

Abstract

Title:	Volunteers' Motivation and Satisfaction for Travel-to-Teach Organization, Thailand
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The objectives of this study are to explore the motivations influencing people to become volunteers and to join the Travel-to-Teach organization in Thailand, to examine volunteers' satisfaction for the Travel-to-Teach organization and to investigate volunteers' behavior. Ninety-six (96) respondents are people who had been volunteering with Travel-to-Teach, Thailand selected for the study. The convenience sampling technique of non-probability sampling was adopted in the selection process for the respondents.

Findings show that a majority of respondents were female (69.8%), aged between 21 and 30 year (70.8%), single (88.5%), come from European Union countries (58.3%), being students (56.3%), holding Bachelor's degrees (59.4%), having an monthly income between US\$ 3,001-US\$ 5,000 (41.4%), Christian (63.5%) and staying with the Travel-to-Teach programs for 4 weeks (40.9%).

Regarding to volunteers' motivations, the major motivator influencing volunteers to join the Travel-to-Teach in Thailand was to fulfill social needs ($\bar{X}=1.58$), followed by to fulfill esteem needs ($\bar{X}=1.94$), to fulfill self-actualization needs ($\bar{X}=2.23$), to fulfill safety needs ($\bar{X}=3.84$) and the least motivator is to fulfill their physiological needs ($\bar{X}=4.48$). The factor that motivated volunteers to join Travel-to-Teach in Thailand the most was to give education to people who have lack of opportunities ($\bar{X}=1.40$), followed by to develop poor communities ($\bar{X}=2.29$) to gain personal skills and international experiences ($\bar{X}=2.83$) to make new friends with Thai people and other volunteers ($\bar{X}=3.45$) pushing by from family, friends or someone who is important ($\bar{X}=5.01$), and least factor of their motivation was that Thailand is a safe country to volunteer ($\bar{X}=5.29$).

As regards to the volunteer satisfaction, volunteers indicated that the very satisfaction areas include working with other people from diverse cultures ($\bar{X}=4.60$), improving social interaction

from being a volunteer (\bar{X} =4.52), gaining personal skills and international experience (\bar{X} =4.52), being volunteers with Travel-to-Teach organization (\bar{X} =4.5), Making new friends (\bar{X} =4.49), learning the differences of lifestyles in other cultures (\bar{X} =4.46), flexibility schedules during volunteering (\bar{X} =4.43), the coordinators give general advices to the volunteers (\bar{X} =4.42) and finally, the responsibility of coordinators in arranging teaching schedule (\bar{X} =4.32) respectively. The satisfaction areas include activities arranged by Travel-to-Teach organization (\bar{X} =4.16), developing activities involving students' education and support poor communities (\bar{X} =4.14), location of Travel-to-Teach's dormitory (\bar{X} =4.13), facilities at Travel-to-Teach's dormitory (\bar{X} =3.65) and finally, transportation provided by Travel-to-Teach (\bar{X} =4.60) respectively.

In terms of the consumer behavior, most of the respondents agreed that the major reason they came to volunteer was because they wanted to gain their international experience (47.9%), receive knowledge about new cultural environments (93.8%), give education to poor Thai individuals and children (89.6%), gain experience by working with people from different countries (other volunteers) (85.4%) and finally to challenge themselves (74%). The reason to join the Travel-to-Teach program in Thailand is mainly because the organization supported education and helped develop poor communities (32.3%). They made decisions based on their self-influence (57.3%) and tend to volunteer once every three years (66.7%) They preferred to take part in voluntary work in Thailand in the month of June (26%). They obtained information (76%) and applied to join the program from the Travel-to-Teach's website (79.2%).

It is recommended that the Travel-to-Teach organization should focus more on target volunteers that have similar factors to the majority respondents. They should try to understand what people want from volunteering and what their interests are. The organization should find and create more activities that are involved more with Thai culture, education of Thai children and more challenging for the volunteers. They should encourage their sale promotion for June and the months surrounding it. The organization should also focus slightly on improving their dormitories and the conditions of the transport facilities. Finally, Travel-to-Teach should advertising their organization's program promoting the experiences that people will receive when they join the volunteer programs.