

A Language Barrier Analysis of English: A Case of Novotel Staff at Platinum

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Abstract: The purpose of this study tells us about the language barrier involving the staff in the hotel Novotel Platinum Bangkok. This also tells us about how to find out the problems related to the communication and, most importantly, about how to improve their levels of service quality. This can be achieved by providing training classes for effective communication process by the Human Resource department, which affects the employee regarding the hotel business sector.

Keywords: Effective communication, Human Resource, Communication Barriers, Cross-cultural miscommunication, Hotel Industry, Service Quality.

1. INTRODUCTION

The research topic “A Language Barrier Analysis of English” for staff in Novotel Platinum has been chosen because, to find out the problems related to the communication and most importantly to improve their quality service by providing effective communication. The key research is to find out the language barriers and sort out the main reasons that causes and affects the customer service. It basically highlights three major issues which are: Thai education system, Multi-tasking inability and Lack of technical knowledge. Therefore by providing some training classes for the staff, makes communication improve for the customer.

2. LITERATURE REVIEW

This study is focusing at the communication level towards the staff and providing English language training classes by Human Resource department for the best service quality in Novotel Platinum Bangkok. Therefore this section will provide a literature review on the concept of better communication process, service quality and customer satisfaction.

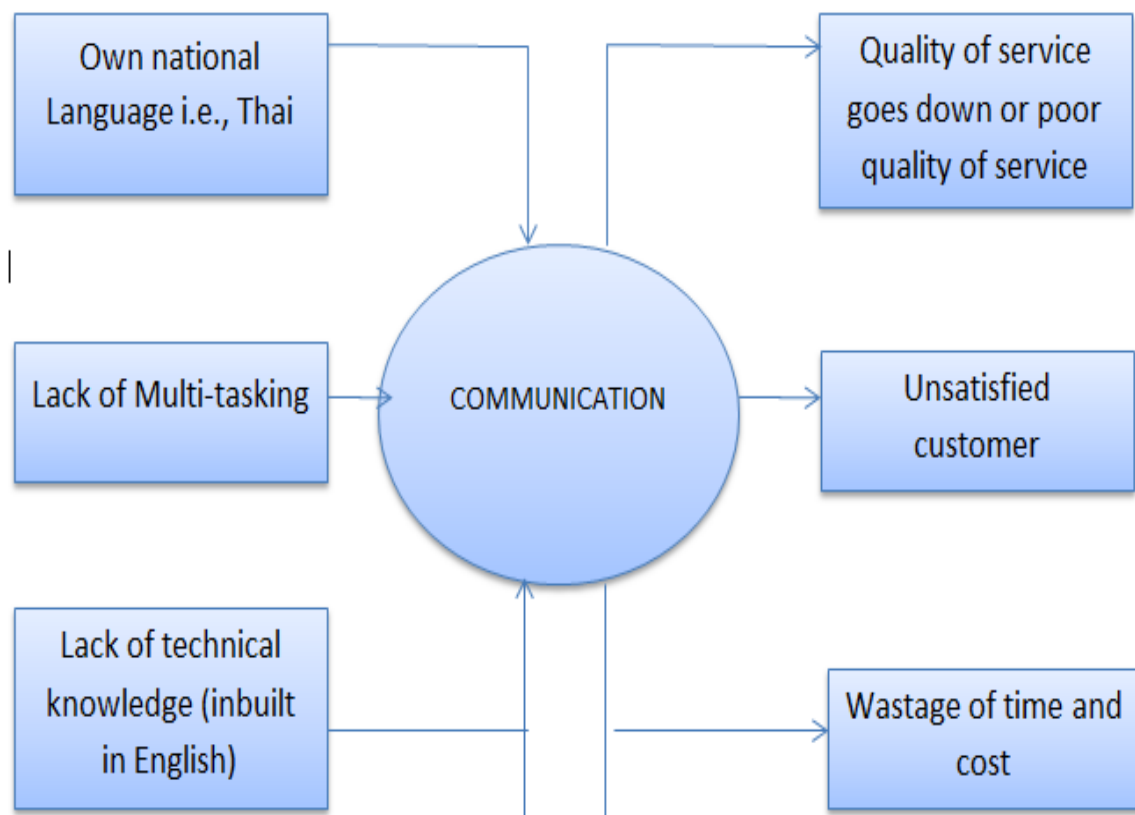
IMPORTANCE OF ENGLISH LANGUAGE AROUND THE WORLD: English is the world’s leading language as it is widely spoken around the world. The importance of English for international business does not only focus on just the number of people speaking the language but also what the language is using for. There are more than 300 million people whose mother tongue is English and lot more people try to speak and learn English. Therefore, learning English is extremely important as if people wish to be successful in the international business. In many places such as Asia, Africa and South America, the English capabilities levels determine who will manage to improve their living standards. At present, there are many tools and software that have allowed more people to learn English than ever before. Even the academic papers published each year are written in English and the percentage is growing every year. English is in the same manner widely used in science and technology, and scientific journals in many countries are now switching from local languages to English. English capability of employees plays an important role in measuring the effectiveness of the communication and even it also use in most of the international organizations. Thomson Reuters, the world’s leading source of intelligent information for business is one among those international companies where English is major language used in all communication channels in the organization (Wichaiyutphong, 2011).

There are normally four kinds of English speaker in the world today and each has a different relationship with the language and i.e., those who are having native language, those who speaks English as a first language, those whose language is second or additional language and those who learn English as a foreign language.

BARRIERS OF COMMUNICATION: As according to Witchaiyutphong, 2011 describes a barrier as an obstruction that brings communication breakdown. An obstacle is a temporary blockage to communication that can be removed with effort. Communication obstacles are one of the most common communications problems in an organization. Communicator anxiety can hinder communication success in all situations. Language barriers can lead to culture shock for new non-English speaking background migrants. They often assume that a complicated language like English can be learned quickly and easily. The problem is still a puzzle if the background language is very different to English and the migrants themselves lack literacy and spoken or written fluency in their first language.

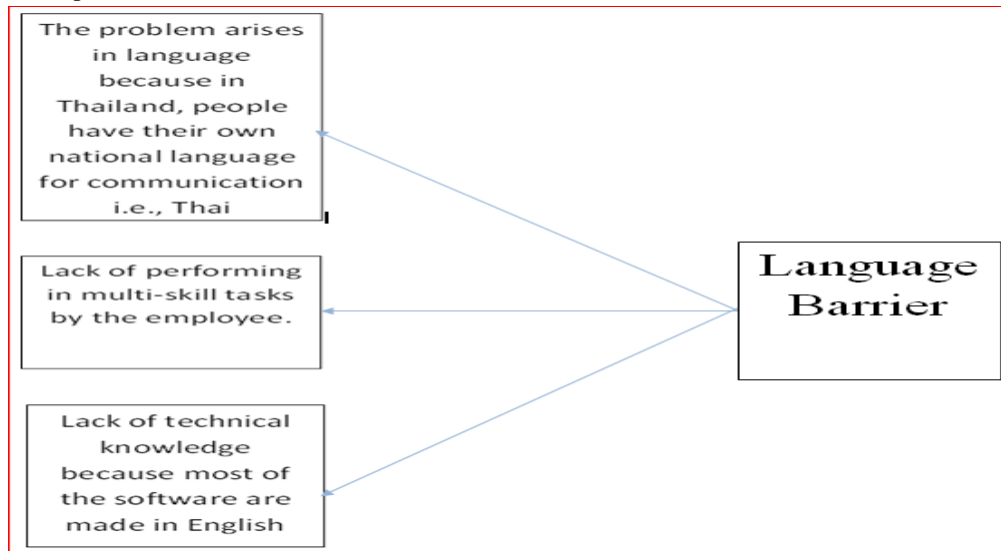
The importance of learning English, mainly because proficiency in English language is regarded as an acceptable criterion for determining access to educational and employment opportunities for adults Non-English speaking background people themselves have experienced confusion with regard to the English barrier. They recognize the acquisition of the English language as being a major block and the key to understanding and being happy in an English speaking society. Barriers to effective communication at work may include the choice of words or language, which a sender uses, which will influence the quality of the communicated message. In the English language, about 500 basic words are used every day. These words have many different meanings because language is a representative of a phenomenon, room for interpretation and misrepresentation of the meaning exists (Gilja, 2013). The barriers of effective communication, has defined communication as the process of meaningful interaction among human beings. More specifically, it is the process by which meanings are perceived and understandings are reached among human being.

3. CONCEPTUAL MODEL OF LANGUAGE BARRIER



Method in Brief:

A Direct Relationship Schematic Flow



4. CONCLUSION

Communication is one of the most effective ways to provide improved customer service and satisfaction. In the matter of Thailand and its language barrier issues, I have provided possible ways to solve the hospitality industry’s challenges. In the survey, I could easily find out that there is huge obstacle on customer service due to language barrier. By providing proper English education, soft skills, standard software skills and proper dedication will decrease the language barrier issues and improve customer satisfaction.

By my research and hypothesis, I can re-command that it contributes academic perspective.

By the research I can easily identify modern technologies are playing vital role for customer service and that will be the future of hospitality sectors. Therefore, staffs need to be well adapting with this trend effectively.

Consequently, my research can show that the key problems which are Thai Education system, Multi-tasking inabilities and lack of technical knowledge have direct impacts towards language barrier and my research objectives have fully achieved with the effective relations and guests acceptance towards those these issues which I have mentioned throughout he research and have shown the way to overcome this problem.

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