Language Barriers and English Oral Communication Strategies: A Case Study of Thai Vendors Interacting with Foreign Tourists at the Markets in Hat Yai, Songkhla Province

Jiratchaya Kaewphiboon[1], Chutikan Intharat[2], Fareeda La-adam[3],
Thitipat Watthajarukiat[4*], and Howhan Thaveeseng[5]

_____

Abstract

In Hat Yai's tourism sector, local marketplaces act as key economic hubs and major attractions for international tourists. However, limited English proficiency remains a barrier to effective communication, hindering commercial activities. Recognizing this issue is essential for research that supports career development and local tourism promotion, yet empirical studies in this specific context remain limited. This research aimed to: 1) investigate the language barriers encountered by Thai vendors while interacting with foreign tourists in English at the markets in Hat Yai, and 2) examine the strategies employed by the Thai vendors to overcome these language barriers. This qualitative study employed purposive sampling to conduct interviews with 30 vendors operating in three major markets in Hat Yai. The findings indicated that the primary listening difficulty was understanding tourists' accents (76.67%), followed by vocabulary issues (56.67%). With regard to speaking, challenges primarily involved limited vocabulary (83.33%) and pronunciation (33.33%). To resolve these challenges, vendors regularly asked tourists to repeat themselves (43.33) and used Google Translate as a strategy to facilitate communication (43.33%). When speaking, they often relied on non-verbal cues, such as gestures, to complement their speech (63.33%). The researcher recommends organizing training sessions to enhance vendors' English listening and speaking skills, as well as instructing them on how to use translation applications. These recommendations could significantly improve communication and make smooth business interactions.

Keywords: Language Barriers, Listening Difficulties, Speaking Difficulties, English Oral Communication Strategies, Thai Vendors in Hat Yai, Foreign Tourists in Hat Yai

_____

[1] Bachelor's student, Faculty of Liberal Arts, Prince of Songkla University, Songkhla, Thailand, Email: monalissx2@gmail.com

[2] Bachelor's student, Faculty of Liberal Arts, Prince of Songkla University, Songkhla, Thailand, Email: mojimojojung@gmail.com

[3] Bachelor's student, Faculty of Liberal Arts, Prince of Songkla University, Songkhla, Thailand, Email: fareedalaadam@gmail.com

[4] Lecturer, Faculty of Liberal Arts, Prince of Songkla University, Songkhla, Thailand, *Corresponding author email: thitipat.wa@psu.ac.th

[5] Lecturer, Faculty of Liberal Arts, Prince of Songkla University, Songkhla, Thailand, Email: howhan.t@psu.ac.th

Introduction

Thailand is among the top tourist destinations globally and in Southeast Asia, attracting a substantial influx of visitors to all regions (Sirivadhanawaravachara, 2024). Hat Yai District, an urban center in Songkhla Province, situated approximately 60 kilometers from the Thailand-Malaysia border, is one of the largest commercial hubs in southern Thailand and is renowned for its multicultural diversity (Yin Yan-E & Lu Junyu, 2021). Owing to its convenient travel access, diverse gastronomy, hotel services, and venues for exhibitions and events, the city has become a frequent stopover and preferred destination for tourists (Jurakanit & Taweepornpatomkul, 2018). Additionally, commercial activities catering to foreign tourists—such as walking streets, night markets, local food districts, and traditional Thai massage—are key income sources for Hat Yai's local economy (Peter-Cookey & Janyam, 2019; Yusuf, 2020). An estimated 75% of visitors are Malaysians, followed by Singaporeans and other international tourists. Flea markets and community-based tourism are especially popular among Malaysians, contributing to a 3.3% annual growth in the local tourism sector (Mad-ad & Saeliow, 2024). Among the city's marketplaces, Kim Yong Market, Green Way Night Market, Asian Trade Night Bazaar, and Klong Hae Floating Market are consistently highlighted as favorite destinations for a significant number of foreign tourists.

Consequently, interaction between local vendors and international tourists has become a common feature of commercial activity at these locations. English—the global lingua franca—remains the primary medium of communication between Thai vendors and most international tourists (Sanmamood, 2023). However, As Thailand is largely monolingual with limited English exposure, language barriers pose a significant challenge for Thai vendors in interacting with international tourists. Several studies examining vendors' listening and speaking competence across various regions of Thailand have indicated that Thai vendors face challenges in communicating in English to a certain extent including understanding unfamiliar accents and idioms, incorrect pronunciation, anxiety about using improper grammar, and even fear of speaking English (Isarayawat, 2017; Charoensuk et al., 2018; Rassamee et al., 2019).

In Hat Yai, many Thai vendors, whether Muslim or Thai-Chinese, have been observed communicating with tourists in Malay or Mandarin to some extent. However, they tend to encounter greater difficulties with English, such as an inability to provide product information or to conduct sales negotiations in English, resulting in mutual incomprehension between vendors and foreign tourists, customer dissatisfaction or refusal to purchase. This inability reflects ineffective English oral communication among the vendors, which can result in decreased sales and negative tourism experience for visitors. Consequently, recognizing this issue is an important first step toward finding effective ways to help Thai vendors in Hat Yai improve their English oral

proficiency. Furthermore, although similar research has been conducted in other regions of Thailand, Hat Yai remains comparatively understudied on this topic.

This study therefore aims to investigate the language barriers the Thai vendors encountered when communicating in English with foreign tourists in the markets in Hat Yai. It also seeks to examine the strategies they employed to overcome the language barriers. he findings aim to guide relevant organizations in developing language workshops or training to improve Thai vendors' English oral communication in Hat Yai.

Research Objective

1) To investigate the language barriers encountered by Thai vendors when communicating in English with foreign tourists at the markets in Hat Yai, Songkhla.

2) To explore the strategies employed by Thai vendors to overcome language barriers when communicating in English with foreign tourists at the markets in Hat Yai, Songkhla.

Literature Review

Language Barriers

Communication is a fundamental process enabling individuals to convey thoughts, emotions, intentions, and needs in both personal and professional contexts. Effective communication involves several key components, including clear and concise messages, appropriate gestures, facial expressions, eye contact, posture, and good listening skills (Vyas & Mehta, 2015). When any of these components are missing, communication barriers may arise. Such barriers—resulting from environmental, linguistic, cultural, psychosocial, or perceptual factors—can hinder communication and cause misunderstandings or breakdowns (Jureddi & Brahmaiah, 2016).

Verbal and non-verbal language skills are essential to effective communication, particularly in professional or business contexts. When an individual is unable to convey a precise message due to language deficiency, it means communication is interrupted by linguistic factors, which is considered to be a common type of communication barriers. This can occur among both speakers of the same language and different languages (Adanlawo et al., 2021).

Linguistic factors, or language barriers, refer to difficulties in communication between speakers of different languages. As a result, using English as a communication medium poses ongoing barriers for non-native speakers, particularly in regions where it is not the primary language (Amano & Berdejo-Espinola, 2025).

The Shannon and Weaver model of communication defines the linguistic factor in interpersonal communication as a form of "semantic noise," which occurs when a message

encoded by the sender is disrupted by linguistic factors. The semantic noise refers to the linguistic distortion arising from being unable to understand the meaning of the words, or phrases conveyed by the speaker correctly partly due to different background knowledge and level of language proficiency, which lead to misinterpretation/misunderstanding (Narula, 2014, pp. 11–29).

Communication Theory (n.d.) identifies several factors leading to language barriers in communication, including: 1) interacting with each other using a non-native language; 2) speaking in different dialects or non-standard accents; 3) using jargon, slang, or idioms that are not widely understood or are prone to misunderstanding; 4) having a limited vocabulary; 5) having different levels of language proficiency; and 6) having poor grammar and sentence formation.

Communication difficulties frequently emerge across various settings. To ensure effective communication, it is essential to identify these challenges and implement strategies to overcome them (Kapur, 2018). This suggests that effective communication depends not only on language competence but also on the ability to manage language-related difficulties. Previous studies have examined the challenges of English oral communication and the strategies employed by non-native English speakers. Research conducted by Bounthavong et al. (2024) suggested that vendors at Luang Prabang Night Market, Laos, face communication difficulties with foreign customers due to challenges in understanding English pronunciation, limited grammar knowledge, and limited vocabulary, which contribute to decreased confidence. The findings of this study are consistent with Nikornkittikosol's (2023) research, which reported that vendors at Khlong Lat Mayom Floating Market, Taling Chan District, Bangkok, experience difficulties in understanding tourists' speech due to its rapid pace and unfamiliar vocabulary. Additionally, they often encounter challenges in retrieving appropriate vocabulary when responding. To cope with these communication barriers, vendors primarily rely on requesting assistance from more proficient speakers.

Oral communication strategies

Nakatani (2006) developed a measurement tool focusing on assessing communication strategies which can be used in EFL contexts called "Oral Communication Strategy Inventory (OCSI)". The strategies are classified into two main groups of strategies to deal with difficulties in two skill areas: listening (seven categories) and speaking (eight categories) as outlined below.

Strategies for coping with listening difficulties

1. **Negotiation for meaning while listening**
   The listener asks for repetition, clarification, simpler words, or a slower pace when they have trouble understanding the speaker.

2. **Fluency-maintaining strategies**
   The listener listens to the speaker's tone and pronunciation, show understanding using verbal or non-verbal backchannel cues, and ask for examples to understand better

3. **Scanning strategies**
   The speaker focuses on key elements of the sentence, such as the subject and verb, question words in WH-questions, and the beginning of sentences to understand the speaker's intention and main point.

4. **Getting the gist strategies**
   The speaker focuses on grasping the general meaning rather than understanding every detail. They rely on context and prior information to predict or infer the speaker's intention.

5. **Nonverbal strategies while listening**
   The listener relies on the speaker's gestures by paying attention to the speaker's eye contact, body languages, or facial expressions.

Strategies for coping with speaking difficulties

1. **Social affective strategies**
   To maintain a smooth conversation, the speaker tries to stay calm, enjoys conversations, makes a good impression, speaks with confidence, and use fillers when needed. They do not fear making mistakes.

2. **Fluency-oriented strategies**
   The speaker tries to communicate fluently by adjusting their speech, such as rhythm, intonation, and pronunciation, to ensure their interlocutor understands what they are trying to convey.

3. **Negotiation for meaning while speaking**
   The speaker avoids communication breakdown by checking if the listener understands, repeating when necessary, watching their reactions, and using examples to clarify.

4. **Accuracy-oriented strategies**
   The speaker focuses on the accuracy and appropriateness of communication like a native speaker. They pay attention to grammar, sentence structure, and expressions.

5. **Message reduction and alteration strategies**
   The speaker avoids using unfamiliar language and simplifies their message using simple words and expressions.

6. **Less active listener strategies**

The listener tries to translate what the speaker has said into their native language, and focuses on familiar expressions they know to help with understanding.

7. **Word-oriented strategies**

The listener focuses on words the speaker emphasizes or slows down. They try to understand the speaker's intention from familiar words or to catch every word used during the conversation. They also rely on the first word in a sentence to help them identify whether it's a question.

6. **Nonverbal strategies while speaking**

The speaker uses nonverbal cues such as eye contact, gestures, and facial expressions during interactions.

7. **Message abandonment strategies**

When facing language difficulties, the speaker may stop communicating, leave messages   incomplete, ask for help, or give up if they struggle to convey their message.

8. **Attempt to think in English strategies**

The speaker conveys messages by adapting familiar English sentences to suit the situation or translating them from their native language

Methodology

The study adopts a qualitative approach to investigate the English language challenges faced by Thai vendors in Hat Yai during interactions with foreign tourists, as well as the strategies they use to overcome difficulties in listening and speaking (English oral communication strategies) when communicating and selling their products. Data collection was conducted from 30 September to 6 October 2024.

1. Participants

A total of 30 mixed-gender Thai vendors were chosen using a purposive sampling method from three local markets in Hat Yai: Kim Yong Market, Green Way Night Market, and Asian Trade Night Bazaar. The selection included ten Thai vendors from each market, ensuring an equal representation across all three locations. The selected participants were exclusively vendors who communicate in English with foreign tourists during sales transactions.

2. Research Instrument

A semi-structured interview and in-depth interview were used to collect data, which was primarily scheduled based on the researchers' availability. The interview questions, consisting of three main sections: participants' demographic information, listening and speaking difficulties, and strategies for English oral communication, were designed to align with the objectives.

To ensure the instrument's validity and reliability, the interview questions were reviewed and validated by three content experts. Content analysis of the instrument showed the overall Item-Objective Congruence (IOC) index exceeded the acceptable threshold of 0.5. Subsequently, the questions were revised based on feedback prior to data collection.

3. Data Analysis

The collected data were transcribed and analyzed using content analysis, and the findings were presented through descriptive narration method.

Results

The findings from the analyzed data are presented in three main sections: demographic data of the participants, English listening and speaking difficulties faced by the vendors, and communication strategies for facilitating listening and speaking employed by the vendors, as described below.

Section 1: Demographic Data of the Participants

Fundamental demographic data is presented in this section, including gender, age, educational background, length of work experience, and participants' perceptions of oral communication in English.

Table 1: Personal Information of the Participants

Personal Information	Number (people)	Percentage (%)
Gender	n=30	100.00
Male	5	16.67
Female	25	83.33
Age (Years)	n=30	100.00
Less than 20	7	23.33
20-30	15	50.00
31-40	5	16.67
41-50	3	10.00
Over 50	-	-

Table 1: Personal Information of the Participants (continued)

Personal Information	Number (people)	Percentage (%)
Education Level	n=30	100.00
Secondary school	1	3.33
High school/Vocational degree	10	33.33
Bachelor's degree or higher	18	60.00
Other	1	3.33
Duration of Work Experience	n=30	100.00
Less than 1 year	5	16.67
1-5 years	14	46.67
6-10 years	7	23.33
More than 10 years or more	4	13.33
Perceptions of Oral Communication in English	n=30	100.00
Excellent	-	-
Good	2	6.66
Average	20	66.67
Poor	8	26.67
None	-	-

Table 1 shows that the female vendors (83.33%) outnumber the male vendors (16.67%) in the three Hat Yai markets. The majority of the vendors are between 20 and 30 years old (50%), followed by those under 20 (23.33%). The most common level of education among the vendors is a bachelor's degree (60%), with high school or vocational education following at 33.33%. Work experience among the vendors is most commonly found in the range of 1 to 5 years (46.67%). In terms of oral communication ability, 66.67% of the vendors perceived themselves as having an average level of proficiency.

Section 2: English Listening and Speaking Difficulties Faced by the Participants

This section presents the findings of a content analysis conducted on written notes and transcriptions of audio-recorded interviews, with a focus on language barriers (the listening and speaking difficulties) experienced by the vendors, as outlined below. Based on interviews with thirty Thai vendors working in three markets in Hat Yai, most reported that they primarily communicate in English with Malaysian tourists, followed by Chinese and Singaporean tourists. Western tourists and others—such as Indonesians, Filipinos, and Indians—were mentioned less frequently.

Table 2: Language Barriers (Listening Difficulties in English) Faced by the Vendors

Listening Difficulties	Percentage (%)
Difficulty understanding foreign tourists' accents	76.67
Vocabulary comprehension difficulties	56.67
Rapid speech rate of tourists	36.67
Length of tourists' spoken utterances	16.67

The findings presented in Table 2 reveal that the vendors experienced difficulties in listening to the foreign tourists, specifically in terms of accent, vocabulary, and pace of speech. The most frequently reported issue among the vendors was difficulty understanding the foreign tourists' accents, accounting for 76.67% of responses. One vendor stated, *"I couldn't understand their accent. Their accent is different from ours, so it's hard to understand"*. Similarly, another vendor noted, *"I think it's the accent. You know how Malaysians speak—it can be a bit hard to catch"*.

The second most frequently reported issue, accounting for 56.67% of the responses, was difficulty with vocabulary, as the vendors did not recognize the words used by tourists. One vendor explained, *"Vocabulary could be a problem. Sometimes they say something, and I just don't understand"* Other vendors reported, *"I don't understand the words they use"* and *"Some words just don't make sense to me. I have no idea what they mean"*.

The third most common issue, reported by 36.67% of the vendors, was the fast pace of speech. They expressed challenges such as, *"They talk too fast, I can't catch what they're saying"* and *"Sometimes they talk really fast all at once, and I just can't keep up"*. Nevertheless, the length of tourists' speech was the least frequently reported listening difficulty, reported by only 16.67% of the vendors. Some of the vendors commented, *"The tourists speak in really long sentences, and I get confused"* and *"When they speak in long sentences, I can't keep up"*

Table 3: Language Barriers (Speaking Difficulties in English) Faced by the Vendors

Speaking Difficulties	Percentage (%)
Difficulty retrieving appropriate vocabulary	83.33
Pronunciation-related misunderstandings	33.33
Difficulty constructing complete sentences	16.67

Regarding speaking difficulties, Table 3 shows that the most frequently reported problems were related to vocabulary and pronunciation, while difficulty in forming full sentences was the least common. The majority of the vendors (83.33%) reported struggling to find the right words,

expressing concerns such as, *"I'm stuck, I don't know what to say"*, *"I can't think of the right words"*, *"I just can't remember the vocabulary"*, and *"The words are on the tip of my tongue, but I can't remember"*

Pronunciation was the second most frequently reported problem, with 33.33% of the vendors expressing concerns about being misunderstood due to incorrect pronunciation. One of the vendors admitted, *"I'm afraid of mispronouncing words and that they won't understand"*, while another stated, *"My pronunciation's bad, so I'm scared to talk"*.

Only 16.67% of the vendors reported difficulties in forming complete sentences, often relying on single words instead, while only a few expressed concerns about grammatical accuracy. Some of the vendors shared, *"It's hard to make a full sentence sometimes, so I just stick to words"*, *"I don't know how to put sentences together, so I just say words"*, and *"I have trouble making sentences, so I just go with single words"*.

Section 3: Oral Communication Strategies for Facilitating Listening and Speaking Difficulties

To cope with listening difficulties, the vendors employed a variety of strategies when communicating with foreign tourists. These strategies included asking tourists to repeat themselves, using translation devices, relying on non-verbal cues, seeking assistance from others, and focusing on key words. Asking tourists to repeat themselves was one of the two most frequently used strategies, each employed by 43.33% of the vendors. One vendor explained, *"If I don't understand, sometimes I ask them to say it again"*. Similarly, another frequently used strategy was using language translation applications on their phones, such as Google Translate. One vendor described, *"If I can't understand them, I'll ask them to type what they want to say into Google Translate"*. The second most common strategy, used by 33.33% of the vendors, was relying on non-verbal cues such as facial expressions and hand gestures to indicate confusion. For instance, one vendor stated, *"I'll make a confused face to let them know that I don't understand"*. Another vendor added, *"I'll use hand movements to show that I don't understand."* On the other hand, only 3.33% of the vendors reported asking others for help with listening. This was the same low percentage as Those who depended only on using key words to understand the main point of what foreign tourists were saying. The data are summarized and presented in the table below.

Table 4: Oral Communication Strategies for Listening Difficulties

Listening Strategies	Percentage (%)
Asking tourists to repeat their statements	43.33
Using language translation applications on mobile devices	43.33
Relying on non-verbal cues (facial expressions and hand gestures)	33.33
Asking others for assistance with listening	3.33

For strategies the vendors used to overcome problems in speaking with foreign tourists, most relied on non-verbal cues and translation tools. Specifically, 63.33% of the vendors used gestures to assist communication while speaking. One vendor shared, *"While selling, I point to the products or use hand signals to show they are good, and tourists usually get it"*. Meanwhile, using Google Translate and asking for help from others were equally common strategies, both employed by 26.67% of the vendors. One vendor explained, *"I just speak Thai into Google Translate, and it translates into English for the tourists"*. Likewise, another vendor stated, *"When a foreign customer comes, I ask someone else to speak with them"* Additionally, 20% of the vendors used simple words they could think of when speaking with foreign tourists. One vendor noted, *"I just say whatever words come to mind first"*. Similarly, 13.33% of the vendors relied on images to help convey their message. One vendor mentioned, *"If I can't say it, I just show the customer a picture on my phone."* Lastly, only 6.67% of the vendors repeated what they said in order to help tourists understand them better. One vendor stated, *"I say it again, just in case they didn't hear it clearly"*.

Table 5: Oral Communication Strategies for Speaking Difficulties

Speaking Strategies in Oral Communication	Percentage (%)
Using gestures to facilitate communication during speaking	63.33
Using Google Translate application	26.67
Seeking general help from others	26.67
Using simple vocabulary when speaking with foreign tourists	20.00
Relying on images to aid message conveyance	13.33
Repeating statements to enhance tourists' understanding	6.67

Discussion and Conclusion

This study examines language barriers and English communication strategies between Thai vendors and foreign tourists in Hat Yai District, Songkhla Province. The majority of participants are female, aged between 20 and 30, and most hold vocational or bachelor's degrees. They generally self-assess their English communication skills as intermediate. The following section discusses the language barriers identified in the study and the strategies employed to address them.

The findings of this study are consistent with the Nakatani's (2006) model regarding listening and speaking strategies in various aspects, including negotiation for meaning, gist comprehension, non-verbal strategies, message reduction and alteration, and message abandonment. Nakatani A also emphasized that these strategies are predominantly employed by individuals with lower English proficiency; however, this varies from the current study's finding that 73.33% of the vendors perceived their oral English proficiency as average to good. Moreover, the most significant language barriers in communication between the vendors and foreign tourists are accent and vocabulary. The vendors also struggle with the speed and length of sentences spoken by foreign tourists. Accent is reported as the most challenging issue, likely due to the diverse nationalities of tourists. Vendors specifically noted that Chinese accents were often the hardest to understand, while Malaysian English was generally easier to comprehend than Chinese but more difficult than Western accents. This finding aligns with Adanlawo et al. (2021), who states that regional accent differences can cause miscommunication. Similarly, vocabulary limitations, difficulty recalling words during conversation, and pronunciation issues are among the most common barriers faced by vendors. Furthermore, vendors acknowledged struggling to form complete sentences and often communicate using individual words. These findings correspond with Sawetprom and Bennui (2023), who studied Thai airport staff assisting tourists at Phuket International Airport. The research also highlights challenges related to unfamiliar accents, difficulties in following fast speech and lengthy sentences, as well as issues with vocabulary, pronunciation, and sentence formation. The findings of this study align with those of Nikornkittikosol (2023) and Bounthavong et al. (2024), who reported similar language barriers encountered by non-native market vendors.

As for strategies, the findings suggest that vendors most frequently rely on non-verbal cues and translation applications for both listening and speaking tasks. This may imply that age and education levels may influence the vendors' choice of communication strategies. It was also concluded that vendors employ both linguistic and non-linguistic strategies at varying frequencies to overcome communication barriers. Linguistic strategies involve using language to overcome difficulties, such as repeating statements for better understanding, identifying key words in speech, or using simple and familiar words. On the other hand, the vendors tend to use non-linguistic strategies that rely on alternative means of communication, such as using images instead of words, or calculators to explain prices, using gestures, and asking others for help in understanding the conversation. These findings align with Masoot and Srichat (2023), who found that non-verbal communication strategies were the most frequently used among street vendors. This suggests

that most of the vendors prefer relying on non-verbal aids rather than developing their linguistic skills. Based on these findings, it can be concluded that despite global advancements, non-English-speaking countries—including Thailand—continue to encounter persistent barriers to English communication. While traditional strategies remain the predominant choice among the vendors, there has been a noticeable rise in the use of language applications, which provide practical support in managing real-time communication difficulties.

Implications for Future Research

Since this study focused solely on Thai vendors as the primary source of information, further research should also gather data from foreign tourists regarding their communication difficulties with Thai vendors. This would give a clearer picture of the problem by adding points of view from both sides of the interaction. Further research should investigate the effectiveness of translation applications in addressing English communication problems among Thai vendors, with an emphasis on the impacts of language barriers and the reasons behind strategy selection, as well as aspects of intercultural communication.

Practical Applications

According to the additional interviews, vendors expressed a need to improve speaking skills, expanding vocabulary, enhancing listening comprehension to better understand tourists, and practicing basic phrases useful for communicating with foreign tourists, and accessing to translation tools. To make learning more accessible, relevant organizations could develop communicative English training programs or teach how to use mobile translation applications to the vendors such as Google Translation, Chat GPT, Phrasebook. These improvements could significantly contribute to better communication, ultimately enhancing vendors' ability to provide services more effectively.

Research Limitations

Data collection at popular markets in Hat Yai was limited by vendors' busy schedules. Many participants were frequently occupied with attending to tourists often resulting in interrupted interviews. Scheduling interviews during vendors' available hours may be essential. If time constraints of interviewees can be managed, employing focus groups and non-participant observation could provide a more well-rounded perspective. Additionally, collecting data based on specific variables such as gender, age group, and education level would allow for more nuanced analysis from different angles.

References

Adanlawo, E. F., Reddy, M. M., & Rugbeer, H. (2021). Intercultural Business Communication: The Implications of Language Barriers. *Psychology and Education 58*(5), 6281-6290. https://www.psychologyandeducation.net/pae/index.php/pae/article/view/6609

Amano, T., & Berdejo-Espinola, V. (2025). Language barriers in conservation: Consequences and solutions. *Trends in Ecology & Evolution, 40*(3), 273–285. https://doi.org/10.1016/j.tree.2024.11.003

Bounthavong, O., Phuangsavath, V., Sisavat, V., & Mixaykone, K. (2024). PROMBLEMS IN USING ENGLISH SPEAKING FOR COMMUNICATION OF THE VENDORS AT LUANG PRABANG NIGHT MARKET LAO PDR. *Journal of Humanities, Social Sciences, and Arts, 5*(2), 39–58. https://so03.tci-thaijo.org/index.php/hsa/article/view/275638

Charoensuk, S., Chuai-in, P., & Watecho, T. (2018). PROBLEMS AND NEEDS OF ENGLISH USAGE FOR TOUR AGENTS IN TRANG PROVINCE. *Journal of Humanities and Social Sciences Thonburi University, 12*(28), 256–269. https://so03.tci-thaijo.org/index.php/trujournal/article/view/124152

Communication Theory. (n.d.). *Language barriers in communication*. Retrieved March 13, 2025, from https://www.communicationtheory.org/language-barriers-in-communication/

Isarayawat, C. (2017). Development of Communicative English Learning Course for Vendors and Nongki Municipality Officials, Nongki District, Buriram Province. *Journal of Humanities & Social Sciences (JHUSOC), 15*(2), 231–244. https://so03.tci-thaijo.org/index.php/jhusoc/article/view/201603

Jurakanit, K., & Taweepornpatomkul, S. (2018). Potential Development of the MICE industry in Hat Yai District, Songkhla Province. *E-Review of Tourism Research, 16*(1), 15–37. https://ertr-ojs-tamu.tdl.org/ertr/article/view/294

Jureddi, D. N., & Brahmaiah, N. (2016). Barriers to effective communication. *Journal of English Language and Literature, 3*(Special Issue 2), 114–115. https://www.joell.in/wp-content/uploads/2016/03/114-115BARRIERS-TO-EFFECTIVE-COMMUNICATION.pdf

Kapur, R. (2018). *Barriers to effective communication*. ResearchGate.

Mad-ad, A., & Saeliow, P. (2024). Malaysian Tourist Loyalty towards Destinations in Hat Yai District, Songkhla Province. *Parichart Journal, 37*(4), 906–922. https://doi.org/10.55164/pactj.v37i4.271594

Masoot, W., & Srichat, S. (2023). English language use strategies in selling products of Thai street vendors: A case study of the area in front of the Telephone Organization Market, Phra Nakhon Si Ayutthaya Province. *Journal of Liberal Arts Rajamangala University of Technology Suvarnabhumi, 5*(3), 607-621. https://so03.tci-thaijo.org/index.php/art/article/view/271473

Nakatani, Y. (2006). Developing an Oral Communication Strategy Inventory. *The Modern Language Journal, 90*(2), 151–168. http://www.jstor.org/stable/3876868

Narula, U. (2014). *Handbook of Communication Models, Perspectives, Strategies*. Atlantic Publishers & Distributors.

Nikornkittikosol, P. (2023). The guideline for self-directed learning to enable local vendors to communicate with foreign tourists at Khlong Lat Mayom Floating Market, Taling Chan District, Bangkok. *Journal of the Association of Researchers, 28*(1), 119–144. https://so04.tci-thaijo.org/index.php/jar/article/view/263549

Peter-Cookey, M. A., & Janyam, K. (2019). Skill performance in informal economy workers: Multilevel perceptual assessment. *Kasetsart Journal of Social Sciences, 40*(2), 271–280. https://so04.tci-thaijo.org/index.php/kjss/article/view/242141

Rassamee, K., Tantikovit, T., & Chanpradit, T. (2019, December 3–4). *Problems and needs in using English listening and speaking skills of merchants at Taling Chan Floating Market, Bangkok* [Conference presentation]. The 16th Kasetsart University Kamphaeng Saen Campus National Conference: Kasetsart Kamphaeng Saen Following the Father's Footsteps, Continuing the Science of the Land, Kasetsart University Kamphaeng Saen Campus.

Sanmamood, N. (2023). *Perceived needs and problems of English language use among vendors at Satun tourism objects in (South) Thailand* (Undergraduate thesis). Department of English Language Education, Faculty of Psychology and Sociocultural Sciences, Islamic University of Indonesia, Yogyakarta.

Sawetprom, P., & Bennui, P. (2023). A study of English listening and speaking problems of tourist assistance officers at Phuket International Airport. *Journal of Humanities and Social Sciences, Mahasarakham University, 42*(2), 147-160.

Sirivadhanawaravachara, A. (2024). Thailand as a World Top Tourism Destination. *World Journal of Advanced Research and Reviews, 24*(2), 449–458. https://doi.org/10.30574/wjarr.2024.24.2.3362

Vyas, F. Y., & Mehta, H. J. (2015). Developing Effective Communication Skills. *International Journal of Research and Analytical Reviews, 2*(1), 105–108. https://ijrar.com/upload_issue/ijrar_issue_156.pdf

Yin Yan-E, & Lu Junyu. (2021). The identity of Overseas Chinese in Hat Yai, Thailand. *Journal of Asia Social Science, 5*(3), 75–84. https://doi.org/10.51600/jass.2021.5.3.75

Yusuf, D. (2020). *Women Migrant Street Food Vendors in Tangerang (Indonesia) and Hat Yai (Thailand): Family, Labour, and Income*. Kassel University Press. https://doi.org/10.17170/kobra-202009221838