

**VOLUNTEER TOURISM DEVELOPMENT:
A CASE STUDY OF ISARA CHARITY FOUNDATION
NONG KHAI, THAILAND**



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**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
(TOURISM AND HOSPITALITY MANAGEMENT)
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Thesis
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NONGKHAI, THAILAND**



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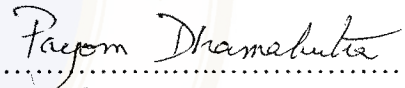
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**VOLUNTEER TOURISM DEVELOPMENT: A CASE STUDY OF
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ABSTRACT

The objectives of this study are to examine the motivation factors that influence volunteers, to explore the satisfactions of volunteers, to define the perceived benefits and to identify the problems that volunteers encounter while doing volunteer work. Data were collected through observation and key informant's interviews. Qualitative data provided descriptions expressing social and research motives as strong forces leading to volunteer tourism. The qualitative analysis was analyzed by using content analysis. The findings indicate that the volunteers were motivated by the activities of the Isara Charity Foundation. The volunteer received exchange experience from volunteer tourism, especially self development benefits and a sense of social responsibility. The main problems while volunteering at Isara were lack of training as well as lack of funding. The result of this study should be applied to tourism planning and management in order to minimize the problems and maximize the benefits of volunteer tourism as well as using volunteer tourism as a tool to understand the motivation and satisfaction of volunteer tourists. Also, it can provide significant information on volunteer tourism and how it can be used as a tool for sustainable development. The recommendations of this research are that more research is needed in this area to better understand the benefits and the problems of volunteer tourism. Fundamental change in volunteer management practices is required. Thus, the volunteers are looking for more effective and efficient systems and processes for managing their assignment.

**KEY WORDS: VOLUNTEER TOURISM / MOTIVATION / SATISFACTION/
BENEFITS AND PROBLEMS / SUSTAINABLE DEVELOPMENT**

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VOLUNTEER TOURISM DEVELOPMENT:
A CASE STUDY OF ISARA CHARITY FOUNDATION IN NONG KHAI

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บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อค้นคว้าปัจจัยสร้างแรงจูงใจซึ่งมีอิทธิพลต่อนักท่องเที่ยวเชิงอาสาสมัคร เพื่อสำรวจความพึงพอใจของนักท่องเที่ยว เพื่อระบุผลประโยชน์ที่ได้รับและจำแนกถึงปัญหา ระหว่างร่วมกิจกรรมอาสาสมัคร โดยเก็บข้อมูลจากการ สังเกตการณ์และสัมภาษณ์นักท่องเที่ยวเชิงลึก ข้อมูลเชิงคุณภาพได้ให้คำอธิบายในด้านสังคมและความเข้าใจต่อแรงจูงใจซึ่งนำไปสู่การท่องเที่ยวเชิงอาสาสมัคร การวิเคราะห์ข้อมูลเชิงคุณภาพใช้วิธีวิเคราะห์เนื้อหา จากผลการวิจัยพบว่า นักท่องเที่ยวเชิงอาสาสมัคร สนใจในกิจกรรมของมูลนิธิธิดา นักท่องเที่ยวเชิงอาสาสมัครได้แลกเปลี่ยนประสบการณ์ โดยเฉพาะการพัฒนาตนเองและก่อเกิดสำนึกและความรับผิดชอบต่อสังคม ทั้งนี้ปัญหาหลักของกิจกรรมเชิงอาสาสมัครของมูลนิธิธิดาคือ การฝึกอบรมที่ไม่เพียงพอและขาดเงินทุนสนับสนุนอย่างต่อเนื่อง ผลจากการวิจัยในครั้งนี้ควรนำไปใช้ในการวางแผนและจัดการเพื่อลดปัญหาและเน้นสร้างประโยชน์สูงสุด ทั้งนี้ ผลวิจัยสามารถใช้เป็นเครื่องมือในการวัดความเข้าใจต่อแรงจูงใจและความพึงพอใจของกลุ่มนักท่องเที่ยวเชิงอาสาสมัคร และการพัฒนาการท่องเที่ยวเชิงอาสาสมัครอย่างยั่งยืน รวมทั้งเข้าใจประโยชน์ที่นักท่องเที่ยว จะได้รับและปัญหาที่ควรแก้ไข รวมถึง การจัดการองค์กรและดำเนินงานเปี่ยมประสิทธิภาพ

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CHAPTER I

INTRODUCTION

1.1 Introduction

Rapid growth with the myriad of tourism product caused travel form more valuable than in the past century. But, nowadays, people with more self-seeking motivation are also lured by the unique experience offered by alternative tourism. Alternative tourism is consistent with natural, social and community values. Besides, allow both hosts and visitors to benefit from positive and valuable interaction and shared experiences.

McGehee & Norman (2002) stated that the popularity of volunteer tourism as a form of alternative tourism has grown significantly over the past decade since the Cold War and the attempts of the United States to win hearts and minds as well as has grown increasingly to experience a popular in the 2000s (Tomazos and Butler, 2009). Moreover, the alternative tourists began search for new and exciting forms of travel contrast with the mass- tourism product born out of the industrial revolution and the need for social standing (Weaver and Opperman, 2000). Otherwise, volunteer tourism is moving toward higher commercialization with more profit-oriented companies offering volunteer tourism packages, making the study of volunteer tourists' motivations even more important.

Volunteer tourism or Voluntourism has recently been regarded as an emergent form of alternative tourism. It has been perceived as 'new ecotourism, 'active vacation', or even a path toward an ideal 'sustainable tourism'. Formerly, volunteer tourism was believed to attract travelers with a sense of altruism who would like to make a difference during their holidays. In addition, the volunteers also want to feel like they are making a difference while exploring new places safely (Wearing, 2001).

Moreover, voluntourism is the practice of individuals going on a non - paid working holiday for the purpose of volunteering themselves to worthy causes. The

industry has experienced enormous growth in the number of companies, volunteers traveling, projects and regions available. However, operating volunteer tourists are differentiated from working tourists that are generally travel undertaking a gap year, and not all working tourists are volunteers since some find paid employment while travelling. A key element in the definition of a volunteer tourist stated that they often pay more than what they would have had paid for an ordinary vacation to the same destination (Wearing, 2001) with the extra cost ideally being for the benefit of the cause or project the volunteer will work for.

According to Tomazos and Butler (2009) there are 146 voluntourism organizations worldwide that send thousands of volunteer tourists around the world each year. There are volunteer opportunities on every continent of the world with the top five countries being China, India, USA, Indonesia and Brazil (Tomazos & Butler, 2009). Then, the volunteer organizations labeled themselves as non-profit; the market is becoming more productive. Many organizations diversify and offer various programmes as part of the volunteering experience.

In the 2004 Tsunami, the various terms have grown in popularity among media to channel people's feelings of wanting to help the devastated communities. "Today's travelers are not fulfilled by getting on a tour bus. They want an interaction that comes from a host community," explains Peter Semone, Vice President–Development for the Pacific Asia Travel Association" (Emmons, 2006). Indeed, volunteer tourists are often already aware of global issues, through media reports, classroom discussions, and personal research back home, and inquire a deeper understanding of the complexities surrounding them. Furthermore, the volunteers vary in terms of their motivation, their background and their expectations, as volunteer tourists' endeavor can be both domestic and international. Besides, vary in duration, depending on the projects and the volunteer organisations involved.

To determine the impact of volunteer tourism has on voluntary workforce and community participation is important to understand how effective the volunteer tourism efforts have been. It is hypothesized that the volunteer organisation affecting on the motivation and satisfaction of volunteer tourists. However, how measurable and recognizable this impact can only be determined after interviewing experts from various industry sectors.

On the one hand, most currently research on voluntourism has demonstrated that there is a need for empirical quantitative analysis. Furthermore, utilizing a large sample will reduce the reliability limitations associated with past research. Valuable insight into the motivations and expectations of these voluntourism will provide for a much more understanding of the market segment.

In Thailand, there are a few volunteer organisations that offer free programmes. However, Sarnelli House, Isara Charity Foundation, and Thai Freedom House offer unpaid volunteer programmes as well as accommodations, food, electricity and utility. Apart from this, the voluntourist have to pay for joining volunteer programmes that range from low cost to high cost. For example, Sea Turtle Research Tortuguero provides an opportunity for two distinct volunteer groups; research assistants (RAs) and participant researchers (PRs). PRs generally stay for 1 to 3 weeks, and aid RAs with all tasks except tagging during one data collection shift per night. Fees paid by PRs are as follows: US \$1,360 for 1 weeks, \$1,785 for 2 weeks, and \$2,075 for 3 weeks (Campbell & Smith, 2001).

Thus, this study is significant as there is currently few literatures on using volunteer tourism as a tool for understand the motivation and satisfaction of volunteer tourists. Indeed, more research is needed in this area to better understand the benefit and the problems of volunteer tourism. Lastly, the findings from this study will provide significant information on volunteer tourism and how it can be used as a tool for sustainable development.

1.2 Significant of the Problem

Volunteer tourism is an increasingly popular activity in which individuals combine travel with voluntary work, meanwhile, it represents a more reciprocal form of tourism and facilitates the social development among participants. The volunteer tourism also alleviated the requirement of poor developing destinations. Presently, some nonprofit organisations also offer the volunteer program to attract people who interested to help others without program fee such as Isara Charity Foundation, Nong Khai, Thailand.

There are several reasons that the researcher selects the Isara Charity Foundation to be a case study since the consistency visiting of an international voluntourist as well as an attractive volunteer programmes. For educational programmes, Isara offering English class, computers class, web design class, and video production class that attracted hundreds local students to join. In addition, Isara also provide volunteers to local government schools and scholarships to students in the surrounding area. Thus, Isara also welcome all background of volunteer tourists who distribute diversity skill to maintain Isara volunteer programmes.

On the other hand, the number of volunteer tourists is not stable and hardly to predict as well. From November to February, there are 10 – 15 volunteers joined Isara volunteer program. Then, the number of volunteer dramatically decreased to a few volunteers in March. This caused inconsistency maintenance some programmes such as Art Class and Computer Class. Besides, the learning curve of students is not consistency as the organisation expected.

However, the researcher stated that most nonprofit organizations have difficulty motivating altruistic and compassionate individuals to volunteer for their organisation. Subsequently, most volunteers are individuals who are supported the activities of the nonprofit organization and they do not know that they are doing something valuable and for the satisfaction that it brings to the volunteer personally (Dolnicar & Randle, 2007).

Consequently, this research aims to identify the motivation factor of volunteer at Isara Charity Foundation in order to raise the number of volunteer since the organisation can't be presumed. Because the application is available via the Isara website and there is no advertisement on other websites meanwhile the participants knew the Isara from their search engine and word of mouth. Apart from this, the organisation offering free volunteer program including accommodation, water, electricity and internet to attract the volunteers. Therefore, this research attempts to classify the satisfaction of the volunteer to enhance the volunteer programmes. Also, direct the Isara to achieve vision and mission as a long term goal. Although this problem clearly challenges the Isara in its endeavor to fulfill its mission, research shows that the inability to motivate or retain volunteers is a challenge for most non - profits organisations as well.

Furthermore, this study sought to identify what motivated volunteers to resume the volunteering. Satisfaction, training and management, and perceived external-internal benefits were noted as most important factors influencing retention (Jeannette T., 2006). Furthermore, the volunteer program need to response overall the volunteer requirements meanwhile implement the Isara mission.

In summarize, the volunteer programmes will be efficient when the international volunteer tourist, the local people and all stakeholders perceive the value of volunteer tourism that sustain the local community in a long haul.

1.3 Research Question

From the statement of problem, there are research questions that have stemmed from the overall research goals:

- What are the motivation factors that influenced volunteers for joining the Isara?
- What are the satisfactions that volunteers have while volunteering?
- What are the perceived benefits that volunteers derive from participating in volunteer activities?
- What are the problems that volunteers encountered while doing volunteer?

1.4 Rationale of the research

According to the volunteer tourism, this research was commissioned to understand the value on volunteerism, and whether businesses expect volunteerism to be effective to attain social goals. In addition, the survey explored the ways in which the results of volunteer activities are measured and analysed to the volunteer organisation understand the tourist's perception. Besides, the assessment of volunteer' motivation is used at the organisation management level to monitor overall performance and at the scale of the individual organisation to explore and solve the problems. In addition, the organisation can redesign their activities and consider their programs to satisfy the need of the volunteer which assist the organisation to extend their target group of volunteer.

Subsequently, the study based on volunteer tourism including the international volunteer tourist in the area of Nong Khai Province could be the role model for the Ministry of Tourism and Sports to promote the other volunteer organisations and maintain those needed assistance in the other provinces. Furthermore, the Ministry can apply the research' result to promote Nong Khai as a long term of developing volunteer trips. As a consequence, the result from volunteer tourism studies will raise conscious awareness, bridge the relationship of all stakeholders that would lead to the positive attitude in volunteer tourism.

1.5 Research Objective

The objectives of volunteer tourist researching are separate in three-folds including:

- To identify the motivation factors of an international volunteer tourists
- To explore satisfaction of an international volunteer tourists
- To determine the benefits that the participants gained from volunteers experience
- To investigate problems that the volunteers have encountered while volunteering

1.6 Research assumption

This research aims to identify the motivation factors of volunteers and what the benefits that volunteers experience from interaction as well as the problem that they may encounter. The objectives of this research are;

(a) the volunteer tourists were motivated by the volunteer programs, to include, the volunteer tourists also learned from the volunteer, staffs and other participants during the voluntary workforce.

(b) to study the volunteer activities mainly sustain the organisation as well as an impact on the participants who attaining both English program and Environment project.

(c) to explore the motivation factors that lead the organisation to monitor and manage their voluntary program to response the volunteer requirement. Also, attract the right target of volunteer to exchange their knowledge and skill in that organisation.

1.7 Scope of the study

The researcher has set up the scope of the studies in three groups which start from the sample group including the charity foundation, then the stakeholders; the international volunteer tourists and the voluntary staffs who participating English teaching program.

1.7.1 The charity foundation in Nong Khai

The researcher study the non-profit organisations, the Isara Charity Foundation, was founded in 2005 by Kirk Gillock. The organization's first projects were focused on motorcycle safety through its national helmet campaigns. Kirk Gillock, Isara's founder and 1988 Willis High School graduate, receives the humanitarian award for the Thai province of Nong Khai during an award ceremony hosted by "The Nation," one of the country's largest newspapers.

Particularly, the Isara benchmark their outlook from the entire volunteer organisation websites. Isara generates funds for its projects through their non-profit website with the concept "Charity begins at your homepage". This site offers a unique opportunity to finance their charitable projects simply through your every day web browsing. Thus, the organisation offer free accommodation and no fee charge for the volunteer tourists. To complement the project, the tourists can apply online and select the interested program as well as apply to be a donator.

1.7.2 The stakeholders in volunteer tourism

The researcher aim to study the stakeholders who relevant to the Isara organisation to obtain the data and the opinion to answer the questions in case of the volunteer programmes lead to motivated the incoming volunteers as the following:

- The international volunteer tourists who have been experienced and participated in the Isara Charity Foundation, Muang District, Nong Khai Province.

- The founder and the voluntary staffs who work at Isara those allocated and negotiate with the international volunteer tourists.

Lastly, the researcher intends to visit Primary School in Nong Khai named Baan Nong Chaeng School which cooperates with Isara organisation. In part of Isara organisation, the researcher will be attained at the Isara Learning Center. In addition, the researcher will join the voluntary program for collecting more information. For instance, the English class, the Art class and the Boat Project.

1.8 Limitations of Research

Nong Khai Province is a wide area with a lot of villages altogether, therefore the research focuses on the volunteer organisation that had significant number of the international tourists join the program which located in tourism destination as Nong Khai Province, which is in northeastern of Thailand. Moreover, the number of volunteer tourists hardly to predict in each visiting and trips since the volunteer will travel to Nong Khai from November to February. The researcher decides to collect the information by distribution of the questionnaire via online and at Isara organisations as mentioned. Also, instruct the in-dept interview to gather more information that relevant to the motivation factor of voluntourists.

Furthermore, there are few researches related to the benefits that volunteers obtain from joining the volunteer programmes. The researcher aims to study their perceptions of volunteer tourists while working in the organisation. Therefore, in-depth interviews were conducted with individuals from diverse backgrounds and different experiences in order to understand the attitude, ideal, perception of other volunteer tourists.

Finally, language barrier is the other concerned point while conducting the survey and take depth interview with the international volunteer tourists. Moreover, the questionnaire must provided internet access for more convenience to the group of international volunteers who had gone to their hometown.

Conceptual Framework

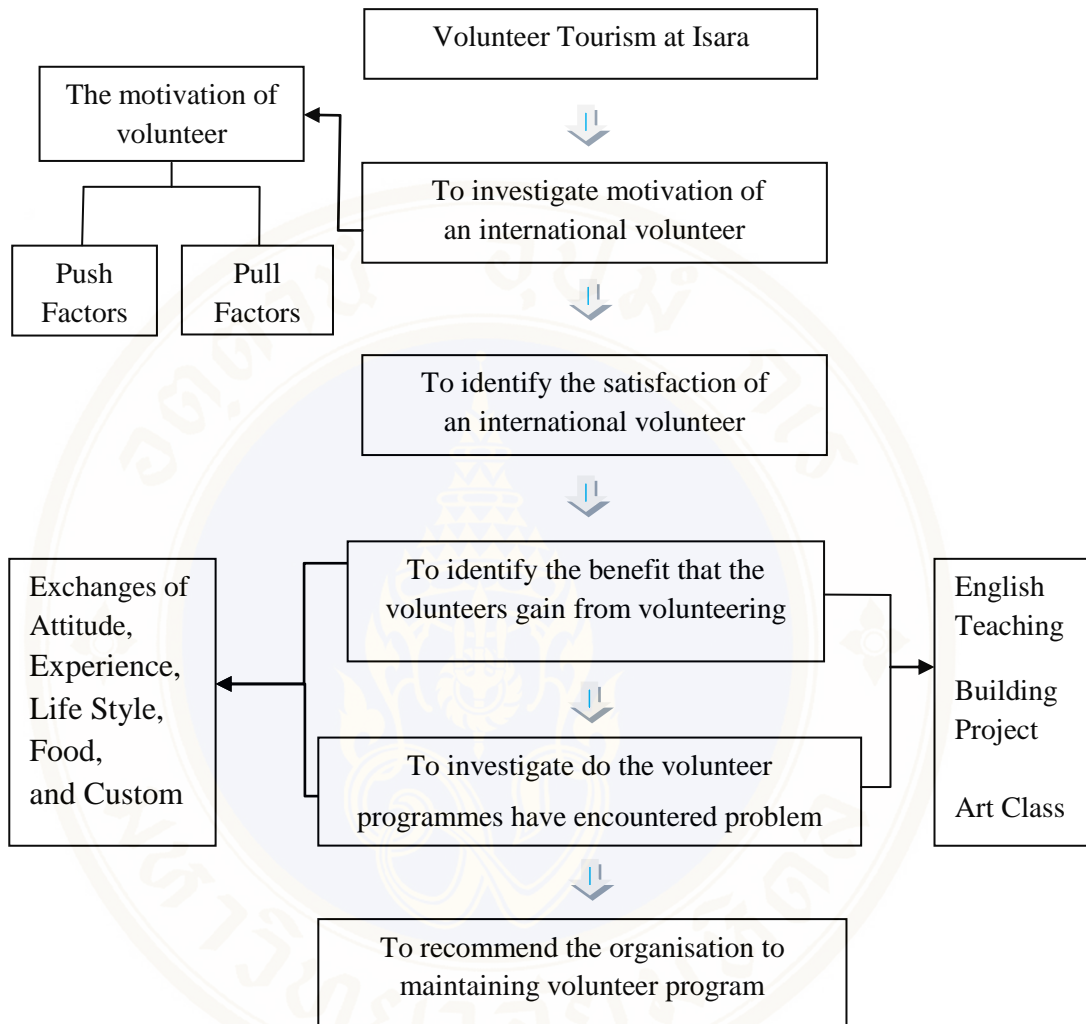


Figure 1.1: Conceptual Framework of the Research

1.9 Chapter Summary

Since volunteer tourism is a term that has been used to describe a wide range of tourist behaviors and tourism products and services and is now one of the fastest-growing forms of alternative tourism. To understand the volunteer tourist, this research aims to study the motivation of an international volunteer who joining the Isara Charity Foundation, Nong Khai Province, Thailand. There are three programmes that most volunteer joined for example, English teaching, Building project, Computer class and Art class.

Moreover, the researcher also focuses on the push and pull factors that attracted volunteer to join the volunteer programmes. Then, identify the benefits that the international volunteers gain from volunteering such as self develop, cross-cultural understanding, interaction with local people and building self capacity. Subsequently, to investigate the volunteer programmes have an encounter problem and limitation or not.

In addition, the researcher attempts to implement the gap of the volunteer programmes. Besides, develop volunteer program to meet the volunteer needs. Thus, recommend the organisation to enhance the volunteer programmes.

CHAPTER II

LITERATURE REVIEW

This research identifies the motivation of an international volunteer tourist at Isara Charity Foundation in Nong Khai Province. The potential of developing tourism in Nong Khai investigated through assessing important of volunteer tourism principles among respondents.

The literature review provides a theoretical backdrop for the subject areas of Sustainable Tourism Development, Alternative Tourism, Volunteer Tourism, Motivation, Push and Pull factors and Satisfaction. Sustainable Tourism Development is addressed to understand the term of sustainable which is fundamental to tourism itself. Alternative Tourism is identified characteristic and objective of tourist admiring. Then, Volunteer tourism literature is summarized to clarify its basic meaning and outline areas of ambiguity. Motivations are essential for understanding personal task choices, commitment and continuity of service. In volunteer studies, push and pull theoretical models posited by help to organize definition and enhance understanding motivation of volunteer tourists' interpretive range.

Finding the outcome of volunteer tourism included the benefits and the problems that the volunteer experienced while volunteer. The satisfaction of volunteer tourist leads to empower the potential volunteer tourism and guideline the organisation to response their needs.

2.1 Sustainable Tourism Development

Like education, sustainable tourism development is an essential component of tourism development. Sustainability includes environmental, socio-cultural, and economics.

Harrison et al. (2003) defined that the Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is considered as leading to manage all resources;

economic, social, and aesthetic needs be fulfilled as well as maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems.

David et al. (2008) addressed the concept of sustainable tourism development as an economic motive to achieve growth while sustaining the natural and built environment is receiving greater attention and emerging simultaneously from industry, government and academics.

Thus, sustainable tourism development means tourism that developed and maintained in an area including community and environment. Also, remains practicable over an indefinite period and does not demote or adjust the environment; human and physical. Lastly, not prohibits the successful development and well-being of the activities and processes (Anonymous, 2001).

2.2 Alternative tourism

Alternative tourism is well recognized as a distinct form of tourism and as an element of alternative globalization that has the potential to establish a consensus on bringing about sustainable global development and peace.

Early definitions, such as those by Hall (1994) defined alternative tourism has a great potential in contrasting mass tourism, although given smaller numbers but with greater spending behaviour since the differentiation pattern of tourism.

While Weaver and Lawton (2002) defined that mass tourism and alternative tourism as contrasting ideal types. The mass tourism attractions are artificial and foster externally controlled and high-leakage operations. In contrast, alternative tourism attractions are authentic and offer locally controlled and high-linkage opportunities.

Rather than viewing other cited studied as inferior to volunteer tourism can be seen as offering an opportunity for maintaining an alternative travel that is more worthwhile and significant than other vacations. In addition, the alternative tourism focuses on the altruistic and self-development that the participants can gain. Besides, the assistance can be delivered to communities in terms of community development, scientific research and ecological/heritage restoration (McIntosh and Zahra, 2007).

Additionally, there are those that envision alternative tourism as an opportunity to gear tourism to the attainment of ends other than economic profit for business or enjoyable holidays for tourists. Such purposes include shifting tourism from its hedonistic focus to a more educative concern; ensuring that tourism delivers benefits to local communities through community-based ventures; and fostering tourism more attuned to the responsibilities of the tourists and the industry, and managing tourist impacts to benefit the societies and environments they access. (B. Freya Higgins, 2006, p. 202)

As a consequence, Alternative tourism can be defined as forms of tourism that set out to be consistent with natural, social and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences.

2.3 The volunteer tourism

In an effort to organize and categorize different interpretations of volunteer tourism, several conceptual frameworks have been developed.

Early definition, Mowforth and Munt (1998) considered volunteer tourism as a combination of 'alternative tourism' and 'volunteerism'. This form of alternative tourism is aimed at so-called new tourists, who normally would like to be labeled as *travelers* instead of tourists, the term associated with traditional mass tourism. Recently, Tomazos and Butler (2009) both stated the definition of the voluntourism as the industry that relatively young, but growing fast and the majority of academic literature has been written within the last ten years.

Volunteering provides emotional and psychological benefits for the individuals involved. It promotes personal discovery and stimulates an individual's sense of self (Wearing, 2001). Wearing et al. (2004) had mentioned the meaning of volunteer tourism as learning in the form of academic knowledge, the development of personal knowledge, self-confidence, independence, cultural awareness and social abilities appears to be central to many volunteer tourism experiences and expectations.

In general, the volunteer tourists aim to work as a volunteer in one destination, meanwhile, learn other cultural, interact with social and community and raise awareness.

Lepp (2008) discussed that volunteer tourism also provides unique opportunities for intense cross-cultural interactions that may lead to an increased awareness of global issues and inequalities, as well as the desire to assist in the correction of common misconceptions and stereotypes, and provide an inspiration to further correct these upon returning home.

2.4 The volunteer tourist

The volunteer tourists travel to work for various purposes; research, assist, teach or exchange their experience with people and community without receive income from company or organisation. Brown and Morrison (2003) found two types of volunteer tourists: volunteer-minded tourists who are willing to spend most or all of their vacation volunteering, and vacation-minded volunteer tourists who dedicate partial of their vacation time to voluntary work.

Wearing (2002) identified volunteer tourist as those tourists who volunteer in an organized way to undertake holidays that might involve aiding or alleviating material poverty of some groups in society, the restoration of certain environments or research into aspects of society and environment.

Scheyvens (2002) identifies volunteer tourism as a form of “justice tourism” as it “may involve individuals from Western countries paying to come to the Third World to assist with development or conservation work, as they desire to achieve something more meaningful than a pleasure filled, self-indulgent holiday”.

2.5 The motivation

Motivations are essential for understanding visitor satisfaction and influence choice regarding behavior and activities, which are important components of tourism.

The motivation based on the strength of tourist’ desire which can be satisfied by response to that desire or needs.

Sharpley (2006) mentioned that motivation is not the same as demand. The demand for travel and tourism is the outcome of motivation. Indeed, motivation is the link between a 'felt need' and the action needed or to satisfy that need. Therefore, motivation identified as felt need that reach the aims of consumer behavior. Consequently, travel and tourism is a satisfier of needs and wants.

Also within this research, Snepenger et al. (2006) defined that motivations are the fundamental reasons for a identity traveling behavior and play an important role in understanding the decision making process of tourists. Also, assess the subsequent satisfaction of tourist's expectation.

Garrod and Gossling (2008) noted motivation that is the degree which going travel forms of an individual's travel motivation tends to vary considerably on one condition. Besides, the dedicated tourists who make decision to spending holiday timing and destination based on the quality of the destination at that time of the year.

2.5.1 The motivation of volunteer tourist

Understanding the underlying motivational drives of those who volunteer has been a recurring theme preoccupying much of the literature on volunteering. What actually motivates a person to volunteer is a complex and vexing question, yet understanding these motivations can be of great assistance to organisations in attracting, placing and retaining volunteers. Wearing (2004) discussed the development of personal knowledge, self-confidence, independence, cultural consciousness and social abilities appear to be vital to the volunteer tourism experiences and prospect (pp.209 -224). This study shows that volunteers gain benefits individuals such as self enrichment and recreation.

Recently research, L. Chen and J. Chen (2010) both determined the motivations of the international volunteer tourists who joined the Chinese Village Traditions in 2008.

Eleven themes dealing with motivations emerged and were categorized into three groups: personal, interpersonal, and other. For instance, four personal factors were measured: authentic experience, interest in travel, challenge/ stimulation, and other interest. Four interpersonal factors were also considered: desire to help, interaction with locals/cultures, encouraged by others, and enhancing relationships.

Gilmour and Saunders (1995) both defined that the motivations identified as 'push' factors that stimulate a person to seek out and undertake a vacation. The appeal of engaging in volunteer tourism comes from the desire to travel with a purpose, spend time assisting in saving natural environments, working with communities in developing countries as well as fulfilling higher level needs such as self-actualisation, enhancement of self-image, feelings of accomplishment, social interaction and belongingness. All of these factors play an important role in understanding why an individual participates in volunteer tourism.

This study had similar findings in Lo and Lee (2010) examined the motivational factors of Hong Kong volunteer tourists. The results reveal five motives joining volunteer trips: cultural immersion and interaction with the local people; desire to give back and show love and concern; a shared experience with family members and an educational opportunity for children; religious involvement; and escape from everyday life.

Brown's (2001) study on the motivations of volunteer vacationers identifies that cultural immersion, giving back and making a difference to those less privileged, gaining friendships with individuals who hold the same interests, and seeking educational and bonding opportunities for children were the main motivators for tourists to volunteer on vacation.

This study shows that the motivations of volunteer tourists are not mainly altruistic and tend to overlap with the motivations of the general traveler (Brown, 2001).

However, other literature, particularly relating to the, challenges such views. U. Beck and E. Beck (2002) stated that the mutually motivations; ego-enhancement and altruism, labeled as an altruistic individualism. Also, highlights the role of altruism as a motivating factor as well as construct the central importance of ego-enhancement motivations to volunteer tourism participation.

Volunteer tourists also have motivations for choosing a particular project. Broad and Jenkins (2008) found volunteer tourists were attracted to the Gibbon Rehabilitation wildlife conservation project by the opportunity to work with wildlife, the cheap cost, and its location in Thailand, a popular low - cost destination for young

travelers. Similarly, Wearing (2001) found that volunteer tourists are already traveling and motivation or choice is about being in the right place at the right time.

Thus, identifying the motives of volunteer tourists is one important aspect of understanding destination choice and subsequent tourism experiences. Also, those motivation items can lead to the construction of an international volunteer tourists' motivation scale as well as further streamline the motivation multidimensional.

2.5.2 Push and Pull Factor on the Motivation of Volunteer Tourist

Due to volunteer tourism is a term that has been used to describe a wide range of tourist behaviors and tourism products and services. The volunteer tourists also vary in terms of motivation, background, duration and expectations as well as the organizations that facilitate their deployment more than three thousand projects across 150 countries. Volunteer tourism endeavors can be either domestic or international (Tomazos, 2010).

In this research, the push and pull factors will be applied as the tool to determine the motivation of volunteer tourist. Also, used the push and pull model as a framework to identify and measure the different forces and influences that push an individual to travel, and pull or attract that person to a particular destination. Additionally, motivation is a dynamic process of internal psychological factors; the needs, wants and aims of an individual. Also, it is a key element of individual and group experiences of tourism products or experiences (Jennifer et al., 2007).

Generally, tourists' motivation is explained through the definition of the term force that makes people to travel. The force or factor is divided into two groups: "push" factors (internal forces) which attract the tourist once the decision to travel has already been made and "pull" factors (external forces) are traditionally accepted to be those factors influencing travel in the first place.

The push factors; the needs and wants of the tourist, are the reasons why people want to get away from their regular place of residence (Klenosky, 2002). Volunteers have different motivations: some look for experiences in an unfamiliar field, some would like to acquire new knowledge and skills that will be useful for future career. Besides, want to help people in need, build social capital, feel being

useful and gain recognition. In addition, some people want to give their contribution into developing a certain field of activity like crime reduction (Jon et al., 2010).

Moreover, the voluntourism also reveals that volunteers are typically motivated by some degree of self-interest. More importantly, as long as one assumes that volunteer tourism is beneficial, then the idea that volunteer tourists are motivated by personal factors becomes completely irrelevant. In fact, satisfying the volunteers' motivations becomes desirable because it is a necessary measure for attracting project participants (Guttentag, 2009).

Moreover, Simpson (2004) studied about the gap year of volunteer tourists also noted that the push factor; setting out to explore the other is a practice rooted in Britain's past and is at least part of the inspiration behind 'the gap year'. Over the last ten years, the gap year has become a recognized, institutionalized and professionalized phenomenon.

Lastly, Janet et al. (2007) reported that carrying out the role drives future volunteer behavior as the individual attempts to perform dependably in the volunteer role in which he or she was assigned. Several studies showed that the strength of a person's role identity was positively linked to the amount of time devoted to service.

The pull factors are reasons for going to particular destinations. These factors have been generally characterized as relating two separate decisions made at two separate points in time. One focuses on whether to go and the other on where to go (Klenosky, 2002).

In addition, pull factors are associated with tourism destination features, attractions or attributes, which are tangible features of the destination's attributes. Thus, pull motivations tend to be more external, situational and cognitive aspects as compared to push motivations, which are more intrinsic and related with internal or emotional aspects (Jennifer et al., 2007).

The notion of the 'third world' is highly important as an attraction in the gap year programmes. Indeed, some programmes is rooted in a concept of a 'third world', where there is 'need', and where European young people have the ability, and right, to meet this need (Simpson, 2004).

Typically, there is more of a consistent which the pull factor; building an *international understanding*, emphasis on international experience and fostering cross-

cultural skills and tolerance, global awareness and international solidarity, civic engagement, personal development, and international peace” (Sherraden et al., 2008, p. 400).

Moreover, to be labeled volunteer has important repercussions in terms of social relations such as it strongly determines the pull factor; how the other perceives and relates with a foreigner (Palacios, 2010 pp.861-878).

Thus, the researcher adapts the Push and Pull model as the following table:

Table 2.1: Themes of Motivation Factors and Pull and Push Factors

Push Factors	Pull Factors
Escape	Destination attributes (seeking)
Self-fulfillment (seeking)	Travel
Unemployment	Volunteer work
Gap-year	Do other thing
Retirement	New Experience
Boredom	Making Difference

Source: Push and Pull Motivation of the Volunteer Tourist

2.6 The Outcomes of Volunteer Tourism

Many of the literature reviews concerning volunteer tourism describes its potential benefits without acknowledging its possible negative outcomes. Ideally, volunteer tourism has multiple outcomes for all those involved participants: volunteers and organisations.

Benefits for volunteer tourists may include personal development; education and learning; skills and work experience; increased confidence; spending time doing something for oneself; and potentially increased employability (Broad 2003; Davis Smith et.al., 2005; Holmes, 2009; Kemp 2002; Sherraden et.al.,2008).

Moreover, the international setting of most volunteer tourism can bring additional benefits including international knowledge; increased cultural awareness and mutual understanding; intercultural competence; and language skills (David Smith

et al., 2005; Sherraden et al., 2008). Furthermore, the more enduring benefits are the development of the self and others and the enhancement of social relationship (Brown & Lehto, 2005).

More recently, Chen (2009) noted that the benefits of volunteer tourism are both personal and interpersonal. Personal benefits include personal growth, personal awareness, self-confidence, self contentment, self-development, and satisfaction. Interpersonal benefits include cross cultural interaction, interpersonal awareness, opportunities for person-to-person encounters, as well as sharing and appreciating culture.

These arguments are based on the view that the combining of voluntary work and travel provides greater opportunities for interaction and exchange between volunteer tourists and host communities.

Studies of volunteer tourists have shown that many are attracted by the opportunity for cultural immersion, the desire to meet others, and the chance to open mind that occurs on volunteer vacations. Kreag (2001) found that volunteer tourism offers resident chances to meet interesting people, make friendships, learn about the world, and expose themselves to new perspectives. Experiencing different cultural practices enriches experiences, broadens perspective, and increases insight as well as appreciation for different approaches to living.

Following Kreag, Lough et al. (2009) studied the impact of voluntourism experiences on the attitudes and behaviors of two hundred and ninety one volunteers after their trip by using survey. The result stated that most of volunteers reported an increased appreciation and understanding of other cultures. Moreover, their experience particularly strengthened their commitment to volunteer service, both at the local and international levels.

Besides, the volunteers claimed that cross-cultural experience was a transformational experience and caused significant life changes that would not have occurred if they stayed in their home country.

Thus, all benefits include personal development, a sense of achievement and belonging and the creation of a social world for participants.

Although volunteer tourists' generosity may seem stimulating, but there are potential negative outcomes of volunteer tourism with in receipt of little attention.

This particularly review and analysis of the relevant tourism literature will highlight the negative outcomes of volunteer tourism which caused by a mixture of factors; the short-term missionaries, the financial cost, the hindering of work progress and an unsatisfactory work, the volunteers' lack of skills, the instigation of cultural changes.

Generally, many volunteer tourism projects have a short period of time such as from 3-14 days. It is crucial for organizations to track the progress of the work of volunteer tourists, when it comes to international volunteer tourism.

Callanan and Thomas (2005) mentioned that potential problems including immature participants, short time frames, unorganized work plans, untutored volunteers, and language barriers. Most of the problems result from a lack of planning and training within organizations. These potential problems also question the volunteer tourists' level of involvement, raising the risk of incomplete work and decreasing the value of volunteer tourism to locals (2005). Beyond the time contribution, volunteers will experience financial costs. This may act as a barrier to the length of stay such as the cost of travel to and within the destination.

Allocating persons and tasks rather spontaneously has the drawback that rarely somebody has thought about what interests, wants and which requirements might exist to fulfill the task.

Volunteer management today uses activity profiles. Organisations decide beforehand where they want to use volunteers and what competencies could be necessary for the activity. Volunteers on the other hand think beforehand about their interests and limits.

On the other hand, some authors have questioned the benefits that can be provided by volunteer tourists who potentially do not have useful skills, are not familiar with the local culture, and only stay for a very short period of time (Simpson, 2004; Callanan and Thomas, 2005). Alongside Evans (2003) studied the reliability of data gathered by volunteers at a project in Scotland. The researcher found that the volunteers performed quite well when working on simple duties, but were unable to adequately perform one of the more complicated tasks.

The drawbacks of volunteering to the participants are discussed more; the cultural and language barriers during a volunteer tourism placement will limit the

benefits that volunteer can gain and involving a homogenous group of volunteers limits the social capital which the program may contribute to.

There are other potential downsides, which may only become evident after a period of episodic volunteering has ceased. Jones (2004) found that some volunteers being unable or unwilling to recognize or utilize the skills and experience developed.

2.7 The Satisfaction of Tourist

Initially definition such as those by Liljander & Strandvik (1997) determined the satisfaction was seen as the individual's response to the evaluation between what it was received and what it was expected. The attitudes, expectations, encounter assessments and behavioral intentions of individuals play a significant role in the tourist satisfaction process.

Based on this approach, it has been observed that tourists can recall the detail of elements that lead to tourist satisfaction some considerable time after a tourism experience (Bowen, 2001).

Kozac, & Rimmington (2000) stated that tourist satisfaction is important for a destination to be regarded as successful because it influences the choice of destination, the consumption of products and services, and the decision to return. Also, reported the findings of a study to determine destination attributes critical to the overall satisfaction levels of tourists.

Satisfied tourists tend to communicate their positive experience to others (word of mouth) and tend to purchase the product repeatedly (Beeho, & Prentice, 1997; Bigné et al., 2005; Hallowell, 1996; Kozac, & Rimmington 2000; Lee, & Lee, 2005; Pizam, 1994; Ross, 1993).

Therefore, the satisfaction with the tourism experience should be perceived as a comprehensive concept and assessed by the feeling of enjoyment with the various aspects of the destination as well as by the overall feeling (gratification or displeasure) about the experience (Reisinger, & Turner, 2003; Chen, & Chen, 2010; Alegre, & Garau, 2010).

2.7.1 The Satisfaction of Volunteer Tourist

The approach taken to satisfaction in this study is to view volunteer satisfaction as an ongoing as well as a post-consumption attitude. The researcher aims to explore the relationship between volunteer tourist satisfactions and volunteer experience, destination, organisation, and facilities. Moreover, investigate the differences between the levels of emphasis and the actual service received result in differences in the level of satisfaction.

In this approach, volunteer tourists can reflect individual elements of an experience after they have occurred as well as engaging in a post hoc longer time frame.

It is hypothesized that volunteer tourists' experiences are vital in building sustainable volunteer tourism while it is argued that volunteer tourism includes both service experience and service quality similar to the tourism industry. Experience is regarded as a critical element in influencing satisfaction as well as the sustainability of volunteer tourism. The volunteer tourism is derived from the personal evocative of the tourists and the functionality of the service performance (destination attributes).

Alexandra Coghlan (2005) stated that the key satisfaction findings were that the volunteers valued most the opportunity to experience things that few tourists are likely to experience. Additionally, the researchers reported that the vacation had a special meaning, a unique experience and a special moment. Thus, there were variability factors in the satisfaction scores for the different volunteer tourism expeditions.

There is a suggestion that Volountourists get more from their vacations than traditional travelers (Brown & Morrison, 2003) and volunteering leads to increased satisfaction with the holiday trip (Brown & Lehto, 2005).

Thus, the satisfaction is a key factor in the retention of volunteers as well as in the ultimate success and stability of volunteer programs, the organisation should consider the usefulness of evaluation the satisfaction of their volunteers. Moreover, understanding tourists' levels of satisfaction with and reaction to their experience in the destination is thus essential to host volunteers for improving programmes and services, and effectively promoting to target markets for new and repeat volunteer tourists.

2.8 Related Research

Lo and Lee (2010) examined the motivational factors and perceived value of Hong Kong volunteer tourists. The results of a focus group and in-depth interviews reveal the perceived value of the volunteer travelers was categorized; personal growth and development, relationship enhancement, and change in perspective on life. Volunteering is a key factor influencing their future decision to attend volunteer tourism. For example, time, financial ability, safety and health issues, arrangements and scale of the tour, and reputation of the organizer.

Coghlan (2007) studied four groups of volunteer tourism organisations and they identified the volunteer tourism as conservation research expeditions, holiday conservation expeditions, adventure conservation expeditions and community holiday expeditions.

This lead the volunteer tourists perceived the images of volunteer tourism as a typology of conservation-based volunteer tourism organisations. Nevertheless, the organisations need to understand their images as well as understand the volunteers' motivations, needs and expectations. To approach the volunteer tourists, the organisations may ask the voluntourist that have actually requested promotional material from different volunteer tourism organisations. Since these voluntourist might be a key to conducting follow-up studies on their motivations for undertaking a volunteer tourism trip and their on-site experiences.

McIntosh and Zahra (2007) had examined the nexus between volunteer tourism and cultural tourism in the search for alternative and sustainable experiences through tourism. By conducted the qualitative research based on 12 Australian volunteer tourists in Maori community, New Zealand. Findings suggest that the volunteers experienced an alternative Maori cultural product and engaged in a different narrative with their Maori hosts through their volunteer work, one rich in authentic cultural content, genuine and reflective of modern Maori life in New Zealand society. In this way, volunteer tourism has the potential to foster creative, alternative and more sustainable forms of tourism activity.

Raymond and Hall (2008) identified that the development of cross-cultural understanding among volunteer trips play an important role through volunteer tourism. However, the researchers have been argued that if volunteer tourism programs are not

carefully managed, this may lead to cross-cultural misunderstanding and the reinforcement of cultural stereotypes. In addition, the organisation may develop programs which will be value for the local communities. Then, approach volunteer tourism programs as a learning process rather than simply an experience. Also, give opportunities for interaction with other cultures. Thus, the development of cross-cultural understanding should be perceived as a goal of volunteer tourism.

Carter (2008) researched about an exploration of the perceptions and experiences of volunteer tourists and the role of authenticity in those experiences. The study's results illustrate tremendous opportunities to travel almost anywhere in the world including developed countries, and that teaching and construction were common volunteer activities. Furthermore, the study explores the motives of these volunteer tourists and found that most participants went on their trip to have a new experience of a different part of the world or to help others. All volunteer tourists' experiences reveal that the volunteer trips related to self - experiences, getting behind-the-scenes and sincere communication and relationships.

Ackerberg and Prapasawudi (2009) examined that the volunteer tourist engaging in volunteer tourism by using the personal construct theory and the repertory grid technique. The research can be concluded that volunteer travelers generally interpret their international volunteer trips as similar to eco-tourism trips and different from package tourism trips. In addition, volunteer tourism is perceived positively by most of the respondents and characterized such as exciting, adventurous, and giving many possibilities for self-development. Finally, the volunteer tourists are attracted by destinations and stay close to local people to experience deeper cultural in one particular place. However, some volunteers' perceptions are not the same as the mentioned. The specific group states that volunteer tourism similar to event tourism and package tourism.

McGehee & Santos (2004) explored how participation in volunteer tourism influenced social movement participation as a result of the establishment and expansion of social networks and consciousness raising experiences. Furthermore, the focus group research targeted three US based organizations; Mobility International, World PULSE, and the American Jewish World Service. Findings suggest that network ties developed during a volunteer tourism experience have a powerful role in

influencing participants' social movement participation. Thus, consciousness-raising perceived as having been brought by participation in a volunteer tourism also serves to predict intended social movement participation and activism support.

Ooi & Laing (2009) found that the motivation overlap exists between backpacker and volunteer tourists. Volunteer tourism, by contrast, has been seen in positive terms as more sustainable, combining altruistic motivations with the travel concept. Backpacker tourism, their new activities and products could be specifically address distinct motivating factors as “learning about other cultures” and “interacting with the local people”. These indicated potential for the creation of volunteer tourism products catering specifically for both the backpacker and volunteer tourism markets.

Taillon (2007) researched both qualitative and quantitative method by interviewed forty-two different locations represented. The finding stated that volunteer tourists have a complex motivational attribution. For example, finance issue is a key factor that the voluntourist concerned since they paid more expensive than other traveling. Moreover, some volunteers accepted that their helping not effectively via volunteer tourism caused no participate the volunteer tourism again. On the one hand, groups of volunteers may resume to the same destination since many locations the participants have not visited, societies and peoples in the developing country in need of assistance. Besides, volunteering is a challenging work and creates new skill as well as leading to the career development. Lastly, the researcher suggested that the host and volunteer organisation must focus on medical issue and security issue since the volunteers concerned about their healthy and safety.

Summary to the Literature Review

The motivation lead volunteer tourist experience, exchange and perceive in many attributions, for instance, interaction with the local people, personal growth, cross-cultural understanding, engaged in a different narrative with local people, self development and different self – experiences. On the one hand, two researches found that volunteer tourism overlap with backpacker tourism or eco-tourism. Besides, the volunteer tourism constructs social networks and consciousness raising experience. Indeed, the main motives mentioned by previous research can be separated into three

categories: (a) personal, (b) interpersonal, and (c) other factors. Therefore, identifying the motives of volunteer tourists is one important aspect of understanding destination choice and subsequent tourism experiences.

In this case, finding from the compiling results of the above-mentioned research had indicated that the volunteer tourism should focus on community based that the volunteer tourists involve whist participate the voluntary program. In addition, focus on the sustainable development on the volunteer tourism that it extend to the long term and maintain the local community. The researches showed that there were no differences between the motivations of international volunteer tourist and definition of volunteer tourism. However, there were slight differences in details of elements and procedures of finding the results of volunteer tourism.

CHAPTER III

RESEARCH METHODOLOGY

The mixed method approach will be applied to this study through the method of the qualitative and the quantitative research on volunteer tourism which is the specific case study that examine how the volunteer tourist lead their motivations to participate the volunteer tourism as well as implement the Isara charity foundation mission in Nong Khai Province. A combination of research was based on collecting the information from the non-profit volunteer organisation in Nong Khai areas, collecting data by in-depth interviewing, gathering subject information from the documents and related research reports. Besides, a survey-based quantitative methodology was selected as the appropriate data collection medium to enable adequate access to volunteers in tourism settings. Thus, all gathered information and survey collection obtain together to finding more documentaries from previous researches on any form of volunteer tourism in Thailand which has been researched.

3.1 Selection of Study Area and Criteria

The study area is selected based on the following criteria:

- Nong Khai Province has a great potential to extend their capacity to support the amount of tourist who wish to stay over night to travel this cultural city.
- Isara Charity Foundation offer free volunteer program for an international tourist. Moreover, the volunteer programs focus on teaching and saving the environment
- Offering authentic cultural experiences that appeal to the overseas traveler in areas outside the traditional tourism routes

In this study, the researcher selects the Nong Khai Province is the main target areas. Since the areas is the border of Thailand and Laos. Particularly, the variety of the international tourist selects this area to be transaction before travel to other region. Furthermore, the volunteer organisation encouraged the international

tourist to join their program and participate for a week to several months. On the other hand, the local community especially education areas are lack of English teacher. Thus, the volunteer tourism can join the primary school and teach for a while.



Figure 3.1: Map of Thailand Showing Location of Nong Khai Province
Source: Nong Khai Information (<http://www.nongkhainformation.com>)

3.2 Sampling Design and Sample Size

Sample size

A purposive sample was constituted by drawing from the population of past volunteers of the Isara Charity Foundation. Although the total number of volunteers from the past four years had been much larger, the potential response which the purposive sample was drawn and limited to 50 former volunteers from total number of 160 volunteers who involved Isara.

The reason for this number was that some former volunteers not left contact information, had outdated contact information, or had made the personal choice not to be contacted by the organization once they terminated their period of volunteer service.

3.3 Data Collection Source and Methods

The researcher will conduct both primary and secondary data collection. To achieve Primary data collection, the researcher will focus on group of people who attaining Isara volunteer program, for example, the Isara founder, the staffs, and the volunteers. The data collection will be carried out to examine the motivation factors, the volunteer's satisfaction, and to recommend the organisation to manage the volunteer program to meet the volunteer requirement.

To complete the in depth interview and the focus group, the researcher will jot down all the information since the international volunteers are not comfortable to record their answering. However, the volunteers will leave their name and contact e-mail in case of the researcher requires more information about their volunteer experience.

This research categorized primary data collection into three types as following;

3.3.1 Observation

Observation was separated in two categories including participant observation and non-participate observation.

- Participant Observation is the examination that the researcher participates in any activities in the volunteer organisation and meeting with the community school in Nong Khai Province.
- Non-Participate Observation is the observation of general area without participating in any volunteer organisation and volunteer activities.

3.3.2 Key Informants Interview

Interviews are included Non-Structural Interview and In-depth Interview.

a) The Non-Structural Interview or informal interview is done to build up the closer relationship with the international volunteer tourists in order to collect the specific information. All interviews focused on accessing what was working well within the sending organisations and using unconditionally positive questions

b) In-depth Interview:

Most of the in-depth interview is done by selecting the key informant who know and directly relevant to the volunteer tourism and the non-profit volunteer organisation and the program that held in Nong Khai Province.

The target groups of the interview are as addressed:

- The founder and the employees of the non profit volunteer organisation including the Isara Charity Foundation. The researcher will ask about the type of volunteer tourists, the volunteer activities and the problem of teaching English program.
- The volunteer tourists who participated in teaching English program. The volunteer tourists will be interviewed about their motivation, the benefits and the satisfaction of volunteers.

The following instruction will be providing while conduct the in depth interview;

- The researcher will introduce the thesis topic to the volunteers.
- The researcher will illustrate about the purpose of the research.
- The researcher gives an explanation to the volunteers why they were selected to be interviewed.
- The researcher clarifies type of the questions.
- The research clarifies the confidentiality and anonymity of data collection.

3.3.3 Questionnaire

A survey-based quantitative methodology was selected as the appropriate data collection to enable adequate access to volunteers in tourism settings. A questionnaire is a research instrument consisting of a series of questions as well as purpose for gathering information from respondents. However, the quality of the data collected is determined by the quality of the questionnaire used. The international volunteer will be drawn for sampling. The questionnaire designed to explore four main objectives: firstly, to define the motivation of the international volunteer along 27 questions and standardise these factor (values, reciprocity, recognition/prestige, understanding/compassion, self-realisation, reactivity, social, social contacts, career development, and religion).

Secondly, to theoretically describe and interpret the benefits that they experience from volunteer. Then, identify the problems that affect the volunteers. Lastly, the satisfaction of volunteers including the facilities, the organisation management, and the volunteer programmes. In addition, it would assess the respondent volunteer's socio-statistical characteristics (gender, age, place of residence, educational, employment) and information with regard to volunteering experience (volunteer activity, location, frequency, average hours worked). The questionnaire will be defined as self-administered surveys which can be distributed by post, mailing, or personally handed-out.

The questionnaire for international volunteers was divided into 7 sections as follows:

Section 1: contained personal information of the respondents including age, sex or education.

Section 2: explored the reason for participant volunteer tourism

Section 3: observed the orientation and preparation before volunteering

Section 4: determined the volunteer motivation of an international volunteer.

There were items with five rating scales: strongly agreed, agreed, undecided, disagreed and strongly disagreed.

Section 5: considerate the effectiveness of the volunteer work at the organization

Section 6: evaluated the satisfaction of volunteers including overall satisfaction, volunteer programmes, facilities and communication distribute channel.

Section 7: consisted of open- questions direct the respondents to suggest and recommend about the volunteer program and the organisation.

3.4 Secondary Data Collection

Secondary data collection included documentaries of other researchers who had done their researches such as thesis, researches, journal and article. In addition, the literature review provided information and knowledge on volunteer tourism in term of cultural exchange and community development.

3.4.1 Data Analysis

The researcher will apply the theories which are related to the volunteer tourism to use as the guidelines to find out the cause, mechanism or other factors which lead to the suitable volunteer tourism under the circumstance of the volunteer tourism at present. Moreover, the statistical package for social science (SPSS) was the main software to analyze and conclude the information.

3.4.2 Qualitative Analysis

The qualitative research requires human participants to answer questions and partake in both focus groups and personal interviews.

Content Analysis is a research method that applied to the subjective interpretation of the content of data through the systematic process of coding and identifying themes or patterns. The researcher will be applied to analyze the motivation factors of the international volunteer tourists. Moreover, investigate the major benefits that the volunteers derived from volunteering with Isara. Lastly, aspects will be analyzed.

Cause and Effect Analysis will be applied as a tool that helps identify, sort, and display possible causes of a specific problem that volunteers have encountered which leads to enhance volunteer programmes.

To examine the information, the researcher will apply the theory to analyse the information; the participant and non-participant observation by gathering all information. Particularly, the result of questionnaire will explain for three factors. Such as the motivation factor of the international volunteers, the benefits that volunteers gain from volunteering and the potential impact of volunteer tourism.

Furthermore, this study also uses an in-depth interview of volunteer tourists and stakeholders who participated in the volunteer programmes. The in-depth interview will help the researcher understand the factors that motivated the volunteer tourists to attend the volunteer programmes, what the volunteers have gained from their volunteer experiences and how they position themselves as well as construct the long-term objective.

3.4.3 Quantitative Analysis

The available data was analyzed by the statistical package for social science (SPSS) as well as the following statistical application.

(1) **Descriptive Statistics** are used to describe the basic features of the data in a study.

The data were analyzed to obtain statistical, frequency, percentage, mean and standard deviation with the following step;

Data organisation: the data from completed questionnaires were coded on the SPSS for Windows program.

Data display: the results from the SPSS for Windows were presented in tables with descriptive explanations for the figures.

Conclusions and interpretations Data were analyzed for their relationships and interpretations according to the study objectives, theoretical and conceptual framework of the investigation.

3.4.4 Questionnaires Evaluation

The researcher designed the survey as follows:

Testing knowledge form that has been designed to match with the purpose of the course was the multiple choices only one correct answer for each question.

Standard Marking:	Answer	Score
	Correct	1
	Incorrect	2

Motivation measurement form that has been designed to match with the purpose of the course and applied with Likert's scale that proposed a summated scale for the assessment of survey respondent's attitudes. Individual items in Likert's sample scale had five response alternatives: Strongly agreed, Agreed, Undecided, Disagreed, and Strongly disagreed.

The questionnaire was close-ended question with five selections to choose that could be both negative and positive questions by relying upon the following markings:

Positive Questions: Answer	Score
Strongly Agreed	5
Agreed	4
Undecided	3
Disagreed	2
Strongly Disagreed	1

Negative Questions: Answer	Score
Strongly Agreed	5
Agreed	4
Undecided	3
Disagreed	2
Strongly Disagreed	1

3.5 Period of Collection

Table 3.2: Period of data collection

Period of Collection	Details
June, 2011 – June 15, 2011	Distribute questionnaire form to Isara volunteer organisation via the website.
July 1, 2011 – July 15, 2011	Conduct Personal Interview with the volunteer tourists
July 25, 2011 – July 31, 2011	Follow up the questionnaire form
August 1, 2011 – August 15, 2011	Gather all data collection and do the Quantitative analyze
August 16, 2011 – August 30, 2011	Qualitative analyze
September 1, 2011 – September 30, 2011	Implement the research' result chapter
September 31, 2011 – October 10, 2011	Conclude the conclusion and suggestion

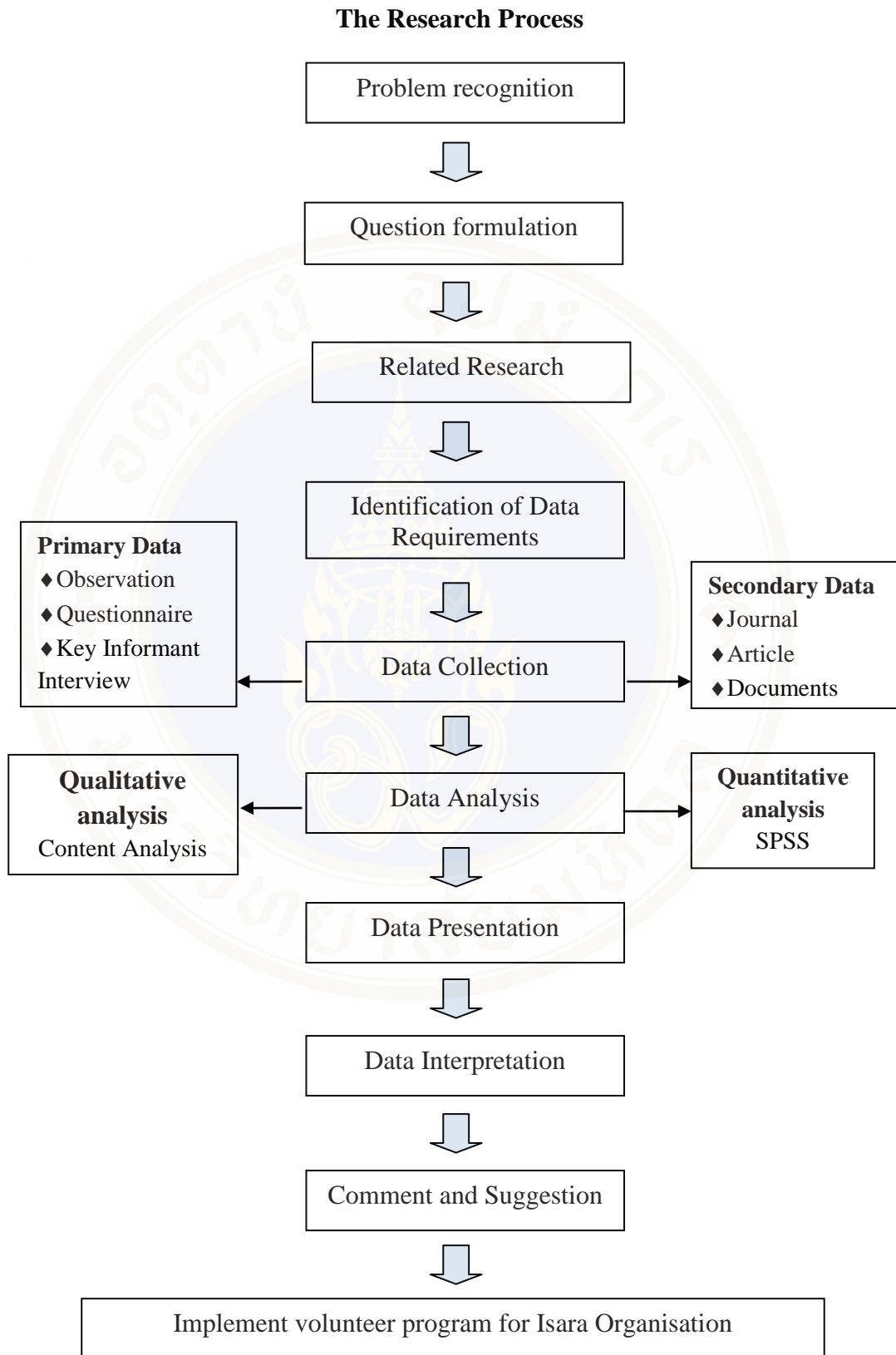


Figure 3.3: Research Design

CHAPTER IV

RESULTS

The assessment of volunteer tourism developments at Isara Charity Foundation in Nong Khai, Province covered the objectives; determine the motivation and the satisfaction of the international volunteer tourists, exploring the perceived benefits and identifying problems encountered in volunteer tourism, as well as satisfaction on facilities and communication channel. This chapter provides background information of Nong Khai that allows having genuine understanding of the study area. Also, describes demographic data and socio-economic conditions of Isara Charity Foundation followed by the analysis of quantitative and qualitative data in terms of motivation, satisfaction, perceived benefit and problems of volunteer tourism. Furthermore, information from the in-depth interviews helped to illustrate the volunteer perception and provide better understanding of their experience and learning process of volunteer tourism, and problems of the organisation management.

4.1 Profile of Study Area

4.1.1 Location and Geography

NongKhai Province is the one of the north-eastern provinces of Thailand. Neighboring provinces are (from south-east clockwise) NakhonPhanom, SakonNakhon, UdonThani and Loei. To the north it borders Vientiane Province, Vientiane Prefecture and Bolikhamxai of Laos. NongKhai is only twenty four kilometers from Vientiane opposite ThaDua on the other side. At Amphoe Si Chiang Mai some forty kilometers from town, a road runs along the river bank affording clear view of the Laotian landscape. NongKhai is 615 kilometers from Bangkok. Thus, the area is totally 7,332.3 km under control of the governor, Mr. Kawi Kittisathaphon, since 2008.

4.1.2 Background

The province is located in the valley of the Mekong River, which also forms the boundary with Laos. However, the province is located in the valley of the Mekong River, which also forms the boundary with Laos. The Thai-Lao Friendship Bridge which connects them was built jointly by the governments of Thailand, Laos and Australia and was opened in 1994.

The minor district NongMuangKhai was established on April 1 1990 with the tambon Mae Kham Mi and NongMuangKhai of RongKwang district and Wang Luang and Nam Rat of Song district. It was made a subordinate of RongKwang district. It was upgraded to a full district on September 7, 1995.

In 2001, NongKhai has been voted one of the world's best destinations to be called a "second home" for American senior citizens by a bimonthly US magazine Modern Maturity. NongKhai is a predominantly agricultural province; the majority of the populations are farmers who own rice and rubber tree. Interestingly, the Mittaphab Bridge is a gateway to the Greater Mekong Sub region. Indo-China Market or ThaSadet also lies along Mekong River. This market provides a wide range of products from Indo-China and Eastern Europe, for example, dried goods, process products, consuming product, electrical appliances, garments, and watches. Besides, at Indo-China Market, there's a small port for local people travelling to Laos. These lead a great number of Lao citizens to across the border meanwhile increase the economic activities; commercial, service and tourism. In addition, the private sector investments and land value are increased since the direction of NongKhai growth pattern is ribbon development along the main route.

The population diversity of NongKhai derives from people moving in: Thai, Lao, Chinese and Vietnamese. According to figures from the NongKhai (2010) the total population of NongKhai during 2010 was 509,395 persons, of which 255,221(50.1%) were males and 254,174(49.8%) were females. As a result, food and eatery is various especially, local food such Mekong's fishes and Vietnamese food.

4.1.3 Administration and Population

The province is subdivided into 17 districts. The districts are further subdivided into 115 sub-districts and 1099 villages.

1. MueangNongKhai
2. Tha Bo
3. BuengKan
4. Phon Charoen
5. PhonPhisai
6. So Phisai
7. Si Chiang Mai
8. Sangkhom
9. Seka
10. Pak Khat
11. BuengKhong Long
12. Si Wilai
13. Bung Khla
14. Sakhrai
15. FaoRai
16. Rattanawapi
17. Pho Tak

4.1.4 Tourism in NongKhai Province

With the neighboring country of Lao PDR on the opposite bank of the Mekong River, NongKhai also absorbed the cultural of Great Mekong Region to be their part of life. The distinctive point of NongKhai is the ancient architecture combining between Lao and French style. Moreover, NongKhai is also considered to be the investing and Buddhism city. Hence, the sightseeing is multiple and various, especially in the city area such as Prap Ho Monument andLuang Pho PraSai.

Many celebrations in NongKhai are a combined Thai-Lao traditional. For example, Songkran celebrations in Songkran festival, with rituals, cultural performances, folk games and cuisine; reflect a shared heritage and culture. Furthermore, the best known for its intriguing Naga fireballs – the smokeless, scentless, soundless ruby orbs of light that rise out of the Mekong River and float silently into the darkness on the full moon night of the eleventh lunar month or October – the final night of Buddhist Lent (Tourism Authority of Thailand, 2009).

The traditional river-based communities lead the tourist to perceive that the river is a source of food, the beginning of life as well as the center of civilization. All these factors attract the tourist to touch the nature of NongKhai and learning Thainess from local people while serving the volunteer service. The tourism extends the economy growth in many areas such as the local products for souvenirs, especially local food products, hand-woven product and silver ornaments. All products being promoted on the One Tambon One Product (OTOP) program by Thai government.

Furthermore, the rapidly growth of tourism also effected Nong Khai Province. For example, many facilities changed to support the amount of tourist especially the accommodation raised to 1,279 rooms. In addition, the expense of each tourist estimated 752.61 baht per day. Therefore, the totally revenue of each year estimated 1,287.20 million baht. For visitor, the expense of each tourist estimated around 875.82 baht per day and totally revenue each year estimated 1,287.20 million baht. The main group of tourists is Laos and travel for business purpose to purchase product at the Great Mekong Region market. The secondary tourist group is America, Japanese, England and Germany for travelling and cross the border to visit Laos, Cambodia and Vietnam (Tourism Authority of Thailand, 2009).

Nowadays, there is great number of international volunteer organisations based in Muang District, Nong Khai Province. The voluntary organisations distribute the aid to those far districts which require the education. Especially, the English volunteer tutor and other facilities. There are many volunteer organisations such as Isara, Open mind Project, Travel to Teach, and Thai-Experience. Moreover, the charity organisation called Sarnelli House Orphanage. All these organisations were established by the foreigner. Thus, the diversity of the background of the volunteer tourist will be benefit to the research.



Figure 4.1: Map of Thailand Showing Location of Nong Khai Province

Source: <http://www.nongkhaiinformation.com>

4.2 Profile of Isara Charity Foundation

Isara Charity Foundation was established in 2005 and provides help directly to those people who are in need. The assistance comes in the form of free resources and scholarships for education, campaigns and tools for personal safety, and opportunities for improving environmental conditions. At Isara, there are no middlemen brokering funding or projects and everyone involved is a volunteer. Isara creates its own projects with local communities, volunteers, and web-based users of Isara.org, with all of revenues being utilized to that purpose.

4.2.1 Isara Organisation Management

There are 50-80 volunteers apply online each month. Usually, there are estimated 10-20 volunteers come to help Isara each month. The volunteers always stay for just a few days, a few weeks, or a few months. However, the average amount of time volunteers stay is about 3-4 weeks. Some volunteers have stayed for 4-6 months. Volunteers can stay as long as they want. The Isara Learning Center (ILC) only have free rooms for 6-7 volunteers but the organisation may rent another home in the future so the organisation can provide more free rooms for volunteers. Moreover, volunteers mainly teach English and computers. They teach here at the learning center, in the afternoons, or teach at a village school in the mornings. Volunteers can also help with the other projects for example the helmet campaign or the trash/recycling campaign.

Student Recruitment

In fact, students know about Isara from their friends and family. About 80-90% is from poor families who live near the learning center. Firstly, the student will attend the English test in order to categorize the student's level of English. Then, the staff will decide which class is best for their level. Nowadays, Isara have a total of hundreds of students studying in English classes and about seventy students on waiting list. The organisation does not accept students who are younger than six years old. Otherwise, the Isara accept all students.

Training for Isara Volunteer

The volunteers obtain free Thai language lessons and Thai culture. Then, the organisation trained the volunteer how to teach effectively in the classroom. A professional teacher, who has been teaching in Thailand for many years, helps guide

the volunteers and gives suggestions on what to teach. At the learning center, and at the other school where the volunteer teach, the organization has a plan and a target that all volunteers must understand and follow the step.

Donation

To support the Isara, the donors can start from \$5 per month. Moreover, totally of the monthly sponsorship fee or one-time donation goes directly to the charity projects, which the donator can monitor on Isara' website. However, most of support comes from foreign donations that help take care of schools rent and electricity bill. In addition, people in NongKhai, around Thailand, and around the world, are work together to help Isara.

4.2.2 Isara Volunteer Programmes

Due to the volunteer participation with the local people, there are two programs that considered involving with the volunteer tourism criteria as the following:

Educational program

Isara teaches English, computers, web design, and video production to students of all ages at our own Learning Center, located in the heart of NongKhai. Isara also provide volunteers to local government schools and scholarships to students in the surrounding area. Another method of further opening the teaching experience is through Isara's one-of-a-kind World Class e-Teaching program, which enables people from overseas to teach classes, real-time, via the latest Internet technologies.

English Class Schedule

The English class start at 16:00 for two levels (ages 6-9, Basic and Advance). Then, at 17:00 the Basic and Advance English class for student aged 9-12 years. Finally, at 18:00 the English class for three levels such as basic, intermediate, and advance for student ages over 13 years.

Environmental program

Isara takes an active role in environmental issues by Think before Throw campaigns in the local communities. Volunteers help with school presentations on keeping trash picked up and reducing waste by recycling and consuming less. The

organisation takes it to the streets and sometimes the organisation even go on TV and radio with our messages to boost awareness.

Isara Recycling Center

The Isara Recycling Center (IRC) opened in April, 2010 and is located in NongKhai, Thailand. The facility was created as an environmental project, to help educate locals about recycling, and as a means to generate funds for Isara charity projects. The IRC is operated by volunteers and one full time staff member. It recycles plastics, glass, paper, and metals. Recyclables are donated to the IRC by local businesses and households.

Think before throw

In the fall of 2011, Isara Foundation begins a clean-up campaign to help educate Thai and Lao citizens about the dangers of polluting the Mekong River. To ensure this campaign has a lasting impact, Kirk decided that Isara would build a boat using 5,000 plastic bottles. The boat will then make a 1,000 km journey down the Mekong River, educating locals along the way.

4.3 Demographic of the Respondents

This part provides the findings of the demographic characteristics, volunteer experience, orientation and preparation, as well as budget and expenses of the participants who joined free volunteer program at Isara Charity Organisation and understanding of the study area. The finding shows gender, age, employment status and education level of the respondents.

Table 4.1: Demographics of Respondents

Topics	Descriptions	Number (n = 50)	Percent (100%)
Gender	Male	28	57.1%
	Female	21	42.9%
Age	18 – 25 years	17	34.0%
	26 – 35 years	25	50.0%
	36 – 45 years	3	6.0%
	46 – 55 years	2	4.0%
	56 – 65 years	2	4.0%
	66 years and above	1	2.0%
Employment status	Student	7	14.0%
	Employed full - time	18	36.0%
	Employed part – time	6	12.0%
	Self – employed	5	10.0%
	Unemployed	11	22.0%
	Retired	3	6.0%
Education level	Grade school	-	-
	High School	3	6.0%
	University/ College Bachelor	33	66.0%
	Post- Graduate/Graduated	11	22%
	Doctorial	2	4%
	Others	1	2%

Note: The percentage reflects the valid percent (missing values were excluded)

Table 4.1 shows the characteristics of the study participants, including gender, age, employment status, and education level. In terms of gender, the majority

of the study participants were male (57.1%) was higher than females (42.9%). As to age, most of the study participants were 26 – 35 years (50.0%), and second largest were 18 - 25 years old (34%), followed by 36-45 (6%), 46 – 55 years (4%), 56 – 65 years (4%) and 66 years and above (2%). Employment of the study participants varied. The majority of the respondents were employed fulltime (36.0%), followed by unemployed (22%), students (14%), then self - employed (10%), and retired (6%). As characteristic with volunteer profiles, the majority of respondents were highly-educated. Of all respondents, 66% had completed bachelor/college; the followed respondents had education level at post graduate/graduated (22%), high school (6%), doctorial (4%) and other (2%). From the in–depth interview, the founder stated that the volunteers qualification must reach the recruitment standard. Since first period of running the volunteer programs, some of volunteer tourists didn't intend to be a volunteer. They just stayed at Isara for free accommodation. After that, the founder only selected the applicants who desire to be a volunteer. Thus, the organisation has to report to the immigration so that the volunteer must have a reference for their participating.

4.4 Characteristic of Respondents in Volunteer Tourism

This chapter focuses on descriptive results of previously volunteer experience, volunteer program, length of volunteer, and spending time on each activity. Subsequently, the below table described reason for participating in volunteer tourism, for instance, why choose NongKhai as a destination, why make decision for volunteer abroad and why respondents had participated in while volunteering at Isara. In this study, respondents were allowed to check off more than one activity as can be seen in the results below. Thus, the findings are presented in the form of frequency and percentage of the respondents as follows:

Table 4.2: Volunteer Experience of Respondents

Topics	Descriptions	Number (n=50)	Percent (100%)
Experience with international volunteer work	Yes	15	30%
	No	35	70%
Volunteer program	Building Project	10	20%
	Community Development	15	30%
	Environment Conservation	16	32%
	Teaching Program	49	98%
Length of volunteer	Less than a week	1	2%
	1 – 2 weeks	2	4%
	3 – 4 weeks	8	16%
	1 month – 6 months	29	58%
	6 month – 1 year	5	10%
	More than 1 year	5	10%
Volunteer hour per day	Less than 2 hours	1	2.1%
	2 – 4 hours	16	33.3%
	4 – 6 hours	24	50.0%
	8 – 10 hours	4	8.3%
	More than 10 hours	3	6.3%

Note: The percentage reflects the valid percent (missing values were excluded)

Table 4.2 shows the participants about their volunteer experience, type of volunteer program and length of their volunteer tourism trips were comprised of.

From the study shows that most of the participants do not have previously experience (70.0%). Also, the activities shown in this table are arranged in descending order to better measurement which activities were most popular. The participants responded with the main activities of their volunteer; teaching English (98%), environment conservation (32%), community development (30%) and building project (20%). The participants volunteering at Isara for 1 month to 6 months (58.0%), followed by 3 – 4 weeks (16%), 6 month – 1 year (10%) , more than 1 year (10%), 1 – 2 weeks (4%), and less than a week (2%). Also, the participants attended volunteer work from 4 to 6 hours per day (50.0%), followed by 2 – 4 hours (33.3%), 8 – 10 hours (8.3%), more than 10 hours (6.3%), and less than 2 hours (2.1%).

Table 4.3: Reason for Participating in Volunteer Tourism

Topics	Descriptions	Number (n=50)	Percent (100%)
NongKhai as a volunteer destination	Exotic Place	15	30%
	Friendly local people	33	66%
	Good weather	15	30%
	Tropical environment	11	22%
	Good value for money	34	68%
	Safe and secure	24	48%
	Quiet and Peaceful	32	64%
	Others	19	38%
Decision to volunteer abroad	Volunteer service website	27	54%
	My employer	3	6%
	The organisation website	27	54%
	Through a friend, family member, colleague or other volunteers	20	40%
	Through a college/university course	1	2%

Topics	Descriptions	Number (n=50)	Percent (100%)
	My own decision	34	68%
Reason for volunteer with Isara	I heard good things about the Isara	25	50%
	I like what the Isara does	38	76%
	I want to help others	40	80%
	I want to join free volunteer program	31	62%
	I want to do something	19	38%
	Other	6	12%

Note: The percentage reflects the valid percent (missing values were excluded)

Table 4.3 demonstrated reason for volunteered at NongKhai, decision to volunteer abroad and reason for participating volunteer tourism. The respondents determined NongKhai as a destination that good value for money (68%), whereas 66% of the respondents stated that NongKhai also differentiate from other cities since their friendly local people (66%), as well as quite and peaceful (64%). Considerably the participants were interested NongKhai as destination consist of safe and secure (48%), other reason (38%), exotic place and good weather (30%), and tropical environment (22%). Subsequently, the respondents made their own decision to volunteer at Isara (68%). Interestingly, the volunteer service website and the organisation website attracted the respondent with their transparency of information (54%). On the other hand, they were inspired to volunteer through a friend, family, colleague or other volunteers (40%). Moreover, the respondents give their reason for volunteer at Isara including: 80% of the respondents “I want to help others”, “I like what the Isara does” (72%) and “I want to join free volunteer program” (62%).

4.4.1 Preparation of the International Volunteer Tourists

This part provides the findings of volunteers who undertake a course of preparation in order to prepare for the role. In addition, the orientation and training course for new volunteers. Thus, the findings are presented in the form of frequency and percentage of the respondents as follows:

Table 4.4: Orientation and Preparation for the Participants

Topics	Descriptions	Number (n=50)	Percent (100%)
Orientation	Received	35	70%
	Not received	15	30%
Training Course	Training from fellow volunteers	39	38.3%
	Training / workshops provided by the organisation	24	23.7%
	Printed job description/ Manual handbook	8	11.0%

Note: The percentage reflects the valid percent (missing values were excluded)

Table 4.4 presented the orientation the participants received from the organisation and training course provided by the organisation. A majority of the participants received an orientation before volunteer (70%). This was noted that 30% of respondents didn't receive an orientation since this study collected data from the volunteers who joined Isara from 2006 - 2011. At that time, the organisation didn't conduct the formal orientation however there was basic training for volunteer before start their responsibility. In this study, most participants attended the training course during their volunteer at Isara for fellow volunteers (38.3%), then training or workshops provided by the organisation (23.7%), and printed job description or manual handbook (11%). Many volunteers discover that they learn more about themselves during the course, feel more confident and able to learn new skills. Some volunteers even find this is a valuable asset to their career.

Table 4.5: Budget and Expenses while volunteering

Topics	Descriptions	Number (n=50)	Percent (100%)
Budget	Less than \$ 200	11	22.9%
	\$200 - \$ 399	12	25.0%
	\$400 - \$ 599	5	10.4%
	Over \$ 699	20	41.7%
Expense while volunteering	Laundry	36	72%
	Food	45	90%
	Mobile Bill	27	54%
	Shopping	28	56%
	Others (Traveling)	17	34%

Note: The percentage reflects the valid percent (missing values were excluded)

Table 4.5 the respondents had a budget for volunteer in the range of over \$699 (41.7%), followed by \$200-\$399 (25%), then less than \$200 (22.9%), and \$400 - \$599 (10.4%). Their expenses for living standard mostly spent on food (90%), laundry (72%), shopping (56%), mobile bill (54%), and other expenses (34%).

Apart from mentioned, respondents stated that they go out to have food or buy ingredient for cooking at the Isara. For laundry, the staffs will bring their clothes to the laundry shop and charge by weight. Otherwise, for volunteer who stay longer than a month in Thailand, they decide to use mobile to communicate with friend and others. Mostly, it is pre-paid program which provided by the network distributor in Thailand. In addition, some volunteer spend money on trip or vacation such as visited Wang Vieng in Laos or traveled to NakhonWat in Cambodia. Thus, volunteer's expenses distribute benefits to the local restaurants, shop, accommodation and tourism agency.

4.5 Motivation of Volunteer Tourists

This part gives a brief overview of motivations' data for each factor. The questions were designed to establish not only the extrinsic motivators the participants realized, but also the extrinsic motivators they experienced without realizing the motivation they were given. Therefore, volunteering provides renewed creativity, motivation, and vision that can carry over into personal and professional life. This part presents factor analysis and segmentation analysis of volunteer tourism

4.5.1 Push Factor

This section presents the result of socio-psychological motives (push items) that influenced the respondents to attend volunteer tourism. Moreover, these components also used to determine the motivation between the statements found in the survey, thereby creating the variables: personal benefits as following:

Table 4.6: Push Motivational Items

Push Factor	Level of push motivational items					— x	S.D.	Level
	Very important	Somewhat important	Neutral	Somewhat unimportant	Not important at all			
1. Acquiring new knowledge, skills & experiences	34 68%	5 8.9%	6 12%	3 6%	2 4%	4.32	1.150	High
2. Escaping from personal problem	2 4%	5 10%	7 14%	14 28%	22 44%	2.02	1.169	Low
3. Feeling of being useful	24 48%	16 32%	4 8%	4 8%	2 4%	4.12	1.118	High
4. Feeling satisfy and happy from activities	25 30%	19 38%	4 8%	2 4%	- -	4.34	0.798	High
5. Feeling important	4 8.2%	15 30.6%	14 28.6%	4 8.2%	12 24.5%	2.89	1.310	Medium
6. Finding relax and comfortable place	7 14%	18 36%	18 36%	6 12%	1 2%	3.48	0.952	Medium
7. Getting away from daily routine	13 26%	15 30%	12 24%	2 4%	8 16%	3.46	1.358	Medium
8. Increasing my self-esteem	3 6%	19 38%	10 20%	3 6%	15 30%	2.84	1.375	Medium
9. Inspired by others/past volunteer	11 22%	7 14%	18 36%	8 16%	6 12%	3.18	1.288	Medium
10. Pursuing my personal goal	23 46%	15 30%	9 18%	- -	3 6%	4.10	1.092	High
11. Pursuing my career goal	6 12%	10 20%	16 32%	4 8%	14 25%	2.80	1.370	Medium
12. Spending time for others	25 50%	17 34%	7 14%	1 2%	- -	4.32	0.793	High
13. Understanding more about myself	21 42%	12 24%	11 22%	4 8%	2 4%	3.92	1.157	High
14. Being independent	22 44%	10 20%	5 10%	4 8%	9 18%	3.64	1.548	High

As indicated in Table 4.6, Push motivational items for this study were measured using 14 variables and these variables were retained and pointed that the major motives (push items) for the respondents to attend the volunteer tourism. The major of respondents indicated that Feeling satisfy and happy from activities has high level (Mean = 4.34), followed by Acquiring new knowledge, skills & experiences (Mean = 4.32), Spending time for others (Mean = 4.32), Feeling of being useful (Mean = 4.12), and Pursuing personal goal (Mean = 4.10). Whereas, 'Escaping from personal problem' was the least positive impact with the mean of 2.02 ranking 'low' level. As a result, the top five responses from a list of 14 motives were addressed as follows:

Feeling satisfy and happy from activities

Opting for volunteer work, doing volunteer is a fun and easy way to explore interests, passions and for a try. Volunteering work also help people find meaningful and interesting can be a relaxing, energizing escape from routine of work, school, or family commitments. One of the international volunteers reflects on the volunteer opportunities that could make happy and satisfy while attended an in-depth interview.

"I love living in Thailand volunteering for Isara has been really great because you get the sense that the kids really care. Unlike other countries where this type of after school program would be a business, Isara is free for everyone and I'm happy to help keep it that way. Also it's really great to meet different people from all over (international volunteer, 2011)."

Thus, the volunteers enjoy with the offered various programmes and also having the opportunity to choose any interesting programs meanwhile contributing towards happiness as rewarding for them.

Acquiring new knowledge, skills & experiences

The respondents illustrated that they have the opportunity to create a real change for the community to work for local student. Acquire new skills through exchanges with people different from all around the world. Volunteer work is a great way to gain experience in a broad range of fields. Focused on in-depth interview, one of the international volunteers described that volunteering is a great way to spend a little of time and gain either valuable skills or practical.

“Meeting the students, getting to know Kirk, Ming, volunteers, going to exchange, local culture, new lifestyle and local people (international volunteer, 2011).”

Spending time for others

As the destinations popular with volunteer tourism are usually less developed countries, most of volunteers found that their contribution to the social and help others fulfill their personal goal. It is noteworthy that the volunteer's main motivation is to volunteer and contribute to the local community.

“Isara is doing a great work for the community. I really appreciate the way. Mr. Kirk, Ming and Nok are managing everything. I really respect my idol “Mr.Kirk” a lot and he is doing a great work so far providing free education, environmental campaigns and many more helpful works for the community (international volunteer, 2011).”

In addition, people who opt for a volunteer vacation often return changed, with new insights about themselves and the world around them. Therefore, a commitment to continue helping others when they return influenced them either at home or in poorer countries.

Feeling of being useful

Being a volunteer make a real and practical difference to the lives of others. Meanwhile the volunteers receive recognition, meet people with similar interests, and to give back to the community. Volunteer tourists interviewed believed that doing volunteer has a positive impact on the community in which the respondents stay.

One volunteer tourist revealed reasons for teaching English at Isara.

“Seeing the children learns each lesson with a big smile on their faces and knowing a bit more English and realizing that I could be making their lives better (international volunteer, 2011).”

To lend a hand for other people in need, they want sincere attention from a volunteer like, so ensure that voluntary work with the tasks given dedicatedly.

Pursuing personal goal

Volunteering can have tremendous outcomes for, not only those in need, but for the volunteers themselves. It is more common nowadays than ever before for

people to volunteer in an area which they are pursuing a career in as it illustrates both, commitment and benevolence, a balance between pursuing personal goals and helping others. As one of the focus group therefore, the motive “to pursuing personal goal” was related to volunteer’s expectation in fulfilling their needs. Respondent relates, *“Be able to volunteer in the class that I wishes to teach. Attending different English camp from other provinces and learn how the Thai teach (international volunteer, 2011).”*

Furthermore, many respondents volunteer with the aim of make time for hobbies outside of work. For instance, some volunteers were employed as a full time employee, and then they take a vacation as volunteer tourism. They might consider volunteering to distribute knowledge to remote area of community. One of key informant interviews with a strong statement that the main motivation is to volunteer and contribute to the local community.

“The children are amazing, I love them and I’m so glad. I got the chance to meet them through Isara. Also, the friendly and welcoming environment. By the end of the first day I felt like part of the group (international volunteer, 2011).”

4.5.2 Pull Factor

This part identify the most important destination attributes, volunteer programmes and organisation management (pull items) that motivated the respondents to attended voluntary program at Isara Charity Foundation. Moreover, these components also used to determine the attractive between the statements found in the survey, thereby creating the variables: social benefits and economic benefits as following:

Table 4.7: Pull Motivational Items

Pull Factor	Level of pull motivational items					— x	S.D.	Level
	Very important	Somewhat important	Neutral	Somewhat unimportant	Not important at all			
1. Volunteer help me interacting with locals	18 36%	19 38%	7 14%	3 6%	3 6%	3.92	1.140	Medium
2. Volunteer help me getting new contacts	3 6%	19 38%	8 16%	9 18%	11 22%	2.88	1.303	Low
3. Volunteer improving ability to find pleasant work	5 10%	11 22%	17 34%	7 14%	10 20%	2.88	1.255	Low
4. Doing volunteer contribute the development to the society	26 52%	15 30%	6 12%	3 6%	- -	4.28	0.904	High
5. Doing volunteer fulfilling my dream	16 32%	13 26%	10 20%	7 14%	4 8%	3.60	1.293	Medium
6. Doing volunteer experience difference culture	29 58%	15 30%	4 8%	1 2%	1 2%	4.40	0.880	High
7. Doing volunteer provide me an international travel	19 38%	13 26%	4 8%	4 8%	10 20%	3.54	1.554	Medium
8. Doing volunteer give me a chance to taste local food	5 10%	12 24%	14 28%	10 20%	9 18%	2.88	1.255	Low
9. Doing volunteer in a developing country	18 36%	14 28%	10 20%	5 10%	3 6%	3.78	1.217	Medium
10. Doing volunteer help me gain a new perspective on life	24 48%	9 18%	13 26%	3 6%	1 2%	4.04	1.087	High
11. Doing volunteer help me gain memorable life experience	28 56%	15 30%	6 12%	1 2%	- -	4.40	0.782	High
12. Isara providing chance to save an environment	18 36%	15 30%	13 26%	4 8%	- -	3.94	0.977	Medium

Pull Factor	Level of pull motivational items					— x	S.D.	Level
	Very important	Somewhat important	Neutral	Somewhat unimportant	Not important at all			
13. Isara providing the opportunities to teach	26 52%	12 24%	10 20%	2 4%	- -	4.24	0.916	High
14. Isara offers free accommodation	16 32.7%	10 20.4%	10 20.4%	3 6.1%	10 20.4%	3.38	1.511	Low
15. Isara offers free volunteer programmes	25 50%	17 34%	6 12%	- -	2 4%	4.26	0.964	High
16. Isara give me a chance to sharing knowledge & experience with other volunteers	22 44%	16 32%	8 16%	4 8%	- -	4.12	0.961	High
17. NongKhai is an exotic place	3 6%	16 32%	16 32%	11 22%	4 8%	3.06	1.057	Low
18. NongKhai inspired me to visit	2 4.1%	11 22.4%	15 30.6%	12 24.5%	9 18.4%	2.69	1.140	Low
19. NongKhai encouraged me to learn culture and traditional	14 28%	18 36%	13 26%	1 2%	4 8%	3.74	1.139	Medium
20. NongKhai is peace and calm	15 30%	18 36%	12 24%	5 10%	- -	3.86	0.969	Medium

As Table 4.7, Pull motivational items for this study were measured using 20 variables and all variables were retained and pointed that the major attractive (pull items) for the respondents to partake in the volunteer tourism. The finding indicates that the volunteer tourists were motivated by altruistic reasons and instrumental reasons. The first five factors that have a high level are doing volunteer experience difference culture (Mean = 4.40), Doing volunteer help me gain memorable life experience (Mean = 4.40), Doing volunteer contribute the development to the society (Mean = 4.28), Isara offers free volunteer programmes (Mean = 4.26), and Isara providing the opportunities to teach (Mean = 4.24). Whereas, 'NongKhai inspired me to visit' was the least positive impact with the mean of 2.69 ranking 'low' level. As a result, the top five responses from a list of 20 motives were addressed as follows:

Doing volunteer experience difference culture

Respondents stated that there is great opportunity to learn cross cultural in Thai society and contact to the local people in NongKhai area. Also, it has been suggested that the interactions encouraged by this form of tourism between volunteers and the hosts lead to improved cross-cultural understanding with volunteer tourists gaining a sophisticated understanding of the local culture in which they participate, as well as of the issues facing with host communities (see Jones, 2005; Lewis, 2005; Wearing, 2001). This attitude of volunteering and getting to understand culture better is also reflected in what volunteer has to say, *“The culture is very different, in Israel you don’t get many people smiling or being kind at you as in Thailand (international volunteer, 2011).”*

Similar reflected that living in NongKhai leads to experience something different,

“Teaching classes with the kids, living in NongKhai and learning the culture, eating the local food, shopping in the local markets, having free time to relax, taking trips, feeling like I was doing something worthwhile, getting to know Ming and Kirk. (international volunteer, 2011).”

Doing volunteer gain memorable life experience

As a volunteer, the respondents learn to develop the interpersonal skill including independent living and chance to share experience with other volunteers. The respondents also expressed their contribution was distributed to others and fulfill their dream by spend their time to work meaningful work. Fellow volunteer reflected that doing volunteer offers opportunities to become valuable in various ways.

“ The staffs including the founder have been inspiring every individual including myself to make a difference in this world. Kirk specially has been like a best friend to me and I admire and respect him so much. His trust towards changing the world left a remarkable footprint in my life. Whatever Isara does, I totally support 100% because I do it for the good of humanity and for the betterment of this world. The sense of being a family made me become more open and considerate toward other people (international volunteer, 2011).”

Doing volunteer contribute the development to the society

Initiatives and community based organizations are popping up around the world, focusing on different levels of community building, from going local movements, to community educational and economic. Many volunteer consider that they are very fortunate to live the way they do. Thus, volunteer tourist interview also tended to contribute the development to society, as a way of balancing the scales. One volunteer, interviewed at Isara, for example said:

“I felt a need to do something for other people and I became a volunteer in Belgium where I assisted in hospitals, schools and in homes for the elderly. I did it for about 4 years. On my holidays to Thailand I came in contact with the friendly and lovely Thai people and then I decided to do some volunteering for them(international volunteer, 2011).”

As a result, community projects are a great way to bring people together and inspire the spirit of helping. Not only will the neighborhood benefit from their help, but respondents will make themselves feel better by doing selfless acts.

Isara offers free volunteer program

The respondents agreed that the Isara offers free volunteer programmes that can't find from other organisations. The Isara Charity Foundation offering varies of free volunteer programmes. Moreover, respondents are feeling free to join any interested programmes since the flexibility of the organisation. The most popular program is the teaching English which was held at the learning center in NongKhai. Otherwise, the volunteer can make a difference by teaching in other province in Thailand.

In these instances, the volunteers also spend their time on other program such as helmet campaign, saving environment, and bins recycle. The respondent was greatly tended to see volunteering as a challenge and has shared revelation:

“I had a wonderful experience and wish there were more groups offering free volunteer opportunities with free accommodation. If there were there would be a lot more volunteers! (international volunteer, 2011).”

Isara providing the opportunities to teach

As an international volunteer with Isara, the respondent will support community organizations by offer free education, working with youth in low-income

areas that may not have access to quality education. Being a volunteer has tremendous advantages, particularly when working with locals or on education projects.

The respondent had gained experience that cannot be achieved by an individual, revealed that *“I have a chance to meet the children and staff. The teaching opportunities and socializing and making a difference (international volunteer, 2011).”*

Similar reflected that teaching English at other school leads to a great experience of life, *“I think that going on the English camp to the national park was the best part. Interacting with the teaching staff at the local schools was culturally enriching (international volunteer, 2011).”*

4.6 Perception and Satisfaction of the international volunteer tourists

A new form of tourism, volunteer tourism, the volunteer tourists' expectations and experiences in order to enhance volunteer tourism's potential as the needs that they wish to fulfill during their holiday. Some respondent reported that their experience focused strongly on all the new things; they experienced and they enjoyed. As well, challenging activities as a key role to discover something that they are really good at and develop a new skill.

4.6.1 Perceived Benefits of Volunteer Work at Isara

This part identify the most important distribution, decision to help, knowledge and skill, free volunteer program, organization assistance that benefit the respondents while attended volunteer program at Isara. Moreover, these components also used to determine the attractive between the statements found in the survey, thereby creating the variables such as personal benefits and interpersonal benefits as following:

Table 4.8 The Benefits of Volunteer Work at Isara

Pull Factor	Level of benefit items					\bar{x}	S.D.	Level
	Very important	Somewhat important	Neutral	Somewhat unimportant	Not important at all			
1. Increasing self-confidence	12 24%	19 38%	12 24%	2 4%	5 10%	3.62	1.193	Low
2. Growing interpersonal skills	16 32%	15 30%	14 28%	5 10%	- -	3.84	0.997	Medium
3. Opportunity to give back	30 60%	17 34%	2 4%	- -	1 2%	4.50	0.762	High
4. Creating a social network with volunteer & staff	13 26%	21 42%	12 24%	2 4%	2 4%	3.82	1.003	Medium
5. Increasing awareness of community needs	23 46%	18 36%	8 16%	1 2%	- -	4.26	0.803	High
6. Receiving chances to involve with other communities	18 36%	16 32%	15 30%	1 2%	- -	4.02	0.868	Medium
7. Developing new job-related skills	9 18%	17 34%	13 26%	6 12%	5 10%	3.38	1.210	Low
8. Doing volunteer gives me a sense of accomplishment	22 44%	14 28%	12 24%	1 2%	1 2%	4.10	0.974	Medium
9. I use my skills and abilities doing meaningful work	31 62%	10 20%	8 16%	1 2%	- -	4.42	0.835	High
10. I share experience and knowledge with others	29 58%	13 26%	7 14%	1 2%	- -	4.40	0.808	High
11. I learn a language	18 36%	18 36%	8 16%	5 10%	1 2%	3.94	1.057	Medium
12. I learn to appreciate other cultures	29 59.2%	14 28.6%	5 10.2%	1 2%	- -	4.44	0.765	High
13. I find volunteering fulfill my dream	16 32%	13 26%	15 30%	3 6%	3 6%	3.72	1.161	Low
14. I feel free to join any volunteer activities	18 36%	15 30%	16 32%	1 2%	- -	4.00	0.880	Medium

Pull Factor	Level of benefit items					— x	S.D.	Level
	Very important	Somewhat important	Neutral	Somewhat unimportant	Not important at all			
15. I am able to overcome obstacles in my life	8 16%	13 26%	19 38%	3 9%	7 14%	3.24	1.221	Low
16. I feel that I am a valuable person	11 22%	20 40%	10 20v	7 14%	2 4%	3.62	1.104	Low
17. I look forward to future challenge	19 38%	20 40%	9 18%	2 4%	- -	4.12	0.848	High
18. My efforts are making a difference	24 48%	16 32%	9 18%	1 2%	- -	4.26	0.828	High
19. My contribution is valuable and effectively utilized	23 46%	15 30%	9 18%	3 9%	- -	4.16	0.933	High

Table 4.8 Effectiveness items for this study were measured using 19 variables. These variables were factor analyzed with principal extraction. As a result, all 19 variables were retained and pointed that the major effectiveness items that the respondents benefit while attend the volunteer tourism. Opportunity to give back (Mean = 4.50), followed by I learn to appreciate other cultures (Mean = 4.44), I use my skills and abilities doing meaningful work (Mean = 4.42), I share experience and knowledge with others (Mean = 4.40), and my efforts are making a difference (Mean = 4.26). Whereas, ‘I am able to overcome obstacles in my life’ was the least positive impact with the mean of 3.24 ranking ‘low’ level. Thus, the top five responses from a list of 14 benefits were addressed as follows:

Opportunity to give back

Interestingly, one of the obvious reasons why people volunteer is ‘passionate about do good for others’. Moreover, the volunteer who concerned about the social issues certainly have empathy for those in a similar situation. According to Zhao and Ritchie (2007), the host destination and the people that live there may benefit from volunteer tourism socially, economically and culturally. The volunteers can also teach the locals some of the skills they possess, such as teaching them how to

recycle the bins such as plastic bottles. Therefore, volunteers may then inform others about the problems and issues of the destination, raising the awareness of those problems (Benson, 2011).

One of key informant interviews with a strong statement that the main benefit is to giving back to the society.

Being involved in the Songkran activities was a great part of my time spent at Isara, apart from being part of the Helmet Donation campaign and getting to attend some classes where the kids were so eager to learn! The volunteers' group effort is also something worth nodding to (interview 2011).

I learn to appreciate other cultures

One of the greatest benefits of volunteering abroad, the respondents had a chance to spend an extended period of time in the east side of a world. This is a truly unique learning experience that the volunteers can interact with traditional cultures, try new food, speak local languages and meet local people. The following is one of the most compelling comments from the in – depth interview:

“Visiting the schools was the best part of my 4 months of volunteering, for sure. Once we started visiting schools, I realized that I hadn't really experienced the daily life of Thai people (specifically in rural Isaan) until that time. It was something of a revelation, and it was the most intense cultural exchange I've ever experienced. Also, talking to different Thai teachers gave us some insight into the challenges they faced as educators in Isaan (international volunteer, 2011).”

As a volunteer, they also get a real glimpse of the local culture, allowing them to become a traveler instead of a tourist. Also, have the opportunity to see as much as you would as an insider. But as a volunteer who living and working in the community, talking to locals, and staying for months. In this case, the volunteers have a real opportunity to experience the chosen destination. One of the focus group interview became more self-critical and began to evaluate own behaviors in different situations. Respondent shares:

“Getting to know Thai people and getting a grasp of the problems that Isara is trying to solve. I loved discovering a new culture. It opened my eyes to other ways of living and more importantly, to see that happiness and contentment are found

regardless of situation. Humans are resilient, and amazing (international volunteer, 2011)."

I use my skills and abilities doing meaningful work

Fundamentally, volunteering is about giving time, energy and skills freely. The respondents agreed that do good for others and the society distributes a meaningful opportunity. The respondents stated that volunteer have made a decision to help freely which ultimately is generated from the desire and enthusiasm to help. Also, volunteering can bridge the expanding gap between communities and societies. Another volunteer tourist, in-depth interview group, shared gained skill of an internal self-actualization and change. Volunteer reflected that

"Volunteer tourism might bring qualified professionals with skills those are probably not easy to find in the local area. These can contribute to the community development and to improve the communication through the interaction with foreigners (international volunteer, 2011)."

I share experience and knowledge with others

The experience of volunteering itself is seen as an asset to the volunteers. Most of respondents stated that they have great time to share their experience, work life, attitude and other interesting with their volunteer friends. This generates a great practice within people as well as brings communities and volunteers in a special way. Volunteer, focus group interviewed, who felt strongly that the experience changed life, had greatly articulating the specific benefits:

"The best part about volunteering was working with the staff and kid. We get assimilated into Thai culture so quickly. It was a very different experience from a regular tourist and from now on I will always travel with volunteering (international volunteer, 2011)."

Similar reflected that volunteering at Isara leads to sharing experience among group of volunteers as well as interact with Thai student in a class,

"Regarding teaching, the best part was seeing the children actually learning and remembering the lesson. Reading with them was also very encouraging. Regarding socially, I really enjoyed getting to know the other volunteers at Isara (international volunteer, 2011)."

As volunteering share volunteer' professional skills and experience and empower respondents to find the solutions to the challenges face every day. Thus, volunteering can also build upon skills and use these skills to benefit the greater community.

My efforts are making a difference

Volunteers intend to do something that is completely different; an opportunity to experience new environments and a chance to see the other side of world.

The respondents expressed that the value of the volunteer tourism is largely and involved with the diversity of stakeholders, and the different interests of each. For instance, the stakeholders range from remote rural communities in developing countries to large number of communities in developed countries. Also, related to not-for-profit organizations that provide assistance within a development context. A value change was also suggested by this participant:

“Isara is doing a great job in helping out in the local community and I hope that it will be successful in branching out to more parts of Thailand (international volunteer, 2011).”

Volunteering raise up many possibilities in society, thus it is worth to do for others. These changes in volunteer, from focus group, were brought about by a participatory experience:

“I think that Isara is a very special organization. I'm very glad that I went to volunteer here, and I look forward to seeing it grow and make bigger impacts in the communities (international volunteer, 2011).”

The respondents are having an opportunity to meet this challenge. This volunteering with Isara offers opportunities for professional growth and chances to volunteer in their home country. This effort in volunteer period, interpreted as a making different, the respondent believes, was brought about by taking responsibility:

“One of my dreams is to create a volunteering program in my own country and ISARA is definitely the example to follow (international volunteer, 2011).”

4.6.2 Satisfaction of the International Volunteer Tourists

Studies of volunteer tourists have shown that many are attracted by raising awareness of community needs, fulfilling expectation, feeling valuable person, having good relationship among the volunteers and the organisation, and variety of programmes.

According to Alexandra Coghlan (2005) stated that the key satisfaction findings were that the volunteers valued most the opportunity to experience things that few tourists are likely to experience. Additionally, the researchers reported that the vacation had a special meaning, a unique experience and a special moment.

Table 4.9 Satisfaction on being volunteer tourists at Isara

Satisfaction	Level of satisfaction items					— x	S.D.	Level
	Extremely Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Extremely Dissatisfied			
1. Sense of self-esteem	15 30%	15 30%	15 30%	2 4%	3 6%	3.74	1.121	Low
2. Giving back to society	25 50%	18 36%	6 12%	- -	1 2%	4.32	0.843	High
3. Building up new job related skills	11 22%	16 32%	18 36%	4 8%	1 2%	3.64	0.984	Low
4. Raising awareness of community needs	18 36%	21 42%	10 20%	1 2%	- -	4.12	0.798	Medium
5. Opportunities to involve with other communities	18 36%	23 46%	7 14%	2 4%	- -	4.14	0.808	Medium
6. Opportunities to socialize with volunteers & staffs	25 50%	14 28%	7 14%	3 6%	1 2%	4.18	1.024	Medium
7. Making a difference	29 58%	13 26%	6 12%	2 4%	- -	4.38	0.854	High
8. Good relationship between staff and volunteer	32 64%	11 22%	4 8%	3 6%	- -	4.44	0.884	High
9. No trouble to complete the volunteer activities	21 42%	16 32%	8 16%	5 10%	- -	4.06	0.998	Low

Satisfaction	Level of satisfaction items					— x	S.D.	Level
	Extremely Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Extremely Dissatisfied			
10. Utilizing my skills and abilities doing significant work	5 10%	4 8%	13 26%	13 26%	15 30%	4.34	0.939	High
11. All training support my volunteer efforts	11 22%	24 48%	10 20%	5 10%	- -	3.82	0.896	Low
12. I perform my volunteer service effectively	18 36%	27 54%	3 6%	2 4%	- -	4.22	0.736	Medium
13. All volunteer experiences give me a lesson	26 53.1%	17 34.7%	2 4.1%	4 8.2%	- -	4.32	0.898	High
14. All volunteer activities fulfill whatever I expected	16 32.7%	14 38.6%	12 24.5%	6 12.2%	1 2%	3.77	1.104	Low
15. I am satisfied with the variety of activities offered	19 38.8%	21 42.9%	7 14.3%	2 4.1%	- -	4.16	0.852	Medium
16. I am satisfied with seasonal/holiday special events	19 38%	22 44%	7 14%	1 2%	1 2%	4.14	0.880	Medium
17. I have gained a lot of new knowledge and experience	30 60%	11 22%	8 16%	1 2%	- -	4.40	0.832	High
18. I feel that I am a valuable member of the organization	15 30%	24 48%	7 14%	3 6%	1 2%	3.98	0.936	Low
19. I feel free to join many activities that Isara offered	25 50%	15 30%	9 18%	1 2%	- -	4.28	0.833	Medium
20. Isara is a recommendation place to volunteer	40 80%	7 14%	3 6%	- -	- -	4.74	0.564	High

Table 4.9 indicates the satisfaction of all respondents at Isara. In terms of organizational providing, the overall level of satisfaction is measured by considering 19 items listed in Table 4.9. However, attention should be focused on the items that have a high mean. The top five factor are listed to continuance satisfaction including: Isara is a recommendation place to volunteer (Mean = 4.74), followed by Good

relationship between staff and volunteer (Mean = 4.44), I have gained a lot of new knowledge and experience (Mean = 4.40), Making a difference (Mean = 4.38), and Utilizing my skills and abilities doing significant work (Mean = 4.34). Whereas, 'Building up new job related skills' was the least positive impact with the mean of 3.64 ranking 'low' level.

Isara is a recommendation place to volunteer

Many reasons from the international volunteers aim to volunteer in Thailand. It is very important to choose the organization that meet the volunteer's ideals and goals. In this study, Isara organizations become highly recommended from the fellow volunteer since their good relationship with the staff and personally known people, good experiences, and volunteer opportunities in NongKhai. For those interested in volunteer opportunities or short-term volunteer opportunities at Isara. It is noteworthy that volunteering at Isara was also accompanied by a positive attitude. One respondent reveals that

"Kirk and Ming as well as Nok and Sam all been outstanding in providing an environment that is relaxed and enjoyable for volunteers. Isara allows volunteers to choose their involvement level and allows volunteers to come and go so they can travel around Thailand. The fact that the organisation is truly non-profit and provides free volunteer programs is one of its best qualities (international volunteer, 2011)."

One of key informant interview recommended Isara in terms of being successful organisation:

"Isara is an amazing place. So much goes on, and so much gets done. The few little inconveniences are outweighed by the amazing work being done. Will definitely recommend and hopefully be back (international volunteer, 2011)."

Good relationship between staff and volunteer

Making friends with your fellow volunteers is also a strong motive for many of those who choose to volunteer abroad. Volunteers are bonded by their experience; shared their attitude that they derived from their home and approached by the uniquely experience. Furthermore, there is an inherent bond of togetherness that comes from being sole outsiders in a foreign environment. Many volunteers make lifelong friendships that come from working through difficulties and exploring new things together. One participant commented:

“Volunteer shouldn't cost anything, and what's why I love Isara so much. I've been wanted to volunteer for such a long time, but never had time nor money. Other organizations are asking too much money and I don't agree with that. Other things that I love about Isara is that it is really Isara, you are free to choose which class you want to teach, which activities to join and they also open for any suggestions. I can go on and on, but I will stop here, because it might take too long. I love Isara (international volunteer, 2011).”

On the other hand, *service quality from the organisation*, also attracted the volunteers resume to the Isara. As most volunteer tourists are from more developed countries, they have to adjust themselves to a new surrounding. The key access to complete their mission is the assistance from the staffs and the organisation. Since the volunteers are expected to perform the tasks by their best of ability, be interested and supportive by the organisation. Also, the organisation provide clear and transparency information about the volunteer project. The respondents noted that one-on-one recognition and encouragement from Isara staff is important and often carried out.

“They also had active forums where you could ask questions and get answer quite quickly, so I joined and started discussing the possibility of volunteering. Because I felt like I saw what the organization was really like and was responded to personally, I was less afraid to go to a foreign country where I didn't know anybody (international volunteer, 2011).”

I have gained a lot of new knowledge and experience

The respondents agreed that devote time for others and the society offer new understanding and challenge. Volunteering brings together a diverse range of people varied backgrounds. Both the recipients of volunteer efforts and fellow volunteers can be a valuable source of inspiration and an exceptional method to expand the interpersonal skills. The participants mainly reflected that the volunteer vacation enriched life experience, broadened horizons, and provided rare and memorable experiences. One of key informant interviews with a strong statement that

“I loved that I was able to learn about Thai culture while helping with Isara. Ming and Kirk were wonderful and accommodating and found volunteering opportunities for me outside of Isara's functions. I will always cherish the summer I

spent in NongKhai with Isara. I learned a lot about myself and a lot about Thailand (international volunteer, 2011)."

Making a difference

More than million volunteers make a difference by volunteer abroad each year and doing a wide range of tasks for non profit organisations. People volunteer for several reasons and in many different ways. There is a great deal of satisfaction that comes from making a difference. The volunteer can working for causes that they are interested in or creating change in developing countries areas. Also, build new skills, meet new people and add variety to their work experience. One respondent from in–depth interview recalled the following:

"The organization is true and honest and connects to what I believe in. Teaching English in order to help youngsters (and grown ups!) access other cultures and opportunities is very important and I am glad there is such a place in Thailand provides such a platform to Thai people for free (international volunteer, 2011)."

Volunteering is a great way of using your skills but at the same time a chance to learn something new, which could even lead to a qualification or career progression.

"Isara is a very special place for me. I enjoyed working with Kirk and I loved all my students. At Isara I found out what I wanted to do with my life and returned home to become an ESL Teacher professionally (international volunteer, 2011)."

This benefit of volunteering leads to understand traditional and daily life of local which the respondent can't discover from other trip is also reflected in what volunteer has to say,

"We spent four weeks travelling to the 15 prospective schools. We enjoyed it a lot, though it was a fast-paced and sometimes overwhelming journey (international volunteer, 2011)."

Utilizing my skills and abilities doing significant work

This shows that most of the respondents agree with these items and imply the reason they are interested in the volunteer programmes. The respondents stated that volunteering offer opportunities to develop relationships with locals and other volunteers in new ways. It noted that volunteering with Isara allows the volunteers to

serve or support a community. Through open-ended responses, volunteers identified a diversity of communities as the opportunity that they volunteer looking for.

“To make something different; local people might take hygiene, environment or necessity of education for granted, volunteers will be a good example, leaders or good model to change their attitude and persuade them to follow (international volunteer, 2011).”

4.6.3 Satisfaction on Isara Organisation and Management

All respondents answered with a similar response when speaking of their experience, which were a valuable and an effectively utilized of contribution, future challenge, sense of accomplishment, interpersonal skill, opportunities to meet others, and sharing experience that occur on volunteer vacations

Table 4.10 Satisfaction on Isara Facilities

Satisfaction on Isara Facilities	Level of satisfaction					\bar{x}	S.D.	Level
	Strongly Agreed	Agreed	Undecided	Disagreed	Strongly Disagreed			
1. Convenience and comfortable	28 56%	17 34%	1 2%	3 6%	1 2%	4.36	0.942	Low
2. Friendly environment	39 79.6%	8 16.3%	- -	2 4.1%	- -	4.71	0.677	High
3. Manageable size	29 58%	16 32%	4 8%	1 2%	- -	4.46	0.734	Medium
4. Easy access to bus/train station	26 52%	17 34%	4 8%	3 6%	- -	4.32	0.867	Low
5. Relaxing atmosphere	31 62%	14 28%	3 6%	1 28%	1 2%	4.46	0.862	High
6. Free space	26 52%	13 26%	8 16%	3 6%	- -	4.24	0.938	Low
7. Clean and hygienic	16 32%	17 34%	10 20%	6 12%	1 2%	3.82	1.082	Low
8. Safety and security	27 54%	18 36%	3 6%	2 4%	- -	4.40	0.782	Medium
9. Access to Internet	42 84%	7 14%	- -	1 2%	- -	4.80	0.534	High

Table 4.10 stated level of satisfaction on Isara facilities. Most respondents implied that the major factor is Access to internet (Mean = 4.80), followed by Friendly environment (Mean = 4.71), Relaxing atmosphere (Mean = 4.46), Manageable size (Mean = 4.46), Safety and security (Mean = 4.40), Convenience and comfortable (Mean = 4.36), Easy access to bus/train station (Mean = 4.32), and Free space (Mean = 4.24). Whereas, 'Clean and hygienic' was the least satisfaction indicator with the mean of 3.82 ranking 'low' level.

Access to internet

As the Isara learning center provide totally Free Internet Access. The volunteer can keep their contact while doing volunteer and also main tools for expanding their new activities update. Firstly, the prospective volunteer can easily contact the organisation. Secondly, the organisation have more volunteer knows about free program. Lastly, the current volunteer can easily promote the organization through their website or page.

Friendly environment

The success of any volunteer organization relies on its ability to attract and retain dedicated and enthusiastic volunteers because the level of the volunteer friendliness of an organization directly impacts volunteer satisfaction. Volunteer abroad is wonderful experience for people who are planning on traveling alone or with friends. Isara organization provides a friendly environment to the abroad volunteer, blended with traditional and cultural values of Thailand while working together towards the goal.

An individual respondent expressed that the great atmosphere while volunteer at Isara in NongKhai:

“At Isara, I love the atmosphere at the learning centre and also the neighborhood. Easy access to market and other nice places. The best part though, is the very cute children that we get to teach (international volunteer, 2011).”

Relaxing atmosphere

According to the organisation vision, Isara provides a positive, respectful and relaxing atmosphere for volunteers who want to get involved with a non -profit charitable organization that specializes in offering free volunteer programmes as well as welcome all from around the world. In addition, the volunteer will experience

another culture like never before meanwhile making a difference in other's lives. Also, gain perspectives and insights into the local culture while working side-by-side with local people on community-led initiatives. In addition, the respondent discovered that the relaxing volunteer experience influenced the direction of voluntary work.

“Teaching classes with the kids, living in NongKhai and learning the culture, eating the local food, shopping in the local markets, having free time to relax, taking trips, feeling like I was doing something worthwhile, getting to know Ming and Kirk(international volunteer, 2011).”

In this case, Isara are committed to providing excellent quality volunteers programs within the scope of the amount the organization receive. Leading to the aim of create a compassionate and relaxing atmosphere for volunteering.

Table 4.11 Perception on Isara' Communication Channel

Satisfaction on communication	Level of satisfaction					x̄	S.D.	Level
	Strongly Disagreed	Agreed	Undecided	Disagreed	Strongly Disagreed			
1. Confirmation letter	16 34%	14 29.8%	10 21.3%	6 12.8%	1 2.1%	3.80	1.115	Medium
2. Telephone substitution calls	12 26.7%	9 20%	19 42.2%	3 6.7%	2 4.4%	3.57	1.097	Low
3. Weekly update e-mails/letter	12 25%	10 20.8%	21 43.8%	4 8.3%	1 2.1%	3.58	1.027	Low
4. Isara website is up to date	1 2%	6 12%	12 24%	12 24%	19 38%	4.69	0.683	High
5. Access to Isara volunteer blogs	37 75.5%	11 22.4%	- -	- -	1 2%	4.60	0.609	High
6. Access to Isara volunteer walls	38 79.2%	8 16.7%	- -	2 4.2%	- -	4.70	0.682	High
7. Clear message from Isara staffs	25 52.1%	13 27.1%	7 14.6%	2 4.2%	1 2.1%	4.22	0.994	Medium

Table 4.11 demonstrated the perception on communication channel that provide an information to the respondents including Access to Isara volunteer walls (Mean = 4.70), followed by Isara website is up to date (Mean = 4.69), Access to Isara volunteer blogs (Mean = 4.60), Clear message form Isara staffs (Mean = 4.22), Confirmation letter (Mean = 3.80), Weekly update e-mails/letter (Mean = 3.80). Whereas, 'Telephone substitution calls' was the least satisfaction indicator with the mean of 3.57 ranking 'low' level. As a result, the top three responses from a list of 7 factors were addressed as follows:

Access to Isara volunteer walls

Because of the friendly user of Isara website, thousand of people are registering and becoming a member. In fact, the website has become a common ground for people to finding communicate among each other. This makes it easier for both prospective volunteer, staff and currently volunteer to interact with Isara, as well as coordinate with the organisation. Furthermore, the wall of a particular user is a common ground for all volunteer and their friends. It is also a page in volunteer profile that distributes the latest news and posts from their recently activities. In addition, it helps the volunteers connect and share with the people in their life meanwhile the volunteer are free to react with wall post by commenting on it.

Isara website is up to date

The volunteer organization's role as a technology resource has increased dramatically and now almost volunteer organization have their own webpage. Through Isara website, the volunteer can also search for the detail of volunteer programmes, the income and the expense of the organisation, the list of donors, upcoming volunteer programmes. Moreover, there are post written content, videos, pictures and information on Isara website. As a consequence, the organization are taking advantage to post information and updates from their new experience at Isara including taste new food, unseen destination in Thailand, local activities, and Isara volunteer programmes.

Access to Isara volunteer blogs

By hosting own blog, the organisation can make the blog easier to recall among readers. Also, the content can be restricted and have much larger control. In addition, the blog also provide greater individuality than shared hosting can offer. This

takes advantage from greater control over how the organisation generates revenue online. On the other hand, it will be easier to develop their access to the organization as well as promotes the organisation.

4.7 Problems encountered while volunteering at Isara

As well as the benefit gained, the volunteer tourists can also have problem encounter while doing volunteer including unutilized skills and experience, language barriers, different diversity caused misunderstanding, unfamiliar with organisation management, and insufficient training before volunteer.

Table 4.12 Problems encountered while volunteering at Isara

Problems	Level of problem items					— x	S.D.	Level
	Very important	Somewhat important	Neutral	Somewhat unimportant	Not important at all			
1. Language barrier	4 8%	10 20%	6 12%	12 24%	18 26%	2.40	1.370	High
2. Culture shock (e.g. no short pants in the temple)	- -	2 24%	14 28%	15 30%	19 28%	1.98	0.914	High
3. Uncomfortable transportation	- -	3 9%	9 18%	14 28%	24 48%	1.82	0.940	Medium
4. Hardly to adjust to tropical atmosphere (e.g. mosquito)	1 2%	6 12%	3 6%	17 34%	23 46%	1.90	1.092	Medium
5. Limitations of the local health service	- -	1 2%	8 16%	14 28%	27 54%	1.66	0.823	Medium
6. Insecure conditions/safety issue	- -	- -	5 10%	16 32%	29 58%	1.52	0.677	Low
7. Less privacy	2 4%	5 10%	5 10%	14 28%	24 48%	1.94	1.167	High
8. Dominated by some group of volunteers	1 2%	2 4%	3 6%	8 16%	36 72%	1.48	0.931	Low

Problem	Level of problem items					x̄	S.D.	Level
	Very important	Somewhat important	Neutral	Somewhat unimportant	Not important at all			
9. Doing volunteer waste my time	- -	2 4%	3 6%	5 10%	40 80%	1.34	0.772	Low
10. Using skills and experience in a different context	5 10%	4 8%	13 26%	13 26%	15 30%	2.42	1.279	High
11. Confusion with the assigned volunteer job	- -	6 12%	9 18%	10 20%	25 50%	1.92	1.084	Medium
12. Different diversity caused misunderstanding	1 2%	3 6%	13 26%	20 40%	13 26%	2.18	0.962	High
13. Unfamiliar with the organisation management	1 2%	5 10%	9 18%	17 34%	18 36%	2.08	1.065	High
14. Ambiguously communication of an organisation	1 2%	4 8%	7 14%	16 32%	22 44%	1.92	1.046	Medium
15. The organisation asked too much from me	- -	- -	1 2%	7 14%	42 84%	1.18	0.437	Low
16. Poorly planned volunteer activities	1 2%	1 2%	4 8.2%	12 24.5%	31 63.3%	1.55	0.891	Medium
17. Inappropriate meeting time	- -	- -	8 16%	5 10%	37 74%	1.42	0.758	Low
18. Insufficient staff responded volunteer desires	- -	1 2%	3 6%	13 26%	33 66%	1.44	0.704	Low
19. Insufficient training before volunteer	1 2%	6 12%	6 12%	16 32%	21 42%	2.00	1.106	High
20. Unclear role of staff	- -	- -	9 18%	9 18%	32 64%	1.54	0.787	Medium

Table 4.12 Problem items for this study were measured using 20 variables which were factor identified with principal extraction. As a result, all 20 variables were retained and pointed that the major obstacles that the respondents encounter problems while attend the volunteer tourism. Using skills and experience in a different context (Mean = 2.42), followed by Language barrier (Mean = 2.40), Different diversity caused misunderstanding (Mean = 2.18), Unfamiliar with the organisation management (Mean = 2.08), and Insufficient training before volunteer (Mean = 2.00). Whereas, ‘The organisation asked too much from me’ was the least problem while doing volunteer with the mean of 1.18 ranking ‘low’ level. As a result, the top five responses from a list of 20 problems were addressed as follows:

Using skills and experience in a different context

Since most of the volunteers attend English teaching program and they agreed that they didn’t develop their skill as they expected. All of them have to learn how to teach Thai students and they need training or some technique to communicate and comprehend Thai students. Most of volunteers do not have experience in teaching so that they have to learn from the fellow volunteer. This unexpected situation caused the respondent to concern about teaching in a class.

“Many students are not used to work on their own and find hard to reply to direct questions. I like the fact that they can work as a team helping each other but some activities require that they focus on themselves and let the others follow their own understanding process(international volunteer, 2011).”

Generally, most of volunteers are contributing professional skills, additional qualifications, recreational talents and hobbies. Therefore, their skills make a positive impact; however, not all voluntary work requires specialised knowledge or skills. On the other hand, the majority of voluntary work simply requires good “people skills” – such as being a good listener, offering supportive advice, being positive and friendly.

One of key informant interviews with a comment, reflected that

“I think patience is very important, and a basic understanding of the motivations of the students. Why are they in class? What do they want? Are they here because they chose to come or were they forced by their parents? These are all important questions (international volunteer, 2011).”

As a result, there are lots of volunteering opportunities available but it is important that the volunteers find the one that suits their best. Meanwhile, the organisation provides strategy and technique for teaching English class.

Language barrier

Based on the diversity of nationality and religion, the international volunteers come from all around the world. Interestingly, the volunteer tourists aim to make difference in the different place such as Thailand. The mainly problem of spending time with others is language barriers. Most of volunteers have no experience in Asia before. They firstly learn and adjust to new environments. The communication amidst the volunteer and the locals faced a problem in the initially period. Afterward, they learned language and try to communicate in daily life. One respondent suggested increased supervision to provide volunteers with more preparation.

“In my opinion to be volunteer here should be able to communicate by using English and accept local culture, who wants to volunteer should be generous to delicate to good things for people. I think I can be counted one of them and I also speak Thai that I can help some foreign volunteers (international volunteer, 2011).”

To understanding other people, the volunteer may obtain different learning preferences that they have to learn how to communicate their message effectively in a way that other people also understand. This is fundamentally important; particularly the organisation or the volunteers have to prepare for basic lesson of Thai language.

Different diversity caused misunderstanding

Often potential volunteers run into barriers which can relate to their perceptions of volunteering. The difference of age and background caused misunderstanding. It was noted that the elder respondent was separated by other group of volunteers. He revealed,

“There had been a few clashes between volunteer but I came to understand them because we all come from different background and culture. How I wish there were to do at Isara while I was there but I can see more programs made so the volunteers can be of great help (international volunteer, 2011).”

In addition, involving people with a broader range of backgrounds and experiences help the organisation to plan new projects but not long-running term since the inconsistency response of volunteers. One respondent commented:

“One month doesn’t really seem enough to get into a routine. Isn’t it confusing for the students to always have new teachers?(international volunteer, 2011).”

Unfamiliar with the organisation management

Certainly there are differences between how employees and volunteers are managed, but the differences are probably much less than most people realize. Most of the time, volunteer organizations are addicted to a particular belief, values or advocacy. In this case, Isara set their mission as “Freedom” and every volunteer can attend any programs. However, the Isara has a few of Thai staffs caused irresponsible in some requirement area. Indeed, the volunteer need more information about what to expect when they first arrive since given prior to arrival would be very helpful. A change in information distribution was also suggested by this participant:

“I wasn’t totally sure what to expect when I arrived. Things ended being ok but I had a tiny bit of apprehensiveness beforehand (interviewed 2011).”

Thus, the flexible of organisation management was attracted the volunteers to visit because they like what the organization be have. Maintaining these values and goals are essential in determining the structure of Isara management. Since it is not a type of business where the organization can point volunteer to the direction.

Insufficient training before volunteer

Since the short length of volunteer staying, the organization and the staffs provide training and manual for the volunteers. However, some volunteer programs are inconsistency since there are often change of the volunteers. For example, the teaching English program that the students have to learn with the newly volunteers since few of volunteer that stay for a month. Inefficiency with training can lead to deliver of mistake in teaching, as one respondents note:

“The only change that would improve the experience would be a formal, first or second day of training where everything is identified. Maybe have a printed protocol (international volunteer, 2011).”

For volunteer training, the staff and the fellow volunteers provide the guild line for new volunteer. Most of volunteers agreed that they need training about Thai language to communicate with students and locals. Also, they need more information about destinations in NongKhai for traveling. Many volunteers recommended that

they need teaching techniques and classroom control. The best way to teach the students with different abilities and with different interest to learn English language. Moreover, how the teaching program is organized and how lessons should be prepared and delivered.

Chapter Summary

The finding demonstrated that the majority of respondents desire to do volunteer at Isara Charity Foundation in NongKhai since pursuing personal goal, do good for others, feeling of being useful, feeling satisfy and happy, and acquiring new knowledge, skills and experience. Moreover, the respondents was aspired to make difference in NongKhai since the variety of culture and people, gain memorable life experience, distribute the development to community as well as joining free programmes. Respondents implied that there is a great opportunity to volunteer in a developing countries; Thailand which ranked as the most popular destination in South East Asia. The participants spend their time to appreciate other cultures while doing meaningful work. In addition, sharing experience with other volunteers and learning to give back to the society.

To touch the sense of local living, the volunteers take a chance to teach in other region of Thailand or cross the border line to teach in the urban areas. However, to understand local Thai student is not easy as much volunteer have no experience. Generally, Thai students are embarrassed to express their opinion or answer in the class. From this point, the volunteers need to adjust their teaching technique and pattern to fit with the Thai studying style. Otherwise, some volunteers need more training to capture an interest from student as well as more detail on being volunteers at Isara organisation. For example, basic knowledge about Thai culture in order to understand others and Thai language to communicate with the students.

Thus, the participants recommend the prospect volunteer to experience voluntary work at Isara because of the flexibility of organisation management and free accommodation that attracted the volunteers to stay over a month or as long as they have time to do volunteer. Feeling like home in other countries is the simple feeling that the volunteer can meet at Isara Charity Foundation.

CHAPTER V

DISCUSSIONS

This research assessed the volunteer tourism development at Isara Charity Foundation, Nong Khai, Thailand. The objectives were to examine the motivation and the satisfaction of the international volunteer tourists, to explore the perceived benefits of the international volunteer tourists and to identify problems encountered with tourism development at Isara organisation. In each section, the study's findings are summarized, compared to previous volunteer tourism research, and explored in relation to notions of authenticity. The results and findings of this study will be useful for volunteer tourism development itself and shall be applicable for other organisations to adapt and follow effective planning and development. The findings of the research through questionnaire survey and key informants interview are discussed in the following sections.

5.1 Motivations factor of the International Volunteer Tourists

To identify the motivation of international volunteer tourists, the researcher used a quantitative method by distributing the questionnaire to 50 volunteer and conduct qualitative method to interview 22 international volunteer tourists. This case study explored the motivations of international volunteer tourists at Isara Charity Foundation, Nong Khai in Thailand.

For non-profit organizations, volunteers are invaluable and intangible assets. The volunteers are necessary to carry out missions and perform regular maintenance. In addition, volunteers donate time and money, as well as skills, knowledge and labor. Thus, participants acknowledged their altruistic motivations for choosing voluntary work with the nonprofit organization. To understand the potential motivation is important for organizations to attract new volunteers. Thus, the motivation themes from the study echo the findings from previous literature as following:

5.1.1 Push Motivational Factors of Volunteer Tourist

The researcher used a quantitative methodology by distributing the questionnaire to 50 volunteer and conduct qualitative method to interview 22 international volunteer tourists. The following paragraph addressed the push factors.

Several similar push factor themes were found in this study, such as 'spending time for others,' 'feeling of being useful,' and 'pursuing my personal goal'. Many researchers have supported this finding. The results of this study most resemble to Lo and Lee (2010) examined the motivational factors of Hong Kong volunteer tourists. The volunteers were motivated to join volunteer trips since desire to give back and distribute an educational opportunity for children. In this study, the volunteer illustrated that their distribution to the local student lead them to continue their volunteer in their home country. Moreover, the volunteer attendance encourages parents to enroll their children in volunteer or community programs, and inspires children to attend classes where they can meet the volunteers from the other countries. Furthermore, the volunteer's fluency in English motivates working adults and recent graduates to practice their English and improve career options.

It also corresponded to the finding about raising volunteer motivation by Jon et al. (2010). The researcher discovered that the volunteer seek an opportunity to lend a hand people in need, construct social capital, feel being useful and gain appreciation. Furthermore, the volunteers desire to give their contribution into developing a certain field of activity. Similarly to Daneil A. Guttentag (2009) demonstrated that the volunteers typically motivated by degree of self-interest. From the research, the volunteer explained that the self-interest was part of volunteers' experience. It contends all interactions are based upon an exchange of gives (the altruistic aspect of volunteering) and rewards (the self – interest aspect). Whereas some volunteers may merely seek the intrinsic satisfaction derived from helping someone, on a less altruistic level others may seek non materialistic rewards.

A majority of the participants stated that volunteered with the Isara '*acquire new knowledge, skills & experiences*'. The literature supports this fact as well. According to many researchers (Brown and Morrison (2003), Scheyvens (2002) L. Chen and J. Chen (2010), Wearing (2001), the motivation has become a significantly in volunteer abroad since doing volunteer provide opportunity to develop

a sense of connection with other volunteers and thereby to strengthen their sense of awareness. Similarly to Lepp (2008) discussed that volunteer tourism provides exclusive chance for intense cross-cultural interactions that may lead to an increased awareness of global issues and inequalities. As noted by Klenosky (2002), volunteers have different motivations, for instance, the volunteers look for experiences in a different field, and the volunteers tend to acquire new knowledge and skills that will be useful for future career. In this case, the volunteer gained new skills such as teaching skill. One of the in – depth interview, the respondent stated that this volunteer opportunity implement his demand to continue his career as a lecturer.

On the other hand, the results show that the volunteer tourists were motivated by significantly factor as *'feeling satisfy and happy from activities'*. Most of the respondents freely to joined the offered various programmes and also having the opportunity to choose any interesting programs meanwhile contributing towards great experiences as sharing among the volunteers. Indeed, the respondents joined the local activities and participate with the citizen. These great chances satisfy both the need to consume and the desire to assist others. While the volunteer ensure that their time spent is effectively contributing to a positive impact on the community.

5.1.2 Pull Motivational Factors of Volunteer Tourist

Several similar pull factor themes were found in this study, such as 'Doing volunteer experience difference culture' and 'Doing volunteer help me gain memorable life experience'. The results of this study resemble to Jennifer et al. (2007) revealed that the destination features; attractions are tangible and the destination's attributes are authentic theme. This attracted the volunteers to travel and spend time for voluntary work. From the finding of Palacios (2010), the volunteers tend to interest in social relations, for instance, the interaction between the resident and the foreigner while partake the volunteer program. There are a variety of volunteer placements available, where the respondents work side-by-side with local people at Isara Learning Center, schools, government officer. Activities are specially designed to help the respondents become a more effective volunteer, and more knowledgeable about the issues facing the community. Similarly to U. Beck and E. Beck (2002) studied that construct the central importance of ego-enhancement motivations to

volunteer tourism participation. The mutually motivations; ego-enhancement and altruism, labeled as an altruistic individualism.

Regarding to Sherraden et al. (2008) determined that volunteer tourism create an *international understanding*, emphasis on international experience and fostering cross-cultural skills and tolerance, global awareness and international solidarity, civic engagement, personal development, and international peace” (p. 400). In this case, the volunteer encountered with people from other cultures. Also, the multicultural environment comprised both objective facts and subjective behavioral considerations.

The other pull motivation factor, *‘doing volunteer contributes the development to the society’*, most participants participate volunteer program in a developing country or ‘third world’. This is highly important as an attraction among the international volunteer tourist. According to Simpson (2004) stated that many volunteer programmes is embedded in a theme of a ‘third world’, where there is ‘need’, and where European young people have the ability, and right, to meet this need. The respondents stated that the volunteer have viewed a wider world vision and a new outlook on the other countries, having the unforgettable time of life and doing well by doing good. It is also a great way to broaden their horizons and see how other people live in other parts of the world.

Otherwise, *‘Isara offers free volunteer programs’* and *‘Isara providing the opportunities to teach’* both are a distinct factor. It is not as prominent in theory; mostly volunteer program is paid for volunteer. From the research, the volunteer can select any interested activities to join which they are looking for a unique approach to searching for volunteer options around the world. As an international volunteer, the respondent can effect positive change for other people in the developing country. Moreover, the Isara offered short-term international volunteer programs which work collaboratively with local people and respect local solutions and expertise. Even though skills or experience the volunteers have to offer, if they have the desire to serve there is a volunteer opportunity to suit them. Thus, their efforts help local organizations achieve their important development goals.

Overall, the themes of international volunteer tourists’ motivations are consistent with literature reviews, regardless of setting. Searching for authentic

experiences, intensively interacting with locals, and immersing themselves into a host's culture are all associated with self-exploration and seeking the significance of one's life, which echoes how volunteer tourism offers a transformative process from leisure to self-exploration (Wearing et al., 2008).

The volunteer tourism increase the human capacity as volunteers carry out tasks and bring skills that developed the resident education systems. Expanding on the notion of understanding, this study supports the concept that volunteer tourists are motivated by helping other and community while joined free volunteer programmes.

As a consequence, the combination of intrinsic and extrinsic factors visibly establish amidst volunteer tourism at Isara. Volunteers are powerfully motivated by an aspiration to help local people in education and assist other who in need. Besides, the personal development was a key motivation since the volunteers tend to gain new perspectives and learn through real experience. Volunteer make decision to travel abroad in order to partake in volunteer tourism. This showed that they are motivated by a keen interest to experience novel cultures and places.

5.2 Perceived Benefits from Voluntary Work at Isara Charity Foundation

The purpose of this section of the study was to determine volunteer tourist perceptions at the Isara as well as to ascertain whether they were received any social benefits from volunteering. Of the all the respondents surveyed, most of respondent had visited local school in Nong Khai such as Baan Nong Chaeng School as well as participate in local activities.

This study showed similar theme that volunteer tourists are often benefiting from an '*opportunities to giving back*'. In this way, volunteers would be expected to have significantly higher responses in this factor. The results of this study resemble to Broad and Jenkins (2008) studied about volunteer tourists partake the Gibbon Rehabilitation wildlife conservation project in Thailand. This opportunity gives a chance for those volunteer to work with wildlife. From the finding of Brown's (2001) identifies that volunteer vacationers giving back to those less privileged

meanwhile distribute the educational to children in a remote area. This chance leads to improve social as well as educational conditions.

Subsequently, the secondly higher response from volunteers pointed that they *'learn to appreciate other cultures'* while served voluntary work at Isara. Following Kregg, Lough et al. (2009) measured volunteer outcomes on the attitudes and behaviors of an international volunteer by using survey. The result stated that most of volunteers reported an increased appreciation and understanding of other cultures. From the research of Kregg (2001) determined that volunteer tourism offers resident chances to meet interesting people, make friendships, learn about the world, and expose themselves to new perspectives. This results also related to an international knowledge; increased cultural awareness and mutual understanding; intercultural competence; and language skills (David Smith et al., 2005; Sherraden et al., 2008). As a final point, Ackerberg and Prapasawudi (2009) stated that the volunteer tourists are fascinated by destinations which the tourists could stay close to local people as well as experience deeper cultural in one particular place.

Similarly to the other research, the participants stated that they *'use skills and abilities doing meaningful work'* and *'share experience and knowledge with others'*. Regarding to Lepp (2008) discussed that the volunteers desire to assist in those area in need of help. In addition, the volunteer tourism also provides opportunities to work for others meanwhile immerse into cross-cultural interactions. The volunteer tourists also exchange their experience and increase awareness of global issue. Likewise, the finding of Wearing et al. (2004) clarified that volunteer tourism as learning process of personal development, independence and social abilities which perceived from their sharing skill and knowledge among group of volunteers.

On the other side, the participants perceived benefit that *'their efforts are making a difference'*. This finding is similar to benefit gained from volunteer tourism by Carter (2008) that most of participant volunteer abroad in searching for new experiment in a different place as well as help others. The volunteers also challenged with the exotic destination while appreciate in cross-cultural environment.

Interestingly, *cross cultural understanding*, the changes brought about by globalization and the spread of transnational social relations in volunteer tourism. The volunteer tourism can lead to cross-cultural understanding repeatedly arose with

volunteer tourists through their interaction with locals and other volunteers. Besides, the volunteers claimed that cross-cultural experience was a transformational experience and caused significant life changes that would not have occurred if they stayed in their country. Thus, voluntourism potentially provides the opportunity to develop cross-cultural understanding and a sense of global citizenship among participants. However, the findings from this research suggest that the development of cross-cultural understanding should be perceived as a goal of voluntourism.

In reference to benefits from voluntary work, desire to give back is most important to volunteer tourists. Followed by, opportunities to experience a different lifestyle or a different culture. All these items reflect an interest in cultural elements of tourism, whereby voluntourists can experience local ways of life and learn more about local customs and traditions. Higher importance of these benefits among volunteer tourists indicates that in addition to community development, particularly more interested than other segments in a more experiential interaction and incorporation of cultural elements into their experience.

5.3 Perception of Satisfaction on Volunteer Tourism

This study explored the satisfactions of the international volunteers. Since the satisfaction is a key factor in the retention of volunteers as well as in the ultimate success and stability of volunteer programs. The organisation should consider the usefulness of evaluation the satisfaction of their volunteers. In this case, volunteer vacations offer individuals the chance to spend vacation time helping others in Thailand – teaching English which increase satisfaction level and encouraged to continue voluntary work in their home country.

These findings provide initial insights into which organisations are best placed to maximise the benefits of volunteer flexibility. Most of respondents stated that *'Isara is a recommendation place to volunteer'* since most volunteer abroad programs are expensive and many charge an unreasonable fee for placing the tourist at a volunteer organization. In this case, the participants can save their budget by volunteering directly with the Isara. Indeed, finding own placement also opens up a wider world of community. This organization has tied with international volunteer

programs also allow the volunteer to take on more of a leadership role as well as enable the volunteer to be more creative in designing their own projects.

Subsequently, the findings of the current research provide insight into the satisfaction that the volunteers derived from voluntary work. Most of volunteer responded that the recreation of *'good relationship between staff and volunteer'* building a brilliant experience. Through volunteering people can meet new people and make new friends. From literature view, it is postulated that volunteer tourists' experiences are critical in building sustainable voluntourism, as it is argued that volunteer tourism includes both service experience and service quality similar to the tourism industry (Angela M. Benson, 2011). Furthermore, experience is regarded as an important element in influencing satisfaction which is derived from the emotive of tourists and the functionality of the service performance and destination attributes. In addition, the findings indicate that respondents strongly agree that they *'have gained a lot of new knowledge and experience'* amidst volunteer at Isara. Similarly to Jon et al. (2010) studied that the volunteer are look forward to acquire new knowledge and skills that will be useful for future career. From literature review, volunteer tourists usually get involved in activities such teaching in schools, harvesting crops, planting trees and offering health-related services (Singh et al., 2003). Volunteering is a great way of using your skills but at the same time a chance to learn something new, which could even lead to a qualification or career progression.

Further analysis utilizing the flexibility satisfaction variable in the volunteer data highlighted *'Making a difference'* as a one of satisfaction factor. The finding reveals that the volunteer experiences are attributed to the personal emotively aspects and environment conservation efforts seem to play a significant functionality of the volunteer experiences. It shows that the volunteer tourist experience dimensions are multidimensional. In addition, some people want to give their contribution into developing a certain field of activity. Nonetheless, a rejection of mass tourism and demand for more authentic and meaningful forms of travel has resulted in a surge in demand for short-term volunteer opportunities from individuals who are unable to commit long-term but desire to *'give something back'* during their leisure time.

The other key satisfaction factor was addressed as *'Utilizing my skills and abilities doing significant work'*. From the result, it has been shown to improve the

participants' abilities, and further stimulate their drive and desire to push these skills further. On a practical level the volunteers gain skills, knowledge and experience that can take into an employment and apply to everyday life. It helps the volunteer growth, understand generosity, and added value of good citizenship since Isara organizations specialize in a wide range of experiences teaching, managing, communicating and working with the group of international volunteer.

As a consequence, the volunteer tourism contributed the degree of satisfaction potentially catalyze transformation within participating volunteer tourists. It was believed that these elements would have an impact on the overall perceptions of a voluntourist during, or after, a voluntourism experience, and, therefore, would initiate a change within the individual. Balancing volunteers' expectations with the realities of humanitarian and environmentally oriented field work is another challenge.

5.3.1 Satisfaction on Facilities and Communication Channel

Volunteer tourism offers new opportunities for the tourism industry. Its development has created the need for partnerships including volunteers and host organisations. The researcher believed that whether the volunteer is satisfied and happy, the entire organization benefits.

Base on the mean score of each satisfaction on Isara facilities items, the finding shows that Isara Learning Center provides access to the internet for every respondents and Thai student. Respondents strongly agree that access to internet increase a multiple channel to contact their friend as well as searching data online. Mostly of free time, the respondents will update their blog or post volunteer activities picture on Isara website. These lead to satisfy their requirement. The respondents also stated that at the learning center make them feel comfortable as the sense of 'friendly environment' and 'relaxing atmosphere'. There is free space for volunteers to spend time on their own activities such as preparing the teaching English lesson, meeting with the other volunteers, learning new skill or task from the locals and the volunteers.

According to manageable size of Isara Learning Center, the volunteer have to share the common room, the computer lab or the classroom since the number of student is higher than usual. Occasionally, the Isara often arrange the extra activities

however, their limitation of space the respondents reveal that inconvenience and uncomfortable especially the big group of participants.

In addition, the learning centre located in the heart of the city. The transportation station is not too far from the centre. The respondents can walk or sometimes the Isara staff offer to send them off. Thus, it is easy access to bus and train station. For safety and security, the respondents faced problem with stealing and it is hardly to protect their assets. The organisation may have to ask help from the police station to inspect sometimes.

Unfortunately, the respondents perceived that the Isara center is not clean and hygienic enough. This implies that the organisation may have to reschedule the cleaning day to be more often meanwhile setting head of volunteers to response about the cleaning since the Isara offering free accommodation for the volunteers.

The finding show that social network effected decision making to volunteer abroad. Examination of the ways that the international volunteer tourists found volunteering opportunities at Nong Khai support the idea that they planned to engage in this activity before leaving home. Social networks were the most important source of information leading people to join volunteer programmes. These included the volunteer service website and the organisation website as well as personal connections through a friend, colleague or other volunteers.

Isara website nowadays is home to more than thousand users around the world, and is growing everyday. Respondents strongly agree that access to Isara volunteer wall attract the visitors to webpage as well as increase the number of website member. This number of users will be the gadget of any potential volunteer in the future which is why the organisation are taking advantage of this opportunity.

Moreover, they also stated that Isara website is up to date since the prospect volunteers mostly find the information about volunteering at Isara. In addition, the respondent expressed that the website content could greatly benefit these charities by increasing their donation through website promoting. Respondents perceived that access to Isara volunteer blogs is very useful especially those who are interest the transparency of website and this way is very effective nowadays. This lead to target the right people in the right time and these are effective to volunteer application.

Otherwise, most of respondents said they considered taking a vacation for the sole purpose of doing charity work, according to Isara website, a major resource that the volunteer can observe the up to date volunteer activities via walls, blog, photo albums which attracted the coming volunteers to follow up. Also, the transparency description of income and outcome of the Isara make volunteer less curiosity about their management.

A more independent approach through web based searches also suggests and gives a direction. These methods contrast with a small proportion of respondents that learned of volunteering through word of mouth, most likely after they started traveling in Thailand, or by chance as they were passing through Nong Khai. These latter methods reflect a more spontaneous approach.

On the other hand, the result was found that the respondents perceived clear message from Isara. A clear message the staffs brought was that the volunteer can take on a wide variety of volunteering roles with responsibility and commitment. It also recognizes that collaborative effort will build successful strategies to enhance volunteer skill.

In contrast, the traditional distribution channels including confirmation letter, weekly update e-mail or letter and telephone substitution call not meet the respondent' expectation since the volunteers come with different strengths and expectations. Causes, local and global, are important as are opportunities to use today's technology, both for social connecting and as a tool for volunteering. The organisation may focus more on other way of communication since the respondents preferred the online channel.

To satisfy these needs, the volunteer organisation may offers hybrid options posed to satisfy the demands of tourists, and volunteer placements tend to be flexible to ensure ultimate convenience. Hence, the affective component of the service experience has been shown to consist of subjective, emotional and highly personal responses to various aspects of the service delivery. It is argued that the construct of domains of services can be extended to understand the volunteer tourist experience.

5.3.2 Problem encountered while volunteering at Isara

The difficulties involved in accessing volunteer tourism and the associated degree of error arising from the organisation management and potentially the administration of the orientation have been noted. In this case, the finding results stated that the volunteers '*using skills and experience in a different context*' which similar to Daniel A. Guttentag (2009) illustrated that the volunteers carry on capacity while they working on ordinary function of work or a job that do not require skill or tool. Otherwise, highly-skilled voluntourists may not able to complete their volunteer job since their assigned job is more complicated tasks than they expected. Likewise, Evans (2003) found that the volunteers performed quite well when working on simple duties, although were incapable to effectively perform more complicated tasks.

Thus, the actual level of interaction should be appropriately matched with the volunteer tourist's preferred level of interaction. Skill assessment is also important, as participating in an activity that a voluntourist may not be capable of completing and then the outcome maybe a negative experience. As long as providing volunteer tourists who are interested in direct interactive activities with locals, for instance, can help the volunteers feel that they are truly contributing.

Subsequently, the secondly higher response from volunteers pointed that '*language barrier*' occurred during a volunteer tourism. In this study, the volunteers were spending time in a developing country and participate with the local residents. As Kirsten Holmes & Karen Smith (2009) that language barrier will limit gained benefits and a chance to involve in some volunteer program. Also, minimize the contribution to the social capital. Callanan and Thomas (2005) reported similar findings among volunteers associated with potential problem of level of involvement.

Afterward, the respondents who volunteer in an international environment stated that '*different diversity caused misunderstanding*' amidst the group of volunteers. This finding related to Simpson (2004) that some of volunteer stayed for short term and the volunteers don't get along with the local culture as well as the diversity of background. The volunteer tourists who are volunteering, traveling, for length of time, they will most likely encounter *culture shock* at some point. The respondents agreed that they have had some time to consider differences in culture and begin to criticize the customs and the people in their host country. Some respondents

allow problems to control their overall experience and disassociate from new surrounding. Finally, the respondents become less isolated and find ways to enjoy again and look forward to new experiences.

“During my 4 weeks stay, Isara was strongly dominated by native English speaking volunteers. (from the USA, Canada, UK, and Australia) From time to time it was very difficult for me to understand the mix of dialects in conversations and meetings. That’s why I missed a lot of what they discussed. It made me feel isolated excluded from the group.” (international volunteer, 2011)

Subsequently, the finding show that ‘*unfamiliar with the organisation management*’ was ranked as third potential problem. Participants reported a lack of familiarity with the organisation structure and all levels of staff. No literature reviewed at the present time specifically focused on the need for volunteer familiarity with all levels of staff, although various reports and documents alluded indirectly to the need for this type of interpersonal interaction between the volunteers and the organisation.

“It would have been nice if there was more continuity with lesson plans with English. I think that teaching English is a great idea, but maybe there could be more structure with the lessons.” (international volunteer, 2011)

Result of the study showed that ‘*insufficient training before volunteer*’ since the organisation offer orientation and training to the volunteers, but this is just explaining tasks on a one by one basis. The volunteers need more clear description of the tasks involved and by mentioning training opportunities in the recruitment materials. According to Callanan and Thomas (2005) mentioned that most of problems result from a lack of planning and training within organizations. These potential problems also question the volunteer tourists’ level of involvement, raising the risk of incomplete work and increase misunderstanding among the volunteers. Isara organisation management should also develop and implementation both an orientation program and a training program for new volunteers that both identify and improve on the talents and skills of volunteers, with the goal of more effectively placing them where their talents and skills will be most useful (2005). Thus, volunteers indicated an interest in participating in a wide variety of topics. Only volunteers with previous training were somewhat less likely to want training.

Based on both the volunteer and the organisation have encountered problem from questionnaire and in-depth interview, the problem loops are demonstrated in Figure 5.1. The figure explained that the volunteers worked in a multinational environment at Isara.

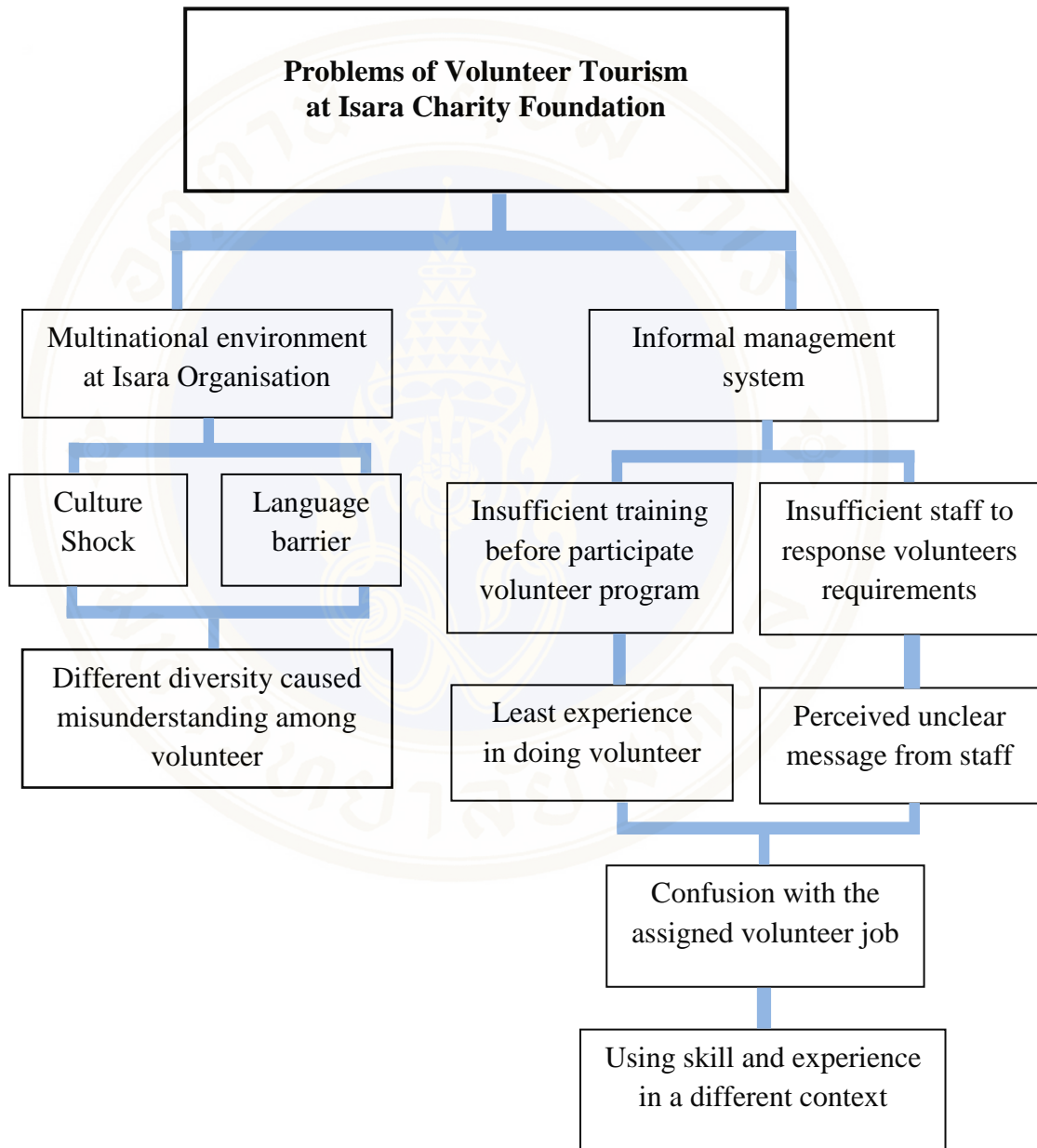


Figure 5.1: Problem of Volunteer Tourism at Isara Charity Foundation

As a result of the study, there are more interesting issues from both questionnaire and in depth interview results to address as following: four major themes appeared to take shape as to why individuals volunteer while on a leisure trip: volunteer minded and vacation minded tourists, cultural immersion, and seeking educational and bonding opportunities.

Re-define meaning of ‘Volunteer Tourism’ at Isara

From the results of both survey and in-depth interview, the volunteers worked at Isara was classify into two type of volunteer; the volunteer – minded and the vacation – minded. The characteristic of ‘volunteer - minded’ means the proportion of total holiday time of volunteer was devoted to volunteering. While ‘vacation-minded’ tourists often spend an optional afternoon volunteering as well as make this activity the central focus of their trip (Tailon J., 2007). They have the chance to immerse themselves in the culture and meet people on their own terms, rather than experiencing it as a tourist would. Although the participants were asked if volunteering was “the main purpose” of their trip, this question cannot reliably differentiate of these two types of volunteer tourists.

This following in-depth interview showed an interesting result.

Michelle and I spent 20 days visiting the prospective schools. I did enjoy it. It was an amazing experience. We met so many interesting people and got to immerse ourselves in some very strange environments that we hadn't had the opportunity to be in before. Sometimes, communication was a problem. Some of the Thai English teachers don't speak English very well so talking to them with our limited Thai was quite a struggle. I think I got an enormous amount from visiting the schools. I got to see the real Thai lifestyle... seeing how people lived, each day, and the vast differences between my home's culture and the Thai culture. Most tourists only get to see places like Phuket and the Islands, which aren't "REAL"...

According to Clemmons (2003), one would assume that if ordinary vacation travel created long lasting changes to self, then a vacation that integrated voluntary service with the traditional elements of travel would have more impact. In addition, the research indicates that experiences that involve personal interaction are more likely to lead to changes in self (Alexander, 2007). Therefore, this volunteer

experience has contributed unique opportunities such as doing volunteer is self serving in the sense. In addition, volunteering seeks to provide resources that are directed toward the locals and the needs they have identified as important for their development – English language.

Volunteer tourism is not just ideas, values, and aspirations for a better world in a broad sense. In many circumstance, the volunteer tourists recognize that sharing experience and personal growth also reach their goal.

‘Self Interest’ or ‘Saving the World’

Volunteer tourism is the combination of leisure travel and voluntary work. This study, therefore, interrogates the relationship between facilitation and implementation of volunteer tourism experiences and the volunteer tourists’ lived experiences. The research has shown, perhaps unsurprisingly, that the main motivations of volunteer tourists include a desire to help, the possibility of a unique travel experience, and personal development.

As it appears, many academic researches focus on the positives and benefits of volunteer tourism however not the possible negatives of this tourism sector. Some of the issues that may raise questions are a neglect of locals’ desires, a hindering of work progress and completion of unsatisfactory work, a disruption of local economies, a reinforcement of conceptualisations of the ‘other’ and rationalisations of poverty, and an instigation of cultural changes (Guttentag, 2009).

By placing in conversation on the volunteer tourism experiences in Nong Khai, this study finds that volunteer tourism is a gratifying experience, especially as it relates to self-interest, bonding with their desire and seeking for difference experiencing such as local lifestyle. The study, however, suggests that certain managerial actions and transparency measures must be introduced so as to maximize the social role and the community needs. When evaluating the effectiveness of volunteer tourism, it is important to recognize what the “success” is being based on: whether it is the experience of the volunteer, or what the placement itself brings to the host organisation/project and the local community. It is also important to distinguish between the volunteer’s benefits that have a clear and tangible result and the needs of the host region or the organisation that have a creative volunteer programmes which

are easier to assess in terms of the sustainable development, and those placements are based on a long-term programmes. Thus, this study reviewed placed a lot of emphasis on the benefits accruing to the volunteer rather than the host community.

Summary of the Discussion

This section has summarized the key findings from administration of a survey and interviews to persons who have previously served as volunteers for the Isara Charity Foundation. Each key finding has been discussed in relationship to findings from the Volunteer Motivation 51 literature review. In the next portion of the study, the researcher concludes with a set of recommendations based on the integration of insights gleaned from the literature review and the feedback provided by the study participants during the survey and interview phases of the research study.

Overall, the findings of the study have provided interesting results. It could be argued from this study that some volunteer tourism experiences are perceived as more 'authentic' than others are. Some volunteer projects are too short in duration, which may affect how sincerely the volunteer tourists interact with the host community; however, this study found that participants on short programmes still found their experiences valuable, and that they still perceived their experiences as more sincere than their non-volunteer tourism experiences.

CHAPTER VI

CONCLUSION AND RECOMMENDATIONS

The main goal of this research is to enhance understanding of tourism development in Nong Khai, Thailand. This included results of volunteer tourism development; motivation, satisfaction, perceived benefits and problems encountered were compared with the segmentation results produced by this study. A summary of the main findings is presented in the following section. This is followed by a discussion of the study's recommendations, and finally implication for future research.

6.1 Conclusion

As discussed, the method of collecting data for this portion of the study was through conducting in - depth interviews with various volunteers. The number of people to be interviewed was 22 people. This study exhausted almost all of these possibilities and twelve people were interviewed by focus group method. Moreover, ten interviews were used due to their regularly meeting while do voluntary work at the organisation in Nong Khai. All participants were identified through snowball sampling. Overall, the findings are more in-depth than expected and lead to some unexpected findings.

The majority of the study participants were male which was higher than females. Most volunteer tourists were aged 26-35 years and living around the world. The majority of the study participants were male was higher than females. Respondents indicated an interest in traveling to Thailand, Laos and Cambodia to volunteer. They were motivated by their interest in teaching program, environmental conservation, community development and building project.

As to age, most of the study participants were 26 – 35 years (50.0%), Studies profiling voluntourists show that they usually aged from 25-54 years old category and therefore this sample is considerably maturity. In relate to employment

status, they were employed full – time, followed by unemployed, and students .This show that employment status of the participants were varied. As characteristic with volunteer profiles, the majority of respondents were highly-educated. Of all respondents, the majority of the respondents had completed bachelor or college.

Regarding their volunteer experience, most of the participants do not have previously experience. The types of volunteer activities that the respondents would partake include teaching program, environment conservation and community development. Few of volunteers were likely to participate in environment after being at the Isara. Thus, the main activities, teaching English were most popular.

The majority participants volunteered at an average of 1 month to 6 months while devoting 4 to 6 hours per day for spending their time at Isara in Nong Khai. Some volunteers traveled to other region in Thailand and then back to their home country. These findings are consistent with the Office of Tourism Development in Thailand (2008) in which they reported that visitors from Europe, the Americas, and Oceania stay an average of 10-16 days in Thailand.

Regarding to the length of volunteer between 4 - 6 hours per day, the volunteers spend a budget in the range of over \$ 699. This may be related to costs associated with visiting the destinations as compared to less costly alternative volunteer tourism in Thailand. The respondents indicated an interest in Nong Khai as a destination that good value for money (68%), whereas 66% of the respondents stated that Nong Khai also differentiate from other cities since their friendly local people (66%), as well as quite and peaceful (64%). These finding are consistent with the US magazine Modern Maturity that ranked Nong Khai as one of the world's best destinations to be called a “second home” for American senior citizens in year 2001.

Volunteer tourists implied that they made their own decision to volunteer at Isara. Interestingly, the volunteer service website and the organisation website attracted the respondent with their transparency of information (54%). The data suggests that the social media were not limited to a specific gender. Both males and females reported no difference in website attraction. On the other hand, they were inspired to volunteer through a friend, family, colleague or other volunteers (40%). Moreover, the respondents give their reason for volunteer at Isara including: “I want to help others” 80%, “I like what the Isara does” (72%) and “I want to join free

volunteer program” (62%). Regarding their training, a majority of the participants received an orientation before volunteer. Furthermore, the participants attended the training course during their volunteer at Isara for fellow volunteers (38.3%)

Respondents were asked to rate their motivation on volunteer tourism and to determine whether their experience at the Isara effected their volunteer minded. These question were based on a 5-point Likert scale which ranged from 1 *Most important* to 5 *Least important*. The main finding was the identification of push factor and pull factor based on the 34 item motivation scale. Initially, the five constructs represent five different motivations (push factor). “Feeling satisfy and happy from activities” means people joined volunteer trips for relaxation or to experience happiness moment while volunteering. “Acquiring new knowledge, skills & experiences” indicates people joined to explore new places or learn new skills. “Spending time for others” represents people joined to benefit others including local citizens, community and environment. “Feeling of being useful” means that doing volunteers give sense of valuable to their life. “Pursuing my personal goal” indicates that people joined to advance in their vision or to discover personal goal.

Subsequently, the pull motivational items which were the most frequently mentioned and most important both in the scale and in their own words including “Doing volunteer experience difference culture”, “Doing volunteer help me gain memorable life experience”, and “Doing volunteer contribute the development to the society”. These preceding motivations encompass values of altruism, compassion, and duty to help a cause that the volunteer relates to. On the other hand, several of the items are repetitive or did not fit into the context of this research study. For instance, “Isara offers free volunteer programs” and “Isara providing the opportunities to teach”.

Moreover, the importance of the five perceived benefits that the participants joined volunteer trips in their own words was *opportunity to give back* to the others in community. The challenging benefit has been secondly cited particularly was *learning to appreciate other cultures*. This culture learning was privileged experience in Nong Khai; the participants were offered through interaction with local community and tasks which allowed them to gain awareness, skill and stronger determination. Then, the participants perceived that they *use skills and abilities doing meaningful work*. This valued helping others was showed as a significant value of their

life. Besides, participate in volunteer programs also *share experience and knowledge with others* such as exchange their attitude toward life experiment, discover new abilities, and find out new areas of interest. Apart from this, the participant's *efforts are making a difference* in a developing country since they may have an opportunity to doing volunteer without expenses and a chance to teach face to face with local residents.

Consequently, the satisfactions of the international volunteer tourists showed interested results. The most frequently mentioned satisfactions in this case study are *Isara is a recommendation place to volunteer*. The majority of voluntourists recommends a volunteer vacation at Isara and would likely to volunteer again in the future. Indeed, the respondents declared that they have *good relationship with the staff* while spending their volunteer trip. Respondents mentioned that they felt free to join any volunteer activities. The organisation also arranges or reschedules to fit with the participant available. Moreover, participants *have gained a lot of new knowledge and experience* from voluntary work. Besides, the desire to *making a difference* for a brand new world prompts participants to join international volunteer tourism trips meanwhile *utilizing skills and abilities doing significant work* at Isara.

Respondents again gave three categories of satisfaction on Isara facilities; access to internet, friendly environment, and relaxing atmosphere. The respondents felt comfortable to volunteer at Isara as well as continue their connection via mail or blog. In addition, providing free accommodation extends the length of volunteer as well as makes a friendship with the others. Thus, the volunteers supposed that staying at Isara is like their "second home" that they are comfortable to enjoy the voluntary moment meanwhile preserve their own personal life.

In this study revealed that respondents frequently expressed satisfaction on communication channel; access to Isara volunteer walls, Isara website is up to date, and access to Isara volunteer blogs. All functional of Isara websites create a society online and linked the fellow volunteer to get to know new volunteers. Besides, the volunteers obtained some advice from volunteer and learned how to adjust to new environment in Nong Khai.

On the other side, participants with various motivations may have different levels of expectations. They stated that they *using skills and experience in a different*

context. For example, some volunteers have previously volunteer experience but they have no experience in teaching. On the other hand, most participants were first-time visitors who had slight knowledge about the local culture or language in this study. Therefore, *language barrier* are indeed expected in such a trip. *Different diversity caused misunderstanding* among group of international volunteer tourists because people come from different cultures encode and decode messages differently. From managerial viewpoints, giving orientations and detailed information regarding volunteering condition at Isara are crucial that could help participants to cope with apprehension owing to *unfamiliar with the organisation management*. In this case, some participants may effected from *insufficient training before volunteer* since orientation and training by the organisation is not enough for attending voluntary work. Otherwise, some may not really concern about the training issues.

6.2 Recommendation from Results of this Research

Based on the findings of this study, in order to maintain the motivation factor of volunteer tourist, increase the satisfaction of volunteer tourists, and minimize the problems while doing volunteer at Isara in order to effective volunteer tourism development, several strategies are recommended as follows:

- 6.2.1 Maintain the motivation of volunteer tourists
- 6.2.2 Increase the satisfaction of the volunteer tourists
- 6.2.3 Develop volunteer program while implement the gap of the problems
- 6.2.4 Enhance the organisation management and training for volunteer
- 6.2.5 Focus on the sustainable development in community

6.2.1 Maintain the Motivation Factor of Volunteer Tourists

Findings from this study also recognize the complexity of motivation. Volunteer tourism providers and organizers may want to work toward a better understanding of the different motivation factors of various types of volunteer tourists. This can be achieved by learning more about volunteer tourists' unique motivations as a way to encourage volunteer tourism participation, and develop volunteer programs that appeal to those distinctive motivation factors.

Furthermore, the linkage between participants and volunteer programs is the key to sustaining volunteer projects. Based on the results of this study, “feeling satisfy and happy from activities” is an important motivation. This concern is one of the primary positive effects gained from volunteer trips and also distinguishes volunteer from other tourism styles.

In addition, the other motivations also drive participants to a destination such as the interaction between participants and local people, environments, and colleagues. Many experienced participants were willing to come back to the same or similar projects again since they cared about the locals, the countries, the issues, and the environments.

6.2.2 Increase the Satisfaction of the International Volunteer Tourists

This finding suggests that the organizations may need to approach the volunteer tourists’ satisfaction. The organisations may ask the voluntourist that actually requested material from different organisations. Since these voluntourist might be a key to conducting follow-up studies on their satisfactions for undertaking a volunteer tourism trip and their on-site experiences.

However, volunteer may not direct their efforts toward the best outcome for the organization. This suggests that messages to recruit and retain volunteers should communicate clearly how volunteer opportunities create the chance to help others and build positive interpersonal relationships with peers. The organisation provides an informational for potential volunteers so that they can learn about the volunteer opportunity and ask any questions that may have.

Otherwise, building a strong relationship with the previous volunteer tourists and the existing volunteer tourists lead to long-term commitment among program participants and create loyalty among volunteers and financial contributors. For instance, follow up with the volunteers after their first time volunteering to observe what they perceive and benefit from the experience. For any questions or concerns that they were interested in volunteering in the future or on a more regular basis.

Overall, it is postulated that volunteer tourists’ experiences are critical in building sustainable volunteer tourism, as it is argued that volunteer tourism includes

both service experience and service quality similar to the tourism industry. Experience is regarded as an important element in influencing satisfaction and also the sustainability of volunteer tourism.

6.2.3 Develop Volunteer Program while implement the Gap of Problems

Most of participants come from all around the world especially westerners or citizens from developed countries. While the participants joined the volunteer trip and settled in a developing area or remote village in an eastern country for several weeks, the culture differences offered many interesting angles to explore. The participants have to handle with culture shift when living in a different environment meanwhile communicate with the locals or learn from other volunteers.

It is argued that the development of cultural appreciation and understanding should be approached as a goal for volunteer tourists. Significantly, this study suggests that the organisations can play a central role in facilitating the achievement of such an objective. In this case, the organisation may cooperate with all parties to involve and those people might bring exposure and popularity to the destination through word of mouth to citizens who might not have been familiar with the volunteer program.

To develop volunteer programs, it requires a large degree of organization and people skills. Creating a corporate volunteer program is a key to an action plan. Indeed, organized planning and matching volunteers with needs that they address will benefit both volunteers and organisation. In addition, this research highlighted the importance of developing programmes with local people so that volunteers are involved in work that does not undermine the value of local staff. In addition, it is essential that the organisation is in control of the program to ensure that projects are not inappropriately imposed on host communities as well as develop relationships between volunteer tourists and the organisations in a better way. In addition, the volunteers and the citizens have opportunities for interaction and exchange since this occurs naturally to some extent through volunteers' work.

Thus, volunteer program planning is often done by professionals or managers. When these projects are made available for volunteering, usually not until the final stages of development, they often fail to get support as they can not

consistency maintain the program as well as meet local needs or values. Otherwise, survey the volunteer destination areas can be used to support and enhance the local requirements.

6.2.4 Enhance Organisation Management and Training for Volunteers

Based on the findings, the researcher offers the Isara recommendations to improve organisation management. These recommendations have been developed based on the integration of the literature review and shared experiences with the researcher by those volunteers who participated in the study.

Initially, the organization charts are used to demonstrate people the intended structure of the organization and used as a management tool to further the achievement of the organization's goals. Indeed, the organisation chart must align with the organisation objectives. Not only reflects the responsibility structure but also follows lines of communications in the organisation chart. Thus, this formal organization is supposed to reflect the power structure of the organisation. It is also recommended by this researcher that Isara management develop a survey instrument that will provide the organisation feedback on the performance of the volunteers as well as their needs and motivations. This survey should be conducted on a scheduled periodic basis to provide timely information to Isara management. In addition, recognition would serve to further motivate volunteers and reinforce the volunteer satisfaction. Indeed, Isara could develop and implement some form of non-fiscal reward system for volunteers that will work to meet their desire for recognition of their efforts or confirmation of their achievements.

Otherwise, the international volunteers also require a training of local language. In general, the organisation provided basic Thai language materials as a manual book. Most of the volunteers stated that most students can't speak English caused the volunteers misunderstood the students many time. Prior to teaching English, the volunteers need to accomplish their assignment so that they were encouraged to learn the language from the local people while in Nong Khai.

Involving volunteers in a need will make them stakeholders in the volunteer program and enhance their commitment to any volunteer. The results stated that the volunteers want training and share priorities; however they feel that the most

effective training methods must be applied in teaching program. Moreover, the evidence from an interest assessment should give them a comprehensive picture of what volunteers feel their training needs are.

The design of training systems that enhance the quality of social interactions among volunteers and citizens may have additional benefits. For future training, the organisation should be based on what volunteers consider the most effective method. From the study, a variety of training methods need to reach a majority of the volunteers in any aspect of teaching technique. Specifically, training will provide a stronger basis for participate the teaching program. They can perform their voluntary work with their utilized skill. Also, they'll have confidence that the time and effort required for a new program is justified. Thus, evaluating the training to determine if it was successful and how the organisation can improve future training.

On the other hand, training needs assessment which is useful to start planning a training program. This will help the organisation discover what additional skills the volunteers need to acquire. Meanwhile, the organisation have to consider the nature of the volunteer's work does it is basic or routine. Then, the volunteers might require only basic task to complete and general introduction. In contrast, whether the volunteer's work is rather complex, in that case the volunteer will likely require training about policies and procedures as well as a complex orientation. Despite the impression that the volunteers do not want to participate in training, the needs or interest assessment dramatically demonstrated that volunteers themselves appreciate and recognize their need for leadership development.

6.2.5 Focus on the Sustainable Development in Community

In this study, the volunteer programmes based upon the requirement from the organisation founder and the international volunteers. However, the organisation must considerate the long term while maintain the local community. To meet the community needs, the organisation must observe the real problem and initiate the volunteer programs that truly help the community. In this case, the organisation may offer a sustainable alternative to the community whilst creating a mutually beneficial relationship between the host community and the volunteer.

In fact, Isara organisation offered monthly community projects, the organisation consent the volunteers involved in various community works like social awareness campaign about Helmet Campaign, Cleanliness, and Plantation Program in Nong Khai villages. Moreover, distribute supplies to the schools and orphanages. Thus, the Isara may concentrate more on the yearly plan and then cooperate alongside local organisation or school so that Isara ensure that the work is not futile and that specific development needs are being met. Volunteer placements need to be aligned with the development policy of the community, and local communities should have a platform to clearly state their development needs.

6.3 Suggestions for Future Research

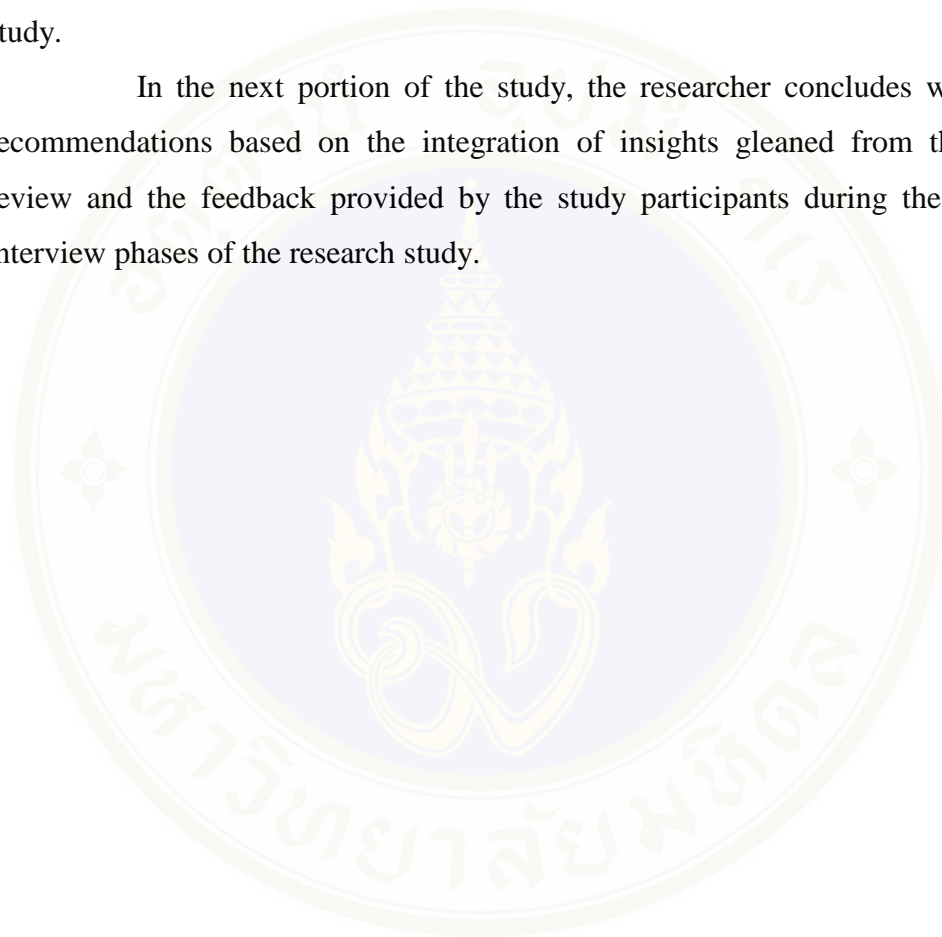
This study aimed to explore the volunteer tourism development by determine the motivation, the satisfaction, the perceived benefit and problem encountered of volunteer tourists' experiences; however, it was limited by time and resources. Future research should compare the volunteer tourism providers who offered free volunteer program in order to reach data saturation in regards to volunteer tourism opportunities, their motives for participating in volunteer tourism, and their attained experiences.

Even though the findings suggest that there are some indications that volunteer tourism is contributing positively towards community, future research could be conducted on the development work between participants and locals, and environmental concerns should be emphasized more. Research may examine how aid initiatives could be broadened to include environmental awareness and education components. Otherwise, studied are warranted to examine a negative impact from volunteer tourism.

This research has revealed perceived benefits, especially the view that local people involved with volunteer tourists develop their cross-cultural understanding. This suggests that future research is required to understand the cultural issues; international volunteer tourism trips are a means to improve cross-culture understandings and interactions.

Current volunteer management practice has adopted a range of flexibility strategies but in some area the results reveal that the organisation needs to focus more on organisation management. Opportunities for future research into the role of personality, staff attitudes and volunteer rewards, as well as the organisation's evaluation of volunteer tourism as a form of recreation experience were suggested to study.

In the next portion of the study, the researcher concludes with a set of recommendations based on the integration of insights gleaned from the literature review and the feedback provided by the study participants during the survey and interview phases of the research study.



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APPENDIX A
VOLUNTEER TOURISM DEVELOPMENT:
A CASE STUDY OF ISARA CHARITY FOUNDATION
RESEARCH QUESTIONNAIRE

All information collected will remain anonymous with regard to where it came from and by whom it was provided. The survey is designed to support the Isara Foundation in better understanding its volunteer programmes and to enhance the volunteer programmes by monitoring the volunteer management.

Instruction: Please highlight the choice and insert **X** from question number 18 - 23.

Part1: Basic Information

1. Age
 18 – 25, 26 – 35, 36 – 45, 46-55, 56-65, 66 and above

2. Gender Female Male

3. Employment Status
 Student Self-employed
 Employed full-time Unemployed
 Employed part-time Retired

4. Occupation

5. Education Level
 Grade School Post- Graduate / Graduated
 High School Doctorial
 University/College Bachelor Others:

6. Nationality

7. Length of volunteer with the Isara
 Less than a week 1 month – 6 months
 1 – 2 weeks 6 months – 1 year
 3 – 4 weeks More than 1 year

8. What activities do you carry out as a volunteer? (all that apply)

- Building Project
- Community Development
- Environmental Conservation
- Teaching Program

9. How many hours per day would you be willing to volunteer?

- Less than 2 hours
- 2 – 4 hours
- 4 – 6 hours
- 8 – 10 hours
- more than 10 hours

10. How much would you be willing to spend on a volunteer vacation?

- less than \$200,
- \$ 200 – \$399,
- \$400 – \$599,
- over \$600

Spending on Laundry Food Mobile Bill Shopping
 others, please specify.....

11. Do you have previous experience with international volunteer work?

- Yes, please specify.....
- No.

11.1 When you volunteer at Isara

Part 2: Reason for Participating in Volunteer Tourism

12. Reason for choosing Nong Khai as your volunteer destination

(all that apply)

- | | |
|-----------------------|------------------------------------|
| Exotic Place | Good value for money |
| Friendly local people | Safe and secure |
| Good weather | Quiet and Peaceful |
| Tropical environment | Other reasons, please specify..... |

13. What are the following factors that affect your decision to volunteer abroad?

(only that apply)

- Volunteer service website
- My employer
- The organisation’s website
- Through a friend, family member, colleague or other volunteers

Through a college/university course

My own decision

14. Reason for Volunteering with the Isara (only that apply)

I heard good things about the Isara

I like what the Isara does

I want to help others

I want to join free volunteer program

I want to do something

other, please specify.....

Part 3: Orientation and Preparation

15. For your first time taking volunteer program, have you been offered any training courses? (e.g. Thai Language classes, Thai Culture classes, or other classes related to volunteer responsibilities)

Yes

No

16. How did you receive the training from Isara Foundation?

(all that apply)

Training from fellow volunteers

Training / workshops provided by the organisation

Printed job description / Manual handbook

17. What kind of training or information do you require from Isara?

Part 4: Motivation for Isara Volunteer

18. Please rate the factors that motivated you to volunteer by X the number that best represent how you feel.

5 = Very important 4 = Somewhat important 3 = Neutral
 2 = Somewhat unimportant 1 = Not important at all

		1	2	3	4	5
1	Acquiring new knowledge, skills & experiences					
2	Escaping from personal problem					
3	Feeling of being useful					
4	Feeling satisfy and happy from activities					
5	Feeling important					
6	Finding relax and comfortable place					
7	Getting away from daily routine					
8	Increasing my self-esteem					
9	Inspired by others/past volunteer					
10	Pursuing my personal goal					
11	Pursuing my career goal					
12	Spending time for others					
13	Understanding more about myself					
14	Being independent					
15	Volunteer help me interacting with locals					
16	Volunteer help me getting new contacts					
17	Volunteer improving ability to find pleasant work					

		1	2	3	4	5
18	Doing volunteer contribute the development to the society					
19	Doing volunteer fulfilling my dream					
20	Doing volunteer experience difference culture					
21	Doing volunteer provide me an international travel					
22	Doing volunteer give me a chance to taste local food					
23	Doing volunteer in a developing country					
24	Doing volunteer help me gain a new perspective on life					
25	Doing volunteer help me gain memorable life experience					
26	Isara providing chance to save an environment					
27	Isara providing the opportunities to teach					
28	Isara offers free accommodation					
29	Isara offers free volunteer programmes					
30	Isara give me a chance to sharing knowledge & experience with other volunteers					
31	Nong Khai is an exotic place					
32	Nong Khai inspired me to visit					
33	Nong Khai encouraged me to learn culture and traditional					
34	Nong Khai is peace and calm					

Part 5: The effectiveness of your volunteer work at Isara
--

19. Consider your Isara experience and X the number that best represents the extent to which your volunteer work at the Isara has had an effect on you regarding the following statements.

5 = Very important 4 = Somewhat important 3 = Neutral
 2 = Somewhat unimportant 1 = Not important at all

		1	2	3	4	5
1	Increasing self-confidence					
2	Growing interpersonal skills					
3	Opportunity to give back					
4	Creating a social network with volunteer & staff					
5	Increasing awareness of community needs					
6	Receiving chances to involve with other communities					
7	Developing new job-related skills					
8	Doing volunteer gives me a sense of accomplishment					
9	I use my skills and abilities doing meaningful work					
10	I share experience and knowledge with others					
11	I learn a language					
12	I learn to appreciate other cultures					
13	I find volunteering fulfill my dream					
14	I feel free to join any volunteer activities					
15	I am able to overcome obstacles in my life					
16	I feel that I am a valuable person					
17	I look forward to future challenge					
18	My efforts are making a difference					
19	My contribution is valuable and effectively utilized					

20. Consider your Isara experience and X the number in those situations that you encountered with the problems while volunteering at the Isara.

5 = Very important 4 = Somewhat important 3 = Neutral
 2 = Somewhat unimportant 1 = Not important at all

		1	2	3	4	5
1	Language barrier					
2	Culture shock (e.g. no short pants in the temple)					
3	Uncomfortable transportation					
4	Hardly to adjust to tropical atmosphere(e.g. mosquito)					
5	Limitations of the local health service					
6	Insecure conditions/safety issue					
7	Less privacy					
8	Dominated by some group of volunteers					
9	Doing volunteer waste my time					
10	Using skills and experience in a different context					
11	Confusion with the assigned volunteer job					
12	Different diversity caused misunderstanding					
13	Unfamiliar with the organisation management					
14	Ambiguously communication of an organisation					
15	The organisation asked too much from me					
16	Poorly planned volunteer activities					
17	Inappropriate meeting time					
18	Insufficient staff responded volunteer desires					
19	Insufficient training before volunteer					
20	Unclear role of staff					

Part 6: Volunteer Satisfaction at Isara
--

21. Considering your Isara experience and X the number that best represents your satisfaction to the Isara effected as the following statements.

5 = Extremely Satisfied 4 = Somewhat Satisfied 3 = Neutral
 2 = Somewhat Dissatisfied 1 = Extremely Dissatisfied

		1	2	3	4	5
1	Sense of self-esteem					
2	Giving back to society					
3	Building up new job related skills					
4	Raising awareness of community needs					
5	Opportunities to involve with other communities					
6	Opportunities to socialize with volunteers & staffs					
7	Making a difference					
8	Good relationship between staff and volunteer					
9	No trouble to complete the volunteer activities					
10	Utilizing my skills and abilities doing significant work					
11	All training support my volunteer efforts					
12	I perform my volunteer service effectively					
13	All volunteer experiences give me a lesson					
14	All volunteer activities fulfill whatever I expected					
15	I am satisfied with the variety of activities offered					
16	I am satisfied with seasonal/holiday special events					
17	I have gained a lot of new knowledge and experience					
18	I feel that I am a valuable member of the organization					
19	I feel free to join many activities that Isara offered					
20	Isara is a recommendation place to volunteer					

22. Please provide your opinion about Isara facilities by X the score that best represents how you feel.

5 = Strongly Agreed

4 = Agreed

3 = Undecided

2 = Disagreed

1 = Strongly Disagreed

	1	2	3	4	5
Convenience and comfortable					
Friendly environment					
Manageable size					
Easy access to bus/train station					
Relaxing atmosphere					
Free space					
Clean and hygienic					
Safety and security					
Access to Internet					

23. How would you rate the effectiveness of Isara communication with volunteers?

5 = Strongly Agreed

4 = Agreed

3 = Undecided

2 = Disagreed

1 = Strongly Disagreed

	1	2	3	4	5
Confirmation letter					
Telephone substitution calls					
Weekly update e-mails/letter					
Isara website is up to date					
Access to Isara volunteer blogs					
Access to Isara volunteer walls					
Clear message from Isara staffs					

Part 7: Recommendation for Isara Organisation

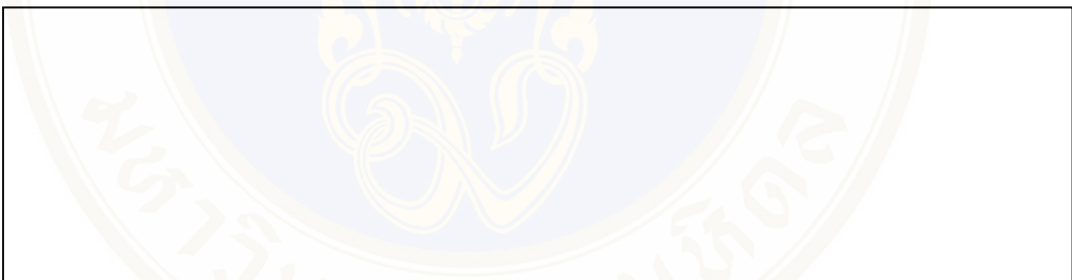
24. Would you volunteer at Isara again?

- Never
- Maybe/ Not sure
- Yes

25. What have been your most favorite aspects about volunteering with Isara?



26. What have been your least favorite parts about volunteering with Isara?



27. Please provide any additional comments related to your work as a volunteer for Isara.



Thank you very much for completing this questionnaire.

Pasuta Phongam

APPENDIX B

CHECKLIST FOR KEY INFORMANT INTERVIEW

About Research

This research is part of my Master of Management at Mahidol University International College.

Objective

The aim of this research is to explore what motivate people to participate in volunteer tourism and what volunteer tourists gain from volunteering. The results of the research will help determine the motivation and the satisfaction of volunteer tourist. Also, help the organisation understand why volunteer participate in their organisation.

Chosen Reason

You have been contacted as a prospective participant in this study because you have been a volunteer tourist with Isara Charity Foundation. I received your contact information from the founder who said you participated in volunteer tourism.

Required for participation

Your participation in this project will involve a 10 - 40 minute interview asking about 11 – 14 questions about your volunteer tourism involvement and activities, as well as your motives and satisfactions for participating in volunteer tourism.

Confidentiality and Anonymity

You will remain anonymous in any written reports coming from the study, and your responses will be treated confidentially. Any written presentation of the data will contain only pseudonyms, and all identifying characteristics will be removed.

Questioning

Not all of the questions may apply to you, but I'm only interested in your opinions and personal experiences. You may interrupt the interview, ask for clarification, or criticise a question.

Data Analysis

The researcher will apply the theories which are related to the volunteer tourism to use as the guidelines to find out the cause, mechanism or other factors which lead to the suitable volunteer tourism under the circumstance of the volunteer tourism at present.

(1) Checklist for Focus Group Interview

Checklist for the international volunteer tourists and the staffs at Isara Charity Foundation.

Date _____ Place _____

Name of Respondent _____

Volunteer Organisation _____

1. Have you participated in volunteer tourism in the past? Where?
2. Why you come to Thailand?
3. Why you choose Nong Khai as a destination?
4. How do you know Isara organisation?
5. What program that you expect to participate at Isara?
6. Have you ever feel confuse while doing volunteer at Isara?
7. Which volunteer program that you participate at Isara Organisation?
8. As volunteer, what you gain from the volunteer experience?
9. Are you motivated to continue participating in volunteering? Why?
10. What benefits could others gain from participating in voluntourism?
11. Have you used word-of-mouth advertising for the organisation?

Have you told others of your experience in hopes they will participate in volunteering?

Why?

(2) Checklist for In Depth Interview

Checklist for the international volunteer tourists and the staffs at Isara Charity Foundation.

Date _____ Place _____

Start time _____ End Time _____

Name of Respondent _____

Volunteer Organisation _____

1. Have you participated in voluntourism in the past? Where? In what capacity?
2. Did you go in a group? Through a tour operator? Alone? Otherwise?
3. Why did you choose this organization?
4. Why did you choose this location?
5. What motivated you to use your vacation time to participate in voluntourism?
(Please break your answer into two parts; intrinsic and extrinsic motivators).
6. What kind of experience that you get from volunteering?
7. Will you considered to continue participating in volunteer tourism?
Why? (Family, age, finances, lack of interesting locations, no longer making a difference, etc.)
8. What the benefits that you gain from participating in voluntourism?
9. Have you used word-of-mouth advertising for organisation?
Have you told others of your experience in hopes they will participate in volunteering?
Why?
11. How you define a meaning of volunteer tourism?
12. What are the potential positive social benefits of volunteer tourism?
13. In working with staff/student, what are the key issues leading to successful outcomes?
14. What are the key problems and issues to be overcome?

Thank you for taking the time to answer these most important questions.
These questions are designed to assist Isara with knowing you better.

(3) Checklist for In Depth Interview

Checklist for the founder and the staff at Isara Charity Foundation.

Date _____ Place _____

Start time _____ End Time _____

Name of Respondent _____

Volunteer Organisation _____

1. Please describe term of mission and vision of Isara.
2. Please describe the organisation structure. (Flat, Top-Bottom)
3. How the organisation raises the income and manages the expense?
4. How to recruit the volunteers?
5. Which program that the volunteer mostly attaining?
6. Do you provide any training for the volunteers?
7. How to recruit the student to join English program?
8. How to evaluate the student learning progress?
9. How the organisation plans the volunteer programmes?
10. What is future plan for Isara in next 5 years? (Extend the volunteer programmes, target more groups of volunteer, collaborate with others, etc.)
11. What you expected from the next coming volunteer?
12. What are the key problems and issues to be overcome?
13. Do local people support Isara Learning Center?
14. Has Isara been collaborated with other Tour Agency, Local School, or Governmental office?

BIOGRAPHY

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