

A Study of ASEAN Tourists' Perception of Nonverbal Communication

1. Mr. Teerawat Wanichakam, Communicative English (M.A.), Ramkhamhaeng University, ichbintonie@hotmail.com
2. Assoc. Em-orn Dispanya, M.S. Bemidji State University, U.S.A., emdispru1@ru.ac.th
3. Dr. Preeda Chaiya, Ph.D, Tourism and Hospitality Management, the University of Waikato, New Zealand, preeda_chaiya@hotmail.com

Abstract

This study investigates the perception of nonverbal communication of ASEAN tourists coming to Thailand. It is expected that when the ASEAN Economic Community (AEC) officially commences at the end of 2015, the number of ASEAN tourists from nine members of the ASEAN countries likely increases because of the effect of the economic cooperation. Even though English is regarded as the working language that will be used among ASEAN people, but each country under the ASEAN membership has its own native language use. For this reason, when ASEAN tourists visit Thailand, the usage of nonverbal communication is one of the communicative methods inevitably used in communication between these visitors and Thai people.

Questionnaires were used for collecting data from a group of informants at the Central Pier of Bangkok. The data was collected from 200 tourists from nine ASEAN countries. It was analyzed and interpreted. The ASEAN tourists' background was classified by gender, age, education level, field of graduation, occupation, work experience, country of residence, the responsiveness of ASEAN tourists to AEC, the use of nonverbal communication, factors affecting nonverbal communication, the frequency and importance of the use of nonverbal communication. Research questions were answered in accordance with the data obtained.

Keywords: AEC, ASEAN tourists, nonverbal communication, body language, nonverbal communication types