

Examination of Thailand as International Volunteer Tourism Destination: Profiling of the market and motivations, strengths and weaknesses

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Abstract

The purpose of this study is to examine profiles of international tourist volunteer in Thailand in terms of their core behavior, types, and especially their motivations, to assess the strength and weaknesses of Thailand as international volunteer tourism destination. And to determine the reasons of their future intentions. Central to this topic is the collection of in-depth information about profiles and motivation of international volunteer tourists. This research uses non-probability sampling due to its small-scale survey (Berg, 2007). Non probability snowball sampling is used. Results were separated into six parts: Core behavior; Contribution their own financial and volunteer outside their original country; Types: Shallow Vocation Minded; Motivation: Project Factor, Relationship, Escapism; Strength: Helpful people, Friendly people, Safe; Weaknesses: Less Promote, Lack of Government Controls and Bad Accommodation. and Future intention: Money and Time. Value information and advice are provided to those who interested in promoting volunteer tourism in Thailand as how to motivate the international volunteer tourist to add some volunteer activities to their holidays, including host community, non-government organizations and tour operators.

Keywords: Volunteer tourism International Volunteer tourist Motivation

Introduction

From 2000 to 2010, 1,600 studies were conducted in Thailand about the hospitality and tourism industry. Covering the areas of tourism, hospitality, tourists, private organization, and communities (Sangpikul,2012). Current studies use the same topic and only changing target group of population or increasing the scope of the study (Sangpikul,2011). However, it's very hard to find creative studies about the hospitality

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