



## Development of the Innovation of the English Communication Handbook Learning Set for Homestay Entrepreneurs in Khlong Khuean District, Chachoengsao Province

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### Abstract

The purposes of this research were to 1) study the content needs of an innovation of the English communication handbook learning set; 2) develop the innovation; 3) compare the results of using the innovation; and 4) study homestay entrepreneurs' satisfaction with implementation of the innovation. The sample selected by the purposive sampling method was twenty homestay entrepreneurs. The research instruments were an interview, a questionnaire, the English communication handbook, pre and posttest, and a satisfaction assessment form. The research results were as follows: 1. It was found that homestay operators needed a handbook or innovation to enhance their English communication skills. The content consisted of seven English conversation topics on the homestay context and vocabulary, with both phonetic transcriptions and translations. 2. The development of an innovation of the English communication handbook learning set found that specific conversations about homestays and services were the most necessary for training English skills, followed by specific vocabulary involving homestays and services. In terms of innovation, it was found that innovation of the English communication handbook was the most beneficial in improving English for homestay entrepreneurs. 3. The results of using an innovation of the English communication handbook learning set found that after training with homestay entrepreneurs, the mean score was higher than before training. The mean score after training was 78%, while the mean score before training was 25%, showing a 53% improvement at the statistical significance level .05. 4. Homestay entrepreneurs in Khlong Khuean district, Chachoengsao province, were highly satisfied with the innovation of the English communication handbook learning set. When considering each aspect, it was found that homestay business operators were most satisfied with the content, followed by practical application, and the handbook format, respectively.

**Keywords:** Development of the Innovation, Homestay Entrepreneurs, English Communication

### Introduction

The Ministry of Tourism and Sports held a press conference on the tourism situation in December 2017 regarding Thai-style tourism as community tourism or homestay business. Community tourism or homestay is the largest tourism market group that focuses on relaxation. It is expected to be a tourism market that will grow rapidly and continuously in the future. This is consistent with the 12th National Economic and Social Development Plan 2018-2021, which establishes development guidelines for tourism with potential, focusing on the development



and promotion of ecotourism industries. It refers to community-based tourism or homestay businesses. (Office of the Prime Minister, 2016) Therefore, it is necessary to upgrade the homestay business to international standards. The homestay business is different from the general hotel business. Therefore, it is necessary to upgrade the homestay business to an international standard. The homestay business is different from the general hotel business. A homestay is a kind of housing in which guests pay for their stay directly or indirectly. The accommodation is in the homeowner's own home. The homestay owner's family lives in the house and uses the same space. (Mudlem, F.2013) Sometimes, community-based tourism with homestay accommodation services, in which tourists reside with homeowners, tries to learn about the villagers' culture and way of life. They want to share their culture and knowledge with each other. Talanuek, D. et al. (2018).

According to the tourism promotion policies mentioned above, the objectives are to enhance community tourism while also preserving local culture. The marketing policy for foreign nations indicates that there will be more international visitors in the future. Therefore, English is important and plays an essential role in communication, particularly in tourism investment. Promoting the use of English for communication is therefore essential to accommodate the increasing number of foreign tourists. When considering the use of English for local tourism, it is found that the problem with the locals' use of English is that they still cannot communicate in English. The residents in tourist areas still lack English communication skills, especially speaking skills. They lack the ability to form sentences for effective communication. In Chachoengsao province, many tourist attractions are well-known among both national and international tourists. The tourist industry in Chachoengsao province is growing more rapidly than in the past, and it should be encouraged in accordance with Thailand's tourism promotion policies. The most essential issue is to help locals who are English-proficient entrepreneurs.

Chachoengsao, located in the eastern region, is divided into 11 districts: Mueang Chachoengsao, Bang Khla, Phanom Sarakham, Bang Nam Prieo, Bang Pakong, Phlaeng Yao, Sanam Chai Khet, Ratchasan, Tha Takiap, Ban Pho, and Khlong Khuean. (Chachoengsao Province, 2021) Each district has its own unique geographical features. Some districts have developed their communities into famous tourist attractions in Chachoengsao Province. Khlong Khuean District has an area of approximately 128 square kilometers (80,000 rai). Originally, it was administered by the Bang Khla District. Bang Khla District was later reformed due to its large population and large area, making travel to official contact difficult. As a result, the area was divided, and the Khlong Khuean Sub-district was established on May 31, 1993. Later, a royal decree upgraded Khlong Khuean Subdistrict to Khlong Khuean District on August 24, 2007, with effect from September 8, 2007, as part of the district's celebration of His Majesty the King's 80th birthday on December 5, 2007. The left bank of the Bang Pakong River is classified as the Khlong Khuean District, while the right bank is designated as the Bang Khla District. There are five sub-districts: Khlong Khuean, Kon Kaew, Bang Lao, Bang Talad, and Bang Rong. There are 32 villages in total, with a population of approximately 13,300 people. The community's primary occupations are agriculture, livestock farming, and fishing. Rice, coconuts, mangoes, and shrimp are some of the most important agricultural



products. The major water source is the Bang Pakong River. (Khlung Khuean District Office, 2021)

Currently, Khlung Khuan District has several tourist attractions, including Suan palm Farm Nok, Kum Wiman Din, and an amazing view of Koh Lad. The OTOP products and souvenirs consist of Nam Dok Mai mangoes, dried bananas, coconut shell lamps, and so on. Furthermore, there are many accommodations including homestays. There is widespread support for the public to increase their income, become self-sufficient, and establish stable occupations in order to create a strong community and improve people's quality of life. They are encouraged to improve and renovate their homes to open as homestays for both Thai and foreign tourists, and various activities are organized to entertain the guests. Maraphot, K. & Somboon, T. (2016) studied the development of agrotourism learning route: a case study of Khlung Khuean Subdistrict, Chachoengsao Province. They found that it should be a two-day, one-night tourism model. Additionally, Homudomsap, P& Krimjai, N. (2020) studied the success factors of homestay entrepreneurs in Thailand and found that factors related to the homestay operators, such as friendliness and the ability to communicate basic English, significantly influence tourists' decisions. Therefore, it is necessary to develop an innovation to improve English communication skills for homestay entrepreneurs. According to Duangudom (2019), innovation is something new arising from the use of knowledge, skills, experience, and creativity in development, which can take the form of new products, services, or processes that create social and economic benefits. An English communication handbook learning set is considered as an innovation, benefiting a community and society. As a consequence, the researcher needs to develop a learning set innovation of the English communication handbook to help homestay entrepreneurs in Khlung Khuean District, Chachoengsao, in improving their English communication abilities. The researcher anticipates that the innovation will serve the needs of homestay entrepreneurs while also enhancing their English communication abilities to accommodate foreign tourists who will visit both now and in the future.

## Research Objectives

1. To study the content needs of an innovation of the English communication handbook learning set
2. To develop an innovation of the English communication handbook learning set
3. To compare the results of using an innovation of the English communication handbook learning set
4. To study homestay business entrepreneurs' satisfaction towards implementation of an innovation of the English communication handbook learning set

## Research Methodology

### Population and Sample



The population consisted of people in eleven District, Chachoengsao Province. The sample selected using the purposive sampling method was 20 homestay business entrepreneurs in Khlong Khuean District, Chachoengsao Province.

### **Research Instruments**

The research instruments consisted of 1) Semi-structured interview, 2) a questionnaire, 3) an innovation of the English communication handbook learning set, 4) Pre-test and Post-test, and 5) a satisfaction questionnaire.

#### **1. Semi-structure interview**

Semi-structured interview was divided into 4 items as follows:

Question 1 Opinions on the need to use English language

Question 2 Opinions on the necessary content to practice English skills

Question 3 Opinions on a learning set innovation to improve English communication abilities

Question 4 Opinions on the topics to practice English skills

#### **2. Questionnaire**

The questionnaire on the content needs of the innovation was divided into three sections as follows:

Section 1: The questionnaire was in the form of a checklist and asked respondents for general information.

Section 2: Survey on English communication skills in listening and speaking for homestay business entrepreneurs.

Section 3: The questionnaire on opinions regarding the development of the innovation of the English Communication handbook learning set for homestay business entrepreneurs, was a 5-point Likert scale questionnaire. (Likert, 1967)

The instrument's quality was examined by experts.

#### **3. The innovation of the English communication handbook learning set**

The innovation of the English communication handbook learning set to enhance English communication abilities consisted of seven units. Its quality was examined by experts.

#### **4. Pre-test and Post-test**

Pre-training and post-training tests with the innovation of the English communication handbook learning set to enhance English communication abilities, its quality was examined by experts.

#### **5. Satisfaction questionnaire**

The satisfaction questionnaire towards the innovation of the English communication handbook learning set to enhance English communication abilities was a 5-point Likert scale questionnaire. (Likert, 1967) The instrument's quality was examined by experts.

### **Data Collection**

The researcher followed the following steps:

1. The researcher informed 20 homestay entrepreneurs about the research aims, the duration, process, and advantages, and secures their written agreement to participate in the research project.

2. The researcher gathered data using semi-structured interview to 20 homestay entrepreneurs.



3. The researcher analyzed the interview data to design a questionnaire on the need for developing innovation to enhance English communication abilities for homestay business entrepreneurs and used the questionnaire to collect data from 20 homestay entrepreneurs.

4. The researcher used the results from the questionnaire responses to create an innovation to enhance English communication abilities for homestay business entrepreneurs. The researcher provided a 30-hour training course based on the innovation to 20 homestay entrepreneurs. Data was collected from pre- and post-training tests, and the test results were analyzed.

5. The researcher used a satisfaction questionnaire to collect data on the satisfaction of 20 homestay entrepreneurs with the implementation of an innovation of the English communication handbook learning set.

### **Data Analysis**

The researcher followed the following steps:

1. The researcher summarized the information from the interview by ranking and categorizing the responses, and then using the data to create a questionnaire.

#### **2. Questionnaire**

The researcher analyzed the questionnaire with the following steps.

2.1 Check the completeness of every questionnaire response.

2.2 Section 1: Analyzed general information data using frequency and percentage values

Section 2: Explored English communication skills in listening and speaking of homestay operators used frequency and percentage values.

Section 3: Calculated the mean and standard deviation of the data regarding the need to develop innovations to enhance English communication abilities for homestay business entrepreneurs in Khlong Khuean District, Chachoengsao Province, categorized by levels.

3. Comparison of learning outcomes between pre-test and post-test scores after training using the innovation of English communication learning set using mean, standard deviation, and t-test.

4. Calculated the mean and standard deviation of the satisfaction assessment form for the innovation to enhance English communication skills for homestay business operators in Khlong Khuean District, Chachoengsao Province in terms of handbook format, manual content, and usability, divided into levels.

### **Statistics for Data analysis**

The statistics used for data analysis were frequency, percentage, mean, and standard deviation, and t-test.

## **Results of Research**

The results of the study were divided into 4 parts according to the research objectives.

Part 1. The interview results showed that 1) homestay business entrepreneurs emphasized the need of English since they were unable to communicate with foreign visitors. They had to improve their skills in speaking English so that they could confidently welcome foreign tourists. One informant said that "In the future, it would be good if we had more opportunities to receive foreign tourists because it would increase our income and the business





would grow." 2) When asked about the necessary matter for training English skills, one informant responded, "The example conversations should include vocabulary because we are not very good, and our basics are not good." Reading conversations might not be understandable." Another informant stated, "There could be food-related conversations because they will be staying with us." Simple foods were included, such as chili paste and boiled vegetables." 3) When asked about opinions on innovations to enhance English communication skills, one informant said, "If the Thai pronunciation is written along with the English, it will make me more confident in speaking and dare to speak more." Another informant said, "If there is a handbook for us, and we can learn by ourselves, ask each other questions. It would be good, and there should be both how to pronounce English words in Thai and translation." 4) The opinions on the need for topics to practice English skills revealed that one insider stated, "The cuisine will be dishes that we normally eat; it will be regular local food. We may have to call the food by its name. In addition, we have to talk about the room rate, payment process, transportation, and English greeting." Another informant responded: "I think we might have to talk about the day and time as well, because if they ask what time we have breakfast, we'll be able to tell the time."

Summary of the interview results, it was found that homestay business entrepreneurs need an innovation of learning set to enhance their English communication skills. The topics desired in the handbook include 1) greeting, introduction, and welcoming; 2) providing information about the room; 3) recommending local food; 4) asking for and giving directions; 5) room rate, payment methods, and expressing gratitude; 6) telling the date, month, year, and time; and 7) inquiring about health.

Part 2. The findings of the questionnaire on opinions regarding the development of innovations to enhance English communication skills for homestay operators in Khlong Khuean District, Chachoengsao Province were as follows.

### Section 1 General Information of the Respondent

**Table 1** Percentage of status by gender

Gender	Number (N)	Percentage
Male	3	15
Female	17	85
<b>Total</b>	<b>20</b>	<b>100</b>

Table 1 showed that most of the respondents were female, 17 people or 85 percent, and 3 males or 15 percent.

**Table 2** Percentage of Status by Age

Ages	Number (N)	Percentage
Not over 30 years	-	-
Aged between 31-40 years	5	25
Aged between 41-50 years	11	55
Aged between 51-60 years	2	10



Over 60 years old	2	10
<b>Total</b>	<b>20</b>	<b>100</b>

Table 2 showed that most of responders, 11 people, were between the ages of 41 and 50, accounting for 55%, followed by those aged 31-40 years old, 5 people, or 25%.

## Section 2 The Survey of English Communication Skills in Listening and Speaking of Homestay Business Entrepreneurs

**Table 3** Percentage of English listening and speaking skills

English listening and speaking skills levels	Number (N)	Percentage
Excellent	-	-
Good	-	-
Fair	4	20
Poor	7	35
Very poor	9	45
<b>Total</b>	<b>20</b>	<b>100</b>

Table 3 revealed that most respondents had very poor English listening and speaking skills, with 9 people accounting for 45 percent, followed by poor level 7 people accounting for 35 percent.

## Section 3: Questionnaire on Opinions Regarding the Development of an English Communication Guide for Homestay Business Entrepreneurs

**Table 4** Means, Standard deviations, and Levels of Opinion regarding the Need to Use English

Items	$\bar{X}$	(S.D.)	Interpretation
1. You think English is necessary for homestay operators in Chachoengsao Province.	4.85	.37	Very agree
2. You think listening skills are necessary for homestay operators in Chachoengsao Province.	4.25	.44	Very agree
3. You think speaking skills are necessary for homestay operators in Chachoengsao Province.	4.70	.47	Very agree
4. You think reading skills are necessary for	3.85	.81	Moderately agree



homestay operators in Chachoengsao Province.			
5. You think writing skills are necessary for homestay operators in Chachoengsao Province.	3.70	.80	Moderately agree
<b>Total</b>	<b>4.27</b>	<b>.75</b>	<b>Very agree</b>

Table 4 showed that overall opinions on the need to use English were high, with an average of 4.27 and a standard deviation of .75. When considering the each of items at a high level, the most opinion on the need to use English was that English was necessary for homestay operators in Chachoengsao Province (= 4.85). The writing skills were the least essential for homestay operators in Chachoengsao Province (= 3.70).

**Table 5** Means, Standard deviations, and Levels of Opinion about the Content Required for English Language Competency Training

Items	$\bar{X}$	(S.D.)	Interpretation
1. You think vocabulary and general conversation are necessary for training English skills for homestay operators in Chachoengsao Province.	4.25	.44	Very agree
2. You think that specific vocabulary related to homestays and services are necessary for English language training for homestay operators in Chachoengsao Province.	4.75	.44	Very agree
3. You think that specific conversations about homestays and services are necessary for practicing English skills for homestay operators in Chachoengsao Province.	4.80	.41	Very agree
<b>Total</b>	<b>4.60</b>	<b>.49</b>	<b>Very agree</b>

Table 5 revealed that the overall opinions on the content necessary for English language skills training were at a high level, with an average of 4.60 and a standard deviation of .49. When considering each item, it was at a high level. According to opinions on the most significant subject for English skill training, homestay-specific conversations and services were required to teach English skills to homestay operators in Chachoengsao Province (= 4.80). Followed by, specific vocabulary related to homestays and services was necessary for English language training for homestay operators in Chachoengsao Province (= 4.75). Meanwhile, homestay operators in Chachoengsao Province ranked general vocabulary and conversation as the least necessary content for English skill training (= 4.25).

**Table 6** Means, Standard Deviations, and Levels of Opinion on Innovations to Enhance English Communication Skills

Items	$\bar{X}$	(S.D.)	Interpretation
1. You think that innovations to enhance English	4.85	.37	Very agree





communication skills can be used to train English skills for homestay operators in Chachoengsao Province.

2. You think that innovations to enhance English communication skills should include Thai phonetic transcriptions alongside English content for homestay operators in Chachoengsao Province.	4.80	.52	Very agree
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**Table 6** Means, Standard Deviations, and Levels of Opinion on Innovations to Enhance English Communication Skills (Continue)

Items	$\bar{X}$	(S.D.)	Interpretation
3. You think that innovations to enhance English communication skills should include Thai translations alongside English content for homestay operators	4.85	.37	Very agree
<b>Total</b>	<b>4.83</b>	<b>.42</b>	<b>Very agree</b>

Table 6 revealed that the overall opinion on innovations to enhance English communication skills is at a high level, with an average of 4.83 and a standard deviation of 0.42. When considering each item, it was at a high level. The most opinions regarding innovations to enhance English communication skills were the innovations used in English language training for homestay business operators in Chachoengsao Province ( $\bar{X} = 4.85$ ) and the innovations to enhance English communication skills should include Thai translations alongside English content for homestay business operators in Chachoengsao Province ( $\bar{X} = 4.85$ ). At the lowest level of opinion, the innovation to enhance English communication skills should include Thai phonetic transcriptions alongside English content for homestay operators in Chachoengsao province ( $\bar{X} = 4.80$ ).

**Table 7** Means, Standard deviations, and Levels of Opinion regarding the Demand for Topics to Practice English Skills.

Items	$\bar{X}$	(S.D.)	Interpretation
1. Greeting, introduction, and welcoming	4.85	.37	Very agree
2. Providing information about the room	4.75	.44	Very agree
3. Recommending local food	4.65	.59	Very agree
4. Asking for and giving directions	4.50	.69	Very agree
5. Telling room rates, payment methods, and expressing gratitude	4.75	.44	Very agree
6. Telling the day, month, year, and time	4.60	.60	Very agree
7. Inquiring about health	4.45	.60	Very agree
<b>Total</b>	<b>4.83</b>	<b>.42</b>	<b>Very agree</b>



Table 7 revealed that the overall opinion on the need for topics to practice English skills was at a high level, with an average of 4.83 and a standard deviation of 0.42. When considering each item, it was at a high level. The opinion on the most desired topics for practicing English skills was greetings, introductions, and welcoming ( $\bar{X} = 4.85$ ), followed by providing information about rooms ( $\bar{X} = 4.75$ ) and telling room rates, payment methods, and expressing thanks ( $\bar{X} = 4.75$ ). Inquiring about health was considered the least desirable topic for improve English skills ( $\bar{X} = 4.45$ ).

### Part 3. Pre-and Post-training Test Results

The researcher used the results of the questionnaire analysis to create the innovation of the English communication handbook learning set, which was then taught to homestay business entrepreneurs to enhance their English communication skills. After that, there were pre- and post-tests.

**Table 8** Pre- and Post-training Tests Results Utilizing the English Communication Handbook Learning Set as an Innovation to Improve English Communication Abilities

Questions	Pre-test (%)	Post-test (%)	Increased (%)
<b>Topic 1</b> Greeting, introduction, and welcoming			
Question 1	5 (25)	16 (80)	11 (55)
Question 2	6 (30)	18 (90)	12 (60)
Question 3	5 (25)	15 (75)	10 (50)
<b>Topic 2</b> Providing information about the room			
Question 4	6 (30)	15 (75)	9 (45)
Question 5	4 (20)	15 (75)	11 (55)
Question 6	5 (25)	14 (70)	9 (45)
<b>Topic 3</b> Recommending local food			
Question 7	5 (25)	16 (80)	11 (55)
Question 8	6 (30)	15 (75)	9 (45)
Question 9	4 (20)	16 (80)	12 (60)
<b>Topic 4</b> Asking and giving directions			
Question 10	4 (20)	15 (75)	11 (55)
Question 11	4 (20)	16 (80)	12 (60)
Question 12	5 (25)	15 (75)	10 (50)
<b>Topic 5</b> Room rates, payment methods, and expressing gratitude			
Question 13	5 (25)	17 (85)	12 (60)
Question 14	5 (25)	17 (85)	12 (60)
Question 15	6 (30)	14 (70)	8 (40)
<b>Topic 6</b> Telling the day, month, year, and time			
Question 16	6 (30)	17 (85)	11 (55)
Question 17	5 (25)	15 (75)	10 (50)
Question 18	5 (25)	15 (75)	10 (50)
<b>Topic 7</b> Inquiring about health			



Question 19	5 (25)	15 (75)	10 (50)
Question 20	4 (20)	16 (80)	12 (60)
$\bar{X}$	<b>5 (25)</b>	<b>15.60 (78)</b>	<b>10.60 (53)</b>

Table 8 revealed that the post-training test results using the innovation of the English communication handbook learning set to enhance the English communication skills of homestay business operators showed an average score higher than before the training. The average score after training was 78%, whereas the average score before training was 25%, representing a 53% improvement at the statistical significance level.05.

Part 4. The evaluation results of the satisfaction of homestay business entrepreneurs regarding the innovation of the English communication handbook learning set used to enhance English communication skills, as shown in Table 9.

**Table 9** Satisfaction of Homestay Operators in Khlong Khuean District, Chachoengsao Province Regarding the Innovation of the English Communication Handbook Learning Set to Enhance English Communication Skills

Items	( $\bar{X}$ )	S.D.	Interpretation
<b>Handbook Format</b>			
1. The font is easy to read.	4.45	.51	Very satisfied
2. The handbook is appropriate size.	4.35	.59	Very satisfied
<b>Total</b>	4.40	.55	Very satisfied
<b>Content</b>			
1. The content of the handbook is comprehensive and appropriate.	4.50	.51	Very satisfied
2. The handbook's contents fulfill the requirements.	4.50	.61	Very satisfied
3. There are enough vocabulary and conversations for learning.	4.50	.51	Very satisfied
<b>Total</b>	4.50	.54	Very satisfied
<b>Practical Application</b>			



1. The knowledge from the handbook can be applied in practice.	4.55	.51	Very satisfied
2. Your overall satisfaction with the benefits acquired through the handbook.	4.40	.50	Very satisfied
<b>Total</b>	<b>4.48</b>	<b>.51</b>	<b>Very satisfied</b>
<b>Including all three aspects</b>	<b>4.46</b>	<b>.53</b>	<b>Very satisfied</b>

Table 9 revealed that the operators of homestay businesses in Khlong Khuean District, Chachoengsao Province, have a high level of satisfaction with the innovation of the English communication handbook learning set, which is used to enhance English communication skills overall, with an average score of 4.46 and a standard deviation of 0.53. When considering each aspect, it was found that homestay business operators were most satisfied with the content of the handbook, followed by its practical application, and the format.

## Discussion of Research

The research on the development of the innovation of the English communication handbook learning set to enhance English communication abilities for homestay business entrepreneurs in Khlong Khuean District, Chachoengsao Province, was discussed according to the objectives as follows:

1. According to the interview, what homestay operators need the most was a handbook or innovation to enhance their English communication abilities. The handbook should contain English conversation content with phonetic transcriptions and translations to build confidence in speaking, understanding what they say, and enabling self-study, allowing them to learn independently and be self-reliant. The study also revealed that contents of the handbook need to be relevant to homestay operators in terms of greeting, introduction, welcoming, providing information about accommodations, recommending about the local food, asking and giving directions, room rates, payment methods, and expressions, telling the day, month, year, and time, and inquiring about health. Based on the interview, it can be inferred that the information required by the homestay operators is appropriate for generating an innovative English communication guide, which they absolutely require. In accordance with Nikonkittikoson, P. (2016). study, which found that the operators need vocabulary and conversation content with phonetic transcriptions such as greeting and welcoming. The study also discovered that the creation of the English communication handbook learning set based on homestay operators' needs assessment would result in a manual that corresponds their requirements and can be used effectively. When receiving foreign visitors, homestay operators believed they can learn and implement the handbook on their own without the assistance of an English teacher. This was also consistent with Talanuek, D. et al. (2018). who discovered that the development of self-learning media to enhance English communication skills for community tourism business operators was adapted to the demands of the sample group and could be implemented realistically in daily life. Furthermore, because most of them were over 40, homestay entrepreneurs needed the standard handbook format with a large, visible font for easy reading. The most important thing for homestay operators was to learn on their own after attending a



course. They must practice speaking English every day to overcome their timidity using the English communication handbook.

2. According to the study, it found that most of the sample group's English communication skills are inadequate and need to be improved in order to pursue a career as a homestay the owner. Despite completing English instruction in school, the sample group difficulties with language retention, feels hesitant, and lacks the confidence to speak or talk with foreigners in English. Therefore, they though English language was the most necessary to homestay business entrepreneurs. ( $\bar{X}=4.85$ ). The necessary skill was English-speaking skills ( $\bar{X}=4.70$ ) because they need to communicate with foreign tourists. It was consistent with Navaruttanaporn, S. (2021) findings, which indicated that English-speaking skills were significant to the people who work in the tourism industry. The researcher must design an innovation to increase English communication skills for homestay businesses. The English communication handbook learning set was designed as an innovation to develop efficient English communication or effective learning more practical. The essential content for practicing English skills was specific conversations related to the homestay business and services ( $\bar{X}=4.80$ ). Additionally, homestay operators agreed that the innovation to enhance English communication skills should include Thai translations alongside English content for homestay business operators ( $\bar{X}=4.85$ ). The innovation will help them enhanced comprehension and prevented misinterpretations. There were seven topics containing in the innovation of the English communication handbook learning set for homestay business entrepreneurs in Khlong Khuean District, Chachoengsao. The topic most needed among homestay operators was greeting, introduction, and welcoming ( $\bar{X}=4.85$ ). This topic was fundamental in English communication and was used regularly, making it the most essential basic topic. The topics covered in the English communication the handbook should be specifically designed for homestay operators. It was consistent with Kaewpanchaung, S. 2010, who mentioned that professions related to tourism, such as merchants and restaurant operators, required the use of English in the following areas: greetings, responses, inviting customers into the store to buy products, and so on. They can learn how to accommodate foreign tourists through the handbook, resulting in more revenue and a better quality of life. It said that the English communication handbook was an effective innovation to enhance English skills of homestay operators. Therefore, it should be prepared and distributed to homestay entrepreneurs. It was consistent with Albino, G. (2017) study, which found that learners can develop speaking fluency, develop more interactive language, and believe in their own potential when using target vocabulary or language in speaking. This was the outcome of utilizing media to learn English. It demonstrates that we should collaborate with homestay operators to build the innovation that can improve their English abilities. The innovation was an English communication handbook to improve their English abilities. Furthermore, the handbook will fulfill the actual their requirements.

3. The result of the post-training assessment revealed that after training with the English communication handbook learning set, the average score of homestay business operators increased compared to before. The average post-training score was 78%, while the average pre-training score was 25%, resulting in a 53% increase at the statistical significance level.05. It



shown that the innovation of the English communication handbook learning set may improve the proficiency of homestay business operators. However, the score for providing information about the room after training rose slightly since there were so many details and unfamiliar words to learn and remember. Most homestay operators were elderly people who needed more time to study and learn by themselves after completing training. According to Wiggins' (1990) concept, a test of knowledge from an exam, which measures knowledge, memory, and understanding of what has been learned from the content, with an emphasis on reflecting the knowledge that the learner has received is the evaluation guideline of English learning management. This was consistent with the findings of Navaruttanaporn, S. (2021), who studied the creation of self-learning media for English communication among front desk personnel at hotels in Mueang District, Loei Province. The study discovered that the learning results after using self-learning media were considerably higher than before, with a statistical significance level of 0.05. It demonstrated that a handbook may assist students in improving their English skills, and it was an essential tool in their English advancement. Furthermore, it was consistent with Nikonkittikason, P. (2016). Study, which discovered that entrepreneurs of souvenir stores, restaurants, and beverage shops in Koh Kret, Nonthaburi Province, score higher in both English listening and speaking after using English communication innovations. It was possible to summarize that English proficiency for homestay entrepreneurs improved as a result of the English communication handbook learning set innovation.

4. Homestay business operators in Khlong Khuean District, Chachoengsao Province, are highly satisfied with the English communication learning set handbook, which is used to enhance English communication abilities overall, with an average score of 4.46 and a standard deviation of 0.53. The satisfaction ratings for manuals, content, and media were high because of the process of adopting English communication innovations, which includes creation, trial, and assessment. Furthermore, they participated in the creation of the manual, which makes them quite proud. It was in accordance with Kittikason, N. (2016) study, which investigated the development of English communication innovations for operators of souvenir shops, restaurants, and beverage businesses on Ko Kret, Nonthaburi Province. The study discovered that the satisfaction of the developed English communication innovations was good and could be practically utilized. This might be due to learners' interest, ability to study at any time, and desire to change themselves. In addition, homestay business operators were satisfied with the innovation of the English communication handbook learning set because it allowed them to practice English communication and increased their confidence in speaking English with foreign tourists. It was consistent with Sriduandao, K. (2022). findings, which found that homestay operators were the most satisfied with the English teaching medium. This might be because homestay operators need English media to improve their abilities and encourage their professions. Furthermore, homestays operations needed the normal handbook format with a large font to read easily because elderly.

## Suggestions of Research

1. An innovation of an English communication handbook in the form of an online travel application should be developed as a self-learning medium to build listening and speaking abilities for English communication among homestay business entrepreneurs.





2. An innovative English communication handbook or a set of self-learning materials should be developed to improve communication skills in several languages, with a focus on popular languages or those used as a second language.

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