

TABLE OF CONTENTS

	Page
ABSTRACT (IN THAI).....	I
ABSTRACT (IN ENGLISH).....	II
ACKNOWLEDGEMENTS.....	IV
TABLE OF CONTENTS.....	VI
LIST OF TABLES.....	X
LIST OF ABBREVIATIONS.....	XII
 CHAPTER	
1 INTRODUCTION	
1.1 Background of the Study.....	1
1.2 Purposes of the Study.....	4
1.3 Research Questions.....	4
1.4 Significance of the Study.....	4
1.5 Scope and Limitations of the Study.....	6
1.6 Definitions of Key Terms.....	7
1.7 An Overview of the Chapter.....	8
1.8 Summary of the Chapter.....	9

TABLE OF CONTENTS (CONTINUED)

		Page
2	LITERATURE REVIEW	
2.1	The Language of Hospitality.....	10
2.2	Speech Acts.....	11
	2.2.1 Speech Acts of Austin's Theory.....	12
	2.2.2 Speech Acts of Searle's Theory.....	13
2.3	The Speech Acts of Greetings.....	15
2.4	Replies to Speech Acts of Greetings.....	21
2.5	Politeness Theory.....	22
2.6	Factors Affecting the Speech Act Production.....	25
2.7	Previous Studies Related to the Present Investigation.....	26
2.8	Summary of the Chapter.....	34
3	RESEARCH METHODOLOGY	
3.1	Population and Subjects.....	35
3.2	Method of Data Collection.....	37
3.3	Data Collection.....	38
3.4	Data Analysis.....	38
	3.4.1 Coding.....	38
	3.4.2 Categorization.....	39
	3.4.2.1 Greeting Strategies.....	39
	3.4.2.2 Replies to Greeting Strategies.....	40
	3.4.3 Statistical Procedures.....	40

TABLE OF CONTENTS (CONTINUED)

		Page
3.5	Summary of the Chapter.....	41
4	RESULTS	
4.1	Strategies Used in Greetings and Replies to Greetings	43
4.1.1.	Overall Strategies Used in Greetings.....	44
4.1.2	Strategies Used in Greetings Classified by Patterns.....	45
4.1.3	Overall Strategies used of Replies to Greetings.....	59
4.1.3	Strategies Used in Replies to Greetings Classified by Patterns.....	61
4.2	Comparison of the Strategies Used in Greetings	74
4.3	Comparison of the Strategies Used in Replies to Greetings....	77
4.4	Summary of the Chapter.....	79
5	CONCLUSION AND DISCUSSION	
5.1	Summary of the Main Findings.....	80
5.2	Discussion of the Findings.....	81
5.2.1	Strategies Used in Greetings by the Hotel Staff and the Hotel Guest.	81

TABLE OF CONTENTS (CONTINUED)

	Page
5.2.2 Strategies Used in Replies to Greetings by the Hotel Staff and the Hotel Guests.	84
5.2.3 Comparison of the Strategies Used in Greetings of the Hotel Staff and the Hotel Guests Classified by Gender.	86
5.2.4 Comparison of the Strategies Used in Replies to Greetings of the Hotel Staff and the Hotel Guests Classified by Gender.....	88
5.3 Pedagogical Implications.....	90
5.4 Suggestions for Further Research.....	91
BIBLIOGRAPHY	93
APPENDICES	101
A Conversations of the Strategies Used in Greetings and Replies to Greetings Classified by Patterns.....	102
B The List of Experts.....	119
C Letter for Experts.....	120
CURRICULUM VITAE	124

TABLE OF CONTENTS (CONTINUED)

	Page
5.2.2 Strategies Used in Replies to Greetings by the Hotel Staff and the Hotel Guests.	84
5.2.3 Comparison of the Strategies Used in Greetings of the Hotel Staff and the Hotel Guests Classified by Gender.	86
5.2.4 Comparison of the Strategies Used in Replies to Greetings of the Hotel Staff and the Hotel Guests Classified by Gender.....	88
5.3 Pedagogical Implications.....	90
5.4 Suggestions for Further Research.....	91
BIBLIOGRAPHY	93
APPENDICES	101
A Conversations of the Strategies Used in Greetings and Replies to Greetings Classified by Patterns.....	102
B The List of Experts.....	119
C Letter for Experts.....	120
CURRICULUM VITAE	124

LIST OF TABLES (CONTINUED)

	Page
4. 11 Frequency and Percentage of Replies to Greeting Strategies Used in Pattern MHS - MHG	61
4. 12 Frequency and Percentage of Replies to Greeting Strategies Used in Pattern MHS - FHG	62
4. 13 Frequency and Percentage of Replies to Greeting Strategies Used in Pattern FHS - MHG	63
4. 14 Frequency and Percentage of Replies to Greeting Strategies Used in Pattern FHS - FHG	64
4. 15 Frequency and Percentage of Replies to Greeting Strategies Used in Pattern MHG - MHS	65
4. 16 Frequency and Percentage of Replies to Greeting Strategies Used in Pattern MHG - FHS	66
4. 17 Frequency and Percentage of Replies to Greeting Strategies Used in Pattern FHG - MHS	67
4. 18 Frequency and Percentage of Replies to Greeting Strategies Used in Pattern FHG - FHS	68
4. 19 Comparison of the Strategies Used in Greetings of the Hotel Staff and the Hotel Guests Classified by Gender	75
4. 20 Comparison of the Strategies Used in Replies to Greetings of the Hotel Staff and the Hotel Guests Classified by Gender	77

LIST OF ABBREVIATIONS

Throughout this work, abbreviations are adopted for the description of recurrent concepts and speech features.

FHG = Female Hotel Guest

FHS = Female Hotel Staff

MHG = Male Hotel Guest

MHS = Male Hotel Staff

มหาวิทยาลัยราชภัฏสุราษฎร์ธานี
Buriram Rajabhat University