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### ENGLISH SPEAKING SKILLS AND ENGLISH LANGUAGE HUMAN RESOURCE DEVELOPMENT AFFECTING THE PERFORMANCE OF LOCAL TOURISM BUSINESS

*Duangkamol Thitivesa*

Suan Sunandha Rajabhat University, Bangkok, Thailand

duangkamol.th@ssru.ac.th

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#### **ABSTRACT**

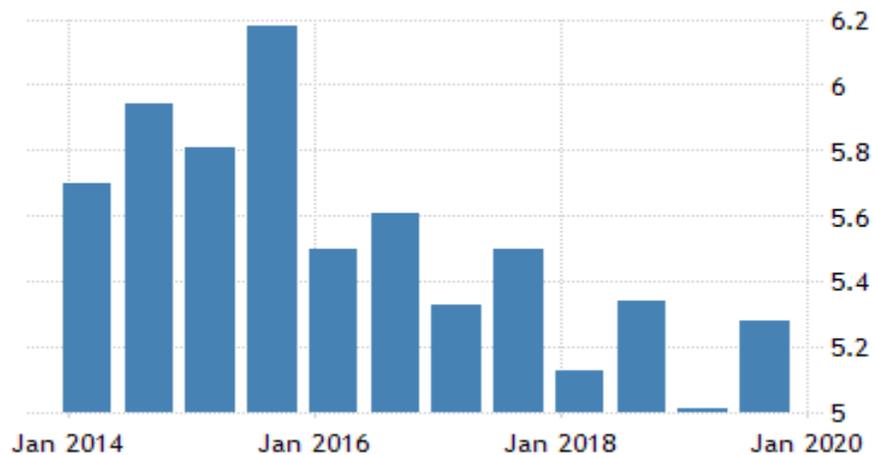
Human resource development is the process in which organization improves their value, systems and performance by increasing the value of their employees. This human resource development includes the training, classes and growth opportunities that are given to employees for increasing their effectiveness as well as increase the success of companies. Objective of this study is to find out the impact of English-Speaking Skills and English Language Human Resource Development on the performance of local tourism business. Respondents of this study are employees working in the local tourism business of Thailand. Data is collected through the questionnaire via e-mail. Statistical tool applied on it. Results revealed that English speaking skills, English language and human resource development has positive significant impact on the performance of local tourism business. English language and English-speaking skills have positive significant impact on human resource development. Moreover, human resource development mediates the relationship between English speaking skills, English language and performance of local tourism business. Study suggest that for improving the business performance of local tourism give focus to human resource development.

## INTRODUCTION

Human resource development of employees means that, increasing the knowledge, skills, experience and awareness of employees at workplace. Training and development of employees related to human resource development increase the effectiveness of employees. This human resource development is simply the tools that used by the companies. Companies increase their organization value by increasing the value of their employees. Role and function of human resource development is to increase the performance of employees. On border level role of human resource development is to increase the efficiency of employees for their recent jobs and also for their future opportunities. Human resource development lies under the three major parts like, staffing, compensation, benefits of employees of employees and designing duties. Main purpose of human resource development is to increase the companies' effectiveness and efficiency by increasing the effectiveness and efficiency of its employees (Ghislieri, Molino, & Cortese, 2018).

Communication skills is also considered the part of human resource development. In any business especially in hospitality and tourism industry, communication skills are considered as the basic part. Communication skills has four types, 1) listening, 2) Speaking, 3) easing and 4) writing. Employees with good communication skills like good English-speaking skills are able to communicate with all their staff and with their upper level staff managers. Good English-speaking skills and good grip on English language help individuals in performing their current jobs and also helpful for those individuals who wants to find new job. English considered an international language and used to connect with everyone in any state or in any region. Good communication skills of employees, make their other skills more striking and attractive (Dean & Spoehr, 2018). Good communication skills like good English-speaking skills are considered as most important factor in tourism industry. On border level tourism industry is the business which gives goods and service to people for leisure and fun activities away from their home. These people are called tourists and do tourism. Tourism simply is that, people travel to other state and regions for fun and pleasure. Tourism industry is an important industry for any state or country. Tourism industry boost the revenues, increase the Gross domestic product, give lots of jobs, increase infrastructure and also use as the bridge for cultural exchange. Tourism industry give boost to other related business like, hospitality, transportation, lodging, entertainment venues, shopping malls, parks, restaurants, casinos and movie theaters (Eberhard et al., 2017).

Tourism industry of Thailand contribute 6 percent to 7 percent in Gross domestic product and given the revenues in billions. Tourism industry Thailand considered as the basic economical industry. Thailand is considered as the best tourist place because of its smiles and for Thai wai. Tourism industry considered as the best and key sector of Thailand but his industry face many challenges. This tourism industry which heavily contribute in gross domestic product of Thailand give adverse effect on environment of Thailand. Tourism creates problem not only for citizens but also for the wildlife of Thailand (Crawford, Butler-Henderson, Rudolph, & Glowatz, 2020). Some other challenge's related to employees also faced by the industry. These issues include the communication gap of employees with international tourists. Due to these issues, performance of local tourism industry of Thailand gradually decreases. This decrease in performance depict in Figure 1.

**Figure 1:** Tourism Industry Outlook (2020).

**Source:** rce.com Forecast for the year of 2020.

Literature argued that good communication skills like English speaking skills and human resource development increase the efficiency of employees and also the effectiveness of companies. Various studies also argued that performance of any organization depends on effectiveness of its employees. Studies also argued that English Speaking Skills and English Language increase the effectiveness of employees that overall or at the end increase the performance of companies. Objective of the study is to measure the impact of English-Speaking Skills and English Language Human Resource Development on the performance of local tourism business. This theoretical framework related to these variables like (English Speaking Skills, English Language, Human Resource Development, performance of local tourism) are depicted in Figure 2.

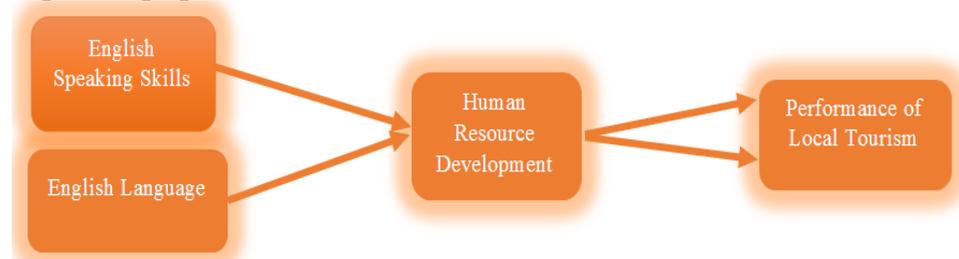
This study has vital contribution in previous literature because this type of study is missing in previous literature. Various studies conducted on the topic of (English Speaking Skills, English Language, Human Resource Development and performance of local tourism) but these studies not included the geographic area of Thailand (Iivari, Sharma, & Ventä-Olkkonen, 2020). Various previous studies are also conducted on tourism industry of Thailand, but these studies did not include the variables like English Speaking Skills, English Language, and Human Resource Development. So, this recent study has dynamic influence on literature.

With this vital contribution in previous literature, this study also has some theoretical and practical contribution. Theoretical contribution is the vital adding in previous literature. On practical point of view, this study suggest that Privileged and dependents must emphasis on the English speaking skills and English language of workers working in tourism industry as Good communication skills or clear language like English has constructive important influence on the performance of human resource development of employees and also on the performance of the local tourists business in Thailand.

#### **LITERATURE REVIEW**

Objective of the study is to measure the impact of English-Speaking Skills and English Language Human Resource Development on the performance of local tourism business. This theoretical framework related to these variables like (English Speaking Skills, English Language, Human Resource Development, performance of local tourism).

**Figure 2:** Theoretical framework of the study shows the relationship between Human Resource Development, English Speaking Skills, Performance of Local Tourism, and English Language



### ***English speaking skills and performance of local tourism***

Among all other skills, speaking skill is considered as the most important and basic skill at workplace. Many studies proved that if employees want to take better opportunities in organization, they have to improve their English-speaking skills. Good English-speaking skills are more effective way to communicate with one another at workplace. English speaking skills are helpful for dealing with the international clients, due to your good communication skills, foreign clients will trust on you and on your organization. Previous studies argued that the good English-speaking skills are most important to gain confidence at workplace. This confidence of employees at workplace increase their effectiveness and efficiency. Studies also argued that good communication skills like good English speaking skills of employees' increase the performance of companies (Pather et al., 2020). Many previous researches which are conducted in Asia, proved that English language skills is important skills for improvement in job and give boost to promotions. English speaking skills are considered as vital factor for the improvement of business performance because this skill of employees boost the relationship with foreign customers and employees. With given the boost to organization, this skill also help in finding the good career opportunities for employees.

*H1: English Speaking Skills has positive significant impact on Performance of Local Tourism.*

### ***English language and performance of local tourism***

English language considered as the international language. This international language connects the people of different regions, countries and states. According to British law, English considered as the international language and all states connected with this language without any translator. Due to the concept of globalization, companies take the risk of overseas investment and assignments for increasing and improving their business. Due to this language (English), language or communication is not an obstacle or barriers to connect with the foreign investors or employees. Previous studies argued that the English language has positive impact on the performance of companies. This English language remove the barriers of communication with other country employees and attract foreign investment and foreign assignments. English language considered as the tool of employability (Chick et al., 2020). Due to this previous literature, this study hypothesized that.

*H2: English Language has positive significant impact on Performance of Local Tourism.*

### ***Human resource development and performance of local tourism***

Human resource development of employees means that, increase in the knowledge, skills, experience and awareness of employees at workplace. Training and development of employees related to human resource development increase the effectiveness of employees. This human resource development is simply the tools that used by the companies for increase their organization value by giving the value to their employees. Studies argued that function of human resource development is to increase the performance of employees and this increase in performance and effectiveness of employees overall increase the effectiveness of organization. On border level role of human resource development is to increase the efficiency of employees for their recent jobs and also for their future opportunities. Previous studies argued that this human resource development is very helpful for organization to achieve its goals. This human development program increases the organizational efficiency by assigning the right people at right job, this phenomenon improves the efficiency of employees as well as increase the production and overall performance of organization. This human resource development processes increase the motivation, satisfaction, engagement and commitment of employees. Increase in all these positive factors give boost to the organizational' performance (Selamat, Alias, Hikmi, Puteh, & Tapsi, 2017; Bankole-Minaflinou, 2019).

*H3: Human Resource Development has positive significant impact on Performance of Local Tourism.*

### ***English speaking skills, human resource development and performance of local tourism***

English speaking skills like Communication skills is also considered the part of human resource development. In any business especially in hospitality and tourism industry, communication skills are considered as the basic part. Good communication skills of employees make their other skills more striking and attractive. Good English-speaking skills give spark to the development of employees and increase their confidence for actively participating in the organizational' goals. English speaking skills or good communication skills are the part of development of human resource at workplace. These both factors like English speaking skill and human resource development both are helpful in increasing the performance of organizations. Human resource development acting as the mediator between the English-speaking skills and performance of business. This study also want to analyze the concept of mediation of human resource development between the English speaking skills and performance of business (Zhao et al., 2020). Below given hypotheses are made on base of literature:

*H4: English Speaking Skills has positive significant impact on Human Resource Development.*

*H5: Human Resource Development mediates the relationship between English Speaking Skills and Performance of Local Tourism.*

### ***English language, human resource development and performance of local tourism***

English language is important language as worldwide. English language considered as the global language and used at the global level. Human resource development manager wants to connect with their local and foreign employees for given the training related to human resource development. English language considered as the important part of communication with the human resource development manager and also with other foreign investors or employees (Kohtamäki, Parida, Patel, & Gebauer, 2020). Different hypotheses are made:

*H6: English Language has positive significant impact on Human Resource Development.*  
*H7: Human Resource Development mediates the relationship between English language and Performance of Local Tourism.*

### RESEARCH METHODOLOGY

This study is based on the quantitative research design due to the data gathered in form of values from the respondent. It is confirmed that quantitative research gives the precise results when it is tested for the relationship among the different variable like (English Speaking Skills, English Language, Human Resource Development, performance of local tourism).

For the current study sample is selected by using the non-probability convenient sampling. Because it is the large population and probability sampling cannot be used to consider all population for equal chance of selection. Sample of this current study are employees working in the local tourism business of Thailand. Scales are consisting of different studies and taken from the previous researches these scales are adapted with the slight changes according to the requirements. There are two main components used in the scale. These are Likert-type scale items and demographic information of the sample. Data is collected through the questionnaire via e-mail. E-mail addresses of employees' taken from the management of local tourism businesses in Thailand. Respondents after knowing the purpose of data collection, filled the questionnaire and sent it back to author.

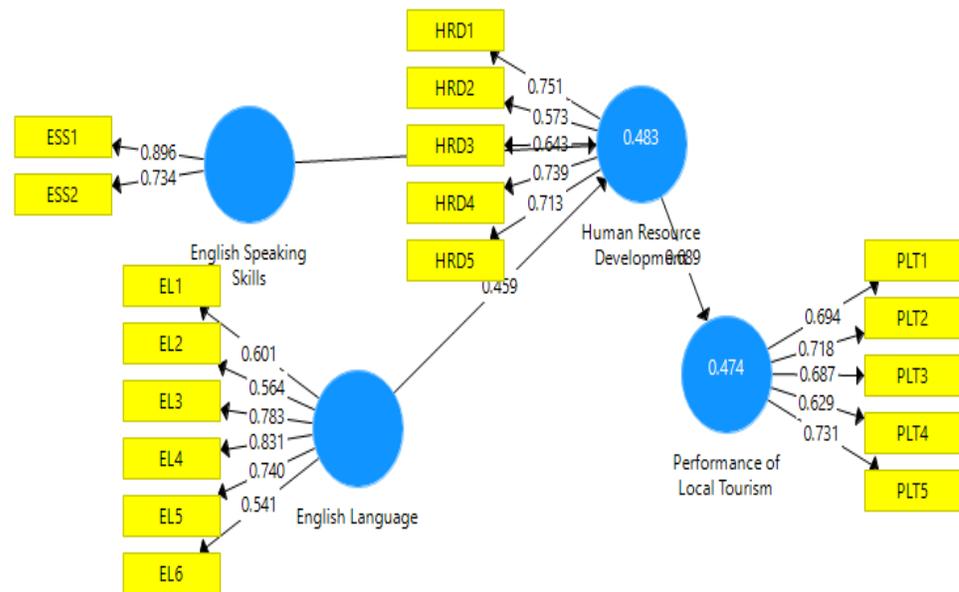
### DATA ANALYSIS

Intention to meet the research questions and the objective, Smart PLS (SEM, called path analysis) is appropriate to identify multiple relationship effects such as direct effect and indirect effect by including mediation (Resampling bootstrapping technique) and moderation (product indicator approach).

**Table 1:** Data Statistics.

	No.	Missing	Mean	Median	Min	Max	SD	Kurtosis	Skewness
ESS1	1	0	1.5	1	1	5	0.722	0.495	2.084
ESS2	2	0	1.654	2	1	4	0.602	1.324	0.672
ESS3	3	0	1.691	2	1	4	0.641	1.041	1.53
ESS4	4	0	1.772	2	1	3	0.631	-0.621	0.227
ESS5	5	0	1.833	2	1	3	0.591	-0.293	0.061
EL1	6	0	1.759	2	1	4	0.674	-0.267	0.456
EL2	7	0	1.846	2	1	4	0.681	-0.385	0.323
EL3	8	0	2.117	2	1	5	1.002	-0.178	1.727
EL4	9	0	2.006	2	1	5	0.92	1.171	0.805
EL5	10	0	1.877	2	1	4	0.837	0.589	0.938
EL6	11	0	2.043	2	1	4	0.905	-0.96	0.318
HRD1	12	0	1.883	2	1	5	0.871	0.417	1.854
HRD2	13	0	1.815	2	1	5	0.696	2.406	0.936
HRD3	14	0	1.994	2	1	5	0.733	1.272	0.675
HRD4	15	0	2.16	2	1	5	0.853	0.194	0.589
HRD5	16	0	1.969	2	1	5	0.842	1.896	1.061
PLT1	17	0	1.92	2	1	3	0.685	-0.862	0.104
PLT2	18	0	2.08	2	1	5	0.831	1.292	0.759
PLT3	19	0	2.13	2	1	5	0.81	1.107	0.742
PLT4	20	0	1.932	2	1	5	0.825	0.299	0.66
PLT5	21	0	1.944	2	1	4	0.764	-0.535	0.347

**Figure 3: Measurement Model.**



In model evaluation, the measurement model was undertaken to ensure about the model validity and reliability (Naveed, Hameed, Albassami, & Moshfegyan, 2019). Reliability and validity are portrayed in Figure 3 and depicted in Table 2, 3 and 4. Table and Figure showed that data is reliable and valid.

**Table 2: Factor Loadings.**

	English Language	English Speaking Skills	Human Resource Development	Performance of Local Tourism
EL1	0.601			
EL2	0.564			
EL3	0.783			
EL4	0.831			
EL5	0.74			
EL6	0.541			
ESS1		0.896		
ESS2		0.734		
HRD1			0.751	
HRD2			0.573	
HRD3			0.643	
HRD4			0.739	
HRD5			0.713	
PLT1				0.694
PLT2				0.718
PLT3				0.687
PLT4				0.629
PLT5				0.731

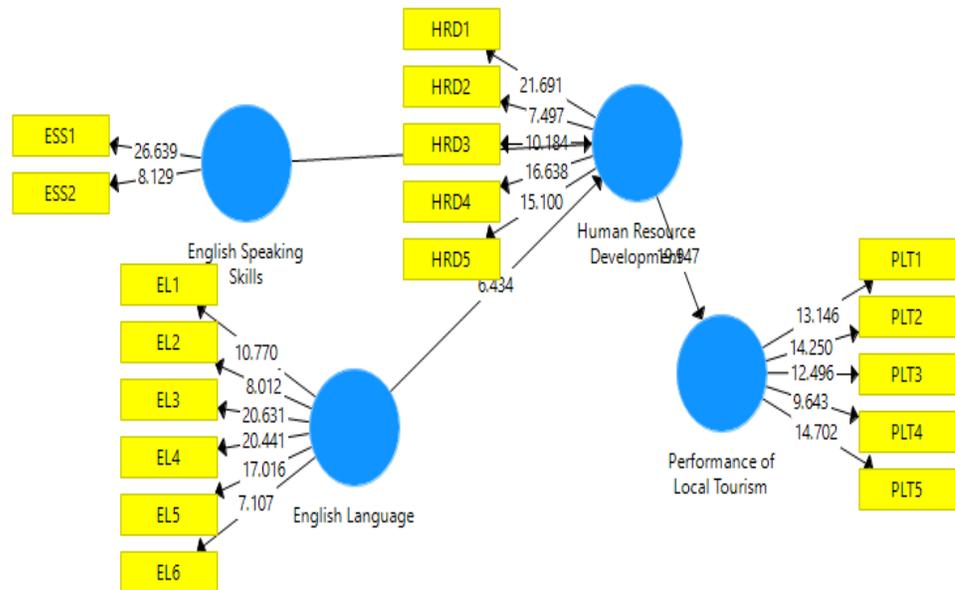
**Table 3:** Reliability and Convergent Validity.

	Alpha	rho_A	CR	AVE
English Language	0.773	0.801	0.838	0.547
English Speaking Skills	0.724	0.785	0.801	0.67
Human Resource Development	0.723	0.739	0.816	0.572
Performance of Local Tourism	0.73	0.736	0.821	0.58

**Table 4:** Cross-Loadings.

	English Language	English Speaking Skills	Human Resource Development	Performance of Local Tourism
EL1	0.601	0.177	0.302	0.382
EL2	0.564	0.223	0.225	0.297
EL3	0.783	0.372	0.54	0.483
EL4	0.831	0.506	0.522	0.548
EL5	0.74	0.395	0.471	0.502
EL6	0.541	0.329	0.409	0.489
ESS1	0.449	0.896	0.551	0.395
ESS2	0.392	0.734	0.361	0.312
HRD1	0.517	0.462	0.751	0.588
HRD2	0.221	0.328	0.573	0.274
HRD3	0.373	0.311	0.643	0.473
HRD4	0.472	0.317	0.739	0.536
HRD5	0.506	0.524	0.713	0.428
PLT1	0.481	0.181	0.464	0.694
PLT2	0.43	0.338	0.485	0.718
PLT3	0.409	0.312	0.501	0.687
PLT4	0.506	0.241	0.366	0.629
PLT5	0.519	0.409	0.543	0.731

**Figure 4:** Structural Model.



After execution of measurement model, next moves towards the structural model in Figure 4 that deals about the dependence of the relationships in the hypothesized model of the study. This structural model showed the direct and indirect impact of variables

(English Speaking Skills, English Language, Human Resource Development, performance of local tourism). T value of direct effect in table 5 tells that English-Speaking Skills, English Language and Human Resource Development has positive impact on performance of local tourism. Moreover, English Speaking Skills and English Language has positive impact on Human Resource Development. Indirect or mediation of human resource development between English Speaking Skills, English Language and performance of local tourism showed in Table 6. Mediation showed in Figure 5 and 6.

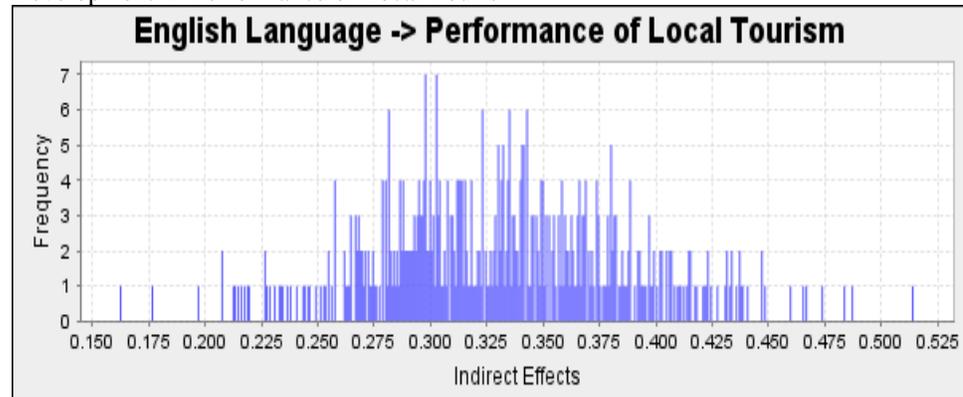
**Table 5:** Direct Effect Results.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
English Language -> Human Resource Development	0.459	0.472	0.071	6.434	0
English Speaking Skills -> Human Resource Development	0.337	0.332	0.078	4.29	0
Human Resource Development -> Performance of Local Tourism	0.689	0.7	0.035	19.947	0

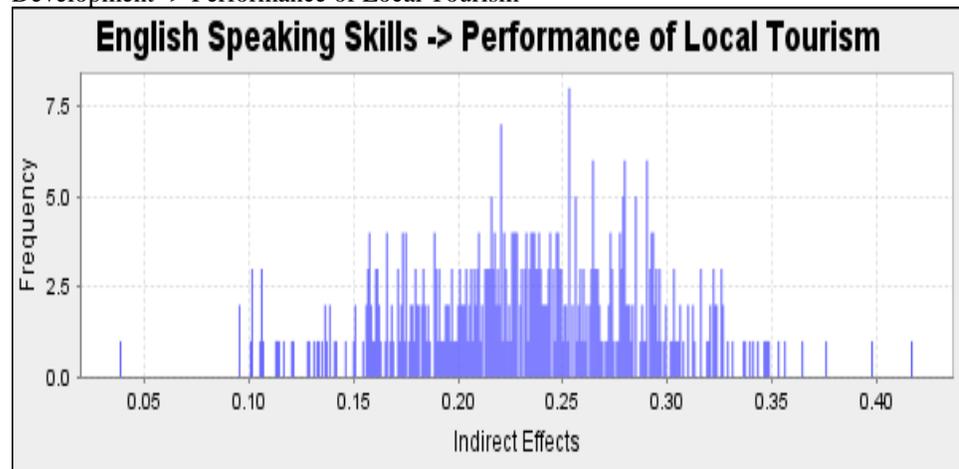
**Table 6:** Indirect Effect Results.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
English Language -> Human Resource Development -> Performance of Local Tourism	0.316	0.331	0.054	5.85	0
English Speaking Skills -> Human Resource Development -> Performance of Local Tourism	0.232	0.233	0.056	4.114	0

**Figure 5:** Indirect Effect Histogram: English Language -> Human Resource Development -> Performance of Local Tourism



**Figure 6:** Indirect Effect Histogram: English Speaking Skills -> Human Resource Development -> Performance of Local Tourism



Variance explained ( $R^2$ ) shows the change in dependent variable due to mediator and independent variable. Change in performance of local tourism due to English Speaking Skills, English Language, and Human Resource Development is 47.4%.

#### DISCUSSION

Author made different hypotheses related to the variables that used in this study like (English Speaking Skills, English Language, Human Resource Development, performance of local tourism). These hypotheses are tested by deduction method.

Results indicate that, English speaking skills has positive significant impact on performance of local tourism business. It's proved from studies that better communication is the basic tool for the success of tourism business. Communication skills are necessary or basic skill to communicate with tourists. This study also proved that English speaking skills and English language has positive significant impact on the performance of the local tourists business in Thailand (Tolkachev, Bykov, Morkovkin, Borisov, & Gavrilin, 2020).

Good communication skills are important and basic skills in tourism industry. Like good communication skills, communication language like English that understand by every tourist is also a basic part (Donitsa-Schmidt & Ramot, 2020). Good communication skills or understandable language like English has positive significant impact on the performance of human resource development of employees and performance of the local tourist's business in Thailand.

Human resource development is the process of adding value or developing the organization by adding values to employees or by developing the human resource of organization. This human resource development increase the performance and success of local tourism business (Iivari et al., 2020). Study also argued that human resource development mediates the relation between the communication skills like English language and English communication skills and performance of local tourism.

#### CONCLUSION

Objective of this study is to find out the impact of English-Speaking Skills and English Language Human Resource Development on the performance of local tourism business. Human resource development is the process in which organization improves their value, systems and performance by increasing the value of their employees. This human resource development includes the training, classes and growth opportunities that are given to employees for increasing their effectiveness as well as increase the success of

companies. Respondents of this study are employees working in the local tourism business of Thailand. Data is collected through the questionnaire via e-mail. E-mail addresses of employees' taken from the management of tourism businesses. Convenient sampling technique is used. Questionnaire items taken from previous studies. Statistical tool applied on it. Results revealed that English speaking skills, English language and human resource development has positive significant impact on the performance of local tourism business. English language and English-speaking skills have positive significant impact on human resource development. Moreover, human resource development mediates the relationship between English speaking skills, English language and performance of local tourism business. Study suggest that for improving the business performance of local tourism give focus to human resource development.

### IMPLICATIONS

This study supplemented with literature about the performance of local tourism by studying the impact of English-Speaking Skills and English Language Human Resource Development on the performance of local tourism business in Thailand. It would be the theoretical contribution of the study in pervious literature. This study has many practical implications for leaders and employees working in organization. Leaders and subordinates should focus on the English speaking skills and English language of employees working in tourism industry because Good communication skills or understandable language like English has positive significant impact on the performance of human resource development of employees and performance of the local tourists business in Thailand.

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