ABSTRACT

Nowadays, the hotel businesses are growing rapidly and more competitive. All hotels tried to maintain their standard of services and to build up good images. Therefore, communication plays important roles, especially written and spoken communication. The good or positive hotel’s image can guarantee for good hotel services.

This study is proposed to achieve 2 main objectives including (1) To examine which respondents’ perception through their demographic profiles relating to the hotel’s written communication, the staff’s spoken communication, types of written and spoken communication and the organization’s image, and (2) To determine the relationship between the hotel’s written communication, the staff’s spoken communication, types of written and spoken communication and the organization’s image.

There are 5 main independent variables to be tested with a dependent variable. The first group is the demographic profiles of customers in term of sex, age, nationality, educational background, occupation, salary, frequency of visit, and hotel facilities. The second group is the perceived effective written communication consisting of 5 sub-valuables, which are using simple words, using short and simple sentences, avoiding jargon, avoiding overused words, and using illustrations. The third group is the perceived effective spoken communication consisting of 5 sub-valuables, which are using physical delivery, using vocal delivery, know audiences or customers, using illustrations, and using simple words. The forth group is the most important types of written communication consisting of 5 sub-valuables, which are brochure, newsletter press release, flyer, and fact sheet. The last independent group is the most important types of spoken communication consisting of 5 sub-valuables, which are informative speaking, face to face communication, presentation, answering the guest’s questions, and telephone. These five groups of independent valuables are tested with dependent valuable, which is the organization’s image – consisting of positive and negative image. Through set of variable, three main groups of hypotheses are formed. The first group is conjectured to test of independence between demographic factors of customers and
hotel’s written communication, the staff’s spoken communication, types of written and spoken communication and the organization’s image by using chi-square test. The second group is conjectured to test of independence between the hotel’s written communication, the staff’s spoken communication and the organization’s image by applying average mean weight test. The last group is conjectured to test of independence between types of written and spoken communication and the organization’s image by applying Pearson’s correlation test.

Survey technique focused on structured interview with the help of closed-ended questionnaire is applied for gathering primary data from the target population. The target population is both male and female, mostly aged 20 years old or above, who visited the Bangkok Palace Hotel.

From the research result, many of the first group of hypotheses testing are accepted the alternative hypotheses (Ha) and rejected the null hypotheses (Ho). From the average mean weight analysis, the hotel’s written communication, the staff’s spoken communication can explain the good or positive organization’s image. Finally, the last groups of hypotheses are accepted relationship between types of written and spoken communication and the organization’s image of the Bangkok Palace Hotel.