target group, namely; 5 experts in the field of labor and academic in Phetchabun province. Moreover, the research team initiated the focus group by dividing as two groups, 10 people within each, total of 20 government officials, employees, employers and entrepreneurs from the government and private sectors in Muang District, Phetchabun province to know the characteristics of English language skills required by entrepreneurs and to provide information for creation an English short course that fit for the workers of the entrepreneurs in Phetchabun province.

2. Population

The population was used to study as 5 experts in the field of labor and academic in Phetchabun province namely; the Director of Phetchabun Employment Office, Director of Phetchabun Skill Development Center, President of Phetchabun Rajabhat University, Former President of Phetchabun Rajabhat University Council, and Chairman of Phetchabun Chamber, and 20 government officials, employees, employers and entrepreneurs from the government and private sectors in Muang District, Phetchabun province.

3. Research tools

Data were collected by in-depth interviews and focus group discussion to know the characteristics of English language skills required by entrepreneurs and to provide information for creation an English short course that fit for the workers of the entrepreneurs in Phetchabun province. The key issues of the in-depth interviews and discussion were;

- 3.1 The most important English skills needed to develop for the workers.
- 3.2 Teaching materials and activities of English short courses.
- 3.3 The characteristics of instructors or teachers of English short courses.
- 3.4 The suitable duration time for learning English.
- 3.5 The date and time that fit for studying English.
- 3.6 The workers' awareness of the necessity of English.
- 3.7 The suggestions/comments on English Language Requirements and Workers' English Development for Phetchabun Entrepreneurs.

Research Definitions

1. **Workers** means employees, officers, and traders who are working in Phetchabun Entrepreneurs.

2. **Entrepreneurs** means the business sector, such as hotels, restaurants, shops, etc.
3. **Workers' English Development** means to improve Workers' English skills of Phetchabun Entrepreneurs.
4. **English skills** means listening, speaking, reading and writing skills.

Research Methodology

The study process was designed to collect data on the Characteristics of workers' English language skills required by entrepreneurs and information for creation an English short course that fit for the workers of the entrepreneurs in Phetchabun province through the document research, in-depth interviews and focus group discussion into 5 steps as follows:

1) Step 1 Collecting data

Data collecting were from documents, dissertations, articles, research papers in both national and international.

2) Step 2 Defining population

The population was used to study, 5 experts in the field of labor and academic in Phetchabun province and total of 20 government officials, employees, employers and entrepreneurs from the government and private sectors in Muang District, Phetchabun province by dividing as two groups, 10 people within each focus groups.

3) Step 3 Creating research tools

The research team brainstorming an idea to create the tools, a questionnaire, to conduct the in-depth interviews and focus group, the key issues were as follows; the most important English skills needed to develop for the workers, teaching materials and activities of English short courses, the characteristics of instructors or teachers of English short courses, the suitable duration time for learning English, the date and time that fit for studying English, the workers' awareness of the necessity of English, the suggestions/comments on English Language Requirements and Workers' English Development for Phetchabun Entrepreneurs.

4) Step 4 Using tools

First, interviewing 5 experts in the field of labor and academic in Phetchabun province namely; the Director of Phetchabun Employment Office, Director of Phetchabun Skill Development Center, President of Phetchabun Rajabhat University, Former President of Phetchabun Rajabhat University Council, and Chairman of Phetchabun Chamber.

Second, initiating the focus group by dividing as two groups, 10 people within each, total of 20 government officials, employees, employers and entrepreneurs from the government and private sectors in Muang District, Phetchabun province.

Last, collecting data of both interviewing and focusing groups.

5) Step 5 Analyzing data

Analyzing data based on content interpretation. The data analyzed according to the topic of the interviewing 5 experts in the field of labor and academic in Phetchabun province and focus groups.

The benefits of research

1. To know the characteristics of workers English language skills required by entrepreneurs in Phetchabun province.
2. To get an information for creation an English short course that fit for the workers of the entrepreneurs in Phetchabun province.

Research Results

Having completed the in-depth interview and focus groups, the data were analyzed by the research team to find out the characteristics of workers' English language skills required by entrepreneurs in Phetchabun province and information for creation an English short course that fit for the workers of the entrepreneurs in Phetchabun province, the findings of research are as follows:

1. The findings from both experts and focus groups showed that the characteristics of workers' English language skills mostly needed by entrepreneurs in Phetchabun province is speaking skills for communication because Phetchabun province is a tourist destination where both Thai and foreign tourists traveling in the winter season. Speaking skills make workers get more opportunity, such as high income or get promoted in their career. Such result is consistent with the research of Suphita Kalasin, Nisakorn Jarumane, studying on "English needs of Thai hotel front desk staff in tourist attractions of Southern Thailand in the move towards ASEAN Economic Community 2015", the findings revealed that the needs of four English language skills were rated at the high levels. Listening and speaking were mostly needed while reading and writing followed closely (Suphita Kalasin, Nisakorn Jarumane, 2015), also, this finding comply with the research of Andrew Thomas, et. al who studied on "English communication skills for employability: the perspectives of employers in Bahrain", findings showed that generic employability skills, channeled through English as a second or additional language, are highly valued by Bahrain's employers. In particular, students need to market themselves as confident, knowledgeable individuals during the recruitment process and after recruitment, continuing to operate successfully in the sociolinguistic culture of their company. Consequently, it is concluded that English language training in higher education programs needs to move from purely linguistic and degree-related content areas to a broader remit of English for communication purposes that covers both

specialized discourse fields and broader generic employability skills and competencies (Andrew Thomas, et. al, 2016)

2. The information for creation an English short course fitting for the workers of the entrepreneurs in Phetchabun province are as follow;

2.1 The most important English skills needed to develop for the workers.

The experts suggested that the English short course fitting for the workers of the entrepreneurs in Phetchabun province should focus on speaking skills to communicate with foreigners. This finding is consistent with the advice of the focus group showed that the English short course should start with a general conversation. Moreover, the workers' target group should be divided into tourism, trading, services, hotel/accommodation, department store, and office. In addition, the English short course contents should be divided into 3 levels, basic, intermediate and advance depending on workers' English capacity skills.

2.2 The materials' teaching and activities of English short courses.

The findings from both experts and focus group discussion showed that using technology to assist in English short course training is essential to enable participants to better understand and improve their English skills. Moreover, Training should include activities that allow participants to practice their English skills, such as, role-playing or simulation scenario, playing game, singing etc. In particular, the atmosphere in the classroom should be created in a way that is comparable to living in a foreign country by reducing talking in Thai. This finding is consistent with the research of Prapahatsorn Pung-in, namely; "the development of an instructional package of English listening and speaking skills by using songs for grade one students of Chaikao Wittaya School, Muang district, Uttaradit province", the result is students satisfied with their English learning by listening and speaking English with songs. (Prapahatsorn Pung-in, 2009) In addition, this finding comply with the concepts of language learning of Dr.Sa-ngob Laksana explaining that language skills should be developed by using stories rather than memorizing and adding more vocabularies in the new situation for learning in spelling, pronunciation and grammar. (Dr. Sa-ngob Laksana, retrieved December 4, 2017, from <http://www.moe.go.th/main2/article/article7.htm#ar17.3>)

2.3 The characteristics of instructors or teachers of English short courses.

The experts suggested that instructors or teachers are at the heart of English short courses. Therefore, it should be Thai instructors or teachers. If they are foreigners, they have to speak Thai to reduce the excitement or shyness of participants. On the other hand, the focus groups suggested that instructors or teachers should be both a native speaker and Thai to teach in pairs. Anywhere, if native speakers can communicate in Thai language, it will be very helpful for Thai students. Moreover, teachers have to focus on practicing called "learning and playing by no focusing on grammar". This Technique means to focus on fun, excitement, and no pressure on learners. This finding is consistent with the concept of creative learning of Dr.Wiriya Vachayphanichy called "CBL Creativity-Based Learning Model", focusing on stimulating the attention of learners. Consequently, the development of language skills of the students increase accordingly. (Dr. Wiriya Vachayphanichy, retrieved December 4, 2017, from <http://www.istrsjournal.org/?p=1439>)

2.4 The duration time for learning English.

The finding from both experts and focus groups show that Short-term training for English language skills requires practical training to achieve its goal. Therefore, in order to effectively improve English skills, training should be no more than 3 hours per day. Furthermore, time duration for studying of each courses should not less than 30 hours.

2.5 The date and time that fit for studying English.

The finding from both experts and focus groups show that it should be a post-work period or on Saturday or Sunday.

2.6 The awareness of the necessity of English

The finding from both experts and focus groups showed that most of the workers in Phetchabun are aware of the importance and necessity of English because a lot of employers always recruit employees who have an English communication skills. This finding is consistent with the research of Arkhom Phauckchantuck, namely; “Desired Traits of the English Business communication interns as perceived by Business Organization”, regarding to foreign language skills, English is most wanted. (Arkhom Phauckchantuck, 2011) However, the workers in Phetchabun are still not keen to learn English seriously. Therefore, stimulating workers to practice English more seriously, it should motivate them to know the benefit of English, such as, to make more money or to get promoted their jobs etc. This result comply with the research of Varunee Asavabhokin, namely; “Development of an English communication curriculum for non-academic personnel of Srinakharinwirot university”, the finding is the trainees highly agreed that the training helped them with job functions and motivation. (Varunee Asavabhokin, 2011)

Summary and Recommendations

The characteristics of workers’ English language skills mostly needed by entrepreneurs in Phetchabun province is speaking skills for communication because Phetchabun province is a tourist destination where both Thai and foreign tourists traveling in the winter season. Speaking skills make workers get more opportunity, such as high income or get promoted in their career. Therefore, the information for creation an English short course fitting for the workers of the entrepreneurs in Phetchabun province are as follow; 1) the English short course should focus on speaking skills to communicate and start with a general conversation by dividing workers into tourism, trading, services, hotel/accommodation, department store, and office group. In addition, the English short course contents should be divided into 3 levels, basic, intermediate and advance depending on workers’ English capacity skills, 2) using technology to assist in English short course training is essential to enable participants to better understand and improve their English skills, 3) instructors or teachers are at the heart of English short courses. They should be Thai instructors or teachers. If they are foreigners, they have to speak Thai, 4) training should be no more than 3 hours per day. Furthermore, time duration for studying of each courses should not less than 30 hours, 5) the date and time that fit for studying English should be a post-work period or on Saturday

or Sunday, 6) most of the workers in Phetchabun are aware of the importance and necessity of English because a lot of employers always recruit employees who have an English skills.

Recommendations

According to the results on each aspect, the recommendations are as follow;

1. The information of findings should be provided to build a curriculum of an English short course for the workers in Phetchabun to develop their English skills by focusing on speaking for communication, to a tourism sector, such as hotel employees, restaurant employees, and traders. Moreover, the English short course contents should be divided into 3 levels, basic, intermediate and advance.

2. In the future, after using a curriculum of an English short course for the workers in Phetchabun, it should be researched more on the efficiency of the curriculum.

Acknowledgment

I would like to thank you the 5 experts in the field of labor and academic in Phetchabun province namely; the Director of Phetchabun Employment Office, Director of Phetchabun Skill Development Center, President of Phetchabun Rajabhat University, Former President of Phetchabun Rajabhat University Council, and Chairman of Phetchabun Chamber for assistance with particular technique, methodology, and comments that greatly improved the manuscript.

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Nonglak Arnee, Khruawan Intharasuk, and Pixitthikun Kaew-ngam

has presented a paper titled

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Phetchabun Entrepreneurs**

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