**Developing an Electronic Training Material in English for Ecotourism for**

**Wangkho Batik Community Enterprise, Khanom District,**

**Nakhon Si Thammarat Province** (Time New Roman 14 pt, **centered, in boldface)**

Jittima Choopuna\* Napadon Sornpakdeeb Khemnatee Srisuklomc Kritchaya Thepsuriwongd (Time New Roman 12 pt)

1College of Industrial Technology and Management, (Time New Roman 10 pt)

Rajamangala University of Technology Srivijaya, Thailand

\*Corresponding Author Tel.: 0894698707, E-mail address: jittima.c@rmutsv.ac.th

**Abstract** (Time New Roman 12 pt, flushed leftin **boldface**)

The tourism industry continues to develop rapidly and has opened a large workplace in Khanom District, Nakhon Si Thammarat Province. Staff who work in the tourism and hospitality industries are highly aware of the importance of English and have to have good English communication skills in their workplace. This study aimed to study the needs of English language skills for ecotourism and to develop electronic training material in English for ecotourism for Wangkho Batik Community Enterprise, Khanom District, Nakhon Si Thammarat Province. The participants were 20 members of the Wangkho Batik Community Enterprise. There were four stages in the production of the training material: (1) conducting a preliminary study to determine the needs for English language skills training; (2) analyzing the needs, developing, and piloting the training equipment; (3) implementing the material with the staff who work in the tourism and hospitality industries; and (4) evaluating and revising the material. There were three instruments used to obtain the research data: a questionnaire, electronic training material in English for ecotourism, and an interview. Findings from the study showed that electronic training material can encourage staff who work in the tourism and hospitality industries to master their English skills. It can encourage them to be more autonomous practitioners. However, the common limitations included a weak internet connection and low computer skills. Furthermore, the results of this study would help trainers and language teachers when they develop and integrate technology into English training materials. (Time New Roman 12 pt) Maximum 250 Words

**Keywords** (Time New Roman 12 pt, **in boldface**)**:** electronic training material, English for

 ecotourism, Khanom District (Time New Roman 12 pt)

Maximum 5 words