



**Language Roles in Internal and External Communication  
in the Thai Tourism Industry Competitiveness**

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**Abstract:** Language plays important roles in both internal and external communications in the tourism industry competitiveness. Communications involve giving, getting, and highlighting information. Communications also enhance understanding and establish a good relationship among people. Effective communications involve nine elements. Moreover, communications are influenced by a multitude of factors. They include the use of language of employees, the employees' involvement and commitment and the technological change. Language can be a means and it helps maintain competitiveness. The usage of a clear and appropriate language and of a vocabulary building helps generating effective communication. Observation and interview are ways of determining the internal and external communication.

**Keywords:** language roles; communication; tourism industry; competitiveness; assessment communication

**JEL Classification:** D83; L83; M12

## **1. Introduction**

In the uncertain economic time and political crisis, effective internal and external communication is very important for smooth running of business in tourism industry. The success, the growth of individual executives and professionals and the ability in competitiveness are the aims in internal and external communication (Katz, 2005; Zamora, n. d.). Internal and external communication build network (Butler, 2008),