

## Abstract

Research Title : Preparedness and English communication skills of travel agents officers in Silom area for approaching ASEAN Economic Community

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This research aims to study and analyze the preparedness and level of English communication skills as well as the correlation between factors and preparedness of travel agents officers in Silom area for approaching ASEAN Economic Community.

The sample group is obtained by using multi-stage sampling method. 474 samples, which came from 79 travel agents, are surveyed by using questionnaire. Data are analyzed with the statistical methods including percentage, average, standard deviation, and Pearson  $r$ .

The research result shows that travel agent officers are not well prepared in terms of both operation and ASEAN Economic Community, especially, international regulation. English communication skills also need to be improved. In this case, listening and speaking should be a primary objective for those who work in this field since it is a common language for communicating with foreigners.

The correlation between factors and preparedness of travel agents officers is divided into 2 sides; correlation with 1) operation and 2) ASEAN Economic Community. For the first side, factors and preparedness of travel agents officers are correlated accepting that there are some factors that are not correlated. Those factors include family factor, father occupation, and type of job.

For another side, the correlation between factors and preparedness is not so good. In terms of general factor, only education correlates with preparedness while another factor is not. Like the first side, most of background and environmental factors correlate with preparedness except father occupation and type of job.

The best guide line for developing English communication skills is organizing short training course, approximately 3-5 days for travel agents officers. Activities should have varieties for training various people.

The suggestions for this research include; first, send the request letter to Thai Travel Agent Association before sending the real questionnaire. Second, there is a need to assign task clearly for each researcher and also allocate budget before doing the research. Last, the sample group should be increased to at least 1,000 people.