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The Use of Melayu Language by Employees of Tourism Workplaces in Sikao District

A large influx of Melayu speaking tourists had predisposed tourism workplaces in Thailand to face a new trend and raised awareness of the importance of Melayu language in tourism and hospitality industry. Sikao, the northwestern district located in Trang province, seemed to have been the same and given language barriers to cater to Melayu speaking tourists' needs. This paper aimed to study the use of Melayu language by employees of tourism workplaces located in Sikao district and to explore the present needs of the employees and the problems they encountered in their works. Questionnaires and semi-structured interviews conducted as research tools attempted to obtain information based on the objectives. The participants consisted of employees from 3 registered tourism sectors; restaurants, tour companies, and accommodations located in Sikao. The data obtained were statistically analyzed. Findings indicated that Melayu language skills in the tourism workplaces were prominent and relative to the working functions. Melayu communicative speaking and vocabulary skills were perceived by the employees to be used the most. For the employees' skillfulness and maintaining the Melayu speaking tourists' satisfaction, it was recommended that Melayu language skills should be emphasized and promoted as an asset by the tourism workplaces.

Keywords: Tourism workplaces, Melayu language, Sikao district

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