

Aritsara Tranantasin 2011: Needs Analysis of English for Thai Health Club's Instructors in Bangkok. Master of Arts (English for Specific Purposes), Major Field: English for Specific Purposes, Department of Foreign Language. Thesis Advisor: Assistant Professor Chamaipak Tayjanant, Ed.D. 120 pages.

The objectives of this research were 1) to collect data concerning present needs and problems that health club trainers encounter in using English in their jobs; 2) to reveal useful language skills and functions for the trainers in the workplace.

The data of this research were analyzed from the answers from questionnaires, interviews and observations. The sets of survey questionnaires were used with thirty principals or a hundred percent of the population. After considering the data, especially their English needs and problems, the trainers who provided personal training services to the foreigners were collected to be the study participants. As a result, the sample size of the present study was ten from the population size of thirty. The last procedure was a non-participant observation. The researcher asked for tape recording while the informants were training their foreign customers. In addition, note taking was also employed in this part. The researcher observed and made notes about the problems occurring when the informants and foreign members were communicating in English. Then, all the analyzed data were ranked and interpreted.

The results of the research indicated that 1) English was necessary and most used when providing a personal training service to foreign customers 2) the command of English in listening and speaking skills was greatly useful and required in order to increase the quality of the service 3) the participants had problems in both listening and speaking skills 4) dealing with vocabulary was the most problematic for listening skill 5) the most problematic issues for speaking skill was not being confident to speak 6) the participants strongly agreed to have both listening and speaking skill improvement. This study concludes with implications for development of several prospective English courses in response to the demands of each particular situation.

---

Student's signature

---

Thesis Advisor's signature