



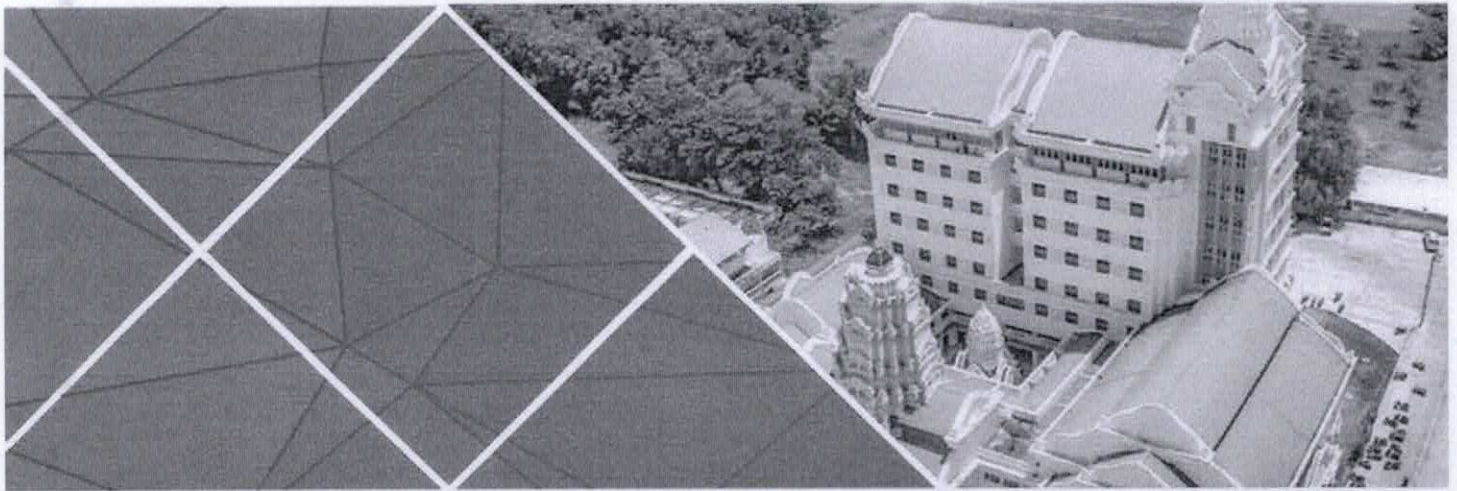
PROCEEDINGS

2nd HUNIC CONFERENCE

2019

การประชุมวิชาการมนุษยศาสตร์และสังคมศาสตร์ระดับชาติและนานาชาติ ครั้งที่ 2
“ศาสตร์พระราชา สร้างนวัตกรรม นำการพัฒนา ท้องถิ่นอย่างยั่งยืน”

The 2nd National and International Conference on Humanities and Social Sciences
The King's Philosophy; An Innovation for Sustainable Local Development



Phone : 044-513369 Fax: 044-513369

Email: Human_Journal@hotmail.com

Website: hunic.sru.ac.th



The Development of Local Thai- English Dishes Menus for Vendors at Buriram Night Bazaar

Jansuda Boontree¹, Phonpawitch Chanunchai² and Chonthilinee Kaenson³

Abstract

The purposes of this study were to develop and to examine the efficiency of local Thai- English dishes menus for vendors at Buriram Night Bazaar as well as to evaluate the satisfaction of vendors and foreign customers toward the local Thai- English dishes menus for vendors at Buriram Night Bazaar. The samples of this study were 30 vendors who sell food and drinks at Buriram Night Bazaar, and 5 foreign customers who were customers at Buriram Night Bazaar. They were selected by purposive sampling technique. The research instruments employed in this study were set of questionnaires, interview, and the brochure of local Thai- English dishes menus for vendors at Buriram Night Bazaar. The data collected were then analyzed by using frequency, percentage, mean, and standard deviation.

The findings were as follows:

1. The 139 of local Thai- English dishes menus were translated for vendors at Buriram Night Bazaar by using the culinary translation strategy.
2. The local Thai- English dishes menus for vendors at Buriram Night Bazaar had efficiency with the mean score of 0.91.
3. The vendors at Buriram Night Bazaar were satisfied with the developed local Thai- English dishes menus for vendors at Buriram Night Bazaar as a whole at the most satisfied level.

Keywords : local dishes, Thai-English menus, Thai-English Translation

¹ Faculty of Humanities and Social Sciences, Buriram Rajabhat University,
jansuda.bt@bru.ac.th

² Faculty of Humanities and Social Sciences, Buriram Rajabhat University,
ppawitch@yahoo.com

³ Faculty of Humanities and Social Sciences, Buriram Rajabhat University,
pingiee@hotmail.com

Introduction

Nowadays, English language becomes an important language which is mostly used in communication throughout the world. People from different nationalities normally use English language when they want to communicate. Thailand has joined the ASEAN Community officially in 2015. So, it is unquestionable that people in the nation have to become more active in learning about languages, cultures, and the ways of life of the ASEAN countries. Thai people use English for communication with the foreigners; so English has taken on a greater role in economics, politics, education, and mass-media such as the Internet, television, radio, newspapers and so on. Thus, Thai people have come to realize the importance of the English language in daily lives and in various sectors of business, especially in the tourism industry such as tour guides, travel agencies, hotel businesses, etc. Tourism industry is one of the biggest growing businesses in Thailand and earns one of the highest incomes compared to other service industries (Prachanant, 2012; cited in Ruppawn, 2014).

After the opening of the ASEAN Community, the limitation in transportation system reduces. The number of tourists from other countries, especially the ASEAN member states, is expected to increase. People such as hospitality industry staff, tour guides, tourist police, along with the local people should know about the languages as well as the cultures of foreign tourists in order to make the impression for foreign tourists to come visit Thailand again.

Buriram is one of the tourism areas in the northeastern of Thailand that the tourism businesses are growing rapidly. Buriram has the several tourist attractions that are widely known throughout the world such as Khao Kradong Forest Park, Phanom Rung Historical Park, Muang Tam Sanctuary, etc. Moreover, Buriram is now one of the “12Cities...You Can’t Say No (To)” in the Tourism Authority of Thailand’s campaign, “Fall in Love with Thailand” for 2015 that is designed to boost local tourism. At present, Buriram becomes more well-known due to it has the first FIA Grade 1 and FIM Grade A circuit in Thailand; Chang International Circuit, and the football stadium; Chang Arena. The popularity of watching football Thai Premier League matches and the motorsport racing is a crucial part that promotes the tourism industry in Buriram. The increasing of the tourist’s numbers of Buriram province makes the local businesses tend to get the profit and also attract the tourists’ interest. Particularly, Buriram Night Bazaar, the market that is under the Buriram Municipality’s control, is one of the important places in Buriram that were interested by both the

local people and the foreign tourists for consumption. In buying and selling is occurred the conversation between the vendors and the customers; however, the vendors at Buriram Night Bazaar are not able to communicate in English language with their foreign customers in different situations. They also cannot understand what foreign customers need in English language.

According to the previous study on “Problems and Needs in English Skills of Vendors at Buriram Night Bazaar” (Kantida et al, 2016), the results showed that the vendors’ problems and needs in English skills are both in moderate level. The majority of vendors at Buriram Night Bazaar needed to have the local Thai dishes menus in English language. Therefore, the researchers have decided to develop the local Thai- English dishes menus for vendors at Buriram Night Bazaar. It is hoped that the results may be useful to both the foreign customers to be able to order Thai food by themselves, and the vendors to have the local Thai dishes menus in English language.

Research Objectives

1. To develop local Thai- English dishes menus for vendors at Buriram Night Bazaar.
2. To examine the efficiency of local Thai- English dishes menus for vendors at Buriram Night Bazaar.
3. To evaluate the satisfaction of vendors and foreign customers at Buriram Night Bazaar toward local Thai- English dishes menus.

Research Methods

This study employed the mixed method design which is the combination of qualitative and quantitative approach to collect and analyze the data (Creswell & Tashakkori, 2007; cited in Bakhtyari & Kassim, 2014). This study most suitably applied the descriptive model, which contains first quantitative data collection followed by qualitative data collection. This method was used in order to gained a clearer picture from the quantitative data, and then to use the qualitative data to provide better understanding and explanation of the study in question. In order to be able to explore in depth the quantitative data, the researchers then gathered qualitative data from the samples who were the key informants to explain these results. The methods of collecting data were as follows:

The quantitative data were collected by using the questionnaires and the statistics for analyzing the data while the qualitative data were collected by interviewing. The collected data then were summarized and explained.

Population and Samples

The population for the present study consisted of vendors at Buriram Night Bazaar, and a select group of foreign customers who were the customers at Buriram Night Bazaar. The samples of this study were from two groups. The former group included all 30 vendors at Buriram Night Bazaar, while the latter group was comprised of 5 foreign customers who were the customers at Buriram Night Bazaar during the period of August – November 2017. They were selected by purposive sampling. All vendors were asked to fill out questionnaires. Also, five vendors and five foreign customers at Buriram Night Bazaar were selected the key informants for interviews.

Research Instruments

In this study, the research instruments consist of the local Thai- English dishes menus, questionnaires and semi-structured interview. The details of each instrument are as follows:

The Local Thai- English Dishes Menus Development for the Vendors at Buriram Night Bazaar

The local Thai- English dishes menus development for the vendors at Buriram Night Bazaar, were constructed by the researchers in the following steps: 1) The researchers studied and reviewed the samples and the procedures of local Thai – English dishes menus from related research, books, journals, etc., 2) The researchers constructed and developed the local Thai- English dishes menus for vendors at Buriram Night Bazaar, 3) The local Thai- English dishes menus were used to provide a guideline in the initial draft. The initially constructed local Thai-English dishes menus was modified and revised based on the suggestions of three experts. Therefore, it was confident that the instruments used in this research presented accept validity.

Questionnaires for the Vendors at Buriram Night Bazaar

The questionnaire consists of two sections:

Part 1 – This section was about personal information. The items are in the form of a checklist, completion, with opened- ended questions.

Part 2 – This section contained three questions eliciting information about the quantity of satisfaction of the vendors at Buriram Night Bazaar toward the

different aspects of the local Thai- English dishes menus. They were asked to rate the quantity of satisfaction toward the local Thai- English dishes menus on a five point Likert scales. The criteria is started from 1-5 for scoring the least satisfied – the most satisfied, respectively.

An open- ended question was also given at the end of the questionnaire for the sample members, so as to give some additional suggestions.

The questionnaire used in this study was written in both Thai and English in order to minimize problems of ambiguity and misinterpretation. The construction procedures followed these sequences. 1) The researchers studied literature review on how to construct the questionnaire from related research, books and journals concerning with the present study, 2) The researchers determined the scope of the questions based on the variables, and constructed the questionnaires from the determined scope, 3) The initially constructed questionnaires was modified and revised based on the suggestions of the research advisor, 4) The questions in the questionnaires were edited and revised by the three experts to examine the content validity by using IOC formula (Phattiyathanee, 2003: 219, cited in Boontree & Kanshon, 2013: 52), 5) The edited questionnaires were distributed to the target group at Buriram Night Bazaar.

Semi- Structured Interview for Vendors and Foreign Customers at Buriram Night Bazaar.

In this study, the researchers used the semi- structured interview to interview five vendors at Buriram Night Bazaar and five foreign customers toward the different aspects of local Thai- English dishes menus. The interview questions consisted of 6 items. Most of them were open-ended questions. All interview questions were examined by three experts beforehand to ascertain their validity, and the researcher ensured that the questions were appropriate to the study. After all interviews had been conducted, the researcher transcribed and carried out checking with the participants.

Data Collection

The data were collected at Buriram Night Bazaar during the period of August – November 2017 from vendors and foreign customers at Buriram Night Bazaar. They were recorded while the questionnaire was being conducted. All data were collected by the researchers. The data were from the 5 foreign customers and all 30 vendors

at Buriram Night Bazaar based on status, gender, and education. The steps of distribution and collection of data were as follows:

First, the researchers submitted the official letter introducing the researchers and the purposes of the study to the Buriram Municipality to request the permission to conduct the study. Second, the researchers talked with the vendors in Buriram Night Bazaar to request cooperation in the distribution and gathering information from the questionnaires. Based on the Quantitative Research, the researchers distributed the questionnaires to the vendors at Buriram Night Bazaar and made appointments with them to return the questionnaires. Altogether 30 copies of the questionnaires were handed out to all the samples, and then the completed questionnaires were analyzed

According to the Qualitative Research, the 5 copies of the interview form were distributed to five vendors at Buriram Night Bazaar and 5 copies for the foreign customers who were the customers at Buriram Night Bazaar, and then made appointments for interviewing. Next, the researchers interviewed the key informants, interview by using the semi-structured interview and then analyzed.

Both data from the vendors and foreign customers at Buriram Night Bazaar was analyzed to evaluate the satisfaction of vendors and foreign customers at Buriram Night Bazaar toward the local Thai- English dishes menus.

Data Analysis

The data collected were then analyzed by using frequency, percentage, mean, and standard deviation.

Research Results

1. Results of the development of local Thai- English dishes menus for vendors at Buriram Night Bazaar

This research was focused on the characteristics of local Thai- English dishes menus for vendors at Buriram Night Bazaar. To answer research question No.1, the researchers create the local Thai- English dishes menus for vendors at Buriram Night Bazaar by translating the local dishes menus from Thai language into English language. The samples consist of 30 food and drinks shops which foreign customers need to order by themselves. The translated local dishes menus were from the Thai menu boards of all samples' food shops; they are altogether 139 menus variously. The researchers applied the strategy of translation from "Culinary Translation" (n.d.) such

as literal translation, addition, deletion, interpretation and etc. Moreover, the researchers applied some English culinary vocabulary of Garden & Wannapok (2006) to translate the local Thai- English dishes menus for vendors at Buriram Night Bazaar. Therefore, it was confident that the translated local Thai- English dishes menus have accuracy. The contents were examined by 3 experts about accuracy of translation and the mean score obtained was 0.98 (S.D. = 0.04). This was shown that the translated local Thai- English dishes menus had accuracy and vendors and foreign customers can use for order food and taking orders.

2. Results of the efficiency of Local Thai- English Dishes Menus for Vendors at Buriram Night Bazaar

This section was focused on the efficiency of local Thai- English dishes menus for vendors at Buriram Night Bazaar. To answer research question No.2, the researchers employed the quantitative data from local Thai- English dishes menus for vendors at Buriram Night Bazaar and the IOC index analysis of development of local Thai-English dishes menus for vendors at Buriram Night Bazaar, which determined the efficiency of local Thai- English dishes menus for vendors at Buriram Night Bazaar. The quantitative data consisted of the local Thai- English dishes menus for vendors at Buriram Night Bazaar which were created and translated by the researchers, altogether 30 sheets for all 30 food and drinks shops. The contents were examined by 3 experts about the efficiency of local Thai- English dishes menus for vendors at Buriram Night Bazaar on the 3 major topics: 1) the appropriateness of the form; 2) Language using; and 3) Application. The results showed that the total mean score obtained was 0.91 (S.D.=0.15). Particularly, the mean score of the appropriateness of the form obtained was 0.93 (S.D.=0.12), language using was 1.00 (S.D.=0.00), and application was 0.84 (S.D.=0.29). This was shown that the local Thai- English dishes menus had efficiency and vendors and foreign customers can use for order food and taking orders.

3. Satisfaction of Vendors and Foreign Customers toward Local Thai- English Dishes Menus

Vendors at Buriram Night Bazaar were asked to rate the satisfaction toward local Thai- English dishes menus based on various situations such as the appropriateness of the form, the language using, the application of local Thai- English dishes, and so forth. Under these fifteen situations, 12 were most satisfied by vendors at Buriram Night Bazaar, the remaining 3 were more satisfied. Particularly, the mean

score obtained of the majors situations namely the appropriateness of the form, language using, and the application were as follows.

In terms of the appropriateness of the form, it obtained the mean score at 4.42 (S.D. = 0.76). The participants were most satisfied with “the modernity of the local Thai- English dishes menus” ($\bar{X} = 4.63$), followed by “the appropriateness of content” ($\bar{X} = 4.50$), and ‘the appropriateness of font size” ($\bar{X} = 4.50$), respectively.

In terms of language using, it obtained the mean score at 4.55 (S.D. = 0.69). The overall of participants’ opinion were most satisfied with “language used is clear” ($\bar{X} = 4.63$), followed by “using the words appropriately” ($\bar{X} = 4.57$), and “accuracy of language using” ($\bar{X} = 4.50$), respectively.

In terms of application, it obtained the mean score at 4.37 (S.D. = 1.00). The participants were most satisfied that “it saves time in communication” ($\bar{X} = 4.60$), followed by “you are convenient in ordering food/taking orders” ($\bar{X} = 4.50$), and “you are able to convey the knowledge to others” ($\bar{X} = 4.47$), respectively.

Furthermore, interviews were also conducted with the vendors and foreign customers at Buriram Night Bazaar, in order to identify the qualitative data on the satisfaction towards the local Thai- English dishes menus. The researchers interviewed the key informants that consisted of five vendors and five foreign customers at Buriram Night Bazaar. In terms of vendors at Buriram Night Bazaar, the majority of participants were satisfied the local Thai- English dishes menus at the level of moderate satisfied. Most of participants thought the local Thai- English dishes menus are very beneficial. Languages used are easy to understand. Their foreign customers were able to use the local Thai- English dishes menus for ordering food accurately. Alternately, the foreign customers were very satisfied the local Thai- English dishes menus for vendors at Buriram Night Bazaar. They thought the local Thai- English dishes menus are very beneficial. Foreign customers found that the languages used are easy to understand. They were able to order.

Research Discussion

The following points based on the research results are discussed below.

1. Characteristics of The developed Local Thai- English Dishes Menus for Vendors at Buriram Night Bazaar

This part looks at the characteristics of the local Thai- English dishes menus for vendors at Buriram Night Bazaar. The researchers created and translated the local Thai- English dishes menus for vendors at Buriram Night Bazaar which comprises of altogether 139 menus variously from 30 food and drinks shops at Buriram Night Bazaar. The researchers applied the strategy of translation from “Culinary Translation”(n.d.) as well as some English culinary vocabulary of Garden & Wannapok (2006) to translate the local Thai- English dishes menus for vendors at Buriram Night Bazaar.

Base on the translation theory, translation is transferring the meaning of one language into another language; therefore, the translator needs to understand the meaning of original language completely. It is not only understanding in vocabulary or the structures of the source language, but also understanding in content, main point, situations, meaning, as well as the emotions. Thus, the translator needs to understand concordantly with the original one. Good translation need to be accurate and smooth.

The researchers analyzed 139 translated local Thai- English dishes menus for vendors at Buriram Night Bazaar on the strategy of translation. It showed that the most strategies used in translation of the local Thai- English dishes menus for vendors at Buriram Night Bazaar are literal translation, addition, and interpretation which is related to the study of Rakkiedtiyod (2016) in “Chinese culinary vocabularies for investors and stakeholders: how to increase tourism in Cha’Am area”. She created the seafood Thai- Chinese menu for investors and stakeholders, altogether 135 menus. The most strategy of translation used in her study was literal translation.

According to the application of the strategy of translation and some culinary vocabulary from the source mentioned above, all 139 of translated local Thai- English dishes menus for vendors at Buriram Night Bazaar will be shown in the appendix, these are some examples.

| | |
|-------------------|---|
| ราดหน้า | Fried Flat Rice Noodles with Meat and Kale in Gravy Sauce |
| ผัดซีอิ้ว | Fried Flat Rice Noodles with Kale and Soy Sauce |
| คะน้าหมูกรอบ | Stir- Fried Kale with Crispy Pork |
| กะเพรารวม | Stir- Fried Spicy Basil with Meat |
| ผัดพริกแกง | Stir- Fried Spicy Meat with Red Curry Paste |
| สุกีน้าหมู/ไก่ | Sukiyaki with Pork/ Chicken |
| ข้าวผัดกุ้ง/ แหนม | Fried Rice with Shrimp/ Sour Pork |
| ตำไทย | Thai Style Spicy Papaya Salad |
| ตำผสม | Thai Style Spicy Papaya Salad with Fermented Fish |
| มะนาวปั่น | Lemon Shake |

1. Efficiency of Local Thai- English Dishes Menus for Vendors at Buriram Night Bazaar

This part looks at the efficiency of the local Thai- English dishes menus for vendors at Buriram Night Bazaar. The researchers determined the three main situations namely 1) the appropriateness of the form 2) language using and 3) application. The results illustrated that the efficiency of the local Thai- English dishes menus was in the high levels. Specifically, the language using and the appropriateness of the form, because the local Thai- English dishes menus for vendors at Buriram Night Bazaar were evaluated in the aspect of translation, appropriateness of the form, language using, and application; by the advisors and the three experts. The researchers could see both good and bad points of the local Thai- English dishes menus for vendors at Buriram Night Bazaar to be the guidelines to complete the efficiency of local Thai- English dishes menus. Furthermore, the local Thai- English dishes menus was developed appropriately as experts made suggestion, gave comments, and evaluated the researcher's instruments.

Also the researchers develop the local Thai- English dishes menus for vendors at Buriram Night Bazaar based on the strategy of translation of "Culinary Translation (n.d.)" and some English culinary vocabularies from Garden & Wannapok (2006). Both of the above sources are acceptable and reliable; therefore, the local Thai- English dishes menus for vendors at Buriram Night Bazaar had efficiency which is related to the study of Nuemaihom & Sripattanasakul (2014) on the development of the English signs and product list which evaluated by the experts was overall found at the highest level with the mean scores of 4.64. Having considered each aspect of 7 items, it

showed that the item 5 (English signs and product list and food / beverage menu are classified as readable and easy to understand.) and the item 6 (English signs and product list and food / beverage menu are classified and easily used.) were equally ranked at the average highest level of 4.75. They were followed by the item 1 (The contents of English signs and product list and food / beverage menu are useful.) with the average of 4.74 and the item 2 (The contents of English signs and product list and food / beverage menu match users' needs.) with the average of 4.69, respectively.

1. Satisfaction of Vendors and Foreign Customers toward Local Thai-English Dishes Menus

The results illustrated that the vendors at Buriram Night Bazaar were satisfied toward the local Thai- English dishes menus for vendors at Buriram Night Bazaar as a whole at the most satisfied levels. This means that the vendors at Buriram Night Bazaar were satisfied with using the local Thai- English dishes menus for serving and taking orders from the foreign customers. This could be explained that the local Thai-English dishes menus for vendors at Buriram Night Bazaar were evaluated the accuracy of translation and the quality by the advisor and the three experts. Thus, the local Thai- English dishes menus for vendors at Buriram Night Bazaar has accuracy of translation, high quality, appropriate content, and suitable for the vendors at Buriram Night Bazaar. Therefore, the vendors and foreign customers are able to use the local Thai- English dishes menus for vendors at Buriram Night Bazaar for ordering food/ taking orders accurately.

According to the theory of satisfaction, it shows that the individuals' satisfaction depends on attitude, emotions, feeling, and so forth. The results of the development of local Thai- English dishes menus for vendors at Buriram Night Bazaar showed that the satisfaction happened when individuals participated in such thing positive and successful according to demand responded which is related to the concept theory of customer satisfaction of (Anton,1996; cited in Abdallat & Emam, n. d.), customers will be satisfied when their needs, wants, and expectations all though the product or service experiences responded.

According to the satisfaction of vendors and foreign customers at Buriram Night Bazaar toward the local Thai- English dishes menus, in the overall the participants were satisfied toward the local Thai- English dishes menus as a whole at the level of the most satisfied, specifically, in the aspect of language using. Base on

the study of Rakkiedtiyod (2016) in “Chinese culinary vocabularies for investors and stakeholders: how to increase tourism in Cha’Am area”, showed that the investors and stakeholders were most satisfied with the Chinese culinary vocabularies in the aspect of application. In summary, the results showed that the local Thai- English dishes menus for vendors at Buriram Night Bazaar were considerably accurate and necessary for vendors and foreign customers at Buriram Night Bazaar.

Research Suggestions

Implications of the Findings

In relation to the theoretical implications of the major findings from this study, the researchers present the following related implications from the findings as follows:

1. Based on the findings of the study, it is suggested that the title of kinds of Thai- English dishes menus should be added in order to let the foreign customers know about the kinds of food, as well as the quantity of translated local Thai- English dishes menus for vendors at Buriram Night Bazaar should be increased.
2. This study can help vendors and foreign customers save time in communication and ease the way of selling and buying between the vendors and foreign customers.
3. The findings of this study showed that the satisfaction of vendors at Buriram Night Bazaar toward the local Thai- English dishes menus is at the most satisfied level. Therefore, vendors at Buriram Night Bazaar could apply the local Thai- English dishes menus conveniently.
4. The findings of this study showed that the satisfaction of foreign customers at Buriram Night Bazaar toward the local Thai- English dishes menus is at the most satisfied level. Therefore, the foreign customers could order food by themselves.
5. New food and drinks shop owners could use the appendix of the translated local Thai- English dishes menus for vendors at Buriram Night Bazaar at the end of this paper to produce their own menus. As a result, they would not need to hire translators.

Suggestions for Further Research

Based on the research findings of this study, some suggestions are proposed for future researches.

1. This research is limited not only in terms of the numbers of participants but also in terms of the instruments. Further researchers should add more participants and should include other measurements such as the Thai- English culinary vocabularies handbook, etc.

2. This study applied the strategy of literal translation, deletion and interpretation in the development of local Thai- English dishes menus, the future researches should applied the variety of strategy of translation.

3. This study was conducted with the vendors at Buriram Night Bazaar. Further studies can be carried on the other places areas and using the other method of research.

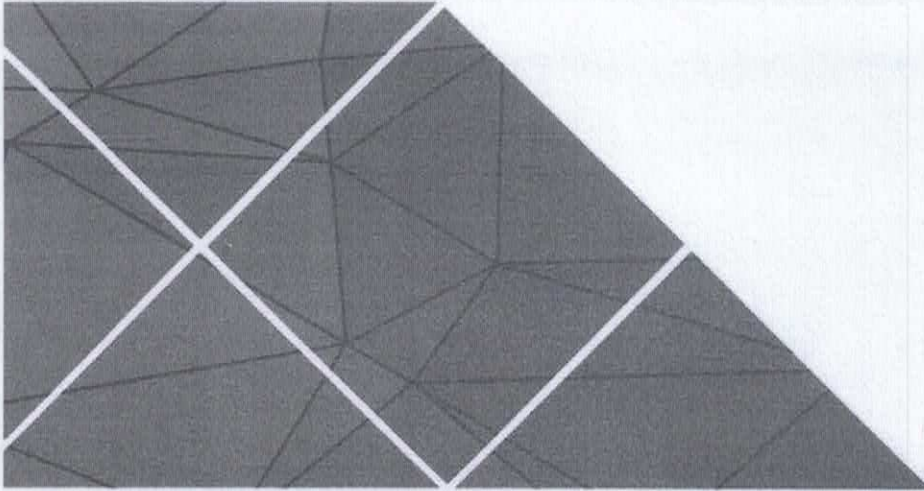
References

- Abdallat, M. M., & Emam, H. S. (n.d.). **Customer Satisfaction**. Department of Tourism and Hospitality, Faculty of Tourism and Archeology King Saud University.
- Bakhtyari, M. & Kassim, H. (2014). **Afghanistan Students: Perceptions of the Use of Online Tools for Enhancing Learning**. Retrieved November 15, 2017, from <http://umpir.ump.edu.my/11248/1/PBSMK%20-%20MOHAMMAD%20BASIR%20BAKHTYARI%20%28CD8901%29.pdf>
- Culinary translation. (2011). **Culinary translation**. Retrieved November 2, 2017, from <http://dusithost.dusit.ac.th/>
- Garden, D. & Wannapok, S. (1999). **THAI-ENGLISH DICTIONARY (13)**. Bangkok: Amarin Printing and Publishing Public.
- Kanshon, C. & Boontree, J. (2013). **An ESP Curriculum Development for Hospitality Industry Personnel in Buriram Province**: Buriram Rajabhat University.
- Kantida, C. et al (2016). **Problems and Needs in English Skills of Vendors at Buriram Night Bazaar**: Buriram Rajabhat University.
- Nuemaihom, A. & Sripattanasakul, P. (2014). **Innovation Development of Tourism Personnel's English Ability Improvement for Preparation to ASEAN Community at Khao Kradong Volcano Forest Park in Buriram Province**. Research Report, Buriram: Buriram Rajabhat University.

Rakkiedtiyod, K.(2016). **The Chinese culinary vocabularies for investors and stakeholders how to increases tourism in Cha'Am area.** Master's thesis, Phetchaburi Rajaphat University.

Ruppawn, N. (2014). **Needs and Problems on English Skills for Staff Members at the Elephant Study Center in Surin Province:** Buriram Rajabhat University.

Tourism Authority of Thailand (n.d.). **Thai Food and Drinks.** Retrieved October 27, 2017, from <https://www.tourismthailand.org/About-Thailand/Food-Drink>



กองบรรณาธิการการประชุมวิชาการมนุษยศาสตร์และสังคมศาสตร์ระดับชาติและนานาชาติ
สำนักงานคณบดีคณะมนุษยศาสตร์และสังคมศาสตร์ ชั้น 1 อาคาร 38 มหาวิทยาลัยราชภัฏสุรินทร์
เลขที่ 186 หมู่ที่ 1 ถนนสุรินทร์-ปราสาท ตำบลนอกเมือง อำเภอเมือง จังหวัดสุรินทร์ 32000
โทรศัพท์/โทรสาร 044-513369, 082-7553460
Website: <https://hunic.sru.ac.th>
E-mail : Human_Journal@hotmail.com

Editorial Board, The 2nd National and International Conference on Humanities and Social Sciences
Dean's Office, Faculty of Humanities and Social Sciences, Surin Rajabhat University,
1st floor 38 building, Surin Rajabhat University,
186 moo 1 Surin-Prasart Rd. Nork Muang Sub-District, Muang District,
Surin Province 32000, Thailand.
Tel./Fax. (+66) 44-513369, (+66) 82-7553460
Website: <https://hunic.sru.ac.th>
E-mail : Human_Journal@hotmail.com