

53501303 : MAJOR : (HOTEL AND TOURISM MANAGEMENT) INTERNATIONAL PROGRAM

KEY WORD : ENGLISH TRAINING PROGRAM FOR HOUSEKEEPING AND SECURITY

NITIRAT MALEEWAT:. INCREASING CUSTOMER SATISFACTION THROUGH  
ENGLISH LANGUAGE TRIANING PROGRAM FOR HOUSEKEEPING AND SECURITY

DEPARTMENT CASE STUDY AT SOFITEL BANGKOK SILOM

INDEPENDENT STUDY ADVISOR: SUDAWADEE CHANPIWAT, PH.D. 164 pp.

Customer satisfaction is one of the most important factors to lead the organization to be a successful business especially for hotel and tourism industry. However, they need to have an effective instrument and competent trainer to fulfill the gap and create more working abilities. One of the best ways to fulfill this purpose is “Training Program” which is mostly offered by employers whether it might be internal training by the training department of the company or outsource from professional training organization. As employers have recognized the potential impact of training schemes to increase organizational productivity, this had led an expansion of competence development programmes (Managing for training quality Journal).

This project aimed to describe how training program will be able to extend the staff efficiency and elevate their work ability to generate more customer satisfaction in the hotel industry especially the 2 groups that were focused on was Housekeeping and Security department. The project will start from Planning Consideration, Training Implementation, Evaluation Process, Result of process and lastly the counseling. The English Language training program is used to be a major part of training topic which covers the contents of General English Conversation for daily life that participants would be able to utilize to the hotel customer and also more consistent matter of

specific vocabularies and topics for Housekeeping and Security Department. Several kinds of training methods were applied such as Pre-test, Lecture, Class room, Simulation, Role play and also Post-test by the end of the training period. Totally of 30 hours for housekeeping training and 15 hours for security department were the duration of this project and it preceded during their working day at the hotel.

Evaluation is weight as a significant process to express how effective, valuable and profitable to the organization. The evaluation Instrument and Activities will be based on 4 levels of evaluation (Book 171) to cover assessment of; Level of leaning, Acceptability and Quality , The validity of training and Whether the training corrected the problem. Utilizing of Observation method in every procedure; before embark the training, during the training term and end of the class is very often applied. Interview of Director of Housekeeping, Security and Human resource department and training manager together with staff members who were the participants are one of the principle data to back up assessment process.

Reliability research showed satisfying result. Improvement of English Language skill is revealed by action of the staffs once they faced the customer on their job station or by unexpectedly in the hotel area, plus the observation from trainer and manager. Problem and Obstacle occurred during the training period from every parts of the process are mentioned also as one of the important factors. Consequent training program with competent training process, efficient trainer, sufficiency of time and consistent matter is the key of sustainable success of this project.

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Independent Study Advisor's signature.....

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