

Abstract

Research Title : A Self-directed Learning Model for Communicative English Using
for Eco-Tourism and Cultural Heritage Tourism in Tha-ka, Amphawa
District, Samut- Songkhram Province

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The purpose of the research on A Self-directed Learning Model for Communicative English Language Using for Eco-tourism in Thaka, Amphawa, Samutsongkram, aims (1) to study the problems of communicative English using for Eco-Tourism in Thaka, Amphawa, Samut Songkram; (2) to survey the need of communicative English using for Eco-Tourism in Thaka, Amphawa, Samut Songkram; (3) to study the province strategy and policy on encourage their people to use communicative English; and (4) to form a Self-directed Learning Model for Communicative English Language Using for Eco-tourism in Thaka, Amphawa, Samutsongkram. The research is an applied research. The researcher uses a mixed method: a semi-structured in-depth interview questions, a qualitative method for 20 English native speaker tourists, 20 English as second language tourists, and 20 Thai entrepreneurs selected by a purposive sampling technique, and questionnaires, a quantitative method for 252 Thai entrepreneurs selected by a purposive sampling technique. The qualitative data is verified by content analysis and the quantitative data is analyzed by SPSS program. The findings of this research are that (1) Major problems arising from the individual are: Thai entrepreneurs and tourists who are both native speakers and English as second language tourists failed to understand each other; some entrepreneurs cannot communicate in English, although there were some language training courses provided but they did not apply to their business. (2) The causes of these problems are aging, lack of basic knowledge of English, memory capability, lack of consistency in using, and lack of direct application. Some causes are the fatigue from working; therefore they do not desire to practice English. Some are the shyness and lack of confidence to communicate. The effects to the tourism are: some Thai entrepreneurs use Thai language that the tourists do not understand. The impacts of these problems are: the lack of opportunity to publish information of the major attractions of the Tha Kha tourism services, including community product details. of

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communicative English using for Eco-Tourism in Thaka, Amphawa, Samut Songkram; the need of communicative English using for Eco-Tourism in Thaka, Amphawa, Samut Songkram; the strategy and the policy of the province to support their people to use communicative English;

and a Self-directed Learning Model for Communicative English Language Using for Eco-tourism in Thaka, Amphawa, Samut Songkram can be: a picture-book contained of illustration and its vocabulary both in English and Thai. Each book is particularly designed for specific area from 8 groups. Moreover, it will be useful to publish English leaflets containing the information of the local product or the history of the community attractions including a memo page for the user to note down new words. Most of all, financial support and technical experts prior to the launching of this model from both public and private organizations would be a great contribution.